

**UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI**

**CONSUMER PREFERENCES AND PURCHASE INTENTIONS FOR
IMPORTED AND LOCALLY MANUFACTURED DOORS.**

CASE STUDY: KUMASI METROPOLIS



OWUSU-ANSAH DANIEL KWASI

MARCH, 2017

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

CONSUMER PREFERENCE AND PURCHASE INTENTIONS FOR
IMPORTED AND LOCALLY MANUFACTURED DOORS.
CASE STUDY: KUMASI METROPOLIS

OWUSU-ANSAH DANIEL KWASI

8141780005

A Dissertation in the Department of **CONSTRUCTION AND WOOD**
TECHNOLOGY EDUCATION, Faculty of **TECHNICAL EDUCATION**,
submitted to the School of Graduate Studies, University of Education, Winneba in
partial fulfilment of the requirements for award of the Master of Philosophy (Wood
Science and Technology) degree.

MARCH, 2017

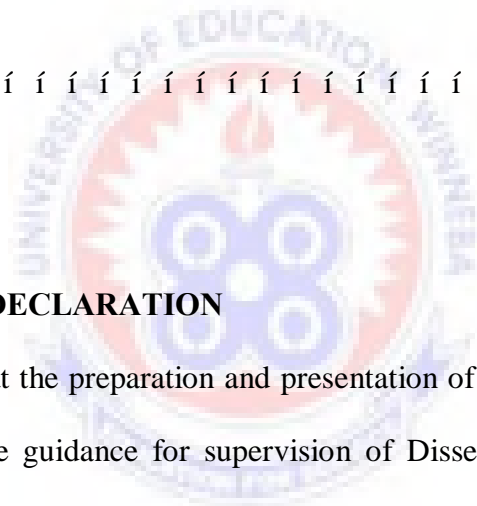
DECLARATION

STUDENT'S DECLARATION

I, OWUSU-ANSAH DANIEL KWASI, declare that this Dissertation with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE: í í í í í í í í í í í í í í í í í í ..

DATE: í



SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidance for supervision of Dissertation as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: PROF. MARTIN AMOAH

SIGNATURE: í

DATE: í

ACKNOWLEDGEMENT

I am very grateful to the Almighty God for his guidance and blessings throughout the period of my postgraduate studies and the period of writing this dissertation. I would like to deeply thank my supervisor; Prof. Martin Amoah for his daily supervision, research directions, excellent guidance, creative suggestions, and critical comments for the completion of this project work.

I am highly indebted to my wife and Mr. John Bosco Kuuzuing for their financial support which enabled me to carry out this work successfully. I am also grateful to all my lecturers at the Department of Construction and Wood Technology Education for the knowledge they have imparted in me and their good advice which helped developed my interest in the course and enabled me to undertake this research work. And also I would like to express deep appreciation to the homeowners and tenants in Kumasi Metropolis who helped greatly in collection of data for the project work.

Finally, to all persons who have contributed in diverse ways to making my dream of earning a postgraduate degree come to reality, I really appreciate your efforts and I say thank you very much.

DEDICATION

I dedicate this dissertation to my wife and children



TABLE OF CONTENTS

Content	Page
DECLARATION	ii
ACKNOWLEDGEMENT	iii
DEDICATION	iv
LIST OF TABLES	ix
LIST OF FIGURES	xi
ABSTRACT	xii
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the problem	3
1.3 Purpose of the study and Objectives	4
1.3.1 Objectives of the Study	5
1.4 Research Question	5
1.6 Significance of the study	5
1.7 Scope of the study	6
1.8 Organization of the study	6
CHAPTER TWO	8
REVIEW OF LITERATURE	8
2.1 Overview of Consumer and Consumer Buying Behaviour	8
2.1.1 Behavioural Economics	9
2.1.2 Howard ó Sheth Model	11
2.1.3 Engel ó Kollat ó Blackwell (EKB) Model	11
2.2 Purchase Intention	13

2.3	Factors Influencing Purchase Intention	14
2.4.1	Self-congruity	14
2.3.2	Modernity	16
2.3.3	Perceived Quality	17
2.3.4	Perceived Price	18
2.3.5	Attractiveness	19
2.3.6	Security	21
2.3.7	Country of origin	23
2.3.8	Ethnocentrism	24
2.3.9	Demographic Factors Influence	26
2.4	Conceptual Framework	27
2.5	Conclusion	30
CHAPTER THREE		32
3.0	METHODOLOGY	32
3.1	Research Framework	32
3.2	The Study Area	32
3.3	Research Design	33
3.4	Population	33
3.5	Sample and Sampling Technique	34
3.5.1	Sample Size Determination	34
3.6	Data Collection Instrument	34
3.7	Reliability and Validity Analysis	37
3.8	Data Analysis	39
3.9	Ethical Consideration	40

CHAPTER FOUR	41
RESULTS OF THE STUDY	41
4.1 Response Rate	41
4.2 Demographic Characteristics of Participants	41
4.3 Comparison of consumers' perception for locally-manufactured Ghana and imported doors	43
4.4 Important Factors that influence Purchase	59
4.5 Purchase Intention of Consumers	60
4.6 Factors influencing consumers' preference leading to their purchase intention of doors	63
4.7 Impact of purchasing locally made doors on Ghanaian Economy	65
4.7.1 Regression Analysis	67
CHAPTER FIVE	69
DISCUSSION OF RESULTS	69
5.1 Perception of Consumers of Made in Ghana and Imported Doors	69
5.2 Important Factors that influence Purchase of Consumers	78
5.3 Influence of demographic characteristics on Consumers Purchase Intention	79
5.4 Impact of purchasing locally made doors on Ghanaian Economy	80
CHAPTER SIX	83
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	83
6.1 Summary	83
6.2 Findings of the Study	84
6.2.3 Influence of demographic characteristics on Consumers Purchase Intention	87
6.3 Conclusions	88
6.4 Recommendations	89
6.5 Recommendations for Further Studies	90

REFERENCES	91
APPENDIX A	111



LIST OF TABLES

Table	Page
Table 3. 1: Questionnaire reliability testing	38
Table 4. 1: Background Information of Respondents	42
Table 4.2: Self-congruity factors influencing consumers purchase intentions of local and foreign doors	43
Table 4. 3: Correlation Matrix of self-congruity and demographic variables	44
Table 4. 4: Modernity factors influencing homeowners purchase of local and foreign made doors	45
Table 4. 5: Correlation Matrix of modernity and demographic variables	46
Table 4. 6: Consumerø perception on Perceived quality of locally and foreign made doors	47
Table 4. 7: Correlation Matrix of perceived quality and demographic variables	48
Table 4. 8: Consumerø perception on Perceived price of locally and foreign made doors	49
Table 4. 9: Correlation Matrix of perceived price and demographic variables	49
Table 4. 10: Consumerø perception on Attractiveness influencing purchase	50
Table 4. 11: Correlation Matrix of attractiveness and demographic variables	51
Table 4. 12: Consumerø perception on Security of locally and foreign made doors	52
Table 4. 13: Correlation Matrix of security and demographic variables	53
Table 4. 14: Consumerø perception on Country of origin influencing purchase	54
Table 4. 15: Correlation Matrix of country of origin and demographic variables	54
Table 4. 16: Consumerø perception on Ethnocentrism influencing purchase	55
Table 4. 17: Correlation Matrix of ethnocentrism and demographic variables	57
Table 4. 18: Important factors that influence Purchase behaviour of Consumerø	59

Table 4. 19: Correlation matrix about important factors against Demographic variables	60
Table 4. 20: Consumer's Purchase Intention	61
Table 4. 21: Correlation matrix about purchase intention against Demographic variables	62
Table 4. 22: correlation matrix about independent variables (qualities of doors that influence purchase intention)	64
Table 4. 23: Responses on the perceived impact of purchasing locally made	66
Table 4. 24: Impact of purchasing locally made doors on Ghanaian Economy	67



LIST OF FIGURES

Figure	Page
Figure 2. 1: Conceptual Framework on consumer preference and Purchase intention	28



ABSTRACT

Ghana is one of the developing countries where large amounts of products from other countries are imported each year and door products are not an exception. The great varieties of doors from other countries have made many consumers to patronise imported products. To this effect, the purpose of this study was to evaluate the consumer preference and purchase intentions for locally manufactured and imported doors. The objectives of the study were to compare consumers' perceptions for made-in-Ghana and imported doors, determine the important factors that influence purchase intentions of consumers, determine whether consumers purchase intentions differ with respect to their demographic characteristics and assess the impact of purchasing locally made doors on the Ghanaian Economy. The research design adopted for the study was cross-sectional descriptive survey. Using convenience sampling technique, 302 homeowners in the Kumasi Metropolis were selected for the study. Questionnaires were used as a data collection instrument. The study found that price, fashionability, attractiveness, modern trends, country of origin, social status, security, convenience and durability influence the purchase intentions of consumers. The study affirmed that homeowners who receive higher income are likely to buy imported doors. The study revealed that purchasing locally made doors boost the nation's Gross Domestic Product (GDP), make furniture industries grow, uplift the economy of Ghana and give the citizen a sense of pride, make locally industries to be globally competitive, boost employment generation in the country, and encourage investors in the country. It was concluded that Ghanaian consumers prefer buying imported doors because of their perceived quality, modernity, attractiveness and security. The study recommended that developing countries must be encouraged to improve upon the quality of doors so as to raise the confidence level of local consumers and to also enable the industries fully compete with the international firms.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Purchasing intention is related to consumers' behaviour, perception and their attitude. Purchase behaviour is an important factor for consumers during evaluation and consideration of certain products (Keller, 2001). Ghosh (1990) states that purchase intention is an effective tool used in predicting purchasing process. Once the consumers decide to purchase the product, they will be driven by their intentions. However, purchase intention might be altered by the influence of price, quality and value perception (Zeithaml, 1988; Grewal, & Chen, 1998). Jean-Louis (2011) mentions that consumers intend to purchase because they think they have the right price-quality relation. Consumers who are satisfied with a product have a positive attitude towards the brand and later have impact on their purchase intentions.

According to Bamfo (2012), Ghanaians attach much importance to foreign-made products. Consumers' attitude towards made-in-Ghana products is therefore negative. In the estimation of Bamfo (2012), about 56% of Ghanaian consumers do not make purchase decision in favour of products made in Ghana. This does not augur well for a developing country like Ghana. For an emerging economy like Ghana, it will take high ethnocentric consumers who make conscious buying decisions in favor of locally-made products before considering those made elsewhere (Elliot, 1994).

Ghana, as a developing country, has made a lot of effort to become a middle income country by the year 2020. This is an effort towards the right direction and competing positively with other African countries as well as developed countries across the globe which will enhance the living standard of the country's citizens (Bamfo, 2012). In pursuing the aim

to become a middle income country, Ghana cannot continue to depend on a large quantity of imported products to feed the local market (Bamfo, 2012).

Majority of developed countries have attained their objectives by relying on domestic production and also through government campaigns in support of the utilization of locally-made products. The intensity of dedication to the consumption of locally-made products, to a large extent, depends on the extent of ethnocentrism (Sciffman & Kanuk, 2007). The government of Ghana has therefore suggested the concept of national orientation. Among the five concepts, the first concept is called 'Proud to be a Ghanaian'. This concept advocates that Ghanaians should take pride in their national heritage and in those products manufactured locally (Ghana Government, 2010). Kyeremanteng (2007) slammed the sentimental attachment of the citizenry to imported goods at press briefing in Accra. According to the author, Ghana could fulfil the dreams of becoming a middle income economy if Ghanaians buy goods manufactured locally. Ofori (2007) is of the view that buying made-in-Ghana goods was a call to patriotism while Gyasi (2007) implores Ghanaians to show commitment to local products by patronizing them even if the quality is poor. The latter is of the view that through such patronage, manufacturers gain necessary capital and experience to improve on their product.

National and International markets recognize that consumers have either positive or negative feelings towards products, depending on how they perceive the price, quality, accessibility, attractiveness, security, warranty, goodwill and some other factors (Watson & Wright 2000). There is also an issue of positive and negative bias. Negative bias appears in the form of a dislike for foreign products (Shimp & Sharma 1987). Consumers may also have positive bias towards products. This has to do more with products that are coming from countries that are culturally similar to the home country (Heslop, Papadopoulos & Bourke, 1998, Lantz & Loeb, 1996). There is evidence to support the fact that products made from

developed countries, particularly in the Western world are of superior quality to those produced in developing countries (Bilkey & Nes, 1992).

Improvement in communication via Internet and the higher television coverage pave the way for convergence of taste and preference in numerous product categories across the globe. Consumers in developing countries have been motivated to demand the same quality of products as in developed countries (Saffu & Walker 2006) and consumers look for products that meet their expectations and will not sacrifice quality. This explains why the consumers consider quality than that of affordability of a product (Blythe, 2009). Generally, consumers look for products that are of good quality since quality has a direct link with customer satisfaction (Kotler & Keller 2009). For consumers to be highly ethnocentric there is the need for the products made in the country to be of good quality (Sheth, Mittal & Newman, 1999). Consumers look for products that give them the desired benefits (Kotler 2003). Vida and Dmitrovic (2001) are of the view that if consumers believe that foreign products will give them more benefits than those made in their own country, purchase decisions will more often be in favour of foreign products. The only exceptions are those consumers who are highly ethnocentric who may make decisions in favour of locally-made products despite their deficiency in quality (Watson & Wright 2000; Maheswaran, 1994).

1.2 Statement of the problem

Ghana is one of the developing countries where large amounts of products from other countries are imported each year and doors are no exception. This has exposed many Ghanaians to alternative preference for locally-made products and foreign products. Imported doors seem to be enjoying favourable competition against locally made doors. This is making many local door manufacturing companies struggling to survive the competition on the Ghanaian market.

Previous studies have focused on assessing the factors influencing consumer switch from local to imported products. For instance a study by Domie (2013) in Ghana found out the perception of consumers towards locally made products using Kasapreko Company Limited-Ghana as a case study. The study found that Ghanaians distinguish foreign product with attributes such as superior, high quality, attractive, great taste, brand name, personal choice and also social influence considering the fact that they are from developed countries. Therefore, the consumers had a higher tendency to purchase imported alcoholic products. The study by Okraku (2012) investigated consumers' attitude towards foreign and domestic chocolate. The study indicated that consumers have more positive attitude towards foreign chocolate than the domestic chocolate. The cues influencing consumer attitudes towards foreign chocolate are brand name, packaging and the pack size. On the other hand, a study by Amoah, Dadzie, Bih and Wiafe (2015) concentrated on consumer preferences and purchase intentions for rattan furniture. The study focused only on locally made product (rattan furniture).

However, given these developments in Ghana, it is intriguing to note that there is no known evidence-based studies that have investigated how consumers perceived about locally made doors in Ghana. Because information on the preference and purchase intentions of imported and locally manufactured furniture products is scarce, this study was carried out to evaluate the consumer preference and purchase intentions for locally manufactured and imported doors.

1.3 Purpose of the study and Objectives

The purpose of the present study was therefore to evaluate the consumer preference and purchase intentions for locally manufactured and imported doors.

1.3.1 Objectives of the Study

The objectives of the research were to:

1. Compare consumer perceptions for made-in-Ghana and imported doors,
2. Determine the important factors that influence purchase intentions of consumers
3. Determine whether consumers purchase intentions differ with respect to their demographic characteristics.
4. Assess the impact of purchasing locally made doors on the Ghanaian Economy.
5. Examine consumer perceptions of made-in-Ghana and imported doors.

1.4 Research Question

Based on the purpose of the study, the following research questions were developed to guide the study.

1. How do Ghanaian consumers perceive made-in-Ghana and imported doors and how do their perceptions influence their preference and purchase intentions for locally made and imported doors?
2. What are the important factors that influence purchase intention of consumers?
3. To what extent do demographic characteristics of consumers influence their purchase intentions?
4. What impact does patronising in locally made furniture has on Ghanaian economy?

1.6 Significance of the study

The impact of the study could be seen from different angles. First of all, the study would pinpoint the marketing issues and necessary approaches to promoting locally manufactured doors in the Ghanaian market. The report can also be used as learning material especially within areas related to consumer behaviour. Also, the report aims to suggest

factors that can influence purchasing of products made in Ghana. It is also hope that the findings of this study would assist furniture industries to devise means to come out with highly standard furniture.

The research findings may add dimension that may help improve policy direction by the government with regard to regulation of the effect of purchasing locally made doors on the Ghanaian Economy.

From the study, the other stakeholders may use the findings in strengthening policies related to the purchase intentions and preference of consumers. The findings of the study may provide information to investors about the performance of local doors manufacturers over a period of time in order to decide whether to invest their assets. Finally, the research would serve as essential source of reference to future researchers who would be researching into this problem and its related studies.

1.7 Scope of the study

The study is limited to Kumasi metropolis in the Ashanti Region of Ghana. It focuses on the consumer perceptions of made-in-Ghana and imported doors, important factors that influence purchase intention of consumers and the impact of purchasing locally made doors on Ghanaian Economy. The study considers consumers of doors in their various homes and offices around Asafo, Asokwa, Ahinsan, Adum, Amakom, Asuoyeboa, Bomso and Atonsu.

1.8 Organization of the study

The study is organized into six major chapters and specific issues are discussed in each of the chapters. The chapters include Introduction, Literature Review, Methodology, Results of the Study, Discussion of results, Summary Conclusion and Recommendation. The summary of each chapter is provided below;

Chapter One - Introduction: The highlights of the chapter are the background of curriculum implementation, statement of the problem, objective of the study, research questions, significant of the study, scope of the study and organization of the study.

Chapter Two - Literature Review: The researcher reviews the available literature on purchase intention of locally made doors and it is aimed to provide the factors that influence the purchase intention of consumers. The review also covers the conceptual framework of the study.

Chapter Three - Methodology: The chapter covers the discussion of all the research methods and techniques. The highlights of the chapter is research design, the population, the sample and the sampling techniques, the research instruments, administration of instruments and the data analysis.

Chapter Four - Results of the Study: The data obtained through the administration of the research instruments are presented in this chapter. The presentation was in the form of mean and standard deviation which were captured in tables.

Chapter Five - Discussion of results: The results of the study were discussed in this chapter.

Chapter Six - Summary, Conclusion and Recommendation: This is the last chapter of the study and it records the summary, the conclusions made based on the presentations, analysis and the recommendations.

CHAPTER TWO

REVIEW OF LITERATURE

In this chapter, the research attempts to discuss available literature from both published and unpublished about the subject under discussion. It presents the theoretical concepts and conceptual framework related to this study.

2.1 Overview of Consumer and Consumer Buying Behaviour

Consumer is an individual who feels the need for purchase, initiating the purchase, by the information gathered, possessing collecting and finally disposing the product. Besides, some other people might be involved in the course of action. Mostly, the individual buying the product does not utilize it as a final user. The final decision-making could be influenced by others while purchasing the product. These outputs stage of this process would include an extensive range of moods, feelings attitude and behaviour which may imply positive or negative reinforcement of a particular lifestyle (Leon & Leslie 2000).

Consumer buying behaviour means the integral process of decision-making and also activity of people engaging in selecting, purchasing, consuming and disposing products. This also involves responses such as behavioural, mental and emotional which describe and follow these activities (Solomon, 2013).

According to Chowdhury (2007), consumer behaviour does not revolve only about purchasing a particular product. It is an extensive, complex process from the beginning to the end. The first step begins from the mind of the customer who recognizes the need, explores new information related options and variety of choices, defines the benefits of diverse alternatives. Lastly, the process ends up in making the decision of purchasing the product. Customer satisfaction can be realized at a post stage purchase after the actual purchase, giving vital signal to the sellers (Khan, 2004).

According to Solomon (2013), companies are more concerned on individual consumer behavior. It helps them to yield information about how the consumers think, feel and choose their products. Every individual is a consumer. A study by Anas, Ayu and Ajeng (2013) viewed that consumer behaviour is when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires. Customers are in a tough spot. Individuals have exposed to different window of information and varieties of products; many great deal of choices and options available in the market place impulse consumers purchase decision. However the interpretation and decision making is different among individuals and also influenced by internal consumer behavior (perception, attitude and motivation) and external factors (family roles, peer influence and group influence) (Mehmet, 2012; Kassanjian & Sheffet, 1991).

Schiffman and Kanuk (2007) distinguished between two different types of consumers which are personal and organisational consumers. Personal consumers purchase goods and services for their own use, household use or as a gift to someone else. Organisational consumers on the other hand purchase goods and services to run an organisation including both profitable and non-profitable organisation, government and non-governmental organizations.

2.1.1 Behavioural Economics

Behavioural Economics is how consumer reacts, and the economic decisions they make in any given financial framework (Xavier, 2005). Behavioural economics challenges some of the presumptions of conventional economics that consumers make their choices coherently and rationally given their preferences and the constraints upon them. It argues that consumers often act in their own best interests due to behavioural traits such as failure to process information objectively or misevaluations about the costs and benefits of prospective

decisions (Xavier, 2005). These biases according to the behavioural economics traits, partly explains the reasons why consumers may be making seemingly irrational decisions in choosing a particular network operators package over the other. Among the behavioural economics trait identified are as follows;

Hyperbolic Discounting is one of the biases that could distort the irrational decision taken by consumers. This is where the consumer only focuses on the immediate need the product or service is satisfying and so makes decisions based on the present need. Consumers tend to be short sighted when making decisions with immediate costs or benefits to be weighed against future costs or benefits.

Choice or Information Overload is where consumers have too many products or features to compare. Consumers who may encounter such a bias may experience increased anxiety about the possibility of making a bad choice. This according to (Xavier, 2005) can lead to random choice or failure to make any choice, resulting in missed opportunities for buyers and sellers.

Endowment is one of the traits that make consumers reluctant to give up what they have. Consumers mostly behave in this manner because of misplaced loyalty, a failure to acknowledge poor choices in the past, or an irrational consideration of sunk cost.

Framing Biases also affect the consumer's decision. Consumer choice is influenced by the frame in which information is presented. Presentation of the same information in a different frame can lead to a different decision from consumers.

The Behavioural economics model bases their emphasis on the final consumer of the product. It argues that consumers usually act on their best interests due to behavioural traits such as failure to process information objectively or miscalculations about the costs and benefits of prospective decisions (Belch & Belch, 1998). However, the buyer is not always the final consumer but the model failed to include the traits of the buyer who serves as the

intermediary between the producers and the final consumer. The buyer who serves as the intermediary may not necessarily buy products or services based on certain traits or personal characteristics but based on their belief of how fast the products or services can be sold.

