

**BEHAVIOURAL DETERMINANTS INFLUENCING THE PURCHASE
OF IMPORTED AND LOCALLY MADE APPAREL AMONG
CONSUMERS IN DAR ES SALAAM, TANZANIA**



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DECLARATION

This thesis is my original work and has not been presented for a degree in any other university or for any other awards.

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DEDICATION

To my parents, Angelista Ngeleuya Emil and Elizabeth Julius Melita and my lovely daughter Rose Joyce.

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ABBREVIATIONS AND ACRONYMS

| | |
|--------------|---|
| BRELA | Business Registration and Licensing Agency |
| CSPP | Cultural, Social, Personal and Psychological |
| DVC | Deputy Vice Chancellor |
| EKB | Engel-Kollat-Blackwell |
| FBIC | Fung Business Intelligence Centre |
| GDP | Gross Domestic Product |
| ITC | International Trade Centre |
| NGOs | Non-Governmental Organisations |
| RAS | Regional Administrative Secretary |
| SPSS | Statistical Packages for Social Sciences |
| TGOS | Tanzania Government Salary Scale |
| TNBS | Tanzania National Bureau of Statistics |
| URT | United Republic of Tanzania |
| USA | United States of America |
| WBG | World Bank Group |
| WoM | Word of Mouth |
| U.S. | United States |

DEFINITION OF TERMS

Consumer: A person or organisation which purchases and uses products.

Consumer behaviour: Processes involved when individuals or groups select, purchase, use or dispose of products to satisfy their needs and desires” (Solomon, Bamossy, Askegaard & Hogg, 2013)

Behavioural determinants: Factors that affect consumer behaviour to purchase products. These include cultural, social, personal and psychological factors, that are uncontrollable in the market and may affect consumers differently (Kotler, Burton, Deans, Brown, & Armstrong, 2013; Kotler & Keller, 2016).

Celebrity: In this study celebrity is an influential individual who is well informed about new fashion trend, recommend or communicate the information about fashion such that consumers may be accepted by members of the society.

Imported apparel: Clothes that have been imported into a country from other countries for sale to consumers in Tanzania. This includes all clothes that are imported from other countries such as new clothes and second-hand apparel.

Locally made apparel: Clothes produced in Tanzania, including local ready-made and local tailor-made clothes.

Tailor-made apparel: Clothes made to fit individual measurements. In this study, it refers to apparel that has been made by tailors or dressmakers using individual measurements to accurately fit the wearer.

“Msuli” or “Kikoi” (loin cloth): a textile cloth worn (wrapper) by men from the waist down to the knee for religious, ethical or traditional activities, usually as casual dress with a t-shirt, shirt or bare chest. It is mostly worn at home or by Muslim males when they go to the Mosque (Masjid) with “Kanzu” on top of it. Nowadays, it is used by both males and females at the beach, by tourists visiting coastal areas, used for head wrap and for holding a baby on the back.

Second-hand clothes: Apparel which are not new, and have been used by consumers and disposed of or donated for selling. In this study, it refers to imported used garments purchased by the Tanzanian consumers for use.

Second-hand markets: A flea market or outdoor market used to sell used clothes. In this study, it refers to all markets that sell second-hand clothes in Tanzania.

Shopping malls: These are large buildings or complexes of shops containing many different stores, supermarkets, restaurants as well as boutique shops for selling apparel. In this thesis the term refers to boutique shops within shopping malls which sell ready-to-wear apparel.

Shopping outlets. These include shopping malls, boutiques or apparel shops, locally made apparel shops, and second-hand apparel markets that deal with apparel where consumers go and purchase imported and or locally made

OPERATIONAL DEFINITION OF TERMS

Apparel: Include different types of clothes that are made from textiles. This term refers to all types of outerwear apparel including trousers, shirts, dresses, skirts, shorts, t-shirts, blouses, “abaya” that are imported or locally made.

Behavioural determinants: These are independent variables in this study: namely cultural, social, personal and psychological determinants that influence the purchase of imported or locally made apparel.

Consumer: This term refers to an individual who purchases imported or locally made apparel for his or her own use from the shopping malls, boutiques, apparel shops and second-hand apparel markets. The term also includes any individual who purchases apparel for the first time, repeated times or several times for personal use.

Cultural determinants: In this study cultural determinants include consumer’s culture such as values and beliefs, religious affiliation, ethical and social values and how they influence the purchase decision of apparel. These were measured using a five-point Likert scale to rate the consumer’s responses.

Social determinants: These involve reference groups, family members, social status, apparel loyalty, media, social media and celebrities which were used in this study. A five-point Likert scale was used to rate the consumer’s responses.

Personal determinants: These include consumer’s personality, self-concept, lifestyle, occupation, economic situation and life-cycle stage in this study. These were measured using a five-point Likert scale to rate the consumer’s responses.

Psychological determinants: These involve motivation, perception, knowledge, attitude and attributes. These were measured using a five-point Likert scale to rate the consumer's responses.

Demographic determinants: This is an independent variable of the study namely: age, gender, religion, marital status, number of dependent, education, and income. These variables are used to describe the consumer's characteristics in this study. They were measured by asking the participants to select one response among other choices. Age was measured by asking respondents to indicate their age (years) in the space provide in order to establish their age groups.

Imported apparel: This includes all outerwear apparel imported from other countries including new and second-hand apparel for sale to consumers in Tanzanian.

Locally made apparel: Refers to all outerwear apparel produced in Tanzania. This includes locally tailor-made and locally ready-made apparel. Locally tailor-made apparel is made by using individual measurements to fit customers from dressmakers in Dar-es-Salaam City while locally ready-made use standard body measurements.

Purchase of apparel: This is a dependent variable of the study. This includes the choice of apparel, choice of shopping outlets, quantity of item(s) purchased, apparel expenditure and frequency to purchase apparel. The respondents were asked to select one response from the list of alternatives given.

Regarding the choice of apparel, respondents were required to choose either imported apparel (new apparel and second-hand apparel) or locally made apparel (tailor-made and ready-made apparel) or both.

Based on the shopping outlets categorises, respondents were required to choose only one response from the list of multiple response. The categories involve shopping malls, boutiques and apparel shops, tailor-made apparel shops, locally ready-made apparel shops and second-hand apparel markets.

Concerning the quantity of apparel item(s) purchased, respondents were supposed to estimate the number of apparel pieces purchased for a period of one year from November 2018 to October, 2019. This includes the apparel purchased per week, monthly, biannually and annually from ten (10) identified apparel pieces.

Apparel expenditure was measured by asking respondents to estimate the amount of money spent to purchase apparel (imported new, second-hand apparel, tailor-made apparel and locally ready-made apparel) per month and per year in Tanzania Shillings from ten identified apparel items.

Regarding shopping frequency, respondents were required to show the frequency of shopping apparel by ticking from the list of apparel given which covered a period of a year from weekly, monthly, once, twice, thrice, four times a year or yearly, occasionally or never purchased.

Shopping outlet (retail choice): In this study, this includes shopping malls, boutiques, apparel shops and second-hand apparel markets that deal with adult unisex, female and male apparel where consumers purchase imported or locally made apparel or both.

ABSTRACT

Behavioural determinants; namely cultural, social, personal, psychological and demographics influence consumers apparel purchase. However, there is scarce information about behavioural determinants and purchase of apparel among consumers in Dar es Salaam, Tanzania. Hence, this study needs to explore the behavioural determinants influencing the purchase of imported and locally made apparel among consumers in Dar es Salaam in Tanzania. The objectives of this study were: identifying the consumer demographic determinants that influence purchase of imported and locally made apparel; establishing the consumer purchase of imported and locally made apparel and examining the influence of behavioural determinants on the choice of apparel, choice of shopping outlets, quantity, apparel expenditure, frequency to purchase apparel and a model for behavioural determinants. The study adopted a cross-sectional analytical design. It involved a sampled population of 422 respondents (206 males and 216 females) aged above 18 years. Purposive sampling was used to select shopping outlets, while a systematic random sampling was used to select consumers for interview at the main outlets. Primary data were collected using a questionnaire and an interview schedule. Quantitative data were analysed using descriptive statistics, chi-square, logistic regression and multiple linear regression while qualitative data were analysed based on themes and sub-themes of the related variables. The results showed that 88.1% of the respondents purchased imported apparel of which 53.3% purchased apparel from second-hand apparel markets. The findings revealed that males were 1.693 less likely to purchase locally made apparel than females ($p=0.001$). Respondents aged 18-25 ($p=0.001$), 26-35 ($p=0.018$) and 36-45 ($p=0.004$) were less likely to purchase locally made apparel compared to respondents aged above 56 years. Moreover, respondents with Secondary ($p=0.004$), Certificate and Diploma ($p=0.029$) education were less likely to purchase imported apparel compared to respondents with Bachelor degrees. The findings also revealed that 45% of behavioural determinants influenced respondents to purchase apparel. Cultural beliefs, social values, ethical and religious values, social status, social media, apparel loyalty, self-concept, perception and respondents' lifestyle were significant led respondents to purchase apparel. Cultural determinants were significant and less likely influenced respondents to go to shopping malls, second-hand apparel markets, boutiques and apparel shops to purchase apparel. Social, personal and psychological determinants significantly influenced respondents to choose shopping malls, apparel shops and second-hand markets to purchase apparel. Behavioural determinants significantly influenced respondents on the quantity, apparel expenditure and the frequency of purchase of apparel ($p<0.05$). A model for behavioural determinants was developed based on demographics, cultural, social, personal and psychological variables to provide insight towards the purchase of apparel. The study recommends that retailers should study the apparel market and supply apparel based on consumers' preferences. It is suggested that the government should set a policy intended to promote locally made apparel to public sectors, parastatal organisations and other NGOs to wear on every Friday of the working day and on the national public events.

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

Consumer behaviour contributes significantly to global economic growth through purchase of apparel. In both developed and emerging countries, the trends of consumer behaviour towards purchase of imported and locally made apparel are growing significantly and dominating their economies (International Trade Centre, 2011; Chakrapani, 2015; Rahman, Fung, Chen, Chang & Gao, 2018). The purchase of imported and locally made apparel enhances economic development of many nations, and the contribution of behavioural determinants cannot be ignored. Behavioural determinants, namely, cultural, social, personal and psychological are inevitable in marketing as they are important variables that influence the purchase of apparel.

Globally, the trend of apparel market was identified based on consumers' purchase of apparel. In developed countries, there was a remarkable growth in the apparel market. For instance, while USA accounted for 58.2% of the whole market from retailing in 2015, Europe accounted for 80% of store-based and 20% of online based apparel (FBIC, 2015; Yang, Song, & Tong, 2017). Among Asian countries, India recorded \$145 billion (33%) in 2015 and to over \$162 billion (37%) in 2018, China accounted for 38% growth of global apparel (Amed, Berg, Balchandani, Hedrich, Rolkens, Young and Ekelof, 2020) and shopping was projected to generate 42% by the year 2020 (Geetha and Rangarajan, 2016; Chiericozzi, 2017). This means that having statistical figures

about importation and exportation of apparel would help nations to specifically evaluate their economic growth of the apparel products.

In African countries, a steady economic growth of about 7% was recorded in 2011 (Sampath, 2014). For instance, Ethiopia recorded 9.7% on economic development, and the apparel sector contributed about 51% (van der Pols, 2015; Shiferaw, 2017). To ensure sound economic growth, it is important to focus on behavioural determinants, particularly on apparel with the aim of providing useful information on imported and locally made apparel that meet consumers' needs and aspirations (Rahman *et al.*, 2018).

In East African countries, the growth of economic development was observed through marketing of apparel for local and export markets from 1960 to 1980 (Katende-Magezi, 2017). However, over the years, the local apparel market collapsed due to increased rate of importation of second-hand apparel and less expensive new apparel from Asian countries (Mwasomola & Ojwang, 2021). Imported second-hand apparel was purchased at cheaper prices and was of good quality leaving out locally produced apparel (Mwasomola & Ojwang, 2021). Price and quality become influencing factors in the purchase apparel. but behavioural determinants were not considered on how they influence the purchases.

In Tanzania, like in other African countries, the purchase of imported and locally made apparel has increased because of consumer's needs (Katende-Magezi, 2017). Due to limited products of locally made apparel in the year 2003, importation of second-hand apparel reached 31% while it was 0.05% for

exported locally made apparel (Keregero, 2016). The purchase of imported second-hand apparel continued flourishing yearly due to demand of different categories of consumers including educated, rich, youth, children and old people (Kinabo, 2004).

The demand for imported second-hand apparel was motivated by its availability, quality, product attributes and wider choice of apparel which attract consumers to purchase it (Xu, Chen, Burman, & Zhao, 2014; Liang & Xu, 2018; Cheah, Shimul & Ming Man, 2020). The trend was also observed from imported new apparel. Cheah *et al.* (2020) revealed that the majority of consumers still rely on imported apparel for personal consumption. leaving locally made apparel produced for domestic consumption.

This adversely affects locally produced apparel, where consumers drop from purchasing it. Liang and Xu (2018) added that consumers' belief-based attitudes also affect the purchase of locally made apparel due to quality attributes. To gain insight about purchasing imported and locally made apparel it is indispensable to consider behavioural determinants and how they influence individuals to purchase apparel. If this is done, it would reveal the determinants that are most significant for the economy of a nation through the purchase of apparel.

The behavioural determinants may bring out challenges of purchasing locally made apparel in favour of imported products. Research needs to be done to explore the connection between the behavioural determinants and the purchase

of imported and locally made apparel. Given this situation there is a need to look into behavioural determinants to investigate how they influence the purchase of imported and locally made apparel for the benefits of consumers and the nation.

1.2 Problem Statement

Despite availability of several studies regarding purchasing of imported and locally made apparel across the globe, there is scarce research on the influence of behavioural determinants, and more so in Tanzanian context. For instance, in Kenya, Nyarunda (2016) researched on imported and locally made apparel without hinting on behavioural determinants. In Australia, Phau (2014) explored on foreign luxury brands among teenagers while in India, Buragohain (2016) looked at imported and local clothing brands among university students with inadequate information on behavioural determinants. In Tanzania, Florent. Kalimang'asi and Majula, (2014) did not address locally made apparel while Mzalendo and Jani (2014), Kumburu and Kessy (2018) and Kumburu (2021) studied on imported and locally made non-apparel products lacking any focus on behavioural determinants.

Further, studies showed that in 2014, the purchase of imported apparel in Tanzania was also higher (97%) than (3%) locally made apparel without addressing the behavioural aspects (Calabrese, Balchin & Mendez-Parra, 2017). The trend to purchase imported new apparel was also increasing yearly in Tanzania from 1995-2015 (Calabrese *et al.*, 2017). The difference in consumption of imported and locally made apparel is important to provide

adequate response on the behavioural determinants and how they influence the purchase of apparel. Hence, thorough research in the area of behavioural determinants could have an impact on the retailers, choice of apparel, shopping outlets, quantity, apparel expenditure and frequency of purchasing apparel, dwindling of local apparel industry and employment sector. Therefore, it was important to establish the relationship among these variables to serve as a starting point to open up this huge and unentered potential area of research on clothing and apparel consumer behaviour. Inadequate research about behavioural determinants influencing the purchase of imported and locally made apparel in Dar es Salaam, Tanzania has brought out this study.

1.3 Purpose of the Study

The purpose of the study was to explore the behavioural determinants; namely, Cultural, Social, Personal, Psychological (CSPP) and Demographic Determinants (DD) influencing the purchase of imported and locally made apparel by consumers in Dar es Salaam, Tanzania.

1.4 Objectives of the Study

The study was guided by the following objectives:

- i. To determine the consumer demographic determinants that influences the purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.
- ii. To establish the consumer purchase decision characteristics of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

- iii. To determine the behavioural determinants that influence apparel choice of imported or locally made apparel among consumers in Dar es Salaam, Tanzania
- iv. To determine the behavioural determinants that influence choice of shopping outlets of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.
- v. To determine the behavioural determinants that influences the quantity of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.
- vi. To determine the behavioural determinants that influence the apparel expenditure of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.
- vii. To determine the behavioural determinants that influences the frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.
- viii. To develop a behavioural determinants model to better understanding the purchase of imported and locally made apparel among consumers of Dar es Salaam, Tanzania.

1.5 Null Hypotheses

H₀₁: There is no statistically significant relationship between consumer demographic determinants and purchase of imported or locally made apparel among consumers in Dar es Salaam.

H₀₂: There is no statistically significant relationship between behavioural determinants and the choice of imported or locally made apparel to be purchased among consumers in Dar es Salaam.

H₀₃: There is no statistically significant relationship between behavioural determinants and the choice of shopping outlets on the purchase of imported and locally made apparel among consumers in Dar es Salaam.

H₀₄: There is no statistically significant relationship between behavioural determinants and the quantity of purchase of imported and locally made apparel among consumers in Dar es Salaam.

H₀₅: There is no statistically significant relationship between behavioural determinants and the apparel expenditure of imported and locally made apparel among consumers in Dar es Salaam.

H₀₆: There is no statistically significant relationship between behavioural determinants and the frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam.

1.6 Delimitations of the Study

The study was confined to respondents who purchased imported and locally made apparel for personal use with a focus on outer wear apparel. The study focus was delimited to apparel shopping outlets of adult unisex; female and male apparel sold at registered shopping malls, boutiques and apparel shops, tailor-made apparel shops, locally ready-made apparel shops and second-hand markets in Dar es Salaam, Tanzania. Equally, having collected data over the

year, the quantity, average amount of money spent (expenditure) and frequency of apparel purchased per consumer was calculated accordingly.

1.7 Limitations of the Study

The study was limited to consumers above 18 years old who purchased outer wear apparel for personal use in Dar es Salaam. Therefore, generalization to consumers in other parts of Tanzania should be done with caution.

The study was confined to consumers who purchased apparel from registered shopping malls, boutiques and apparel shops, tailor-made apparel shops, locally ready-made apparel shops and second-hand apparel markets. Therefore, generalisation to other shops dealing with imported and locally made apparel should be done with caution. Also, the study delimited to amount of money spent (expenditure) to purchase apparel for a period of one year, from November 2018 to October 2019.

1.8 Significance of the Study

From the study results, a behavioural determinants model was developed to support the purchase imported and locally made apparel with the aim of enhancing the marketability of apparel. This could lead to the growth of Tanzania apparel market and the future apparel business using identified variables suitable for marketing imported and locally made apparel. It helps retailers to have opportunity to marketing apparel based on apparel mostly purchased and do best on outlets used by consumers. In addition, the study

results provided evidence for merchandisers to better understand the market mix and the kind of apparel that appropriately meet consumers' demand.

The study results add value to the existing knowledge and serve as update reference materials in the discipline of fashion merchandising, consumer behaviour and attitudes in apparel. The findings highlighted the key behavioural determinants variables contributed towards purchasing apparel. Also the study developed the behavioural determinants model and enriches the variables that have great impact on apparel purchases and stimulate further research in this area. The findings provide a framework to policy makers in Tanzania to support the channels of marketing imported and locally made apparel. The findings from this study also help policy makers to identify the kinds of apparel that should attract government subsidy and types of second-hand apparel that should be allowed in Tanzania.

1.9 Assumptions of the Study

The assumptions of the study were as follows:

1. The study population is knowledgeable about the imported and locally made apparel and they give truthful feedback to the researcher.
2. The consumers in Dar es Salaam purchase both imported and locally made apparel and were aware of the quantity, amount of money spent (expenditure) and frequency of apparel purchased from November 2018 to October 2019.
3. Consumer psychological, personal, social and cultural determinants are more prevalent among consumers above 18 years old.

1.10 Theoretical Model

This study was anchored on different models to guide the development of the conceptual framework. The stimuli-response model, consumer decision making framework and Engel-Kollat-Blackwell model (1968) are in relation to the characteristics that are most suitable for the researcher's conceptual framework. Each of the models used was not adequate to respond to the study variables on its own. However, the researcher used four different models to respond to the study variables because each of the model had a variable that was used to complement each other in the study. When combined together, they provide a detailed and rich information context for the study.

The Stimulus-Response Model is among the models that explain consumer behaviour (Kotler & Armstrong, 2012; Jisana, 2014). The stimuli-response model aims at understanding the behavioural, cognitive learning theories and other processes which mediate between stimulus and response (Solomon *et al.*, 2013). The model provides a theoretical understanding of consumer behaviour (stimulus) to purchase decision of apparel. The stimuli in the form of marketing and other environmental stimuli enter into the consumers' mind and a set of psychological processes which when combined lead to consumer decision to purchase products. The study used behavioural determinants as stimuli to influence purchase of apparel. The researcher identified some variables from environmental stimuli to evoke the favourable response towards decision making process. However, the marketing and other environmental

stimuli were not sufficient to cover all the independent variables in this study. Other theories were used to supplement the missing variables used in the study.

The study also integrated Schiffman and Wisenblit (2018) model of decision-making to supplement the deficiency in Stimulus-Response Model. The model of decision-making was divided into three stages, namely; input, process and output. According to Schiffman and Wisenblit (2018), input components consist of marketing methods, socio-cultural factors, and communication tools which are as external factors. The process stage involves decision making processes while the output stage includes “behaviours, consumption, purchase decisions, and post-purchase”. Perception, motivation, personality, and attitudes that influence decision making were used at the process stage. Because the current model used cultural, social, personal and psychological components of the study in the independent variables, the researcher selected some components from the input stage to enrich the study variables.

Gilbert (1991) in Cooper (Ed.) provided a framework for consumer decision making model aimed at two levels of factors, namely: psychological factors which involve personal thought, feeling and attitude. The second group of factors that were developed in the process of socialization includes socio-economic, cultural, and the reference groups. The framework for decision making model formulated was in circular form showing two levels, but it did not indicate how these levels influence the purchase decision of apparel. The model enabled the researcher to merge the variables and integrate them into

independent variables of this thesis. These are useful to enrich the variable for study.

The Engel-Kollat-Blackwell (EKB) Model (1968) focuses on how consumers follow a set of sequence using a five basic decision making stages to purchase products. The stages are arranged in a chronological order from problem recognition, search for alternatives, evaluation of alternatives which may lead to the formation of consumers' attitudes and ultimately purchase decision (Xu & Chen, 2017). This model, therefore, provides detailed information on the comprehensive view of purchase of products.

The purchase of apparel was applicable to the conceptual framework as a dependent variable to enrich the study variables (Stankevich, 2017). Therefore, the study considers demographic, cultural, social, personal and psychological determinants as variables that influence purchase of apparel.

1.11 Conceptual Framework

The conceptual framework addresses the objectives of this study as shown in Figure 1.1.

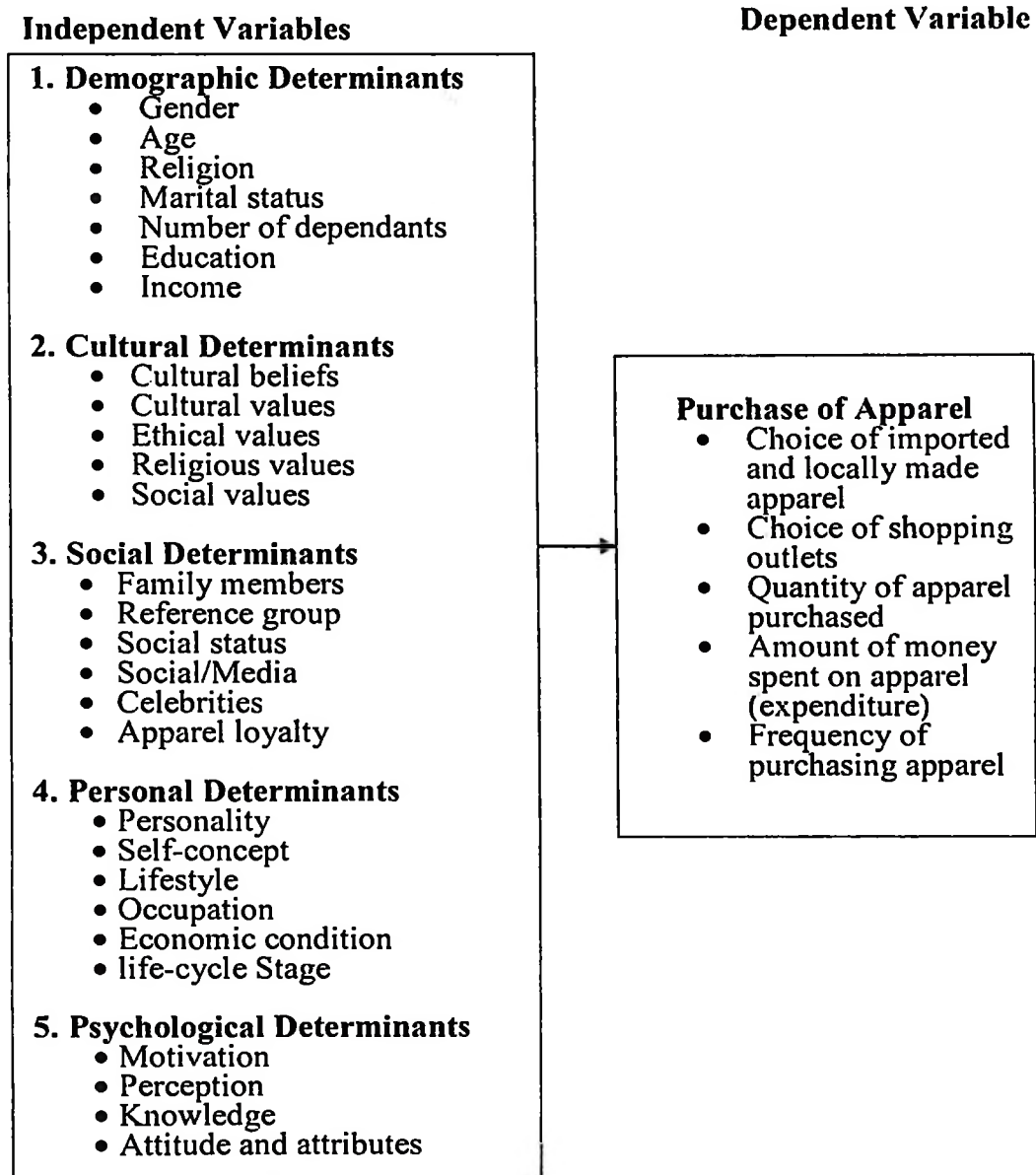


Figure 1.1: Behavioural Determinants and Purchase of Imported and Locally Made Apparel.

Source: Adapted from Engel *et al.*, (1968), Kotler and Armstrong (2012)

The conceptual framework in a form of a linear model was established to support the understanding of the outcome variable and how the predictor variables are directly related towards the purchase of apparel. The linear model was also applied by Dhiman, Chand and Gupta (2018) to support their findings. The framework encompasses independent and dependent variables. The

independent variables of this study included demographic, cultural, social, personal and psychological determinants.

Consumer demographic determinants were used to provide a brief profile of respondents in the study area and how they influenced the purchase of imported and locally made apparel. Demographics were used to determine how age, gender, education, occupation, income, religious affiliation, marital status and number of dependants affect the choice of imported and locally made apparel (Kumar, 2014; Anic & Mihic, 2015; Kumburu & Kessy, 2018). These variables were adapted from Kumar (2014), Anic and Mihic (2015), Kumburu and Kessy (2018) and modified to match with the objective of the study.

The study employed cultural, social, personal, psychological determinants and purchase of apparel from the Stimulus-Response model and the EKB Model to correspond with the study objectives (Gilbert, 1991; Kotler & Armstrong, 2012; Jisana, 2014; Stankevich, 2017; and Xu & Chen, 2017). Cultural, social, personal and psychological determinants were considered in this study as challengeable variables on how they influence consumers to secure imported and locally made apparel. However, understanding consumer behaviour is still a challenge, but focusing on individual determinants can heighten the purchase decision of imported and locally made apparel.

Based on cultural determinants, Durmaz (2014a), Singh (2016) and Akpan, (2016) noted that culture, subculture, and social class have an impact on the choice of apparel. The study cannot eliminate cultural determinants since they

provide consumers with a set of norms that guide them on clothing. Solomon *et al.*, (2013) and Gopesh, (2016), agree with Chegini, Molan and Kashanifar. (2016) that cultural determinants are solely encircled with consumers' sets of values, norms, traditions, ethics, perceptions, racial groups and social class that guide consumers on which apparel to consume. However, the study on which this thesis is based adapted and modified the variables to focus on cultural, ethical, religious and social values and see how each of these variables affects the purchase of imported and locally made apparel in the study area.

Concerning social determinants, the framework indicates that family, social roles and status, reference groups, apparel loyalty, media, social media, Word of Mouth (WoM) and celebrities provide consumers with social information on the choice of apparel (Kotler & Armstrong, 2012). Similarly, Kotler and Keller (2016) also indicated that social determinants inform consumers about the products. By integrating these variables, the current study used related variables including family members, reference group, social status, media and social media, celebrities, apparel loyalty as determinant factors that influence the choice of apparel. The aim of using these variables was to acquire consumers' information on how they affect the choice of apparel for future implementation.

Regarding personal determinants, Kotler and Armstrong (2012) and Jisana (2014) posit that consumers have their own personal attributes that affect the purchase decision of goods. Ramya and Ali (2016) assert that personal determinants are considered important due to individual preferences on the

choice of products. Kumburu and Kessy (2018) posit that consumers may prefer a product based on value given on the products.

However, the choice criteria may be affected by individuals' personality, lifestyle and economic situation. Others include occupation, and self-concept that may affect the purchase of apparel, but the variables were modified to match with the current study. Thus, the personal determinants in the conceptual framework are personality, self-concept, lifestyle, occupation, economic condition and life-cycle stage. These personal determinants that influence the purchase of imported and locally made apparel were examined.

To gain more insight on behavioural determinants, psychological determinants were also explored to determine how they influence consumers to purchase imported and locally made apparel. The importance of psychological determinants was linked with consumers' psychological set of mind to obtain individuals' satisfaction. According to Jisana (2014), consumers' attitudes, lifestyles, perception, preference, values, beliefs, learning and motivation were reflected in clothing. Therefore, the consumption patterns of apparel are entirely affected by these attributes. Since consumers have specific attitudes, knowledge and perceptual experience towards apparel, these attributes may affect the choice of apparel due to individuals' preferences.

Furthermore, Ratilla, (2016) noted that knowledge on apparel stand as a key factor to motivate consumers to purchase apparel due to psychological features of apparel attributes. Studying these determinants collectively may help

researchers to identify variables which significantly influence consumers to purchase imported and locally made apparel. The study focused on perception, knowledge, motivation and attitude as the psychological determinants.

The dependent variable of the study was purchase decision of apparel. According to Kotler and Keller (2016), consumers' response on the purchase of apparel focuses on choice of apparel (garment), choice of shopping outlets, quantity of apparel purchased, amount of money spent (expenditure) and frequency of shopping apparel. Regardless of consumers' response as indicated by Jisana (2014), Kotler and Keller (2016), the variables used in this study were modified to match with the specific objectives.

Hence, product choice, shopping outlet choice, purchase quantity, purchase amount (expenditure), and frequency of purchasing apparel were used as indicators of the dependent variable to determine how consumers purchased imported and locally made apparel. The modified variables which were obtained from the conceptual framework, show that there was a direct relationship between the independent and dependent variables.

CHAPTER TWO: LITERATURE REVIEW

2.1 Behavioural Determinants

Consumer as a beneficiary of different products purchases and utilises the products for intended purposes. The purchase of these products is influenced by behavioural determinants, namely demographics, cultural, social, personal and psychological (Blythe, 2013). These determinants influence economic development and are mutually interdependent (Kumar, 2014 & 2017; Roszkowska-Holysz, 2013). The behavioural determinants play a significant role in their action and inaction at every time of purchase (Dhiman *et al.*, 2018; Park & Lin, 2020).

According to Solomon (2013) and Mbugua (2017), consumer behaviour is influenced by behavioural determinants but marketers have little understanding of these determinants. This is because consumers come from diverse backgrounds which define their needs to purchase products (Solomon, 2013). Consequently, marketers face some challenges when consumers decide to purchase apparel due to individual difference based on the needs, preferences and interests on their behavioural determinants.

The demand for different needs, preferences and interests are associated with consumer demographics, cultural, social, personal and psychological determinants. Consequently, the research on which this thesis is based explored the behavioural determinants towards the purchase of apparel in view of a model that defines the Tanzanian consumers.

2.1.1 Demographic Determinants and Purchase of Apparel

Consumer demographic determinants (age, gender, religion, education, occupation and income) are inevitable (Alooma & Lawan, 2013). The consumers' demographic determinants change with their needs. This, in turn, affects the purchase decision (Iqbal, Ghafoor & Shahbaz, 2013; Roy, Boussie & Yuan, 2015). Different demographic determinants have been explored by various academic scholars based on their areas of research interest (Alooma & Lawan, 2013; Iqbal *et al.*, 2013; Vilčeková & Sabo, 2013; Rahim, Sulaiman, Chin, Arif & Hamid, 2017; Puška, Stojanović, Šadić & Bečić, 2018; Arangdad, Thoney-Barletta, Joines, & Rothenberg, 2019).

Although some of the studies documented from three to seven demographic determinants to explore the respondents' profiles (Alooma & Lawan, 2013; Anić & Mihić, 2015; Rahim *et al.*, 2017; Puška *et al.*, 2018; Arangdad *et al.*, 2019), these may not adequately explain the consumers' purchase of apparel. Hence, this study focused on demographic determinants, namely; gender, age, religion, marital status, number of dependants, education and income to better determine the variables that statistically significant influence the consumers' purchase of apparel in Dar es Salaam.

Age is a substantial predictor of consumers' apparel preferences. The consumers' age explains the level and nature of their needs and wants in their life-cycle stages (Kotler *et al.*, 2013). Consumers' age stands as a basis for their budget to purchase apparels (Chetioui, Benlafqih & Lebdaoui, 2020). In the field of apparel, there is no exact cut off point of age specific group

particularly for apparel consumption. This implies that studies on apparel consumption were focused on different age groups. However, the gap between age groups and the purchase of imported and locally made apparel is not fully explored.

For instance, Weber, Lynes and Young (2017) focused on consumers ranged from 15 years to above 65 years and Holmlund, Hagman and Polsa (2011) on those aged between 50 and 63 years while Lee, Damhorst, Lee, Kozar and Martin (2012) considered consumers aged 60 years. Further studies by Asif and Kaushik (2017) focused on consumers aged 18 years and above, and Rahman *et al.* (2018) limited themselves to consumers aged 18-33 years while Chetioui *et al.* (2020) focused on 18-40 years old consumers. The age categories are important for understanding the consumers' behaviour towards apparel purchases. Potgieter, Wiese and Strasheim (2013) revealed that young consumers (18-30 years) tend to be fashion and price conscious while most of the adult consumers above 41 years tend to be quality conscious and loyalty to the products. Given the Tanzania situation, the consumers' age categories above 18 years purchasing apparel for personal use is under researched.

Consumer needs and aspirations change with age and ultimately affect the decision making style to purchase the apparel products (Felix, 2015). With ageing, the purchase of apparel change (Iqbal *et al.*, 2013). The changes were reported by Kozar (2012) who pointed out the differences of purchase to consumers born between 1960 and 1978 (Generation X) and those born between 1945 and 1960 (Baby Boomers). Kozar noted that the consumers born

between 1960 and 1978 outspent consumers born between 1946 and 1957 in apparel consumption. The trend of apparel consumption was noticeable to Generation Y consumers (millennial consumers) born between 1979 and 1999 and young consumers born in 2000 (Mandhlazi, Dhurup & Mafini, 2013).

Mandhlazi *et al.* (2013) reported that generation Y consumers are more diverse, conscious, confident, independent and have positive attitude towards new experience of apparel consumption. Similar findings were reported by Chetioui *et al.* (2020) who pointed out that consumers at the age of 18 and 40 years are fashion conscious. Consumers' spending on the apparel consumption shrinks as the consumers become older with less priority to fashion, style and brand, using quality cue to purchase apparel products (Singh, Arya, Chauhan & Devi, 2019). Perhaps, older consumers may consider quality products due to accumulative and diversified option of apparel when they are exposed to various products. Stulec (2013) noted that older and male consumers purchase seasonal apparel products to fit their events unlike younger consumers and female consumers.

Young and female consumers are more concerned about apparel products but become less fashion conscious in their old age (Gupta & Pant, 2016). According to Jegethesan, Sneddon and Soutar (2012), young consumers aged between 18 and 24 specify high apparel preferences on price, brand, COO and style while they purchase the apparel products. Similarly, Siddiqui, Zaman and Zuberi, (2019) noted that consumers from 18 to 45 years showed high preference of branded apparel. On the other hand, Asif and Kaushik (2017)

also indicated that consumers aged 26 to 35 years preferred imported branded apparels.

It was empirically reported that young consumers were not price conscious; they consumed apparel according to the global fashion trends (Vilčeková & Sabo, 2013). Vilčeková and Sabo (ibid) further indicated that young consumers are not as much price conscious; they value high fashion apparels from imported products. There is a possibility of young consumers who have apparel experiences to be influenced by the brand image, fashionable products, colour, price, and diversity of products without considering the quality aspects. Sevtap, Deniz and Nisa, (2019) and Valaei and Nikhashemi, (2017) also noted that young consumers are likely to be influenced by peer groups to purchase branded apparel products.

Studies by Gupta and Pant (2016) showed that elderly consumers between 40 and 60 years were more conscious with price and sometimes opted for products offered through discount sale. At the same time, Singh *et al.* (2019) noted that older consumers faced some difficulties in purchase ready-made apparel from malls but they were comfortable with made-to-measure apparel (locally made). Due to physiological change of the body, older consumers may experience difficulty in finding apparel that can fit the body shape (Rahman & Yu, 2018). Size and fit attributes seem to be the most important criteria for elderly consumers to consider on the choice of apparel for personal use. However, the study did not establish the challenges of apparel size or fit from either imported or locally made apparel. A study by Vilčeková and Sabo (2013) revealed that

consumers aged above 50 years preferred locally made apparel products. Despite this reality, this thesis has different findings regarding information context from consumer demographics.

On the other hand, older consumers prefer to purchase apparel that provide physiological comfort of the body (Riungu, 2009; Rahman & Yu, 2018). It was also observed that older consumers pay attention to quality and durability of the products unlike young ones who are fashion conscious (Ying & Yao, 2006). There is a need to find out the consumers' age categories above 18 years who resemble the similar findings on the diversity of apparel consumption as reported by Jegethesan *et al.*, (2012), Vilčeková and Sabo (2013), Gupta and Pant (2016), Asif and Kaushik (2017) and Singh *et al.* (2019).

Gender is also an important aspect to the purchase of apparel products from the prospect that female consumers purchase more than male consumers (Rajput, Kesharwani & Khanna 2012; Rahman *et al.*, 2018). Female consumers enjoy shopping because it is taken as a pleasure and relaxing activity (Islam, Rahman & Hossain, 2014). Customarily, female consumers are purchasing agents of apparels in the family rather than male consumers (Babin, Murray & Harris, 2017). For instance, a study by Kukar-Kinney, Ridgway and Monroea, (2012) showed that 80 to 92 percent of purchasers were female consumers. The behaviour towards the purchase of apparel products seems to affect more females than males. It is possible to notice that female consumers have experiences as agents to purchase and pay for the products compared to male consumers.

In today's competitive market, the trend of male consumers as key purchasing agents is increasing like that of female consumers, particularly in different channels of shopping; yet, female consumers shop more compared to their counterparts when it comes to in-store shopping (Goswami & Khan, 2015). There is a clear appreciation that females enjoy shopping and are purchasing agents as noted by Islam *et al.* (2014a). However, the study considers female and male consumers as the purchasing agents of apparel products.

Roszkowska-Holysz (2013) contends that for female consumers to purchase products they compare and look for more information including price and fit and the decision to purchase becomes more complex which is different from males. Studies by Rajput *et al.* (2012) affirm that male consumers spend their income to purchase products as a prestige while Jegethesan *et al.* (2012) assert that females consider price rather than income before deciding to purchase the products.

A study by Wharton (2007) outlined that when there are any hurdles experienced by male consumers, they tend to withdraw from shopping compared to female consumers and ultimately their loyalty drops. Sinha, Banerjee and Uniyal (2002) argue that when consumers purchase apparel products, male consumers consider the proximity, ambience of the shops and the tendency to purchase the products. A major point for female consumers is that proximity is not a subject matter; to them, great emphasis perhaps is given to apparel attributes and adequate time to assess and purchase the products in shops. Kanjer, Shah and Bhatia (2017) add that female consumers go for

shopping and spend stretch time for searching and comparing items in store while male consumers want to use little time to be out of the store as soon as possible. The in-store shopping provides consumers with an opportunity of using different senses to determine the physical products attributes of their interest (Xu & Chen, 2017).

It is notable that, in various events of the year, monthly sales for female consumers are higher than those for male consumers (Nieves-Rodriguez, Perez-Rivera, Longobardi, & Davis-Pellot, 2017). For the case of special occasions, the author added that monthly sales of the apparel increase. In developing countries, the trend to purchase apparel products may also be the same or influenced by religious events or season of the year (Ghodsimaab, 2016). However, in this study the data on quantity and expenditure of apparel purchased was collected from November, 2018 to October, 2019, to cover special events and seasonality of appare purchases throughout a year.

According to Nieves-Rodriguez *et al.* (2017) men's apparel sales in developed countries increase in summer while for female consumers such sales increase in spring. The convergence of two scenarios indicates that both genders want to have new wardrobes related to the seasons of the year. Nieves-Rodriguez *et al.* (2017) explain that female and male consumers become fashion conscious and attentive to purchase apparel products in the annual as well as in special seasons or events, indicating that sales during these periods are good predictors of purchase the products. Based on the purchase status, this study captured the purchase of apparel across religious events, public holidays and seasonality to

cater for apparel expenditure for a period of one year which was yet to be explored in Dar es Salaam, Tanzania.

