Language Preference during Market Transaction in Linguistically Diverse Dire Dawa Markets, Eastern Ethiopia

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ABSTRACT
The purpose of this study was to investigate the language preference during market transaction in linguistically diverse Dire Dawa markets, Eastern Ethiopia. The participants of the study were 216 (146 from Taiwan and 70 from Ashewa) market halls. The sample of this study was taken through systematic sampling and accidental sampling technique. To collect data, questionnaire and observation check lists were used. From the total of 238 transactions being observed in both market halls, 108(45%) of the transactions were used Amharic as medium of transactions. The findings of this study also revealed that there was significant relationship between language preferences of sellers and buyers (r=.685; P<0.05). There is a strong correlation coefficient of language preference of sellers and buyers employed during market transaction (r=.720 & r=.453; P<0.05) was significant at P<0.05 level of significance.
Keywords: Language preference; Market transaction; Linguistic diversity; Dire Dawa markets; Eastern Ethiopia.

1.   INTRODUCTION

Ethiopia is considered as one of a multi-ethnic and multi-linguistic nation in Africa. The societal multilingualism which show us the fact that there can be several languages in a society also indicate Ethiopia is one of a multiethnic and multilingual nation (Behru, (1992); Takkele, (2004). As the study conducted on linguistic diversity in the Ethiopian markets by Cooper & Carpenter (1969) also revealed that people in various Ethiopian markets speak several languages during trading. They discovered in their study, people in Dire Dawa town, speak three languages and even some speak more during market transaction. One might be imagine about a person who speaks two or more languages and has to choose which one to use in specific situation or circumstance. This is, in fact, one of the major kinds of language choices or preferences that could happen during market transactions. An interesting question would be; is there anybody in the world who ever thought of buying and selling language. In Dire Dawa case, where there are several ethno linguistic group may seem as a melting pot of multi language found how buyers-sellers communicate during market transaction is interesting for me as I researcher.

Dire Dawa is one of the important centers of trade, between port of Djibouti and Addis Ababa. It is home to several market centers where various social groups interact in their day-to-day market activities. In fact Dire Dawa is the gate way for electronic goods, commodities, clothes and other commodity come from abroad. As the town is a creation of the rail way, the availability of train station, international air port, as well as the establishment of various factories which made Dire Dawa an industrial center as well. The population of the town entirely immigrant and is drown from a Welter of different domestic ethnic groups and formerly international settlers.

Since the city rests between the Somali and Afan Oromo linguistic juncture, the economic growth attracted a large element of these two linguistic groups probably earlier than the rest of the linguistic groups. Although disputed in many instances, according to Graham (2000) the earliest settlers were the Somali who used to live in the now rural district called Gurgura. It is said that the first to settle here were the Gurguras of the Somali who named the city Dira Dhawe or Dire Dawa which means in the Somali language "the place that Dir conquered or hit with his spear", Graham (2000). According to the (2007) national population census, the number of those who claimed to belong to the Oromo, the Somali and the Amhara linguistic groups together constitutes more than 90% of the town's total population and the remaining less than 10% of the town's population is consisted of people from the Gurage, Harari, Tigre etc.

There were different international settlers in Dire Dawa town, due to the railway construction agreement between the French and the Ethiopian government, the settler size of the French was by far bigger (Shiferaw, 1987). This relatively bigger population having the advantage of speaking a prestigious language during that time and strong economy caused a large number of the indigenous people to be bilingual in French in addition to their indigenous languages.

The city is morphologically divided by the Dechatu River into two halves. During the inception of the train terminal, the western half which is locally called Kezira was the part of the town reserved for the international settlers; the other half called Megala was reserved to the locals. During the early times, the railway company's managers and bureaucrats, engineers and geologists, skilled artisans and supervisors of labor were all "Europeans" and lived exclusively in Kezira (Sheferaw,1987). The east of the 'Dechatu' River, which formerly consisted only the 'Megala' part, today in addition to the 'Megala' ,it consisted of more other districts, some of the districts are characterized by the use of only one language for day to day activities while the other districts are characterized

by the use of more than one language.