2.1.2 Howard – Sheth Model

This model suggests that there are three levels of consumer decision making according to Abdallat and El-Emam (2001). The first level describes the extensive problem solving of the consumer. The consumer at this level of the decision making does not have the basic information or knowledge about the product and does not have any product preference. At this level, the consumer seeks information about the different products in the market before making a purchase.

The second level is limited problem solving. This level is a problem that exists for consumers who have little knowledge about the market or partial knowledge about what they want to purchase. The consumer will arrive at a brand preference after resorting to comparative brand information.

The last level is habitual response behaviour. The consumer at this level have information and knows very well about the different brands and he can differentiate between the different characteristics of each product, and already has a decision which particular product and brand they will purchase.

2.1.3 Engel – Kollat – Blackwell (EKB) Model

The EKB model was created to describe the increasing, fast growing body of knowledge concerning consumer behaviour. The model emphasis on four components that affects the consumer's behaviour: information processing, central processing unit, decision process and environmental influences. According to Berkowitz (1994), the information

processing component comprises the consumer's selective exposure, attention, comprehension and retention of stimuli relating to a product or brand received from marketing and non-marketing sources. At this level the consumer must first be exposed to the message, allocate space for the information, interpret the stimuli and retain the message by transferring the input to the long term memory. As affirmed by Kotler (1999) at the central control unit level, the received and retained stimuli are processed in the central control unit. The stimuli are however processed and interpreted with the help of four psychological filters:

- Stored information and past experience about the product or brand which serves as a memory for comparing different alternatives.
- Evaluate criteria which the consumer uses in judging the alternatives.
- General and specific attitudes which influence the purchase decision.
- Basic personality traits which influence how the consumer is likely to respond to various alternatives (Ngolanya, Mahea, Nganga, Amollo & Karuiki, 2006)

According to Berkowitz (1994) decision process, the model focuses centrally on the five decision making processes which consumer's go through when trying to make decisions. However, it is not automatic for everyone to go through all these five stages; it depends on whether it's an extended or routinely problem solving behaviour. The five components of the decision process are: problem recognition, internal search and evaluation, external search and evaluation, purchase processes and decision outcomes.

Ngolanya, et al. (2006) on the other hand indicated that environmental factors affect the decision process of every consumer. These influences are called 'Circles of Influences'. Some of the factors that could influence a consumer's purchase decision include income, culture, family social class and physical situation. Depending on the specific product under consideration, these factors may have a favourable or unfavourable influence on the purchase decision.

The EKB model includes several factors that could influence a consumer's purchase decision such as personality, culture, family, life style and social class. The model however failed to elaborate on the factors that shape these factors and why different consumers take different decisions at different environmental conditions. The model also failed to address in detail why different types of personality resort to differing purchase decision though they will all go through the same decision process.

2.2 Purchase Intention

Wu, Yeh and Hsiao (2011) define purchase intention as the probability of consumer's readiness to purchase a product in near future. It is generally linked with the consumer's attitude, perception and buying behavior. It is observed that purchase intention is a very important factor for consumers when they are making decisions about buying any product (Ghosh, 1990). This is the reason why purchase intention is always considered when studying consumer's buying behavior and in order to study the factors affecting consumer's buying behavior many researchers have used purchase intention as a dependant variable.

Liljander, Polsa and Van Riel (2009) investigated consumer's buying behavior and took into an account perceived value, perceived quality, perceived risk and attractiveness and studied their effects on purchase intention. The study concluded that perceived quality and perceived value have direct impact on purchase intention and perceived risk negatively affects the purchase intention, whereas attractiveness has indirect impact on purchase intention.

According to Byoungho and Yong (2005), consumers satisfied with a product have a positive attitude towards the brand and later have impact on purchase intention. Because there is a relation between attitude and purchase intention if the consumers have a positive attitude towards the brand it increases purchase intention and actual purchase (Byoungho &

Yong, 2005). In addition, consumers would be interrupted by internal impulse and external environment during purchasing process. Their behaviour would be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfil their need (Kim and Jin, 2001).

2.3 Factors Influencing Purchase Intention

Surrounding consumer behaviour are many influencing factors which affect the manner in which customers act and reason during the purchasing process. Self-congruity, modernity, perceived quality, perceived price, attractiveness, security, Country of origin, and ethnocentrism are the factors persuading the consumers' purchasing behaviour. Careful examination of those factors facilitates many firms to attain their objectives of marketing strategy by gaining control over the domestic market (Kardes, Cronley & Cline, 2008).

2.4.1 Self-congruity

The concept of self is derived from the works of theorists William James in 1890, Charles Horton Cooley in 1902 and George Herbert Mead in 1934. A person's self-concept is the collection of beliefs that a person has, and their personal view that they have of themselves. Rosenberg (1979) stated that self-concept can be defined as the totality of the individual's thoughts and feelings having reference to himself or herself as an object. This is a definition that most scholars agree on, such as Malhotra (1988). Self-congruity deals with how an individual perceives themselves in both a personal, self-reflective setting and a social setting, with the people around them (Charon, 1979). It is a person's perception of his own abilities, including their appearance, characteristics, personality, as well as their drawbacks and limitations (Graeff, 1996).

In the literature of consumer behaviour, the self-concept has generally been identified as a multidimensional concept comprising five components: the ideal self, the apparent self, the social self, the perceived self, and the actual self (Markin, 1979; Rosenberg, 1979; Sirgy, 1982, 1986). Markin (1979) describes these multiple components of self as follows "the perceived self is how one sees oneself; the ideal self is the model person which one aspires to be; the social self is how a person thinks others perceive them; and the apparent self is how people actually view the individual. The actual self is a composite of all these concepts". This view was also adopted by other researchers in the self-concept area (Malhotra, 1988; Rosenberg, 1979; Sirgy, 1982, 1986). This multidimensional self-concept may explain why and/or how consumers are motivated to interact with reference groups, sales people, and competing brands. Levy (1959) suggested that consumers are not functionally oriented and that their behaviour is significantly affected by the symbols which identify goods in the marketplace. This argument suggests that apart from the trait of functionality, the consumers intend to purchase a particular product for other reasons. This concept alerted academics studying consumer behaviour to the idea that consumers may purchase goods in order to develop a particular self-image (self-concept).

Gardner and Levy (1955) and Levy (1959) initiated the self-image and product image congruity research. Self-image congruity represents the degree of similarity between consumer's self-image or self-concept and that of brand. The degree of consistency between the self-image and brand image is self-congruity (Sirgy, 1986). Congruity impacts are desirable because they influence positively consumer's self-image, but inconsistencies or incongruity is likely to result in feelings of inadequacy, and dissatisfied with their choices (Johar and Sirgy, 1991; Sirgy and Su, 2000). Onkvisit and Shaw (1987) revealed that the degree of harmony between a person's self-concept and the image of the brand which he or she consumes is referred as image congruence.

2.3.2 Modernity

Modernity is a term of art used in the humanities and social sciences to designate both a historical period (the modern era), as well as the ensemble of particular socio-cultural norms, attitudes and practices that arose in post-medieval Europe and have developed since, in various ways and at various times, around the world. While it includes a wide range of interrelated historical processes and cultural phenomena (from fashion to modern warfare), it can also refer to the subjective or existential experience of the conditions they produce, and their on-going impact on human culture, institutions, and politics (Berman, 2010).

Inequality plays a large role in shaping modernity because it generates class and group conflicts, which become the basis of the institutional invention and innovation that come to constitute the structures of modernity. The increasing proliferation of roles and institutional structures, however, provides an ever increasing number of structural bases for inequality. Indeed, some have identified distinctive patterns of inequality (such as class, gender, and race) as the fundamental characteristic of modernity (Elliott & Camoron, 1994).

Modernity has often been viewed as being in opposition to and representing a break from tradition. If tradition looked to the past, modernity probably turned its eye to the future. According to Therborn (1995), modernity of a product influence consumers purchase intention. Therborn added that modernism is often depicted as an expansive, and thus global, phenomenon. De Mooij (2004) mentioned that consumers seem to value and admire imported brands and regard such brands as a modern and more advanced. On the other hand, imported brands are often criticized for threatening the local differences and imposing the western designs, leading to a loss of cultural designs on locally manufactured doors.

Researchers (Elliott & Camoron, 1994; Boutsouki, Zotos & Masouti, 2008) suggested that modernity of products plays a significant role in consumer purchase intention. The attitudes towards imported brands are influenced by its modernity. Specifically, modernity

pays greater importance to the brand; consumers develop a preference for imported brands since its uniqueness cannot be found in locally made doors (Hansen, 2005).

2.3.3 Perceived Quality

Quality is defined as evaluation of excellence and superiority of the product (Zeithaml, 1988). In the previous studies, some researchers argued that quality cannot be defined and quality is objective which can be measured. In a different thought others believed quality cannot be measured. Combining this two approaches quality is divided in to objective of quality and perception of quality (Anselmsson, ULF, & Persson, 2007). Objective of quality is evaluation of the product based on physical characteristics. While perception of quality considers subjective notation which is consumer evaluation of the product and judgment that based on some attributes. Richard (1996) defined perceived quality in terms of consumer judgment of intrinsic attributes (taste, ingredients, nutrition value and overall quality (Bellizzi, Bakewell, Mitchell, & Rothwell, 1981; Cunnungham, Brink, & Brijball., 1992). According to Collins (2003) consumer evaluates the quality in association of extrinsic and intrinsic cue. Intrinsic cue is the perception of quality through physical characteristic of the product (colour, size, flavour or aroma) while extrinsic cues are attributes which have some relations with the product (package, price, advertising and peer pressure). Because extrinsic cues are more familiar with customers, based on this cues it is easier for them to evaluate the products. Quality of product might be seen into two dimensions these are the level of quality relative to the national brand and variability. National brands are produced in high technology and sophisticated process while variability are produced in less technology and unsophisticated process (Hoch & Banerji, 1993).The variability in product creates perception difference among individuals. According to Richardson (1997), quality perception determines consumer preference to buy a private

brand. However, product quality comparison assessment is evaluated by the consumers not by the companies. Sometimes consumers give higher value to lower attributes (Richardson, Jain & Dick, 1996). In addition to that, consumer perception of quality change over time as a result of added information. For that reason, marketers must track perception through product align and promotion strategies (Zeithaml, 1988).

2.3.4 Perceived Price

Previous studies stated that consumer intention is influenced by monetary cost (Grunert et al, 2004). In addition, Munusamy and Wong (2008) proved that there is a significant positive relationship between price and consumers' motives towards purchase of doors. Therefore, the majority of consumers will make their decision by referring on low price product (Boutsouki et al., 2008).

Price is the amount of money a consumer sacrifices to obtain the product (Zeithaml, 1988). Price is classified into two parts that is objective price and perceive price. Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product (Donald, Lichtenstein & Scot, 1989). Consumer perception with respect to price is different and has a positive and a negative influence on buying behaviour. According to Hoch and Banerji (1993) economic downturn have impact on product buying behaviour when income decreases consumers become price conscious and shift their preferences to local brands rather than choosing foreign brands.

Consumers who prefer to buy more local brands than foreign brand are price conscious (Zeithaml, 1998). Zeithaml further mentioned that local brand buyers are price seekers-those who look for low price, as a result, for some consumers having inexpensive product means achieving high value. On the contrary, some consumers might associate low price with low quality. Those consumers who think price is an indicator of quality and

companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better quality (Bao & sheng, 2011). Moreover consumers relate price and quality with self-esteem. The increase in quality content and the higher price has a positive relation with our self-esteem. If the economic situation is good for all, majority want to eat high quality food (Forum, 2011).

Zeithaml (1988) expresses price-quality relationship in association of 5 factors. First factor believed as all the information the consumers perceive through advertisements and brand reputation has power on purchasing decision than price of the product. The second factor explains consumers who are not aware about price they do not use price as a quality reference. Third factor talks about consumers who have less knowledge about the quality of the product use extrinsic cue such as price, brand name and package to buy the product. Fourth factor, some consumers use price as a signal of higher quality but when there is a price variation on the assortment of products for a tiny quality difference the consumers prefer products with lesser price. According to Schiffman (2013) price perception has strong influence on purchase intention of product. However if the consumer is uncertain about the quality of the product, the less effect it has on the buying behaviour (Urbany, Bearden, Kaicker & Borrero, 1997).

2.3.5 Attractiveness

Product form is an important determining factor in product choice. Generally decision about product form is taken during conceptualization phase of the product design. Beyond usability, product form is related with attractiveness and perceived pleasure. These two factors (attractiveness and perceived pleasure) are playing major role in product choice apart from usability. Dion, Bosnjak, and Rudolph (1972) reported that people perceived a product good while it is beautiful/ attractive. This principle has widely been acknowledged by several

researchers and suggested that people draw positive inferences about attractive objects as consistent judgments were taken by people to prefer objects. Blijlevens, Tan, Foo and Kwek (2013) described how aesthetic appraisal positively varied with curvature of the surface of the product.

People perceive a product as good when that product's appearance is beautiful or visually attractive (Dion et al., 1972). Wells, Peter, and Olson (2011) reported that visual attractiveness of websites contributed towards visual appeal which ultimately positively influenced product purchase intention from e-retailer's website. Jordan (2000) stated that pleasurable appearance of products had positive influence on product choice.

Govers, Dadzie and Johnston (2003) reported about assignment of personality into a product and described how appearance of product is related to different personality characteristics such as happy, cute and tough. Recently, Luo et al. (2012) studied perceptual matching of shape design style between wheel hub and car type and evaluated pleasure as an important measure. Huang, Huber, Huber and Lee (2012) studied different forms of perfume bottles and they were able to classify designs of perfume bottle into different emotional categories

The aesthetic value of a product pertains to the pleasure derived from seeing the product without consideration of utility (Holbrock, 1980). A consumer can value the look of a product purely for its own sake, as looking at something beautiful is rewarding in itself. When product alternatives are similar in functioning and price, consumer will prefer the one that appeals the most to them aesthetically. Aesthetic responses are primarily emotional or feeling responses and as such they are very personal (Bamossy et al 1983)

Several researchers have tried to determine properties of product that are related to aesthetic appreciation. Innate preferences are proposed for visual organization principles such as unity, proportion and symmetry (Hekkert 1995; Muller, 2001; Veryzer, 1993;

Veryzer and Hutchinson, 1998), and an inverted u-shaped relation is proposed between aesthetic preference and complexity (Berlyne, 1971). Another property influencing aesthetic judgement is colour. The desirability of a colour will change according to the object to which it is applied (Whitfield and Wiltshire, 1983).

In several studies, evidence is found for a positive influence of visual prototypicality on aesthetic preference (Hekkert, 1995). The influence of an aesthetic judgement on product preference can be moderated by perceived aesthetic fit of the product with other products the consumer owns or his or her home interior (Bloch, 1995), consumers may like a product's appearance but may not buy it because it does not fit aesthetically with their home interior.

2.3.6 Security

The term 'door security' refers to any of a range of measures used to strengthen doors against door breaching, ram-raiding and lock picking, and prevent crimes such as burglary and home invasions. According to Clarke (1997), door security is normally used in commercial and government buildings, as well as in residential settings. Many households have adopted security measures of various types (Tseloni, Thompson, Grove, Tilley, and Farrell, 2014). Door security is preferred by consumers on newly constructed buildings and modification of government structures (Smith & Bryant, 2010). In United Kingdom, security door installation is preferred by consumers for securing life and properties within household (Tseloni et al., 2014).

Morgan, Boxall, Lindeman and Anderson (2012) stated that because of situational crime prevention, manipulation and controlling the situational, environmental or characteristics of building related to particular types of crime such as burglary, security doors are needed. Studies conducted in UK reducing residential burglary shown that securing houses with multi locking system have been generally successful in reducing residential

burglary (Hope, Bryan, Crawley, Crawley, Russell & Trickett, 2004). It is evident that situational crime prevention provides sufficient strategy in crime reduction and door security is the most cost-effective approach to prevent crime (Morgan, et al., 2012). This is an indication that the degree of the effect of door security on consumer purchase intention is high as the consumers opted for imported doors for its security need.

Residential security is a critical component of any personal security program. The following guidelines should be used in reviewing your residential security. All entrances, including service doors and gates, should have quality locks-preferably deadbolt. Check your: Front Door, Rear Door, Garage Door(s), Service Door(s), Patio Door, Sliding Glass Door, Gate, Swimming Pool Gate, Guest House Door(s) (Fattah, 1999).

As affirmed by Fischer, Halibozek and Green (2008), when considering enhancing security around the house perimeter, doors should be one of the top priorities. Door locks are important when it comes to security. It is well known, that when burglars 'work' a neighbourhood, one of their main concerns is doing the job quickly and quietly. Stalling on a well-secured door and causing a racket trying to penetrate is probably the last thing on their agenda. Burglars collect information about the neighbourhood prior to the break-in, as part of their attempt to spot the most convenient target. Door looking well secured have two effects: it prevents a burglar from easily entering the house and it discourages burglars from even trying. The image of a heavily secured door had a psychological impact on the burglar to wanders around the neighbourhood, looking for easy scores. A well secured door acts as a message to the burglar. It tells the burglar to go and find a different home to break into (Fattah, 1999).

2.3.7 Country of origin

Product country of origin or product country image (PCI) effects refers to any bias or influence that the country of origin of a product may have on consumer product evaluations, risk perceptions, or purchase intentions (Samiee, 1994). As a product comprises many different physical and symbolic attributes, the country-of-origin is regarded as an extrinsic cue often used by consumers in the process of evaluation. A significant proportion of consumers are interested in country-of-origin information before making a purchase.

According to Maheswaran (1994), the way consumers judge products is influenced by the product's country of origin. In other words, the country of origin of products has a strong influence on ethnocentrism. Consumers' attitude to foreign products may be positive or negative depending on which country it is coming from. Consumers tend to have stereotypical ideas about products and people of other countries and real product evaluation are almost always influenced by country stereotyping (Bilkey & Nes, 1992).

The country-of-origin cue also helps consumers to make inferences about quality, and affects their beliefs about product attributes (Wang & Chen, 2004). According to Wang & Lamb, 1983 product COO act as an intangible barrier to enter in to new markets as it could generate a negative perception towards imported products. The empirical research into country of origin effects and country stereotypes suggests that consumers have a strong preference towards products made in certain countries compared to others (Chattalas, Madden & Firstle, 2008). For example, consumers from developed countries prefer to buy products from developed country rather than products imported from developing country. Moreover, researchers such as Ahamad et al. (2004) suggest that consumers from lesser developed countries prefer to purchase products that are made in developed nations. Nevertheless, providing a contradictory view, the researchers like Liefeld (2004) suggested that there is a tendency in consumers to prefer products from countries that are relatively

similar to that of their home countries compared to products made in culturally dissimilar countries. For example, Levin, Choi, Ok & Hyun (1993) cited in Drozdenko and Jenson (2009), found that there is a strong bias in American students for American-made cars over Japanese cars. On the other hand, the attitude that consumers have about a country have a strong impact on their attitude towards products made in that country (Nijssen and Herk, 2009; Nijssen and Douglas 2004; Balabanis and Diamantopoulos 2004). According to Kaynak, Kwak and Kang (2000) suggests that, this attitude is made up of cognitive and affective components and it has a strong influence on consumer's attitude towards a product country of origin. More than five decades of research in this field provide evidence that consumers carry diverse perceptions about products based on the (stereotyped) national images of the country where the brand/product is believed to be created/produced, and that these perceptions affect consumer attitudes, purchase intentions and behaviors (Peterson & Jolibert 1995; Verlegh & Steenkamp 1999).

2.3.8 Ethnocentrism

Ethnocentrism refers to the idea and belief that products or items from one's ethnic environment are superior to others. Marketers therefore distinguish between consumer segments that are likely to be receptive to foreign-made products and those which are not. Highly ethnocentric consumers are likely to feel or think that it is wrong or inappropriate to purchase foreign-made products because of the economic impact on the domestic economy. Non-ethnocentric consumers tend to evaluate foreign-made products more objectively for their extrinsic characteristics (Schiffman & Kanuk 2007).

Ethnocentrism is represented by intense preference for products that are made within the home country. Consumers become ethnocentric as a moral obligation. Ethnocentrism is the tendency for consumers to show a favourable predisposition toward locally made

products vis visa overseas made products (Shimp & Sharma 1987). Ethnocentric consumers believe that it is inappropriate, immoral, unpatriotic and disloyal to a nation to buy foreign-made products in place of domestic-made products. Ethnocentric consumers exhibit a greater preference for locally made products in purchase decisions in which a domestic alternative is available (Watson & Wright 2000). Brodowsky (1998) indicates that highly ethnocentric consumers are prone to biased judgement by being more inclined to focus on positive aspects of domestic products and to discount the virtues of foreign made products.

Netemeyer, Palan and Kay (1991) made mention of the fact that ethnocentric individuals view their group as superior to others. For this reason they view groups from the perspective of their own, and reject those which are different while accepting those which are similar. Purchasing foreign products may be viewed as improper because it costs domestic jobs and is inimical to the domestic economy. The purchase of foreign made products is tantamount to unpatriotic behaviour. Vida and Dmitrovic (2001) are of the view that consumer ethnocentrism gives individuals an understanding of what purchases are acceptable to the in-group, as well as feelings of identity and belonging. For non-ethnocentric consumers or polycentric consumers, products are considered on their own merit exclusive of national origin, or possibly even viewed more positively by reason of the fact that they are not locally made.

Brodowsky (1998) studied consumer ethnocentrism in the USA among car buyers. The study revealed that there was a strong relationship between high ethnocentrism and country-based bias in the evaluation of automobiles. Consumers who are less ethnocentric appeared to evaluate automobiles based more on the merits of the actual automobile rather than the country of origin. Brodowsky (1998), therefore, was of the view that understanding consumer ethnocentrism is very critical to the understanding of country of origin effects.

Other studies have revealed several antecedents of consumer ethnocentrism. Studies by Balabanis, Diamantopoulos, Mueller and Melewar (2001) and Good and Huddleston (1995) have demonstrated that young, male, well-educated consumers as well as those with higher income levels tend to be less ethnocentric.

2.3.9 Demographic Factors Influence

Demographic factors that influence consumer purchase decision include:

2.3.9.1 Age

Consumer behaviour changes through ages (Dorota, 2013). The older the person the more purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed. While younger ones with less experience rely on brand and price (Paul, Trun, & Alan, 1996). Thus young generation is easily to be influenced by brand image.