Religion is another important demographic determinant that allows an individual consumer to make decision on what to wear. Ghodsimaab (2016), in citing Delener (1994), Islam and Chandrasekaran, (2019) argues that “religion provides consumers with a set of structured beliefs that serve an individual as a code of conduct”. The consumers’ beliefs and values guide their behaviour and attitude to make choices of apparel products (Lawan & Zanna, 2013). Religion seems to be the basic component in the society that may shape or affect consumer decisions to secure apparel products. The culture in the society such as religion, social class and lifestyle influence individuals’ behaviour, on what apparel products to purchase (Haque, Anwar, Yasmin, Sarwar, Ibrahim & Momen, 2015). Therefore, decision to select, purchase and use is related to religious affiliation. However, the selection of apparel may also be influenced by individual social class and or ethnic background.

Lawan and Zanna (2013) assert that the purchase of a particular kind of apparel focuses on the core beliefs and values which shape behaviour and attitude of consumers in their daily life. A study by Ghodsimaab (2016) showed that, in some religious affiliation, consumers consider their beliefs and values when they purchase apparel. Ghodsimaab (2016) and Islam and Chandrasekaran (2019) added that consumer behaviour toward apparel products is also influenced by the religious calendars in celebrating their events. It is, therefore

likely to find that Christmas, Easter and Ramadan are high purchase seasons of apparel products.

The choices to purchase imported and locally made apparel are also affected by consumers' education, occupation, income as well as social status (Akareem, Newaz & Faruquee, 2012; Ramya & Ali, 2016). Notably, knowledge, preference, and decision to purchase apparels increase with consumers' levels of education (Anić & Mihić, 2015). However, the preferences to purchase apparel increase as consumer's purchasing power increases. Srinivasan, Srivastava and Bhanot, (2015) noted that education is a determinant tool that influences consumer purchase decision of imported and locally made apparel. According to Srinivasan *et al.* (2015) therefore, the more educated consumers are, the more they are likely to be free on decision making.

Omar, Nazri, Osman and Ahmad, (2016) argue that a well knowledgeable person is a more global-minded consumer. The educated consumers seek more information, are ready to pay for quality products and discriminate themselves on where to shop. The study on which this thesis is based focused on consumers of different educational backgrounds to examine their purchase of imported and locally made apparel. However, differences in education may not give consumers choices to purchase imported and locally made apparel without integrating other demographic determinants.

The location of residence and the shopping outlet choice have also an impact on purchase of apparel. The decision to purchase apparel is determined by

locations and distance from residence to malls, shops and or market centres (Islam, Islam, Azim-Abu, Anwar, & Uddin, 2014b). Notably, some researchers have recognised that the choices of malls, shops and markets are motivated by locations (Sinha *et al.* 2002; Islam *et al.* 2014b). A study by Holmlund *et al.* (2011) reported that adult female consumers prefer store location for ease of access, parking facilities included. To that end, Kumagai and Nagasawa (2017) consider apparel shops and malls operating in high status locations to provide quality products. These attract more consumers who prefer classic products which in turn increase the sales of such products (Islam *et al.*, 2014b). Similarly, the social environment determines the nature of consumers, the kind of shops, and types and quality of apparel available in the environment.

Income is considered to be “superior to other micro-economic determinants of purchasing behaviour” (Roszkowska-Holysz, 2013). As consumers’ incomes increase, they become apparel conscious and the purchase of quality and luxurious products increases too (Husic & Cicic, 2009). Lawan and Zanna (2013) assert that consumers’ incomes determine the type and quality of a product to purchase. Consumers’ lifestyle is also affected by the level of income (Roszkowska-Holysz, 2013). It seems that increase in income results in an increase in consumer spending. Despite income of consumers, some may make choices of apparel based on apparel attributes and other personal reasons.

In view of marital status, consumers are likely to purchase apparel to fulfil their personal aspirations. Srinivasan *et al.* (2015) posit that consumers from different marital backgrounds can have different tastes on the choice of apparel

to purchase. Ramprabha (2018) adds that demographic determinants such as marital status and family size have great influence on the choice of retail store where to purchase goods, but their study was focused on female consumers. However, the choice of retail store and time spent on shopping can be perceived differently for consumers of different marital statuses.

Alooma and Lawan (2013) indicate that marital status affects consumers' purchasing behaviour, but it influences decision making processes on the choice of products due to individual requirements. Lee and Hwang (2019) reveal that unmarried consumers tend to be more independent, free to make choice and are interested in apparel and fashion trends. Indeed, unmarried consumers may not be similar on the choice of imported and locally made apparel because of interests and different tastes and preferences of apparel.

2.1.2 Cultural Determinants and Purchase Decision of Apparel

Consumer behaviour largely depends on cultural determinants, such as cultural values, belief, and social class (Yakup, Mücahit & Reyhan, 2011; Akpan, 2016). These determinants have an impact on consumer behaviour about the product choices (Singh, 2016). Apparel is one of the aspects that are valued by consumers in the society (Solomon *et al.*, 2013). Durmaz (2014a) argues that culture is an integral part of peoples' life and a key determinant of consumers' wants and behaviour.

An individual can acquire a basic set of values, norms, apparel preferences, perception, and behaviour through socialization (Jegethesan *et al.*, 2012;

Chegini *et al.*, 2016). These values serve as a leading factor that shape consumers' decision making, choices, preferences and behavioural patterns of individuals (Kankanamge & Dinesha, 2014; Korath & Urgessa, 2016). Similarly, Singh (2016) opines that any changes in apparel may also influence consumer preferences. Based on an individual's preferences, marketers require gaining consumers' insights on cultural determinants, purchasing patterns, seasonal purchases and marketing trend of apparel.

Consequently, consumer preferences and cultural values in today's marketing are unarguable (Koca & Koc, 2016). Inevitably, culture may become important when there is an option to purchase apparel. Hence, it is utmost important to assess the influence of consumer cultural determinants on purchase of imported and locally made apparels in Dar es Salaam, Tanzania.

Consumers' religious affiliation, nationality as well as racial groups have also an influence on purchase decision (Ramya & Ali, 2016). Since culture makes an important segment in the market, consumers may purchase products tailored to the needs of their culture. Religion is an enduring pillar in the society, which influences an individual consumer in each aspect of his or her attitude, lifestyle, habit, behaviour and beliefs (Haque *et al.*, 2015; Ghodsimaab, 2016). Although cultural determinants has a substantial influence on what consumers select and purchase in relation to products (Haliru, 2013 & De Mooij, 2019), in Tanzania, this area is not yet explored in relation to purchase of apparel.

2.1.3 Social Determinants and Purchase Decision of Apparel

Kotler and Keller (2016) stated that social determinants play a significant role to influence consumers to purchase different products. These determinants comprise of social status, reference groups, apparel loyalty, store patronage, family members, friends, colleagues, neighbours, social media and celebrities (Asare, Ibrahim, & Kwesi, 2016).

Family members have a greater influence on consumer behaviour regarding purchases, but reference groups such as friends, colleagues, neighbours, celebrities and others outside the family have a greater power to induce the purchase decision (Cetină, Munthiu & Rădulescu, 2012; Gurunathan & Krishnakumar, 2013). Sevtap *et al.* (2019) opined that young consumers are also likely to be influenced by peer groups to purchase apparel.

Social role and status have a significant impact that can affect consumer behaviour on purchases decision of apparel (Tan, Teoh, Tan, Teo & Tan, 2013; Durmaz & Durmaz, 2014). Consumers' social roles and statuses are interconnected to their ranks in the society which in turn affect the purchase of various things (Yurchisin & Johnson, 2004; Koç & Ceylan, 2012). Consequently, the study on which this thesis is based focused on how social status influences the level of purchase of imported and locally made apparel.

Apparel loyalty means the extent to which consumers show greater knowledge, interest and awareness of apparel (Nandini & Jeevananda 2012; Khan, 2013; Naderi, 2013). A study by Kumar, Khan and Kesharwani, (2019) documented that apparel loyalty has an effect on consumers as well as their purchase

decision. Although apparel loyalty was studied by Kumar *et al.* (2019) and Khan, (2013), still there is limited research on social determinants that focus on purchase of imported and locally made apparel.

Store patronage is a social environment that serves as an outlet that brings diverse customers together for shopping. Mckinney, Legette-Traylor, Kincade and Holloman, (2004), Sadachar (2014), and Liang and Xu (2018) indicate that due to individual preferences, consumers are not bound to select where to purchase apparel. However, this finding did not identify a specific outlet for shopping. Hence, the study on which this thesis is based identified four areas for the shopping outlets, namely; shopping malls, boutiques and apparel shops, locally made apparel shops and second-hand apparel markets.

The use of various media such as electronic-tools, advertisements, superstar, newspapers, television, radio and magazines creates awareness that promotes apparel (Singh, 2016). Also, social media (facebook, Twitter, WhatsApp, Instagram) help to broadcast various types of apparel (Goldsmith & Clark, 2008; Jha & Balaji, 2015; Hanaysha, 2018). An emotional attachment to purchase apparel is enhanced by media, social media as well as WoM (Rajagopal, 2011; Kimmel & Kitchen, 2014; Chiosa, 2014). The more consumers are exposed to media that broadcast apparel (newspapers, television, radio and printed matter) the more they engage in purchasing apparel (Asare *et al.*, 2016). If consumers get relevant information from reference groups, social media and celebrities they are likely to have diverse sources of information that may influence their purchase decision. Therefore,

there was a need for the study to assess the influence of social determinants as tools to enhance the purchase of imported and locally made apparel in Tanzania.

2.1.4 Personal Determinants towards Purchase Decision of Apparel

Personal determinants such as occupation, economic situation, personality, self-concept, lifestyle, and life-cycle stage have strong power to influence consumer behaviour (Rehman, Yusoff, Zabri & Ismail, 2017). The existence of these determinants influences consumers to behave contrarily from time to time while purchasing products (Mbugua, 2017). As circumstances change, the consumer preferences change and the changes are influenced by personal determinants; this affects the purchase of apparel (Rani, 2014).

Similarly, the consumption of apparel varies among consumers with respect to their income and occupational roles (Tekin, Yiltay & Ayaz, 2016) while consumer personality portrays consumer's character when purchasing products (Khaniwale, 2015). Ekhlasi, Nezhad, Far and Rahmani (2012) reveal that consumers with certain personality prefer products that suit their personality. Further, a study by Suyanto, Sugihartati, Hidayat and Subiakto, (2019) indicates that consumer's lifestyle is a reflection of their personality, their outlook, values, beliefs, attitudes, behaviour as well as the consumption pattern of imported and locally made apparel. Due to these aggregate factors, different lifestyles may generate different behaviours when consumers purchase products.

Khetan (2020) posits that consumers go through different stages in their life-cycles which influence their purchase decisions. For instance, young singles, young newly-wed, adult single, married couples, unmarried and elderly at each stage may have different choices of apparel that are influenced by their life-cycles (Singh, 2016; Bansal & Dewan, 2017). The supply of appropriate apparel at each stage of their life-cycle is essential to capture consumers' attention. Additionally, self-concept is another factor that affects consumer behaviour by dressing to portray his/her self-image; this is reflected in consumers' purchase identity (Rehman *et al.*, 2017). Since consumers have different personal determinants towards the product, the purchase of apparel may also be affected in different ways (Khaniwale, 2015).

Consumer's economic situation is also an important variable on the choice of products (Koç & Ceylan, 2012). Rani (2014) posits that it is not easy to control the economic situation of consumers, but it is important for the marketers to supply products that can meet consumers' needs at different levels of income. Studies by Koç and Ceylan (2012) focused on socio-economic status of consumer in other products. This thesis integrates consumers' economic situation and personal determinants to examine decisions about the purchase of apparel in Dar es Salaam, Tanzania.

2.1.5 Psychological Determinants and Purchase of Apparel

Psychological determinants such as motivation, perception, knowledge, attributes and attitude influence consumers' purchase decisions of apparel (Skrudupaitė, Virvilaitė & Kuvykaitė, 2006; Durmaz, 2014b). Consumers may

choose a particular kind of apparel due to psychological determinants (Mbugua, 2017). Lichev (2017) noted that psychological determinants bring differences in purchase of apparel. To a greater extent, psychological determinants play a significant role in the consumer's mind which ultimately affects the purchase decision.

For instance, Rani (2014) posits that motivation involves the inner feeling that drives consumers to satisfy their needs through the purchase of the intended products. Consumers' needs, according to the Theory of Motivation by Abraham Maslow, are arranged in pyramid levels from the very basic needs to the higher level needs (Dumaz, 2014b). According to Maslow's hierarchy of needs, consumers are extrinsically or intrinsically motivated to purchase apparel at any point in time. Further, Abraham Maslow considers apparel as one of the most important physiological needs (Cham, Ng, Lim, & Cheng, 2018). In this case, motivation was part of the psychological determinants to figure out consumers' desire to purchase apparel.

Information which consumers receive, select, organize and interpret aids them to make purchase decisions (Rani, 2014). Through the purchases, consumers can perceive products differently due to attention, interpretation and retention given to the products (Kotler & Armstrong, 2012). This shows that a consumer's mind is shaped by what it perceives to be good. Yakup and Jablonsk (2012) posit that consumers' thoughts and practices are usually shaped by prior knowledge. Knowledge obtained by consumers through purchases of good products may result from repurchase and influence of others

to purchase similar products (Ratilla, 2016). Hence, there is a need to assess the extent to which consumers' prior knowledge influences purchase decisions of imported and locally made apparel in Dar es Salaam, Tanzania.

Blythe (2013) indicated that consumers may have a positive or negative attitude towards apparel products. However, the attitude to purchase apparel cannot be directly observable, but it is inferred from consumers' behaviour from impetuous evaluative reactions (Njuguna, 2015). However, consumer attitude towards imported and locally made apparels is connected to a psychological set of consumer's mind (Babu, 2016). The minds affect the thinking and feelings which in turn stimulate consumers to believe in the state of quality of particular products regardless of other attributes.

Fishbein's Attitude Model portrays consumer behaviour to purchase apparel with respect to various attributes (Ramdhani, Alamanda & Sudrajat, 2012). Studies by Wang and Heitmeyer (2006) found that there is a positive attitude towards the purchase of imported apparel with respect to apparel attributes among young Australian consumers. But the above studies focused mainly on the usefulness of product attributes to examine consumers' attitude to purchase products. The study results may not be consistent with those from consumers of Dar es Salaam in the Tanzania context. To understand consumers' attitude to purchase products is simply a measure of individuals' attitude towards the products. Therefore, for this thesis, influence of psychological determinants on purchase decision of imported versus locally made apparel in relation to

apparel attributes among Dar es Salaam consumers in Tanzania was determined.

Based on apparel attributes, Beaudoin, Moore and Goldsmith (2000) revealed that quality, price, good fit, durability, comfort, ease of care, colour, fashionableness appropriateness for occasion, brand name, styles, and attractiveness as apparel contribute to the purchased apparel. Moreover, North, De Vos, and Kotze, (2003) added that apparel attributes are perceived differently by different consumers when purchasing apparel. Due to consumers' attitudes, interests, and preferences towards apparel, they tend to compare and contrast apparel based on quality, price, brand names, and other related attributes in relation to their need. Jin and Bennur (2015) revealed that not all apparel attributes are equally important, but also it is not known which attributes contribute more than others towards the choice of apparel. The study in which this thesis is based explored fourteen apparel attributes to explore which attributes are considered important and how they contribute towards the purchase decision of apparel.

2.2 Purchase of Imported and Locally Made Apparel

Literature on consumer behaviour towards purchase of imported and locally made apparel has been generated by different scholars; for instance, Lee, Phau and Roy, (2012), Mandhlazi *et al.* (2013), and Nyarunda (2016). Quartey and Abor (2011) indicated that consumers showed a high preference for imported products. The diverse range of apparel produced globally motivates consumption behaviour of imported and locally made apparel (Tan *et al.*,

2013). The preferences to purchase imported to locally made apparel vary among consumers as well as different products categories. However, there is an enormous diversity of young consumers who prefer imported apparel to locally made apparel. It is worthwhile to study imported and locally made apparel using different age categories of consumers to examine the purchase decisions.

Florent *et al.* (2014) indicated that the status of consuming imported products is increasing due to diversities of emerging new apparel. Kamenidou, Mylonakis and Nikolouli (2007) showed that the purchase of imported apparel persists due to qualitative attributes of the imported apparel. Rayman, Burns & Nelson (2011) asserts that if the apparel provides the best quality and fulfils the consumers' needs, consumers will increase attachment with similar apparel attributes. None of the above studies examined culture, personal, psychological, social and demographics in relation to apparel attributes.

Friedman, Bartier, Lown & Hopwood (2016) further itemized that, choices for imported and locally made apparel, quantity and price are important criteria to purchase apparel. This may give the marketers' directions as to what, where, how and why consumers prefer certain products. Consumers may feel a sense of enjoyment to purchase well-tailored apparel and when they find a convenient outlet to purchase apparel (Makopo, de Klerk and Donoghue 2016; Mondal, Mall, Mishra, & Sahoo, 2017). For instance, shopping outlets may aid consumers to interact physically with the apparel as well as the use of the human senses (Xu & Chen, 2017). While purchasing apparel is inevitable, there is a need to understand consumers' purchase decisions and their

The study on which this thesis is based fills the identified research gap and provides a model that best guides consumers on purchase of imported and locally made apparel. The study analyses how demographic, cultural, social, personal and psychological determinants are associated with purchase of imported apparel as well as locally made apparel among consumers in Dar es Salaam City, Tanzania.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

The study employed a cross-sectional analytical design. This design aimed at assessing associations between imported and locally made apparel in a sample drawn from the population of Dar es Salaam consumers at only one point in time (Kesmodel, 2018; Wang & Cheng, 2020). All data were collected only once but covered the whole spectrum of the year. This helped to ensure all effects of seasonality in terms of income, cycles of the year, festival seasons. quantity, frequency and expenditure of apparel purchases were captured (Appendix C₁). The design was appropriate because the study was concerned with collection of data from a large number of a sampled population within a short time and is cost-effective (Cohen, Manion, & Morrison, 2011; Creswell, 2014; Rose, Spinks & Canhoto, 2015).

3.2 Measurement of Variables

The measurement of variables such as independent and dependent variables was operationalised based on the literature reviewed (Appendix F).

3.2.1 Independent Variables

The independent variables for the study were demographic, cultural, social, personal and psychological determinants (Appendix F).

3.2.1.1: Demographic Determinants

The demographic determinants were measured based on gender (male or female); age (above 18 years old); religion (Christian, Muslim, Hinduism,

Buddhism, Indigenous, non-religious, and others); marital status (married and unmarried), number of dependants (0; 1-3; 4-6; 7-12), education (informal education to postgraduate studies) and income (below 100,000/= to over Tanzanian shillings 1,000,000/= per month). Respondents were required to select the appropriate response among alternatives.

3.2.1.2: Cultural Determinants

Cultural determinants included cultural values and beliefs, ethical values, religious values and social values. Respondents used a five-point Likert scale ranging from five, Strongly Agree (SA) to one, Strongly Disagree (SD) to code on how cultural beliefs and values influence purchase of apparel. The five-point Likert scale is suitable in this study because it is simple, easier and quicker to provide comprehensible responses without confusing participants and has quality and high rate of response (Dolnicar, Grun, Leisch, & Rossiter, 2011; Willits, Theodori & Luloff, 2016).

3.2.1.3: Social Determinants

Social determinants included family, reference groups, apparel loyalty, media/social media and social status and celebrities. A five-point Likert scale was used ranging from 5 (Strongly Agree) to 1 (Strongly Disagree) to code consumers' responses.

3.2.1.4: Personal Determinants

Personal determinants included personality, self-concept, occupation and economic conditions, lifestyle and stage in the life-cycle. The variables were

measured using a five-point Likert scale ranging from 5 (Strongly Agree) to 1 (Strongly Disagree) to code consumers' responses.

3.2.1.5: Psychological Determinants

Psychological determinants included perception, motivation, knowledge and attitude. These were measured using a five-point Likert scale ranging from 5 (Very Important) to 1 (Very Unimportant) to code consumers' responses.

3.2.2 Dependent Variables

Purchase of apparel was the dependent variable for this study. The status of consumer's response was measured by selecting appropriate response from the choice of apparel, choice of shopping outlets, the number of apparel purchased, the amount of money spent (expenditure) and frequency of purchasing apparel (Appendix F).

The choices of apparel were measured by selecting either imported apparel (imported new apparel and second-hand apparel) or locally made apparel (tailor-made and locally ready-made). Respondents were also required to estimate the number of apparel pieces (pair of trousers, a pair of shorts, shirts, t-shirts or polo shirts, suits, abaya, pullovers, blazers, tops (e.g. blouses), dresses and skirts) purchased for a period of one year. This includes the quantity of apparel purchased; per week, monthly, biannually and annually.

The shopping outlets were identified by selection the main shopping outlet used to purchase apparel among alternatives (shopping malls, boutiques and apparel shops, tailor-made apparel shops, locally ready-made shops and

second-hand apparel markets). The purchase amount required respondents to estimate the amount of money spent per month and per year to purchase imported and locally made apparel from ten identified apparel pieces. Regarding the frequency of purchasing apparel, respondents were required to tick the frequency to purchase imported and locally made apparel in the table provided from weekly, monthly, once, twice, thrice, fourth a year or yearly.

3.3 Study Area

The study was conducted in Dar es Salaam, Tanzania (See Appendix E). The rationale for the choice of Dar es Salaam as the study area is that it is a business hub of fashion with the highest number of shopping malls, boutiques and apparel shops, tailor-made apparel shops and second-hand apparel markets which deal with adult unisex, males' and females' apparel (Owens, 2014; Africa, 2016). Also, Dar es Salaam has a fast-growing and heterogeneous population which has the largest number of employees that may have different tastes in fashion apparel (TNBS, 2015).

The population of Dar es Salaam city has a substantial percentage of consumers with high income to spend on apparel (WBG, 2015). Statistically, the population of Dar es Salaam is about 10% (4,364,541) of the total population 100% (43,625,354) of Tanzania mainland (TNBS, 2012; Worrall, Colenbrander, Palmer, Makene, Mushi, Mwijage, Martine & Godfrey, 2017).

3.4 Target Population

The target population for this study was male and female consumers aged above 18 years who purchase apparel for personal use. They purchase apparel in malls, boutiques, locally tailor-made apparel shops, locally ready-made apparel shops and second-hand apparel markets in three oldest administrative districts of Dar es Salaam City (URT, 2013). This population can legally work from the age of 18 years onwards (Leyaro, Kisanga, Wright, Barnes & Mpike, 2015). The assumption was that due to its purchasing power this category is attractive because of the capacity to earn income, and they can make decision using their own income to purchase apparel.

3.4.1 Inclusion Criterion

The study included natives, both male and female consumers of Dar es Salaam above 18 years old purchasing imported and locally made apparel for personal use for a particular time of data collection.

3.4.2 Exclusion Criterion

Consumers below 18 years were not included in this study since they might not have adequate purchasing power, although, this group of young consumers could decide on the choice of the kind of apparel with the help of their parents. Participants who did not give their consent and visitors were excluded from this study. Because of the nature of Dar es Salaam city, many Tanzanian citizen from other regions visit the city and others come and do business including purchasing of apparel. Therefore, it was necessary to find out whether the respondents were the resident of Dar es Salaam or not. A screening

questions were used to confirm their residence. Non-residents were excluded from the study. The first question in the questionnaire required respondents to indicate whether a resident or non-resident of Dar es Salaam. The exclusion criterion for visitors was captured in Section A of the questionnaire. This was because of the limited exposure to shopping outlets of imported and locally made apparel as this could restrict decision making to purchase apparel.

3.5 Sampling Techniques

The study employed the clustering, purposive and systematic random sampling techniques for selecting shopping outlets and the respondents (Creswell, 2014; Kothari, 2014). The use of clustering sampling technique is suitable because it is difficult or unfeasible to collect a list of consumers comprising the study population (Creswell, 2014; Njuguna, 2015). For clustering, a list of different administrative districts (Appendix E) and their population size by locations were obtained from the Tanzania National Bureau of Statistics (2012). The clusters were based on each administrative district showing the sample size of consumers and their distributions by location and sex (Appendix H). The second stage was done by clustering shopping malls, boutiques and apparel shops, tailor-made apparel shops and second-hand markets from each district as obtained from Business Registrations and Licensing Agency (BRELA) in Dar es Salaam City.

Purposive sampling technique was used to select shopping outlets from each administrative district (Kothari, 2014; Sarstedt, Bengart, Shaltoni & Lehmann, 2018). A shopping mall with at least twenty-five shops, tailor-made apparel

shop with a capacity of at least fifty customers per week and second-hand market with at least fifty stalls for selling apparel were selected for the study. The shops and stalls included in this study involved those selling adult unisex, as well as females' and males' apparel. Pre-visit of shopping outlets was done to conduct an interview to shop owners or retailers about an estimate number of customers purchasing apparel per week including weekend. This helped the researcher to include shopping outlets that meet the criterion and ignore outlets that did not meet the standard.

A systematic random sampling technique was used in each shopping mall, boutique and apparel shop, tailor-made apparel shop and second-hand apparel market in selecting consumers at the outlets of the main entrance. Every 3rd person exiting a shopping mall, tailor-made apparel shop and a second-hand apparel market who came out with a shopping package was selected and requested to devote time to respond to the questionnaire.

Proportionate allocation was used to distribute the sample size of 422 participants among the districts as shown in Appendices G and H. Male and female participants were distributed equally from each sampled population (Appendix H). This helped to ensure the results would not be skewed as well as to obtain a diverse range of consumers' knowledge, preferences, interests and experiences from the malls, shops and markets with their similarity in purchasing characteristics. Proportionate distribution of respondents was also utilised by Kusumawaty (2016), Njuguna (2015), Thakur and Lamba (2013) in their studies. Due to cultural orientation, religious affiliation could not be

considered in sample size determination because of its sensitivity and paranoia. However, this together with economic status and occupation were all captured in the questionnaire.

Purposive sampling was used to select respondents for semi-structured interviews. The interviewees were purposively selected from each identified shop/stall to participate in semi-structured interviews based on information given from the questionnaire and their willingness of their participation. The semi-structured interviews were guided by the research objectives one, two and three. A total number of twelve (12) participants were enough for the study to acquire adequate information whereby four (4) participants were obtained from each outlet to ensure an equal representation (Bryman, 2012). The participants were considered to be representative for each outlet because in qualitative information it is not about the number of participants but the depth of information to be obtained through carefully designed interview (Dworkin, 2012). Using twelve participants in this study is in line with Guest, Bunce and Johnson (2006) who argue that “twelve interviews suffice for most researches when they aim to discern themes concerning common views and experiences among participants”. Moreover, using twelve interviewees was not far from what Mason (2010) and Bryman (2012) examined in qualitative research studies.

3.6 Sample Size

The desired sample size (n) of the population used was determined using Cochran's formula as described by Cochran (1963); Saunders, Lewis, and Thornhill, (2012).

$$\text{Cochran's formula for infinite population: } n = \frac{z^2 * p * (1-p)}{e^2}$$

Where:

n = the desired sample

z^2 = standard normal deviate value (at 1.96 corresponding to 95% Confidence Interval)

e = the acceptable margin error (set at 5%) expressed in decimal point *i.e.* 0.05.

The proportion of 50% of the population to purchase apparel was used and set at the decimal point, $p = 0.5$ to compute the minimum sample size as applied by Ndesaulwa, Kikula and Chao (2017) and also to have the reasonable sample size (MacFarlane, 1997; Bartlett, Kotrlik & Higgins, 2001; Taherdoost, 2016).

$$= \frac{(1.96)^2 * 0.5(1-0.5)}{(0.05)^2}$$

The computed sample size was 384, but 10% of that number was added to accommodate for attrition and unforeseen responses to make a total sample size of 422. The total sample size comprised 206 (49%) male and 216 (51%) female respondents after the addition of 10% of the respondents (Appendix H) (Creswell 2014). The sample size was also in line with Krejcie and Morgan (1970) who argue that a 422 sample size is suitable when the population has

characteristics of million people and above with a confidence of 95 percent and a margin error of 5 percent.

3.7 Research Instruments

An administered questionnaire and an interview schedule were used for primary data collection to capture more complex and richer data. They were administered in the field to gather consumers' information regarding purchase of apparel. The questionnaire comprised both open and closed-ended questions (Appendix C). This instrument was suitable for gathering quantitative data, cost-effective and flexible (Zohrabi, 2013).

A semi-structured interview was used to collect qualitative data from primary sources to support and enrich quantitative results. A semi-structured interview schedule consisting of open-ended questions was used to cover specific objective one and two. The focus of the semi-structured interview was on gaining knowledge on the purchase decision of imported and locally made apparel. The open-ended questions allowed consumers to give their own opinions and experiences on imported and locally made apparel. The questionnaire and the semi-structured interview schedule were developed in English and translated into the Swahili language for easy understanding and filling (Appendix D). The filled in questionnaire copies were later re-translated back into English while the semi-structured interviews were transcribed in English. All necessary adjustment was made to meet the differences between the two versions used.

3.8 Pre-testing of Instruments

The pre-testing of the research instruments was done to ensure appropriate question content, wording and sequencing (Creswell, 2014). Fifteen participants be included in pre-testing; five for shopping malls, five for tailor-made apparel shops and five for second-hand apparel markets (Perneger, Courvoisier, Hudelson & Gayet-Ageron, 2014). The purpose of pre-testing was to ensure efficiency in capturing more complex and richer data. Pre-testing also helped to estimate the time required to administer the questionnaire. The participants in pre-testing were not included in the main study nor in the final findings.

3.9 Validity and Reliability of Instruments

The validity of an instrument refers to the degree to which the instrument tests what it is supposed to measure (Kothari & Gaurav 2014). The questionnaire was subjected to content as well as face validity. Four experts in the subject area, two in consumer behaviour and two in fashion design and marketing were consulted to cross-check the validity of the instrument to ensure consistency with the study objectives. Test-retest was used to compute the reliability of the instrument using the Cronbach's Alpha (α) test (Burns & Bush, 2010). Test-retest helped the researcher to measure the degree of consistency of the questionnaire, between multiple measurements of a variable to determine the extent to which the instrument was error-free and yielded the same results on repeated trials (Polit & Hungler, 2013). A question which yielded a Cronbach's Alpha value ≥ 0.70 for each of the subsection was acceptable for the research instrument (Tavakol & Dennick, 2011).

The reliability test of the entire instrument was computed based on the consistency of items. The results and summary are presented in Table 3.1.

Table 3.1: Cronbach's Alpha Reliability Statistics

| Variable | Number of items | Reliability | Remarks (Above 0.7) |
|----------------------------|------------------------|--------------------|----------------------------|
| Demographic determinants | 8 | 0.712 | Reliable |
| Cultural determinants | 22 | 0.803 | Reliable |
| Social determinants | 42 | 0.928 | Reliable |
| Personal determinants | 30 | 0.842 | Reliable |
| Psychological determinants | 57 | 0.84 | Reliable |
| Overall reliability | 159 | 0.936 | Reliable |

The results showed that the Cronbach's Alpha for demographic determinants was 0.712, and 0.803 for cultural determinants, while it was 0.928 for social determinants, 0.842 for personal determinants and 0.84 for psychological determinants. The computed Cronbach from each variable was above 0.7, which is the threshold. The overall Cronbach Alpha for all the independent variables was 0.936. This implies that all the variables were relevant for the study.

3.10 Data Collection Procedure

Prior to data collection from the field, permission (Appendix B₁) was sought from respondents by the researcher before administering the questionnaire. The research instrument was administered by the researcher and two research assistants. The assistants were graduates with a Bachelor of Science in Family and Consumer Studies with background knowledge in textile and apparel from Sokoine University of Agriculture. They were trained for two days by the researcher on how to administer the questionnaire as well as on ethical issues during data collection. A semi-structured interview was led by the researcher

due to knowledge of the key areas to probe for adequate information. The research assistants were involved in the interview to tape-record and write notes under respondent's consent. From each identified shopping outlet, 4 participants were selected based on adequate information provided in the questionnaire and asked voluntarily to participate in the interview. Upon agreement date, time and location were fixed together for the conveniences of the interviewees until the required number of 12 participants. This was done to all identified outlets. Four participants, two males and two females were selected from each outlet, namely shopping malls, locally tailor-made apparel shops and second-hand apparel markets to participate in the interview session.

During the data collection period, the researcher administered questionnaires to the consumers. Each consumer accepted to fill in a twelve pages questionnaire for about an hour upon his or her consent. The questionnaire was filled out on the spot at the main outlets of the selected malls, shops and markets and they were collected on the same day. Clarification and help were given to respondents where necessary while filling in the questionnaire copies. Administering of the questionnaire continued at each sampled outlet until the required number of 422 respondents was obtained. For convenience and ease of responding, the questionnaire was administered daily for two months.

3.11 Data Analysis and Presentation

This section describes the analysis and data presentation of the variables studied.

3.11.1 Data Analysis

Quantitative data were analysed quantitatively by both descriptive and inferential statistics using IBM-SPSS based on the objectives of the study. Descriptive statistics were used to summarize and present data using frequencies, percentages, proportional averages, proportional standard deviations (PSD), and the proportional standard errors (PSE), confidence interval for interpretation of the data. Inferential statistics for quantitative data from the sample were used to compare groups and make inferences about the population studied using hypotheses tests, confidence intervals, Anova, correlation and regression analysis to make judgement of the studied variables (Table 3.2). To compare frequencies of categorical variables, Pearson's chi-square test was used, however, when chi-square condition violated, Fisher's chi-square test was used. This applies when the expected value was less than 5. In addition, when there were significant variables for more than two categorical levels, chi-square post-hoc test was used.

For qualitative analysis, data from the completed semi-structured interview schedule copies were transcribed, cleaned and checked for legibility, and uniformity of responses to correlate with other items.

Table 3.2: Summary of Research Objectives, Hypotheses and Statistical Tools

| Sn | Objectives | Hypotheses (H ₀) | Statistical Tools |
|-----|---|---|---|
| i | To determine the consumers' demographic determinants that influence purchase of imported and locally made apparel among consumers in Dar es Salaam. | | Descriptive statistics (frequencies and percentages) Crosstabulation (Chi-square) |
| ii | To determine how consumers' demographic determinants influence the choice of apparel (imported or locally made apparel) in Dar es Salaam. | H ₀₁ : There is no significant relationship between consumers' demographic determinants and the choice of imported or locally made apparel among consumers in Dar es Salaam. | Binary logistics regression The hypothesis was rejected at P -value \leq 0.05 significance level |
| iii | To establish the consumers' purchase decision characteristics of the choice of apparel. choice of shopping outlets, quantity, amount of money spent (expenditure) and frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam | | Descriptive statistics (Frequency and percentage) |
| iv. | To determine the behavioural determinants that influences the choice of imported and locally made apparel among consumers in Dar es Salaam. | H ₀₂ : There is no significant relationship between behavioural determinants and the choice of imported or locally made apparel to be purchased among consumers in Dar es Salaam | Proportional averages, proportional standard deviations (PSD), and the proportional standard errors (PSE). Thematic analysis and binary logistic regression. The hypothesis was rejected at P -value \leq 0.05 significance level |
| v. | To determine the behavioural determinants that influences the choice of shopping outlets of imported and locally made apparel among consumers in Dar es Salaam. | H ₀₃ : There is no significant relationship between behavioural determinants and the choice of the retailer to purchase imported and locally made apparel in Dar es Salaam. | Multinomial logistic regression The hypothesis was rejected at P -value \leq 0.05 significance level |
| vi. | To determine the behavioural determinants that influences the quantity of purchase of imported and locally made apparel among consumers in Dar es Salaam. | H ₀₄ : There is no significant relationship between behavioural determinants and the quantity on the purchase of imported and locally made apparel among consumers in Dar es Salaam. | Multiple linear regression The hypothesis was rejected at P -value \leq 0.05 significance level |

| Sn | Objectives | Hypotheses (H_0) | Statistical Tools |
|------|---|--|--|
| vii. | To determine the behavioural determinants that influences the amount of money spent (expenditure) to purchase imported and locally made apparel among consumers in Dar es Salaam. | H_{05} : There is no significant relationship between behavioural determinants and the amount of money spent (expenditure) to purchase imported and locally made apparel among consumers in Dar es Salaam. | Multiple linear regression The hypothesis was rejected at P -value \leq 0.05 significance level |
| viii | To determine the behavioural determinants that influences the frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam. | H_{06} : There is no significant relationship between behavioural determinants and the frequency to purchase imported and locally made apparel among consumers in Dar es Salaam. | Multiple linear regression The hypothesis was rejected at P -value \leq 0.05 significance level |

3.11.2 Data Presentation

Quantitative data, including descriptive statistics, were presented using frequencies and percentages in form of tables and figures to summarize the information obtained from the demographic determinants and the purchase of imported and locally made apparel. For the Likert scales used, the findings were presented in terms of the proportional averages and their respective proportional standard deviations (PSD) and proportional standard errors (PSE) in tables to describe the proportional averages of behavioural determinants (cultural, social, personal and psychological determinants).

The findings obtained through regression analysis (binary logistic regression, multinomial logistic regression and multiple linear regression) were presented in Tables and the hypotheses were rejected at p -value \leq 0.05 significance level. The qualitative data were reported through "direct voice". The participants' quotes were embedded in the study based on respondents' themes (Creswell, 2014).

Data generated from both quantitative and qualitative were triangulated in chapter five to provide an understanding of the study variables. A narrative summary was constructed from the themes and codes supporting the quantitative data. The quantitative data covered the main part of this study, while qualitative data were used to supplement the information obtained through the questionnaire. The use of these methods helped to support the findings across the data. It also increased the trustworthiness of the results and the accuracy of the information obtained on behavioural determinants towards the purchase of imported and locally made apparel among consumers.

3.12 Logistical and Ethical Considerations

Kenyatta University Graduate School provided a letter to introduce the researcher and the reasons for the study. Ethical clearance forms were collected from Kenyatta University Review Committee, Kenya, Sokoine University of Agriculture, Morogoro Tanzania and Tanzania Commission for Science and Technology (COSTECH) to adhere to research rules and regulations (Appendices K and L). Research permission was also sought from the Regional Administrative Secretary (RAS) of Dar es Salaam Region to introduce the researcher to the District Administrative officers for each municipality in Dar es Salaam Region, Tanzania before data collection. Before issuing a questionnaire, the researcher sought for the consent of the participants before collecting his /her identifiable personal data. All the identifiable questionnaire copies collected were destroyed after fulfilling the objectives of the study.

During the process of data collection, the participants were required to sign a written consent form (Appendix B). Ethical issues such as participants' consent, confidentiality, anonymity and privacy were prioritized by the researcher and also to assure respondents that the identifiable data collected would not be used for any other purposes except to achieve the objectives of the study. The objectives of this study were explained to each respondent to create awareness about the study and how detailed the instrument for data collection was. The aim was to get their informed consent and willingly participation. Consent forms were used by those respondents who affirmed their willingness to participate in the study. The respondents were also informed that participation in the study was voluntary, and they were free to withdraw from the study at any time.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Chapter Introduction

To achieve the goal of this research, this section is structured into two main headings: descriptive analysis and test of significance, and objectives fulfilment. In the first subsection, the descriptive summary of the survey responses was statistically done to have an overview of the responses. Tables and charts have been used to illustrate responses and relevance of results. The second subsection shows the conduct of inferential statistics to address the research objectives (hypothesis testing).

Essentially, this chapter presents the results and interpretation of data collected from the field and highlights the main study results. The descriptive statistics are used to summarise the results and present frequencies and percentages. Inferential statistics are used to test the hypotheses and answer various research objectives. All statistical tests are subject to the level of significance ($\alpha=0.05$) at $P\text{-value} \leq 0.05$. to achieve statistical significance to support the study objectives. In the third subsection, qualitative data are analysed and presented using themes derived from the data.

4.2 Part One: Descriptive Statistics

4.2.1 Data Descriptions

The study population are consumers who purchase imported and locally made apparel in Dar es Salaam, the business city of Tanzania. Out of four hundred and twenty-two (422) selected for the sample, four hundred and twenty consumers (420) duly filled and returned responses for analysis. This

constituted a response rate of 99.53%. The remaining 0.47% were not utilised for data analysis due to multiple responses being filled unsatisfactorily.

Table 4.1: Response rate

| Status | Responses (%) |
|--------------------------|----------------------|
| Duly filled and returned | 420 (99.53) |
| Not duly filled | 2 (0.47) |

Source: (Primary data, 2020).

As the goal of the study, the interest was to evaluate consumer taste for locally made apparel against the imported apparel. Thus, the researcher collected sample data through a random survey of respondents of apparel using paper questionnaire and interview schedules. Table 4.1 is the summary of response rate. The first objective was to determine the consumer demographic determinants that influence purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania

4.2.2 Demographic Determinants

The demographic determinants of consumers such as gender, age, religion, and education level were explored in this section. The descriptive statistics on demographic determinants is necessary to gain knowledge about the background of respondents who participated in the study.

The results in Table 4.2 show that more than a half (54.8%) of the respondents were female consumers. The majority of the study respondents (70%) were young consumers aged between 18-35 years. Since the study adopted systematic sampling, this means that this age group made up the bulk of the population of consumers who purchased apparel.