Although marketing activity seems smooth in a monolingual society, it is not an easy activity in a multilingual society, where both buyers and sellers speak different first languages. In a multilingual society instances are readily observable of choice of language which is determined by considerations other than the requirements of the particular conversation. These considerations might be related to the speaker's preference to groups in the wider social milieu.

Dire Dawa city is where a melting pot of linguistically independent ethno linguistic groups are found, there may be challenging to choose particular language during market transaction. The process of social exchanges in the markets such as 'Ashewa' and 'Taiwan' involve huge numbers of people engage in various activities, works, businesses or transactions to coordinate or achieve both individual and collective goals through offering products and services for consumers. The moment of interaction among people at this site involve in so many tasks as these markets are the larger and the wider place in its size.

In a study over view of intercultural contact and communication, Brislin (2001) begins by highlighting the indisputable fact of life in the 21st century that people will increase their contact with individuals from other cultural and ethnic backgrounds. Globalization affects every aspect of our social life and the resulting exposure to intercultural and interethnic contacts have significant bearings on language use and particularly on people's interaction through their interethnic attitudes. In linguistically diverse society, using second language has been seen in the history of social interaction to establish meaningful contact across ethno linguistic groups by creating the medium of communication between members of different ethno linguistic communities.

Further insights into the impact of contact on interethnic and language attitudes have been provided by past research on the inter group model (Zoltan & Kata, 2005) and the attitudinal/motivational basis of second language acquisition Brislin (2001). The inter group model offers a situated social psychological frame work for examining the conditions under which the members of minority ethnic groups in a multicultural and ethnic setting successfully acquire and use the dominant language. Although the main principles of the contact hypothesis (Zoltan & Kata, 2005) are certainly generalizable to diverse contact situations, the typical contexts in with they were conceptualized and researched were different from the social interaction in the market contact situation on which this study focuses. From a general contact hypothesis point of view, the prospective impact on the contact of tourist-host interactions are characterized by very little friendship potential, immediate gratification on the part of both hosts and tourists, with salient commercial, contrived and even exploitive over tones.

Market transaction among intercultural and interethnic group where multilingual society exist can create communication gab and interpersonal conflict that might occur between those who try to communicate or interact with their respective differences. In the face-to-face buying and selling interaction in the closed markets where several number of stores and bigger shops are found, it is important to see what happens when one person talks to another who he can see and who is near enough to hear him in linguistically diverse Dire Dawa markets. In such situation it also important to identify the means of social interaction and language use in market transaction as interest in buying or selling for particular people, shop, store or firms than others. These all help us to understand and explore how people interact and form interpersonal relationships and what language they use in such situation. In city like Dire Dawa how people interact, what types of languages and language preference during marketing at present time the validity of which cannot been investigated empirically initiate the researcher curiosity to conduct this study.

More interestingly, how can people run their business affairs and market transaction that may involve various behavior, relationship and language where both buyers and sellers who speak different first language come to trade and interact? These all poses a need to focus more attention on the customers- sellers' interaction encounter during market transaction. It is also possible to say that the market place of 'Ashewa' and 'Taiwan' provides a rich material for the observation and description of language preference employed during market transaction.

1.1 Objective of the study
- **General objective**

The general objective of this study is to investigate language preference during market transaction in linguistically diverse Dire Dawa markets.
- **Specific objectives**

The specific objectives are:
  - ❖ To identify types of languages used for market transaction in linguistically diverse Dire Dawa markets.
  - ❖ To examine language preference of sellers and buyers during market transaction in linguistically diverse Dire Dawa markets.
  - ❖ To find out the relationship between language preference and market transaction in linguistically diverse Dire Dawa markets.