2.3.9.2 Gender

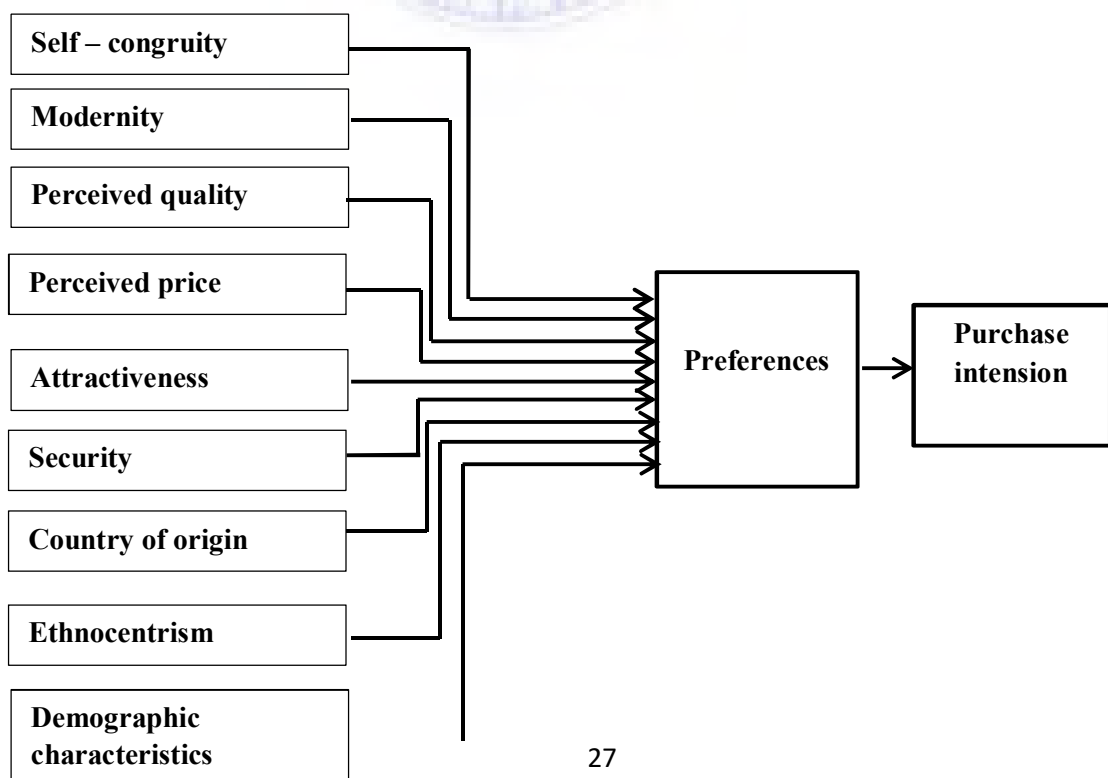
Gender differentiates consumption behaviour. According to Dorota (2013) women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Women look for information; they want to take consideration of all their options (elazna, Kowalczyk & Mikuta, 2002). Marketing strategies differentiates gender buying behaviour thus female are more emotional and easily be attracted by advertisements compared to male (Imam, 2013).

2.3.9.3 Income

Income is superior determinant of purchasing behaviour (Dorota, 2013). The level of income affect the life style and attitude of a consumer. A person with high income purchase expensive product and those with low income prefer to buy product with lower price. Higher Income level's purchasing behaviour has a negative relationship with local product. Whereas the lower Income levels have negative relation related to purchasing foreign products (Paul, Trun, & Alan, 1996).

2.4 Conceptual Framework

Study of consumers' purchase intention and preference towards locally made doors does not limit to a few intrinsic and extrinsic factors; however, all the factors cannot be covered in one study, Therefore, this study attempts to build a conceptual framework which uses a combination of some important factors to explain the variation in consumers' purchase intentions towards locally made doors. With the help of the literature review a simple effective conceptual framework has been developed to investigate the factors affecting consumers' purchase intentions and preference towards locally made doors.



Source: Researcher Field Construct, 2017

Figure 2. 1: Conceptual Framework on consumer preference and Purchase intention

Purchase intention is generally linked with the consumer's attitude, perception and buying behavior. Purchase intention is a very important factor for consumers when they are making decisions about buying any product (Ghosh, 1990). Purchase intention is always considered when studying consumer's buying behavior and in order to study the factors affecting consumer's buying behaviour, many researchers have used purchase intention as a dependant variable.

The framework depicted self-congruity, modernity, perceived quality, perceived price, attractiveness, security, country of origin and ethnocentrism as factors that influence consumer purchase intentions (independent variables) and demographic characteristics (Age, income, gender, educational level) as controlling variables. According to Chattalas et al. (2008), consumers have a strong preference towards products made in certain countries compared to others. For instance, consumers from developed countries prefer to buy products from a developed country rather than products imported from a developing country. Moreover, researchers such as Ahamad et al, (2004) suggest that consumers from lesser developed countries prefer to purchase products that are made in developed nations. Nevertheless, providing a contradictory view, researchers like Liefeld (2004) suggests that there is a tendency in consumers to prefer products from countries that are relatively similar to that of their home countries compared to products made in culturally dissimilar countries.

As indicated by Heath and Scott (1998), individuals hold set of beliefs about themselves and tend to act (purchase products/brands) that are in line with their self-image. Previous research suggests that self-image congruity has a significant influence on

consumer's attitude towards products and purchase intentions (Liu, Bennett, & Hartel, 2012; Thomas & Peters, 2009; Bosnjak & Rudolph, 2008).

Modernity of a product plays a significant and influential role in consumer's purchase intentions on product. Modernity, simplicity and playfulness emerged as the three attributes that provided insight into what consumers perceive when assessing product's appearance (Blijlevens et al 2013). High quality perceptions toward a product achieve consumer's preferences and satisfactions rapidly. If the product is associated with high-perceive quality, the consumer's trust of product is increased and thus a product preference is also increased. Earlier studies established that perceived quality significantly affects consumer's purchase intentions (Ho, 2007; and Wu, 2006). Evans and Berman (2001) explained that manufacturers are continuously trying to launch low-price products with similar quality to attract consumers.

Consumers are more likely to use price in product evaluation when some related product information is lacking (Jacoby, Olsen, & Haddock, 1971) when they are not familiar with a product (Monroe, 1976) and when information about purchase context is lacking (Belk, 1975; Erickson & Johansson, 1985). Consumers often perceive price as an extrinsic quality cue (Dodds, Monroe, & Grewal, 1991).

According to Blijlevens et al. (2013), attractiveness of a product influences purchase intention of consumers. Consumers perceive a product "good" when that product's appearance is beautiful or visually attractive. Door security is preferred by consumers on newly constructed buildings and modification of government structures (Smith & Bryant, 2010). Morgan et al. (2012) stated that because of situational crime prevention, manipulation and controlling the situational, environmental or characteristics of building related to particular types of crime such as burglary, security doors are influence the purchase intention of consumers.

Ethnocentric consumers exhibit a greater preference for locally made products in purchase decisions in which a domestic alternative is available (Watson & Wright 2000). Netemeyer et. al. (1991) made mention of the fact that ethnocentric individuals view their group as superior to others. For this reason they view groups from the perspective of their own, and reject those which are different while accepting those which are similar. For ethnocentric consumers purchasing of foreign made products is tantamount to unpatriotic behaviour. Vida and Dmitrovic (2001) are of the view that consumer ethnocentrism gives individuals an understanding of what purchases are acceptable to the in-group, as well as feelings of identity and belonging.

2.5 Conclusion

The chapter provides an overview of literature relative to consumer preference and purchase intention. The study reviews consumer and consumer buying behaviour by pinpointing out three models, thus; Behavioural Economics, Howard ó Sheth Model and Engel ó Kollat ó Blackwell (EKB) Model. The literature argues that consumer deciding to purchase a product is driven by their intention. It was indicated that purchase intention might be altered by the influence of country of origin, self-congruity, modernity, price, quality, security, attractiveness and ethnocentrism. According to Ghosh (1990) purchase intention is an effective tool use in predicting purchasing process.



CHAPTER THREE

3.0 METHODOLOGY

3.1 Research Framework

In this study, the conceptual framework used for the research was first established through rigorous literature review. The purpose was to determine the extent to which the independent variables influence consumers purchase intentions of locally manufactured and foreign made doors. The study identified nine main factors influencing the preference and purchase intention for the locally and foreign made doors (Figure 2.1).

3.2 The Study Area

The area of study was the Kumasi metropolis in the Ashanti Region of Ghana. Kumasi Metropolis is one of the twenty six (26) districts in Ashanti Region. The metropolis accommodates about 36.2 percent of the region's population (Ghana Statistical Service, 2010). The Metropolis has a sex ratio of 91:4. Sex ratio is defined as the number of males per 100 females. The population of the Metropolis depicts a broad base population pyramid which tapers off with a small number of elderly persons (60 years and older). According to the 2010 PHC, Kumasi Metropolis has a total age- dependency ratio of 58.0. This implies that, every 100 persons in the economically active group has about 58 persons to support in the dependent population. Between males and females, the age dependency ratio is 59.9 and 56.3 respectively. The housing stock of Kumasi Metropolis is 148,413 with average number of persons per house of about 12. The average household size of the Metropolis is 3.9 (Ghana Statistical Service, 2010).

Kumasi has been among the wealthier cities in Ghana. The city's major exports are hardwood and cocoa. Kumasi has 50% of the timber industry in Ghana, with more than 4,000

employed in the business. The manufacturing industry is the second largest (13.6%) employer of the working population in the Kumasi Metropolis. The manufacturing industry comprises multinational companies, medium scale and micro small scale firms in the field of brewery, food processing, leather works, craft works, fashion design, and furniture works.

3.3 Research Design

The research design adopted for the study was cross-sectional descriptive survey. Cross-sectional descriptive survey research design is a type of research where the researcher administers a questionnaire to a sample at a point in time in order to describe the attitudes, opinions, behaviours, perceptions or characteristics of the population (Creswell, 2012). Creswell asserts that in this procedure, survey researchers collect quantitative, numbered data using questionnaires and statistically analyse the data to describe trends about responses to questions and to test research questions or hypotheses.

Considering the nature of the study, the survey design was deemed appropriate in terms of collecting data from a large group of respondents within a relatively short period of time. Cross-sectional descriptive survey is used for this study because in the words of Creswell (2005), it is used to answer descriptive research questions such as "what is happening?", "how is something happening?" and "why is something happening?" As widely accepted method in educational research, the descriptive method of research is a fact-finding study that involves adequate and accurate interpretation of findings.

3.4 Population

For the purpose of the study, the population consisted of homeowners and tenants at Kumasi Metropolis in the Ashanti Region, Ghana. In this case, the nearest homeowners and tenants at the time of the study formed the sample for this study.

3.5 Sample and Sampling Technique

Convenience sampling technique was used for this study. This sampling technique was used because it is affordable, easy and the subjects are readily available. Again, the absence of adequate and reliable information on the number of homeowners and tenant within the Kumasi Metropolis who use both locally manufactured and imported doors made it impossible to establish a sampling frame and hence the inability to use probability sampling technique. Here, any house within the study area that was approachable to the researcher at a particular point in time was selected.

It must however, be stated that, the major limitations of convenience sampling is that, this method introduced biases since the researcher was influenced by factors such as affections towards a respondent. It is advised that convenience sampling should not be taken to be representative of the population. Still, there is another problem of great concern related to convenience sampling, i.e. the problem of outliers. Because of the high self-selection possibility in non-probability sampling, the effect of outliers can be more devastating in this kind of subject selection. Outliers are cases whom we consider as not belonging to the data.

3.5.1 Sample Size Determination

Convenience sampling was employed to select 225 homeowners and 77 tenants. The purpose of using convenience sampling was to obtain a representative sample and get the representative information which will be the reality on the ground.

3.6 Data Collection Instrument

The quantitative data for this cross-sectional descriptive survey were collected via structured questionnaire distributed personally to respondents. Questionnaire is the

preferred data collection tool for descriptive studies as it is easily distributed to a wide variety of participants in a cost-effective manner, and the data that are collected can be thoroughly analysed by using statistical procedures (Hair, Bush & Ortinau, 2009). The questionnaire was developed by examining the existing literature.

The questionnaire was initially pretested on five homeowners to check the clarity of the questions and also identify omissions and irrelevant items. The response from the pre-test resulted in removing three repeated items, doing corrections on words wrongly spelt and adding two items. The final questionnaire composed of 78 questions divided into twelve sections. The first section consisted of items that solicited information from the homeowners and tenants, the year in which their building was put up and the brand of doors used in their buildings.

The second section was made up of question items on purchase intentions of locally manufactured and imported doors. Five questions were asked (e.g. I think consumers in Ghana buy this brand; this door is easily available for me to buy; I have seen adverts on it in Ghanaian magazine, radios or TVs) under this section and were measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree).

The third section comprised eight question items to assess self-congruity of respondents when they purchase any brand of door (e.g. this door really makes me look good in front of my friends; use of this door commands respect). The items were measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree).

The fourth section covered five question items to assess modernity of brand of doors, being locally manufactured or imported (e.g. this door is more advance; this door is fashionable). The items were measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree).

The fifth section was composed of five question items which were measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree) to find out from respondents perceived quality of imported and locally manufactured doors whereas the sixth section was made up of six question items on how respondents perceived the price of locally manufactured and imported doors which were also measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree). Seventh section comprised four question items measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree) to find out from respondents about the attractiveness of locally manufactured and imported doors (e.g. this door has best finishing, this door has attractive features).

The eighth section made up of six question items aimed to finding out how secured is locally manufactured or imported door. These items were also measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree). Ninth section comprised five question items measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree) to solicit information from homeowners and tenants how country of origin affects their preference and purchase intention of locally manufactured and imported doors (e.g. I usually check country of origin before buying doors, the quality of doors depend on where it originate from).

The tenth section contained eight question items measured on a 7-point Likert scale (1=strongly disagree, 7=strongly agree) to find out from respondents the effect of ethnocentrism on purchasing of doors (e.g. Ghanaian should not buy foreign doors because it hurt Ghanaian industry and causes unemployment). The eleventh section was made up of nine question items on the factors that respondents consider important when purchasing doors (e.g. price, fashionability, attractiveness, modern trends, country of origin, social status, security, convenience, durability) and the items were measured on a 7-point Likert scale (1=not at all important, 7=extremely important). The twelve section was also made up

of eight question items measured on a 7- point Likert scale (1=strongly disagree, 7=strongly agree) to find out from respondents take on the Economic Impact of Patronising Locally Manufactured Doors (e.g. Patronizing made in Ghana doors will boost employment generation in the country, Patronizing made in Ghana doors will save the nation's foreign reserve and strengthen the Cedis against the Dollar, Patronizing made in Ghana doors will boost the nation's Gross Domestic Product (GDP), Patronizing made in Ghana doors will Make furniture industries grow, Patronizing made in Ghana doors will encourage investors in the country).

3.7 Reliability and Validity Analysis

Table 3.1 reports the reliability scores for each construct. In order to measure internal consistency among items, Cronbach's Alpha (α) was used. All the Cronbach's Alpha (α) results were above 0.70 except purchase intentions for locally manufactured doors (0.592), imported doors (0.574) and perceived price for local doors (0.644). According to Nunnally and Bernstein (1994), Cronbach's Alpha (α) values above 0.70 are considered acceptable. The Cronbach's Alpha (α) scores for this study ranges from 0.574 for purchase intentions (imported doors) to 0.924 for self-congruity (imported doors). One item (the price of this door is always very high) was removed from the construct (Perceived price) due to the low level of the Alpha (i.e. 0.488 and 0.433 for local and imported doors, respectively).

Table 3. 1: Questionnaire reliability testing

Construct and measuring items	Local doors (α)	Imported doors (α)
Purchase Intention	0.592	0.574
I think consumers in Ghana buy this brand		
This door is easily available for me to buy		
I have seen adverts on it in Ghanaian magazines, radios or TVs		
People recommend the use of this door		
I have no personal usage experience with this door		
Self – congruity	0.877	0.924
This door really makes me look good in front of my friends		
When buying doors, I generally purchase those brands that I think others will approve of		
This door has good image		
I feel proud owing this door		
This door will improve my social status		
This door command respect		
This door will create favourable perception of me among other people		
This door will arouse positive feeling in me		
Modernity	0.907	0.759
This door is modern		
This door is more advance		
This door is fashionable		
This door has unique features that cannot be found in other doors		
This door is youthful		
Perceived quality	0.936	0.845
This door is of good quality		
This door is very reliable		
This door looks good		
This door can be trusted		
This door lasts longer		
Perceived price	0.644	0.736
This door is less costly		
The price of this door is reasonable because it comes with its own frame, door hinges and locks		
This door is always under priced		
The price of this door is acceptable looking at its quality		
This door is high due to its quality raw materials and sophisticated machines used to produce it		
Attractiveness	0.846	0.839
This door has attractive features		
This door has best finishing		
This door comes with variation of colours		
This door appeals to the eye due to its style variation		
Security	0.884	0.795
This door will give me the security I need		
This door makes it difficult for burglars to break into my house		
This door has multi locking system which makes my house more secure		
This door enhances the security of my house		
The door has hidden doorbell that visitors use		
This door comes with alarm system, magnifying lens and camera which makes burglars fear to break into my house		

Construct and measuring items	Cronbach's alpha(α)
Country of origin	0.527
I usually check the country of origin before buying doors	
I prefer to buy doors when they are made outside Ghana	
The quality of doors depend on where they originate from	
I do not mind the country of origin as long as the quality is good	
I do not think the country of origin will influence my purchase intention towards doors	
Ethnocentrism	0.791
A Ghanaian should always buy Ghana made doors	
It may cost me in the long-run but I prefer to support Ghanaian products	
I feel proud anytime I purchase made in Ghana doors	
Ghanaian should not buy foreign doors because this hurt Ghanaian industry and causes unemployment	
If I want to be like someone, I often try to buy the same doors they buy	
Patronising locally made doors will contribute to the growth and development of our local industries	
We should purchase doors manufactured in Ghana instead of letting other countries exploit us	
Ghana consumers who purchase doors made in other countries are responsible for putting their fellow Ghanaians out of work	
Important purchasing factors	0.825
Price	
Fashionability	
Attractiveness	
Modern trends	
Country of origin	
Social status	
Security	
Convenience	
Durability	
Perceived impact	0.563
Boost the nation's Gross Domestic Product (GDP)	
Makes furniture industries grow	
Uplift the economy of Ghana and give the citizen a sense of pride	
Makes locally industries to be globally competitive and to promote and sustain the products and services.	
Boost employment generation in the country	
Encourages investors in the country	
Conserve the nation's foreign reserve and strengthen the cedis against the dollar	
Boost domestic production, thereby encouraging technology transfer and also improve Ghanaian foreign exchange earnings	

3.8 Data Analysis

The questionnaires were coded and keyed into SPSS-20.0. The data were analysed using descriptive statistics in the form of mean and standard deviation. The mean values were used to compare the attributes of locally manufactured and imported doors whiles T-test was employed to test the hypotheses formulated. Pearson's correlation matrix was also used to

explore the relationships among demographic variables and the qualities of locally manufactured and imported doors. Regression analysis was performed to test impact of purchasing locally made doors on Ghanaian Economy. Results of the analysis were presented descriptively in a tabular form followed by narrative description of the results. All statistical analyses were tested at 5% level of significance.

3.9 Ethical Consideration

All professions are guided by ethics and so is research. Research has code of ethics which govern the way research is conducted. Prior to the study, approval was sought from appropriate authorities and the institution which was involved in the study. According to Kumar (1999) it is unethical to collect information without the knowledge of participants, their informed willingness, and expressed consent. For this reason respondents were given prior notice before the data was collected. The information collected was treated with strict confidentiality.

CHAPTER FOUR

RESULTS OF THE STUDY

This chapter presents the results of questionnaire samples received from the respondents. The results were based on the factors influencing consumer preference and purchase intention of locally manufactured and imported doors. The factors included self-congruity, modernity, perceived quality, perceived price, attractiveness, security, country of origin and ethnocentrism. In this study, preference and purchase intention of locally made and imported doors were compared.

4.1 Response Rate

A total of 302 questionnaires were sent out to collect data from respondents comprising two hundred twenty five (225) homeowners and seventy seven (77) tenants in Kumasi Metropolis. However, after the data collection exercise, it was realised that 203 out of the 302 questionnaires sent out were good to be included in the analysis. Whilst some of the questionnaires were not returned, key questionnaires that were critical in meeting the study objectives were not answered on some of the returned questionnaires.

In spite of this, 203 questionnaires comprising 153 homeowners and 50 tenants deemed good to be used gave a response rate of 67.7%. According to Bowling (2004), a response rate of 65.0% is good in social science research, though he admits that the higher the response rate, the better the analysis.

4.2 Demographic Characteristics of Participants

Issues covered under the background of respondents include the gender, age, educational qualification and income level of the respondents. The background of respondents were very necessary to enable the researcher describe the peculiar characteristics

of the respondents as well as providing the basis for later discussions of the findings. Table 4.1 shows the background information of the respondents.

Table 4. 1: Background Information of Respondents

	Frequency (N)	Percentage (%)
Gender		
Male	146	71.9
Female	57	28.1
Age		
20-29	25	12.3
30-39	86	42.4
40-49	71	35.0
50-59	15	7.4
60 and above	6	3.0
Educational level		
No formal education	8	3.9
Basic education	22	10.8
Sec/tech. education	29	14.3
Tertiary education	144	70.9
Income		
GH¢ 300 or below	9	4.4
GH¢ 300-599	8	3.9
GH¢ 600-899	22	10.8
GH¢ 900-1199	23	11.3
GH¢ 1200-1499	50	24.6
GH¢ 1500 and above	53	26.1
Non-salary worker	38	18.7

The participants were made up of 71.9% males and 28.1% females. Majority (42.4%) of the participants aged between 30 and 39 years, 35% between 40 and 49 years, 12.3% and 7.4% aged 20 to 29 and 50 to 59 years respectively while only 3% were 60 years and older. Majority of the participants (70.9%) had attained tertiary education while 14% had attained secondary education. 10.8% had attained basic education and 3.9% had no formal education.

On the income level, 26.1% of the participants receive monthly income of GH 1500.00 and above followed by 24.6% receiving GH 1200.00 to GH 1499.00. Again,

18.7% of the participants were not salary workers, 11.3% and 10.8% received GH 900.00 to GH 1199.00 and GH 600.00 to GH 899.00. As depicted in Table 4.1, 4.4% received salary below GH 300.00 while 3.9% received GH 300.00 to GH 599.00.