Table 4.2: Demographic Determinants

| Demographic | Frequency (%) |
|-----------------------------|----------------------|
| Gender | |
| Male | 190 (45.2) |
| Female | 230 (54.8) |
| Age Category | |
| 18-25 years | 106 (25.2) |
| 26-35 years | 188 (44.8) |
| 36-45 years | 91 (21.7) |
| 46-55 years | 25 (6.0) |
| Above 56 years | 10 (2.4) |
| Marital status | |
| Married | 242 (57.6) |
| Unmarried | 178 (42.4) |
| Number of dependants | |
| 0 child | 142 (33.8) |
| 1-3 children/dependants | 214 (51.0) |
| 4-6 children/dependants | 56 (13.3) |
| 7-12 children/dependants | 8 (2.0) |
| Religion | |
| Christian | 228 (54.3) |
| Muslim | 181 (43.1) |
| Hinduism | 10 (2.4) |
| Traditional | 1 (0.2) |
| Education level | |
| Primary education | 89 (21.2) |
| Secondary education | 125 (29.8) |
| Certificate/Diploma | 95 (22.6) |
| Degree/University | 111 (26.4) |
| Income | |
| 50,000-200,000 TShs | 68 (16.2) |
| 200,001-400,000 TShs | 119 (28.3) |
| 400,001-800,000 TShs | 110 (26.2) |
| 800,001-1,200,000 TShs | 48 (11.4) |
| Above 1,200,001 TShs | 75 (17.9) |

Exchange rate: 1USD = 2,295.19 TShs (20th November, 2019)

Source: Primary data (2020)

The results also showed that a total of 57.6% were married. About 51% of the respondents had one to three dependants. The results also showed that 54.3% of the respondents practised Christianity and 43.1% practised Islam whereas

2.4% were Hinduism worshippers and 0.2% were traditional religious believers.

The results further showed that 29.8% of the respondents had secondary education followed by 26.4% with university qualifications (Bachelor's/Master's/PhD) whereas 22.6% were certificate and diploma holders while 21.2% had primary education. Based on income distribution, the results showed that 28.3% of the respondents earned from TShs200,001 to TShs400,000 per month. About 26.2% of the respondents earned from TShs400,001 to TShs800,000 while 17.9% earned above TShs 1,200,001 and 16.2% earned at most TShs200,000. The rest (11.4%) of the study respondents earned from TShs800,001 to TShs1,200,000 per month. Comparing the minimum and maximum incomes, the findings revealed that there was substantial difference in respondents' levels of income. Point to note, one (1) dollar (USD) was equivalent to TShs2,295.19 in 20th November, 2019.

4.3 Respondents Demographic Determinants and Choice of Apparel

(Crosstabulation)

4.3.1 Gender and Choice of Apparel

The study sought to determine gender of the respondents and the choice of imported and locally made apparel. Table 4.3 and 4.4 show crosstabulation results between gender and choices of apparel.

Table 4.3: Gender and Choice of Apparel

| Gender | Choice of apparel | | Total (%) |
|--------|----------------------|--------------------------|-----------|
| | Imported apparel (%) | Locally made apparel (%) | |
| Male | 181(95.5) | 9(4.7) | 190(100) |
| Female | 189(82.2) | 41(17.8) | 230(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Pearson's $\chi^2=16.998$; $df=1$; p -value=0.000

Source: Primary data (2020)

Table 4.3 shows that 95.5% of male respondents purchased more imported apparel compared to 82.2% of their female counterparts. This observation was different to locally made apparel. The Pearson's chi-square test of association between gender (male and female) and the choice of imported and locally made apparel was significant ($\chi^2(1, n=420)=16.998, p=0.000$).

Table 4.4: Gender and Choice of Imported and Locally Made Apparel

| Gender | Imported apparel | | | | Locally made apparel | | |
|--------|-----------------------|-----------------------|---------------------------------------|-----------|----------------------|--------------------------------|-----------|
| | New (%) | Second-hand (%) | Both imported new and second-hand (%) | Total (%) | Tailor-made (%) | Tailor made and ready-made (%) | Total (%) |
| | | | | | | | |
| Female | 37(19.6) _b | 92(48.7) _b | 60(31.7) _a | 189(100) | 37(90) | 4(9.8) | 41(100) |
| Total | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Pearson's $\chi^2=16.333$; $df=1$; $p=0.000$

Fisher's $\chi^2=0.226$; $p=0.293$

Similar subscript letter denotes insignificant difference between comparison categories, while different subscript letter denotes significant difference between comparison categories.

Source: Primary data (2020)

Considering the choice of apparel between genders, the findings revealed that 37% of male respondents chose to purchase imported new apparel compared to

19.6% of female respondents. On the other hand, 48.7% of female respondents chose to purchase imported second-hand apparel compared to 32% of their male counterparts. Table 4.4 shows that there was an association between gender and the choice of imported apparel. The Pearson's chi-square indicates that there was a statistically significant relationship between gender and the choice of imported apparel ($\chi^2(1, n=420)=16.333, p =0.000$).

The trend to purchase locally made apparel revealed that 90.2% of female respondents patronised on tailor made apparel than male counterparts. However, the Fisher's chi-square test results was not significant ($\chi^2=0.226, p =0.293$).

4.3.2 Age and Choice of Apparel

The study sought to determine respondents' age and choice of imported and locally made apparel. Table 4.5 and 4.6 show the crosstabulation among the respondents' age and choice of imported or locally made apparel.

Table 4.5: Age and Choice of Apparel

| Age Category | Choice of apparel | | Total (%) |
|--------------|----------------------|--------------------------|-----------------|
| | Imported apparel (%) | Locally made apparel (%) | |
| 18-25 | 99(93.4) | 7(6.6) | 106(100) |
| 26-35 | 157(83.5) | 31(16.5) | 188(100) |
| 36-45 | 86(94.5) | 5(5.5) | 91(100) |
| 46-55 | 21(84) | 4(16) | 25(100) |
| Above 56 | 7(70) | 3(30) | 10(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Fisher's $\chi^2=13.924; p\text{-value}=0.005$

Source: Primary data (2020)

The results showed that 94.5% of respondents aged between 36 and 45 chose to purchase imported apparel whereas 30% of adult respondents aged above 56 years patronised locally made apparel. The results imply that the purchase of imported apparel was dominated by respondents aged between 36-45, 18-25, and 26-35 years who formed a large number of the sampled population. The Fisher's chi-square test indicates that age was statistically significant associated with choice of apparel ($\chi^2=13.924$, $p =0.005$).

Table 4.6: Age and Choice of Imported and Locally Made Apparel

| Age | Imported apparel | | | | Locally made apparel | | |
|--------------|------------------|-------------------------|---------------------------------|-----------------|-------------------------|--------------------------------|----------------|
| | New apparel (%) | Second-hand apparel (%) | New and Second-hand apparel (%) | Total (%) | Tailor-made apparel (%) | Tailor-made and ready-made (%) | Total (%) |
| 18-25 | 27(27.3) | 41(41.4) | 31(31.3) | 99(100) | 6(85.7) | 1(14.3) | 7(100) |
| 26-35 | 47(29.9) | 65(41.4) | 45(28.7) | 157(100) | 27(87.1) | 4(12.9) | 31(100) |
| 36-45 | 22(25.6) | 38(44.2) | 26(30.2) | 86(100) | 4(80) | 1(20) | 5(100) |
| 46-55 | 5(23.8) | 4(19) | 12(57.1) | 21(100) | 4(100) | 0(0) | 4(100) |
| 56 > | 3(42.9) | 2(28.6) | 2(28.6) | 7(100) | 3(100) | 0(0) | 3(100) |
| Total | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Note: Fisher's $\chi^2=8.513$; $p=0.376$

Fisher's $\chi^2=1.417$; $p=0.925$

Source: Primary data (2020)

The results in Table 4.6 indicate that respondents aged 18-25 (41.4%), 26-35 (41.4%) and 36-45 (44.2%) chose to purchase second-hand apparel whereas 42.9% of respondents aged above 56 years chose imported new apparel. The Fisher's chi-square test results revealed that age was not statistically significantly associated with the choice of imported apparel ($\chi^2=8.513$, $p =0.376$). On the other hand, the findings indicate that adult respondents (100%)

aged 46-55 and above 56 purchased locally tailor-made apparel, however, the Fisher's chi-square test results was not statistically significant ($\chi^2=1.417$, $p=0.925$) (Table 4.6).

4.3.3 Marital Status and Choice of Apparel

This section examines marital status and how it associates with choice of imported and locally made apparel. The results are summarized using crosstabulation in Table 4.7 and 4.8.

Table 4.7: Marital Status and Choice of Apparel

| Marital Status | Choice of apparel | | Total (%) |
|----------------|----------------------|--------------------------|-----------------|
| | Imported apparel (%) | Locally made apparel (%) | |
| Unmarried | 156(87.6) | 22(12.4) | 178(100) |
| Married | 214(88.4) | 28(11.6) | 242(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Pearson's $\chi^2=0.061$; $df=1$; p -value=0.805

Source: Primary data (2020)

Regarding marital status, 88.4% of the married couples chose imported as opposed to 87.6% of the unmarried respondents. The Pearson's chi-square test revealed that there was no significant association between marital status and choice of imported and locally made apparel ($\chi^2 (1, n=420) =0.061$, $p =0.805$).

Table 4.8: Marital Status and the Choice of Imported and Locally Made Apparel

| Marital status | Imported apparel | | | | Locally made apparel | | |
|------------------|------------------|-------------------------|---------------------------------|-----------------|-------------------------|--------------------------------|----------------|
| | New apparel (%) | Second hand apparel (%) | New and second-hand apparel (%) | Total (%) | Tailor-made apparel (%) | Tailor-made and ready-made (%) | Total (%) |
| Unmarried | 42(26.9) | 67(42.9) | 47(30.1) | 156(100) | 19(86.4) | 3(13.6) | 22(100) |
| Married | 62(29) | 83(38.8) | 69(32.2) | 214(100) | 25(89.3) | 3(10.7) | 28(100) |
| Total (%) | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Note: Pearson's $\chi^2=0.649$; $df=2$; $p=0.723$

Fisher's $\chi^2=0.000$; $p=1$

Source: Primary data (2020)

Based on the choice of imported apparel, the results in Table 4.8 show that 42.9% of unmarried respondents chose second-hand apparel unlike 38.8% married respondents. The Pearson's chi-square result was not statistically significant between marital status and the choice of imported apparel ($\chi^2(2, n=420)=0.649$, $p =0.723$).

On the other hand, the purchase of locally made apparel showed that 89.3% of married respondents purchased locally tailor-made apparel compared to 86.4% of unmarried respondents. The Fisher's chi-square test results revealed that there was no significant association between marital status and the choice of locally made apparel ($\chi^2=0.000$, $p =1$).

4.3.4 Number of Dependents and Choice of Apparel

This section determines respondent's number of dependants and the choice of apparel. The results are summarized using crosstabulation in Table 4.9 and 4.10.

Table 4.9: Number of Dependants and Choice Apparel

| Number of dependants | Choice of apparel | | Total (%) |
|----------------------|----------------------|--------------------------|-----------------|
| | Imported apparel (%) | Locally made apparel (%) | |
| 0 | 122(85.9) | 20(14.1) | 142(100) |
| 1-3 | 188(87.9) | 26(12.1) | 214(100) |
| 4-6 | 53(94.6) | 3(5.4) | 56(100) |
| 7-12 | 7(87.5) | 1(12.5) | 8(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Fisher's $\chi^2=3.143$; p -value=0.331

Source: Primary data (2020)

The results showed that 94.6% of the respondents with dependants between 4 and 6 chose to purchase imported apparel whereas 14.1% of respondents with no dependants purchased locally made apparel. The Fisher's chi-square test results revealed that there was no significant association between the number of dependants and choice of apparel ($\chi^2=3.143$, $p =0.331$).

Table 4.10: Number of Dependants and Choice of Imported and Locally Made Apparel

| Dependants | Imported apparel | | | | Locally made apparel | | |
|------------------|-----------------------|-------------------------|----------------------------------|-----------------|-------------------------|--------------------------------|----------------|
| | New apparel (%) | Second-hand apparel (%) | Imported new and second-hand (%) | Total (%) | Tailor-made apparel (%) | Tailor-made and ready-made (%) | Total (%) |
| 0 | 42(34.4) _a | 40(32.8) _a | 40(32.8) _{ab} | 122(100) | 17(85) | 3(15) | 20(100) |
| 1-3 | 52(28) _{ab} | 86(45.7) _b | 50(26.2) _b | 188(100) | 23(88.5) | 3(11.5) | 26(100) |
| 4-6 | 8(15.1) _b | 23(43.4) _{ab} | 22(41.5) _a | 53(100) | 3(100) | 0(0) | 3(100) |
| 7-12 | 2(28.6) _{ab} | 1(14.3) _{ab} | 4(57.1) _{ab} | 7(100) | 1(100) | 0(0) | 1(100) |
| Total (%) | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Note: Fisher's $\chi^2=14.181$; $p=0.021$

Fisher's $\chi^2=1.149$; $p=1$

Similar subscript letter denotes insignificant difference between comparison categories, while different subscript letter denotes significant difference between comparison categories.

Source: Primary data (2020)

Based on different categories of apparel, the findings revealed that 57.1% of the respondents with 7-12 dependants chose to purchase both imported new and second-hand apparel. This was followed by 45.7% and 43.4% of the respondents with 1-3 and 4-6 dependants respectively who chose second-hand apparel. The Fisher's chi-square test results of association revealed that there was a significant difference between number of dependants and the choice of imported apparel at p -value $\chi^2=14.181$, $p =0.021$ level of significance.

Considering the choice of locally made apparel, the results show that, 100% of respondents with between 4 to 6 and 7 to 12 dependants chose to purchase locally tailor-made apparel compared to other categories of respondents. However, Fisher's chi-square test results revealed that number of dependants was not statistically significantly associated with choice of locally made apparel ($\chi^2=1.149$; $p =1$).

4.3.5 Religion and Choice of Apparel

The study sought to determine respondents' religions and choice of imported and locally made apparel. Table 4.11 and 4.12 show the crosstabulation results between respondents' religions and choice of imported and locally made apparel.

Table 4.11: Religion and Choice of Apparel

| Religion | Choice of apparel | | Total (%) |
|--------------|----------------------|--------------------------|-----------------|
| | Imported apparel (%) | Locally made apparel (%) | |
| Christian | 200(87.7) | 28(12.3) | 228(100) |
| Muslim | 160(88.4) | 21(11.6) | 181(100) |
| Hinduism | 9(90) | 1(10) | 10(100) |
| Indigenous | 1(100) | 0(0) | 1(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Fisher's $\chi^2=0.78$; p -value=0.959

Source: Primary data (2020)

The results showed that respondents affiliated to indigenous (100%) and Hinduism (90%) religions purchased more imported apparel in comparison to respondents of other religious groups. However, the Fisher's chi-square test revealed that religious affiliation was not statistically significantly associated with choice of apparel ($\chi^2=0.78$, $p=0.959$).

Table 4.12: Religion and Choice of Imported and Locally Made Apparel

| Religion | Imported apparel | | | | Locally made apparel | | |
|------------------|------------------------|-------------------------|--|-----------------|-------------------------|--------------------------------|----------------|
| | New apparel (%) | Second-hand apparel (%) | Imported new and second-hand apparel (%) | Total (%) | Tailor-made apparel (%) | Tailor-made and ready-made (%) | Total (%) |
| Christian | 54(27) _a | 76(38) _a | 70(35) _a | 200(100) | 25(89.3) | 3(10.7) | 28(100) |
| Muslim | 40(25) _a | 74(46.3) _a | 46(28.7) _{a,b} | 160(100) | 18(100) | 3(14.3) | 21(100) |
| Hinduism | 9(100) _b | 0(%) _b | 0(%) _b | 9(100) | 1(100) | 0(%) | 1(100) |
| Indigenous | 1(100) _{a, b} | 0(%) _{a, b} | 0(%) _{a, b} | 1(100) | 0(0) | 0(0) | 0(0) |
| Total (%) | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Note: Fisher's $\chi^2=23.634$; $p=0.000$

Fisher's $\chi^2=0.944$; $p=1$

Similar subscript letter denotes insignificant difference between comparison categories, while different subscript letter denotes significant difference between comparison categories.

Source: Primary data (2020)

Further, the results in Table 4.12 show that respondents affiliated to Hinduism and Indigenous religions preferred imported apparel. The result might be associated with the number of respondents who showed up in the study area at the time of data collection. The Fisher's chi-square results indicated that religion affiliation was statistically significantly associated with choice of imported apparel ($\chi^2=23.634$, $p =0.000$).

In view of locally made apparel, the findings indicate that respondents affiliated to Islam and Hinduism religions patronised more of tailor-made apparel compared to other religions. However, the Fisher's chi-square results revealed that religion was not statistically significantly associated with choice of locally made apparel ($\chi^2=0.944$, $p =1$) (Table 4.12).

4.3.6 Educational Level and Choice of Apparel

The study sought to determine respondents' education levels and choice of imported and locally made apparel. Table 4.13 and 4.14 show crosstabulation results between education levels and choice of apparel.

Table 4.13: Education and Choice of Apparel

| Education level | Choice of apparel | | Total (%) |
|---------------------|----------------------|--------------------------|-----------------|
| | Imported apparel (%) | Locally made apparel (%) | |
| Primary education | 83(93.3) | 6(6.7) | 89(100) |
| Secondary education | 104(83.2) | 21(16.8) | 125(100) |
| Certificate/Diploma | 79(83.2) | 16(16.8) | 95(100) |
| Degree/University | 104(93.7) | 7(6.3) | 111(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Pearson's $\chi^2=10.644$; $df=3$; p -value=0.014

Source: Primary data (2020)

The results in Table 4.13 show that more than 90% of respondents with university qualifications and primary education chose to purchase imported apparel compared to other respondents with different levels of education. The results also indicated that respondents with secondary education (16.8%) and 16.8% with Certificate/Diploma education chose to purchase locally made apparel. The Pearson's chi-square test of association revealed that respondents' education was statistically significantly associated with choice of imported and locally made apparel at p -value $\chi^2(3, n=420)=10.644$, $p = 0.014$.

Table 4.14: Education and Choice of Imported and Locally Made Apparel

| Education level | Imported apparel | | | | Locally made apparel | | |
|-------------------------|-----------------------|-------------------------|---------------------------------|-----------------|-------------------------|--------------------------------|----------------|
| | New apparel (%) | Second hand apparel (%) | New and second-hand apparel (%) | Total (%) | Tailor-made apparel (%) | Tailor-made and ready-made (%) | Total (%) |
| Primary | 10 (12) _a | 53(63.9) _a | 20(24.1) _a | 83(100) | 6(100) | 0(0) | 6(100) |
| Secondary | 28(26.9) _b | 52(50) _a | 24(23.1) _a | 104(100) | 19(90.5) | 2(9.5) | 21(100) |
| Certificate/ Diploma | 27(34.2) _b | 27(34.2) _b | 25(31.6) _{a,b} | 79(100) | 13(81.3) | 3(18.8) | 16(100) |
| Degree | 39(37.5) _b | 18(17.3) _c | 47(45.2) _b | 104(100) | 6(85.7) | 1(14.3) | 7(100) |
| Total (%) | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Note: Pearson's $\chi^2=50.049$; $df=6$; $p=0.000$

Fisher's $\chi^2=1.508$; $p=0.747$

Similar subscript letter denotes insignificant difference between comparison categories, while different subscript letter denotes significant difference between comparison categories.

Source: Primary data (2020)

The results showed that 63.9% and 50% of respondents with primary and secondary education backgrounds respectively chose to purchase imported second-hand apparel. The results further revealed that 45.2% of respondents with bachelor's degree backgrounds purchased both imported new and second-

hand apparel. Also 37.5% of respondents with bachelor's degrees chose imported new apparel. This implies that the choice of apparel gradually varied with respondents' levels of education. The Pearson's chi-square result revealed that education was statistically significantly associated with choice of imported apparel ($\chi^2(6, n=420)=50.049, p=0.000$).

Based on locally made apparel, respondents with primary education purchased locally tailor-made apparel compared to other categories of respondents. However, the Fisher's p -value was not statistically significantly associated between respondents' education and choice of locally made apparel ($\chi^2=1.508, p=0.747$).

4.3.7 Respondent's Monthly Income and Choice of Apparel

The study sought to determine respondents' income and choice of imported and locally made apparel. Table 4.15 and 16 show results of crosstabulation between the respondents' income and choice of apparel.

Table 4.15: Income and Choice of Apparel

| Monthly income | Choice of apparel | | Total (%) |
|-------------------|----------------------|--------------------------|-----------------|
| | Imported apparel (%) | Locally made apparel (%) | |
| 50,000-200,000 | 62(91.2) | 6(8.8) | 68(100) |
| 200,001-400,000 | 104(87.4) | 15(12.6) | 119(100) |
| 400,001-800,000 | 92(83.6) | 18(16.4) | 110(100) |
| 800,001-1,200,000 | 44(91.7) | 4(8.3) | 48(100) |
| Above 1,200,000 | 68(90.7) | 7(9.3) | 75(100) |
| Total | 370(88.1) | 50(11.9) | 420(100) |

Note: Fisher's $\chi^2=3.399; p$ -value=0.495

Exchange rate: 1USD = TShs2,295.19 (20th November, 2019)

Source: Primary data (2020)

The results revealed that 91.7%, 91.2% and 90.7% of respondents with income between TShs800,001 and TShs1,200,000/=; TShs50,000 and TShs200,000/= and above 1,200,000/= Tanzania Shillings respectively purchased imported apparel. About 16.4% of respondents with income between 400,001 and 800,000 Tanzania purchased locally made apparel. The Fisher's chi-square results indicate that income was not statistically significantly associated with choice of apparel ($\chi^2=3.399$, $p=0.495$).

Table 4.16: Income and Choice of Imported and Locally Made Apparel

| Monthly Income (Tanzania Shillings) | Imported apparel | | | | Locally made apparel | | |
|---|-------------------------|----------------------------------|--|-----------------|-----------------------------------|---|----------------|
| | New apparel (%) | Second hand apparel (%) | New and second- hand apparel (%) | Total (%) | Tailor- made apparel (%) | Tailor- made and ready- made (%) | Total (%) |
| 50,000- 200,000 | 4(6.5) _a | 41(66.1) _a | 17(27.4) _a | 62(100) | 4(66.7) | 2(33.3) | 6(100) |
| 200,001- 400,000 | 21(20.2) _{a,b} | 58(55.8) _a | 25(24) _a | 104(100) | 14(93.3) | 1(6.7) | 15(100) |
| 400,001- 800,000 | 27(29.3) _b | 31(33.7) _b | 34(37) _a | 92(100) | 17(94.4) | 1(5.6) | 18(100) |
| 800,001- 1,200,000 | 13(29.5) _b | 13(29.5) _{b,c} | 18(40.9) _a | 44(100) | 3(75) | 1(25) | 4(100) |
| 1,200,000> | 39(57.4) _c | 7(10.3) _c | 22(32.4) _a | 68(100) | 6(85.7) | 1(14.3) | 7(100) |
| Total (%) | 104(28.1) | 150(40.5) | 116(31.4) | 370(100) | 44(88) | 6(12) | 50(100) |

Exchange rate: 1USD = TShs2,295.19 (20th November, 2019)

Note: Fisher's $\chi^2=71.426$; $p=0.000$

Fisher's $\chi^2=4.716$; $p=0.24$

Similar subscript letter denotes insignificant difference between comparison categories, while different subscript letter denotes significant difference between comparison categories.

Source: Primary data (2020)

Further analysis of apparel categories revealed that 57.4% of respondents with income above TShs1,200,000/= purchased imported apparel while 66.1% of respondents with income between TShs50,000 and TShs200,000/= purchased

second-hand apparel. The results show that as respondents gain substantial amount of income the consumption pattern of second-hand apparel shrinks while the purchase of imported new apparel changes to higher level. The Fisher's chi-square test results revealed that there was a significant association between respondent's income and choice of imported apparel ($\chi^2=71.426$, $p =0.000$) (Table 4.16).

Regarding locally made apparel, the results indicated that 94.4% of respondents with income between TShs400,001 and TShs800,000/= purchased locally tailor-made, followed by 93.3% of respondents. The Fisher's chi-square test results was not statistically significant between respondents monthly income and the choice of locally made apparel ($\chi^2= 4.716$, $p =0.24$).

4.7.8 Summary: Demographic Determinants and Choice Apparel

This section shows a summary of the demographic determinants of respondents associated with choice of imported and locally made apparel (Table 4.17).

Table 4.17: Summary: Demographic determinants on Choice of Apparel

| Variable | Purchase of apparel | Chi-square | df | P-value | Comment | |
|----------------------|----------------------|------------|--------|---------|---------|-----------------|
| Gender | Apparel | Pearson's | 16.998 | 1 | 0.000 | Significant |
| | Imported apparel | Person's | 16.333 | 1 | 0.000 | Significant |
| | Locally made apparel | Fisher's | 0.226 | | 0.293 | Not Significant |
| Age | Apparel | Fisher's | 13.924 | | 0.005 | Significant |
| | Imported apparel | Fisher's | 8.513 | | 0.376 | Not Significant |
| | Locally made apparel | Fisher's | 1.417 | | 0.925 | Not Significant |
| Marital status | Apparel | Pearson's | 0.061 | 1 | 0.805 | Not Significant |
| | Imported apparel | Pearson's | 0.649 | 2 | 0.723 | Not Significant |
| | Locally made apparel | Fisher's | 0.000 | | 1 | Not Significant |
| Number of dependants | Apparel | Fisher's | 3.143 | | 0.331 | Not Significant |
| | Imported apparel | Fisher's | 14.181 | | 0.021 | Significant |
| | Locally made apparel | Fisher's | 1.149 | | 1 | Not Significant |
| Religion | Apparel | Fisher's | 0.78 | | 0.959 | Not Significant |
| | Imported apparel | Fisher's | 23.634 | | 0.000 | Significant |
| | Locally made apparel | Fisher's | 0.944 | | 1 | Not Significant |
| Education level | Apparel | Pearson's | 10.644 | 3 | 0.014 | Significant |
| | Imported apparel | Pearson's | 50.049 | 6 | 0.000 | Significant |
| | Locally made apparel | Fisher's | 1.508 | | 0.747 | Not Significant |
| Monthly income | Apparel | Fisher's | 3.399 | | 0.495 | Not Significant |
| | Imported apparel | Fisher's | 71.426 | | 0.000 | Significant |
| | Locally made apparel | Fisher's | 4.716 | | 0.24 | Not Significant |

Source: Primary data (2020)

The results of association between demographic determinants and choice of apparel revealed that gender, age, and education attainment significantly associated with choice of apparel among the study respondents. However, marital status, religion and income did not have significant association with choice of the apparel.

Based on the choice of apparel, gender, number of dependants, religion, education and income were significantly associated with choice of imported apparel. However, gender, number of dependants, marital status, religion,

education and income were not significantly associated with choice of locally made apparel.

4.4 Respondents Purchase Characteristics of Imported and Locally Made Apparel

This section presents results which meet objective number two of the research on which this thesis is based. The objective was to establish the consumer purchase decision characteristics of the choice of apparel, choice of shopping outlets, quantity, amount of money spent (expenditure), and frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

The study established the respondents' purchase decision characteristics of imported and locally made apparel. The variables identified comprised apparel choice, choice of shopping outlets, quantity of apparel purchased, amount of money spent (expenditure) on apparel and frequency of purchasing imported and locally made apparel.

4.4.1 Choice of Apparel

The study sought to examine the most purchased type of apparel chosen by respondents during the study period. The results are presented in Table 4.18.

Table 4.18: Choice of Apparel mostly purchased by Respondents

| Choice of apparel | Frequency (%) |
|---|----------------------|
| Imported apparel | 370 (88.1) |
| Locally made apparel | 50 (11.9) |
| Total | 420 (100) |
| Imported Apparel | |
| Imported - new apparel | 104 (24.8) |
| Imported - second-hand apparel | 150 (35.7) |
| Both imported new and second-hand apparel | 116 (27.6) |
| Total | 370 (88) |
| Locally made apparel | |
| Locally - tailor-made apparel | 44 (10.5) |
| Both locally (tailor-made and ready-made) apparel | 6 (1.4) |
| Total | 50 (11.9) |

Source: Primary data (2020)

The results showed that more respondents (88.1%) purchased imported apparel than 11.9% who purchased locally made apparel. This might be due to limited variety of locally made apparel. Further results revealed that out of 88.1% of the respondents, 35.7% purchased more imported second-hand apparel than 24.8% who purchased imported new apparel and 27.6% who purchased both imported new and second-hand apparel. Based on locally made apparel, the results indicate that 10.5% of the respondents purchased locally tailor-made apparel while 1.4% purchased both tailor and locally made apparel. The difference in locally made apparel consumption could be associated with the style and design of tailor-made apparel for an individual body measurement.

4.4.2 Choice of Shopping Outlets visited by Respondents

Another aspect asked to the respondents was to state the shopping outlets frequently visited to purchase apparel. The responses are presented in Figure 4.1.

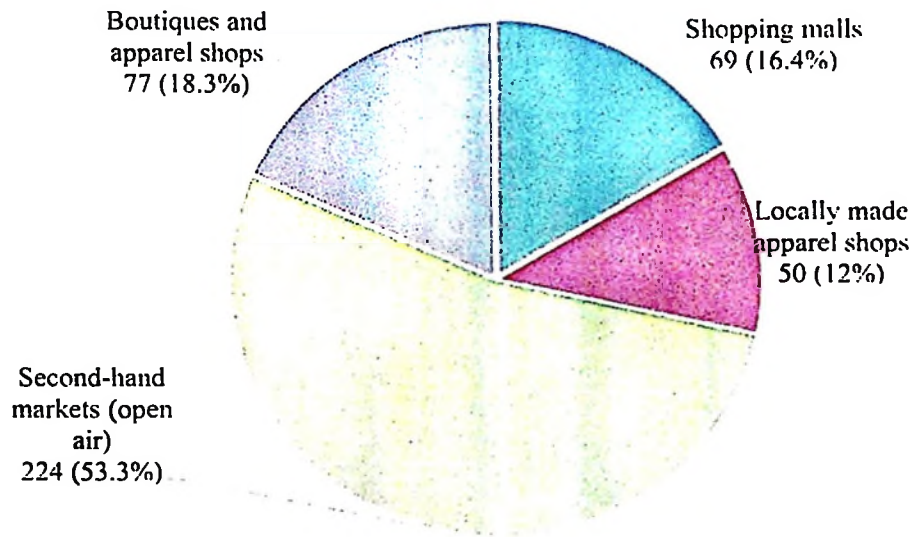


Figure 4.1: Shopping Outlets

Source: Primary data (2020)

Data obtained through questionnaire showed that 53% of the respondents purchased apparel in second-hand markets while 18.3% purchased apparel from boutiques and apparel shops (outside the shopping malls). The results further showed that 16.4% of the respondents purchased apparel at shopping malls, while 12% purchased from locally tailor-made apparel shops. The results indicated that the majority of the respondents (88%) preferred to purchase their clothes from second-hand apparel markets and 12% purchased from locally made apparel shops.

4.4.3 Gender and Choice of Shopping Outlets to Purchase Apparel

The study examined gender and the choice of shopping outlets frequently used by the respondents. The results are presented in Figure 4.2.

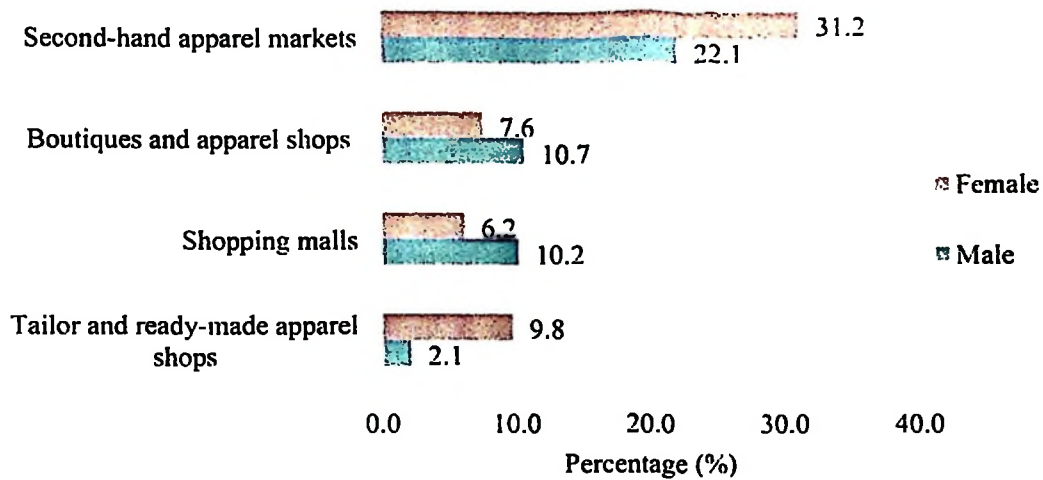


Figure 4.2: Gender and Choice of Shopping Outlets

Source: Primary data (2020)

The results showed that 31.2% of female respondents frequently purchased imported apparel from second-hand apparel markets (open air markets) compared to 22.1% of male respondents, perhaps due to economic disparity issue. The trend was also observed from locally made apparel shops whereby more female respondents (9.8%) than 2.1% male counterparts purchased apparel from locally made apparel shops. Time could be a limiting factor to influence male respondents to go to locally made apparel shops to purchase apparel. Difference was also observed from shopping malls and boutique shops whereby more male respondents (10.7%) than females purchased apparel from those shops due to time-saving. The results imply that the purchase of apparel from different shopping outlets vary across gender which means that shopping malls, boutiques and apparel shops are predominantly patronised by male respondents.

4.4.4 Quantity of Apparel Purchased

The study determined the quantity of different types of apparel purchased by consumers for a year, from November, 2018 to October, 2019. The period of one year was used to recall back and estimate the quantity of imported and locally made apparel purchased by individual consumer. This was purposively done to determine the purchase rate of consumers' outer garments in order to guide the researcher's decision making.

Table 4.19: Total Quantity of Apparel Purchased by Consumers from November, 2018 to October, 2019

| | Imported Apparel | | Locally Made Apparel | | Total (n) | Percent (%) |
|-------------------------------|------------------|-----------------|----------------------|-------------|--------------|----------------|
| | New | Second- Hand | Tailor Made | Ready-Made | | |
| Pair of trousers | 1164 | 1583 | 158 | 6 | 2911 | 20.10 |
| Pair of shorts | 334 | 479 | 24 | 3 | 840 | 5.80 |
| Shirts | 810 | 898 | 131 | 31 | 1870 | 12.91 |
| T-shirts | 1033 | 1534 | 3 | 76 | 2646 | 18.27 |
| Suits | 83 | 16 | 55 | 5 | 159 | 1.10 |
| Blasers | 50 | 265 | 8 | 0 | 323 | 2.23 |
| Tops/Blouse | 541 | 1514 | 145 | 6 | 2206 | 15.23 |
| Skirts | 261 | 582 | 248 | 0 | 1091 | 7.53 |
| Dresses | 535 | 692 | 682 | 34 | 1943 | 13.41 |
| Pullovers | 34 | 45 | 3 | 0 | 82 | 0.57 |
| Jackets/coat | 35 | 61 | 0 | 0 | 96 | 0.66 |
| Abaya | 119 | 61 | 0 | 3 | 183 | 1.26 |
| Kanzu (Muslim males' gown) | 4 | 16 | 104 | 2 | 126 | 0.87 |
| Kurdis | 6 | 0 | 0 | 0 | 6 | 0.04 |
| Tracksuits | 1 | 0 | 0 | 2 | 3 | 0.02 |
| Total (n) | 5010 | 7746 | 1561 | 168 | 14485 | 100 |
| Percent (%) | 34.59 | 53.48 | 10.78 | 1.16 | 100 | |

Source: Primary data (2020)

The results showed that 53.48% of imported second-hand apparel purchase by respondents compared to 1.16% of the locally ready-made apparel. This implies that respondents purchased second-hand apparel in large quantity (53.48%) (Table 4.19). The results are also presented in Figure 4.3.

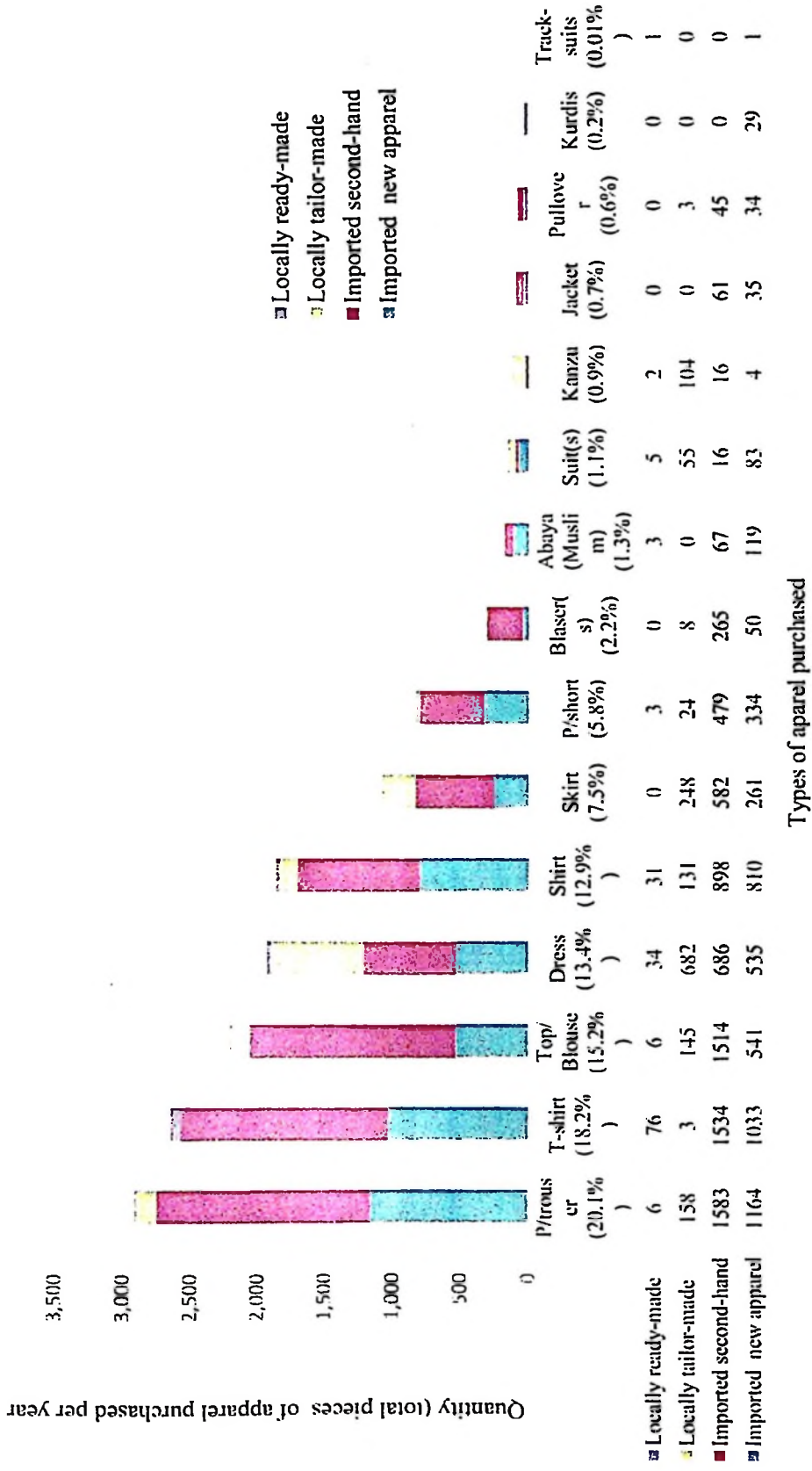


Figure 4.3: Quantity of Apparel Purchased per Year (November, 2018 - October, 2019)
 Source: Primary data (2020)

Figure 4.3 shows that pairs of trousers, t-shirts, tops/blouses, dresses, and shirts were purchased in large quantity in comparison to other categories of clothes. The results further showed that respondents who purchased apparel for personal use patronised mostly imported second-hand pairs of trousers (10.88%), t-shirt (10.6%), tops/blouses (10.43%), shirts (6.2%) and dresses (4.75%) as indicated in red colour.

Based on locally made apparel, the results indicated that respondents purchased more tailor-made dresses in comparison to other types of apparel while locally ready-made T-shirts were highly purchased comparing to other locally ready-made apparel (Fig. 4.3).