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2. LITERATURE REVIEW
2.1 Language Preferences and Market Transactions
According to Takkele, (2004) in our Ethiopian context, out of the ninety languages, the language of wider community communication is Amharic since early time; Amharic was used throughout the country. Amharic as the indigenous language of education and government was taken for granted. In what is described above, the reason why Amharic is selected for education and government was because those who ran the affairs of the state speak Amharic naturally and thus started to carry out all the state transactions in Amharic. Moreover, even today, Amharic is used as national or working language for federal government, Amhara Region, SPNN , Dire Dawa city administration and Addis Ababa city administration .Those who speak it as a second language in this region are found in relatively large numbers.

The Ethiopian government fully liberalized the market in March 1990, lifting all restrictions on private inter-regional trade flows, removing official pricing and quotas and eliminating the monopoly status of the marketing board Eleni (2001). According to Eleni, the structure of the market in Ethiopia has increased in complexity since market reform was implemented. Markets within each region and towns today get its major emphasis from government agencies on the basis of their importance's as centers of trade and social flow across the country. Traders in the central markets which equipped and built by government also appear to have significantly more access to legal right, credit and being membership to protect illegal traders than do those in haphazard market sites.

Markets have three main functions, matching buyers and sellers; facilitating an efficient exchange of information, goods, services and payments associated with market transaction; and providing an institutional infrastructure (Eleni, 2001). Information flow in the market could create actors who have direct and indirect ties in a personal relationships between two actors (e.g. buyer and seller). Further, embedding economic exchange in social attachments can both create unique value and motivate exchange partners to share the value for their mutual benefit.

Today our increasingly service -oriented economy poses a need to focus more attention on the most meaningful communication episode for customers-sellers encounters. As ford (1995) explained it, the service encounters or the moment of interaction between the customer and firm often is the service from the prospects of the customer. Customers routinely base their judgments of entire market transaction on brief encounters with service providers or sellers that may begin and end with a minute's time. Ford (1995) reported that greeting and thanking behavior, small talk smiling and positive statements were closely related to interpersonal warmth found that speakers who were denied affective responses such as smile and head nod become upset and disrupted. Even though this study revealed customers behavior in various grocery found in America, it can be give clue for various social behavior, people displayed during marketing activity.

Furthermore, Cooper and Carpenter (1969) explained that marketing requires bilingualism in Ethiopia in view of the fact that different products are disproportionately produced sold and/or bought by quite different linguistic groups. Dire Dawa town is one in which various market places with multilingual people communicate in their day-to-day market transaction, one expect different trade language that people use as standard language to bargain in the market transaction.

3. Research Methodology
In this part of the study, the research design, study site, study population, the sample and sampling techniques, the instruments and procedures of data collection and methods of data analysis are presented as follow.

3.1 Research Design
This study follows mixed methods research approach (Cresswel, 2003). Making use of this type of approach is due to the motivation that diverse type of data significantly provides a context on understanding of a research problem. Thus, it will be ease for the researcher to confirm findings from different data sources. As such, this study employed mixed method design with both quantitative and qualitative approaches.

3.2 Study Site
Dire Dawa city is found in the eastern part of Ethiopia with 525km distance from the capital Addis Ababa. It is one of the major trade centers between Addis Ababa and port Djibouti. It has several big markets such as 'Taiwan', 'Ashewa', 'Konel', 'Kefira' etc., where thousands of people interact through for the sake of business activity. But, for the purpose of this study the bigger two market halls namely 'Taiwan' and 'Ashewa' were selected based on it's convenient to investigate the issue of social interaction, language use and persuasive techniques people used during marketing. As these two market places were the largest and the widest in their size, a lot of marketers interact every day. Various electronic goods like luxurious jewelers, fashion cloth, shoes and other similar items and some smuggled goods from abroad available in these market places.