4.3 Comparison of consumers' perception for locally-manufactured Doors and imported doors

4.3.1 Influence of self-congruity on consumers purchasing behaviour of locally and foreign made doors

The means and standard deviations of the eight items that were used to measure the self-congruity of homeowners in respect of the purchase of locally-manufactured and foreign doors are presented in Table 4.2. As it is evident from Table 4.2, homeowners gave higher ratings for foreign doors than locally-manufactured doors on all the self-congruity items. Image enhancing ability of foreign doors was rated the highest (Mean = 6.58), followed by the pride one feels for owning foreign door (Mean = 6.42), the respect accorded homeowners for owning such doors (Mean = 6.38) and the fact that this type of door makes homeowners look good in the eyes of their friends (Mean = 6.20). Paired t-test results showed that all the self-congruity ratings for foreign made doors were significantly higher than those of the locally manufactured doors.

Table 4.2: Self-congruity factors influencing consumers purchase intentions of local and foreign doors

No.	Self-congruity factors	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	This door really makes me look good in front of my friends	3.47	1.53	6.20	1.13
2.	When buying doors, I generally purchase those brands that I think others will approve of	4.22	1.57	5.89	1.30
3.	This door has good image	3.33	1.83	6.58	0.91
4.	I feel proud owing this door	3.51	1.78	6.42	1.12
5.	This door will improve my social status	3.37	1.52	6.17	1.28
6.	This door command respect	3.11	1.55	6.38	1.14
7.	This door will create favourable perception of me among other people	3.28	1.41	6.05	1.34
8.	This door will arouse positive feeling in me	3.33	1.49	6.05	1.38

4.3.1.1 Association between consumers Demographic variables and their Self-congruity in respect of the purchase of locally and foreign made doors

In this study, the association between homeowners' self-congruity and their demographics regarding the purchase of locally and foreign made doors were assessed and the purpose was to determine the extent to which the demographic variables of homeowners influence their thoughts and feelings in respect of their preference and purchase of foreign and locally manufactured doors. Table 4.3 contains the results of the correlation matrix.

Table 4. 3: Correlation Matrix of self-congruity and demographic variables

	Locally made doors	Imported Doors											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Sex	1	.007	-.023	-.098	-.063	-.115	.002	.067	.030	-.018	-.048	-.046
2	Age group	.007	1	-.078	.113	.159 ^a	.045	.179 ^a	.132	.163 ^a	.162 ^a	.054	.069
3	Educational level	-.023	-.078	1	.402 ^b	-.018	-.014	.006	.006	.042	-.040	-.005	-.027
4	Income	-.098	.113	.402 ^b	1	.106	.070	.205 ^b	.176 ^a	.059	.073	.133	.196 ^a
5	Look good	-.071	-.155 ^a	.057	-.103	1	.636 ^b	.530 ^b	.697 ^b	.577 ^b	.583 ^b	.616 ^b	.619 ^b
6	Approve of	-.110	-.065	.160 ^a	.006	.128	1	.457 ^b	.523 ^b	.520 ^b	.473 ^b	.566 ^b	.587 ^b
7	Good image	-.159 ^a	-.189 ^b	.121	-.041	-.022	.101	1	.609 ^b	.519 ^b	.561 ^b	.447 ^b	.478 ^b
8	Feel proud	-.105	-.244 ^b	.034	-.148	-.078	-.024	-.133	1	.694 ^b	.765 ^b	.595 ^b	.708 ^b
9	Social status	-.138 ^a	-.121	-.001	-.076	-.015	.039	-.051	-.130	1	.790 ^b	.620 ^b	.623 ^b
10	Command respect	-.171 ^a	-.141 ^a	.059	-.105	-.052	.038	-.167 ^a	-.212 ^b	-.211 ^b	1	.707 ^b	.704 ^b
11	Favourable perception	-.146 ^a	-.042	-.001	-.090	-.013	.079	-.051	-.109	-.214 ^b	-.084	1	.832 ^b
12	Positive feeling	-.126	-.101	.022	-.105	-.082	.022	-.041	-.225 ^b	-.206 ^b	-.140 ^a	-.048	1

^a p<0.05, ^b p<0.01,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

Most of the demographic variables had influence on the thought feelings of the homeowners regarding their purchasing behaviour towards imported and locally manufactured doors. Male homeowners believe that locally manufactured doors have good image ($r = -0.159$, $P < 0.05$), improve their social status ($r = -0.138$, $P < 0.05$), enable them to command respect ($r = -0.171$, $P < 0.05$) and create favourable perception of consumers among other people ($r = -0.146$, $P < 0.05$). Surprisingly, on imported doors, sex group of homeowners did not associated with any of self-congruity variables.

Young homeowners believe that locally manufactured doors make them look good in front of their friends ($r = -0.155$, $P < 0.05$) because it has good image ($r = -0.189$, $P < 0.01$) and they feel proud owing it ($r = -0.244$, $P < 0.01$) since it commands respect ($r = -0.141$, $P < 0.05$). With regards to imported doors, older homeowners believe that such doors make them look

good in front of their friends ($r = 159, P < 0.05$) because it has good image ($r = 0.179, P < 0.05$), improve social status ($r = 0.163, P < 0.05$) and command respect ($r = 0.162, P < 0.05$). Educational level of homeowners had positively association ($r = 0.160, P < 0.05$) with local manufactured doors that are approve of.

Homeowners with higher income believe that imported doors have good image ($r = 0.205, P < 0.01$) and feel proud owning it ($r = 0.176, P < 0.05$) as it arouse positive feeling in them ($r = 0.196, P < 0.05$). Interestingly, for locally made doors, income of homeowners did not associate significantly with self-congruity variables. In conclusion, most homeowners perceived that, imported doors will arouse positive feeling in them since it correlated positively strong with most items.

4.3.2 *Influence of Modernity on Consumers Purchasing Behaviour of Locally and Foreign made doors*

As part of the research question which sought to identify how modernity influence purchasing behaviour, consumers who patronise locally and foreign manufactured doors were asked to state their level of agreement on statements relating to consumer's perception on modernity influencing purchase. Table 4.4 contains the mean and standard deviation summary for each of the dependent variables.

Table 4. 4: Modernity factors influencing homeowners purchase of local and foreign made doors

No.	Modernity factors	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	This door is modern	2.44	1.55	6.77	0.61
2.	This door is more advance	2.65	1.63	6.70	0.83
3.	This door is fashionable	2.97	1.56	6.59	0.85
4.	This door has unique features that cannot be found in other doors	2.02	1.34	6.83	0.58
5.	This door is youthful	2.66	1.51	6.36	1.16

To gain a detailed understanding of the differences between the variables, the modernity means scores of local doors and foreign doors was determined. Five indicators of

modernity were used. As shown in Table 4.4, all the five indicators of modernity recorded low mean ratings of less than 3.0 for local doors and greater than 6.0 for imported doors. Again, all the five indicators of modernity of imported doors were significant and positive for preference.

4.3.2.1 Association between Modernity and consumers Demographic Variables

In this study the correlation co-efficient analysis was undertaken to find out the association between modernity and demographic variables of the consumers. Table 4.5 shows the amount of association that exists between the variables.

Table 4. 5: Correlation Matrix of modernity and demographic variables

		Locally made doors		Imported Doors						
		1	2	3	4	5	6	7	8	9
1	Sex	1	.007	-.023	-.098	-.019	.015	.059	.091	-.005
2	Age group	.007	1	-.078	.113	.047	.048	.108	.151 ^a	.147 ^a
3	Educational level	-.023	-.078	1	.402 ^b	-.038	.141 ^a	.061	-.058	-.001
4	Income	-.098	.113	.402 ^b	1	.093	.206 ^b	.125	.008	.058
5	This door is modern	-.148 ^a	-.190 ^b	.150 ^a	-.063	1	.666 ^b	.578 ^b	.264 ^b	.472 ^b
6	advance	-.100	-.230 ^b	-.059	-.211 ^b	-.181 ^b	1	.432 ^b	.199 ^b	.459 ^b
7	fashionable	-.120	-.139 ^a	.105	-.122	-.242 ^b	-.188 ^b	1	.223 ^b	.457 ^b
8	unique features	-.168 ^a	-.254 ^b	.121	-.204 ^b	-.272 ^b	-.221 ^b	-.160 ^a	1	.312 ^b
9	This door is youthful	-.178 ^a	-.230 ^b	.088	-.128	-.096	-.171 ^a	-.065	-.130	1

^a p<0.05, ^b p<0.01,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

The result shows the association between modernity and basic demographic information (sex, age group, Educational and income) of homeowners. Male homeowners perceive that locally manufactured doors are modern ($r = -0.148$, $P < 0.05$), have unique features that are not found in other brands ($r = -0.168$, $P < 0.05$) and is youthful ($r = -0.178$, $P < 0.05$). On imported doors, there was no significant association between sex group of home makers and modernity variables.

Young homeowners also perceive that locally manufactured doors are modern ($r = -0.190$, $P < 0.01$), fashionable ($r = -0.139$, $P < 0.05$), have unique features ($r = -0.254$, $P < 0.01$) and youthful and advanced ($r = -0.230$, $P < 0.01$) while older homeowners perceive imported doors have unique features ($r = 0.151$, $P < 0.05$) and youthful ($r = .0147$, $P < 0.05$).

Homeowners with higher education perceive locally manufactured doors being modern ($r=0.150$, $P<0.05$) and imported door being advanced ($r=0.141$, $P<0.05$). Homeowners with lower income perceive locally manufactured doors being advance ($r=-0.211$, $P<0.01$) and having unique features ($r=-0.204$, $P<0.01$) while homeowners with higher income perceive that imported doors are advanced ($r=0.206$, $P<0.01$).

4.3.3 Influence of Perceived Quality on consumers purchasing behaviour

To answer the research question relating to the influence of perceived quality on consumer purchasing behaviour, t-test was conducted. The test was meant to identify whether the mean for perceived quality differ with respect to the locally and foreign doors. The nature of differences was determined by the test of between-subjects effects. Table 4.6 shows the summary for each of the dependent variables.

Table 4. 6: Consumer’s perception on Perceived quality of locally and foreign made doors

No.	Perceived quality factors	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	This door is of good quality	3.51	1.92	6.51	0.95
2.	This door is very reliable	3.40	1.88	6.50	0.87
3.	This door looks good	3.23	1.80	6.72	0.52
4.	This door can be trusted	3.28	1.84	6.52	0.83
5.	This door last longer	3.92	1.96	6.29	0.97

It appeared from the study that imported doors are of high quality, the preference and purchase intention for the product significantly and positively increase. On five items, respondents gave imported doors significantly high scores over the local door.

4.3.3.1 Association between Perceived Quality and consumers Demographic Variables

Pearson's correlation coefficient matrix was run to measure the association between perceived quality and demographic variables of consumers. Results are presented in Table 4.7.

Table 4. 7: Correlation Matrix of perceived quality and demographic variables

		Locally made doors		Imported Doors						
		1	2	3	4	5	6	7	8	9
1	Sex	1	.007	-.023	-.098	.059	.033	.000	-.020	.053
2	Age group	.007	1	-.078	.113	.077	.133	.098	.128	.113
3	Educational level	-.023	-.078	1	.402 ^b	.151 ^a	.042	-.037	.015	.089
4	Income	-.098	.113	.402 ^b	1	.118	.103	.062	.084	.037
5	This door is of good quality	-.108	-.243 ^b	-.039	-.054	1	.703 ^b	.370 ^b	.617 ^b	.508 ^b
6	This door is very reliable	-.129	-.223 ^b	.007	-.040	-.260 ^b	1	.549 ^b	.740 ^b	.562 ^b
7	This door looks good	-.050	-.172 ^a	.044	-.150	-.098	-.295 ^b	1	.555 ^b	.237 ^b
8	This door can be trusted	-.101	-.167 ^a	-.009	-.067	-.264 ^b	-.359 ^b	-.149 ^a	1	.479 ^b
9	This door last longer	-.125	-.193 ^b	.018	-.001	-.314 ^b	-.354 ^b	-.198 ^b	-.330 ^b	1

^a p<0.05, ^b p<0.01,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

The establishment of association shows a very weak association between the perceived quality variables and the demographic data of homeowners. Even though younger homeowners perceive locally manufactured door being of good quality ($r=-0.243$, $P<0.01$), reliable ($r=-0.223$, $P<0.01$), looking good ($r=-0.172$, $P<0.05$), trusted ($r=-0.167$, $P<0.05$) and lasting longer ($r=-0.193$, $P<0.01$), the association was a weak one. Unexpectedly, for imported doors, age group of homeowners did not associate significantly with perceived quality variables. Homeowners with higher educational perceive that imported doors are of good quality ($r=0.151$, $P<0.05$).

4.3.4 Influence of Perceived Price on consumers purchasing behaviour

In order to examine consumer's perception on perceived price influencing purchase, consumers were asked to rate the level of how perceived price influence purchasing

behaviour. Table 4.8 presents the difference between group 1 (local doors) and group 2 (foreign doors).

Table 4. 8: Consumer's perception on Perceived price of locally and foreign made doors

No.	Perceived price factors	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	The price of this door is always very high	3.30	1.41	5.81	1.29
2.	This door is less costly	5.16	1.40	2.75	1.40
3.	The price of this door is reasonable because it comes with its own frame, door hinges and locks	2.02	1.30	6.42	1.07
4.	This door is always under priced	4.59	1.48	2.64	1.37
5.	The price of this door is acceptable looking at its quality	3.16	1.79	6.13	1.14
6.	This door is high due to its quality raw materials and sophisticated machines used to produce it	2.32	1.42	6.35	1.08

Two of the six items recorded low mean values for imported doors, that is, this door is less costly ($M_L=5.16$, $M_F=2.75$) and this door is always under-priced ($M_L=4.59$, $M_F=2.64$), the rest of the four items recorded mean values greater than 5.0. Notwithstanding this fact, all the six contributed significantly positive to consumers preference for imported doors despite the high price of the door.

4.3.4.1 Association between Perceived Price and Consumers Demographic Variables

Table 4.9 reports the correlation matrix of demographic variables and perceived price in consumer preference and purchase intention of locally made and imported doors.

Table 4. 9: Correlation Matrix of perceived price and demographic variables

	Locally made doors	Imported Doors									
		1	2	3	4	5	6	7	8	9	10
1	Sex	1	.007	-.023	-.098	-.147 ^a	.113	.081	.119	-.064	-.033
2	Age group	.007	1	-.078	.113	-.171 ^a	.096	.088	.001	.084	.054
3	Educational level	-.023	-.078	1	.402 ^b	-.014	.024	-.027	.072	.036	-.020
4	Income	-.098	.113	.402 ^b	1	-.049	-.062	-.034	.059	.041	-.058
5	this door is high	.087	-.112	.053	.009	1	-.517 ^b	-.212 ^b	-.468 ^b	-.283 ^b	-.197 ^b
6	This door is less costly	-.087	-.070	.010	-.106	.484 ^b	1	.324 ^b	.590 ^b	.382 ^b	.158 ^a
7	reasonable price	-.097	-.259 ^b	.134	-.105	.362 ^b	-.211 ^b	1	.287 ^b	.517 ^b	.273 ^b
8	This door is always under-priced	.064	-.048	-.076	-.083	.232 ^b	-.259 ^b	.058	1	.369 ^b	.208 ^b
9	door has acceptable price	-.159 ^a	-.270 ^b	-.019	-.123	.470 ^b	-.295 ^b	-.248 ^b	-.245 ^b	1	.500 ^b
10	This door is high due to production	-.046	-.221 ^b	.073	-.169 ^a	.377 ^b	-.050	-.242 ^b	.016	-.194 ^b	1

^a $p < 0.05$, ^b $p < 0.01$,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

In establishing the association between demographic variables (sex group, age group, educational level, and income) of homeowners influence on the price related variables towards imported and locally manufactured doors, male homeowners perceive that imported door have high price ($r=-0.147$, $P<0.05$) and locally manufactured door's price is acceptable due to its quality. Younger homeowners perceive that imported door have high price ($r=-0.171$, $P<0.05$). Moreover, homeowners with lower income also perceive that the price of locally manufactured door is high because of quality raw materials and sophisticated machines used to produce it ($r=-0.169$, $P<0.05$).

4.3.5 Influence of Attractiveness on consumers purchasing behaviour

As part of the objectives, the study seeks to compare how attractiveness locally and foreign manufactured doors influence their purchasing behaviour. Four variables that give indicators of attractiveness were utilized. Table 4.10 provides result of mean values for attractiveness towards preference and purchase intention for imported doors.

Table 4. 10: Consumer's perception on Attractiveness influencing purchase

No.	Attractiveness factors	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	This door has attractive features	2.89	1.66	6.69	0.70
2.	This door has best finishing	2.88	1.66	6.75	0.72
3.	This door comes with variation of colours	3.45	1.83	6.66	0.64
4.	This door appeals to the eye due to its style variation	2.92	1.63	6.54	0.80

As indicated in Table 4.10, consumers believed that foreign doors have attractive features ($M=6.69$, $SD=0.70$), have best finishing ($M=6.75$, $SD=0.72$), having variation of colours ($M=6.66$, $SD=0.64$) and appealing to the eye of homeowners due to its style variation ($M=6.54$, $SD=0.80$) which significantly influence consumer preference and intention to purchase. All these items recorded mean values greater than 5.0, implying that foreign doors have attractive features which influence the purchase intention of consumers.

4.3.5.1 Association between attractiveness and Demographic Variables

In finding out the association between attractiveness and demographic variables of consumers, Pearson' correlation was used. Table 4.11 reports the correlation matrix of demographic variables and attractiveness in consumer preference and purchase intention of locally made and imported doors.

Table 4. 11: Correlation Matrix of attractiveness and demographic variables

Locally made doors		Imported Doors							
		1	2	3	4	5	6	7	8
1	Sex	1	.007	-.023	-.098	.026	.077	-.006	.019
2	Age group	.007	1	-.078	.113	.001	.054	-.048	.072
3	Educational level	-.023	-.078	1	.402 ^b	.066	.091	.125	.045
4	Income	-.098	.113	.402 ^b	1	.180 ^a	.114	.086	.040
5	This door has attractive features	.010	-.237 ^b	.078	-.182 ^a	1	.458 ^b	.679 ^b	.556 ^b
6	This door has best finishing	-.042	-.234 ^b	.052	-.191 ^a	-.113	1	.508 ^b	.605 ^b
7	This door comes with variation of colours	-.041	-.234 ^b	.029	.023	-.056	-.114	1	.620 ^b
8	This door appeals to the eye due to its style variation	-.096	-.205 ^b	.025 ^a	-.177 ^b	-.192 ^b	-.213 ^b	-.276 ^b	1

^a p<0.05, ^b p<0.01,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

Young homeowners perceive that locally manufactured doors have attractive features ($r=-0.237$, $P<0.01$), best finishing ($r=-0.234$, $P<0.01$), variation of colours ($r=-0.234$, $P<0.01$) and appeal to the eye due to its style variation ($r=0.205$, $P<0.01$). Homeowners with higher education perceive that locally manufactured doors appeal to the eye due to its style variation ($r=0.025$, $P<0.05$). Homeowners with lower income believe that locally manufactured doors have attractive features ($r=-0.182$, $P<0.05$), best finishing ($r=-0.191$, $P<0.05$) and appeal to the eye due to its style variation ($r=-0.177$, $P<0.01$) while homeowners with higher income perceive imported doors having attractive features ($r=0.180$, $P<0.05$).

4.3.6 Influence of Security of doors on consumers purchasing behaviour

Table 4.12 summarises the responses of consumers' perception on security influencing purchase. The analysis was based on the respondents rating for the key security variables in the questionnaire on a 7 point likert scale.

Table 4. 12: Consumer's perception on Security of locally and foreign made doors

No.	Security factors	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	This door will give me the security I need	2.71	1.57	6.69	0.70
2.	This door makes it difficult for burglars to break into my house	2.56	1.44	6.40	0.95
3.	This door has multi locking system which makes my house more secure	1.82	1.10	6.81	0.49
4.	This door enhances the security of my house	2.54	1.52	6.67	0.57
5.	The door has hidden doorbell that visitors use	1.53	0.91	6.63	1.02
6.	This door comes with alarm system, magnifying lens and camera which makes burglars fear to break into my house	1.49	0.81	6.04	1.23

Security has been a matter of concern to homeowners; Table 4.12 shows that imported door can provide consumers better security if not the best. Six items were considered under security and imported doors were rated mean values 6.04 to 6.81 as against 1.49 to 2.71 for locally manufactured doors. This implies that Ghanaian consumers perceive that the use of imported doors will improve the security of their house.

Furthermore the ratings indicate that imported doors have multi locking system which makes their house more secured (M=6.81, SD=0.49), the door has hidden doorbell that visitors use (M=6.63, SD=1.02) and this door comes with magnifying lens which makes burglars fear to break into their house (M=6.04, SD=1.23). This result indicates that, homeowners are likely to buy doors that can provide them better security.

4.3.6.1 Association between Security and Demographic Variables

Table 4.13 shows the Pearson's correlation matrix among demographic variables and security. The correlation coefficient values ranged between 0.0 and 0.805.

Table 4. 13: Correlation Matrix of security and demographic variables

		Locally made doors		Imported Doors							
		1	2	3	4	5	6	7	8	9	10
1	Sex	1	.007	-.023	-.098	.042	.026	.037	-.067	.175 ^a	.123
2	Age group	.007	1	-.078	.113	.087	-.037	.106	.063	.028	.001
3	Educational level	-.023	-.078	1	.402 ^b	-.085	-.045	-.014	.015	-.088	-.107
4	Income	-.098	.113	.402 ^b	1	-.007	-.090	.030	.092	.146	-.070
5	Provide security I need	-.068	-.209 ^b	.031	-.137	1	.550 ^b	.562 ^b	.506 ^b	.334 ^b	.406 ^b
6	difficult for burglars to break	-.128	-.183 ^b	.065	-.059	-.240 ^b	1	.425 ^b	.519 ^b	.261 ^b	.538 ^b
7	has multi locking system	-.149 ^a	-.200 ^b	.133	-.188 ^a	-.297 ^b	-.107	1	.670 ^b	.489 ^b	.373 ^b
8	enhances the security of my house	-.079	-.222 ^b	.022	-.223 ^b	-.259 ^b	-.256 ^b	-.234 ^b	1	.388 ^b	.383 ^b
9	has hidden doorbell for visitors	-.109	-.183 ^b	.007	-.151	-.146 ^a	.025	-.110	-.050	1	.450 ^b
10	comes with security gadgets	-.110	-.177 ^a	.035	-.126	-.035	.013	-.103	.016	-.111	1

^a p<0.05, ^b p<0.01,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

Male homeowners perceive locally manufactured door having multi locking system (r=-0.149, P<0.05) and female homeowners perceived imported door having hidden doorbell for visitors. Young homeowners also perceived that locally manufactured doors provide the security homeowners need (r = -0.209, P<0.01), make it difficult for burglars to break into (r = -0.183, P<0.01), have multi locking system (r = -0.200, P<0.01), enhance the security of homeowners (r = -0.222, P<0.01), have doorbell for visitors (r = -0.183, P<0.01) and have alarm system, magnifying lens and camera which makes burglars fear to break into their house (r=-0.177, P<0.05). Meanwhile there was no significant association between age group of homeowners and imported security doors variables. The income of homeowners also correlated negatively with locally manufactured door having multi locking system (r=-0.188, P<0.05) and enhancing the security of homeowners house (r=-0.223, P<0.01).