4.4.5 Amount of Money Spent (expenditure) to Purchase Apparel (November, 2018 to October, 2019)

The study established the amount of money spent (expenditure) to purchase the listed apparel. The results are presented in Figure 4.4

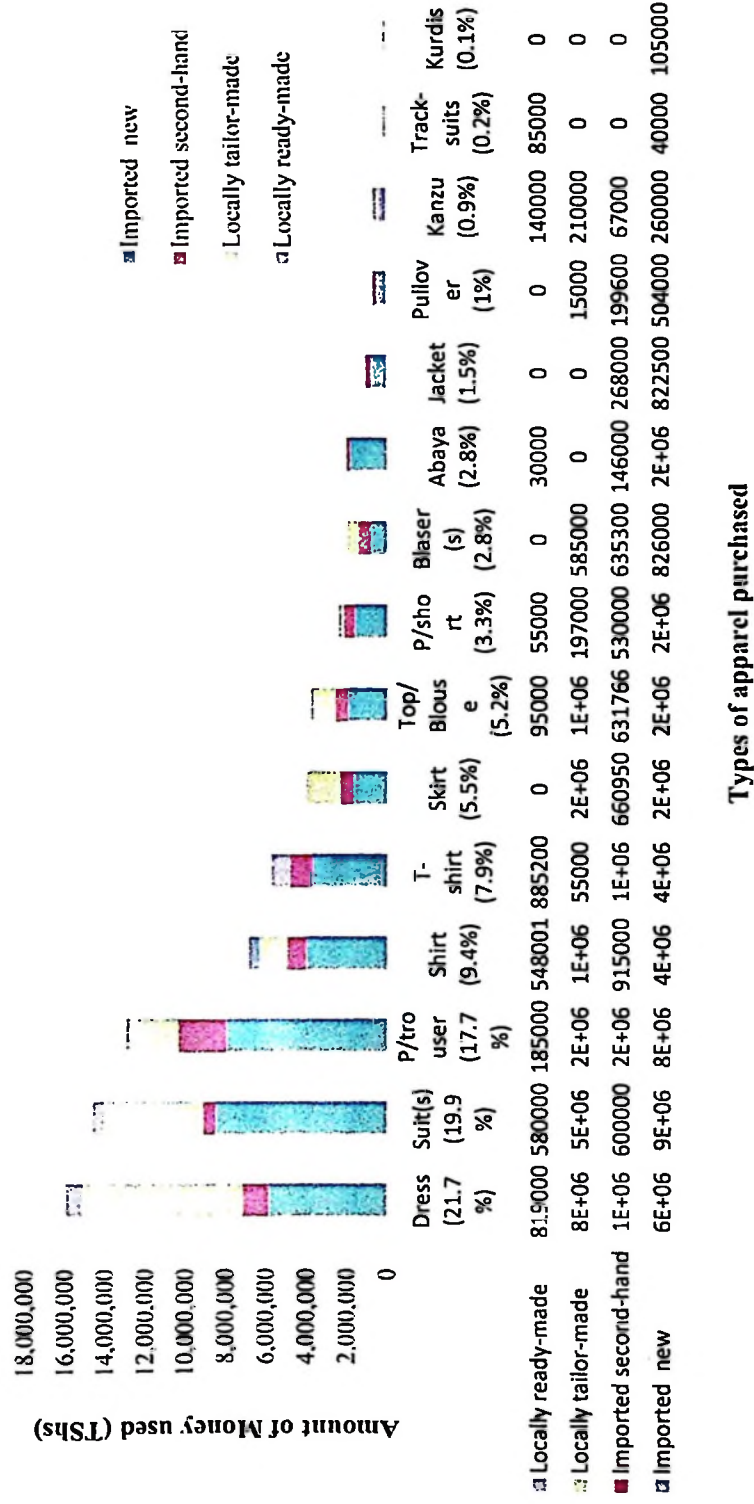
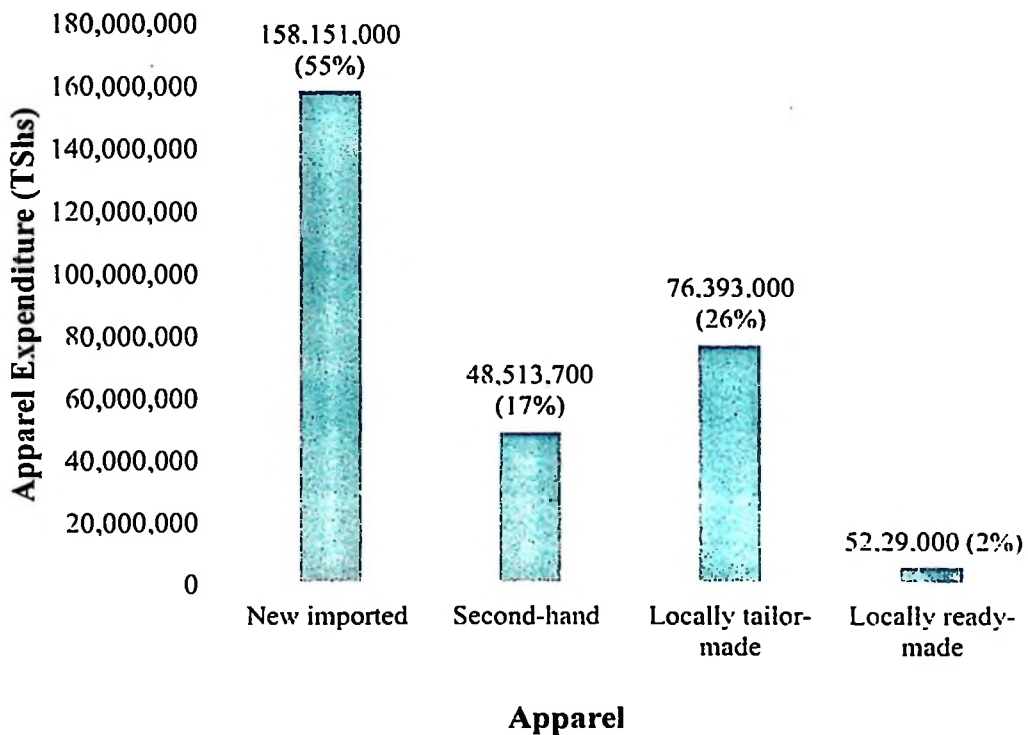


Figure 4.4: Amount of Money Spent (Expenditure) per each Apparel Category (November, 2018 to October, 2019)
Source: Primary data (2020)

The results in Figure 4.4 show that dresses accounted for 21.7% of the total amount of money spent (expenditure) on apparel. This implies that respondents spent high amount of money to purchase their dresses than any other types of apparel.

4.4.6 Apparel Expenditure per Year

The study sought to find out the respondents' expenditure on apparel per year (November, 2018 to October, 2019). The results are presented in Figure 4.5.



Exchange rate: 1USD = TShs2,295.19 (20th November, 2019)

Figure 4.5: Apparel Expenditure per Year - November, 2018 to October, 2019

Source: Primary data (2020)

The results showed that, on average, respondents spent a total amount of TShs158,151,000/= which is equivalent to 55% of imported new apparel followed by 26% locally tailor-made apparel and 17% of second-hand apparel.

A least, an amount of TSh5,229,000/=, equivalent to 2%, was spent on locally ready-made apparel. The results show that there were cost disparities among new apparel, locally tailor-made apparel, second-hand apparel, and locally ready-made apparel. When you compared the apparel expenditure of imported new and imported second-hand apparel, we can conclude that respondents can purchase more second-hand apparel out of imported new apparel.

4.4.7 Frequency of Purchasing Apparel

The study sought to establish how frequent the respondents purchased apparel. and their responses are indicated in Figure 4.6.

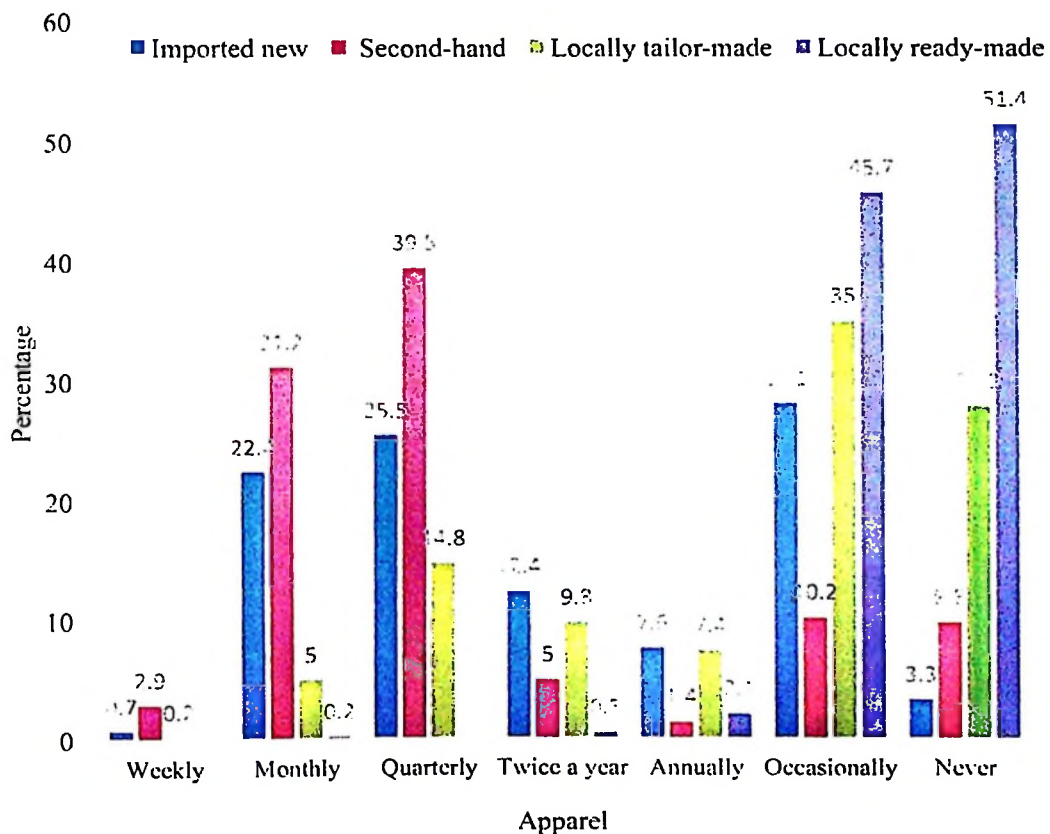


Figure 4.6: Frequency of Purchasing Apparel

Source: Primary data (2020)

The results in Figure 4.6 show that 51.4% of respondents never purchased locally ready-made apparel while 45.7% occasionally purchased locally ready-made apparel. However, the rate to purchase imported new versus imported second-hand apparel increased simultaneously from weekly (0.7:2.9)%, monthly (22.4:31.2)% to quarterly a year (25.5:39.5)% respectively at increasing rate as you move along Figure 4.6. This implies that respondents prefer to purchase imported second-hand apparel to locally made apparel.

4.5 Behavioural Determinants

This section analyses behavioural determinants (cultural, social, personal and psychological) that influence the purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania. A five-point Likert scale with the statements to which the responses ranged from 1 to 5. (where 5=Strongly Agree (SA), 4=Agree (A), 3=Neutral (N), 2=Disagree (D), and 1=Strongly Disagree (SD)) was used to rate how behavioural determinants influence respondents to purchase imported and locally made apparel. The proportional average number of respondents that disagreed (strongly disagree and disagree), neutral and those who agreed (strongly agree and agree) were generated in tables to represent respondents' opinion.

The categories of agreed, neutral and disagreed were used because there are no right or wrong responses. The symbols \bar{P}_n , \bar{P}_v and \bar{P}_j represent the proportional average numbers for disagreed, neutral and agreed respectively. Whereas \bar{P}_n represents the proportional average number of respondents that disagreed and strongly disagreed. \bar{P}_v represents neutral and \bar{P}_j represents

agreed and strongly agreed. Proportional standard deviation (PSD) = \sqrt{pqr} and the proportional standard error (PSE) $\left(\sqrt{\frac{pqr}{n}} \right)$ were generated to obtain the confidence interval. $PSE = \frac{pqr}{\sqrt{n}} \therefore p = \bar{p}_n ; q = \bar{p}_v ; r = \bar{p}_i$ and n= sample size.

Following Karataş and Fer (2009) and Badti (2017) using means of the opinions from a five-point Likert Scale. The researcher generated a proportional average scale of measurements to represent respondents' opinions using agreed, neutral, disagree and/or important, neutral, unimportant statements as indicated in Table 4.20.

Table 4.20: Proportional Scale for a 5 point Likert Scale and Interpretation

| Response categories | Proportional Lower Limits | Proportional Upper Limits | Interpretations |
|--|---------------------------|---------------------------|------------------------------------|
| Agreed/Neutral/Disagreed Important /Neutral/Unimportant | 0.842 | 1.00 | To a very great extent |
| Agreed/Neutral/Disagreed Important/Neutral /Unimportant | 0.682 | 0.84 | To a great extent |
| Agreed/Neutral/Disagreed Important /Neutral/Unimportant | 0.522 | 0.68 | To a moderate extent |
| Agreed/Neutral/Disagreed Important /Neutral/Unimportant | 0.362 | 0.52 | To a lesser/little extent |
| Agreed/Neutral/Disagreed Important /Neutral/Unimportant | 0.001 | 0.36 | To a very lesser/ little extent |

Source: Author's calculation

The responses were interpreted using five-point Likert scale categories, from 1.00 to 0.842 to represent a very great extent; 0.84-0.682 to represent a great extent; 0.68-0.522 to represent a moderate extent; 0.52-0.362 to represent a lesser extent while 0.36-0.001 (36%-0.1%) represented a very little extent based on the Agreed/Neutral/Disagreed or Important/Neutral/Unimportant

statements or opinions. The use of this scale enables to interpret data and make a judgement on the level of the responses using the proportional real limits on the proportional average of each construct (Table 4.20).

4.6 Behavioural Determinants towards Purchasing Apparel

This section analyses behavioural determinants (cultural, social, personal and psychological determinants) that influence the purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

The researcher uses descriptive statistics to summarise respondents' responses and present results using proportional averages, proportional standard deviations and proportional standard errors. In the last part of the descriptive section, qualitative data obtained from interviews were analysed to support information obtained through quantitative data and presented using themes that came out from the data.

This section presents results that meet objective 4 which was to determine the behavioural determinants that influence the choice of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

4.6.1 Cultural Determinants towards Purchasing Imported and Locally

Made Apparel

The study sought to determine the cultural determinants (culture, cultural values, ethical values, religious values and social values) that influence the purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

4.6.1.1 Culture Beliefs

In this thesis, cultural beliefs control and guide consumers to conform to societal context (Shen, Lennon, Dickson, Montalto & Zhang, 2002). When products are compatible with cultural beliefs and values, consumers tend to accept the products (Shen *et al.*, 2002). Following the description in section 4.5, the results are presented using proportional averages, proportional standard deviations (PSD) and standard errors (PSE) in Table 4.21.

Table 4.21: Culture Beliefs

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|--|----------------------|------------------|------------------|---------------|-----------------------|
| | | \overline{P}_n | \overline{P}_x | \overline{P}_i | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | My cultural norms place more value on locally made apparel | 0.8048 | 0.1095 | 0.0857 | 0.0869 | 0.0042 |
| 2. | Belief in cultural superiority is the rationale behind purchasing locally made apparel | 0.7857 | 0.1048 | 0.1095 | 0.095 | 0.0046 |
| 3. | I purchase locally made apparel to express my African identity | 0.6167 | 0.1786 | 0.2048 | 0.1502 | 0.0073 |
| 4. | Culture greatly influences the choice of locally made apparel | 0.6024 | 0.2476 | 0.15 | 0.1496 | 0.0073 |
| | Aggregate proportional average | 0.7024 | 0.1601 | 0.1375 | 0.1204 | 0.0059 |

Key: \overline{P}_n = Disagree; \overline{P}_x = Neutral; \overline{P}_i = Agree; PSD = Proportional Standard Deviations; PSE= Proportional Standard Errors of Mean; n= sample size

Source: Primary data (2020)

The results showed that the highest proportional average was $\overline{P}_n=0.8048$ and the lowest proportional average was $\overline{P}_n=0.6024$ to support the level of disagreed statements. The results showed that 80% ($\overline{P}_n=0.8048$) of the respondents disagreed that culture greatly influences the choice of locally made apparel. The related results show that 78% ($\overline{P}_n=0.7857$) of the respondents also disagreed that they purchase locally made apparel to express their African

identity. The lowest proportional average of $\bar{P}_n = 0.6024$ indicates that 60% of the respondents disagreed that cultural norms placed more value on locally made apparel. The aggregate proportional average based on culture beliefs was $\bar{P}_n = 0.7024$, $\bar{P}_s = 0.1601$, $\bar{P}_i = 0.1375$, PSD=0.1204 and PSE=0.0059 showing that 70% ($\bar{P}_n = 0.7024$) of the respondents were not influenced by culture beliefs to purchase locally made apparel.

4.6.1.2 Cultural Values

Cultural values refer to the degree at which certain products are considered important within a particular cultural orientation (Karimi, Biemans, Lans & Mulder, 2021). With regards to this thesis, cultural values involve a situation where culture shapes consumers using their own products under the guise of promoting patriotism. The study examined the extent to which cultural values influence the purchase apparel. The results are presented in Table 4.22.

Table 4.22: Cultural Values

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_n | \bar{P}_s | \bar{P}_i | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I purchase locally made apparel rather than imported apparel to meet cultural needs | 0.8453 | 0.0762 | 0.0786 | 0.0712 | 0.0035 |
| 2. | I purchase cultural valuable locally made apparel compared to imported apparel | 0.8191 | 0.0976 | 0.0834 | 0.0817 | 0.0040 |
| 3. | I purchase locally made apparel without compromising cultural values | 0.6977 | 0.1143 | 0.1881 | 0.122 | 0.0060 |
| 4. | I have a passion to purchase new imported apparel which is not affecting my culture | 0.4453 | 0.1333 | 0.4214 | 0.1582 | 0.0077 |
| | Aggregate proportional average | 0.7019 | 0.1054 | 0.1929 | 0.1083 | 0.0053 |

Key: \bar{P}_n = Disagree; \bar{P}_s = Neutral; \bar{P}_i = Agree

Source: Primary data (2020)

The highest proportional average based on cultural value was $\bar{p}_n = 0.8453$ while the lowest was $\bar{p}_n = 0.4453$ to support the level of disagreed statements. The results indicate that 85% ($\bar{p}_n = 0.8453$) of the respondents disagreed that they purchased locally made apparel rather than imported apparel to meet cultural needs. About 82% ($\bar{p}_n = 0.8191$) of the respondents disagreed that they purchased more cultural valuable locally made apparel compared to imported apparel. Seventy percent ($\bar{p}_n = 0.6977$) of the respondents also disagreed that they purchased locally made apparel without compromising cultural values.

The lowest proportional average was $\bar{p}_n = 0.4453$ showing that 44.5% of the respondents disagreed that they had a passion to purchase imported new apparel which does not affect their cultural values. The aggregate proportional averages based on culture values were $\bar{p}_n = 0.7019$, $\bar{p}_v = 0.1054$, $\bar{p}_i = 0.1929$, PSD=0.1083 and PSE=0.0053. This indicates that 70% ($\bar{p}_n = 0.7019$) of the respondents disagreed that cultural values influence the purchase of locally made apparel. It shows that cultural values do not have a great effect towards the purchase of locally made apparel.

4.6.1.3 Ethical Values

The study determined whether the respondent's ethical values influence their purchase of apparel due to patriotism and loyal to their own products (Gilman, 2005). The respondents were asked to state if they agreed or disagreed with several statements using a five-point Likert scale. The results are summarized in Table 4.23.

Table 4.23: Ethical Values

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|--|----------------------|--------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | My traditional norms greatly influence me to wear locally made apparel | 0.9571 | 0.041 | 0.0024 | 0.0096 | 0.0005 |
| 2. | I purchase locally made apparel which relates to my cultural activities | 0.8000 | 0.123 | 0.0762 | 0.0869 | 0.0042 |
| 3. | Environment guides me to purchase locally made apparel than imported apparel | 0.7642 | 0.145 | 0.0905 | 0.1002 | 0.0049 |
| 4. | Traditional activities influence consumers to purchase locally made apparel | 0.5119 | 0.262 | 0.2262 | 0.1741 | 0.0085 |
| 5. | I am interested to purchase Tanzanian locally made apparel such as "Msuli", "Khanga" and "Vitenge" | 0.4048 | 0.157 | 0.4381 | 0.1669 | 0.0081 |
| | Aggregate proportional average | 0.6876 | 0.146 | 0.1667 | 0.1075 | 0.0052 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The results showed that the highest proportional average was $\bar{P}_D=0.9571$ and the lowest was $\bar{P}_D=0.4048$ to support the level of disagreed statements. Based on the highest proportional average ($\bar{P}_D=0.9571$), the majority (96%) of the respondents disagreed that traditional norms greatly influence them to wear locally made apparel. Moreover, 80% ($\bar{P}_D=0.8000$) of the respondents disagreed that they purchased locally made apparel which relates to their cultural activities. The results also revealed that 76% ($\bar{P}_D=0.7642$) of the respondents disagreed with the statement that their environment guided them to purchase locally made apparel than imported apparel.

Fifty-one percent ($\bar{P}_D=0.5119$) of the respondents also disagreed that traditional activities influence them to purchase locally made apparel. The

lowest proportional average was $\bar{P}_D=0.4048$ indicating that 40% of the respondents were not interested to purchase Tanzanian locally made apparel such as “Khanga” or “vitenge” or “msuli” for ethical activities. The aggregate proportional averages were $\bar{P}_D=0.6876$, $\bar{P}_N=0.1457$, $\bar{P}_A=0.1667$, PSD=0.1075, and PSE=0.0052 implying that 69% ($\bar{P}_D=0.6876$) of the respondents disagreed that ethical values influence the purchase of locally made apparel.

4.6.1.4 Religious Values

The study examined how religious values influence consumers to purchase imported and locally made apparel. The results are presented in Table 4.24.

Table 4.24: Religious Values

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I purchase both imported and locally made apparel which are not affecting my religious sentiments | 0.1738 | 0.1524 | 0.6738 | 0.1336 | 0.0065 |
| 2. | I usually purchase more imported apparel than locally made apparel during my religious functions/activities | 0.3262 | 0.2476 | 0.4262 | 0.1855 | 0.0090 |
| 3. | I purchase apparel according to the norms of my religion | 0.4167 | 0.3143 | 0.2691 | 0.1877 | 0.0092 |
| | Aggregate proportional average | 0.3056 | 0.2381 | 0.4564 | 0.1689 | 0.0082 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The results showed that the highest proportional average was $\bar{P}_A=0.6738$ while the lowest was $\bar{P}_A=0.2691$ to represents the level of agreed statements. The results showed that 67% ($\bar{P}_A=0.6738$) of the respondents agreed that they purchased apparel which does not affect their religious sentiments with a

proportional average. Twenty seven percent ($\bar{P}_1=0.2691$) of respondents stated that they purchased apparel that is related to the norms of their religion. The aggregate proportional averages were $\bar{P}_n=0.3056$, $\bar{P}_v=0.2381$, $\bar{P}_i=0.4564$, PSD=0.1689 and PSE=0.0082 indicating that 46% ($\bar{P}_i=0.4564$) of the respondents agreed that they considered religious values when purchasing apparel.

4.6.1.5 Social Values

The study further examined the social values that influence consumers to purchase imported and locally made apparel. The results are in Table 4.25.

Table 4.25: Social Values

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_n | \bar{P}_v | \bar{P}_i | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I purchase imported apparel which enhance my social status | 0.0857 | 0.2167 | 0.6976 | 0.1138 | 0.0056 |
| 2. | I purchase imported apparel than locally made which reflects my social values | 0.0952 | 0.2286 | 0.6762 | 0.1213 | 0.0059 |
| 3. | I purchase imported apparel which relates to my social change | 0.1381 | 0.2976 | 0.5642 | 0.1523 | 0.0074 |
| 4. | I purchase locally made apparel to express myself | 0.2191 | 0.2476 | 0.5333 | 0.1595 | 0.0078 |
| 5. | I purchase locally made apparel ("msuli", "kanga", "vitenge") for social activities | 0.3238 | 0.1714 | 0.5048 | 0.1674 | 0.0082 |
| | Aggregate proportional average | 0.1724 | 0.2324 | 0.5952 | 0.1429 | 0.0070 |

Key: \bar{P}_n = Disagree; \bar{P}_v = Neutral; \bar{P}_i = Agree

Source: Primary data (2020)

Table 4.25 shows that the highest proportional average was $\bar{P}_i=0.6976$ and the lowest was $\bar{P}_i=0.5048$ to indicate the level of agreed statements. The results showed that 70% ($\bar{P}_i=0.6976$) of the respondents purchased imported apparel

to enhance their social status. It was also observed that 50% ($\bar{P}_I=0.5048$) of the respondents purchased locally made apparel for social activities. The aggregate proportional averages were $\bar{P}_D=0.1724$ (17%), $\bar{P}_N=0.2324$ (23%), $\bar{P}_I=0.5952$ (60%), PSD=0.1429 and PSE=0.0070 indicating that 60% ($\bar{P}_I=0.5952$) of social values contributed to the purchase of locally made apparel.

4.6.1.6 Summary of Aggregate Proportional Averages of Cultural

Determinants

The study established the cultural determinants that influence the purchase of apparel using aggregate proportional averages. The results showing the variables with the highest and lowest proportional averages that influence the purchase of apparel are presented in Table 4.26.

Table 4.26: Aggregate Proportional Averages of Cultural Determinants

| Sn | Cultural determinants | Proportional average | | | PSD | PSE |
|----|---------------------------------------|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_I | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Culture beliefs | 0.7024 | 0.1601 | 0.1375 | 0.1204 | 0.0059 |
| 2. | Cultural values | 0.7019 | 0.1054 | 0.1929 | 0.1083 | 0.0053 |
| 3. | Ethical values | 0.6876 | 0.1457 | 0.1667 | 0.1075 | 0.0052 |
| 4. | Religious values | 0.3056 | 0.2381 | 0.4564 | 0.1689 | 0.0082 |
| 5. | Social values | 0.1724 | 0.2324 | 0.5952 | 0.1429 | 0.0070 |
| | Composite proportional average | 0.5140 | 0.1763 | 0.3097 | 0.1296 | 0.0063 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_I = Agree

Source: Primary data (2020)

The composite proportional averages based on cultural determinants were $\bar{P}_D=0.5140$, $\bar{P}_N=0.1763$, $\bar{P}_I=0.3097$, SD=0.1296 and PSE=0.0063. This shows that 51% ($\bar{P}_D=0.5140$) of the cultural determinants do not influence respondents to purchase locally made apparel. Given the aggregate

proportional average $\bar{p}_n = 0.7024$ (70%) of cultural beliefs, $\bar{p}_n = 0.7019$ (70%) of cultural values and $\bar{p}_n = 0.6876$ (69%) of ethical values revealed that they do not influence respondents to purchase locally made apparel. On the other hand, the aggregate proportional average of social values recorded $\bar{p}_n = 0.5952$ indicating that 60% of the respondents agreed that social values influenced them to purchase locally made apparel.

4.6.2 Social Determinants towards Purchasing Imported and Locally

Made Apparel

Social determinants (family members, reference groups, social status, media, social media, celebrities and apparel loyalty) that influence the purchase of imported and locally made apparel were explored in this section. The descriptive statistics on social determinants are important to determine the variables which influence respondents to purchase imported and locally made apparel in the study area.

4.6.2.1 Family Members

Respondents were required to state the extent to which family members influenced them to purchase imported and locally made apparel. The results are presented in Table 4.27.

Table 4.27: Family Members

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|------------------|------------------|---------------|-----------------------|
| | | \overline{P}_D | \overline{P}_N | \overline{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | My parents/guardians provide information concerning apparel to purchase | 0.8214 | 0.0762 | 0.1023 | 0.0800 | 0.0039 |
| 2. | My family members recommend to me to where to purchase apparel | 0.8000 | 0.0786 | 0.1214 | 0.0874 | 0.0043 |
| 3. | My family greatly motivate me to purchase more imported apparel than locally made apparel | 0.6976 | 0.0857 | 0.2167 | 0.1138 | 0.0056 |
| 4. | My family budget dictates the choice of apparel to purchase | 0.3334 | 0.0714 | 0.5952 | 0.1190 | 0.0058 |
| | Aggregate proportional average | 0.6631 | 0.0780 | 0.2589 | 0.1001 | 0.0049 |

Key: \overline{P}_D = Disagree; \overline{P}_N = Neutral; \overline{P}_A = Agree

Source: Primary data (2020)

The results showed that the highest proportional average was $\overline{P}_D=0.8214$ while the lowest was $\overline{P}_D=0.3334$ to justify the level of disagreed statements. Both, the highest and the lowest proportional averages of disagreed statements revealed that 82% and 33% of the respondents respectively disagreed that family members influenced them to purchase apparel. On the other hand, 60% ($\overline{P}_A=0.5952$) of the respondents agreed that family budget dictate the choice of apparel to be purchased in the family (Table 4.27). The aggregate proportional averages based on family members were $\overline{P}_D=0.6631$, $\overline{P}_N=0.0780$, $\overline{P}_A=0.2589$. PSD=0.1001 and PSE=0.0049 indicating that 66% ($\overline{P}_D=0.6631$) of the respondents disagreed with the statements that family members influenced them to purchase apparel.

4.6.2.2 Social Status

The respondents were asked to state the extent to which social status influences them to purchase imported and locally made apparel using statements to which they were referred to respond strongly agree to strongly disagree. The results are summarized in Table 4.28.

Table 4.28: Social Status

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1 | My income influences me to purchase imported apparel than locally made | 0.1572 | 0.1405 | 0.7024 | 0.1246 | 0.0061 |
| 2 | My social class make me think of imported apparel than locally made | 0.1857 | 0.2905 | 0.5238 | 0.1681 | 0.0082 |
| 3 | I purchase imported apparel than locally made to satisfy my social class | 0.2381 | 0.3071 | 0.4548 | 0.1824 | 0.0089 |
| 4 | I purchase imported apparel that portrays my social class than locally one | 0.2762 | 0.3024 | 0.4214 | 0.1876 | 0.0092 |
| 5 | My social class restrict me to purchase imported apparel more than locally made apparel | 0.3881 | 0.2524 | 0.3596 | 0.1877 | 0.0092 |
| 6 | My level of education influences me to purchase imported apparel | 0.5214 | 0.1786 | 0.3000 | 0.1671 | 0.0082 |
| | Aggregate proportional average | 0.2945 | 0.2453 | 0.4603 | 0.1696 | 0.0083 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

Table 4.28 shows that the highest proportional average was $\bar{P}_A = 0.7024$ and the lowest was $\bar{P}_A = 0.3000$ to indicate the level of agreement with the statements used. The results showed that 70% ($\bar{P}_A = 0.7024$) of the respondents agreed that income influenced them to purchase more imported apparel than locally made apparel. The lowest proportional average was $\bar{P}_A = 0.3000$ indicating that 30% of the respondents agreed that education influences purchase of imported

apparel. The aggregate proportional averages based on social status were \bar{P}_n =0.2945, \bar{P}_N =0.2453, \bar{P}_A =0.4603, SD=0.1696 and PSE=0.0083 showing that 46% (\bar{P}_A =0.4603) of the respondents agreed that social status influences purchase of apparel.

4.6.2.3 Media

The study sought to determine the extent to which media influence consumers to purchase imported and locally made apparel. The results are presented in Table 4.29.

Table 4.29: Media

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_n | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1 | Fashion magazine, bulletin provide adequate information on the choice of imported apparel than locally made | 0.8714 | 0.0452 | 0.0833 | 0.0573 | 0.0028 |
| 2 | Fashion television channels guide me to purchase imported apparel. | 0.8428 | 0.0476 | 0.1095 | 0.066 | 0.0032 |
| 3 | I use the internet to search for the latest imported apparel than locally made | 0.8071 | 0.0619 | 0.1310 | 0.0809 | 0.0039 |
| 4 | I am influenced by e-marketing tools to purchase imported apparel | 0.7785 | 0.0810 | 0.1405 | 0.0942 | 0.0046 |
| 5 | My emotional attachment to fashion internet arouse the choice of my best apparel | 0.7572 | 0.0619 | 0.1810 | 0.0921 | 0.0045 |
| 6 | Fashion programs on TV are my favourite place for the choice of apparel | 0.7095 | 0.0786 | 0.2119 | 0.1148 | 0.0056 |
| | Aggregate proportional average | 0.7944 | 0.0627 | 0.1429 | 0.0842 | 0.0041 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree .

Source: Primary data (2020)

The results show that the highest proportional average was \bar{P}_n =0.8714 and the lowest was \bar{P}_n =0.7095 to justify the level of disagreement with the statements

used. Given the results in Table 4.29 the respondents disagreed that fashion magazine and bulletin ($\bar{p}_n=0.8714$), fashion TV channels ($\bar{p}_n=0.8428$), internet ($\bar{p}_n=0.8071$), electronic marketing tools ($\bar{p}_n=0.7785$) and emotional attachment to fashion internet ($\bar{p}_n=0.7572$) influence purchase of imported apparel. It was also noticed that 71% ($\bar{p}_n=0.7095$) of the respondents disagreed with the statement that fashion programmes on the TV stand as a respondents' favourite place for the choice of apparel. The aggregate proportional averages based on media were $\bar{p}_n=0.7944$, $\bar{p}_v=0.0627$, $\bar{p}_i=0.1429$, $SD=0.0842$ and $PSE=0.0041$ implying that 79% ($\bar{p}_n=0.7944$) of respondents disagreed with the statement that media influenced them to purchase apparel.

4.6.2.4 Reference Group

The study sought to determine how reference groups influence consumers to purchase imported and locally made apparel. The respondents were required to state if reference groups influenced them to purchase apparel by responding strongly agree to strongly disagree using a five-point Likert scale. The results are presented in Table 4.30.

Table 4.30: Reference Group

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Politicians influence me to purchase imported apparel than locally made | 0.7786 | 0.1143 | 0.1071 | 0.0976 | 0.0048 |
| 2. | Friends recommend to me more to purchase imported made apparel than locally made apparel | 0.7238 | 0.1 | 0.1762 | 0.1129 | 0.0055 |
| 3 | My religious groups influence me more to purchase imported apparel than locally made apparel | 0.7214 | 0.1 | 0.1786 | 0.1135 | 0.0055 |
| 4 | My colleagues influence me more to purchase imported apparel than locally made apparel. | 0.6786 | 0.1143 | 0.2071 | 0.1267 | 0.0062 |
| 5 | Celebrities influence me more to purchase imported apparel than locally made | 0.6047 | 0.0786 | 0.3166 | 0.1227 | 0.0060 |
| 6 | I consider my friends' opinion when purchasing imported apparel than locally made apparel | 0.5857 | 0.0595 | 0.3548 | 0.1112 | 0.0054 |
| 7 | My peers are the reference point on the choice of apparel | 0.4953 | 0.1143 | 0.3904 | 0.1487 | 0.0073 |
| | Aggregate proportional average | 0.6554 | 0.0973 | 0.2473 | 0.1190 | 0.0058 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_D=0.7786$ and the lowest was $\bar{P}_D=0.4953$ to justify the level of disagreement with the statement that were used.

The results showed that more than 72% of the respondents disagreed with the statement that politicians (77.9%), friends (72.4%) and religious groups (72.1%) influenced them to purchase more imported apparel than locally made apparel. Further, the results revealed that colleagues (68%), celebrities (60%) and friends' opinion (59%) did not influence respondents to purchase apparel.

The aggregate proportional averages based on reference group were $\bar{P}_D=0.6554$, $\bar{P}_N=0.0973$, $\bar{P}_A=0.2473$, $SD=0.1190$ and $PSE=0.0058$. This implies

that 66% ($\bar{P}_n=0.6554$) of the respondents disagreed with the statement that reference groups influence them to purchase more imported apparel than locally made apparel.

4.6.2.5 Social Media

The study sought to examine the extent to which social media influence consumers to purchase imported and locally made apparel. The results are presented using a proportional average, standard deviations (PSD) and standard errors (PSE) in Table 4.31.

Table 4.31: Social Media

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_n | \bar{P}_v | \bar{P}_i | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Always I purchase imported apparel than locally made because of information from social media | 0.5881 | 0.1667 | 0.2453 | 0.1550 | 0.0076 |
| 2. | I use social media to search for the latest imported apparel than locally made | 0.5834 | 0.1524 | 0.2642 | 0.1533 | 0.0075 |
| 3. | I love making informed purchase decisions of imported apparel than locally made based on the information I get through social media. | 0.5477 | 0.1286 | 0.3238 | 0.1510 | 0.0074 |
| 4. | Social media helps me to make better decisions in purchasing imported apparel than locally made. | 0.5286 | 0.131 | 0.3405 | 0.1536 | 0.0075 |
| 5. | Social media has increased my interest in making better decisions in purchasing imported apparel than locally made. | 0.5238 | 0.119 | 0.3572 | 0.1492 | 0.0073 |
| 6. | Word of mouth from peers influence me to purchase imported apparel than locally made | 0.3286 | 0.1333 | 0.5381 | 0.2123 | 0.0104 |
| | Aggregate proportional average | 0.5167 | 0.1385 | 0.3449 | 0.1624 | 0.0080 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_I = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{p}_n = 0.5881$ and the lowest was $\bar{p}_n = 0.3286$ to support the level of disagreement with the statements that were used. The results showed that 59% ($\bar{p}_n = 0.5881$) of the respondents disagreed with the statement that they purchase more imported apparel than locally made apparel because of information from social media. The lowest proportional average was $\bar{p}_n = 0.3286$, showing that 33% of the respondents disagreed with the statement that word of mouth from peers influenced respondents to purchase more imported apparel than locally made. The aggregate proportional averages based on social media were $\bar{p}_n = 0.5167$, $\bar{p}_s = 0.1385$, $\bar{p}_i = 0.3449$, $SD = 0.1624$ and $PSE = 0.0080$ indicating that 51% ($\bar{p}_n = 0.5167$) of the respondents disagreed with the statement that social media influence them to purchase more imported apparel than locally made.

4.6.2.6 Celebrities

The study examined how celebrities (influencers) influence consumers towards purchase of imported and locally made apparel. The results are presented in Table 4.32.

Table 4.32: Celebrities

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I am influenced by celebrities to purchase imported apparel than locally made | 0.7738 | 0.1119 | 0.1143 | 0.0995 | 0.0049 |
| 2. | I purchase imported apparel whenever I see it on a celebrity than locally made | 0.7358 | 0.1048 | 0.1596 | 0.1109 | 0.0054 |
| 3. | Celebrities apparel endorsement stimulate my purchase decision of imported apparel | 0.6619 | 0.1 | 0.2381 | 0.1255 | 0.0061 |
| 4. | I like to get other peoples opinion before I purchase new imported apparel | 0.6476 | 0.1143 | 0.2381 | 0.1328 | 0.0065 |
| 5. | My apparel interest is developed from fashion icons to purchase imported apparel | 0.5429 | 0.1381 | 0.319 | 0.1547 | 0.0075 |
| | Aggregate proportional average | 0.6724 | 0.1138 | 0.2138 | 0.1247 | 0.0061 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_D=0.7738$ and the lowest was $\bar{P}_D=0.5429$ to support the level of disagreed statements. Approximately 77% ($\bar{P}_D=0.7738$) of the respondents disagreed with the statement that they were influenced by celebrities to purchase more imported apparel than locally made. Also 74% ($\bar{P}_D=0.7358$) of the respondents disagreed with the statement that they purchased more imported than locally made apparel whenever they saw imported apparel on celebrities. The lowest proportional average was $\bar{P}_D=0.5429$ showing that 54% of the respondents disagreed with the statement that their interest in apparel was developed from fashion icons to purchase imported apparel. The aggregate proportional averages were $\bar{P}_D=0.6724$, $\bar{P}_N=0.1138$, $\bar{P}_A=0.2138$, $SD=0.1247$ and $PSE=0.0061$ implying that 67% ($\bar{P}_D=0.6724$) of the

respondents disagreed with the statement that celebrities influenced them to purchase more imported apparel than locally made apparel.

4.6.2.7 Apparel Loyalty

The respondents were asked to state the extent to which apparel loyalty (brand) influenced them to purchase imported and locally made apparel. The results are presented in Table 4.33.

Table 4.33: Apparel Loyalty

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I frequently purchase locally made apparel than imported apparel | 0.7643 | 0.0286 | 0.2072 | 0.0673 | 0.0033 |
| 2. | The feeling of self-fulfilment guides the purchase of locally made apparel compared to imported one | 0.7238 | 0.0929 | 0.1833 | 0.1110 | 0.0054 |
| 3. | I purchase imported apparel that everyone is wearing than locally made apparel | 0.4786 | 0.231 | 0.2905 | 0.1792 | 0.0087 |
| 4. | I always enjoy being the first person to purchase a new imported apparel than locally made apparel | 0.4619 | 0.1952 | 0.3428 | 0.1758 | 0.0086 |
| 5. | I frequently purchase locally tailor-made apparel made from imported fabrics | 0.4285 | 0.0548 | 0.5167 | 0.0606 | 0.003 |
| 6. | When I have extra little money. it increases my feeling of purchasing more imported than locally made apparel | 0.1952 | 0.2952 | 0.5095 | 0.1713 | 0.0084 |
| 7. | I am involved more in searching for low-priced imported apparel when price rises | 0.1834 | 0.2833 | 0.5334 | 0.1665 | 0.0081 |
| 8. | I purchase imported apparel from different outlets than locally made apparel | 0.1334 | 0.2095 | 0.6572 | 0.1355 | 0.0066 |
| | Aggregate proportional average | 0.4211 | 0.1738 | 0.4051 | 0.1334 | 0.0065 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_D=0.7643$ and the lowest was $\bar{P}_D=0.1334$ to support the level of disagreement with the statements that were

used. The results showed that 76% ($\bar{P}_n=0.7643$) of the respondents disagreed that they frequently purchased more locally made apparel than imported apparel. About 72% ($\bar{P}_d=0.7238$) of the respondents also disagreed that the feeling of self-fulfilment guided them to purchase locally made apparel compared to imported apparel. The lowest proportional average was $\bar{P}_i=0.1334$ indicating that 13% of the respondents disagreed that they purchased more imported apparel from different outlets than locally made apparel. The aggregate proportional averages were $\bar{P}_D=0.4211$, $\bar{P}_N=0.1738$, $\bar{P}_I=0.4051$, $SD=0.1334$ and $PSE=0.0065$ showing that 42% ($\bar{P}_D=0.4211$) of the respondents disagreed with the statement that apparel loyalty influences the purchase of imported apparel compared to locally made apparel.