3.3 Study Population

According to statistics from CSA (2007) population census, the total population of Dire Dawa town is 342,827. The total number of male and female is 171,930 and 170,897 respectively. As this data indicated that the numbers of ethnic group claimed to Oromo 46.08%, Somali 24.24%, Amhara 20.09%, Gurage 4.54%, Harari 1.08% and others are 3.97%. The number of people based on their respective religion 70.9% are Islam and 28.8% are Christian. According to statistics from the 'Taiwan Merchants' Association Bureau', the numbers of shops owner being registered as a member in this market hall were 730.Similarly, the number of merchants in Ashewa market hall being registered as a member for 'Ashewa Merchants' Association' were 350.

3.4 Samples and Sampling Technique

The participants of the survey were 108 buyers and 108 sellers (146 from Taiwan and 70 from Ashewa market halls with a total of 216 participants were selected based on statistical rule. Gay and Airasian (2003) have offered the following guideline for selecting a sample size. According to this guideline, if the population size is around 1,500, 20% should be sampled. Generally speaking, the size of an adequate sample depends on how homogenous or heterogeneous the population is-how alike or different its members are with respect to the characteristics of research interest. Starting from the above fact, from the total of 1080 population, 20 %(216) were sampled for this study.

The sample of this study was taken through systematic sampling technique by using number given for each shop by local revenue and income tax agency as well as on the basis of the name lists that each merchant's being registered to their respective association. Relying on giving the ratio of total population size, out of 730 shop owner in Taiwan and 350 in Ashewa, (73 sellers, 73 buyers) and (35 sellers, 35 buyers) were identified respectively. By using systematic sampling technique as (N=1080, n=108, k^{th}=10) using lottery method beginning the name lists from its head to bottom, the frist10 individuals were chosen, then number five were identified and begin with the interval of 10 from both market halls the sampled subjects were taken. The subjects were taken as a basis of one individual per each sampled shop (108 sellers and 108 buyers) a total of 216 participants could be included to the sampled population.

3.5 Instruments

The questionnaire was specifically designed for the purpose of the survey. It consists of 12 items that prepared for sellers and buyers separately. The items are designed using 5-point rating scales, which assess language preference of sellers and buyers during market transaction. The first eight items in the scale measures aspects of the respondent's language preferences (8 items for sellers and 8 items for buyers). The next four items in the scale measures aspects of buyers and sellers market transaction. Data were collected by means of a questionnaire and observation method. The majority of the questionnaire were Likert-like items based on the scale from strongly disagree to strongly agree and other questionnaire were asked the general information and factual information. Some of scale was modified from Farley & Swinth (1967), Customers-Salesman Interaction Scale and Ford (1995), Standard Observation Sheet to recorded information on cashier-customer encounters. These tools were used in the publication of Journal articles before it's used in this study. The instruments were translated to Amheric by the researcher and two other language experts to see the forward and backward effects. By correcting items which has different meaning by means of finding equivalent terms or words without changing its original meaning to fit the purpose of this particular study.

3.6 Pilot Testing

Pilot testing was conducted on a total of 30 participants drawn from buyers and sellers in Kefira market. There were 15 from buyers and 15 from sellers randomly taken. The instruments which assessed in the pilot try out generally constructed to measure language use and language preference during market transaction. Some vague questions, which forwarded by sellers and buyers were made clearer during the pilot distribution and some also discarded. Sellers and buyers have given two days to fill and return the questionnaire. Finally, the responses of the participants were scored and tabulated to compute item inter correlation and Cronback-Alpha in order to evaluate the scale and its reliability. Then, items which had a total inter correlation of less than 0.55 were discarded and items which found to be reliable with Alpha 0.79, Alpha 0.86 and Alpha 0.88 were selected and administered to the final data collection.

3.7 Data Collection Procedure

The method of data collection is based on questionnaire and observation method.