4.3.7 Influence of Country of Origin on consumers purchasing behaviour

Table 4.14 provides result of mean values on the effect of country of origin towards preference and purchase intention for locally manufactured and imported doors.

Table 4. 14: Consumer's perception on Country of origin influencing purchase

S/N	Construct and measuring items	Mean	t-values	p-values
1.	I usually check the COO before buying doors	3.93	27.532	0.000
2.	I prefer to buy doors when they are made outside Ghana	3.92	29.536	0.000
3.	The quality of doors depend on where they originate from	5.60	45.897	0.000
4.	I do not mind the COO as long as the quality is good	5.43	42.864	0.000
5.	I do not think the COO will influence my PI towards doors	4.83	38.434	0.000

P<0.01

COO=country of origin, PI=purchase intention

All the items mean values were above 3.90. The result indicated that, quality of doors depend on where they originate from (t=45.897, p<0.01). Again, most homeowners do not mind country of origin as long as the quality is good (t=42.864, p<0.01) though they check country of origin before buying doors (t=27.532, p<0.01). Some homeowners prefer buying imported doors (t=29.536, p<0.01) but do not think the country of origin will influence their purchase intention (38.434, p<0.01). All the items significantly influence consumer preference and intention to purchase.

4.3.7.1 Association between Country of Origin and Demographic Variables

Table 4.15 reports the correlation matrix of demographic variables and country of origin in consumer preference and purchase intention of locally made and imported doors.

Table 4. 15: Correlation Matrix of country of origin and demographic variables

	1	2	3	4	5	6	7	8	9
1 Sex	1								
2 Age group	.007	1							
3 Educational level	-.023	-.078	1						
4 Income	-.098	.113	.402 ^b	1					
5 I check COO before buying doors	-.075	-.108	-.009	-.242 ^b	1				
6 I prefer to buy imported doors	.009	-.048	.098	-.157 ^a	.569 ^b	1			
7 The quality of doors depend on where they originate from	-.115	-.002	-.057	.126	.122	-.118	1		
8 I do not mind the COO as long as the quality is good	.003	.087	-.063	.098	-.400 ^b	-.380 ^b	.071	1	
9 COO will not influence my purchase intention towards doors	.011	.150 ^a	-.121	.157 ^a	-.394 ^b	-.367 ^b	.038	.616 ^b	1

^a p<0.05, ^b p<0.01, Country of origin=COO

On the association between doors country of origin and basic demographic information (sex, age group, educational level and income) of homeowners, the sex group

have no association with country of origin variables. On age group, older homeowners think that country of origin influences their purchase intention towards doors ($r=0.150$, $P<0.05$). Homeowners with lower income perceive that they check country of origin before buying doors ($r=-0.242$, $P<0.01$) and prefer to buy doors when they are made outside Ghana ($r=-0.157$, $P<0.05$) while homeowners with higher income think that country of origin influences their purchase intention towards doors ($r=0.157$, $P<0.05$).

4.4.8 Influence of Ethnocentrism on consumers purchasing behaviour

In order to assess the influence of ethnocentrism on consumers purchasing behaviour, 8 items were used to examine the level of ethnocentrism within the respondents. The answers of the respondents were tested by means of a t-test within the independent samples. Table 4.16 presents the results.

Table 4. 16: Consumer's perception on Ethnocentrism influencing purchase

S/N	Construct and measuring items	Mean	t-values	p-values
1.	A Ghanaian should always buy Ghana made doors	2.66	23.105	0.000
2.	It may cost me in the long-run but I prefer to support Ghanaian products	3.21	25.253	0.000
3.	I feel proud anytime I purchase made in Ghana doors	3.87	31.721	0.000
4.	Ghanaian should not buy foreign doors because this hurt Ghanaian industry and causes unemployment	4.13	30.151	0.000
5.	If I want to be like someone, I often try to buy the same doors they buy	3.33	26.505	0.000
6.	Patronising locally made doors will contribute to the growth and development of our local industries	5.80	54.967	0.000
7.	We should purchase doors manufactured in Ghana instead of letting other countries exploit us	4.26	35.018	0.000
8.	Ghana consumers who purchase doors made in other countries are responsible for putting their fellow Ghanaians out of work	3.36	26.460	0.000

$P<0.01$

From Table 4.16, all the items (It may cost me in the long-run but I prefer to support Ghanaian products, I feel proud anytime I purchase made in Ghana doors, Ghanaian should not buy foreign doors because this hurt Ghanaian industry and causes unemployment, If I want to be like someone, I often try to buy the same doors they buy, Patronising locally made doors will contribute to the growth and development of our local industries, We should

purchase doors manufactured in Ghana instead of letting other countries exploit us, Ghana consumers who purchase doors made in other countries are responsible for putting their fellow Ghanaians out of work) recorded high level of mean values between 3.21 and 5.80 except one item (A Ghanaian should always buy Ghana made doors) that recorded 2.66. All the indicators under ethnocentrism were positively significant at $p < 0.01$. Some Ghanaian consumers are of the view that, as Ghanaians they should patronise locally manufactured doors to create employment and contribute to the growth and development of the local industries.

4.3.8.1 Association between Ethnocentrism and Demographic Variables

Pearson correlation was conducted to describe the strength of relationship between two variables. In this study the correlation co-efficient analysis was undertaken to find out the relationship between ethnocentrism and demographic variables. Table 4.17 presents the amount of relationship that exists between the variables.

Table 4. 17: Correlation Matrix of ethnocentrism and demographic variables

	1	2	3	4	5	6	7	8	9	10	11	12
1 Sex	1											
2 Age group	.007	1										
3 Educational level	-.023	-.078	1									
4 Income	-.098	.113	.402 ^b	1								
5 A Ghanaian should always buy Ghana made doors	-.018	-.216 ^b	-.093	-.265 ^b	1							
6 It may cost me in the long-run but I prefer to support Ghanaian products	-.114	-.149 ^a	-.101	-.372 ^b	.571 ^b	1						
7 I feel proud anytime I purchase made in Ghana doors	-.104	-.149 ^a	-.071	-.096	.410 ^b	.431 ^b	1					
8 Ghanaian should not buy foreign doors because this hurt Ghanaian industry	-.024	-.045	-.165 ^a	-.050	.227 ^b	.166 ^a	.480 ^b	1				
9 If I want to be like someone, I often try to buy the same doors they buy	-.050	.075	-.196 ^b	.100	.057	-.025	.088	.235 ^b	1			
10 buying locally made doors will contribute to the growth of our local industries	-.156 ^a	-.123	-.058	-.054	.105	.136	.530 ^b	.456 ^b	.230 ^b	1		
11 We should buy doors made in Ghana instead of letting other countries exploit us	-.094	-.128	-.070	-.139	.472 ^b	.458 ^b	.628 ^b	.409 ^b	.102	.403 ^b	1	
12 consumers who buy imported doors are responsible for putting their fellow Ghanaians out of work	-.144 ^a	-.076	-.155 ^a	-.339 ^b	.485 ^b	.543 ^b	.366 ^b	.372 ^b	.086	.151 ^a	.466 ^b	1

^ap<0.05, ^bp<0.01

The correlation coefficient between basic demographic information of homeowners and ethnocentrism shows a weak positive association between the variables. On the sex group, male homeowners perceive that patronising locally manufactured doors contribute to the growth and development of local industries ($r=0.156$, $P<0.05$) and Ghana consumers who purchase doors made in other countries are responsible for putting their fellow Ghanaians out of work ($r=-0.144$, $P<0.05$).

Again, on age category, young homeowners perceive that Ghanaians should always buy Ghana made doors ($r=-0.216$, $P<0.01$), they believe that It may cost them in the long-run but but prefer to support Ghanaian products ($r=-0.149$, $P<0.05$) and they feel proud anytime they purchase made in Ghana doors ($r=-0.149$, $P<0.05$). Homeowners with lower educational level believe that Ghanaian should not buy foreign doors because this hurt Ghanaian industry ($r=-0.165$, $P<0.05$) and If they want to be like someone, they often try to buy the same doors they buy ($r=-0.196$, $P<0.01$) and consumers who buy imported doors are responsible for putting their fellow Ghanaians out of work ($r=-0.155$, $P<0.05$).

The study further shows that homeowners with lower income perceived that Ghanaians should always buy Ghana made doors ($r=-0.265$, $P<0.01$) though It may cost them in the long-run but they prefer to support Ghanaian products ($r=-0.372$, $P<0.01$) and consumers who buy imported doors are responsible for putting their fellow Ghanaians out of work ($r=-0.339$, $P<0.01$).

4.4 Important Factors that influence Purchase

In determining the factors that consumers consider important when purchasing doors, the views of the respondents were tested by means of a t-test within the independent samples. Table 4.18 presents the results.

Table 4. 18: Important factors that influence Purchase behaviour of Consumer's

S/N	Construct and measuring items	Mean	t-values	p-values
1.	Price	6.04	86.852	0.000
2.	Fashionability	4.85	50.336	0.000
3.	Attractiveness	5.50	63.152	0.000
4.	Modern trends	5.00	47.871	0.000
5.	Country of origin	4.51	42.205	0.000
6.	Social status	4.95	43.403	0.000
7.	Security	6.78	137.043	0.000
8.	Convenience	6.11	91.785	0.000
9.	Durability	6.78	119.914	0.000

P<0.01

Nine factors (price, fashionability, attractiveness, modern trends, country of origin, social status, security, convenience and durability) that were considered recorded mean values above threshold of 3.0 which were all significant at $p < 0.01$. Majority of the respondents believe that security is the most important factor that must be considered when purchasing doors as it recorded highest mean and t-value of 6.78 and 137.043 respectively followed by durability (M=6.78, t=119.914), convenience (M=6.11, t=91.785), price (M=6.04, t=86.852). The least important factors are country of origin, fashionability and social status which recorded mean values less than 5.0.

4.4.1 Association between factors that influence Purchase and Demographic variables

Pearson correlation was used to measure the extent to which the important factors and demographic variables of the consumers fluctuate together. Table 4.19 presents correlation matrix of demographic variables and the factors that are considered important when purchasing doors.

Table 4. 19: Correlation matrix about important factors against Demographic variables

	1	2	3	4	5	6	7	8	9	10	11	12
1 Sex	1											
2 Age group	.007	1										
3 Educational level	-.023	-.078	1									
4 Income	-.098	.113	.402 ^b	1								
5 Price	.149 ^a	.104	.144 ^a	-.059	1							
6 Fashionability	-.010	-.094	.155 ^a	-.062	.100	1						
7 Attractiveness	-.003	-.069	.096	.065	.175 ^a	.653 ^b	1					
8 Modern trends	.052	-.070	.167 ^a	-.058	.059	.722 ^b	.588 ^b	1				
9 Country of origin	-.016	.071	.037	-.079	.300 ^b	.471 ^b	.472 ^b	.456 ^b	1			
10 Social status	.019	.079	.041	.089	.106	.447 ^b	.604 ^b	.473 ^b	.538 ^b	1		
11 Security	.021	.150 ^a	.067	.125	.375 ^b	.181 ^b	.407 ^b	.143 ^a	.247 ^b	.237 ^b	1	
12 Convenience	.091	.056	.165 ^a	.022	.558 ^b	.325 ^b	.308 ^b	.241 ^b	.277 ^b	.225 ^b	.531 ^b	1
13 Durability	-.019	.100	.128	.182 ^a	.335 ^b	.126	.423 ^b	.070	.178 ^a	.139 ^a	.839 ^b	.485 ^b

^a p<0.05, ^b p<0.01

Response scale: 1=not at all important, 7=extremely important

As indicated in Table 4.19, female homeowners perceive that Price ($r = 0.149$, $P < 0.05$) is important factor in purchasing as compare to males while older homeowners perceive security ($r = 0.150$, $P < 0.05$) as the most important factor when it comes to purchasing of doors. Homeowners with higher education perceive price ($r = 0.144$, $P < 0.05$), fashionability ($r = 0.155$, $P < 0.05$), modern trends ($r = 0.167$, $P < 0.05$) and convenience ($r = 0.165$, $P < 0.05$) as the most important factors that influence purchasing of doors. Homeowners who receive higher income perceive durability ($r = 0.182$, $P < 0.05$) as the most important factor when purchasing doors.

4.5 Purchase Intention of Consumers

In determining the consumer preference and purchase intention of locally manufactured doors as compared to imported doors, t-test was performed to assess whether the means of two groups are statistically different from each other. Table 4.20 presents the results.

Table 4. 20: Consumer’s Purchase Intention

S/N	Construct and measuring items	Local doors		Foreign doors	
		Mean	SD	Mean	SD
1.	I think consumers in Ghana buy this brand	5.95	0.87	5.92	1.02
2.	This door is easily available for me to buy	6.11	0.75	5.89	1.11
3.	I have seen adverts on it in Ghanaian magazines, radios or TVs	4.04	1.96	4.71	2.06
4.	People recommend the use of this door	3.63	1.74	6.20	0.88
5.	I have personal usage experience with this door	5.99	1.09	5.81	1.58

^a $p < 0.01$, ^b $p < 0.05$ ^c $p > 0.05$

The mean responses of the five items (I think consumers in Ghana buy this brand, This door is easily available for me to buy, I have seen adverts on it in Ghanaian magazines, radios or TVs, People recommend the use of this door, I have personal usage experience with this door) were above the threshold of 3.0.

Two of the five items (I have seen adverts on it in Ghanaian magazines, radios or TVs, People recommend the use of this door) contributed significantly to consumer’s preference and purchase intention. Though all mean values recorded was above 3.0, three items (I think consumers in Ghana buy this brand, this door is easily available for me to buy, I have no personal usage experience with this door) were not significant. The results indicate that, consumers buy both brands. The implication is that most home owners buy the imported doors for external exits and use the locally made doors for the internal exit due to the security nature of imported doors. Again, the high price of the imported doors scar most home owners from using only imported doors in their building.

4.5.1 Association between Purchase Intention and Demographic variables of Consumers

Pearson’s correlation matrix was utilized to explore the associations among demographic variables and other factors that influence purchase intention variables..

Table 4. 21: Correlation matrix about purchase intention against Demographic variables

	Locally made doors	Imported Doors								
		1	2	3	4	5	6	7	8	9
1	Sex	1	.007	-.023	-.098	.019	-.025	.046	-.053	.069
2	Age group	.007	1	-.078	.113	.122	.155 ^a	-.007	.028	.182 ^b
3	Educational level	-.023	-.078	1	.402 ^b	-.024	-.079	.114	.041	.009
4	Income	-.098	.113	.402 ^b	1	.180 ^a	.159 ^a	-.147	.049	.235 ^b
5	consumers buy	.035	-.071	-.080	-.018	1	.730 ^b	.052	.426 ^b	.383 ^b
6	available	-.066	-.180 ^a	-.008	-.112	-.176 ^a	1	.078	.473 ^b	.433 ^b
7	adverts	.003	.055	.136	-.103	-.023	.014	1	.185 ^b	-.022
8	recommend	.013	-.085	.062	-.236 ^b	-.184 ^b	-.137	.256 ^b	1	.396 ^b
9	personal usage	-.102	-.038	-.013	-.001	-.112	-.058	-.119	-.012	1

^a p<0.05, ^b p<0.01,

Note: Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

Demographic variables include sex, age group, educational level and income. Purchase intention variables include I think consumers in Ghana buy this brand, This door is easily available for me to buy, I have seen adverts on it in Ghanaian magazines, radios or TVs, People recommend the use of this door and I have personal usage experience with this door. The correlation coefficient values ranged between 0.0 and 0.730. Sex related negatively with most of the items. Young homeowners believe that, locally manufactured doors are available ($r = -0.180$, $P < 0.05$) while older homeowners believe that imported doors are available on the market ($r = 0.155$, $P < 0.05$) and had personal usage experience with it ($r = 0.182$, $P < 0.01$) than the younger counterpart. Homeowners who receive higher income are likely to buy imported doors ($r = 0.180$, $p < 0.05$). They also think that, imported doors are available ($r = 0.159$, $P < 0.05$) and have personal usage experience with it ($r = 0.235$, $P < 0.01$). Homeowners with lower income recommend locally manufactured doors ($r = -0.236$, $P < 0.01$).

4.6 Factors influencing consumer's preference leading to their purchase intention of doors

Table 4.22 shows correlations between demographic variables and qualities that influence purchasing of doors. The demographic variables include sex, age group, educational level as well as income. The qualities that influence the purchase intention of doors also included self-congruity, modernity, perceived quality, perceived price, attractiveness, security, country of origin, ethnocentrism, important purchasing factors and purchase intention.



Table 4. 22: correlation matrix about independent variables (qualities of doors that influence purchase intention)

Locally doors		Imported doors													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Sex	1	.007	-.023	-.098	.035	-.032	.033	.036	.029	.036	.100	-.079	-.136	.042
2	Age group	.007	1	-.078	.113	.140 ^a	.142 ^a	.141 ^a	.137	.043	.028	.039	.029	-.155 ^a	.037
3	Educational level	-.023	-.078	1	.402 ^b	.040	-.008	.037	.078	.027	.097	-.088	-.067	-.181 ^b	.161 ^a
4	Income	-.098	.113	.402 ^b	1	.112	.153 ^a	.137	.100	-.033	.122	.013	-.028	-.243 ^b	.021
5	Purchase intention	-.024	-.066	.067	-.163 ^a	1	.517 ^b	.473 ^b	.518 ^b	.420 ^b	.435 ^b	.388 ^b	.192 ^b	-.384 ^b	.209 ^b
6	Self-congruity	-.174 ^a	-.186 ^b	.079	-.113	.480 ^b	1	.648 ^b	.487 ^b	.332 ^b	.500 ^b	.375 ^b	.357 ^b	-.062	.214 ^b
7	Modernity	-.165 ^a	-.243 ^b	.091	-.171 ^a	.384 ^b	.756 ^b	1	.652 ^b	.428 ^b	.669 ^b	.539 ^b	.215 ^b	-.205 ^b	.124
8	Perceived quality	-.116	-.224 ^b	.004	-.069	.223 ^b	.637 ^b	.719 ^b	1	.477 ^b	.711 ^b	.512 ^b	.159 ^a	-.336 ^b	.200 ^b
9	Perceived price	-.081	-.311 ^b	.047	-.183 ^a	.177 ^a	.580 ^b	.690 ^b	.696 ^b	1	.441 ^b	.530 ^b	.164 ^a	-.279 ^b	.125
10	Attractiveness	-.051	-.275 ^b	.055	-.153	.311 ^b	.677 ^b	.781 ^b	.811 ^b	.681 ^b	1	.511 ^b	.199 ^b	-.194 ^b	.254 ^b
11	Security	-.127	-.242 ^b	.059	-.179 ^a	.278 ^b	.639 ^b	.791 ^b	.734 ^b	.691 ^b	.753 ^b	1	.130	-.214 ^b	.216 ^b
12	Country of origin	-.079	.029	-.067	-.028	-.206 ^b	.010	-.006	.045	.164 ^a	-.039	.000	1	.135	.151 ^a
13	ethnocentrism	-.136	-.155 ^a	-.181 ^b	-.243 ^b	.100	.382 ^b	.408 ^b	.542 ^b	.491 ^b	.422 ^b	.460 ^b	.135	1	-.182 ^b
14	Important purchasing factors	.042	.037	.161 ^a	.021	-.168 ^a	-.184 ^b	-.110	-.195 ^b	-.021	-.160 ^a	-.138	.151 ^a	-.182 ^b	1

^a p<0.05, ^b p<0.01

Correlation values in the lower and upper parts are locally manufactured doors and imported doors respectively

Male consumers who patronize locally manufactured doors believe that modernity ($r=-0.174$, $P<0.05$) and self-congruity ($r=-0.165$, $P<0.05$) have influence on preference and purchase intention of doors as sex associated negatively with self-congruity and modernity. Young consumers believe that self-congruity ($r=-0.186$, $P<0.01$), modernity ($r=-0.243$, $P<0.01$), perceived quality ($r=-0.224$, $P<0.01$), perceived price ($r=-0.311$, $P<0.01$), attractiveness ($r=-0.275$, $P<0.01$), security ($r=-0.242$, $P<0.01$) and ethnocentrism ($r=-0.155$, $P<0.05$) are the factors that influence them in purchasing of locally manufactured doors while older consumers are of the view that imported doors are modern ($r=0.141$, $P<0.01$) and enhance social image ($r=0.142$, $P<0.05$) which improves their purchase intention ($r=0.140$, $P<0.05$).

Education level also correlated negatively with ethnocentrism ($r=-0.181$, $P<0.01$) and positively with important purchasing factors ($r=0.161$, $P<0.05$). This is an indication that homeowners with lower education perceived that ethnocentrism has effect on purchasing of both locally manufactured and imported doors whereas homeowners with higher education perceived that important purchasing factors have influence on purchasing of both brand of doors.

Homeowners with low income perceived that locally manufactured doors are modern ($r=-0.171$, $P<0.05$) which have good security ($r=-0.179$, $P<0.05$) and have better price ($r=-0.185$, $P<0.05$) therefore having the intention to purchase ($r=-0.163$, $P<0.05$).

4.7 Impact of purchasing locally made doors on Ghanaian Economy

In order to examine the impact of purchasing locally made doors on Ghanaian economy, respondents were asked to rate the level of how they perceived the impact of patronising locally made doors on the Ghanaian economy with "7" as being strongly agreed, "6" agreed, "5" as sometimes agreed, "4" as neither agreed or disagreed, "3" as somewhat

disagreed, "2" as disagreed and "1" as strongly disagreed. Table 4.23 presents the means, standard deviations and levels of each impact.