4.6.2.8 Summary of the Aggregate Proportional Averages of Social

Determinants

The study established the social determinants that influence the purchase of apparel using aggregate proportional averages. The results showing the variables with the highest and lowest proportional average that influence the purchase of apparel are summarised and presented in Table 4.34.

Table 4.34: The Aggregate Proportional Average of Social Determinants

| Sn | Social determinants | Proportional average | | | PSD | PSE |
|----|---------------------------------------|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Media | 0.7944 | 0.0627 | 0.1429 | 0.0842 | 0.0041 |
| 4. | Celebrities | 0.6724 | 0.1138 | 0.2138 | 0.1247 | 0.0061 |
| 6. | Family members | 0.6631 | 0.0780 | 0.2589 | 0.1001 | 0.0049 |
| 2. | Reference groups | 0.6554 | 0.0973 | 0.2473 | 0.1190 | 0.0058 |
| 5. | Social media | 0.5167 | 0.1385 | 0.3449 | 0.1624 | 0.0080 |
| 6. | Apparel loyalty | 0.4211 | 0.1738 | 0.4051 | 0.1334 | 0.0065 |
| 7. | Social status | 0.2945 | 0.2453 | 0.4603 | 0.1696 | 0.0083 |
| | Composite proportional average | 0.5739 | 0.1299 | 0.2962 | 0.1276 | 0.0062 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The composite proportional averages of social determinants were $\bar{P}_D=0.5739$. $\bar{P}_N=0.1299$, $\bar{P}_A=0.2962$, $SD=0.1276$ and $PSE=0.0062$. These results show that 57% ($\bar{P}_D=0.5739$) of the respondents disagreed with the statement that social determinants influenced them to purchase imported and locally made apparel. However, media recorded the highest aggregate proportional average ($\bar{P}_D=0.7944$) implying that 79% of the respondents disagreed with the statement that media influences the purchase of imported apparel. On the other hand, social status recorded the lowest proportional average of $\bar{P}_D=0.2945$ showing that 29% of the respondents disagreed with the statement that social status influences purchase of imported and locally made apparel. Based on the level of agreed statements on the aggregate proportional averages of social determinants; social status was the variable that influenced respondents (46% ($\bar{P}_A=0.4603$)) to purchase imported and locally made apparel (Table 4.34).

4.6.3 Personal Determinants towards Purchasing Imported and Locally

Made Apparel

The study sought to determine the personal determinants such as personality, self-concept, occupation and economic conditions, lifestyle and stage in the life-cycle that influence purchase of imported and locally made apparel. Hence, this section examines the extent to which each personal determinants influences respondents to purchase imported and locally made apparel. The results are presented in tables.

4.6.3.1 Personality

Respondents were required to state the extent to which their personality influenced them to purchase imported and locally made apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.35.

Table 4.35: Personality

| Sn | Respondents' Opinions | Proportional average | | | SD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I am comfortable to wear imported apparel of my interest compared to locally made apparel | 0.0881 | 0.1905 | 0.7214 | 0.1100 | 0.0054 |
| 2. | I prefer to purchase imported apparel with unique attributes | 0.0881 | 0.2500 | 0.6619 | 0.1207 | 0.0060 |
| 3. | I like purchase imported apparel that gives me a sense of modesty | 0.1119 | 0.2643 | 0.6238 | 0.1358 | 0.0066 |
| 4. | Purchasing expensive imported apparel makes me feel good | 0.1952 | 0.2048 | 0.6000 | 0.1549 | 0.0076 |
| 5. | Imported apparel creates an impression of consumers who I am. | 0.2333 | 0.2500 | 0.5167 | 0.1736 | 0.0085 |
| | Aggregate proportional average | 0.1433 | 0.2319 | 0.6248 | 0.1390 | 0.0068 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average recorded was $\bar{P}_i=0.7214$ while the lowest was $\bar{P}_i=0.5167$ to support the level of agreement with the statements that were used. The results showed that 72% ($\bar{P}_i=0.7214$) of the respondents were substantially comfortable to purchase imported apparel of their interest compared to locally made apparel. In addition to that 52% ($\bar{P}_i=0.5167$) of the respondents purchased imported apparel to create a good impression. The aggregate proportional averages based on individual personality were $\bar{P}_n=0.1433$, $\bar{P}_s=0.2319$, $\bar{P}_i=0.6248$, $SD=0.1390$ and $PSE=0.0068$. This shows that a proportional average of $\bar{P}_i=0.6248$ of individual personality influences 62% of the respondents to purchase imported apparel.

4.6.3.2 Self-concept

The study sought to determine the extent to which self-concept influenced consumers to purchase imported and locally made apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.36.

Table 4.36: Self-concept

| Sn | Respondents' Opinions | Proportional average | | | SD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pq} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I spend time to purchase apparel that looks best | 0.0738 | 0.1929 | 0.7333 | 0.1022 | 0.0050 |
| 2. | I purchase imported apparel than locally made apparel to promote myself-esteem | 0.0976 | 0.2500 | 0.6524 | 0.3990 | 0.0195 |
| 3. | I like to purchase imported apparel than locally made apparel that suits my roles | 0.1071 | 0.3071 | 0.5857 | 0.1388 | 0.0068 |
| 4. | I purchase more imported apparel than locally made apparel for status identification | 0.1738 | 0.3262 | 0.5000 | 0.1684 | 0.0082 |
| 5. | I purchase imported apparel than locally made apparel to create a false image | 0.3642 | 0.2690 | 0.3667 | 0.1895 | 0.0092 |
| | Aggregate proportional average | 0.1633 | 0.2690 | 0.5676 | 0.1996 | 0.0097 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_A=0.7333$ while the lowest was $\bar{P}_A=0.3667$ to represent the level of agreement with the statements that were used. The results indicate that 73% ($\bar{P}_A=0.7333$) of the respondents agreed that they spent time to choose apparel that looks best. About 37% ($\bar{P}_A=0.3667$) of the respondents also agreed that they purchased more imported apparel than locally made apparel to create false image. The aggregate proportional averages based on self-concept were $\bar{P}_D=0.1633$, $\bar{P}_N=0.2690$, $\bar{P}_A=0.5676$, $SD=0.1996$ and $PSE=0.0097$. This indicates that 57% ($\bar{P}_A=0.5676$) of the respondents stated that self-concept influenced them to purchase imported apparel and locally made apparel.

4.6.3.3 Lifestyle

The study sought to determine the extent to which consumer's lifestyle influences purchase of imported and locally made apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.37.

Table 4.37: Lifestyle

| Sn | Respondents' Opinions | Proportional average | | | SD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I naturally have an attachment to imported apparel than locally made apparel | 0.1715 | 0.2238 | 0.6047 | 0.1523 | 0.0074 |
| 2. | I always feel gorgeous to wear imported new apparel | 0.1715 | 0.2595 | 0.5690 | 0.1591 | 0.0078 |
| 3. | My environment shaped my choice of imported apparel | 0.2048 | 0.2929 | 0.5024 | 0.1736 | 0.0085 |
| 4. | I prefer to purchase quality imported apparel in a mall | 0.3691 | 0.2381 | 0.3929 | 0.1858 | 0.0091 |
| | Aggregate proportional average | 0.2292 | 0.2536 | 0.5173 | 0.1677 | 0.0082 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_A=0.6047$ while the lowest was $\bar{P}_A=0.3929$ to represent the level of agreement with the statements that were used.

The results show that 60% ($\bar{P}_A=0.6047$) of the respondents stated that they had natural attachments to imported apparel than locally made apparel. The lowest proportional average was $\bar{P}_A=0.3929$ showing that 39% of the respondents preferred to purchase imported apparel in a shopping mall. The aggregate proportional averages based on consumers' lifestyle were $\bar{P}_D=0.2292$, \bar{P}_N

=0.2536, $\bar{P}_I=0.5173$, SD=0.1677 and PSE=0.0082. This shows that 51% ($\bar{P}_I=0.5173$) of the respondents' lifestyle influence them to purchase imported and locally made apparel.

4.6.3.4 Occupation

The study sought further to determine the extent to which consumer's occupation influences purchase of imported and locally made apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.38.

Table 4.38: Occupation

| Sn | Respondents' Opinions | Proportional average | | | SD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | My occupation promotes locally made apparel than imported apparel | 0.8452 | 0.0786 | 0.0762 | 0.0711 | 0.0035 |
| 2. | Locally made apparel suits my job identification | 0.6690 | 0.2238 | 0.1072 | 0.1267 | 0.0062 |
| 3. | The consumption of both imported and locally made apparel is suitable for my office work | 0.3619 | 0.05 | 0.5881 | 0.1032 | 0.0050 |
| 4. | I purchase both imported and locally made apparel for my office work | 0.3095 | 0.1333 | 0.5571 | 0.1516 | 0.0074 |
| 5. | Employed consumers purchase more imported apparel than locally made apparel | 0.1643 | 0.3214 | 0.5143 | 0.1648 | 0.0080 |
| | Aggregate proportional average | 0.4700 | 0.1614 | 0.3686 | 0.1235 | 0.0060 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_D=0.8452$ while the lowest was $\bar{P}_D=0.1643$ to represent the level of agreement with the statements that were used.

The results show that 84% ($\bar{P}_D=0.8452$) of the respondents disagreed with the

statement that their occupation promotes purchase of locally made apparel than imported apparel. On the other hand, 16% ($\bar{P}_D=0.1643$) of the respondents disagreed with the statement that employed consumers purchase more imported than locally made apparel. The aggregate proportional averages based on occupation were $\bar{P}_D=0.47$, $\bar{P}_N=0.1614$, $\bar{P}_I=0.3686$, PSD=0.1235 and PSE=0.0060. These results imply that 47% ($\bar{P}_D=0.47$) of the respondents disagreed that occupation influences purchase of imported and locally made apparel.

4.6.3.5 Economic Condition (status)

The study sought to determine the extent to which economic condition (status) of consumers influences purchase of imported and locally made apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.39.

Table 4.39: Economic Condition

| Sn | Respondents' Opinions | Proportional average | | | SD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | High income consumers purchase expensive imported apparel | 0.0357 | 0.0881 | 0.8762 | 0.0525 | 0.0026 |
| 2. | My income is an important factor for the choice of imported apparel than locally made apparel | 0.1119 | 0.1762 | 0.7119 | 0.1185 | 0.0058 |
| 3. | I purchase imported apparel when it is on sale | 0.0667 | 0.2286 | 0.7047 | 0.1037 | 0.0051 |
| 4. | My low income allows me to purchase inexpensive apparel | 0.169 | 0.2262 | 0.6048 | 0.1521 | 0.0074 |
| 5. | When I have extra little money, it increases my feeling of purchasing more imported apparel than locally made apparel | 0.1524 | 0.2667 | 0.5809 | 0.1537 | 0.0075 |
| 6. | I purchase locally made apparel to promote economic development | 0.2334 | 0.2857 | 0.4810 | 0.1791 | 0.0087 |
| | Aggregate proportional average | 0.1282 | 0.2119 | 0.6599 | 0.1266 | 0.0062 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_A=0.8762$ while the lowest was $\bar{P}_A=0.4810$ to represent the level of agreement with the statements that were used.

The results reveal that 87% ($\bar{P}_A=0.8762$) of high-income consumers purchased expensive imported new apparel. The lowest proportional average was $\bar{P}_A=0.4810$ showing that 48% of the respondents also agreed that they purchase locally made apparel to promote economic development. The aggregate proportional averages based on economic condition were $\bar{P}_D=0.1282$, $\bar{P}_N=0.2119$, $\bar{P}_A=0.6599$, $SD=0.1266$ and $PSE=0.0062$. The results imply that 66% ($\bar{P}_A=0.6599$) of the respondents agreed that economic condition influences purchase of apparel.

4.6.3.6 Life-cycle Stage

The study also sought to determine the extent to which consumer's life-cycle influences purchase of imported and locally made apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.40.

Table 4.40: Life-cycle Stage

| Sn | Respondents' Opinions | Proportional average | | | SD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Young consumers purchase more fashionable imported apparel than locally made apparel | 0.0310 | 0.0381 | 0.9310 | 0.0332 | 0.0016 |
| 2. | Older consumers like to purchase more locally made apparel than imported apparel | 0.0548 | 0.0738 | 0.8714 | 0.0594 | 0.0029 |
| 3. | My family budget dictates the choice of imported apparel | 0.2905 | 0.1095 | 0.6000 | 0.1382 | 0.0067 |
| 4. | Family responsibilities control my choice of imported apparel | 0.4143 | 0.1952 | 0.3905 | 0.1777 | 0.0087 |
| 5. | Advertisements define my choice of imported apparel | 0.3952 | 0.3095 | 0.2953 | 0.1901 | 0.0093 |
| | Aggregate proportional average | 0.2372 | 0.1452 | 0.6176 | 0.1197 | 0.0058 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_A=0.9310$ while the lowest was $\bar{P}_A=0.2953$ to represent the level of agreement with the statements that were used.

The results show that 93% ($\bar{P}_A=0.9310$) of young consumers purchased fashionable apparel. Also 87% ($\bar{P}_A=0.8714$) of the respondents agreed that older consumers purchased more locally made apparel than imported apparel.

The lowest proportion of $\bar{P}_A=0.2953$ shows that 30% of the respondents rarely agreed that they were susceptible to advertisements that define their choice apparel. The aggregate proportional averages based on consumer life-cycle were $\bar{P}_D=0.2372$, $\bar{P}_N=0.1452$, $\bar{P}_A=0.6176$, $SD=0.1197$ and $PSE=0.0058$ implying that 61% ($\bar{P}_A=0.6176$) of the respondents life-cycle influences purchase of more imported than locally made apparel.

4.6.3.7 Summary of the Aggregate Proportional Averages of Personal Determinants

The study established the personal determinants that have an effect on purchase of apparel using aggregate proportional averages. The results that show the variables with the highest and lowest proportional averages are summarised and presented in Table 4.41.

Table 4.41: Aggregate Proportional Averages of Personal Determinants

| Sn | Personal determinants | Proportional average | | | SD | PSE |
|----|---------------------------------------|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Economic condition | 0.1282 | 0.2119 | 0.6599 | 0.1266 | 0.0062 |
| 2. | Personality | 0.1433 | 0.2319 | 0.6248 | 0.1390 | 0.0068 |
| 3. | Life-cycle stage | 0.2372 | 0.1452 | 0.6176 | 0.1197 | 0.0058 |
| 4. | Self-concept | 0.1633 | 0.2690 | 0.5676 | 0.1996 | 0.0097 |
| 5. | Lifestyle | 0.2292 | 0.2536 | 0.5173 | 0.1677 | 0.0082 |
| 6. | Occupation | 0.4700 | 0.1614 | 0.3686 | 0.1235 | 0.0060 |
| | Aggregate proportional average | 0.2453 | 0.2122 | 0.5425 | 0.1493 | 0.0073 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The composite proportional averages based on personal determinants were $\overline{P}_D = 0.2453$, $\overline{P}_N = 0.2122$, $\overline{P}_A = 0.5425$, $SD = 0.1493$ and $PSE = 0.0073$. This implies that 54% ($\overline{P}_A = 0.5425$) of the respondents agreed that personal determinants influence purchase of apparel. Economic conditions recorded the highest proportional average of $\overline{P}_A = 0.6599$ indicating that 66% of the respondents' economic conditions influenced their purchase of apparel. Respondents' occupation recorded the lowest proportional average of $\overline{P}_A = 0.3686$ showing that only 37% of the respondents agreed that their occupations influenced their purchase of apparel. Given the personal determinants results: economic condition, personality, life-cycle stage, self-concept and lifestyle are determinants that influence respondents to purchase apparel.

4.6.4 Psychological Determinants towards Purchasing Imported and Locally Made Apparel

The study sought to determine the psychological determinants (perception, motivation, knowledge attitude and attributes) that influence purchase of imported and locally made apparel among consumers. The respondents were required to rate the extent to which psychological determinants influence purchase of apparel. A five-point Likert scale was used to rate respondents' opinions. The results are presented in Tables.

4.6.4.1 Motivation

Motivation, in this section includes both intrinsic and extrinsic aspects. Therefore, the study determined the extent to which motivation (intrinsic and

extrinsic) influences consumers to purchase imported and locally made apparel.

The results are presented in Table 4.42.

Table 4.42: Motivation

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I prefer to purchase imported apparel because it does not fade | 0.031 | 0.0881 | 0.8809 | 0.0490 | 0.0024 |
| 2. | I like shopping for cheap and durable second-hand apparel | 0.1405 | 0.0690 | 0.7905 | 0.0875 | 0.0043 |
| 3. | I am motivated to wear new imported apparel for special occasions | 0.0905 | 0.231 | 0.6785 | 0.1191 | 0.0058 |
| 4. | I like apparel with good styles, designs, colours and fabrics that minimize the dissatisfied body part(s) | 0.2238 | 0.2143 | 0.5619 | 0.1642 | 0.0080 |
| 5. | I am inspired by innovative features of imported apparel without planning | 0.1262 | 0.3595 | 0.5143 | 0.1528 | 0.0075 |
| 6. | I am motivated to purchase locally tailor-made apparel that fits the body | 0.4309 | 0.0738 | 0.4953 | 0.1255 | 0.0061 |
| 7. | I enjoy to use e-marketing tools when looking for imported apparel | 0.6333 | 0.1452 | 0.2215 | 0.1427 | 0.007 |
| | Aggregate proportional average | 0.2395 | 0.1687 | 0.5918 | 0.1201 | 0.0059 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average recorded was $\bar{P}_A=0.8809$ while the lowest was $\bar{P}_A=0.2215$ to represent the level of agreement with the statements that were used. The results showed that 88% ($\bar{P}_A=0.8809$) of the respondents were motivated to purchase imported apparel because the colour does not fade away. About 22% ($\bar{P}_A=0.2215$) of the respondents, rarely used electronic marketing tools when looking for imported apparel to purchase. The aggregate proportional averages based on motivation were $\bar{P}_D=0.2395$, $\bar{P}_N=0.1687$, $\bar{P}_A=0.5918$, $SD=0.1201$ and $PSE=0.0059$. The results imply that 59% (\bar{P}_A

=0.5918) of the respondents agreed that motivation influence them to purchase imported apparel.

4.6.4.2 Perception

The extent to which perception influences consumers to purchase imported and locally made apparel was determined. The respondents were required to state their perception towards the purchase of apparel. The results are presented using proportional averages, standard deviations (PSD) and standard errors (PSE) in Table 4.43.

Table 4.43: Perception

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Second-hand apparel is cheaper and affordable | 0.0214 | 0.0333 | 0.9452 | 0.026 | 0.0013 |
| 2. | High priced apparel has high quality | 0.0285 | 0.1690 | 0.8024 | 0.0622 | 0.003 |
| 3. | Locally tailor-made apparel has better fit and good style modifications | 0.1095 | 0.1333 | 0.7571 | 0.1051 | 0.0051 |
| 4. | My sense of satisfaction guides me on the choice of imported apparel | 0.0690 | 0.2310 | 0.7000 | 0.1056 | 0.0052 |
| 5. | I prefer locally tailor-made apparel made from imported fabrics | 0.2905 | 0.0167 | 0.6929 | 0.058 | 0.0028 |
| 6. | New imported apparel has good quality | 0.2309 | 0.3143 | 0.4547 | 0.1817 | 0.0089 |
| 7. | Locally made apparel has better finishing quality than imported apparel | 0.7024 | 0.2262 | 0.0714 | 0.1065 | 0.0052 |
| | Aggregate proportional average | 0.2075 | 0.1605 | 0.6320 | 0.0922 | 0.0045 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_A=0.9452$ while the lowest was $\bar{P}_A=0.0714$ to represent the level of agreement with the statements that were used.

The results indicated that 94% ($\bar{P}_A=0.9452$) of the respondents stated that second-hand apparel is less expensive and affordable. On the other hand, 7%

($\bar{P}_A=0.0714$) of the respondents stated that locally made apparel has good finishing quality compared to imported apparel. The aggregate proportional averages based on perception were $\bar{P}_D=0.2075$, $\bar{P}_N=0.1605$, $\bar{P}_A=0.6320$. $SD=0.0922$ and $PSE=0.0045$. This implies that 63% ($\bar{P}_A=0.6320$) of the respondents agreed that perception towards apparel influences respondents to purchase imported and locally made apparel.

4.6.4.3 Knowledge

The extent to which knowledge influences consumers to purchase imported and locally made apparel was determined. The results are presented in Table 4.44.

Table 4.44: Knowledge

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|----|--|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | I decide to purchase apparel based on my tastes and preferences | 0.0096 | 0.0929 | 0.8976 | 0.0283 | 0.0014 |
| 2. | I purchase different types of apparel of different styles and designs that communicate | 0.0357 | 0.1619 | 0.8024 | 0.0681 | 0.0033 |
| 3. | I purchase apparel of different colours to match with my wardrobe | 0.069 | 0.15 | 0.7809 | 0.09 | 0.0044 |
| 4. | I have knowledge to purchase apparel of good quality | 0.1262 | 0.3500 | 0.5238 | 0.1521 | 0.0074 |
| 5. | I check for care label instructions when choosing imported apparel | 0.6000 | 0.1929 | 0.2071 | 0.1548 | 0.0076 |
| | Aggregate proportional average | 0.1681 | 0.1895 | 0.6424 | 0.0987 | 0.0048 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

The highest proportional average was $\bar{P}_A=0.8976$ while the lowest was $\bar{P}_A=0.2071$ to represent the level of agreement with the statements that were used.

Majority (90%) ($\bar{P}_1=0.8976$) of the respondents agreed that they purchased apparel based on their own tastes and preferences. To a lesser extent ($\bar{P}_2=0.2071$), 20% of the respondents agreed that they consider care label instructions when purchasing imported apparel. The aggregate proportional averages based on the respondents' knowledge were $\bar{P}_3=0.1681$, $\bar{P}_4=0.1895$, $\bar{P}_5=0.6424$, PSD=0.0987 and PSE=0.0048 indicating that 64% ($\bar{P}_5=0.6424$) of the respondents agreed that knowledge influences them in their purchase of apparel.

4.6.4.4 Consumers' Attitude towards Purchase of Imported and Locally Made Apparel

This section contains the analysis results of consumers' attitude towards purchase of apparel based on general attitude, beliefs, feelings and purchase tendencies. The attitude to purchase imported and locally made apparel creates a better understanding of respondents concerning their preference for the choice of imported and locally made apparel. The question is, "Does respondents' attitude influence purchase of imported and locally made apparel"? Traditionally, consumers show their attitudes towards imported apparel. Hence, the researcher needed to establish this assumption and how true it was among respondents using proportional averages of the opinions on purchase of imported and locally made apparel. The results are presented in Table 4.45.

Table 4.45: Consumer's Attitudes towards Imported and Locally Made Apparel

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|---|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_V | \bar{P}_I | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| The overall attitude of apparel | | | | | | |
| 1. | I have a positive attitude towards apparel | 0.0167 | 0.2452 | 0.7381 | 0.055 | 0.0027 |
| | Aggregate proportional average | 0.0167 | 0.2452 | 0.7381 | 0.055 | 0.0027 |
| Beliefs (Cognition) towards apparel | | | | | | |
| 1. | Imported apparel is of colour fastness compared to locally made apparel | 0.0238 | 0.2357 | 0.7405 | 0.0645 | 0.0031 |
| 2. | I have adequate knowledge of imported apparel attributes compared to locally made apparel | 0.0548 | 0.4071 | 0.5381 | 0.1096 | 0.0053 |
| 3. | I have adequate information about imported apparel compared to locally made apparel | 0.0524 | 0.4214 | 0.5262 | 0.1078 | 0.0053 |
| 4. | I have wider knowledge of imported apparel assortments compared to locally made apparel | 0.0524 | 0.4238 | 0.5238 | 0.1079 | 0.0053 |
| | Aggregate proportional average | 0.0459 | 0.3720 | 0.5822 | 0.0975 | 0.0048 |
| Feelings (Affection) towards apparel | | | | | | |
| 1. | Imported apparel has good finishing quality compared to tailor-made apparel | 0.0333 | 0.1095 | 0.8571 | 0.0559 | 0.0027 |
| 2. | I like to purchase more imported second-hand apparel than tailor-made apparel | 0.1595 | 0.1095 | 0.7309 | 0.113 | 0.0055 |
| 3. | Imported apparel has unique designs compared to locally made apparel | 0.0381 | 0.2952 | 0.6666 | 0.0821 | 0.004 |
| 4. | Imported apparel has unique attributes compared to locally made apparel | 0.0452 | 0.2952 | 0.6595 | 0.0938 | 0.0046 |
| 5. | Imported apparel more suits my personality than locally made apparel | 0.0667 | 0.2976 | 0.6357 | 0.1123 | 0.0055 |
| 6. | Generally, I like to purchase imported apparel more than locally made apparel | 0.1786 | 0.2048 | 0.6167 | 0.1502 | 0.0073 |
| 7. | Imported apparel has a better fit than tailor-made apparel | 0.0381 | 0.35 | 0.6119 | 0.0903 | 0.0044 |
| 8. | I like purchasing imported apparel more than locally made apparel because it has price tags | 0.2667 | 0.1929 | 0.5405 | 0.1668 | 0.0081 |
| 9. | I like to purchase new imported apparel compared to tailor-made apparel | 0.2714 | 0.2476 | 0.4809 | 0.1798 | 0.0088 |
| 10. | I like to purchase imported new apparel most of my time than second-hand apparel | 0.5405 | 0.1095 | 0.3500 | 0.1439 | 0.007 |
| | Aggregate proportional average | 0.1638 | 0.2212 | 0.6150 | 0.1229 | 0.0058 |

Continued

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|---|---|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_D | \bar{P}_N | \bar{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| Purchasing behaviour tendencies | | | | | | |
| 1. | Imported second hand apparel is not expensive compared to tailor made apparel | 0.0238 | 0.1071 | 0.8691 | 0.0471 | 0.0023 |
| 2. | I purchase imported apparel available in various sizes compared to locally made apparel | 0.0500 | 0.2690 | 0.6810 | 0.0957 | 0.0047 |
| 3. | Purchasing imported apparel gives me great pleasure compared to locally made apparel | 0.0571 | 0.3286 | 0.6143 | 0.1074 | 0.0052 |
| 4. | Imported new apparel is not expensive compared to locally made apparel | 0.4785 | 0.1524 | 0.3691 | 0.1641 | 0.008 |
| 5. | I purchase locally made apparel to promote our economy than imported apparel | 0.1477 | 0.5095 | 0.3428 | 0.1606 | 0.0078 |
| Aggregate proportional average | | 0.1514 | 0.2733 | 0.5753 | 0.1150 | 0.0056 |
| Overall aggregate proportional average | | 0.0944 | 0.2779 | 0.6276 | 0.0976 | 0.0047 |

Key: \bar{P}_D = Disagree; \bar{P}_N = Neutral; \bar{P}_A = Agree

Source: Primary data (2020)

4.6.4.5 Overall Attitude towards Imported and Locally Made Apparel Purchase

The overall attitude towards purchase of apparel was established with a proportional average of $\bar{P}_D=0.0167$, $\bar{P}_N=0.2452$, $\bar{P}_A=0.7381$, PSD=0.055 and PSE=0.0027 (Table 4.45). This implies that 74% ($\bar{P}_A=0.7381$) of the respondents agreed that they had an overall positive attitude towards imported apparel than locally made apparel.

4.6.4.6 Beliefs (Cognition) towards Apparel

The highest proportional average was $\bar{P}_A=0.7405$ while the lowest was $\bar{P}_D=0.5238$ to represent the level of agreement with the statements that were used.

The highest proportional average of $\bar{P}_1=0.7405$ indicates that 74% of the respondents preferred imported apparel due to its colourfastness. To a relative moderate extent ($\bar{P}_1=0.5238$) 52% of the respondents agreed that they have a wider knowledge of imported apparel assortments compared to locally made apparel. The aggregate proportional averages were $\bar{P}_n=0.0459$, $\bar{P}_v=0.3720$, $\bar{P}_i=0.5822$, PSD=0.0975 and PSE=0.0048 showing that 58% ($\bar{P}_i=0.5822$) of the respondents agreed to knowledgeable on imported apparel than locally made apparel.

4.6.4.7 Feelings (Affection) towards Apparel

The results show that the highest proportional average was $\bar{P}_1=0.8571$ while the lowest was $\bar{P}_1=0.3500$ to represent the level of agreement with the statements that were used. The results show that 86% ($\bar{P}_1=0.8571$) of the respondents liked to purchase more imported apparel than tailor-made apparel because of good finishing quality. The lowest proportional average was $\bar{P}_1=0.35$ showing that 35% of the respondents rarely liked to purchase more imported new apparel most of the time than second-hand apparel. The aggregate proportional averages were $\bar{P}_n=0.1638$, $\bar{P}_v=0.2212$, $\bar{P}_i=0.6150$. PSD=0.1229 and PSE=0.0058, implying that 62% ($\bar{P}_i=0.6150$) of the respondents showed positive attitude towards imported apparel than locally made apparel (Table 4.45).

4.6.4.8 Purchasing Behaviour tendencies of Apparel

The highest proportional average recorded was $\bar{p}_i=0.8691$ while the lowest was $\bar{p}_i=0.3428$ to represent the level of agreement with the statements that were used. The results show that 87% ($\bar{p}_i=0.8691$) of the respondents agreed that imported second-hand apparel was not expensive compared to locally tailor-made apparel. However, 34% ($\bar{p}_i=0.3428$) of the respondents agreed that they purchased locally made apparel to promote their economy rather than imported apparel. The aggregate proportional averages based on purchasing behaviour tendencies were $\bar{p}_n=0.1514$, $\bar{p}_v=0.2733$, $\bar{p}_i=0.5753$, PSD=0.1150 and PSE=0.0056 showing that 58% ($\bar{p}_i=0.5753$) of the respondents agreed that they purchased more imported apparel than locally made apparel (Table 4.45).

4.6.4.9 Consumers' Attitude towards Imported and Locally Made Apparel

Attributes

To determine the behavioural determinants on the choice of apparel, it is necessary to understand the most important apparel attributes that influence respondents to purchase apparel. This section examines the respondents' attitudes towards apparel attributes about the types of apparel purchased. A 5 point Likert scale was used with statements; 1 = Very Unimportant (VU), 2 = Unimportant (U), 3 = Neutral (N), 4 = Important (IM) and 5 = Very Important (VIM) was used to rate the importance of various apparel attributes according to the views of the respondents.

Proportional averages were computed and represented using the symbols \bar{P}_i . \bar{P}_U and \bar{P}_{IM} representing the proportional averages for Unimportant, Neutral and Important respectively. \bar{P}_U represents the proportional average number of respondents that reported unimportant (very unimportant and unimportant). Whereas \bar{P}_N represents the proportional average number of respondents that reported neutral and \bar{P}_{IM} represents the proportional average number of respondents that reported important (very important and important). The respondents were required to state the extent to which apparel attributes influence purchase of imported and locally made apparel to gain experience on how the respondents prioritise the attributes. The results are presented in Table 4.46.

Table 4.46: Imported and Locally Made Apparel Attributes

| Sn | Respondents' Opinions | Proportional average | | | PSD | PSE |
|-----|---------------------------------------|----------------------|---------------|----------------|---------------|-----------------------|
| | | \bar{P}_U | \bar{P}_N | \bar{P}_{IM} | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Price | 0.0002 | 0.0212 | 0.9786 | 0.0020 | 0.0000 |
| 2. | Quality (Finishing) | 0.0072 | 0.0238 | 0.9690 | 0.0129 | 0.0006 |
| 3. | Size/fit | 0.0048 | 0.0405 | 0.9548 | 0.0136 | 0.0007 |
| 4. | Durability | 0.0334 | 0.0524 | 0.9143 | 0.4000 | 0.0020 |
| 5. | Colour | 0.0238 | 0.0881 | 0.8881 | 0.0432 | 0.0021 |
| 6. | Easy care apparel | 0.0215 | 0.1095 | 0.8691 | 0.0452 | 0.0022 |
| 7. | Comfortability of apparel | 0.0096 | 0.1238 | 0.8667 | 0.0321 | 0.0016 |
| 8. | Appropriate dress for the occasion | 0.0548 | 0.0881 | 0.8571 | 0.0643 | 0.0031 |
| 9. | Good style | 0.0119 | 0.1833 | 0.8048 | 0.0419 | 0.0020 |
| 10. | Attractiveness | 0.0048 | 0.3024 | 0.6928 | 0.0317 | 0.0015 |
| 11. | Fashionable item | 0.1190 | 0.2833 | 0.5976 | 0.1419 | 0.0069 |
| 12. | Apparel brand name | 0.3881 | 0.1690 | 0.4428 | 0.1704 | 0.0083 |
| 13. | Fibre content | 0.5714 | 0.0643 | 0.3643 | 0.1157 | 0.0056 |
| 14. | Care label instructions | 0.6405 | 0.0905 | 0.2691 | 0.1249 | 0.0061 |
| | Aggregate proportional average | 0.1351 | 0.1172 | 0.7478 | 0.0886 | 0.0031 |

Source: Primary data (2020)

Key: \bar{P}_U = Unimportant (U); \bar{P}_N = Neutral (N); \bar{P}_{IM} = Important (IM)

The highest proportional average was $\overline{P_{IV}} = 0.9786$ while the lowest was $\overline{P_{IV}} = 0.2691$ to represents the importance of apparel attributes. The results show that price was the topmost priority among apparel attributes with $\overline{P_{IV}} = 0.9786$ indicating that 98% of the respondents mostly considered price as the first important attribute towards the purchase of apparel.

Further results showed that quality ($\overline{P_{IV}} = 0.9690 \approx 97\%$), size/fit ($\overline{P_{IV}} = 0.9548 \approx 95\%$), durability ($\overline{P_{IV}} = 0.9143 \approx 91\%$), colour ($\overline{P_{IV}} = 0.8881 \approx 89\%$), easy-care apparel ($\overline{P_{IV}} = 0.8691 \approx 87\%$), and comfort of the dress ($\overline{P_{IV}} = 0.8667 \approx 87\%$) in descending order were very important attributes that influenced respondents to purchase apparel. Based on these attributes, 9 out of 14 equivalents to (64.3%) attributes were considered important when respondents decide to purchase apparel (Table 4.46).

Other attributes that were ranked below average included brand name 44% ($\overline{P_{IV}} = 0.4428$), fibre content 36% ($\overline{P_{IV}} = 0.3643$) and care label instructions 27% ($\overline{P_{IV}} = 0.2691$). The results show that brand name, fibre content and care label instructions were the least important attributes to consider while purchasing apparel. However, care label instructions had the lowest proportional average ($\overline{P_{IV}} = 0.2691$) showing that 27% of the respondents were influenced by care label instructions to purchase apparel.

The findings in Table 4.46 show that durability was rated very highly while easy care and fibre content were rated very low, yet easy-care was a function of fibre content that influenced respondents to purchase apparel. Even though the

proportional average varied according to the preferences, the least important attributes contributed by the importance of attributes when respondents decide to purchase apparel. The aggregate proportional average of apparel attributes was $\overline{P}_D=0.1351$, $\overline{P}_N=0.1172$, $\overline{P}_A=0.7478$, $SD=0.0886$ and $PSE=0.0031$. The results imply that to a great extent ($\overline{P}_A=0.7478$) 75% of the respondents stated that apparel attributes were important to influence them to purchase apparel.

4.6.5 Summary of the Aggregate Proportional Averages of Psychological Determinants

Considering the summary of the aggregate proportional average of psychological determinants, it is important to examine the determinant that was most powerful to influence respondents to purchase apparel. Table 4.47 presents a summary of the results.

Table 4.47: Aggregate Proportional Average of Psychological Determinants

| Sn | Psychological determinants | Proportional average | | | PSD | PSE |
|----|--|----------------------|------------------|------------------|--------------|-----------------------|
| | | \overline{P}_D | \overline{P}_N | \overline{P}_A | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Imported and locally made apparel attributes | 0.1351 | 0.1172 | 0.7478 | 0.0886 | 0.0031 |
| 2. | Knowledge | 0.1681 | 0.1895 | 0.6424 | 0.0987 | 0.0048 |
| 3. | Perception | 0.2075 | 0.1605 | 0.6320 | 0.0922 | 0.0045 |
| 4. | Consumer attitudes towards imported and locally made apparel | 0.0944 | 0.2779 | 0.6276 | 0.0976 | 0.0047 |
| 5. | Motivation | 0.2395 | 0.1687 | 0.5918 | 0.1201 | 0.0059 |
| | Composite proportional average | 0.1689 | 0.1828 | 0.6483 | 0.0994 | 0.0046 |

Key: \overline{P}_D = Disagree; \overline{P}_N = Neutral; \overline{P}_A = Agree

Source: Primary data (2020)

The results showed that the composite proportional averages of psychological determinants were $\bar{P}_n=0.1689$, $\bar{P}_x=0.1828$, $\bar{P}_i=0.6483$, PSD=0.0994 and PSE=0.0046. This implies that 65% ($\bar{P}_i=0.6483$) of psychological determinants influenced respondents to purchase apparel. However, apparel attributes recorded the proportional averages of $\bar{P}_n=0.1351$, $\bar{P}_x=0.1172$, $\bar{P}_i=0.7478$, PSD=0.0886 and PSE=0.0031 indicating that 75% ($\bar{P}_i=0.7478$) of the respondents agreed that attributes influenced them to purchase apparel. Motivation recorded the lowest proportional averages of $\bar{P}_n=0.2395$, $\bar{P}_x=0.1687$, $\bar{P}_i=0.5918$, PSD=0.1201 and PSE=0.0059 level of agreed statements. The results indicate that 59% ($\bar{P}_i=0.5918$) of the respondents were motivated by intrinsic and extrinsic cues apparel to purchase it.

4.6.6 Summary of Composite Proportional Averages of Behavioural Determinants

The results in Table 4.48 show composite proportional averages of behavioural determinants towards purchasing imported and locally made apparel.

Table 4.48: Summary of Composite Proportional Averages

| Sn | Behavioural determinants | Proportional average | | | PSD | PSE |
|---|--------------------------|----------------------|---------------|---------------|---------------|-----------------------|
| | | \bar{P}_n | \bar{P}_x | \bar{P}_i | \sqrt{pqr} | $\frac{SD}{\sqrt{n}}$ |
| 1. | Psychological | 0.1689 | 0.1828 | 0.6483 | 0.0994 | 0.0046 |
| 2. | Personal | 0.2453 | 0.2122 | 0.5425 | 0.1493 | 0.0073 |
| 3. | Cultural | 0.5140 | 0.1763 | 0.3097 | 0.1296 | 0.0063 |
| 4. | Social | 0.5739 | 0.1299 | 0.2962 | 0.1276 | 0.0062 |
| Composite aggregate proportional average | | 0.3755 | 0.1753 | 0.4492 | 0.1265 | 0.0061 |

Key: \bar{P}_n = Disagree; \bar{P}_x = Neutral; \bar{P}_i = Agree

Source: Primary data (2020)

The composite aggregate proportional averages on behavioural determinants were $\bar{P}_n=0.3755$, $\bar{P}_x=0.1753$, $\bar{P}_i=0.4492$, PSD=0.1265 and PSE=0.0061. The results indicate that to a lesser extent ($\bar{P}_i=0.4492$) \approx 45% of behavioural determinants influenced respondents to purchase imported and locally made apparel.

Further results showed that psychological determinants $\bar{P}_i=0.6483$ (65%) and personal determinants $\bar{P}_i=0.5425$ (54%) were among the behavioural determinants that influenced respondents to purchase imported and locally made apparel. Further observation revealed that social and cultural determinants recorded the aggregate proportional averages of $\bar{P}_n=0.5739$ (57.4%) and $\bar{P}_n=0.5140$ (51.4%) levels of disagreed respectively indicating that they did not influence respondents to purchase apparel. In summary, the findings show that 65% of psychological determinants stood as the uppermost indicator that influenced respondents to purchase apparel.

4.7 Part two - Inferential Analysis

Having presented descriptive analysis results in the above sub-sections, in this sub-section inferential analysis results are presented to proffer answers to the objectives of the study.

4.8 Relationship between Consumer Demographic Determinants and Choice of Apparel to Purchase

Objective number one was to determine the demographic determinants that influence purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania

Hypothesis one stated that there is no statistically significant relationship between consumer demographic determinants and purchase of imported and locally made apparel among consumers in Dar es Salaam.

4.8.1 Model 1: Binary Logistic Regression

Binary logistic regression analysis was carried out to determine the significance level of consumer demographic determinants and purchase of imported or locally made apparel. The results are indicated in Table 4.49.

Table 4.49: Model Summary

| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
|------|-------------------|----------------------|---------------------|
| 1 | 251.385 | .123 | .238 |

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Source: Primary data (2020)

Table 4.49 reveals that Cox & Snell R Square was 0.123 and Nagelkerke R Square was 0.238 implying that 12.3% and 23.8% of the choice of imported and locally made apparel were explained by demographic determinants, that means between 87.7% and 76.2% variation of the dependent variable were explained by other variables outside the model. This shows that demographic

determinants contributed by 12.3% and 23.8% to the choice of imported and locally made apparel to purchase.

Table 4.50: Classification Table

| Observed | | Predicted | | |
|---------------------------|----------------------|------------------------------------|----------------------|--------------------|
| | | Choice of apparel mostly purchased | | Percentage Correct |
| | | Imported apparel | Locally made apparel | |
| Choice of apparel | Imported apparel | 366 | 4 | 98.9 |
| | Locally made apparel | 45 | 5 | 10 |
| Overall Percentage | | | | 88.3 |

Source: Primary data (2020)

The model classification accuracy was 88.3%. This implies that, the model was able to explain or classify correctly the respondents' choice of apparel given the variables under study for 88.3% of the study group as shown in Table 4.50.