3.7.1 Observation Procedures

The first step in data collection is the systematic observation of various languages used during customers-sellers encounter by external observer. Observers were enlisted from students in Dire Dawa Compressive Secondary School, who know the major local languages spoken in the city. For observation purposes, the observer standing

lines away from the shops being observed by using a standard observation sheet to record information when the customers take full stepped from that market site. The observers relied on rotated observations of each shop by walking along each market halls that were collected in four hour time in each day that blocks in morning, afternoon and evening hours over approximately in two weeks.

3.7.2 Survey Procedures

All the questionnaires were distributed to sampled sellers and their respective customers, who are voluntary to fill and return it. Those subjects who were not able to write and read the questionnaires were approached by a researcher or his assistant to make face to face interview.

3.8 Method of Data Analysis

The data was analyzed and interpreted based on its categories relying on frequency of each types of language used during market transaction by comparing percentages of each language type which have been observed in both market halls. In addition the data was analyzed and interpreted by Pearson product moment correlation coefficient was used to check the interrelationship among the considered variables. Statistical analysis was computed by statistical package for Social Science (SPSS) version 21.0 and test of significance used for the study was alpha 0.05

4.   RESULTS AND DISCUSSION

In this part of the study, the data collected through questionnaires and observation method from the two market halls was presented as follow.

Two hundred sixteen (216) sellers and buyers were participated in the study. Of these 108 (50%) were sellers and 108 (50%) were buyers. The majority of the participants that account 146(67.6%) were from Taiwan market site and 70(32.4%) were from Ashewa market site. Majority of the respondents (33.3%) claimed their mother tongue as Amharic followed by (24.5%) as Afan Oromo and (17.6%) as Gurage. The detail of the results presented as follow:

4.1 Demographic Characteristics of the Respondents
Table-1 Demographic characteristics of the Respondents

Variable		N	Percent
Age 20-40		93	43.1
41-60		76	35.2
>61		47	21.8
Total		216	100
Sex Male		126	58.3
Female		90	41.7
Total		216	100
Market Site			
Ashewa		70	32.4
Taiwan		146	67.6
Total		216	100
Mother Tongue	Amharic	72	33.3
	Afan Oromo	53	24.5
	Somali	36	16.7
	Gurage	38	17.6
	Others	17	7.9
Total		216	100

The survey results (Table-1) shows the overall demographic characteristics of respondents included in this study. Accordingly, (43.1%) percent of the respondents were found in the age categories of 20-40. The sex differences in this study indicate that (58.3%) percent of the samples were male and (41.7%) percent of the samples were female. Regarding to market site of the respondents (67.6%) of the samples were selected from Taiwan market hall and (32.4%) of the samples were from Ashewa market hall. The mother tongue or native languages of the respondents show that (33.3%) of the samples were spoke Amharic as their mother tongue language; followed by Afan Oromo (24.5%), Somali (16.7%), Gurage (17.6%) and others were (7.9%).

4.2 Types of Languages used in Market Transaction

The data collected through systematic observation of what languages being used when seller-customer encounters each others during market transaction in Taiwan and Ashewa market halls. From the total of 238 transactions being observed in both market halls, 108(45%) of the transactions were used Amharic as medium of transactions. The

details of types of languages used during market transaction were given in the table below.

Table-2 Types of languages used during market transaction in Taiwan and Ashewa market

Languages	N/ Taiwan	N/ Ashewa	Total	Percentage
Amharic	73	35	108	45
Afan Oromo	29	55	84	35
Somali	9	20	29	12
Gurage	7	5	12	5
Others	3	2	5	2
Total	121	117	238	100%

The above table shows that the percentage of each type of languages used during market transaction. There is a high degree of variability in language use between the two market places. Afan Oromo and Somali were languages that were used differently in both market halls; in Ashewa market more people used these languages better than in Taiwan market. If we look at this table, we find that Afan Oromo language used was (35%) which is just over thirty percent and Amharic which was largely used (45%) in both markets. The observation results (Table-2) reveal that people in both market halls nearly 50% of the sample used Amharic for market transaction, followed by Afan Oromo (35%), Somali (12%), Gurage (5%) and others were 2%.