Table 4. 23: Responses on the perceived impact of purchasing locally made

Perceived impact	N	Mean	Std. Dev.	95% CI	LoI	Rank
Boost the nation's Gross Domestic Product (GDP)	203	5.44	1.182	5.28-5.60	4	1 st
Makes furniture industries grow	203	5.32	1.361	5.13-5.51	4	2 nd
Uplift the economy of Ghana and give the citizen a sense of pride	203	5.12	.998	4.98-5.26	4	3 rd
Makes locally industries to be globally competitive and to promote and sustain the products and services.	203	5.03	1.169	4.87- 5.19	4	4 th
Boost employment generation in the country	203	4.75	1.528	4.54-4.96	3	5 th
Encourages investors in the country	203	4.62	1.005	4.48-4.76	3	6 th
Conserve the nation's foreign reserve and strengthen the cedis against the dollar	203	3.79	1.442	3.59-3.99	2	7 th
Boost domestic production, thereby encouraging technology transfer and also improve Ghanaian foreign exchange earnings	203	3.18	1.548	2.97-3.39	2	8 th

Notes: Level of Impact (LoI): 4 = strongly agreed (mean = 5.00 - 5.99), 3 = agreed (4.00 - 4.99), 2 = disagreed (3.00 - 3.99), 1 = strongly disagreed (< 3.00)

The survey findings indicate that, for a large percentage of respondents surveyed, 4 variables were at level "4", which was recognised as "strongly agreed" mean scores ranged from 5.00 - 5.99. Two (2) variables were at level "3" (mean = 4.00-4.99) indicating that the variables were agreed. However, 2 variables also were at the level of "2" which was recognized as "disagreed" mean score ranged from 3.00-3.99. The 95% confidence interval for the mean was calculated to examine the "cut-off point" in relation to the impact of performance indicators on public sector construction projects. The standard deviations (SDs) were in general relatively small, indicating that the mean is also an appropriate summary statistic. The result in Table 4.23 show that the dominant purchasing locally made doors boost the nation's Gross Domestic Product (GDP) (M=5.44, SD=1.182), makes furniture industries grow (M=5.32, SD=1.361), uplift the economy of Ghana and give the citizen a sense of pride (M=5.12, SD=.998), makes locally industries to be globally competitive and to

promote and sustain the products and services (M=5.03, SD=1.169), boost employment generation in the country (M=4.75, SD=1.528) and encourages investors in the country (M=4.62, SD=1.005).

4.7.1 Regression Analysis

Regression analysis was performed to test for statistically significant relationship between dependent and independent variables (Allen and Bennett 2010). An independent variable can be a categorical or continuous variable with three or more distinct categories, while a dependent variable is a continuous variable (Pallant, 2011). The independent variable in this research is the five purchase intention of consumers, while the dependent variable is the total score of the perceived impact of patronizing locally made doors on Ghanaian economy. This linear regression was aimed at finding out the impact of purchasing locally made doors on Ghanaian Economy.

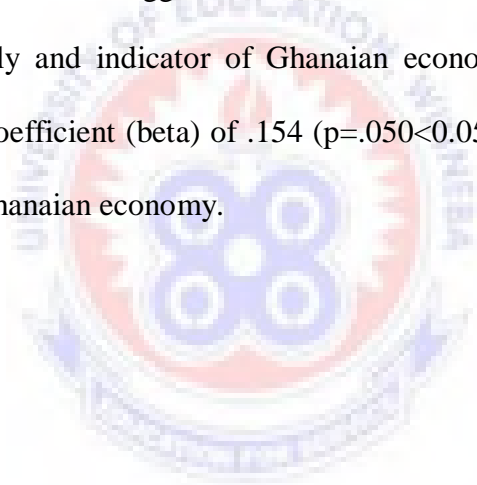
Table 4. 24: Impact of purchasing locally made doors on Ghanaian Economy

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R ²	ΔR ²	F	P-value
	B	Std. Error	Beta						
(Constant)	4.639	.705		.580	.000				
Consumers buy locally made brand	.257	.127	.190	2.026	.044				
Availability of locally made door to buy	-132	.166	-.083	-.791	.430	.088	.065	3.818	.003 ^b
Adverts for consumers to purchase locally made doors	0.73	.047	.122	2.573	.039				
People recommended locally made doors	.104	.055	.154	1.889	.050				
Personal usage with locally made doors	-.100	.090	-.092	-1.102	.272				

Regression model was performed with consumers buy locally made brand, availability of locally made door to buy, adverts for consumers to purchase locally made doors, people recommended locally made doors, and personal usage with locally made doors as consumers purchase intention variables. The regression model was significant (F = 3.818,

$p < .003$), with an R^2 indicating that 8.8% of the variance in purchase intention can be explained by the predictor variables. Furthermore, the change in R^2 was statistically significant indicating that the consumer purchase intention (predictor) variables were in and among themselves important factors. Consumers buying locally made brand had a coefficient (beta) of .190 with a p-value of .044 ($P < 0.05$), indicating that it was the best predictor impact on Ghanaian economy.

Adverts for consumers to purchase locally made doors was significantly related to Ghanaian economy impact, with a coefficient (beta) of .122 ($p = .039 < 0.05$), indicating that consumers purchase intention through adverts affects Ghanaian economy. The positive direction was expected and suggests that adverts for consumers to purchase locally made doors are necessarily and indicator of Ghanaian economy. People recommending locally made doors had a coefficient (beta) of .154 ($p = .050 < 0.05$) indicating that it is a predictor of having impact on Ghanaian economy.



CHAPTER FIVE

DISCUSSION OF RESULTS

This chapter of the study discusses the data collected to answer the various objectives the study set to achieve. It elaborates the perception of consumers on made-in-Ghana and imported doors and the factors influencing consumers' preference leading to their purchase intention of doors. The study further discusses the impacts of impact of patronising locally made furniture on Ghanaian economy key.

5.1 Perception of Consumers of Made in Ghana and Imported Doors

5.1.1 Consumer's perception on self-congruity

Consumers perceived imported doors make them look better in front of their friends than the locally manufactured doors and when buying doors they generally purchase those brands they think others will approve of. On the other hand, consumers think that imported doors have good image and feel proud owing these doors because the doors will improve their social status and command respect. In addition consumers perceived patronizing imported doors will create favourable perception of them among other people and arouse more positive feelings in them than the locally manufactured doors.

This implies that Ghanaian consumers perceive that, the use of imported doors will increase their self-congruity. The findings affirmed that consumers' thoughts and feelings have influence on the consumer purchasing behaviour. As indicated by Alden, Steenkamp and Batra (1999), consumers prefer brands that they perceive as originating from a non-local country, especially from the western countries more than they do local brands and that preference is linked not only to perceived quality but also to social status.

A study by Levy (1959) suggested that consumers are not functionally oriented and that their behaviour is significantly affected by the symbols which identify goods in the

marketplace. This argument suggests that apart from the trait of functionality, the consumers intend to purchase a particular product for other reasons. The findings confirm with the study by Schuiling and Kapferer (2004); Shocker, Srivastava, and Rueckert (1994) who indicated that consumers prefer imported products because of association of higher prestige. According to Schuiling and Kapferer (2004) imported products have a higher prestige than locally made products. Furthermore, foreign products may also stand for cosmopolitanism. Some consumers prefer foreign products because they enhance their self-image as being cosmopolitan, sophisticated, and modern.

Conversely, according to Ger (1999), locally made doors tend to be targeted and positioned based on a deep cultural understanding and therefore create a sustainable unique value and offer the symbolism of authenticity and prestige. Still, consumers have been found to have no intrinsic preference for imported doors (De Mooij, 2004).

5.1.2 Consumer's perception on Modernity

Ghanaian consumers perceive imported door to be modern, more advanced and fashionable. According to the consumers, imported doors are youthful and its uniqueness cannot be found in locally made doors. The study found that modernity of imported doors are significant and positive for preference and purchase intention. The findings supported the study by De Mooij (2004) who mentioned that consumers seem to value and admire imported brands and regard such brands as a modern and more advanced. On the other hand, imported brands are often criticized for threatening the local differences and imposing the western designs, leading to a loss of cultural designs on locally manufactured doors.

The findings of other studies (Elliott & Camoron, 1994; Boutsouki et al., 2008) also suggest that modernity of products plays a significant role in consumer purchase intention. As a contribution to the literature, this study has demonstrated that indeed more advanced and

fashionable products does have significant effect on consumers' purchase decisions, more specifically with respect to imported doors. The attitudes towards imported brands are influenced by its modernity. Specifically, modernity pay greater importance to the brand, consumers develop a preference for imported brands since its uniqueness cannot be found in locally made doors (Hansen, 2005).

5.1.3 Consumer's perception on Perceived Quality

Consumers perceived imported doors to be of good quality, reliable and good looks than locally made doors. In addition, Ghanaian consumers considered that imported doors can be trusted and last longer. From the findings consumers gave imported doors significantly high scores over the local door. This implies that imported doors are of high quality, in terms of the preference and purchase intention. According to Hoch and Banerji (1993) and Ailawadi, Neslin and Gedenk, (2001), when it comes to imported brands, quality is given more importance. Locally made products are generally considered as low quality products due to the fact that they do not meet international standard. Besharat (2010) and Chen, Cheng, Lin and Wang (2007) suggested that imported doors are preferred, when compared with locally made doors, due to the fact that they are reliable and last longer. Earlier studies established that perceived quality significantly affects consumers' purchase intention (Ho, 2007; Wu, 2006). Evans and Berman (2001) explained that manufacturers are continuously trying to launch locally made doors with similar quality to that of imported doors, however, consumers who think imported doors are good still prefer imported doors over locally made doors.

Consumers' judgment about product reliability, overall excellence or superiority (Zeithaml, 1988 and Rowley, 1998) influences the purchase intention. Research also indicates that consumers value imported doors especially for their assumed high quality and

prestigious image (Nguyen, Barrett & Miller 2005; Steenkamp, Batra & Alden, 2003). An internationally well-established product can act as a "halo" constructs that effects quality beliefs (Han 1989). If a product is perceived as globally available, trusted and reliable, consumers are likely to attribute a superior quality to the product, since such quality is thought of as a prerequisite for international acceptance.

5.1.4 Consumer's perception on Perceived Price

The consumer perceived imported doors to be of very high price. The price of this door is reasonable because it comes with its own frame, door hinges and locks, therefore the price of imported doors are acceptable looking at its quality. They further mentioned that imported doors are high price due to its quality raw materials and sophisticated machines used to produce it. On the other hand, the consumers perceive locally made doors are less costly and always under-priced as compare with imported doors. The price variables contributed significantly positive to consumers preference for imported doors despite the high price of the door. This implies that consumers perceive a price difference between locally made doors and foreign made doors, but price dissimilarities do not affect their preference for locally made doors.

The consumers view concur with the study by Bao and Sheng (2011) who indicated that consumers associate low price with low quality. Consumers think price is an indicator of quality and therefore purchase imported doors despite the high price of the door. Thus, to these consumers the higher price is a signal of a better quality. Moreover consumers relate price and quality with self-esteem. The increase in quality content and the higher price has a positive relation with self-esteem. On the other hand, Urbany et al., (1997) indicated that consumers prefer imported doors regardless of their higher quality. According to Schiffman (2013) price perception has strong influence on purchase intention of product. However if the

consumer is uncertain about the quality of the product, the price determines behaviour of the consumer (Urbany et al., 1997).

On the contrary previous studies stated that consumer intention is influenced by monetary cost (Grunert et al, 2004). In addition, Munusamy and Wong (2008) proved that there is a significant positive relationship between price and consumers' motives towards purchase of doors. Therefore, the majority of consumers will make their decision by referring on low price product (Boutsouki et al., 2008). Hansen (2005) point out that price is the most important extrinsic cues that consumers use when purchasing a product. According to Hoch & Banerji (1993) economic downturn have impact on product buying behaviour when income decreases consumers become price consciousness and shift their preferences to local brands rather than choosing foreign brands because of their low price. Consumers who prefer to buy more local brands than foreign brand are price conscious. Zeithaml (1998) also mentioned local brand buyers are price seekers-those who look for low price, as a result, for some consumers having inexpensive product means achieving high value.

5.1.5 Consumer's perception on Attractiveness

Ghanaian consumers believed that attractive features and best finishing of imported doors influence their preference and intention to purchase. The consumers believed that imported doors have variation of colours and style that are appealing to the eye of homeowners. It can be asserted that imported doors are beautiful and attractive. The findings supported the study by Dion et al (1972) that consumers perceived imported product to be attractive. On the same issue, Wells et al (2011) asserted that visual features of imported product positively influenced purchase intention. Jordan (2000) stated that pleasurable appearance of imported products had positive influence on product choice of consumers.

Product appearance reinforces the image of the product, as the identity of a product is visually expressed in its appearance (Schmitt & Simonson, 1997). On these companies therefore make consistent use of certain design elements such as color combination, a distinctive form element or style to influence purchasing decisions of consumers. The influence of colour and best finishing on consumer perception of symbolic value can be found in Muller (2001), Murdoch and Flursheim (1983), Schmitt and Simonson (1997) and Whitfield and Whitshire (1983) who indicated that product appearance can influence consumer product evaluation and choice in several ways. According to Muller (2001), the influence of aesthetic judgement on product preference can be moderated by the perceived aesthetic fit of the product with other products' appearance per se, but not buy it because it does not aesthetically fit into its home interior.

A product appearance communicates messages (Murdoch & Flursheim, 1983), as it may look cheerful, boring, friendly and expensive. According to Berkowitz (1944); Dawar and Parker (1994), product appearance can be used as a cue to infer more important but less readily accessible product attributes. Appearance as a whole may communicate quality by looking reliable or solid (Yamamoto & Lambert, 1994). Physical product appearance is an important quality signal for consumers (Dawar & Parker, 1994). As Dickson (1994) noted; "There is also something intangible about quality. It resides in the feel, the look, attractiveness, finishing. We may not be able to explain it, but we know it when we see it". So on discussion, it is clear that Ghanaian consumers will prefer imported doors because of its attractiveness.

5.1.6 Consumer's perception on Security of doors

In assessing the consumers perception on security of doors, the study revealed that imported doors give security consumers need, make it difficult for burglars to break into the house, have multi locking system which make the house more secure and enhance the security of the house. The consumers indicated that imported doors have hidden doorbell that visitors use and come with alarm system, magnifying lens and camera which make burglars fear to break into their house. This implies that imported doors provide consumers better security than locally made doors. It can be presented that imported door is built in a way to help prevent unauthorised entry from intruders. Imported doors can withstand the force from storms and weather abuse and offer a much higher level of protection than locally made doors. According to Clarke (1997), door security is normally used in commercial and government buildings, as well as in residential settings.

In response, many households have adopted security measures of various types (Tseloni, Thompson, Grove, Tilley, and Farrell, 2014). Door security is preferred by consumers on newly constructed buildings and modification of government structures (Smith & Bryant, 2010). In United Kingdom, security door installation is preferred by consumers for securing life and properties within household (Tseloni et al., 2014).

The Ghanaian consumer preferring imported doors as more secure and enhancing the security of the house supports the study by Morgan et al. (2012) who emphasized that because of situational crime prevention, manipulation and controlling the situational, environmental or characteristics of building related to particular types of crime such as burglary, security doors are needed. Studies conducted in UK reducing residential burglary shown that securing houses with multi locking system have generally successful in reducing residential burglary (Hope, et al., 2004). It is evident that situational crime prevention provides sufficient strategy in crime reduction and door security is the most cost-effective

approach to prevent crime (Morgan et al., 2012). This is an indication that the degree of the effect of door security on consumer purchase intention is high as the consumers opted for imported doors for its security need.

5.1.7 Consumer's perception on Country of Origin of doors

The study found that, quality of doors depends on where they are originated from. The Ghanaian consumers prefer buying imported doors but do not mind country of origin as long as the quality is good. Though consumers check country of origin before buying doors but do not think the country of origin influences their purchase intention. This indicated that country of origin items significantly influence consumer preference and intention to purchase. As affirmed by Bilkey and Nes (1992) there is a significant difference between consumers' attitudes and product country of origin.

Ghanaian consumers perceive that quality of doors depend on where they are originated from and it is confirmed with the study by Wang and Chen (2004) that country-of-origin cue helps also consumers to make inferences about quality, and affects their belief about product attributes. According to Wang and Lamb (1983), product Country of Origin (COO) act as an intangible barrier to enter in to new markets as it could generate a negative perception towards imported products. The empirical research into country of origin effects and country stereotypes suggest that consumers have a strong preference towards products made in certain countries (Chattalas et al., 2008). For example, consumers from developed countries prefer to buy products from developed country rather than products imported from developing country. Bilkey and Nes (1992) further mentioned that that country of origin also has symbolic and emotional meaning to consumes, and it plays an important role along with other attributes such as quality and reliability in shaping consumers attitudes toward products. Moreover, attitudes and perceptions of consumers toward products will depend on

categories, for instance, electronic goods from Italy may be perceived as a poor quality but Italian clothing would be perceived as fashionable and high quality

Ghanaian consumers prefer buying imported goods but do not mind country of origin as long as the quality is good concurs with what Ahmed, Johnson, Yang, Chen, Han, and Lim (2004) suggested that consumers from lesser developed countries prefer to purchase products that are made in developed nations. Nevertheless, providing a contradictory view, the researchers like Liefeld (2004) suggests that there is a tendency in consumers to prefer products from countries that are relatively similar to that of their home countries compared to products made in culturally dissimilar countries. On the other hand, the attitude that consumers have about a country has a strong impact on their attitude towards products made in that country (Nijssen & Herk, 2009; Nijssen & Douglas 2004; Balabanis & Diamantopoulos 2004).

Consumers thinking that country of origin do not influence their purchase intention contradicts with study conducted by Maheswaran (1994) who pinpoint that the way consumers judge products is influenced by the product's country of origin.

5.1.8 Consumer's perception on Ethnocentrism

Consumers prefer to support Ghanaian products and feel proud of purchasing made in Ghana goods. Ghanaian consumers are of the view that, as Ghanaians they should patronise locally manufactured goods to create employment and contribute to the growth and development of the local industries. According to the consumers, Ghanaian consumers who purchase goods made in other countries are responsible for putting their fellow Ghanaians out of work. This implies that Ghanaian consumers are ethnocentric and they preferred to patronise goods made within their home country. The findings agree with Sharma and Shimp

(1987) who affirmed that consumers believe that it is inappropriate, immoral, unpatriotic and disloyal to a nation to buy foreign-made products in place of domestic-made products.

Schiffman and Kanuk (2007) indicated that consumers show a favourable predisposition toward locally made products as compare to overseas made products to create employment and contribute to the growth and development of the local industries. Ethnocentric consumers exhibit a greater preference for locally made products in purchase decisions in which a domestic alternative is available (Watson & Wright 2000). Brodowsky (1998) indicates that highly ethnocentric consumers are prone to biased judgement by being more inclined to focus on positive aspects of domestic products and to discount the virtues of foreign made products.

5.2 Important Factors that influence Purchase Intentions of Consumers

In determining the factors that consumers consider important when purchasing doors, price, fashionability, attractiveness, modern trends, country of origin, social status, security, convenience and durability were considered. A study by Bilal and Ali (2013) affirmed that perceived price and durability are two main factors that affect consumers' purchase intention.

Researchers (Ailawadi, & Keller, 2004; Ailawadi et al., 2001; Ampuero & Vila, 2006; Ashley, 1998) have tried to determine the reasons for product adoption; they take into account many factors that can affect the purchasing decision of consumers. These factors may be either intrinsic in nature that are directly related to product, or extrinsic in nature that are independent of product attributes. While investigating the factors affecting consumers' purchase intention towards products, both intrinsic and extrinsic factors have their own importance, and researchers came across that perceived price, durability and social status have more significance than other factors.

A study suggests that perceived price and attractiveness of a product are important factors when studying consumers' purchase intention (Richardson, 1997). Whereas a more recent study suggests that durability factor play more important role in driving consumers' purchase intention towards (Kumar & Finance, 2012).

The results are partially in line with the previous study (Jaafar, & Lalp, 2013), which finds that modern trends is the most important factor in consumers' purchase of products followed by durability, perceived price, and attractiveness. The results are also in line with the findings of Dursun, Kabaday, Alan and Sezen (2011), which finds significant relationship between durability and product purchase intention.

The results are in contrast with the results of Ural (2008), which found that both convenience and price have significant direct negative relationship with the consumers' purchase intention.

5.3 Influence of demographic characteristics on Consumers Purchase Intention

The third objective was to assess whether demographic characteristics of consumers influence their purchase intention. The analyses carried out (correlation matrix) on demographic characteristics (sex, age group, educational level and income) and purchase intention showed that sex related negatively with purchase intention variables insignificantly. According to Dorota (2013) women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Women look for information; they want to take consideration of all their options (elazna, Kowalczyk & Mikuta, 2002). Marketing strategies differentiates gender buying behaviour thus female are more emotional and easily be attracted by advertisements compared to male (Imam, 2013).

Age group of consumers significantly influences purchase intention. It was revealed that young homeowners believed that locally manufactured doors are available, while older homeowners believed that imported doors are available on the market and had personal usage experience with them than the younger counterpart. The findings buttress with the study by Dorota (2013) that the older the person the more purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed. While younger ones with less experience rely on brand and price (Paul, Trun, & Alan, 1996).

It appeared that income level of homeowners influence their purchase intention. Homeowners who receive higher income are likely to buy imported doors. They also think that, imported doors are available and have personal usage experience with them. Homeowners with lower income recommend locally manufactured doors. As affirmed by Dorota (2013), the level of income affects the life style and attitude of a consumer towards a product. A person with high income purchase expensive product and those with low income prefer to buy product with lower price. Higher Income levels purchasing behaviour has a negative relationship with local product. Whereas the lower Income levels have negative relation related to purchasing foreign products (Paul, Trun, & Alan, 1996).

5.4 Impact of purchasing locally made doors on Ghanaian Economy

The multiple linear regression revealed that consumer purchase intention of purchasing locally made doors were found to have positive significant impact on Ghanaian economy. The R^2 for this relationship is .088 and it is significant at 95% level of confidence. It is reported that one unit change in purchase intention of the consumers would cause 8.8% positive impact on Ghanaian economy by boosting the nation's Gross Domestic Product (GDP), making furniture industries grow, uplifting the economy of Ghana and give the

citizen a sense of pride, making local industries to be globally competitive and to promote and sustain the products and services, boosting employment generation in the country and encouraging investors in the country. The National and International markets recognize that consumers have either positive or negative feelings towards locally products depending on how they perceive quality, accessibility, security, warranty, goodwill and some other factors (Watson & Wright, 2000).