Binary logistic regression was performed to determine the significance level for each demographic determinant towards the purchase of apparel. The results are presented in Table 4.51.

Table 4.51: Binary Logistic Regression - Demographic Determinants and the Choice of Apparel

| Variables in the Equation | B | S.E. | Wald | Sig. | 95% C.I. for EXP | | | Percentage probability |
|--|---------------|--------------|--------------|--------------|------------------|-------|--------|------------------------|
| | | | | | Exp(B) | Lower | Upper | |
| Gender (Ref.: Female) | | | | | | | | |
| Male | -1.693 | 0.432 | 15.39 | 0.000 | 0.184 | 0.079 | 0.429 | 15.54 |
| Age (Ref. < 56 years) | | | 17.786 | 0.001 | | | | |
| 18-25 | -3.705 | 1.058 | 12.27 | 0.000 | 0.025 | 0.003 | 0.196 | 2.44 |
| 26-35 | -2.19 | 0.926 | 5.589 | 0.018 | 0.112 | 0.018 | 0.688 | 10.07 |
| 36-45 | -2.839 | 0.977 | 8.439 | 0.004 | 0.058 | 0.009 | 0.397 | 5.48 |
| 46-55 | -1.296 | 1.028 | 1.59 | 0.207 | 0.274 | 0.036 | 2.052 | 21.51 |
| Marital status (Ref.: Unmarried) | | | | | | | | |
| Married | -0.386 | 0.467 | 0.682 | 0.409 | 0.68 | 0.272 | 1.699 | 40.48 |
| Dependants (Ref.: 7-12) | | | 6.683 | 0.083 | | | | |
| 0 | 1.433 | 1.35 | 1.127 | 0.289 | 4.191 | 0.297 | 59.084 | 80.74 |
| 1-3 | 0.466 | 1.255 | 0.138 | 0.71 | 1.594 | 0.136 | 18.664 | 61.45 |
| 4-6 | -0.775 | 1.337 | 0.336 | 0.562 | 0.461 | 0.033 | 6.335 | 31.55 |
| Education level (Ref.: Degree) | | | 9.914 | 0.019 | | | | |
| Primary education | 0.842 | 0.775 | 1.181 | 0.277 | 2.321 | 0.508 | 10.604 | 69.89 |
| Secondary education | 1.666 | 0.578 | 8.3 | 0.004 | 5.291 | 1.703 | 16.436 | 84.10 |
| Certificate/Diploma | 1.295 | 0.592 | 4.791 | 0.029 | 3.65 | 1.145 | 11.638 | 78.49 |
| Monthly income (Ref.: 1,200,000 >) | | | 1.565 | 0.815 | | | | |
| 50,000-200,000 | -0.866 | 0.824 | 1.106 | 0.293 | 0.42 | 0.084 | 2.114 | 29.58 |
| 200,001-400,000 | -0.363 | 0.696 | 0.272 | 0.602 | 0.696 | 0.178 | 2.724 | 41.04 |
| 400,001-800,000 | -0.245 | 0.63 | 0.151 | 0.697 | 0.783 | 0.228 | 2.69 | 43.91 |
| 800,001-1,200,000 | -0.529 | 0.759 | 0.487 | 0.485 | 0.589 | 0.133 | 2.605 | 37.07 |
| Constant | -0.242 | 1.315 | 0.034 | 0.854 | 0.785 | | | |

a Variable(s) entered on step 1: Gender, Age, Marital status, Number of dependants, Education level, Monthly Income

Source: Primary data (2020)

$$y = \begin{cases} 1 & \text{Locally made apparel} \\ 0 & \text{Imported apparel} \end{cases}$$

4.8.1.1 Gender of Respondents

The results show that male respondents were 1.693 times less likely to purchase locally made apparel than female respondents with an odds ratio of

0.184 implying that female respondents were less likely to purchase locally made apparel compared to imported apparel. This result had 0.184 (15.54%) odds ratio (chances) among male respondents purchasing locally made apparel compared to 84.46% chances of purchasing imported apparel. Literally, this implies that, 15.54% of male respondents would purchase locally made apparel while the remaining respondents (84.46%) would go for imported apparel. This was statistically significant ($p < 0.001$) (Table 4.51).

4.8.1.2 Age Categories of Respondents

With respect to age categories, respondents aged between 18-25 years were 3.705 times less likely to purchase locally made apparel than older respondents (above 56 years). This result had 0.025 (2.44%) odds ratio (chances) among respondents purchasing locally made apparel compared to 97.56% chances of purchasing imported apparel. Literally, this implies that the chances of respondents aged 18-25 purchasing locally made apparel was 2.44% while among the remaining respondents the chances for purchasing imported apparel was 97.56%. This was statistically significant ($p < 0.001$) (Table 4.51).

The results further showed that respondents aged between 26-35 years were 2.19 times less likely to purchase locally made apparel than those above 56 years ($p = 0.018$). This result had 0.112 (10.07%) odds ratio (chances) of respondents purchasing locally made apparel compared to 89.93% chances of purchasing imported apparel. Literally, this implies that the odds ratio (0.112) of respondents aged 26-35 purchasing locally made apparel was 10.07% while

the odds ratio for purchasing imported apparel was 89.93%. This was statistically significant at the 5% level of significant ($p=0.018$).

As observed from the Table 4.65, respondents aged between 36-45 years also were 2.839 times less likely to purchase locally made apparel than respondents aged above 56 years. This result had 0.058 (5.48%) odds ratio (chances) of respondents purchasing locally made apparel compared to 94.52% chances of purchasing imported apparel. Literally, this implies that 5.48% of respondents aged 36-45 would purchase locally made apparel while 94.52% of the respondents would be inclined to purchase imported apparel. This was statistically significant ($p=0.004$).

The trend was similar to respondents aged 46-55 years who were 1.296 times less likely to purchase locally made apparel than those above 56 years. This result had 0.274 (21.51%) odds ratio (chances) of respondents purchasing locally made apparel compared to 78.49% chances of purchasing imported apparel. Literally, this implies that 21.51% of respondents aged 46-55 would purchase locally made apparel while 78.49% of the respondents would look for imported apparel however; the p -value was not significant ($p=0.207$).

As observed from the respondents' age categories, it can be concluded that respondents aged above 56 years are more likely (compare to other groups) to purchase locally made apparel.

4.8.1.3 Marital Status

In the light of marital status, the married couples were 0.386 time less likely to purchase locally made apparel than unmarried respondents. This result had 0.68 (40.48%) odds ratio (chances) of married respondents purchasing locally made apparel compared to 59.52% chances of purchasing imported apparel. This implies that 40.48% of married respondents would purchase locally made apparel while 59.52% of respondents would opt for imported apparel. This was not statistically significant ($p=0.409$).

4.8.1.4 Number of Dependants

Based on number of dependants, the results show that respondents with no dependants were 1.433 times more likely to choose locally made apparel than respondents with 7-12 dependants. This result had 4.191 (80.74%) odds ratio (chances) of respondents with no dependants to purchasing locally made apparel compared to 19.26% chances of purchasing imported apparel. This shows that 80.75% of the respondents with no dependants would purchase locally made apparel compared to 19.26% who would purchase imported apparel but the result was not significant ($p=0.289$).

Further results show that respondents with 1-3 dependants were 0.466 time more likely to choose locally made apparel than respondents with 7-12 dependants. This result had 1.594 (61.45%) odds (chances) of respondents with 1-3 dependants purchasing locally made apparel compared to 38.55% chances of purchasing imported apparel. Literally, it shows that 61.45% of the respondents with 1-3 dependants would purchase more locally made apparel

compared to 38.55% of the respondents who would purchase imported apparel. The result was not statistically significant ($p=0.71$)

Respondents with 4-6 dependants were 0.775 times less likely to opt for locally made apparel than respondents with 7-12 dependants. This result had 0.461 (31.55%) odds (chances) of respondents with 4-6 dependants purchasing locally made apparel compared to 68.45% chances of purchasing imported apparel. Literally, this indicates that 31.55% of the respondents with 4-6 dependants would opt for locally made apparel whereby 68.45% of respondents would go for imported apparel but this result was not statistically significant ($p=0.562$).

4.8.1.5 Respondents' Level of Education

Considering the educational attainment of the respondents, the results show that respondents with primary education were 0.842 time more likely to choose locally made apparel than respondents with bachelor's degrees ($p=0.277$). This result had 2.231 (69.89%) odd ratio (chances) of primary education purchasing locally made apparel compared to 30.11% chances of purchasing imported apparel. Literally, this implies that, 69.89% of respondents with primary education would purchase more locally made apparel while 30.11% would go for imported apparel; however, the p -value was not significant ($p=0.277$).

Secondary school leavers were 1.666 times more likely to choose locally made apparel than respondents with bachelor's degrees. This result had 5.291 (84.10%) odds (chances) of secondary school leavers purchasing locally made apparel compared to 15.90% chances of purchasing imported apparel. Literally,

this implies that 84.10% of the respondent with secondary school education would purchase more locally made apparel than 15.90% that would go for imported apparel. The result was statistically significant ($p=0.004$)

Furthermore, among respondents with certificate/diploma were 1.295 times more likely to choose locally made apparel than respondents with bachelor's degrees ($p=0.029$). This had 3.65 (78.49%) odds (chances) of certificate/diploma holders purchasing locally made apparel compared to 21.51% chances of purchasing imported apparel. Literally, this implies that 78.49% of the respondents who were certificate and or diploma holders would purchase more locally made apparel than 21.51% of respondents who would go for imported apparel. The result was statistically significant ($p=0.029$)

Summarily, the majority of individuals with a bachelor's degrees were less likely (compared to other groups) to purchase locally made apparel.

4.8.1.6 Respondents' Income

In view of respondents' monthly income, the respondents with income between TShs50,000 and TShs200,000 were 0.866 time less likely to purchase locally made apparel than those who earned above 1,200,000 Tanzanian shillings, holding all other variables constant. This result had 0.42 (29.58%) odds (chances) of the respondents purchasing locally made apparel compared to 70.42% chances of purchasing imported apparel. Literally, this indicates that only 29.58% of the respondents would go for locally made apparel compared to 70.42% of the respondents who would purchase imported apparel. The p -value was not statistically significant ($p=0.293$).

Respondents with income between TShs200,001 and 400,000 were 0.363 times less likely to go for locally made apparel than respondents earned above 1,200,000 Tanzanian shillings. This result had 0.696 (41.04%) odds (chances) of the respondents purchasing locally made apparel compared to 58.96% chances of purchasing imported apparel. This indicates that only 41.04% of the respondents would go for locally made apparel and the remaining 58.96% would go for imported apparel. However, the *p*-value was not statistically significant (*p*=0.602).

Moreover, respondents with income between TShs400,001 and TShs800,000 were also 0.245 times less likely to choose locally made apparel than respondents with monthly income above 1,200,000 Tanzanian shillings. This result had 0.783 (43.91%) odds (chances) of the respondents purchasing locally made apparel compared to 56.09% chances of purchasing imported apparel. This indicates that only 43.91% of the respondents would go for locally made apparel and the remaining 56.09% would choose imported apparel. This was not statistically significant (*p*=0.697).

Likewise, respondents with monthly income between TShs800,001 and TShs1,200,000 were 0.529 times less likely to purchase locally made apparel in comparison to the respondents who earned above 1,200,000 Tanzanian shillings. This result had 0.589 (37.07%) odds (chances) of the respondents purchasing locally made apparel compared to 62.93% chances of purchasing imported apparel. This indicates that about 37.07% of the respondents would purchase locally made apparel and the rest 62.93% would purchase imported

apparel. These categories of respondents with income between TShs50,000-200,000 and income between TShs200,001-400,000 and between TShs400,001-800,000 and TShs800,001-1,200,000 are more inclined to imported apparel compared to locally made apparel. However, the p -value was not statistically significant ($p=0.485$).

4.9 Relationship between Behavioural Determinants and the Choice of Apparel to Purchase

Objective number three was to determine the behavioural determinants that influence the choice of imported and locally made apparel among consumers in Dar es Salaam, Tanzania

Hypothesis two stated that there is no statistically significant relationship between behavioural determinants (cultural, social, personal, psychological) and choice of imported or locally made apparel to be purchased among consumers in Dar es Salaam.

4.9.1 Model 2: Binary Logistic Regression - Behavioural Determinants

Binary logistic regression was used to determine the significant relationship between behavioural determinants (cultural, social, personal and psychological) and choice of imported or locally made apparel to be purchased among consumers in Dar es Salaam. The results are presented in Table 4.52.

Table 4.52: Model Summary

| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
|------|-------------------|----------------------|---------------------|
| 1 | 102.494 | .385 | .743 |

Estimation terminated at iteration number 9 because parameter estimates changed by less than .001.

Source: Primary data (2020)

The findings revealed that Cox & Snell R Square was 0.385 and Nagelkerke R Square was 0.743 indicating that 38.5% and 74.3% of the choice of imported and locally made apparel was explained by behavioural determinants included in the model. The cases were correctly classified at 95% of the choice of apparel. About 62.5% and 25.7% variations in the model were explained by other variables which were not accounted in the model.

Table 4.53: Classification Table

| Observed | | Predicted | | Percentage correct |
|---------------------------|----------------------|-------------------|----------------------|--------------------|
| | | Choice of apparel | | |
| | | Imported apparel | Locally made apparel | |
| Choice of apparel | Imported apparel | 362 | 8 | 97.8 |
| | Locally made apparel | 13 | 37 | 74.0 |
| Overall Percentage | | | | 95.0 |

a. The cut value is 0.5

Source: Primary data (2020)

The model classification accuracy was 95%. This implies that the model could explain or classify correctly the respondents' choices of apparel (locally made) given the variables under study for 95.0% of the study group as shown in Table 4.53.

4.9.2 Binary Logistic Regression - Behavioural Determinants on the Choice of Apparel

Binary logistic regression was used to determine how cultural, social, personal and psychological determinants influence the choice of imported or locally made apparel. The results are presented in Table 4.54.

Table 4.54: Binary Logistic Regression - Behavioural Determinants on the Purchase of Imported and Locally Made Apparel

| Behavioural Determinants | B | S.E. | Wald | Sig. | Exp(B) | 95% C.I. for EXP(B) | | Percentage probability |
|--------------------------|---------|-------|--------|-------|--------|---------------------|---------|------------------------|
| | | | | | | Lower | Upper | |
| Cultural | | | | | | | | |
| Culture beliefs | 1.21 | 0.347 | 12.147 | 0.000 | 3.354 | 1.698 | 6.624 | 77.03 |
| Cultural values | 0.008 | 0.263 | 0.001 | 0.975 | 1.008 | 0.602 | 1.69 | 50.20 |
| Ethical values | -1.857 | 0.793 | 5.478 | 0.019 | 0.156 | 0.033 | 0.739 | 13.49 |
| Religious | -0.79 | 0.279 | 7.996 | 0.005 | 0.454 | 0.263 | 0.785 | 31.22 |
| Social values | 0.791 | 0.265 | 8.882 | 0.003 | 2.205 | 1.311 | 3.709 | 68.80 |
| Social | | | | | | | | |
| Family members | -0.163 | 0.239 | 0.467 | 0.494 | 0.85 | 0.532 | 1.356 | 45.95 |
| Reference groups | -0.247 | 0.282 | 0.77 | 0.38 | 0.781 | 0.45 | 1.356 | 43.85 |
| Social status | 0.738 | 0.297 | 6.197 | 0.013 | 2.092 | 1.17 | 3.741 | 67.66 |
| Media | 0.356 | 0.335 | 1.128 | 0.288 | 1.428 | 0.74 | 2.755 | 58.81 |
| Social media | 1.012 | 0.344 | 8.652 | 0.003 | 2.752 | 1.402 | 5.403 | 73.35 |
| Celebrities | 0.107 | 0.31 | 0.12 | 0.729 | 1.113 | 0.606 | 2.044 | 52.67 |
| Apparel loyalty | 3.454 | 0.873 | 15.656 | 0.000 | 31.616 | 5.714 | 174.938 | 96.93 |
| Personal | | | | | | | | |
| Personality | -0.626 | 0.39 | 2.579 | 0.108 | 0.535 | 0.249 | 1.148 | 34.85 |
| Self-concept | -0.949 | 0.377 | 6.325 | 0.012 | 0.387 | 0.185 | 0.811 | 27.90 |
| Lifestyle | -0.884 | 0.343 | 6.646 | 0.01 | 0.413 | 0.211 | 0.809 | 29.23 |
| Occupation | -0.078 | 0.296 | 0.069 | 0.792 | 0.925 | 0.518 | 1.651 | 48.05 |
| Economic condition | -0.149 | 0.288 | 0.268 | 0.605 | 0.862 | 0.49 | 1.515 | 46.29 |
| Life-cycle | -0.139 | 0.24 | 0.335 | 0.562 | 0.87 | 0.544 | 1.392 | 46.52 |
| Psychological | | | | | | | | |
| Motivation | -0.363 | 0.394 | 0.852 | 0.356 | 0.695 | 0.321 | 1.504 | 41 |
| Perception | 0.888 | 0.408 | 4.74 | 0.029 | 2.429 | 1.093 | 5.402 | 70.84 |
| Knowledge | -0.098 | 0.286 | 0.117 | 0.732 | 0.907 | 0.518 | 1.588 | 47.56 |
| Attitude | -0.626 | 0.443 | 2.003 | 0.157 | 0.535 | 0.225 | 1.273 | 34.85 |
| Constant | -10.651 | 3.997 | 7.101 | 0.008 | 0 | | | |

Source: Primary data (2020)

4.9.2.1 Cultural Determinants

Culture involves cultural beliefs and values that guide and shape consumer behaviour to consume certain products in a society. However beliefs involve consumers' feelings that control the consumption of certain products while cultural values refer to influential forces in the occurrence behaviour and the choices of behaviour (Karimi, Biemans, Lans & Mulder, 2021). The results in Table 4.54 show that culture was 1.21 times more likely to influence purchase of locally made than imported apparel ($p=0.000$). This result had 3.354 (77.03%) odds (chances) of the respondents purchasing locally made apparel compared to 22.97% chances of purchasing imported apparel. Literally, this implies that 77.03% of the respondents would purchase locally made apparel due to their cultural beliefs whereas 22.97% would patronize imported apparel. Considering respondents who purchased apparel without affecting their culture, the results show that cultural values were 0.008 times more likely to influence respondents to purchase locally made apparel than imported apparel ($p=0.975$). This result had 1.008 (50.20%) odds (chances) of respondents securing locally made apparel with regards to their cultural values compared to 49.80% chances of securing imported apparel. Literally, this indicates that 50.20% of the respondents would purchase locally made apparel due to cultural values while the remaining (49.80%) would go for imported apparel.

The results further show that ethical values (morals and beliefs associated with the use of the local products) are 1.857 less likely to influence the purchase of locally made than imported apparel ($p=0.019$). This result in 0.156 (13.49%)

4.9.2.2 Social Determinants

In this section it can be observed that social determinants such as family members, reference groups, social status, media, social media celebrities and apparel loyalty were the variables influencing purchase of imported and locally made apparel. The results show that family members were 0.163 times less likely to influence purchase of locally made apparel than imported apparel ($p=0.494$). This result had 0.85 (45.95%) odd (chances) of the respondents purchasing locally made apparel compared to 54.05% chances of purchasing imported apparel due to family influence. Literally, 45.95% of the respondents would choose locally made apparel whereas 54.05% of respondents would choose imported apparel.

Reference groups include social groups, friends who act as a reference point to influence behaviour, attitudes, beliefs and opinion towards the purchase of apparel (Blythe, 2009). As observed in Table 4.54, the results show that the reference group was 0.247 less likely to influence respondents to purchase locally made apparel however, it was not significant ($p=0.38$). This result had 0.781 (43.85%) odd (chances) of the respondents purchasing locally made apparel compared to 56.15% chances of purchasing imported apparel due to peer influence (reference group). Literally, this indicates that 43.85% of the respondents would purchase locally made apparel while 56.15% would go for imported apparel.

For respondents who considered their social status to purchase apparel, the results show that social status was 0.728 times more likely to influence

odds (chances) of respondents purchasing locally made apparel due to their ethical values compared to the 0.8651 chances of purchasing imported apparel. Literally, this implies that 13.49% of respondents will patronize locally made apparel due to ethical considerations while 86.51% will purchase imported apparel.

Given respondents religious affiliation, the results show that religious values were 0.79 less likely to influence purchase of locally made than imported apparel ($p=0.005$). The results had 0.454 (31.22%) odds (chances) of the respondents purchasing locally made apparel due to their religious values in comparison to 68.78% chances of purchasing imported apparel. Literally, this shows that 31.22% of the respondents would purchase locally made apparel while 68.78% imported apparel due to respondent's religious reasons.

Respondents who considered their social values to purchase apparel indicated that social values were 0.791 times more likely to influence respondents to purchase locally made apparel than imported apparel ($p=0.003$). The result had 2.205 (0.6880) odds (chances) of the respondents purchasing locally made apparel unlike 31.20% chances of purchasing imported apparel. Literally, this implies that 68.80% of the respondents would purchase locally made apparel due to social activities while 31.20% would purchase imported apparel.

Summarily, the results show that cultural beliefs and social values favour the choice of locally made apparel. This means that a unit increase in these variables was likely to increase chances of respondents purchasing locally made apparel.

4.9.2.2 Social Determinants

In this section it can be observed that social determinants such as family members, reference groups, social status, media, social media celebrities and apparel loyalty were the variables influencing purchase of imported and locally made apparel. The results show that family members were 0.163 times less likely to influence purchase of locally made apparel than imported apparel ($p=0.494$). This result had 0.85 (45.95%) odd (chances) of the respondents purchasing locally made apparel compared to 54.05% chances of purchasing imported apparel due to family influence. Literally, 45.95% of the respondents would choose locally made apparel whereas 54.05% of respondents would choose imported apparel.

Reference groups include social groups, friends who act as a reference point to influence behaviour, attitudes, beliefs and opinion towards the purchase of apparel (Blythe, 2009). As observed in Table 4.54, the results show that the reference group was 0.247 less likely to influence respondents to purchase locally made apparel however, it was not significant ($p=0.38$). This result had 0.781 (43.85%) odd (chances) of the respondents purchasing locally made apparel compared to 56.15% chances of purchasing imported apparel due to peer influence (reference group). Literally, this indicates that 43.85% of the respondents would purchase locally made apparel while 56.15% would go for imported apparel.

For respondents who considered their social status to purchase apparel, the results show that social status was 0.728 times more likely to influence

purchase of locally made than imported apparel ($p=0.013$). This result had 2.09 (67.66%) odds (chances) of respondents purchasing locally made apparel due to social status compared to 32.34% chances of purchasing imported apparel. Literally, this means that 67.66% of the respondents would purchase locally made apparel and the remaining (32.34%) would patronize imported apparel.

For respondents who focus on media to purchase apparel, the results indicate that media was 0.356 times more likely to influence respondents to purchase locally made than imported apparel, however; the result was not significant ($p=0.288$). This result had 1.428 (58.81) odds (chances) of respondents purchasing locally made apparel compared to 41.19% chances of purchasing imported apparel. Literally, this shows that 58.81% of the respondents would go for locally made apparel due to fashion and style of apparel influenced by media while 41.19% would patronize imported apparel.

For respondents who relied on social media to purchase apparel, the results show that social media was 1.012 times more likely to influence purchase of locally made than imported apparel ($p=0.003$). This result had 2.752 (73.35%) odds (chances) of respondents purchasing locally made apparel due to information from social media compared to 27.65% chances of purchasing imported apparel. Literally, 73.35% of the respondents would decide to purchase locally made apparel while 27.65% would go for imported apparel due to the use of different social media.

The results further show that celebrities were 0.107 times more likely to influence purchase of locally made than imported apparel ($p=0.729$). This

result had 1.113 (52.67) odds (chances) of respondents purchasing locally made apparel due to opinion from fashion leaders and celebrities compared to 47.33% chances of purchasing imported apparel. Literally, this implies that 52.67% of the respondents would purchase locally made apparel while 47.33% would patronize imported apparel.

For respondents who were loyal to apparel, the results further showed that apparel loyalty was 3.454 times more likely to influence the purchase of locally made than imported apparel ($p < 0.001$). This result had 31.616 (96.93%) odds (chances) of respondents purchasing locally made apparel because they were patriotic to locally tailor-made apparel compared to 3.07% chances of purchasing imported apparel. Literally, this implies that 96.93% of the respondents would purchase locally made apparel while 3.07% would go for imported apparel.

This shows that a unit increase in social determinants increased the chances of respondents making a choice of apparel. The findings based on social status, celebrities, social media and apparel loyalty were statistically significant (Table 4.54).

4.9.2.3 Personal Determinants

Given personal determinants in Table 4.54, the respondents considered their personality, self-concept, lifestyle, occupation, economic condition and life-cycle stage to purchase apparel. The results indicate that personality was 0.626 times less likely to influence respondents to purchase apparel ($p = 0.108$). This result had 0.535 (34.85%) odds (chances) of respondents purchasing locally

made apparel compared to 65.15% chances of purchasing imported apparel. Literally, this indicates that 34.85% of the respondents would purchase locally made apparel while 65.15% of respondents would go for imported apparel due to personal attributes.

Regarding the self-concept specifically high self-concept, the results show that self-concept was 0.949 times less likely to influence respondents to choose for locally made apparel whereby the p -value (0.012) was statistically significant. This result had 0.387 (27.90%) odds (chances) of respondents purchasing locally made apparel compared to 72.10% chances of purchasing imported apparel. Literally, this indicates that 27.9% of the respondents would go for locally made apparel whereby 72.1% of respondents would opt for imported apparel due to their self-esteem.

In terms of lifestyle, the results show that the respondents' lifestyle was 0.884 times less likely to influence respondents to purchase locally made apparel ($p=0.01$). This result had 0.413 (29.23%) odds (chances) of respondents purchasing locally made apparel compared to the 70.77% odd ratio of purchasing imported apparel. Literally, this indicates that 29.23% of the respondents would purchase locally made apparel whereas 70.77% of respondents would go for imported apparel due to their lifestyle.

Based on occupation, the results show that respondents' types occupation was 0.078 times less likely to influence respondents to purchase locally made apparel ($p=0.792$). This result had 0.925 (48.05%) odds (chances) of respondents purchasing locally made apparel compared to 51.95% chances of

purchasing imported apparel. Literally, this indicates that 48.05% of the respondents would purchase locally made apparel while 51.95% would purchase imported apparel due to personal reasons.

The results further show that respondents' economic condition was 0.149 times less likely to influence respondents to purchase locally made apparel ($p=0.605$). This result had 0.862 (46.29%) odds (chances) of respondents purchasing locally made apparel compared to 53.71% chances of purchasing imported apparel. Literally, this indicates that 46.29% of the respondents would go for locally made apparel whereby 53.71% of respondents would purchase imported apparel due to economic reasons.

Further results show that life-cycle stage was 0.139 times less likely to influence respondents to purchase locally made apparel ($p=0.562$). This result had 0.87 (46.52%) odds (chances) of respondents purchasing locally made apparel compared to 53.48% chances of purchasing imported apparel. Literally, this indicates that 46.52% of the respondents would purchase locally made apparel while 53.48% would purchase imported apparel (Table 4.54).

Based on personal determinants, the results show that respondents' self-concept and their lifestyle statistically significantly influenced choice of apparel at p -value (0.012) and (0.01) respectively.

4.9.2.4 Psychological Determinants

Considering respondents who were driven by a psychological view of the mind, the results show that motivation was 0.363 times less likely to influence

respondents to purchase locally made apparel ($p=0.356$). This result had 0.695 (41%) odds (chances) of respondents purchasing locally made apparel compared to 59% chances of purchasing imported apparel. Literally, this indicates that 41% of the respondents would purchase locally made apparel while 59% of would purchase imported apparel due to personal motivation.

The results also show that respondents' with positive perception towards apparel was 0.888 times more likely to influence respondents to purchase locally made apparel ($p=0.029$). This result had 2.429 (70.84%) odds (chances) of respondents purchasing locally made apparel compared to 29.16% chances of purchasing imported apparel. Literally, this indicates that 70.84% of the respondents would purchase locally made apparel while the remaining (29.16%) would purchase imported apparel due to respondents' perception towards apparel.

Based on respondents' knowledge towards the purchase of apparel, the results show that knowledge was 0.098 times less likely to influence respondents to purchase locally made apparel ($p=0.732$). This result had 0.907 (47.56%) odds (chances) of respondents purchasing locally made apparel compared to 52.44% chances of purchasing imported apparel. Literally, this indicates that 47.56% of the respondents would purchase locally made apparel, only 52.44% would purchase imported apparel due to respondents' knowledge of apparel.

Respondents' attitudes towards the purchase apparel. the results show that respondents' with positive attitude towards apparel was 0.626 times less likely to influence the purchase locally made apparel ($p=0.157$). This result had 0.535

(34.85%) odds (chances) of respondents purchasing locally made apparel compared to 65.15% chances of purchasing imported apparel. Literally, this indicates that 34.85% of the respondents would purchase locally made apparel and only 65.25% would purchase imported apparel due to positive attitudes towards the purchase apparel.

Generally, the results show that respondents' psychological mindset influenced them to choose apparel. The results are noticeable on respondents' motivation, knowledge and attitude; however, the findings were not statistically significant. Only, respondents' perception towards the choice of apparel was statistically significant at $p=0.029$.

4.10 Relationship between Behavioural Determinants and Choice of Shopping Outlets to Purchase Apparel

Objective number four was to determine the behavioural determinants that influence the choice of shopping outlets of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

Hypothesis three stated that there is no statistically significant relationship between behavioural determinants (cultural, social, personal and psychological) and choice of shopping outlets to purchase imported and locally made apparel among consumers.

4.10.1 Model 3: Multinomial Logistic Regression

Multinomial logistic regression analysis was used to determine the influence of behavioural determinants on choice of the shopping outlets, namely: shopping

malls, second-hand apparel markets, boutiques/apparel shops outside the malls and locally made apparel shops. This was chosen because multinomial logistic regression allow researcher to accommodate the dependent variable which has more than two categories (Rossolov, Rossolova & Holguín-Veras, 2021). In this research four different categories of shopping outlets were used.

Table 4.55: Model Fitting Information

| Model | Model Fitting Criteria | Likelihood Ratio Tests | | |
|----------------|------------------------|------------------------|----|-------|
| | -2 Log Likelihood | Chi-Square | df | Sig. |
| Intercept Only | 731.869 | | | |
| Final | 604.219 | 127.650 | 12 | 0.000 |

Source: Primary data (2020)

The model fitting information table was $\chi^2 (12, N=420) = 118.358, p < 0.001$, implying that the multinomial logistic regression model was significant. Therefore, the independent variables were significant predictors of the dependent variable.

4.10.2 Model Summary

The model summary was presented in Table 4.56 showing the relationship between behavioural determinants and the choice of the shopping outlets used in this model. The Pseudo R square measures composed of Cox & Snell R Square as well as Nagelkerke R Square and McFadden R Square values as presented in Table 4.56.

Table 4.56: Pseudo R-Square

| | |
|---------------|-------|
| Cox and Snell | 0.262 |
| Nagelkerke | 0.288 |
| McFadden | 0.127 |

Source: Primary data (2020)

The findings from Table 4.56 reveal that the Cox and Snell, Nagelkerke and McFadden values are 0.262, 0.288 and 0.127 respectively. The findings suggest that between 12.7%, 26.2% and 28.8% of the variations in the dependent variables (choice of shopping outlets) is explained by this set of independent variables (cultural, social, personal and psychological determinants) used in this model. The findings imply that the choice of the shopping outlets define 28.8% of the variance in behavioural determinants according to Nagelkerke R-Square, 26.2% Cox and Snell R square and 12.7% McFadden R-Square values. According to McFadden (1984), Hausman and McFadden (1984) and Kline (2011) Pseudo R square should range from 0.20 to 0.40 for a strong model. This implies that the Nagelkerke R-Square, and Cox and Snell R square values were acceptable for this model.

4.10.3 Classification Model

Table 4.57 presents the classification model.

Table 4.57: Classification Model

| Observed | Predicted | | | | Percentage Correct |
|----------------------------|----------------|---------------------------|---------------------|-------------------------|--------------------|
| | Shopping malls | Tailor-made apparel shops | Second-hand markets | Boutiques/Apparel shops | |
| Shopping malls | 17 | 0 | 52 | 0 | 24.6% |
| Locally made apparel shops | 0 | 13 | 37 | 0 | 26% |
| Second-hand markets | 19 | 6 | 199 | 0 | 88.8% |
| Boutiques/apparel shops | 8 | 1 | 67 | 1 | 1.3% |
| Overall Percentage | 10.5% | 4.8% | 84.5% | 0.2% | 54.8% |

Source: Primary data (2020)

The model classification accuracy was 54.8%. This implies that the model was able to explain the exact percentage for the choice of shopping outlets, given the variables under study for 54.8% of the study group as shown in Table 4.57.

4.10.4 Multinomial Logistic Regression - Behavioural Determinants on the Choice of Shopping Outlets

Multinomial logistic regression was used to determine the relationship between the behavioural determinants (cultural, social, personal and psychological determinants) and the choice of shopping outlets (shopping malls, second-hand apparel markets, boutiques/apparel shops, and locally made apparel shops) (Table 4.58).

Table 4.58: Multinomial Logistic Regression - Behavioural Determinants on the Choices of Shopping Outlets

| Shopping outlets | Behavioural determinants | B | S E | Wald | Sig. | 95% C.I. for | | Percentage probability | |
|---|--------------------------|---------------|--------------|--------------|--------------|--------------|--------------|------------------------|-------|
| | | | | | | Exp(B) Lower | Exp(B) Upper | | |
| Shopping malls (Reference: Locally made apparel shops) | Intercept | -4.315 | 1.358 | 10.09 | 0.001 | | | | |
| | Cultural | -0.933 | 0.182 | 26.199 | 0.000 | 0.393 | 0.275 | 0.562 | 28.21 |
| | Social | 1.024 | 0.224 | 20.948 | 0.000 | 2.783 | 1.795 | 4.314 | 73.57 |
| | Personal | 0.176 | 0.182 | 0.94 | 0.332 | 1.193 | 0.835 | 1.704 | 54.40 |
| | Psychological | 0.978 | 0.237 | 16.966 | 0.000 | 2.659 | 1.67 | 4.235 | 72.67 |
| Second- hand markets (Reference: Locally made apparel shops) | Intercept | 0.419 | 1.011 | 0.172 | 0.678 | | | | |
| | Cultural | -0.62 | 0.161 | 14.868 | 0.000 | 0.538 | 0.392 | 0.737 | 34.98 |
| | Social | 0.638 | 0.164 | 15.211 | 0.000 | 1.893 | 1.374 | 2.609 | 65.43 |
| | Personal | 0.421 | 0.145 | 8.482 | 0.004 | 1.524 | 1.148 | 2.024 | 60.38 |
| | Psychological | -0.092 | 0.182 | 0.256 | 0.613 | 0.912 | 0.638 | 1.304 | 47.70 |
| Boutiques or apparel shops (Reference: Locally made apparel shops) | Intercept | -3.36 | 1.272 | 6.976 | 0.008 | | | | |
| | Cultural | -0.796 | 0.177 | 20.279 | 0.000 | 0.451 | 0.319 | 0.638 | 31.08 |
| | Social | 0.758 | 0.204 | 13.796 | 0.000 | 2.134 | 1.431 | 3.184 | 68.09 |
| | Personal | 0.529 | 0.183 | 8.306 | 0.004 | 1.697 | 1.184 | 2.431 | 62.92 |
| | Psychological | 0.561 | 0.218 | 6.605 | 0.01 | 1.752 | 1.142 | 2.688 | 63.66 |

Variable(s): Shopping malls, Second-hand apparel markets, Boutiques and apparel shops

Source: Primary data (2020)

4.10.5 The Choice of Shopping Malls and Locally Made Apparel Shops

The results show that cultural determinants were 0.933 times less likely for respondents to choose shopping malls than locally made apparel shops. This result had 0.393 (28.21%) odds (chances) of the choice of shopping malls compared to 71.79% chances of locally made apparel shops (Table 4.58). This implies that only 28.21% of the respondents would choose to go to the shopping malls to purchase apparel while most of the respondents (71.79%) would go to locally made apparel shops to purchase apparel due to cultural reasons. This relationship was statistically significant ($p < 0.001$).

Based on social determinants, the results show that social attributes were 1.024 times more likely for respondents to choose shopping malls to purchase apparel than locally made apparel shops. This result had 2.783 (73.57%) odds (chances) on the choice of shopping malls compared to 26.43% chances of locally made apparel shops. This implies that the majority 73.57% of the respondents would choose to go to the shopping malls to purchase apparel while few respondents (26.43%) would go to locally made apparel shops due to social factors. The relationship was statistically significant ($p < 0.001$).

Likewise, personal determinants were 0.176 times more likely for respondents to choose shopping malls to purchase apparel than locally made apparel shops. This result had 1.193 (54.40%) odds (chances) on the choice of shopping malls compared to 45.60% chances of locally made apparel shops. This implies that more than half (54.4%) of the respondents would choose to shop from malls to purchase apparel while 45.6% of the respondents would go to locally made

apparel shops due to personal attributes; however, it was not statistically significant ($p=0.332$).

Considering respondents' psychological determinants, the results show that psychological determinants were 0.978 times more likely for respondents to go to the malls rather than locally made apparel shops ($p=0.000$). This result had 2.659 (72.67%) odds (chances) on the choice of a mall compared to 27.33% chances of locally made apparel shops. Literally, this implies that most of the respondents (72.67%) would prefer to go to the malls to purchase apparel whereas 27.33% of the respondents would go to the locally made apparel shops due to psychological reasons.

4.10.6 The Choice of Second-hand Apparel Markets against Locally Made Apparel Shops

This section indicates respondents who choose to go to second-hand apparel market to purchase apparel against locally made apparel shops. The result shows that cultural determinants were 0.62 times less likely for respondents to choose second-hand apparel market than choosing locally made apparel shops ($p<0.001$). This result had 0.538 (34.98%) odds (chances) of the choice of second-hand apparel markets compared to 65.02% chances of locally made apparel shops (Table 4.58). This implies that only 34.98% of the respondents would go to purchase apparel from second-hand apparel markets while the majority of the respondents (65.02%) would go to locally made apparel shops due to cultural reasons.

Regarding social determinants, the respondents were 0.638 times more likely to choose second-hand apparel markets than choosing locally made apparel shops ($p=0.000$). This result had 1.893 (0.6543) odds (chances) of the choice of second-hand apparel markets compared to the 0.3457 chances of locally made apparel shops. This implies that the majority (65.43%) of the respondents would purchase apparel from second-hand apparel markets while 34.57% of the respondents would purchase apparel from locally made apparel shops due to social reasons.

Based on personal determinants, the respondents were 0.421 times more likely to choose second-hand apparel markets than choosing locally made apparel shops ($p=0.004$). This result had 1.524 (60.38%) odds (chances) of the choice of second-hand apparel markets compared to 39.62% chances of locally made apparel shops. This implies that 60.38% of the respondents would use second-hand apparel markets to purchase apparel due to personal reasons compared to 39.62% of the respondents who would purchase apparel from locally made apparel shops.

The result also shows that psychological determinants were 0.092 times less likely to choose second-hand apparel markets than choosing locally made apparel shops ($p=0.613$). This result had 0.912 (47.7%) odds (chances) of the choice of second-hand apparel markets compared to 52.3% chances of locally made apparel shops. This implies that 47.7% of the respondents would go to purchase apparel in second-hand apparel markets while the majority of the

respondents (52.3%) would purchase apparel from locally made apparel shops due to psychological factors.

4.10.7 The Choice of Boutiques or Apparel Shops and Locally Made

Apparel Shops

Considering the choice of boutiques and apparel shops outside the malls, the results showed that cultural determinants were 0.796 times less likely to lead to the choice of boutiques and apparel shops than the choice of locally made apparel shops ($p < 0.001$). This result had 0.451 (31.08%) odds (chances) of respondents to choose boutiques and apparel shops outside the malls compared to 68.92% chances of choosing locally made apparel shops (Table 4.58). This implies that only 31.08% of the respondents would choose to go to boutiques and or apparel while 68.92% of the respondents would go to locally made apparel shops to purchase apparel due to cultural reasons.

The results also showed that social determinants were 0758 times more likely to lead to the choice of boutiques and apparel shops outside the shopping malls than the choice of locally made apparel shops ($p < 0.001$). This result had 2.134 (68.09%) odds (chances) of choosing boutiques and apparel shops outside the malls compared to 31.91% chances of choosing locally made apparel shops. This implies that 68.09% of the respondents would choose to go to boutiques and apparel shops outside the malls to purchase apparel due to social reasons while 31.91% of the respondents would choose to go to locally made apparel shops.

Focused on personal determinants, the result shows that personal determinants were 0.529 times more likely to lead to the choice of boutiques and apparel shops outside the shopping malls than the choice of locally made apparel shops ($p=0.004$). This result had 1.697 (62.92%) odds (chances) of choosing boutiques and apparel shops outside the malls compared to 37.08% chances of choosing locally made apparel shops. This implies that 62.92% of respondents would choose to go to boutiques and apparel shops outside the malls while 37.08% of the respondents would choose to go to locally made apparel shops to purchase apparel due to personal reasons.