According to Cooper and Carpenter (1969) study, marketing in Dire Dawa requires bilingualism. In their investigation on markets found in Dire Dawa, such as Gende Kore, Addis Ketema, Megala Chebtu and Kefira, they discovered percentage of various languages in each market. For example, the result of their study in Kefira (one of the bigger open markets where huge number of people interact through every day basis) they found that the percentage of languages used for market transaction as Amharic (39%), Afan Oromo (37%), Somali (9%), Adhere (6%), Arabic (5%) and others were (1%) in their study. During that time, their study could not include the market place of Taiwan and Ashewa, it might be these market place were a recent phenomena as the study were conducted before many years ago. But, unlike these market, Taiwan and Ashewa markets were a closed market halls which, well-organized by the help of the local government and built with appropriate arrangement where every shop owner pay taxes and having their own association to protect some illegal trader out of their member.

In contrast to Kefira, these market sites are where similar goods and commodities sold and bought at large. For instance, cloth, shoe, electronic goods, etc. were sold and bought each day by a huge number of people. The majority of sellers also collect high income and advanced in their business at this site where as Kefira is where everything including people who came from rural surrounding who sold grain, fruit, vegetable etc. It is not surprise to see language use such as Afan Oromo, Somali, Adhere, Arabic etc. during market transaction by majority people. But, Taiwan and Ashewa, on the other hand, where people of immigrants especially Gurage who dominantly try to trade commodities which smuggled from abroad at large to this site from Djibouti port were common. Most of these trader well speak and communicate through Amharic as they also belongs to Semitic language family, they also speak Afan oromo and Somali very fluently.

According to the current trends of the Ethiopian language policy, each nation, nationality and people has the right to preserve and guard its identity, develop its culture and history and use its own language. As a result, offering other courses by Amharic language and taught at every primary level of educational system also replaced by other local languages for the schools to choose and used. This and other factors initiate language competency among various ethnic groups especial among the three dominate ethnic in Dire Dawa namely Amhara, Oromo and Somali in using the language for schooling, mass media, public events in their respective local district. As Amharic language was already more widely used in the areas of governmental working language and language of science and technology, the struggle for language vitality and identity might appear for the two languages.

The consequent geopolitical reformation, which introduced the federal system of administration and the ratification of the 1994 constitution, changed the history of the country with regard to language policy. In the constitution, Article 5 reads, All Ethiopian languages shall enjoy equal state of recognition, Amharic shall be the working language of the federal government and members of the federation may determine their respective languages. Meles Zenawi's government aggressively promoted the use of local languages for official, administrative, judiciary and educational purposes. As a result of such a language policy, regional states have chosen their respective official languages for various purposes. Thus, the salient increase in interethnic and language attitude cannot be explained simply on the basis of this study each markets of the town displayed different patterns and this will further confirmed by other investigations in the area. As mentioned earlier, the main purpose of this study was to investigate what language people used and to see the relationship between language preference and market transaction.

4.3 Results Obtained Using Descriptive Statistics

During the time of analysis the study variables were coded and entered in the SPSS program version 21.0 as follow:

LPS-Language preferences as sellers interact
LPB-Language preferences as buyers interact

MTS-Market Transaction used by sellers
MTB-Market Transaction used by buyers

Items were rated on five point Likert scale (strongly disagree-strongly agree). In the questionnaire there were two categories as items filled by sellers and items filled by buyers that were required information about sellers from buyers and vis-à-vis. The reason was to reduce the effects of response bias. In addition in the questionnaires there were positively and negatively stated items that were randomly placed. In this study, the two independent variables are market actors (sellers & buyers) and market sites (Ashewa & Taiwan). The dependent variable is the score on the language preference and market transaction. The mean and standard deviation for each variable was given in the table below.