According to Watson and Wright (2000), the positive attention of consumers towards locally made products helps boost the economy. Consumers' attitude towards locally made products is of critical importance to the industries (Schiffman & Kanuk, 2007, Sheth et. al. 1999). This does not augur well for a developing country like Ghana. For an emerging economy like Ghana, consumers make conscious buying decisions in favour of foreign made goods and services before considering those made in Ghana because of their quality and prestige attached to them (Elliot, 1994)

The study by Ekeng and Ewah (2010) in Nigeria found similar results. According to the study, building a robust support around locally made products in Nigeria goods as an economic driver is going to foster a decline in demand for foreign products, consumers would source locally for its products and increase revenue generated from exported goods. According to Ekeng and Ewah (2010) patronizing locally made products makes more available cash flow within the economy. The effect of this, it will not only redirect financial resources to the makers but it will give them more impetus to continuously produce and improve their production methods. This leads to demand for more skilled labour to help in production and ultimately creates employment at different sphere of the industrial sector.

As affirmed by Bamfo (2012) the argument that made-in-Ghana goods are of poor quality is simply because consumers are not patronizing the manufacturers enough, give them room to make it better. Even China, that is the Mecca or manufacturing today has had

its fair share of quality fails ó but consistency, support from the Chinese government and eventually, patronage from the world has led them to become one of the largest global economies to date. There is no gainsaying that an increase in commercial activity in the manufacturing and furniture industry will not only attract more foreign investment into the country, at the micro-level, it will make the country more self-sustaining society and less dependent on imported products from other societies.



CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Purchasing intention is related with consumers' behaviour, perception and their attitude. However, purchase intention might be altered by the influence of price, quality perception and value perception (Grewal et al., 1998). According to Bamfo (2012), Ghanaian attached much importance to foreign made products. Consumers attitude towards made in Ghana products is, therefore, negative. On the other hand, 56% of consumers do not make purchase decision in favour of products made in Ghana. This does not augur well for a developing country like Ghana. The main purpose of the study was to assess the consumer preference and purchase intention for imported and locally manufactured doors.

6.1 Summary

The first chapter outlines the introduction of the study from which it was indicated that enhancement in communication in the media today has paved ways for convergence of taste and preference in a numerous product categories across the globe. Consumers in developing countries such as Ghana have been inspired to demand the same quality of products than in other developed countries, as a result of the increase in globalization.

Based on the literature review the second chapter shed some light on important concepts help to reach the purpose of this study. The following four were the main concepts: consumer and consumer buying behaviour was the first concept used under the study. It also highlights the various social, cultural, personal and psychological influencing consumer behaviour. The marketing mix was the second concept which explained the 4Ps namely product, price, promotion and place. As the third concept, the impact of country of origin explain the effect that product manufactured in some specific countries has on consumer purchasing behaviour. Ethnocentrism was chosen as a forth concept, which comes with the

idea and belief that items or products from ones ethnic environment are better than others. The concepts generated ideas which served as a basis for evaluating the results and concluding the purpose of this study.

In order to achieve the objectives of the study, 153 homeowners and 50 tenants were sampled conveniently. The main instrument employed in this study was questionnaire. The items in the questionnaire were measured on a 7-point likert scale (1=strongly disagree, 7=strongly agree).

Data collected with the questionnaires were screened, edited and computed into the SPSS for analysis. Tables were used to give a pictorial impression of the results. Mean values were used to compare the attributes of locally manufactured and imported doors while T-test was employed to test the hypotheses formulated. Pearson's correlation matrix was also used to explore the relationships among demographic variables and the qualities of locally manufactured and imported doors. After this, the data was analysed manually by grouping them into major themes that emerged. It should be noted that all data were analysed and presented based on the research objectives.

6.2 Findings of the Study

The presentation of the main findings of the study was presented according to the specific objectives set out in Chapter One of this work.

6.2.1 Perception of Consumers of Made in Ghana and Imported Doors

6.2.1.1 Consumer's perception on self-congruity

- The study found that imported doors make consumers look better in front of their friends than the locally manufactured doors and when buying doors they generally purchase those brands they think others will approve of.

- It appeared from the study that consumers think imported doors have good image and feel proud owing these doors because the doors will improve their social status and command respect. In addition, consumers perceived patronizing imported doors will create favourable perception of them among other people and arouse more positive feelings in them than locally manufactured doors.

6.2.1.2 Consumer's perception on Modernity

- The study revealed that Ghanaian consumers perceive imported door to be modern, more advance and fashionable.
- The study indicated that imported doors are youthful and its uniqueness cannot be found in locally made doors.

6.2.1.3 Consumer's perception on Perceived Quality

- The study revealed that Ghanaian consumers perceive imported doors to be of good quality, reliable and good looks than locally made doors.
- It appeared from the study that imported doors can be trusted and last longer than locally made doors.

6.2.1.4 Consumer's perception Perceived Price

- The study indicated that imported doors are of very high price. The price of this door is reasonable because it comes with its own frames, door hinges and locks, therefore the price of imported doors are acceptable looking at its quality.
- The study revealed that imported doors are of high price due to its quality raw materials and sophisticated machines used to produce it.

- The study affirmed that locally made doors are less costly and always under-priced as compare with imported doors.

6.2.1.5 Consumer's perception on Attractiveness

- The study indicated that attractiveness features and best finishing of imported doors influence their preference and intention to purchase.
- The study revealed that imported doors have variation of colours and appealing to the eye of homeowners due to its style variation. Moreover, it was found that imported doors are beautiful and attractive with its decorative glass panels bring a luxurious look to a house when used as an entry door.

6.2.1.6 Consumer's perception on Security of doors

- The study revealed that imported doors give security consumers need, make it difficult for burglars to break into the house, have multi locking system which make the house more secure and enhance the security of the house.
- The study indicated that imported doors have hidden doorbell that visitors use and come with alarm system, magnifying lens and camera which make burglars fear to break into consumers's house.

6.2.1.7 Consumer's perception on Country of Origin of doors

- The study found that, quality of doors depend on where they are originated from.
- The study confirmed that consumers prefer buying imported doors but do not mind country of origin as long as the quality is good. It was further revealed that consumers check country of origin before buying doors but do not think the country of origin influences their purchase intention.

6.2.1.8 Consumer's perception on Ethnocentrism

- It appeared from the study that consumers prefer to support Ghanaian products and feel proud for purchasing made in Ghana doors.
- Ghanaian consumers are of the view that, as Ghanaians they should patronise locally manufactured doors to create employment and contribute to the growth and development of the local industries.
- According to the consumers, they want to be like someone and often buy the same doors they buy. In addition, they asserted that Ghana consumers who purchase doors made in other countries are responsible for putting their fellow Ghanaians out of work

6.2.2 Important Factors that influence Purchase of Consumers

- The study found that price, fashionability, attractiveness, modern trends, country of origin, social status, security, convenience and durability influences the purchase intention of consumers.

6.2.3 Influence of demographic characteristics on Consumers Purchase Intention

- It was revealed that young homeowners believed that locally manufactured doors are available, while older homeowners believed that imported doors are available on the market and had personal usage experience with it than the younger counterpart
- The study affirmed that homeowners who receive higher income are likely to buy imported doors. They also think that, imported doors are available and have personal usage experience with it. Homeowners with lower income recommend locally manufactured doors.

6.2.4 Impact of purchasing locally made doors on Ghanaian Economy

- The study revealed that purchasing locally made doors boost the nation's Gross Domestic Product (GDP), make furniture industries grow, uplift the economy of Ghana and give the citizen a sense of pride, make locally industries to be globally competitive and to promote and sustain the products and services, boost employment generation in the country and encourage investors in the country
- The study indicated that one unit change in purchase intention of the consumers would cause 8.8% positive impact on Ghanaian economy.

6.3 Conclusions

Based on the objectives of the study and the corresponding findings presented, the following conclusions are drawn. The first objective sought to examine the consumer perceptions of made-in-Ghana and imported doors. On this objective, the study concluded that Ghanaian consumers rely on imported doors because it makes them look better in front of their friends than the locally manufactured doors. It was revealed that imported doors are modern, more advance and fashionable. Moreover, consumers believed that imported doors are of good quality, reliable and good looks than locally made doors. Ghanaian consumers perceived imported doors to be attractive and best finishing, had security features than locally made doors, and thus prefer buying imported doors but do not mind country of origin as long as the quality is good.

Again, the study analysed the important factors that influence purchase intention of consumers. It was found that price, fashionability, attractiveness, modern trends, country of origin, social status, security, convenience and durability influence the purchase intentions of consumers.

In addition, the study determines whether demographic characteristics have any influence on the purchase intention of the consumers. It was concluded that age group and income level of consumers influence their purchase intention significantly. The study affirmed that young homeowners believed that locally manufactured doors are available, while older homeowners believe that imported doors are available on the market. Homeowners who receive higher income are likely to buy imported doors, while homeowners with lower income recommend locally manufactured doors.

The last research objective sought to find out the impact of purchasing locally made doors on Ghanaian Economy. It was revealed that the attitude of Ghanaian consumers towards locally made doors is a key determinant of the economic growth. This clearly suggests that positive attention of consumers towards locally made products helps boosting the economy.

6.4 Recommendations

With the key findings emanating from this study and the conclusions drawn as the bases, the following recommendations are made.

- Local Furniture industries must improve upon the quality of doors so as to raise the confidence level of local consumers and to also enable the industries fully compete with the international firms.
- Local furniture industries should have 'foreign association' with foreign establishment after they have improved on their product quality.
- The Government of Ghana should help the local industries to acquire the necessary technology to improve on the quality of doors

- The government of Ghana should revamp its campaign of *õbuy* made in Ghana goodsö and industries must join hands with the government in this direction. There should be effective use of TV and radio to educate and sensitize the consumers on the need to patronize locally made doors since it has a direct link on economic development of the country

6.5 Recommendations for Further Studies

In a study like this, recommendations for future research would address the issues generated from this study. Based on these findings, future research may start from a relatively higher level of knowledge. First, a replication of this study would be helpful in reexamining the validity of its findings for which the researcher was not able to investigate. Further empirical studies using larger sample sizes, and greater geographical diversity would be helpful in validating specific parts of the theoretical models proposed in this study. It is suggested that the range of respondents should be expanded to include other nine regions in Ghana to ensure adequate representation for effective overview of the results as the study was conducted in Kumasi, Ashanti Region.

Again, this study made consideration to only doors. However, future research in this field should also consider other furniture product since consumer assessment varies from one product to the other. This is due to the impacts of factors influencing consumer buying behaviour such as social, cultural, personal and psychological factors.

Finally, in order to cover wide scope and to also enhance understanding, future study could be done so that focus groups will be used to discuss the findings of the survey. This may help to generate qualitative explanations from the consumer point of view regarding to the purchasing of imported products.

REFERENCES

- Abdallat, B. L. & El-Emam, A. (2001). The effects of dis-count level, price consciousness and sale proneness on consumersøprice. *Marketing Research*, 21 (3), 34-45.
- Ahmed, Z. U., Johnson, J.P, Yang, X., Chen, K. F., Han, S. T. & Lim, C. B. (2004). Does country of origin matter for low-involvement products? *International Marketing Review*, 21(1), 102-120.
- Ailawadi, K. L., & Keller, K. L. (2004). Understanding retail branding: conceptual insights and research priorities. *Journal of Retailing*, 80(4), 331-342.
- Ailawadi, K. L., Neslin, S. A., & Gedenk, K. (2001). Pursuing the value-conscious consumer: store brands versus national brand promotions. *Journal of Marketing*, 65(1), 71-89.
- Alden, D. L., Steenkamp, J. E. M. & Batra, R. (1999). Brand through advertising in Asia, North America and Europe: the role of global consumer culture. *Journal of Marketing* 63, 75-87.
- Allen, P. & Bennett, K. (2010). *PASW statistics by SPSS: A practical, Version 18.0* (1 ed.) Sydney: Cengage Learning Australia Pty Limited.
- Amoah, M., Dadzie, P. K., Bih, F. K., Wiafe, E. D. (2015). Consumer preferences and purchase intentions for rattan furniture. *Wood and fiber science: Journal of the Society of Wood Science and Technology*, 47(3), 225 ó 239.
- Ampuero, O., & Vila, N. (2006). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.

- Anas, H., Ayu, H., & Ajeng, D. (2013). Factors Influencing Attitudes and Intention to Purchase Counterfeit Luxury Brands among Indonesian Consumers. *Journal of Marketing strategy, Vol. 5, No. 4*
- Anselmsson, J., ULF, J., & Persson, N. (2007). Understanding price premium for grocery product:a conceotual model of customer-based branding equaity. *Journal of product and brand managment*, pp 401-414.
- Ashley, S. R. (1998). How to effectively compete against private-label brands. *Journal of Advertising Research*, 38(1), 75-82.
- Balabanis, G. & Diamantopoulos, A. (2004). Attitudes of developing countries towards country-of-origin: products in an era of multiple brands. *Journal of International Consumer* 11(4), 97-116.
- Balabanis, G., Diamantopoulos, A., Mueller, R. D., and Melewar, T. C. (2001), òThe impact of nationalism, patriotism and internationalisation on consumer ethnocentric tendenciesö, *Journal of International Business Studies*, 32 (1), 157-175
- Bamfo, A. B. (2012). Consumer attitude towards products made in Ghana. *Global Journal of Business Research*, 6(1), 39-46
- Bamossy, M. Mitchell, V. & Bae, S. (1983). *Shopping pattern differences of physically active Korean and American university consumers for athletic apparel*. (PhD. Unpublished Thesis). The Florida State University College of Education, Florida.
- Bao, Y., & Sheng, S. (2011). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research*, 64(2), 220-226.

- Belch G.E & Belch, M. A. (1998). Advertising and Promotion: An Integrated Marketing Communication Perspective.(4th Ed.). Boston: Irwin/ McGraw- Hill,
- Belk, P. L. (1975). "Consanguinity between Consumer and Brand Personality: A Review. The Icfai University Journal of Consumer Behavior, Vol. III, No. 3, 7 ó 14
- Bellizzi, M. E. Bakewell, C., Mitchell, V. W., & Rothwell, M. (1981). Generation Y male fashion consciousness. *Journal of Fashion Marketing and Management*, 10(2), 169-180.
- Berkowitz, G. (1994). Consumer "Behaviourø Mediacat Yay,nlar,, Publishers stanbul:
- Berlyne, O. (1971). Motivation Theories in Business Life, Ankara Üniversitesi Siyasal Publishing Matbaas,, Ankara.
- Berman, J. L. (2010). Management and Organisational Behaviourø Ninth edition. Prentice Hall Financial Times, New York
- Besharat, A. (2010). How co-branding versus brand extensions drive consumersø evaluations of new products: A brand equity approach. *Industrial Marketing Management*, 39(8), 1240-1249.
- Bilal, M. & Ali, T. (2013). Factors Influencing Consumers Purchase Intentions towards Private Brands. *Research Gate*, 11(2), 17-26.
- Bilkey, W. J. and Nes, E. (1992), "Country of origin effect on product evaluation", *Journal of International Business Studies*, Vol.13, p. 88-99.

- Blijlevens, L., Tan, H. H, Foo M. D, Kwek, M. H (2013).The Effects of Customer Personality Traits On The Display Of Positive Emotions *Academy of Management Journal* Vol. 47, No. 2, 2876296
- Bloch, A. (1995). Predicting Consumersø Behavioral Intentions with Perceptions of Brand Personality: A Study in Cell Phone Markets *International Journal of Business and Management* Vol. 6, No. 6; PP 102-113
- Blythe, J. (2009). *Consumer Behaviour*, Thomson Learning, United Kingdom.
- Bosnjak, S. & Rudolph, T. K. (2008). Influence of personality in buying consumer goods-a comparative study between neo-Freudian theories and trait theory based on Khulna regionø *International Journal of Business and Economics Research* vol; 2, No 3,PP: 41-58
- Boutsouki, C., Zotos, Y., & Masouti, Z. (2008). Consumer behaviour towards own label: monitoring the Greek experience. *Agricultural Economics Review*, 9(1), 81-92.
- Bowling, A. (2004). The most important things in life: comparisons between older and younger population age groups by gender. *International Journal of Health Sciences*, 6, 169–75.
- Brodowsky, G. H., (1998). øThe effects of country of design and country of assembly on evaluative beliefs about automobiles and attitude towards buying them: A comparison between high and low ethnocentric consumersö, *Journal of International Consumer Marketing*, Vol.10 (3), p. 85-115.

- Byoungho R. & Yong, E. (2005). The Big Five and Brand Personality: Investigating the Impact of Consumer Personality on Preferences towards Particular Brand Personality. *Journal of Brand Management*, Vol 16, PP 234 ó 247
- Charon, N. (1979). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. Retrieved from <http://dx.doi.org/10.1509/jmkg>. Accessed: July, 3, 2016.
- Chattalas, W. R., Madden, T. J., & Firstle, N. H. (2008). *Marketing research in a marketing environment* (2nd ed.). New York: Donnelly & Sons Company.
- Chen, L. S. L., Cheng, J. M. S., Lin, J. Y. C., & Wang, E. S. T. (2007). Do consumers perceive differences among national brands, international private labels and local private labels? The case of Taiwan. *Journal of Product & Brand Management*, 16(6), 368-376.
- Chowdhury. I.A. (2007). Consumer Behavior. *Bangladesh Open Universit Journal*,No5,.,PP. 310-316
- Clarke, R. D. (1997). Assessing the influence of retail buyer variables on the buying decision-making process. *European Journal of Marketing*, 36(11/12), 1327-1343.
- Collins, C. Y. (2003). The moderating effect of brand trust on the relationship between perceived value and purchase intention: The case of advanced tea-leaf. Unpublished Masters thesis, Dayen University, Taiwan.
- Cresswell, J. W., & Plano Clark, V. L. (2012). *Designing and Conducting mixed method research* (2nd ed.). Thousand Oaks, CA: Sage.

- Creswell, J. W. (2005). *Research design. Qualitative, quantitative and mixed method approaches*. 2nd Ed. Thousand Oaks: SAGE publication.
- Cunningham, M., Brink, A., & Brijball, S. (1992). *Consumer behaviour* (2nd ed.). Cape Town: Juta and Co.
- Dawar, R. & Parker, G. (1994). Evaluating the effect of Country of Origin and the "Made in USA" Campaign: A Conjoint Approach. *Journal of Retailing*, 64,1, 87-100.
- De Mooij, M. (2004). *Consumer behavior and culture*. Thousand Oaks: Sage.
- Dickson, G. A. (1994). *Marketing research: Methodological foundation* (9th ed.). New York: Thomson South-Western Publisher.
- Dion, E. T., Bosnjak, M., & Rudolph, N. (1972). Undesired self-image congruence in a lowinvolvement product context. Retrieved from *European Journal of Marketing*, 42(5/6), 702-712.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The effects of price brand and store Information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307-319.
- Domie, S. P. (2013). Assessing the factors influencing consumer switch from local to imported products A case study of Kasapreko company limited-Ghana. *Journal of Business Economics*, 23(4), 13-97.
- Donald R., Lichtenstein & Scot B. (1989). The Relationship between Perceived and objective price-quality. *Journal of Product and Brand Management*, 26, 429-443.

- Dörnyei, Z. (2007). *Research methods in applied linguistics*. New York: Oxford University Press.
- Dorota, R.-H. (2013). Determinants of purchasing behavior. *Journal of management*, 17(1), 334-335.
- Drozdenko, R. & Jenson, E. P. (2009). Brand name and country of origin effects in the emerging market economies of Russia, Poland and Hungary. *Journal of International Marketing Review* 10, 5, 14-36.
- Dursun, L., Kabaday, E. T., Alan, A. K., & Sezen, B. (2011). Store brand purchase intention: Effects of risk, quality, familiarity and store brand shelf space. *Procedia-Social and Behavioral Sciences*, 24, 1190-1200.
- Ekeng, A. B. & Ewah, S. O. E. (2010). Analysis of Consumers Propensity Towards Foreign Products: A Survey of Shoe Consumers in Two States in Nigeria. Retrieved <https://ssrn.com/abstract=1607817>. Accessed: March, 4, 2017.
- Elliott, G.R. & Camoron, R.C. (1994), "Consumer perception of product quality and the country of origin effect", *Journal of International Marketing*, Volume 2(2), pp. 49-62.
- Elliott, G.R. (1994). Consumer perception of product quality and country-of origin effect. *Journal of International Marketing* 2, 2, 49-62.
- Erickson, C. T. & Johansson, M. R. (1985). Impact of participative service relationships on quality, satisfaction and retention: an exploratory study. Retrieved from <http://ideas.repec.org/a/eee/jbrese/v46y1999i2p121-132.html>. Accessed, 23, October, 2016.

- Evans, J. R., & Berman, B. (2001). Conceptualizing and operationalizing the business-tobusiness value chain. *Industrial Marketing Management*, 30(2), 135-148.
- Fattah E. A. (1999). Some reflections on crime prevention strategies in large metropolitan centers of the 21st century. *European Journal of Crime, Criminal Law and Justice*, 7, 130-149.
- Fischer R. J., Halibocek E. & Green G. (2008). *Introduction to Security* (8th ed.). Jordan Hill, Oxford, UK: Butterworth-Heinemann, Elsevier Inc.
- Forum, F. (2011). *Speak as much as Your Brand: Strategies for Brand Communication*. Istanbul: MediaCat Yay,nlar, Press.
- Gardner, T. A. & Levy, A. (1955). The effects of corporate brand attributes and behavioral consumer loyalty. *Journals of Consumer Marketing*, 24(7).
- Ger W. (1999). Generation Y female consumer decision-making styles. *International Journal of Retail & Distribution Management*, 3(2), 95-106
- Ghana Government (2010). Business Ghana. Association of Alcoholic manufacturers and importers. Retrieved from <http://www.businessghana.com/portal/directory/index.php?op=getCompanyInfo&id=8781>. Accessed: 03.05.2016.
- Ghosh, A. (1990). *Retail Management*. Chicago: Dryden press.
- Good, L. K., and Huddleston, P. (1995) "Ethnocentrism of Polish and Russian consumers: Are feelings and intentions related?" *International Marketing Review*, Vol.12 (3), p. 35-48.