Considering psychological determinants, the results show that psychological determinants were 0.561 times more likely to choose boutiques and apparel shops outside the shopping malls than choosing locally made apparel shops ($p=0.01$). This result had 1.752 (63.66%) odds (chances) of the choice of boutiques and apparel shops outside the malls compared to 36.34% chances of locally made apparel shops. This implies that 63.66% of the respondents would choose to go to boutiques and apparel shops outside the malls while 36.34% of the respondents would choose to go to locally made apparel shops to purchase apparel due to psychological factors.

4.11 Relationship between Behavioural Determinants and the quantity of Apparel to Purchase

Objective number five was to determine the behavioural determinants that influence the quantity of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

Hypothesis four stated that there is no statistically significant relationship between behavioural determinants (cultural, social, personal and psychological) and the quantity (number of apparel pieces) of imported and locally made apparel purchased among consumers in Dar es Salaam.

4.11.1 Multicollinearity Test

Prior to performing multiple linear regression, multicollinearity was tested using variance inflation factors and correlation coefficients as indicated in the summary of results (Table 4.59). The test results showed that the VIF values for cultural determinants (VIF=1.055), social determinants (VIF=1.051), personal determinants (VIF=1.051) and psychological determinants (VIF=1.054) were within the acceptable range of 1-10 (Table 4.59). This implies that the study could not establish the determinants that can influence the quantity of apparel to be purchased by the respondents. Therefore, there was no multicollinearity syndrome.

Table 4.59: Correlation Coefficient Table

| Behavioural determinants | Quantity | Determinants | | | | Collinearity | |
|--------------------------|----------|--------------|---------|----------|---------------|--------------|-------|
| | | Cultural | Social | Personal | Psychological | Sig. | VIF |
| Cultural | 0.100* | 1 | | | | 0.041 | 1.055 |
| Social | 0.104* | -0.007 | 1 | | | 0.033 | 1.051 |
| Personal | 0.167** | -0.033 | 0.229** | 1 | | 0.001 | 1.051 |
| Psychological | 0.177** | 0.242** | 0.003 | -0.072 | 1 | 0.000 | 1.054 |

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

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data (2020)

The findings in Table 4.59 reveal that the variables studied, namely cultural, social, personal and psychological determinants were uncorrelated and all the predictors were significant because the p -values were below 0.05.

4.11.2 Model 4: Multiple Linear Regression Analysis

The analysis of multiple linear regression was carried out to examine the influence of behavioural determinants on quantity of apparel to be purchased. This analysis was used to test the level of significance and the relationship that existed among the behavioural determinants, namely cultural, social, personal and psychological determinants of purchase of apparel.

4.11.3 Regression Coefficients

Regression coefficients reveal the effect of behavioural determinants on the total quantity of apparel purchased. Table 4.60 shows a summary of the results.

Table 4.60: Coefficients of Regression Model for Behavioural Determinants

| Model predictors | Coefficient values | | | | 95% Confidence Interval for B | |
|----------------------------|--------------------|------------|--------|-------|-------------------------------|-------------|
| | B | Std. Error | t | Sig. | Lower Bound | Upper Bound |
| (Constant) | 1.254 | 6.2 | 0.202 | 0.84 | -10.933 | 13.441 |
| Cultural determinants | -0.75 | 1.01 | -0.743 | 0.458 | -2.735 | 1.234 |
| Social determinants | 4.535 | 1 | 4.536 | 0.000 | 2.57 | 6.501 |
| Personal determinants | 2.895 | 1.032 | 2.806 | 0.005 | 0.867 | 4.924 |
| Psychological determinants | 3.814 | 0.934 | 4.084 | 0.000 | 1.978 | 5.649 |

a Dependent Variable: Total quantity of apparel purchased

Source: Primary data (2020)

The results in Table 4.60 show that cultural determinants were inversely related to the quantity of apparel purchased. That is, as one was attached to their culture (beliefs and values) the quantity of apparel purchased decreased by 0.75 units, holding all other determinants constant. Similarly, respondents' social determinants such as reference groups, family members, were directly influenced to the quantity of apparel purchased. Social determinants significantly contributed to the quantity of apparel purchased. As the social determinants were higher, the quantity of apparel purchased increased by 4.535 units, holding all other determinants constant.

Respondents' personal attributes such as personality, economic status, self concept were directly related to the quantity of apparel purchased. That means, as respondents personal attributes change positively, there was increase in the quantity of apparel purchased by 2.895 units, holding all other determinants constant. The results show that the psychological determinants such as attitudes, perceptions, motivation had independent contributions to the quantity of apparel purchase. As an individual's psychological determinants increased,

the quantity of apparel purchased increased by 3.814 units, holding all other determinants constant. Summarily, the results imply that social, personal and psychological determinants statistically significantly contributed to the quantity of apparel purchased. This shows that the model was a significant predictor that explained the quantity of apparel purchased by the respondents.

4.11.4 Regression results

The model summary result is presented in Table 4.61

Table 4.61: Model Summary and Significant Level for Behavioural Determinants

| Model Summary | | | | | |
|---------------|------------------|-------------------|----------------------------|---------------|-------|
| R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | |
| .342 | .117 | .109 | 23.29186 | 1.820 | |
| Anova | | | | | |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 29898.918 | 4 | 7474.73 | 13.778 | 0.001 |
| Residual | 225142.022 | 415 | 542.511 | | |
| Total | 255040.94 | 419 | | | |

a. Predictors: (Constant), Cultural, Social, Personal and Psychological Determinants

b. Dependent Variable: Quantity of Apparel Purchased (Total)

Source: Primary data (2020)

The results showed that 11.7% of variation of dependent variable was explained by independent variables entered in the regression model. The other variation 88.3% was explained by other variables which were not included in the model. Results of testing for lack of autocorrelation, which is undesirable, showed a Durbin-Watson statistics 1.820 indicating that the model well fitted the data. Mazinani, Najafzadeh and Rez, (2018) stated that Durbin-Watson test

statistics must range within two critical values of $1.5 < d < 2.5$. Therefore, the results fell within the statistical range as explained by Mazinani *et al.* (2018).

4.12 Relationship between Behavioural Determinants and the Amount of Money spent (expenditure) to Purchase Apparel

Objective number six was to determine the behavioural determinants that influence the amount of money spent (expenditure) to purchase imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

Hypothesis five stated that there is no statistically significant relationship between behavioural determinants (cultural, social, personal and psychological) and the amount of money spent (expenditure) to purchase imported and locally made apparel among consumers in Dar es Salaam.

4.12.1 Multicollinearity Test

The Multicollinearity test was performed using variance inflated factors to check for Multicollinearity syndrome. A summary of the results is given in Table 4.62 and show that Multicollinearity was low. This indicates that the values of VIF were below 10; hence, there was no high Multicollinearity. Therefore, the assumption of no Multicollinearity was not violated.

Correlation coefficient was also used to check for linear relationship between variables. Pearson moments of correlation were used to check for the linear relationship between independent and dependent variables. Table 4.62 gives a summary of the results.

Table 4.62: Correlation Coefficient Table

| Behavioural determinants | Determinants | | | | | Collinearity | |
|--------------------------|--------------|----------|--------|----------|---------------|--------------|-------|
| | Expenditure | Cultural | Social | Personal | Psychological | Sig. | VIF |
| Cultural | .195** | 1 | | | | 0.000 | 1.013 |
| Social | .265** | .110* | 1 | | | 0.000 | 1.095 |
| Personal | .441** | 0.033 | .240** | 1 | | 0.000 | 1.128 |
| Psychological | .277** | -0.094 | .151** | .230** | 1 | 0.000 | 1.076 |

** Correlation is significant at the 0.01 level (2-tailed).

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

Source: Primary data (2020)

The results in Table 4.62 show that cultural, social, personal and psychological determinants were uncorrelated and all predictors were significant.

4.12.2 Model 5: Multiple Linear Regression Analysis

Regression analysis was carried out to examine the influence of behavioural determinants on total expenditure. The behavioural determinants were used to predict the amount of money used (expenditure) to purchase apparel.

4.12.3 Regression Coefficients

Regression coefficients showed effects of independent variables on the dependent variable. Table 4.63 shows a summary of the results.

Table 4.63: Coefficient of Regression Model for behavioural Determinants

| Model predictors | Coefficient values | | | | 95.0% Confidence Interval | |
|----------------------------|--------------------|------------|--------|-------|---------------------------|-------------|
| | B | Std. Error | t | Sig. | Lower Bound | Upper Bound |
| (Constant) | -905231.886 | 161847.539 | -5.593 | 0.000 | -1223375.064 | -587088.708 |
| Cultural determinants | 156526.283 | 30544.369 | 5.125 | 0.000 | 96485.318 | 216567.249 |
| Social determinants | 158693.541 | 30585.456 | 5.189 | 0.000 | 98571.811 | 218815.271 |
| Personal determinants | 151904.327 | 27869.397 | 5.451 | 0.000 | 97121.545 | 206687.109 |
| Psychological determinants | 98962.775 | 32735.167 | 3.023 | 0.003 | 34615.365 | 163310.185 |

Exchange rate: 1USD = 2,295.19 TShs (20th November, 2019)

a Dependent Variable: Total expenditure per year

Source: Primary data (2020)

The results indicate that cultural determinants directly influenced the amount spent on purchasing apparel. The amount spent increased by TShs156,526 given that the respondents had strong attachment to cultural beliefs holding other determinants constant. This implies that a change in cultural determinants increased the amount of money spent on purchasing apparel.

Social determinants had a positive effect on total expenditure on apparel. As an individual's social determinants increased there was TShs158,693, increased in the amount of money spent to purchase apparel holding all other determinants constant. Personal determinants also had a positive effect on the amount of money spent to purchase apparel. That means, when personal attributes increased there was TShs151,904, increased in the amount of money used to purchase apparel. Likewise, as individual's psychological determinants changed positively there was TShs98,962, increased in the amount of money used on purchasing apparel, holding other determinants constant.

Table 4.63 shows determinants found significantly influenced the amount of money spent on purchase of apparel among the sampled respondents. Cultural, social, personal and psychological determinants were significant predictors of expenditure on imported and locally made apparel.

4.12.4 Regression Results

The model summary result is presented in Table 4.64.

Table 4.64: Model Summary and Significant Level for Behavioural Determinants

| Model Summary | | | | | |
|---------------|--------------------|-------------------|----------------------------|---------------|-------|
| R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | |
| 0.494 | 0.244 | 0.236 | 653386.7833 | 1.841 | |
| Anova | | | | | |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 5.87603E+13 | 4 | 1.46901E+13 | 34.738 | 0.001 |
| Residual | 1.75498E+14 | 415 | 4.22887E+11 | | |
| Total | 2.34258E+14 | 419 | | | |

a. Predictors: (Constant), Cultural, Social, Personal and Psychological Determinants

b. Dependent Variable: Expenditure per Year

Source: Primary data (2020)

In Table 4.64 the R-square and the adjusted R-square were 0.244 and 0.236 respectively. This implies that 24.4% of variation in the dependent variable was explained by the independent variables that were entered in the model. The other 75.6% change in the dependent variable was explained by variables which were not included in the model. There was no autocorrelation because the Durbin-Watson value was 1.841 which is between $1.5 < d < 2.5$ critical values. This implies that there was no auto correlation.

4.13 Relationship between Behavioural Determinants and the Frequency of Purchase of Apparel

Objective number seven was to determine the behavioural determinants that influence the frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

Hypothesis six stated that there is no statistically significant relationship between behavioural determinants (cultural, social, personal and

psychological) and the frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam.

4.13.1 Multicollinearity Test

The presence of Multicollinearity was tested using variance inflated factors as well as correlation coefficient. The test results in Table 4.65 showed that the VIF for cultural determinants (VIF=1.038), social determinants (VIF=1.134), personal determinants (VIF=1.074) and psychological determinants (VIF=1.142) were within the acceptable range (1-10). Therefore, there was no multicollinearity symptom. This implies that the study could not manage to establish which determinants influence the frequency to purchase both imported and locally mad apparel.

Table 4.65 also presents the linear relationship between the behavioural determinants and the frequency to purchase imported second-hand apparel.

Table 4.65: Correlation Coefficient Table

| Behavioural determinants | Quantity | Determinants | | | | Sig. | Collinearity VIF |
|--------------------------|----------|--------------|---------|----------|---------------|-------|------------------|
| | | Cultural | Social | Personal | Psychological | | |
| Cultural | 0.154** | 1 | | | | 0.002 | 1.038 |
| Social | 0.332** | 0.114** | 1 | | | 0.000 | 1.134 |
| Personal | 0.208** | -0.04 | .191** | 1 | | 0.000 | 1.074 |
| Psychological | 0.192** | -0.129** | 0.271** | 0.214** | 1 | 0.000 | 1.142 |

** Correlation is significant at the 0.01 level (2-tailed).

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

Source: Primary data (2020)

The correlation coefficient table reveals that behavioural determinants were not correlated but all had significant influence on the frequency to purchase apparel.

4.13.2 Model 6: Multiple Linear Regression Analysis

Regression analysis was carried to determine the influence of behavioural determinants on the frequency to purchase imported and locally made apparel. The behavioural determinants were used to predict the frequency of apparel purchased by respondents.

4.13.3 Regression Coefficients

Regression coefficients show the effect of independent variables on the dependent variable. A summary of the results was presented in Table 4.66.

Table 4.66: Coefficient of Regression Model for Behavioural Determinants and the Frequency to Purchase Apparel

| Model predictors | Coefficient values | | | 95% Confidence Interval for B | | |
|----------------------------|--------------------|------------|-------|-------------------------------|-------------|-------------|
| | B | Std. Error | t | Sig. | Lower Bound | Upper Bound |
| (Constant) | -5.18 | 2.905 | 1.783 | 0.075 | -10.892 | 0.531 |
| Cultural determinants | 1.162 | 0.322 | 3.609 | 0.000 | 0.529 | 1.795 |
| Social determinants | 1.698 | 0.391 | 4.345 | 0.000 | 0.93 | 2.466 |
| Personal determinants | 1.549 | 0.513 | 3.02 | 0.003 | 0.541 | 2.558 |
| Psychological determinants | 1.915 | 0.571 | 3.355 | 0.001 | 0.793 | 3.037 |

a Dependent Variable: Total frequency to purchase apparel (Weekly, monthly, quarterly, thrice a year, twice a year)

Source: Primary data (2020)

The results showed that cultural determinants of individuals led to 1.162 times increase in the frequency of purchase of apparel. That means, as one's

attachment to cultural beliefs and norms increased, there was increase in the frequency of purchase of apparel. Regarding respondents' social determinants, the results indicated that social determinants had positive effect on the frequency to purchase imported and locally made apparel. This indicates that when social attributes of individuals increased, they led to 1.698 times increase in the frequency of purchase of imported and locally made apparel. As one's attachment to social attributes increased, there was 1.698 times increase in the frequency to purchase of imported and locally made apparel, holding all other determinants constant.

Similarly, personal determinants of individuals led to 1.549 times increase in the frequency of purchase of imported and locally made apparel. That means as one's attachment to his/her personal determinants increased, there was 1.549 times increase in the frequency of purchase of imported and locally made apparel holding other determinants constant. This was seen from psychological determinants. These determinants led to 1.915 times increase in the frequency of purchase of imported and locally made apparel. That is, as one's attachment to psychological determinants increased, there was 1.915 times increase in the frequency of purchase of imported and locally made apparel holding all other determinants constant.

Therefore, the results show that cultural, social, personal and psychological determinants significantly influenced the frequency to purchase imported and locally made apparel among the sampled respondents in the study area.

4.13.4 Regression Results

The model summary result is presented in Table 4.67.

Table 4.67: Model Summary and Significant Level for Behavioural Determinants

| Model Summary | | | | | |
|---------------|-----------------|-------------------|----------------------------|---------------|-------|
| R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | |
| 0.394 | 0.155 | 0.147 | 9.59214 | 2.022 | |
| Anova | | | | | |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 7030.591 | 4 | 1757.648 | 19.103 | 0.001 |
| Residual | 38183.799 | 415 | 92.009 | | |
| Total | 45214.39 | 419 | | | |

a. Predictors: (Constant), Cultural, Social, Personal and Psychological Determinants

b. Dependent Variable: Total Frequency per Year

Source: Primary data (2020)

The analysis of variance showed R-square 0.155 and an adjusted R-square 0.147. This result mean that 15.5% of variation in the dependent variable was explained by the independent variables included in the model and that the other 85.3% of the variation was explained by other variables which were not accounted in the model. The Durbin-Watson was 2.022 which was within two critical values of $1.5 < d < 2.5$, implying that the model well fitted the data.

4.14 Part three - Thematic Analysis

The qualitative data were also analysed to provide an in-depth understanding of behavioural determinants influencing the purchase of imported and locally made apparel among consumers of Dar es Salaam in Tanzania. The data were collected from three identified shopping outlets: boutique or apparel shops, locally made apparel shops and second-hand apparel markets (open-air

markets). The results are summarized in the form of narratives based on culture, social, personal and psychological determinants.

4.14.1 Interview Participants

From each of the shopping outlets namely, shopping malls/boutique shops, locally made apparel shops and second-hand apparel markets (open-air markets) used for quantitative data collection, the researcher identified four individual consumers who were deemed eligible and agreed to participate in the interview. A total number of 12 participants were involved in semi-structured interviews about the choice of apparel, preferences and interest to purchase apparel in shopping malls, boutiques, apparel shops and second-hand apparel markets. Four (4) participants were proportionate selected based on gender, age, location and information given from the questionnaire from shopping malls, locally made apparel shops and second-hand apparel markets. They were asked voluntarily to participate in the interview session. Upon agreed, further details were given for the date, time and location to conduct an interview. The distribution of interviewees is presented in Table 4.68.

Table 4.68: Distribution of Interview Participants

| Choice of Shopping Outlets | Number of Interviewees | |
|----------------------------------|------------------------|----------|
| | Male | Female |
| Shopping malls or boutique shops | 2 | 2 |
| Locally made apparel shops | 2 | 2 |
| Second-hand apparel markets | 2 | 2 |
| Total | 6 | 6 |

Source: Primary data (2020)

4.14.1.1 Key Themes

The results from the interview gave a broad perspective of behavioural determinants on the purchase of imported and locally made apparel among Dar es Salaam consumers. The results from the interview largely add attributes to the results obtained through quantitative data without contradicting the main ideas. The results from the interview data are summarised based on the four major themes developed from behavioural determinants regarding consumer purchase decision characteristics of imported and locally made apparel.

4.14.2 Theme 1: Cultural Determinants

Participants were interviewed on how cultural determinants influence the purchase apparel. One of the participants narrated that. *“It is true that my cultural norms place no value on locally made apparel. We still allow lots of goods from outside the country and we also lack promotion of our locally made apparel. One of the participants also said that “...my culture guides me but it does not influence me to purchase locally made apparel at all, and when I find locally made apparel that attracts me I purchase it”.*

Another participant added that *“We don't have a culture that supports us to purchase of locally made apparel but I like to look smart when I wear any type of apparel”.* A related statement was explained by another participant, who said, *“Not really, we don't have culture that emphasises the use of our African attire, but I like to look African”.* This was also commented by another participant, who said, *“No, thank you, my culture does not insist on what type of apparel a citizen should purchase, so I feel satisfied to purchase imported*

apparel but not locally made apparel". The following response emerged from one of the participants who disagreed with others: he had this to say: *"Somehow, I prefer to purchase locally made Kanzu due to my religious affiliation. I wear it on Fridays for the mosque as well as in my daily activities"*.

One of the participants who purchased apparel based on the norms of their religion stated that *"My religion does not have universal norms for what one should wear, but what is important is for one to dress decently, smart looking and self-worthiness when going to a worship area"*. Some other participants purchased locally made apparel such as "msuli/kikoi" (loin cloth), "khanga", "kitenge" for social activities. One of the participants said that *"I only purchase locally made apparel based on quality and prettiness of prints for different uses at home such as for cloth-making, for covering sofa sets, mattress, tables and chairs. I also use apparel as gifts too, mainly to older people, or to people living outside Tanzania and for women who have newly born babies. However, when I travel abroad, I use locally made apparel with a Tanzania national icon like flag to communicate my culture"*.

Another female participant reiterated that *"I wear "khanga" or "kitenge" for funeral events, wedding ceremonies and kitchen parties. I sometimes prefer to purchase "kitenge" as a gift in a wedding ceremony or kitchen part"*. A female participant who purchased locally made apparel added that *"I like purchasing locally made wrapping apparel, and I frequently use them since they are user-friendly for environment conservation because they are made from cotton, and*

they can be worn in tropical countries for several months without deterioration”.

A participant who showed preference to locally made apparel said. *“I prefer locally made apparel when I want to wear it on community occasions like kitchen party, bachelors’ party, and on a public holiday like the national touch celebrations. This is because these occasions mostly require the attire that is related to the use of home-made fabrics like kitenge, batiki or khanga”.* One of the participants also said that *“I do purchase them as most of the wrapping apparel such as “Khanga” and “kitenge” are made in my country. It is the norm that our home-made khangas are the best. I have that mentality to purchase locally made ones for my loved ones. As for “msuli” or “kikoi” (loin cloth), I normally purchase anyone around for cultural activities (traditional activities) (it is wrapped around the waist down the knee), I prefer to wear “msuli” or “kikoi” with “kanzu” on Fridays when I go to the house of prayer”.*

4.14.3 Theme 2: Social Determinants

The study examined social determinants regarding the purchase of imported and locally made apparel using an interview schedule. The results from the interview indicated that family members, social status, media, social media, reference group, celebrities and apparel loyalty were factors which influenced purchase of apparel. These determinants had different effects on purchase of apparel. In this regard, one of the participants indicated that the family budget dictates the choice of apparel to be purchased.

One of the participants who had a family said, *“I don't have enough money to purchase my clothes, but I think it is important after covering all important requirements like food, bills and others for my family to make purchase decision of my apparel, based on the amount of money left in my hand”*.

Another participant reiterated that *“Because my purchase of apparel depends on my monthly income, my actual budget to purchase apparel mainly depends on my income. Therefore, I don't want to spend much on appeal while I have some other issues which need money to be attended”*.

Based on social status regarding participants' education levels, one of the participants said, *“In real sense, my educational level doesn't influence me to purchase imported apparel; rather, it helps me to make wise decisions on kinds of apparel to purchase, whether it is locally made or imported. It depends on the use of that apparel. Therefore, there is no connection at all; only preference and choice matter”*. This was also echoed by another participant with similar views who said: *“My educational level doesn't have any influence on the choice of imported and locally made apparel, but what satisfies me is the outlook and trend of fashion of that apparel”*.

The participants were also interviewed on the use of media like internet and e-marketing tools. The results varied among the participants. One of the participants said *“I don't use the internet or e-marketing tools to search for and purchase my clothes. I just go physically to apparel or boutique shops to purchase my clothes. It is an advantage to me since I see clothes physically and compare with other dresses available in the shops, then I do my fitting to make*

sure it is of my size before I purchase it". Other views were replicated by another participant, who said *"I have never used the internet to look for and purchase my clothes; I like going to the shop or market to purchase them physically. Also I prefer to do window shopping before I purchase my clothes to compare different clothes in terms of price and quality. Therefore, I don't search for apparel on the internet; I usually trust myself that what I purchase is good for me"*. It shows that the participants who were interviewed rarely used internet to purchase their apparel.

One of the participants (adult) who was interviewed with regards to social media said, *"Social media doesn't have any contributions to the choices of my clothes; I always purchase my clothes without taking into consideration information from social media"*. This implies that this participant did not use social media to acquire information which would guide him to purchase imported and locally made apparel. On other hand, one of the participants (young) stated that, *"Social media had increased awareness which provides consumers with information to make wise decisions on the choice of their imported and locally apparel"*.

Participants who used WoM to purchase apparel had this to say: *"I personally, when I see a nice cloth worn by other people, usually ask about it, where and from which shop they purchased and how much it cost. The WoM entices and influences me to purchase apparel as I need quality apparel. I frequently, therefore, use WoM to purchase my clothes most of my time"*. Another participant said *"... for example, when my friends say that certain types of*

trousers are good, durable and the material is good, I too go to the malls and or apparel shops looking for the same types of trousers of the same attributes to buy them". It shows that WoM has a positive contribution to the purchase of imported apparel.

Participants who relied on the reference group to purchase apparel, one of them said: *"I do consider my friends' opinion because some of my peers know apparel is of good quality, durable and where they are made"*. A similar observation was also reported by another participant who added: *"Because I am not good at choosing quality and colour fastness of locally made apparel, my peers' advice can guide me to determine the quality apparel to purchase"*. With regards to celebrities, one of the participants who agreed with celebrities had this to say: *"I always purchase my apparel which suits me based on celebrities' opinions. I like to be encouraged by their opinions: so, I always prefer to purchase apparel with reference to celebrities' views"*.

4.14.4 Theme 3: Personal Determinants

Participants were interviewed on personality, self-concept, lifestyle, occupation, economic condition and life-cycle in relation to purchase imported and locally made apparel using an interview schedule. Given participants lifestyles, one of the participants who purchased imported new apparel in a mall said: *"I often go to shopping malls because they have different varieties of products under one roof; they sell quality imported outfits, but also malls provide parking environments, recreational activities, place where to socialise.*

and a core centre for possible multiple activities". The statement was also given by another participant who said: "I often shop in malls, and boutiques because of convenience, attractive interior decor, and because they have diversity of products and branded products. It is easier to select and purchase unique clothes, and there is flexibility in payment, customer service quality, no negotiation, and their clothes have price tags".

Regarding participants' occupations, one of the participants said: *"I always purchase and wear locally made apparel for my office work. I wish other types of occupations could wear locally made apparel to create a good image regarding the locally made apparel so that people outside the country understand the value behind our domestic apparel".*

According to consumer economic conditions, the results showed that the participants were influenced by their economic statuses to purchase apparel. One of the participants said: *"In some cases, high-income consumers, educators, employed, exposure to some occasion from a different environment, financial capacity purchase expensive apparel. They shop their apparel in high classic shops, boutiques or shopping malls. Myself, I find it is easier and reliable to get new imported apparel from boutique shops than getting my apparel sewed by local dressmakers or tailors due to time frame but also dressmakers are not trustworthy when it comes to timing".*

With reference to participants' life-cycle, some participants showed interest in fashionable apparel, some liked locally made apparel while others were

susceptible to apparel advertisement. One of the participants said: *"In most cases young consumers prefer more fashionable imported new and imported second-hand apparel due to experience with brand, colour fastness, smart looking and they want to be easily identified. They are also viewed to have fewer family responsibilities; that's why they allocate more of their budget to fashionable apparel. Young consumers want to maintain their identity in the society where they live as well as to have different looks from others"*.

The statement was supported by another participant who reiterated that: *"Young generation adapt quickly to new technology. Most of them are influenced by social media to purchase fashionable and stylish apparel they see from different celebrities or famous people they see from media. Lack of good technocrats with new creativity to make good locally made apparel and shortage of local up-to-date technology to impress the young generations as well as price affect the purchases of locally made apparel"*

The results were also supported by one of the participants through interview who said: *"Young people are looking up to Kim Kardashian, Gabrielle Union, Victoria Beckham and other western role models. I am very much following their designs and their fashion trend; I declare that I am a customer who orders my products online. These designers have exquisite taste on fashion trends. They always try new things. For instance, brands like Guccio Gucci, Addidas Yeezy, Tommy Hilfiger, Giorgio Armani, Miuccia Prada, Coco Channel, Studio, H&M, Zara, Fenty, M&S, and so many others. Their designers produce new designs to bring to the world. This is what makes me*

purchase fashionable imported apparel rather than locally made apparel. I don't get my taste or preference from locally made apparel. If our local designers always kept up to date with our limited local fabric we have and make something good for youth I would definitely go for locally made apparel"

Another participant added that *"Older consumers are more patriotic to their nation; thus, they prefer locally made apparel as by doing so they protect the local industry and economy"*. In some cases, older consumers purchase fashionable apparel, as reported by one of the participants who said: *"Some older consumers like to purchase fashionable and stylish apparel especially well-educated ones and those who have been exposed to various environments such as politicians and those who travel outside the country"*. A female participant who considered apparel advertisements said: *"It is true that I am susceptible to advertisements that define the choice of my clothes because they are very eye-catching and they draw my attention on the types of apparel to purchase"*.

4.14.5 Theme 4: Psychological Determinants

Participants also highlighted how motivation, attitudes, feelings, perceptions and knowledge influence choice of imported and locally made apparel to purchase. One of the participants through interviewed said: *"I am motivated to purchase and wear imported new apparel for special events like wedding ceremonies, Christmas seasons, and official meetings and I always need special outfit designated from famous designers"*. Another participant said: *"I feel good to wear imported new apparel due to the competence of the*

designers. They have good stuff when you go to online shopping". While the results showed that participants purchased imported new apparel for special events, other participants showed interest in locally made apparel. One of them who purchased locally made apparel for special occasions said: *"I prefer to be unique with my style of apparel on special occasion. So, I rather get my apparel tailored by my design rather than wearing imported apparel that will be worn by every people. I want to have a different look from usual days"*.

Participants were interviewed about how they felt when purchasing imported apparel and locally made apparel. One of the participants said: *"I prefer to purchase imported apparel because it does not deny buyers; it is of quality, the sizes fit well, they have care label instructions - clearly instructed and well explained and also they have brand name/designers inscribed on them"*.

Another participant who was contrary to the choice of imported apparel said: *"My focus is on locally made apparel, especially tailor-made apparel as my favourable choice because most of the custom-made apparel is unique as I don't like common appearance. I prefer to purchase locally made apparel especially "vitenge" to identify myself as a person who likes African culture. I am satisfied to use kitenge and other fabric materials to design my outfit according to my styles that are not common"*.

Some participants perceived second-hand apparel as cheaper and affordable had this to say: *"Second-hand apparel is cheaper and affordable compared to new imported or tailor-made apparel and different classes of consumers with different socio-economic background wear it. Myself, I can purchase ten more*

different types of clothes in the second-hand markets compared to one type of imported new apparel using the same amount of money". Another participant said, "On my daily basis I mostly purchase second-hand apparel because they are available all the time at affordable prices".

In an attempt to find out why high-priced apparel has good quality, one of the participants stated that, *"It is true that priced products have good quality, because colour does not fade away, materials are good, they are durable, country of origin assures me to be of good quality, as well as the designer of the garment. This is what makes me purchase priced products. I always believe that high priced products have good quality and are durable".* Another participant commented that: *"Price is more of psychological thing and is subjective but high-priced items are always of good quality".*

Some participants focused on the care label instructions when purchasing imported apparel. One of them reiterated that, *"I have never checked for care label instructions. I also consider the quality of apparel by looking at it and feeling of the texture when I purchase my apparel, but as from now I will also be considering the care label instructions to get more information on how to care about the garment prior to the purchase".* Similar results were noted from another participant who said: *"Honestly, I don't consider the care label instructions when I purchase my clothes. I assume that imported apparel is of good quality and doesn't have problems. When I purchase apparel, I always ask for the size and the price only".* A participant who considered care label instructions said: *"I consider care label instructions to know how to care for*

my clothes, especially on the aspects of washing and ironing, and I feel more comfortable to know the designer and or the company which manufactured the clothes.” This implies that few participants consider care label instruction prior to the purchase of apparel.

In attempt to find out what attributes do participants considered mostly while purchasing apparel, one of the participants said, *“I always go for quality, price, size and aesthetic look of a garment (attractiveness).”* Another participant who had the same view added, *“I prefer quality apparel which is fashionable, durable but with a good price. I know that priced apparel has high quality, but I have to check on my budget first before I purchase my clothes.”* A similar observation was noted by one of the participants who said, *“Quality is my priority then price, followed by the size and the comfort of the dress. These are what motivate me to purchase apparel.”* Other participants consider the price because of their income, style, size and attractiveness. but one participant said: *“I focus on comfortability of the dress due to weather conditions, size, price and durability when I want to purchase my clothes.”* The findings imply that participants focus on the price, quality, size and comfortability of the dress to purchase imported and locally made apparel.

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.1: Introduction

This chapter discusses the findings presented in chapter four. The study was mainly quantitative; qualitative data are merged in this section to support information obtained from quantitative data. A model for behavioural determinants was also developed to capture the purchase of imported and locally made apparel.

5.2 Consumer Demographic Determinants that Influence Purchase of Imported and Locally Made Apparel

Descriptive analysis of four hundred and twenty respondents (420) showed that there were more female respondents (54.8%) than male respondents (45.2%). This implies that female respondents dominate the market of apparel than male counterparts. The study findings concur with Rahman *et al.* (2018).

Based on the choice of apparel between gender categories, the findings revealed that 95.5% of male respondents purchased imported apparel in comparison to their (82.2%) female counterparts. The trend to purchase locally made apparel was differently, female respondents (17.8%) patronised more on locally made apparel than their male counterparts (4.7%) because of its prints, stylish look and the fashion trend of African wax printed fabric (Chichi, Howard & Baines, 2016).

However, male consumers may not to purchase Tanzania locally made apparel probably due to its quality, less value for money, durability and time

consuming in constructing it from local tailors. Ayob and Hussain (2016) reported that male prefer to purchase imported apparel than locally made apparel because of the superior quality and brand image. Using Pearson's chi-square test, the study findings revealed that the choice of apparel to be purchased was significantly associated with gender of respondents ($\chi^2(1, n=420) = 16.998, p < 0.001$). This shows that apparel market is no longer females dominated market, males are becoming more engaged in purchasing apparel (Sondhi & Singhvi, 2006).

Regarding imported apparel, the findings revealed that male respondents patronised more on imported new apparel than any other types of apparel due to availability of them in shopping outlets (Buted, Bonsol, Ilagan, Lacorte & Ona, 2018). Considering the interview findings consumers purchased new imported apparel than getting apparel from local dressmakers due to time frame and some are not trustworthy when it comes to timing (Zebal & Jackson, 2019). Further findings revealed that female respondents purchased more imported second-hand apparel than imported new apparel (Te, Ignacio, Ibraheem & Sam, 2021). Using Pearson's chi-square test results, the findings revealed that gender had significant association with choice of imported apparel ($\chi^2(1, n=420) = 16.333, p < 0.001$).

It was observed that women chose to purchase locally tailor-made apparel while males purchased imported new apparel. This might be due to the reason that female respondents conform to apparel fashion and stylish aspects of apparel. Traditionally, female respondents like to purchase more apparel than

their male counterparts. The study findings agreed with Koca and Koc (2016) who indicated that more women than men purchase apparel.

The study findings showed that the majority of respondents (70%) were young consumers aged 18-35 years making up the bulk of the population of consumers. With respect to respondents' age, 94.5% and 93.4% of the respondents between 35 and 46 years and 18 and 25 years respectively purchased more imported apparel than locally made apparel. These age groups seem to be fashion conscious, however the findings should be treated with caution due to age differences. Considering the purchase of locally made apparel, respondents aged above 56 years purchased more locally made apparel than any other age categories. The Fisher's chi-square results revealed that respondents' age group was significantly associated with the choice of apparel ($\chi^2=13.924$, $p =0.005$).

The findings imply that respondents who purchased more imported and locally made apparel were young consumers. The findings correspond with Nistor (2019) findings who revealed that young consumers have good understanding of fashion, pay more attention to new products and prefer to purchase branded apparel. This implies young consumers mostly like to be up to-date, smart and presentable to portray their personality to others. This stimulates Tanzania retailers to focus more on young consumers than adults in the apparel business.

The findings are supported by Vikkraman and Sumathi (2012) and Cham *et al.* (2018) who observed that young consumers like to portray their self-image and

unique selves by purchasing apparel. This was also noted by Valaei and Nikhashemi (2017) who indicated that young consumers tend to be recognised and presentable by their fellows using fashionable apparel purchased. Young consumers have economic impact in the society because of the biggest contribution of apparel consumption (Knošková & Garasová, 2019). Since “young” consumers are the majority and inclined to purchase imported apparel, this could bring risk to our currency due to importation of apparel but also affect the products’ value and inhibit the purchase of local products manufactured by Tanzania’s apparel industry. It is important for Tanzania’s apparel industry and retailers to understand this and be agreeable with the market trends of the latest apparel that compete in the market.

Considering the number of dependants, the findings revealed that high percentage of the respondents with no dependants purchased imported new apparel probably due to disposable income (Cronje Jacobs & Retief, 2016). A similar percentage was observed to respondents with 1-3 dependants purchased second-hand apparel. The findings also revealed that more than a half of the respondents with 7-12 dependants purchased both imported new apparel and second-hand apparel. Using Fisher’s chi-square test results, the findings revealed that there was a significant association between number of dependants in the family and choice of imported apparel ($\chi^2=14.181$, $p =0.021$). These results correspond with Viljoen (1998) who indicated that apparel expenditure was related to the number of dependants. Consistently with the findings (Herjanto, Scheller-Sampson & Erickson, 2016) large number of dependants

are likely to consume less expensive apparel. Viljoen (1998) noted that as the family becomes large, the consumption of apparel shrinks in the family. It is a clear indication that the purchase of apparel decreases when a family has many dependants due to social and economic responsibilities among respondents. That means disposable income decreases with more family responsibilities.

Regarding religion affiliations, 54.3% practice Christianity and 43.1% practice Islam while 2.4% Hinduism worshippers and only 0.2% traditional religious believers. Considering choice of imported apparel, the findings indicated that all Hinduism and traditional religious believers purchased imported new apparel whereas less than a half of Christian and Muslim believers purchased second-hand apparel. Using Fisher's chi-square test results, the findings revealed that religion affiliation was significantly associated with the choice of different categories of imported apparel ($\chi^2=23.634$, $p < 0.001$).

Based on education of respondents, the findings revealed that 29.8% of respondents had secondary education, 26.4% had bachelor degrees (Bachelor/Masters/PhD) qualifications and 22.6% certificate/diploma holders whereas 21.2% had primary education. As observed from the choice of imported and locally made apparel, the findings revealed that 93.7% of the respondents with bachelor's degrees purchased imported apparel while 16.8% of the respondents with secondary education and certificates or diploma qualifications purchased locally made apparel. Using Pearson's chi-square test, the findings revealed that there was a significant association between

educational level of respondents and the choice of imported and locally made apparel ($\chi^2(3, n=420) = 10.644, p = 0.014$).

The findings also show that high percentage of the respondents with primary and secondary education purchased imported second-hand apparel. Further findings showed that a high percentage of the respondents with bachelor's degrees purchased imported new apparel. Members of this category also purchased a combination of imported new apparel and second-hand apparel.

Using Pearson's chi-square test results, the findings revealed that education was significantly associated with choice of different categories of imported apparel ($\chi^2(6, n=420) = 50.049, p < 0.001$). The results imply that the choice of apparel gradually varies with respondents' level of education. This is because when respondents advance to the high level of education, they get knowledge of apparel attributes, and hence make a better choice of apparel. While the finding concurred with Aloomo and Lawan (2013) on the purchase of clothes in Nigeria, it was contrary to Srinivasan *et al.* (2015) who conducted their study on luxury brands.

Regarding income categories, the study findings revealed that high percentage of the respondents earned between TShs200,001 and TShs400,000/= per month compared to few respondents who earned between TShs800,000 and TShs1,200,000 per month.

Considering the choice of imported apparel, the findings revealed that more than a half of the respondents with salary above TShs1,200,000 purchased

imported new apparel. On the other hand, the high percentage of the respondents with income between TShs50,000 and TShs200,000 and between TShs 200,001 and TShs400,000 purchase imported second-hand apparel. Using Fisher's chi-square test results, the findings revealed that there was a significant association between respondents' income and choice of imported apparel at 0.1% level of significance ($\chi^2=50.049$, $p < 0.001$).

This means that respondents who earned monthly income below 200,000/= were substantially below the minimal salary of Tanzania Salary Scale (TGOS A. 1) TSh240,000/= for public servants (<http://www.ajira.org/>). The findings revealed that the demand to purchase second-hand apparel was high in the study area. This shows that respondents' income is associated with consumption of different types of apparel. The findings agreed with Seo and Kim (2019) and Herjanto *et al.* (2016) that low-income consumers with small budget purchase imported second-hand apparel because they are less expensive. This implies that respondents with limited income purchase second-hand apparel while high income respondents' purchase imported new apparel.

In line with the study findings, Yan, Bae and Xu (2015) also revealed that consumers purchase more imported second-hand apparel than new imported apparel due to price factors. Based on the chi-square results, the findings revealed that the choice of imported and locally made apparel is not significantly associated with respondents' income. But, on the other hand, the findings showed that as respondents gain substantial amount of income the purchase of imported new apparel increases while the purchase of second-hand

apparel decreases. Income becomes an important factor for choice of imported and locally made apparel. However, Yan *et al.* (2015) posited that purchase of imported and locally made apparel is not only due to financial resources but is also due to consumers' choices and preferences on certain types of apparel.

In summary, gender, age and education of respondents were associated with respondents' choice of apparel and are statistically significant determinants at $p \leq 0.05$.

5.3 Consumer Purchase Decision of Apparel

This section focused on purchase decision of imported and locally made apparel. Descriptive analysis was used to indicate the frequency and percentage in which consumers engaged in the choice of apparel and shopping outlets. quantity of apparel purchased, amount of money spent and frequency to purchase apparel per annum.

5.3.1 Choice of Imported and Locally Made Apparel

The findings revealed that the majority (88.1%) of the respondents chose to purchase imported apparel, of whom 35.7% purchased imported second-hand apparel and 24.8% purchased imported new apparel. About 27.6% of the respondents purchased both imported new and second-hand apparel while 11.9% purchased locally made apparel. This shows that respondents preferred more imported second-hand than any other type of apparel. Price of clothes could be a factor for consumers to purchase imported-second-hand apparel.