Table-3: Mean and Standard deviation of Language Preference and Market Transaction of Buyers and Sellers

Variables	N	Mean	Std. Deviation
LPB*	108	29.2222	8.78756
MTB**	108	14.5000	2.97497
LPS***	108	27.7222	9.70387
MTS****	108	13.9537	3.95627

* *Language Preference of Buyers*
** *Language Preference of Sellers*
*** *Market Transaction of Buyers*
**** *Market Transaction of Sellers*

As indicated in table-3 above, the mean and standard deviation of language preference and market transaction of buyers (M=29.2, S=8.7) & (M=14.5, S=2.9). Whereas, the mean and standard deviation of language preference and market transaction of sellers (M=27.7, S=9.7) & (M=13.9, S=3.9) respectively. As indicated in the above table, there is no such significant differentiation among the mean and standard deviation of language preference and market transaction occur while seller-buyer response depicted in this study.

4.3 Language Preference and Market Transaction

Language can play a crucial role in matching sellers and buyers during market transaction. This study devoted to see whether there is a relationship or linkages between language preferences and market transactions while sellers meet buyers in the market sites during business deal between the two market encounters. By using various statistical procedures, the following attempts were made to investigate the links among variables in this study.

4.3.1 The Relationship between Language Preference and Market Transaction

In this study, an attempt was made to see if there is any relationships exist among the variables such as language preference of buyers (LPB), language preference of sellers (LPS), market transaction of buyers (MTB) and market transaction of sellers (MTS). Hence, the result of this study revealed there is a strong correlation between language preference and market transaction.

Table-4: Interco relation among Language Preference and Market Transaction

To investigate the relationship among variables, Pearson product momentum was used with two tails. The result revealed that there is strong correlation between language preference and market transaction.

Variables	LPB	MTB	LPS	MTS
LPB	1			
MTB	.720*	1		
LPS	.675*	.453*	1	
MTS	.644*	.452*	.881*	1

*. *Correlation is significant at the 0.05 level (2-tailed).*

As the table-4 above clearly indicated, there is strong Pearson correlation coefficient among all the variables categorized into four based on the bases of the two encounters as buyers and sellers.

There is statistically significant relationship between language preference and market transaction. There is a strong correlation coefficient of language preference of buyers and market transaction of buyers (r=.720; P<0.05). There is strong relationship between language preferences of sellers and buyers (r=.675; P<0.05). There is also a strong relationship between language preferences of sellers and market transaction of buyers (r=.453; P<0.05). There is also a strong relationship between market transaction of sellers and language preference of buyers(r=.644;

P<0.05).   In similar way there is also a strong relationship between market transaction of sellers and market transaction of buyers (r=.452; P<0.05). And there is also strong correlation between language preference of sellers and market transaction of sellers (r=.881; P<0.05).   Finally, there is also relationship exist between the market transaction of buyers and sellers (r=.452; P<0.05).   As the table above (Table-4) shown, there is a strong Pearson correlation exist between the language preferences of the two market actors as buyer-seller with their respective market transaction specifically occur at the two market sites in Dire Dawa City namely Ashewa and Taiwan which selected for the purpose of the study.

According to Farley and Swinth (1967), in the sales situations, a customer who purchases things show more positive feeling toward both sales man and product than a customer who does not purchase. In their analysis of attitudes toward the sales man and product in the sales situation, salesmen are by and large evaluated negatively by either respective customer. In this study also the result reviled as sellers persuasion technique were greater than that of buyers. One might think of the buyers might engaged in rating the activities of sellers overly that contribute to sellers action. On the other hand, in the aspect of trading work, the sales man often assumes an inferior social role relative to the customer.