- Govers, J. L., Dadzie, K. Q., & Johnston W. J. (2003). Country-of-origin effects in service evaluation in emerging markets: some insights from five West African countries. *Journal of Business Industries* 23, 6, 429-37.
- Graeff, E. (1996). Decision-making styles of young Turkish consumers. *Journal of the Home Economics, Institute of Australia*, 13(1), 26-33.
- Grewal, S. Lin, L., & Chen, C. S. (1998). The influence of the country of origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of consumer Marketing*, 23(5), 248-265. <http://dx.doi.org/10.1108/07363760610681655>
- Grunert, H., Talukder, D., & Panni, M. F. (2004). The Influence of Product Involvement on Brand Loyalty in Malaysia. *Proceedings of the Academy of Marketing Studies*, 11(2), 7-11.
- Gyasi, R. M.. (2007). Business Ghana. Association of Alcoholic manufacturers and importers. Retrieved from <http://www.businessghana.com/portal/directory/index>. Accessed: May, 9, 2016
- Hair, J., Bush, R. & Ortinau, D. (2009). *Marketing Research*. London: McGraw-Hill.
- Han, J. K. (1989). A consumer shopping channel extension model: Attitude shift toward the online store. *Journal of Fashion Marketing and Management*, 9(1), 106-121.
- Hansen, T. (2005). Perspectives on consumer decision making: An integrated approach. *Journal of Consumer Behaviour* 4 (6), 420-437.

- Heath, A. P., & Scott, D. (1998). The self-concept and image congruence hypothesis: an empirical investigation in the motor vehicle market. *European Journal Marketing*, 32(11/12), 1110-1123.
- Hekkert, D. E. (1995). *Consumer Behavior Building Marketing Strategy*. New York. McGraw-Hill/Irwin. Retrieved from <http://www.bth.se/fou/cuppsats.nsf/all/28946>. Accessed: January, 5, 2017.
- Heslop, L., Papadopoulos, N., and Bourke, M. (1998), "An interregional and intercultural perspective on subculture differences in product evaluation", *Canadian Journal of Administrative Sciences*, Vol. 15, (2), 113-27.
- Ho, Y. C. (2007). A Study of Consumers Purchase Intentions toward Retail Store Brands in the Food Sector. Unpublished Masters thesis, Ming Chuan University, Taiwan.
- Hoch, S. J., & Banerji, S. (1993). When do private labels succeed. *Sloan Management Review*, 34, 57.
- Holbrock, J. (1980). A note on the predictive validity of the CETSCALE, *Journal of the Academy of Marketing Science*, 20(3), 261-264.
- Hope T., Bryan J., Crawley E., Crawley P., Russell N. & Trickett A. (2004). Strategic Development Projects in the Yorkshire and the Humber, East Midlands and Eastern Regions. *Journal of Consumer Research*, 3(9), 49-56.
- Huang, A., Huber, F., Huber, S., & Lee, D. J. (2012). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955-964.
- Imam, F. (2013). Gender difference in impulsive buying behavior and post purchasing dissonance :under incentive consitions. *Journal of business strategies*, 7(1), 23-29.

- Jaafar, S. N., & Lalp, P. E. (2013). Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia.
- Jacoby, C., Olsen M. C. & Haddock, C. (1971). The impacts of the food traceability system and consumer involvement on consumers' purchase intentions toward fast foods. Retrieved from <http://dx.doi.org/10.1016/j.jretconser.2006.03.002>. Accessed: November, 3, 2016.
- Jean-Louse, K. C. (2011). A shopping orientation's segmentation of French consumers: Implications for catalog marketing. *Journal of Interactive Marketing*, 12(4), 34-46.
- Johar, A. & Sirgy, A. W. (1991). Descending from ivory tower: Reflection on the relevance and future of country of origin research. *Journal of European Management Review* 5, 4, 264-270.
- Jordan, D. (2000). *Principles and Practice of Marketing*, 5th Edition, London. McGraw Hill.
- Kardes, F., Cronley, M. & Cline, T. (2008). *Consumer Behavior*. South-Western, Gengage Learning. USA.
- Kassarjian, C. Y. & Sheffet, K. F. (1991). Decision-making behaviour toward casual wear buying: A study of young consumers in mainland China. *Journal of Management & World Business Research*, 1(1), 1-10.
- Kaynak, M., Kwak, D. H., & Kang, J. H. (2000). Symbolic purchase in sport: the roles of self-image congruence and perceived quality. *Management Decision*, 47(1), 85-99. <http://dx.doi.org/10.1108/00251740910929713>
- Keller, C. (2001). *Shopping styles of working Taiwanese females*. National Chung Cheng University running paper. Taiwan, 1-8.

- Khan, E. J. (2004). *College students' apparel impulse buying behaviours in relation to visual merchandising* (Unpublished M Tech. Thesis). American Intercontinental University, Los Angeles.
- Kim, J. O. & Jin, B. (2001). A typology of Korean discount shoppers: Shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management, 14*(4), 396-419.
- Kotler, P. & Keller, K. L. (2009). *Marketing Management* (14th ed.). New York: Prentice Hall.
- Kotler, P. (1999). *Marketing Management*. New Delhi: McGraw Hill Inc.
- Kotler, P. (2003). *Principles of Marketing* (13th Ed.). Upper Saddle River, NJ: Pearson.
- Kumar, K., & Finance, S. S. I. (2012). Promotional Strategies of Apparels in Selected Retail Stores: A Study on Private Labels. *In 2nd international conference on business analytics December, 22-23.*
- Kumar, R. (1999). *Research methodology a step by step for beginners*. Sydney: Addison Wesley Longman Australia Pty Limited (publishers).
- Kyerematen, A. J. (2007). *Doing business 2007 report challenged*. Retrieved from <https://en.wikipedia.org/wiki/>. Accessed: October, 9, 2016.
- Lantz, S. & Loeb, S. (1996). Consumer decision-making styles: A multi-country investigation. *European Journal of Marketing, 30*(12), 10-21.

- Leon, Y. J. & Leslie, S. (2000). Service expectation of older generation Y customers: An examination of apparel retail setting. *Journal of Managing Service Quality*, 16(6), 620-640.
- Levin, A L., Choi, Y., Ok, C., & Hyun. (1993). Evaluating Relationships among Brand Experience, Brand Personality, Brand Prestige, Brand Relationship Quality, and Brand Loyalty: An Empirical Study of Coffeehouse Brands. In 16th Graduate Students Research Conference
- Levy, S. J. (1959). Symbols for sales. *Harvard Business Review*, 37(4), 117-124.
- Liefeild, J. L. (2004). *Shopping orientations, purchase criteria and consumption patterns as an outcome of the acculturation process among female Korean-American consumers*. (PhD. Unpublished Thesis). University of Texas Tech, Texas.
- Liljander, V., Polsa, P., & Van Riel, A. (2009). Modelling consumer responses to an apparel store brand: store image as a risk reducer. *Journal of Retailing and Consumer Services*, 16 (4), 281-290.
- Liu, C., Bennett, R., & Hartel, C. E. J. (2012). Cross-cultural differences in consumer decision-making styles. *Cross-Cultural Management*, 12(3), 32-62.
- Luo, S. Fu, Y. & Zhou, Y. (2012). Perceptual matching of shape design style between wheel hub and car type, *Internal journal Ind. Ergonom.*, 42, 90-102.
- Maheswaran, C. A. (1994). Malls and consumption motivation: An exploratory examination of older Generation Y consumers. *International Journal of Retail & Distribution Management*, 32(9), 464-475.

- Malhotra, N. K. (1988). Self-concept and product choice: an integrated perspective. *J EconPsychol*, 9(1), 1-28. [http://dx.doi.org/10.1016/0167-4870\(88\)90029-3](http://dx.doi.org/10.1016/0167-4870(88)90029-3)
- Markin, G. (1979). *Culture and Consumption*, Bloomington, IN: Indiana University Press.
- Mehmet, W. J. (2012). The roles of demographics purchase histories, and shopper decision-making styles in predicting consumer catalog loyalty. *Journal of Direct Marketing*, 7(3), 55-64.
- Monroe, J. (1976). The Influence of A Brand Name's Association Set Size and Word Frequency on Brand Memory, *Journal of Consumer Research*, 16 (2), 197-207.
- Morgan A., Boxall H., Lindeman K. & Anderson J. (2012). Effective crime prevention interventions for implementation by local government. Australia: Australian Institute of Criminology.
- Muller, C. (2001). *Consumer behaviour: Implications for marketing strategy* (6th ed.). Sydney: McGraw-Hill.
- Munusamy, N. G. & Wong, H. (2008). 'Exemplars or Beliefs? The Impact of Self-View on the Nature and Relative Influence of Brand Associations,' *Journal of Consumer Research*, 32(4), 519-29.
- Murdoch, T. R. & Flursheim, S. (1983). Number of Alternative per Choice Point and Stability of Brands, *Perceptual and Motor Skills*, 68, 549-50.
- Netemeyer, E. Palan, T. & Kay M. (1991). Gender Identity in Consumer Behavior Research: A literature Review and Research Agenda, *Academy of Marketing Science Review*, 2001(01),1-25.

- Ngolanya, M., Mahea, T., Nganga, E., Amollo, F. and Karuiki, F. (2006). Influence of Sales Promotion Campaigns on Consumer Purchase Decision: A Case Study of Nakumatt Supermarkets. Department of Business Administration, University of Nairobi.
- Nguyen, H., Barrett, E. & Miller, E.M (2005). The impact of television advertising learning without involvement. *Public Opinion Quarterly*, 29(Fall), 349-356.
- Nijssen, G. & Herk, T. H. (2009). Consumer decision-making styles. *The Journal of Consumer Affairs*, 35(1), 73-95.
- Nijssen, L. I. & Douglas, M. A. (2004). The use of Product Sampling and Advertising," *Journal of Marketing Research*, August, 266 - 81.
- Nunnally, J. C. & Bernstein, I. H. (1994), *Psychometric theory* (3rd ed), McGraw-Hill, New York
- Ofori, E. (2007). The preference gap: Ghanaian consumers attitudes towards local and imported products. *African Journal Business Management*, 3(8), 350 ó 357.
- Okroku, K. K. (2012). Consumers attitude towards foreign and domestic chocolate. Retrieved from <http://www.emeraldinsight.com/journals.htm?articleid=855558&show=html>. Accessed, February, 3, 2017.
- Onkvisit, P. G. & Shaw, L. (1987). Self congruity and product evaluation: a cross cultural study. Retrieved from <http://dx.doi.org/10.1108/07363760010349939>. Accessed, July, 3, 2016.
- Pallant J. (2011). *SPSS: Survival manual*. (4th ed). Crows Nest: Allen & Unwin.

- Paul, S., R., Trun K., J., & Alan, D. (1996). House Hold store Brand Proness:a framework. *Journal of retailing*, 72(2), 159-185.
- Peterson, L. & Jolibert,, J. J. (1995). Decision-making styles of young Chinese, Motswana and Caucasian consumers in South Africa: an exploratory study. *Journal of Family Ecology and Consumer Sciences*, 34, 20-31.
- Richard, J. (1996). Changing Brand Attitudes through Modification of Cognitive Structure,ö *Journal of Consumer Research*, March, 49-59.
- Richardson, P. S. (1997). Are store brands perceived to be just another brand?. *Journal of Product & Brand Management*, 6(6), 388-404.
- Richardson, P. S., Jain, A. K. & Dick, A. S. (1996). Extrinsic and intrinsic cue effects on perceptions of store brand quality. *Journal of Marketing*, 58(4), 28-36.
- Rosenburg, M. (1979). *Conceiving the Self*, New York: Basic Books.
- Rowley, J. (1998). Principles of price and pricing policy for the information marketplace. *Library Review* 46, 3, 179-189.
- Saffu, K. & Walker, J. (2006). The country-of-origin effects and consumer attitudes to buy local campaign. The Ghanaian case. *Journal of African Business* 7, 1, 183-199.
- Samiee, V. (1994). Family consumer decision making in Israel: The role of teens and parents. *Journal of Consumer Marketing*, 20(3), 238-251.
- Schiffman, G. L. & Kanuk, L. (2007). *Consumer Behaviour* (9th ed.). NY: Prentice Hall.
- Schiffman, L. G. (2013). *Consumer perception* (2nd ed.). London: Prentice Hall.

- Schmitt, A. & Simonson, L. (1997). A multiple-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Schuiling, E. K. & Kapferer, G. B. (2004). Consumer decision-making styles as a function of individual learning Styles. *The Journal of Consumer Affairs*, 24(1), 134-147.
- Sheth, J. N., Mittal, B. & Newman, B. I., (1999). *Customer Behaviour: Consumer Behaviour and Beyond*, London: Dryden.
- Shimp, T. A. and Sharma S. (1987). "Consumer ethnocentrism: Construction and validation of the CETSCALE". *Journal of Marketing Research*, Vol. 24, p. 280-289.
- Shocker, S., Srivastava, E. & Rueckert (1994). Shopping styles of working females. *Journal of Retailing and Consumer Services*, 12(3), 191-203.
- Sirgy, M. J. (1982). Self-concept in consumer behavior: a critical review. *J Consum Res.*, 9(3), 287-300. <http://dx.doi.org/10.1086/208924>
- Sirgy, M. J. (1986). *Self-congruity: toward a theory of personality and cybernetics*. New York: Praeger Publishers.
- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity and travel behavior: toward an integrative model. *J Travel Res.*, 38(4), 340-352.
- Smith, P. & Bryant, J. (2010). *Marketing Communication. An Integrated Approach*. (4th ed.) London. Kogan Page Limited.
- Solomon, M. (2013). *Consumer Behavior. Buying, Having and Being*. 3rd edition. New Jersey. Prentice-Hall Inc.

- Steenkamp, D., Batra, L. & Alden, E. (2003). Southeast Asian consumer perceptions of American and Japanese imports: The influence of country-of-origin effects. *Journal of International Consumer Marketing* 6, 1, 67-86.
- Therborn G (1995). Entangled modernities. *European Journal of Social Theory* 6(3): 293-305.
- Thomas, L. & Peters, K. (2009). *Consumer behavior*. New Age International. (2nd Ed.). NY: Pvt Ltd Publishers.
- Tseloni, S. M., Thompson, G. Grove, S., Tilley, E. & Farrell, M. (2014). *Marketing: Real People, Real Choice*. (5th Ed.). New Jersey. Pearson Education Inc. Pearson Prentice Hall.
- Ural, T. (2008). Factors affecting the success of store brands in Turkish retailing market. *Innovative marketing*, 4(2), 33-41.
- Urbany, J. E., Bearden, W. O., Kaicker, A., Borrero, M. S. D. . (1997). Transaction utility effect when quality is uncertain. *Journal of the Academy of Marketing Science* , pp45-55.
- Verlegh, K. H. & Steenkamp, J. E. (1999). Generation Y female and male decision-making styles in Iran. *Distribution and Consumer Research*, 18(5), 521-537.
- Veryzer, A. & Hutchinson, C. C. (1998). An investigation of decision-making styles of consumers in China. *Journal of Consumer Affairs*, 35(2), 326-345.
- Veryzer, A. (1993). The Effects of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude toward the Advertisement, *Journal of Consumer Research*, June 1986, 12-24.

- Vida, I. & Dmitrovic, T. (2001). „An empirical analysis of consumer purchasing behaviour in former Yugoslav markets“. *Economics and Business Review*, Vol.3 (3), p. 191-207.
- Wang, C. L. & Chen, Z. X., (2004), „Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects“, *Journal of Consumer Marketing*, Vol. 21, (6), 391-400.
- Wang, J. L. & Lamb, S. (1983). Consumer decision-making styles: Comparison between United States and Korean young consumers. *The Journal of Consumer Affairs*, 26(1), 146-158.
- Watson, J.W. & Wright, K. (2000). Consumer ethnocentrism when foreign products are better, *Psychology and Marketing*, Vol. (9), 907-927.
- Wells, E. Peter, P. J. & Olson, J.C. (2011). „Consumer Behavior and Marketing Strategy (5th ed.). Boston, Irwin McGraw-Hill.
- Whitfield, R. A. & Whitshire, W. C. (1983). A motivation-based shopper typology. *Journal of Retailing*, 61(1), 78-103.
- Wu, P., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30-39.
- Wu, T. L. (2006). The impact of perceived quality and brand loyalty on purchase intention of product extension: An empirical study of dual brand handset customization of mobile firms. Unpublished master thesis, National Cheng Kung University, Taiwan.
- Xavier, I. (2005). „Self-Concept and Brand Preference,“ *Journal of Business of the University of Chicago*, 44, 38-50.

Yamamoto, S. & Lambert, L. (1994). An investigation of consumer decision-making styles of young-adults in Malaysia. *International Journal of Business and Management*, 4(4), 140-155.

Zeithaml, V. (1988). Consumer perception Price, Quality and Value:A means end model and synthesis of evidence. *Journal of Marketing* 52,3, pp 2-22.

elazna, Y., Kowalczyk, E. & Mikuta, M. (2002). *An investigation of decision-making styles of college student online apparel shoppers*. (Master's degree. Unpublished Thesis). Louisiana State University and Agricultural and Mechanical College, Louisiana.



APPENDIX A



UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION
– KUMASI



SCHOOL OF RESEARCH AND GRADUATE STUDIES
DEPARTMENT OF DESIGN AND TECHNOLOGY
QUESTIONNAIRE

Dear Respondent,

The researcher is undertaking a study on ðconsumer preference and purchase intentions for imported and locally manufactured doors: A case study in Kumasi Metropolisö. This questionnaire is designed to assist the researcher to make an objective study of the subject matter. The exercise is purely an academic one and your responses will not be used for any other exercise. You are kindly requested to provide responses to the questions to enable the researcher contribute knowledge in the field of study.

All information given shall be treated as confidential. Thank you for your co-operation.

SECTION I

Demographic information

Please tick the box where applicable.

1. Sex :

Male Female

2. Age Group:

Below 20 years 20-29 30-39 40-49 50-59 60 d
above

3. Educational level:

No formal Education Basic Education Sec. / Tech. Education Tertiary
Education

4. What is your income/salary per month? (if applicable)

GH 300 or below GH 900 ó GH 1,199

GH 300 - GH 599 GH 1,200 ó GH 1,499
 GH 600 - GH 899 GH 1,500 and above

SECTION II (A)

5. Do you own a house? Yes No
6. If yes, when did you build it?
 Before 1990 1990 ó 1999 2000 ó 2009 2010 ó 2016
7. If you own a house, which brand of doors did you use in your house?
 Locally manufactured doors Imported/foreign made doors
8. If no to item 5, do you intend owing a house? Yes No
9. If yes to item 8, which brand of doors will you use in your building?
 Locally manufactured doors Imported/foreign made door

B. Purchase Intention

In the following order, doors manufactured locally and foreign, should be evaluated on a scale from 1-7 (where 1 indicates strongly disagree and 7 demonstrates strongly agree). How do you rate your willingness to buy locally manufactured or imported doors?

10. I think consumers in Ghana buy this brand

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

11. This door is easily available for me to buy

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

12. I have seen adverts on it in Ghanaian magazines, radios or TVs

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

13. People recommend the use of this door

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

14. I have no personal usage experience with this door

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

B. Self – congruity

15. This door really makes me look good in front of my friends

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

16. When buying doors, I generally purchase those brands that I think others will approve of

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

17. This door has good image

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

18. I feel proud owing this door

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

19. This door will improve my social status

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

20. This door command respect

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

21. This door will create favourable perception of me among other people

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

22. This door will arouse positive feeling in me

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

D. Modernity

23. This door is modern

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

24. This door is more advance

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

25. This door is fashionable

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

26. This door has unique features that cannot be found in other doors

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

27. This door is youthful

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

E. Perceived quality

28. This door is of good quality

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

29. This door is very reliable

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

30. This door looks good

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

31. This door can be trusted

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

32. This door last longer

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

F. Perceived price

33. The price of this door is always very high

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

34. This door is less costly

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

35. The price of this door is reasonable because it comes with its own frame, door hinges and locks

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

36. This door is always under priced

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

37. The price of this door is acceptable looking at its quality

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

38. The price of this door is high because of its quality raw materials and sophisticated machines used to produce it.

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

G. Attractiveness

39. This door has attractive features

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

40. This door has best finishing

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

41. This door comes with variation of colours

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

42. This door appeals to the eye due to its style variation

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

H. Security

43. This door will give me the security I need

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

44. This door makes it difficult for burglars to break into my house

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

45. This door has multi locking system which makes my house more secure

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

46. This door enhances the security of my house

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

47. The door has hidden doorbell that visitors use

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

48. This door comes with alarm system, magnifying lens and camera which makes burglars fear to break into my house

Type of door	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
Ghana made doors							
Foreign made doors							

I. Country of origin

The following questions should be rated on a scale from 1-7, (where 1 indicates strongly disagree and 7 indicates strongly agree)

		Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
49	I usually check the country of origin before buying doors							
50	I prefer to buy doors when they are made outside Ghana							

51	The quality of doors depend on where they originate from							
52	I do not mind the country of origin as long as the quality is good							
53	I do not think the country of origin will influence my purchase intention towards doors							

J. Ethnocentrism

The following questions should be rated on a scale from 1-7, (where 1 indicates strongly disagree and 7 indicates strongly agree)

		Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
54	A Ghanaian should always buy Ghana made doors							
55	It may cost me in the long-run but I prefer to support Ghanaian products							
56	I feel proud anytime I purchase made in Ghana doors							
57	Ghanaian should not buy foreign doors because this hurt Ghanaian industry and causes unemployment							
58	If I want to be like someone, I often try to buy the same doors they buy							
59	Patronising locally made doors will contribute to the growth and development of our local industries							
60	We should purchase doors							

	manufactured in Ghana instead of letting other countries exploit us							
61	Ghana consumers who purchase doors made in other countries are responsible for putting their fellow Ghanaians out of work							

K. Which of these factors do you consider important when purchasing doors? Please select any option by ticking in the box

		Extremely important	Very important	Moderately important	Neutral	Slightly important	Low importance	Not at all important
62	Price							
63	Fashionability							
64	Attractiveness							
65	Modern trends							
66	Country of origin							
67	Social status							
68	Security							
69	Convenience							
70	Durability							

L. What are the perceived impact of patronising locally made doors? Please select any option by ticking in the right box

		Strongly agree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
71	Boost employment generation in the country							
72	Conserve the nation's foreign reserve and strengthen the cedis against the dollar							
73	Boost the nation's Gross Domestic Product (GDP)							
74	Makes furniture industries grow							
75	Encourages investors in the country							
76	Uplift the economy of Ghana and give the citizen a sense of pride							
77	Makes locally industries to be globally competitive and to promote and sustain the products and services.							
78	Boost domestic production, thereby encouraging technology transfer and also improve Ghanaian foreign exchange earnings							

----END----

----Thank you for your participation----