In a research review on customer service encounters, Ford (1995) described three alternative approaches to communicating with customers; courteous service, personalized service, and manipulative service. As they explained, courteous service is used to promote immediate positive relations with customers; personalized service involves tailoring behavior to the customers personal needs; and manipulative service attempts to deserve or control customers. Any behavior that convey friendliness, sociability, and/or positive emotion, classified as courteous service Ford (1995). As such marketing also involve such behavior during the exchange process. People may use phatic speech that function to keep lines of communication open between people try to make deal as transaction. Greeting and thanking behavior, well as small talk are forms of phatic speech that have been investigated in service context (Ford, 1995).

In theory, as service providers become more nonverbally or verbally director immediate with customers, they are able to reduce psychological distance and thereby promote friendlier relations with the customers. Few studies have attempted to assess the impact of language use and language preference during market transaction especially in multi-linguistic society like Ethiopia. As such, this study may shade light for further implication which show the linkage between the roles of language in the business world.

5.   CONCLUSION AND RECOMMENDATION

It is furthermore suggested in this study the position of a bilingual or multilingual speaker requires to choose one language rather than another in market situations where one or more languages could serve as the medium of conversation during market transaction. In such situation, a person may influenced by factors related to what language to choose in the market site, by personal needs or by the demands of the immediate market situation.

This paper sets out a number of research questions in regard to the language use and language preferences during market transaction in two selected market halls. The results of this study as presented thus far in the observation field study as well as survey study show that the majority of the transaction takes place by using Amharic language as transactional media. The language preferences might be depend up on the sellers or buyers those who spoke different mother tongue languages, their option might be Amharic for communication as the language widely used throughout the history of the country for a long period of time. The results of this study revealed that in both market halls nearly (50%) of the sample used Amharic for market transaction, followed by Afan Oromo (35%), Somali (12%), Gurage (5%) and others were 2%.

An important step in the design of appropriate market development policy is to better understand the links between market transaction, language use and language preferences of sellers and their respective customers. This study addresses a largely neglected area: how do language preferences of buyers and sellers used to find each other shapes their market transaction and what types of languages they used? Using the new mixed method approach, this study focuses on language use and language preferences during market transaction in linguistically diverse Dire Dawa markets. In addition to presenting new evidence on the relationship of language preferences and market transaction, this research report types of languages sellers and buyers used during marketing in Taiwan and Ashewa. This study indicates that there is strong relationship between language preferences of sellers and buyers employed during market transaction.

There is statistically significant relationship between language preference and market transaction. There is strong relationship between language preferences of sellers and buyers (r=.675; P<0.05). There is a strong correlation coefficient of language preference of buyers and market transaction of buyers (r=.720; P<0.05). And there is also strong correlation between language preference of sellers and market transaction of sellers (r=.881; P<0.05). Finally, there is also relationship exist between the market transaction of buyers and sellers (r=.452; P<0.05).

This study presents a comprehensive analysis of language use and language preferences during marketing by people to transact as what language the majority choose or use in the case of Taiwan and Ashewa market center.

As the observation results indicated Amharic were used by most of the transactional communication and followed by Afan Oromo and Somali languages. The findings highlight how, in the context of linguistically diverse market environment of Dire Dawa, languages were used to facilitate market exchange and social interaction.

Language use and language preferences during market transaction should be studied more widely on scientific and applied research. Appropriate social and cultural climates shall be created to ensure that society benefits from the multi-linguistic experiences in the market environment as well as to assist legal traders to changing situations in the country by promoting the advantage of being multi-lingual will assist the economic market at large. All effort shall be made to strengthen and reinforce all positive elements in the social process during marketing by creating harmonious and hospitable social environment during social exchange among various socio-cultural groups. Governmental, nongovernmental, community and individual voluntary efforts shall be aimed at preventing, controlling and treating the consequences of market transactions that occurred as a result of peoples bias and using unique language by those who try to persuade, cheat or deceive others during market transaction.

ACKNOWLEDGEMENT

COMPETING INTERESTS
Author has declared that no competing interests exist and this article is my original work.

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