The findings concur with Chairiena, Ong and Nelloh (2022) on the aspect of price who reported that consumers in Jakarta, Indonesia purchase imported apparel due to quality attributes at an affordable price. Through interviews, the findings revealed that consumers purchased imported apparel because they were less expensive (price), availability and quality. Studies by Xu *et al.* (2014) have shown that low-priced apparel is the main reasons for consumers to purchase imported second-hand apparel. Also, consumers like to purchase imported apparel, which makes the marketers to supply imported apparel in quantities compared to locally made apparel where huge sales are directed to imported apparel (Karoui & Khemakhem, 2019). Amankwah-Amoah (2015), Keregero (2016) and Mangieri (2019) revealed that the consumption of more imported than locally made apparel is a leading factor to the decline of domestic apparel industry, making consumers to focus on imported products.

5.3.2 Choice of Shopping Outlets visited by the Respondents

Study findings showed that more than a half of the respondents purchased apparel from second-hand markets. About 18.3% of the respondents purchased apparel from boutiques and apparel shops outside the shopping malls while 16.4% of the respondents purchased apparel from shopping malls and 12% from locally made apparel shops. The most outstanding outlet was second-hand markets (open air markets) (53.3%). This shows that the majority of the respondents are inclined to purchase their clothes from second-hand apparel markets (open air market). As observed by Haraldsson and Peric (2017), it is

easier for consumers to go to second-hand apparel markets to get different unique second-hand apparel because of availability and favourable price.

5.3.3 Quantity of Imported and Locally Made Apparel Purchased

The study findings revealed that 20.1% of the respondents purchase pairs of trousers in large quantities, followed by 18.2% t-shirts, 15.2% tops/blouses, 13.4% dresses and 12.9% shirts (Figure 4.3). The high consumption of pairs of trousers was due to the fact that both male and female respondents purchase pairs of trousers to wear. Considering Figure 4.3 and Table 4.18 the findings further indicated that respondents purchase imported apparel in large quantities.

Based on imported second-hand apparel, the findings revealed that 10.9% of the respondents patronised imported second-hand pair of trousers, followed by 10.6% t-shirt, 10.4% tops/blouses whereas 6.2% shirts and 4.7% dresses (Fig. 4.3). The results further revealed that 10.9% of the respondents purchased imported second-hand pairs of trousers compared to 8% who purchased imported new pairs of trousers. It shows that imported second-hand apparel is highly preferred and commonly consumed by respondents in the study area. Quantity serves as a major criterion to purchase imported second apparel due to price affordability, availability and preferences as reported by one participant through interview session. However, apparel merchandisers may offer discount and also price options to attract more consumers with the aim of generating revenue, increasing sales and marketing their products, ultimately quantity of

apparel purchased increase (Seock & Baile, 2008; Yin & Huang, 2014; Büyükdağ, Soysal & Kitapci, 2020)

Regarding locally made apparel, the study findings revealed that locally tailor-made dresses were highly consumed (4.7%) in comparison to 0.2% for locally ready-made dresses. Consuming high quantity of locally tailor-made dresses may reflect a positive view of locally tailor-made apparel due to the fact that consumers may easily choose the materials and design their own styles. However, locally ready-made t-shirts were consumed at 0.5% compared for 0.02% locally tailor-made t-shirts. The rate to purchasing locally made t-shirts was drastically low leading to decline of local market of t-shirts due to availability of varied imported t-shirts in the market. This explains why consumers purchased imported apparel.

5.3.4 Apparel Expenditure on Imported and Locally Made Apparel per Annum

The study findings revealed that 55% of the total amount of money (expenditure) was spent on imported new apparel, 26% on locally tailor-made apparel, and 17% on imported second-hand apparel while 2% was spent on locally ready-made apparel. The study findings revealed that the amount of money spent (expenditure) on imported and locally made apparel varied across the types of apparel categories. This means that expenditure on imported apparel was higher than expenditure on locally made apparel. However, the amount of money spent on imported new apparel was higher than that of imported second-hand apparel. This is because imported new apparel is

expensive to purchase compared to second-hand apparel since they have been used by other consumers and instead of disposing them they recycled useful apparel by selling it at a lower price (Katende-Magezi, 2017).

5.3.5 Frequency of Purchasing Imported and Locally Made Apparel

The study findings revealed that the frequency to purchasing imported apparel (imported new versus imported second-hand apparel) increase simultaneously from weekly (0.7 : 2.9)%, monthly (22.4 : 31.2)% to quarterly (25.5 : 39.5)% a year. This shows that the frequency to purchasing imported second-hand apparel is higher than that of imported new apparel because second-hand apparel attracts a bigger number of consumers due to its price and availability.

On quarterly basis, findings revealed that more than one third of the respondents purchased second-hand apparel while one quarter of the respondents purchased imported new apparel and one seventh of the respondents purchased locally tailor-made apparel.

The findings also revealed that more than a half of the respondents never purchased locally ready-made apparel while 45.7% occasionally purchased such apparel. Respondents who had never purchased locally made apparel thought that it is important to purchase imported apparel. The findings imply that the tendency to purchase locally made products decreases due to limited availability of locally made apparel and eventually chances to purchase imported apparel increases. The findings agreed with Florent *et al.*, (2014) who

argued that, due to unavailability of locally produced substitutes, consumers go for imported products.

5.4 Behavioural Determinants and the Purchase of Apparel

This section discusses behavioural determinants (cultural, social, personal and psychological determinants) that influence the purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

5.4.1 Cultural Determinants and Purchase of Imported and Locally Made Apparel

The findings revealed that to a great extent, cultural beliefs ($\bar{p}_i=0.7024$ (70%)), cultural values ($\bar{p}_i=0.7019$ (70%)) and ethical values ($\bar{p}_i=0.6876$ (69%)) affected respondents to purchase locally made apparel. However, to a lesser extent $\bar{p}_i=0.4564$ (46%) religious affiliation influenced respondents to purchase imported and locally made apparel. Considering religious affiliation, the findings concur with results of interviews, interviewees preferred to wear locally made “Kanzu” (Muslim men gown) for their religious matters as well as for their daily routine activities. The findings were not consistent with findings of related previous studies which revealed that culture; beliefs and tradition are key factors that influence purchase goods (Durmaz, 2014a). However, Meyer (2017) observed that when culture slowly embeds in consumers’ minds, they gradually gain strength, and with time they might like to purchase locally made products. Meyer (2017) provided this explanation as a possible solution to consumers when exposed to the cultural aspects of clothing that they may gradually develop a habit to purchase locally made apparel.

Based on social values, the findings revealed that the aggregate proportional average was $\overline{P}_i = 0.5952$ indicating that to a moderate extent social values influenced respondents at 60% to purchase locally made apparel. The findings agreed with interviews whereby the interviewees stated that they preferred purchasing locally made apparel made from cotton materials for clothing and for home uses due to weather condition, as well as quality attribute and aesthetics looks. The findings further revealed that interviewees purchased locally made apparel to communicate their culture while they are outside Tanzania and others wear such apparel for special functions/occasions, and sometimes bought them as gifts to friends or present for newly born babies.

Other findings through interview revealed that respondents purchase locally made apparel like "msuli" (loin cloth), "khanga", and "kitenge" for social activities. This includes community occasions like kitchen parties, bachelors' parties, and national celebrations because these occasions mostly require attire related to the use of home-made fabrics like "kitenge", "batiki" or "khanga". Although respondents were not culturally conscious toward locally made apparel, most of them were attached to social values to purchase apparel.

The findings imply that consumers are mainly driven by social activities to consume locally made apparel rather than their cultural beliefs, cultural values, ethical and religious values. Due to social events respondents purchase locally made apparel to enhance their status through visual consumption of apparel (Riungu, 2009; Rahman, Saleem, Akhtar, Ali & Khan (2014). Riungu (2009) asserted that social values have positive impact on dressing due to the fact that

social values convey messages through clothing and this plays an important role to influence consumers to purchase apparel for status identification.

Based on a composite proportional average for cultural determinants, the study findings revealed that 51% ($\bar{p}_n=0.5140$) of cultural determinants did not influence respondents to apparel. The findings were also supported by one of the participants in interview, who said: *“We don’t have a culture that emphasises on the consumption of locally made apparel”*. This shows that culture does not support their citizens to consume locally made apparel, and so respondents feel comfortable and are satisfied to purchase imported apparel. The findings from this study are contrary to Meyer’s (2017) findings that cultural determinants remain as a key factor to influence the purchase of products and consumers are gradually valuing their locally made products. However, the study area is characterised by multicultural urban settings with consumers’ of different cultural backgrounds that might affect the consumption of locally made apparel.

5.4.2 Social Determinants and Purchase of Imported and Locally Made Apparel

The findings revealed that the aggregate proportional average of media was $\bar{p}_n = 0.7944$ which show that the majority of the respondents’ (79%) were not influenced by media to purchase imported and locally made apparel. The findings are in line with interview results, which indicated that the participants disagreed with the statement that use of media enabled them to acquire information towards purchase apparel. However, the use of media helps

respondents to physically go to the apparel outlets where they compared apparel with other apparel types available in the shops. This is because consumers want to be assured of what they wanted physically from different outlets: that involved seeing, touching and fitting prior to purchasing apparel. Respondents who did not support the interview findings had this to say:

"... whenever I want to purchase apparel, I look for the fashionable and the most trending apparel through various media before I purchase it. The use of media helps me to secure a fashionable apparel of my interest, know the price, and the country of origin/manufacturer".

The findings concur with Leung, Yee and Lo, (2015) with the aspects of information that highlighted that when consumers are exposed to apparel/fashion media, they might have a great opportunity to acquire information for apparel that enable them to make appropriate decisions to purchase apparel.

Further findings revealed that the aggregate proportional average of celebrities was $\bar{p}_n = 0.6724$ (67%), followed by reference group $\bar{p}_n = 0.6554$ (66%) and family members $\bar{p}_n = 0.6631$ (66%). This implies that to moderate extent celebrities, reference group and family members do not influence respondents to purchase apparel. Respondents could have positive attitude towards celebrities but due to cultural orientation may possibly not be influenced by celebrities. Also large proportion of the respondents purchased imported second-hand apparel (Table 4.18) and this could be the reasons not to be

influenced by celebrities. Respondents may also think that the Tanzania celebrities belonging to only movies, music and choir which may not have an effect on apparel purchases. The findings were not corresponding to that of interview results which revealed that consumers purchased apparel, because of opinions from the celebrities.

Considering the reference group, the findings from the interview results were contrary to quantitative results. The findings from interview results, indicated that the respondents considered their friends' opinions to purchase apparel because some of their peers knew quality apparel and durable apparel and where to purchase them. This is because some respondents were not good enough to select quality and colour fastness locally made apparel; their peers' guidance and advice helped them to determine the quality of apparel to purchase (Valaei & Nikhashemi, 2017).

The findings also showed that family members did not influence the majority of respondents (66%) to purchase apparel. Contrarily, the interview results revealed that respondents purchased apparel after covering all other important requirements such as food, bills and others basic amenities for their families. A participant, who depended on her monthly income, said that, "*...I don't want to spend much on appeal while I have other issues which need money to attend: this is because my actual budget to purchase apparel mainly comes on my income*". This implies that apparel is the least prioritized item in some families due to other responsibilities for the family members.

Although media, celebrities, reference group and family members stand as a source of information regarding purchase of apparel, in this study they did not have any significant influence purchase of apparel from the questionnaire. However, through interview, the results showed that the power of celebrities and reference group contributed to purchase of imported and locally made apparel. Considering the quantitative results of these determinants, the findings were contrary to findings by Sari and Yulianti (2019) and Shephard, Pookulangara, Kinley and Josiam (2016) who revealed that consumers purchase apparel due to power of celebrities and the use of different types of media to convey apparel information. Celebrities might be far from consumers physically and socially, but they have the ability to influence them to purchase apparel (Sari & Yulianti, 2019). These determinants have great effect on individual decision making and the choice of imported and locally made apparel to be purchased.

Scholarly studies like those by Shephard *et al.* (2016) and Valaei and Nikhashemi, (2017) revealed that media, celebrities, reference group and family members are important variables that influence purchase goods. This is because they are sources of advice, and they share and provide credible information of apparel prior to purchase decision. However, respondents disagreed with the idea to use them as sources of information on the choice of apparel, but the findings of this study do not greatly support them.

To a lesser extent, the findings revealed that social media $\bar{p}_n = 0.5167$ (52%) and apparel loyalty $\bar{p}_n = 0.4211$ (42%) do not influence respondents to

purchase apparel. This implies that to a lesser extent respondents do not consider social media and apparel loyalty when purchasing imported and second-hand apparel. It is surprising that 52% of the respondents were not influenced by social media to purchase apparel or exploring fashion trend, perhaps they could have a notion that social media used for promoting low quality products. Through interviews, the findings revealed that social media don't have any contributions to the choices of clothes. That means that participants purchased apparel without taking into consideration information from social media. The findings do not concur with Susanti's (2017) findings which indicated that social media help to raise consumers' awareness, increase interest on the choices of apparel and allow consumers to make proper decisions about imported and locally made apparel to be purchased. This implies that respondents do not use social media to acquire information that guides them to purchase imported and locally made apparel. However, one of participants in interviews said, "*social media has increased awareness on the choice of apparel*" agreed with Susanti's (2017) findings on the usefulness of social media for choosing imported and locally made apparel.

Based on the Word of Mouth (WoM), the findings from interview revealed that respondents use WoM to secure information of nice clothes worn by people in public places, such that they can ask about which outlets and where to purchase apparel and the cost. This implies that the WoM entices and influences respondents to purchase apparel due to favourable apparel information acquired from the wearers. The findings concur with Berger (2014) who

supported the use of word of mouth by indicating that consumers use WoM to share information that may help others to make proper choices of products prior to purchases as well as to enhance visibility of the products.

To a lesser extent, the aggregate proportional average for social status/class was ($\bar{P}_1 = 0.4603$) considered important to influence respondents to purchase apparel. This implies that 46% of the respondents believed that they purchased imported and locally made apparel to portray their social status. The findings suggest that social information attracts consumers' attention to purchase imported and locally made apparel and it has its own meaning apart from social status. The results are in line with Nabi, O'Cass and Siahtiri (2019) who asserted that social status/class by itself does not only exemplify individual personality but also signify individuals' income, quality of apparel, education and positions in the society in purchasing certain types of apparel.

Considering consumers' social determinants, the composite proportional average was $\bar{P}_2 = 0.5739$ (57%), indicating that to a moderate extent, social determinants do not influence respondents to purchase apparel. Based on the findings, social determinants did not support purchase of imported and locally made apparel; and 57% of the respondents said so. The findings are contrary to Susanti (2017) who noted that social determinants shape, share information, change and influence individual beliefs, decision making, opinions, attitude and behaviour towards purchase of apparel.

5.4.3 Personal Determinants and Purchase of Imported and Locally Made Apparel

As observed from the personal determinants, the aggregate proportional average for economic conditions was $\bar{P}_1 = 0.6599$ (66%), indicating that, to a moderate extent, economic conditions influenced respondents to purchase imported and locally made apparel. The findings agreed with interview results that consumers with good economic conditions purchase expensive apparel, and shopping in malls is perceived as an avenue for high class consumers. This implies that the economic conditions of an individual consumer influences purchase of imported and locally made apparel.

If the economic status is not good it affects the consumption pattern of apparel (Sunday & Bello, 2016). This could hold the truth that consumers with higher income are more likely to purchase more expensive apparel than individuals with poor economic status (Pemani, Massie & Tielung, 2017). Due to economic circumstances, an individual consumer decides what to consume to portray his/her personality as well as his/her self-concept (Kanagal, 2016). This is to note that a respondent's economic status have a significant influence on purchase of apparel.

The findings further revealed 62.4% ($\bar{P}_1 = 0.6248$) of the respondents' personality followed by 61.8% ($\bar{P}_1 = 0.6176$) of the life-cycle stages and 57% ($\bar{P}_1 = 0.5676$) of the self-concept influenced respondents at a moderate level to purchase apparel. The findings support studies by Jenefa, Kumar and Kadyan

(2013) which showed that consumers purchase imported and locally made apparel to show off their personality because of their own reputability, feelings as well as the unique attributes of apparel. This justifies that consumers may purchase imported new apparel to show off their personality even though the apparel may not have tangible attributes such as price, quality, size/fit that act as self-expression tools (Toth, 2014). Purchase of apparel changes with a person's choice, taste and preferences due to different stages of a person's life-cycle to portray consumers' self-concept together with social identity (Ramya & Ali, 2016). This shows that it is possible for consumers to purchase apparel that correspond with their own personality at different stages of the life-cycle so as they can enhance their self-concept.

Through interviews, one of the participants (adult) said, "*Young people are looking up to famous fashion designers*" to purchase apparel. This participant was very much following their designs and fashion trend on the choice of apparel. The findings revealed that young people focused on fashion designers and other western role models on the choices of apparel due to their life cycle stages and lifestyle.

Consumers purchase fashionable imported apparel rather than locally made apparel due to the fact that they want to maintain their identity as well as having a different outlook/appearance from others. Although the life-cycle stages influence consumers to purchase apparel, Khetan (2020) supported that the consumption of goods is shaped by consumers as they move along the stages of their life-cycles. When consumers purchase products at the stages of

their life-cycle, they usually match their self-image which enhances their self-concept (Toth, 2014).

The findings also revealed that, to a lesser extent, 52% ($\bar{p}_i = 0.5173$) of the respondents' lifestyles and 37% ($\bar{p}_i = 0.3686$) occupation influence them to purchase imported and locally made apparel. The findings agreed with interview results that, due to respondents' lifestyles some purchase apparel in malls and boutique shops due to quality brands and price tags displayed on imported new apparel. This shows that the choices of apparel with a labelled price from shopping malls and boutiques could adversely affect the consumption of locally made apparel. Although the consumption of imported and locally made apparel was partially supported by the respondents, Leung *et al.* (2105) posited that lifestyle does not have any significant effect on the purchase of apparel.

Considering respondents' occupations, the findings from interview results revealed that participants like to wear locally made apparel for their office work to create a good image of domestic made products so that people could understand the value behind domestic apparel. Additionally, the purchase of locally made apparel could be associated with the nature of respondents' work or activities. However, to a lesser extent the findings revealed that occupation partially supports purchase of imported and locally made apparel. The findings were partially consistent with Khaniwale (2015) who found that occupation influences consumers' preference on selection of imported and locally made

apparel due to the nature of the office work as it creates differences in the choice of apparel.

Based on the personal determinants, it was noted that the most outstanding determinants includes economic conditions, personality and life-cycle stage: and more than 60% of the respondents agreed that they influenced them to purchase apparel. But Khetan (2020) in his findings noted that consumers purchase apparels because of the needs and wants demanded at each stage of their life-cycle.

The composite proportional average for personal determinants was $\bar{p}_i = 0.5425$ (54%) implying that, to a moderate extent, personal determinants influenced respondents to purchase apparel. The findings concur with findings by Venkatesh and Kumarasamy (2015) who indicated that consumers purchase apparel based on their personal aspirations. Rehman *et al.* (2017) also noted that the consumption of imported and locally made apparel is also influenced by personal determinants such as economic status, personally, lifestyle and self-concept as each individual consumer carries a unique set of characteristics. However, a study by Rehman *et al.* (2017) focused on consumers' stability. being open minded, market maven. and agreeableness regarding personal characteristics of consumers.

5.4.4 Psychological Determinants and Purchase of Imported and Locally Made Apparel

Based on the psychological determinants, the findings revealed that, the proportional average of apparel attributes was $\overline{P}_1=0.7478$ (75%) indicating that to a large extent apparel attributes influenced respondents to purchase apparel. With evidence from apparel attributes, the findings revealed that to a very large extent price ($\overline{P}_{11}=0.9786$) was considered by the majority (98%) of the respondents as a very important attribute to purchase apparel. The findings are in line with the interview results which revealed that respondents consider price as their first priority, followed by quality, size and comfort of the dress while purchasing apparel. This informs us that purchase of imported and locally made apparel is supported by price attributes. Although the respondents showed great priority on the first seven apparel attributes (price, quality, size/fit, durability, colour, easy care and comfort) but the price is still deemed an important attribute because it enables respondents to purchase apparel based on their budget (Yip, Chan & Poon, 2012).

The findings from both quantitative and qualitative data also indicated that consumers placed more attention on price when purchasing apparel because price serves as a key indicator of quality in consumers' minds (Keller, 2009, Ramadhan & Muthohar, 2019, Bhakuni, Rajput, Sharma & Bhakar, 2021). This was also consistent with findings by Albari & Safitri (2018) who indicated that price is an outstanding determinant that influences purchase decision of apparel. Because of respondents' level of income, the price is a major concern

towards consumption of apparel. It shows that price is among the attributes to influence consumers to purchase when they think about apparel, usually price is used to justify the quality of apparel (Jegethesan *et al.*, 2012). This indicates that price might be associated with levels of quality of products which may enhance the image of the apparel and guide consumers to purchase apparel according to his/her budget.

The findings further showed that quality ($\overline{P_{M}} = 0.9690 \approx (97\%)$), size/fit ($\overline{P_{M}} = 0.9548 (95\%)$), durability ($\overline{P_{M}} = 0.9143 (91\%)$), colour ($\overline{P_{M}} = 0.8881 (89\%)$), easy care ($\overline{P_{M}} = 0.8691 (87\%)$) and the comfortability of the dress ($\overline{P_{M}} = 0.8667 (87\%)$) were considered to the large extent when consumers purchase apparel. The findings were also supported by the interview results which revealed that high priced products are perceived to have high quality to influence consumers to purchase apparel. This is because high priced apparel was associated with high quality and durability attributes, however expensive apparel may not be associated with high quality. Contrary to the findings of the study on which this thesis is based, a study by Kalicharan (2014) revealed that quality and value expectations from apparel attract consumers' interest to purchase apparel rather than the price in India. It is important to note that consumers are familiar with diverse types of product attributes, and this does not only define the purchase of apparel due to attributes but also influence the choice of different types of apparel.

Based on apparel attributes respondents were more concerned with the functional benefits, aesthetics look and physical characteristics of apparel. The functional benefits of apparel include quality, durability and ease of care of apparel. The aesthetics look of apparel involves colours whereas physical characteristics of apparel include fit/size and style and mostly price which can be determined by using quality attributes. The findings agreed with Lee and Nguyen (2017) on the fit/size and comfort are very important when purchasing apparel due to varied body shapes and sizes of consumers. Consistent with Rahman *et al.* (2018), the findings indicated that fit and comfort play a critical role in influencing individuals' choice of clothing to fulfil their psychological and physical needs.

The findings are also in line with North, De Vos and Kotze (2010), Chowdhury and Akter (2018) and Salerno-Kochan and Turek (2021) studies which indicated that quality, size/fit, style, comfort and fibre content are mostly important attributes used by consumers when deciding to purchase apparel. However, fibre content and care label instructions in this study were rated very low which is contrary to findings of studies by Feltham and Martin (2006), but the respondents on which this thesis is based did not consider them as important attributes used to purchase apparel. This is because respondents' knowledge on fibre content as well as care label instructions seems to be unfamiliar while purchasing imported and locally made apparel. The findings further showed that durability and easy care were rated very high while fibre content was rated very low, yet easy care is a function of fibre content but

because respondents were not specialists in textile fibres, they would not know that the fibre content is an important indicator of durability.

Further, the findings indicated that the aggregate proportional averages on psychological determinants included knowledge with $\bar{P}_4=0.6424$ (64%), perception with $\bar{P}_1=0.6320$ (63%), attitude with $\bar{P}_2=0.6276$ (63%) and motivation with $\bar{P}_3=0.5918$ (59%) which influenced respondents to purchase apparel. With reference to consumers' knowledge, the findings from interviews revealed that the respondents did not consider the care label instructions while purchasing their clothes, which was contrary to 64% of respondents who agreed on knowledge. A rich understanding of the care label instructions helps respondents to maintain apparel in a quality shape as well as to understand fibre content and may also enhance them to make choice of apparel.

Based on proportional averages on perception ($\bar{P}_1=0.6320$ (63%)), attitude ($\bar{P}_2=0.6276$ (63%)) and motivation ($\bar{P}_3=0.5918$ (59%)), the findings revealed to a moderate extent that respondents agreed to purchase imported and locally made apparel. This is in line with Agu and Onuoba (2016) who found that perception, attitude and motivation are important variables that influence consumers to purchase imported and locally made apparel. Perception is influenced by the belief and attitude over a period of time that forms a good image of apparel through the usage of the products to arouse consumers' interest to purchase products. This is because psychological determinants deal

with inner feelings, personal thoughts and attitude which shape and enhance consumers' satisfaction towards consumption of apparel.

Further findings from the interviews revealed that the participants preferred imported apparel because of quality, sizes and fit. The findings concur with findings by Asare, Ibrahim and Kwesi (2016) which revealed that consumers purchase imported and locally made apparel due to psychological satisfaction towards apparel attributes. Although motivation to purchase apparel influenced participants to a moderate extent, these were driven by social events and special occasions to purchase imported apparel. The findings are not in conformity with results of a study by Mahonge (2018) which showed that consumers were motivated to purchase locally made apparel for special events to let the audience know about their culture and value behind the locally made apparel.

The composite proportional average for psychological determinants was ($\bar{P}_1 = 0.6483$) implying that 65% of psychological determinants influenced respondents to purchase apparel. The findings concur with the consumer's black box model of the stimuli-response which interacts with behavioural determinants and the consumers' feelings which form a set of psychological processes and when intermingled together lead to purchase decision of apparel (Kanagal, 2016). This could be due to respondents' inner feelings, attitudes, desires and interests to purchase apparel.

5.4.5 Composite Proportional Averages of Behavioural Determinants towards the Purchase of Imported and Locally Made Apparel

The findings revealed that the composite proportional average for behavioural determinants was $\overline{P}_i=0.4492$, implying that 45% of behavioural determinants influenced respondents to purchase imported and locally made apparel. The findings revealed that behavioural determinants influenced respondents to purchase apparel to a lesser extent, probably because of variation in responding as well as preferences to individual behavioural determinants. From the behavioural determinants standpoint, the findings revealed that psychological determinants were the most outstanding determinants that influenced respondents to purchase imported and locally made apparel. This is because 65% ($\overline{P}_i=0.6483$) of psychological determinants enhanced the consumption of imported and locally made apparel at a moderate level.

Based on the personal determinants, the findings also revealed that 54% ($\overline{P}_i=0.5425$) of the determinants influenced respondents to purchase imported and locally made apparel. This is because individual consumer has his/her own unique personal characteristics like personality, life-cycle, occupation, lifestyle, self-concept and economic status which when combined influence the purchase of apparel. On the other hand, the findings revealed that, to a moderate extent, 57% ($\overline{P}_i=0.5739$) of social determinants and, to a lesser extent, 51% ($\overline{P}_i=0.5140$) of cultural determinants did not influence respondents to purchase imported and locally made apparel. The findings are contrary to findings of a study by Chegini *et al.* (2016) who indicated that

culture influences consumers to purchase imported and locally made apparel as consumers portray their culture through the values attached to locally made products.

Based on the stimuli-response model (Kanagal, 2016), social and cultural determinants adapted from consumer black box (buyer characteristics) interact with stimuli to influence the purchase decision of apparel. However, the respondents disagreed with the statement that cultural and social determinants did not influence them to purchase apparel, probably because of individuals' cultural background and social reasons that may affect purchase of apparel due to the nature of the environment used for data collection. This is because Dar es Salaam is a multicultural environment with consumers of diverse cultures in the markets that when exposed to apparel they behave differently towards consumption of imported or locally made apparel (Rehman, Latif & Rana 2018). In view of psychological and personal determinants, the findings revealed that they influenced respondents to purchase apparel. These determinants focus on personal attributes including attitudes, interests, financial status, lifestyles, personality, preferences, knowledge, motivations and feelings towards the purchase of imported and locally made apparel that may probably stimulate the purchases (Suyanto *et al.*, 2019). Strizhakova and Coulter (2019) and Steenkamp (2019) indicated that respondents' financial status and lifestyles also contribute the choice of imported and locally made apparel.

It is concluded that, to a lesser extent ($\bar{P}_d=0.4492$), behavioural determinants influenced respondents to purchase apparel at 45%. Based on categories of behavioural determinants, 65% ($\bar{P}_d=0.6483$) of psychological determinants and 54% ($\bar{P}_d=0.5425$) of personal determinants influenced respondents to purchase apparel at moderate levels. However, to a moderate extent 57% ($\bar{P}_s=0.5739$) of social determinants as well as to a lesser extent 51% ($\bar{P}_c=0.5140$) of cultural determinants did not influence respondents to purchase apparel. It means that psychological and personal determinants are the variables that influence respondents to purchase apparel whereas social and cultural determinants do not influence the purchase of apparel.

5.5 Relationship between Consumer Demographic Determinants and Apparel Purchase

Hypothesis one was developed from objective one, this was stated that there is no statistical significant relationship between consumer demographic determinants and purchase of imported and locally made apparel among consumers in Dar es Salaam.

Binary Logistic Regression analysis was performed to determine the relationship between consumer demographic determinants and purchase of imported and locally made apparel among the study group in Dar es Salaam.

5.5.1 Gender of Respondents

The findings revealed that male respondents were less likely to purchase locally tailor-made apparel than female respondents due to the fact that male respondents are not willing to invest their time waiting for the tailor-made apparel for so long from the dressmakers. This is because males purchase apparel instantly when they find suitable pieces. The chances to purchase locally made apparel were 15.54% compared to chances to purchase imported apparel (84.46%). This is statistically significant ($p < 0.001$) at 95% confidence level. Comparably Koca and Koc (2016) observed that female consumers purchase more apparel than males due to the power of fashion, unlike uniqueness which was not statistically significant.

The finding was also in line with Dhiman *et al.* (2018) that female respondents purchase apparel more often than male respondents due to their nature. Katrodia, Naude and Soni (2018) added that females shopping habit make them to spend more resources like money and time to purchase goods and products compared to their male counterparts. While Wang, Siu and Hui (2004) revealed that female consumers who purchase apparel tended to be quality and fashion conscious, Chae, Black, and Heitmeyer (2006) studies found that comfort and satisfaction was the major reason to purchase apparel.

Further findings by Nistor (2019) noted that young female consumers prefer branded apparel at affordable prices. In this respect, the availability, size, price and quality are among the attributes that enhance consumers to purchase imported apparel. While this is the case, female consumers looked at price tags

to be assured of the quality of apparel because they perceive that high-priced products are associated with quality (Chea, 2011; Yu & Rahman, 2018). Likewise, Anić and Mihić (2015) ascertained that more female than male respondents are fashion-conscious due to the trend of apparel. This indicates that female respondents are preoccupied with fashion.

5.5.2. Age Categories of Respondents

The findings revealed that respondents aged between 18-25 years were less likely to purchase locally tailor-made apparel than older respondents (above 56 years) because it is costly and not fashionable (Wang & Xu, 2010). The chances of respondents aged 18-25 purchasing locally made apparel was 2.44% compared to 97.56% chances of purchasing imported apparel. This was statistically significant ($p < 0.001$) at 95% confidence level. The finding is consistent with Rhee and Johnson (2012) that young consumers purchase imported apparel brands and fashionable to show-off their status. Moreover, Popa and Pelau (2016) revealed that young consumers are more inclined to branded apparel than older generations.

Contrary to the above, findings by Daneshvary and Schwer (2001) showed that older consumers in USA tend to purchase locally made apparel than imported apparel compared to young ones due to ethnocentric aspects. The difference observed may be contributed to the nature of the study conducted in USA, which is contrary to the current study conducted in Tanzania urban setting. In Tanzania consumers purchased locally tailor-made apparel due to their unique

styles and designs of “African prints” but also consumers can make style modifications to from the dressmarkers fit it to her body.

Singh (2011) revealed that young consumers purchase imported apparel by considering the style to express their identities whereas Jones and Giddings (2010) considered aesthetics and good style on the choice of imported apparel. In Tanzania, peer pressure and demand for fashionable apparel items could be the reason for young consumers to make choice of imported apparel.

The findings further revealed that, respondents aged between 26-35 years were less likely to purchase locally made apparel than those above 56 years. The chances of respondents aged 26-35 purchasing locally made apparel were 10.07% compared to 89.93% chances of purchasing imported apparel. This was statistically significant ($p=0.02$) at 95% confidence level. The findings agreed with Valaei and Nikhashemi (2017) who found that consumers are preoccupied with imported apparel.

The findings also indicated that respondents aged between 36-45 years also were less likely to purchase locally made apparel than respondents aged above 56 years. The chances of respondents aged 36-45 purchasing locally made apparel were 5.48% compared to 94.52% chances of purchasing imported apparel. This was also statistically significant ($p=0.004$) at 95% of confidence level.

The trend showed that the age groups; 18-25, 26-35 and 36-45 were statistically significant with respondent's choice of apparel. The findings

revealed that young consumers were more preoccupied with imported apparel contrary to older consumers due to their life-cycle as well as their lifestyle Steenkamp (2019) and Al Shishani (2020).

5.5.3 Respondents' Level of Education

The findings showed that respondents with secondary education were more likely to choose locally made apparel than respondents with bachelor's degrees. The chances of respondents with secondary education purchasing locally made apparel were 84.10% compared to 15.90% chances of purchasing imported apparel. This is statistically significant ($p=0.005$) at 95% confidence level. Further findings revealed that respondents with certificates and diplomas were more likely to choose locally made apparel than respondents with bachelor's degrees. The chances of respondents with certificates and diploma holders purchasing locally made apparel were 78.49% compared to 21.51% chances of purchasing imported apparel. This was statistically significant ($p=0.034$) at 95% confidence level.

The findings imply that respondents with secondary education, certificates and diploma qualifications had high chances of purchasing locally made apparel compared to respondents with degree qualifications. This reveals that respondents with degree qualifications purchased imported apparel due to the image of quality associated with conspicuous and status identifications (Schiffman & Kanuk, 1994). The findings disagreed with Wang *et al.* (2004) who indicated that locally imported apparel have low quality recognition and

are less stylish; this made educated respondents think of imported apparel due to quality, brand recognition and trend in fashion.

The respondents' demographic determinants (gender, age, education level, income, marital status and number of dependants) were examined on the choice of imported and locally made apparel. Study findings revealed that gender, age and education were statistically significant influencing the choice of imported and locally made apparel.

5.6 Relationship between Behavioural Determinants and Apparel Purchase

Hypothesis two was developed from objective number three; this was stated that there is no significant relationship between behavioural determinants (cultural, social, personal and psychological) and the choice of imported and locally made apparel to be purchased among consumers in Dar es Salaam

Binary Logistic Regression analysis was performed to determine the relationship between behavioural determinants, namely; cultural, social, personal and psychological and purchase of imported and locally made apparel among the study group in Dar es Salaam.

5.6.1 Cultural Determinants

The section focuses on cultural determinants; namely cultural beliefs, ethical values, religious and social values influenced respondents to purchase apparel.

The findings are discussed in the following sub-sections.

5.6.1.1 Culture Beliefs

The findings revealed that culture beliefs were more likely to influence the purchase of locally made apparel. The chance (probability) of respondents purchasing locally made apparel were higher (77.03%) compared to 22.97% chances of purchasing imported apparel due to cultural beliefs. The findings were statistically significant, ($p < 0.001$) at 95% confidence level. Therefore, at $p = 0.05$ significance level there exists evidence to conclude that cultural beliefs influenced respondents' choosing to purchase locally made apparel. Although consumers have their own preferences, tastes, consumption and purchase pattern of apparel, their culture control and shape them to use their own cultural products (De Mooij, 2019).

In corresponding with the study findings, Karami, Olfati and Dubinsky (2017) revealed that cultural beliefs and values are crucial element of a culture, they affect human behaviour because of enduring sets of beliefs consumers grasp about the conduct they think to be good. While this is the case, a study by Song (2008) revealed that understanding of consumers' cultural values may help to anticipate acceptance of products in a society. This was observed on the choice of apparel.

5.6.1.2 Ethical Values

Ethical values involve code of ethics towards performing certain behaviour but differ considerably among regional boundaries (Stöber, Kotzian & Weißenberger, 2019). In this context, ethical values involve moral beliefs of consumer to make the right choice regarding the purchase of imported and

locally made apparel because it is the right decision to do so. The findings revealed that ethical values were less likely to influence respondents to purchase locally made apparel. Further findings revealed that the chances of respondents purchasing locally made apparel due to their ethical values were 13.49% less than 86.51% chances of purchasing imported apparel. Based on the statistical test, the relationship was statistically significant ($p=0.019$) at 95% confidence level. These may be due to Tanzanian culture that accommodates diverse culture of Dar es Salaam consumers purchasing any kind of apparel. However, consumers purchase imported and locally made apparel due to individual preferences, interest and taste (Diddi & Niehm, 2017).

5.6.1.3 Religious Values

The findings revealed that religious values were less likely to influence respondents to purchase locally made apparel. The chances of respondents purchasing locally made apparel due to their religious values were less (31.22%) in comparison to 68.78% chances of purchasing imported apparel. This result was statistically significant ($p=0.005$) at 95% confidence level. The findings revealed that the majority of respondents (68.78%) preferred imported apparel to locally made apparel due to smartness, decent looking and self-worthiness as identified through interviews.

In line with the study findings, Mathras, Cohen, Mandel and Mick (2015) posited that consumers can express their religious identity through consumption of imported and locally made apparel regardless of their choices.

However, Kalunde (2014) found that respondents choose a modest form of apparel and prefer to purchase apparel that is respectable and acceptable by their religious members. In contrast, Davis and Jai (2018) and Kusumawati, Listyorini, Suharyono and Yulianto (2020) found that religious consumers are quality and price conscious and like to shop for lower priced apparel which is consistent with their image of faith. Nevertheless, the beliefs and personal attributes could be the reasons behind purchasing acceptable apparel to religious affiliation.

5.6.1.4 Social Values

The findings further indicated that social values were more likely to influence respondents to purchase locally made apparel than imported apparel. In addition to that, the chances of respondents to purchase locally made apparel were 68.80% higher than 31.20% chances of purchasing imported apparel. This was statistically significant ($p=0.003$) at 95% confidence level. The findings are contrary to Goldsmith and Stith (2011) who explored social values of fashion innovators and non-innovators in USA without indicating product categories, unlike the current study which focused on imported and locally made apparel. Meanwhile, Lawan and Zanna (2013) highlighted that social values stand for what is considered “desirable” and “good” on the choice of products. With respect to social values, the findings favour the choice of locally made apparel for social activities. This was also reflected from the interview findings.

In conclusion, the study findings revealed that cultural beliefs, social values religious and ethical values were statistically significant with respondents' choice of apparel.

5.6.2 Social Determinants

This section addresses the determinants, namely social status, media, social media, celebrities and apparel loyalty that influenced respondents to purchase imported and locally made apparel. The findings are discussed in the following sub-sections.

5.6.2.1 Social Status

The findings revealed that social status was more likely to influence respondents to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel was higher (67.66%) than 32.34% chances of purchasing imported apparel due to their social status. This was statistically significant ($p=0.013$) at 95% confidence level. Therefore, at $p=0.05$ significance level there is evidence to conclude that social status influences consumers to purchase certain apparel. In line with the study findings, Nistor, (2019) indicated that consumers tend to focus on material things to purchase apparel items as an instrument for social status. However, the study on which this thesis is based focused on social determinants as an icon to express consumers' social status through the consumption of imported and locally made apparel.

5.6.2.2 The use of Media

The findings indicated that media were more likely to influence respondents to purchase locally made than imported apparel due to strategies used to communicate the apparel information (Shephard *et al.*, 2016). The chances of respondents purchasing locally made apparel were slightly higher above average (58.81%) than 41.19% chances of purchasing imported apparel. The findings differ from interview report due to respondents' limited exposure to the use of various types of media. This is not statistically significant ($p=0.288$) at 95% confidence level. The finding is contrary to Shephard *et al.* (2016) who opined that media positively influence the choice of products due to access to product information. However, media were not statistically significant.

5.6.2.3 Social Media

The study findings showed that social media were more likely to influence respondents to purchase locally made than imported apparel. The chances of respondents purchasing locally made apparel were higher (73.35%) than 27.65% chances of purchasing imported apparel due to the use of social media to promote locally made apparel. This was statistically significant ($p=0.003$) at 95% confidence level. Therefore, at $p=0.05$ significance level there is evidence that social media influence consumers to purchase imported apparel. The use of social media leads respondents to purchase apparel because of its capacity to spread local information to the public (Jha & Balaji, 2015). The findings are concurrent with Susanti (2017) who opined that social media have positive and significant contributions on purchase decision of apparel. However, a study by

Susanti (2017) which focused on adolescents gave results that are contrary to the results reported in this thesis about adult consumers.

5.6.2.4 Celebrities (Fashion Leaders)

The findings further revealed that celebrities were more likely to influence purchase of locally made than imported apparel due to the scope of the study variables used. The chances of respondents purchasing locally made apparel due to celebrities or opinion from fashion leaders were higher (52.67%) compared to 47.33% chances of purchasing imported apparel. This implies that celebrities may play a significant role to raise consumer awareness on the choice of locally made apparel; however, this was not statistically significant ($p=0.729$) at 95% confidence level. This was contrary to findings by Sharma (2017) who found that celebrity endorsement supports purchase of goods and products which was statistically significant ($p=0.001$). Although celebrity endorsement helps to raise the status of the products, Sharma (2017) pinpointed that celebrities may create consumers' feelings to motivate them to purchase the products.

5.6.2.5 Apparel Loyalty

Apparel loyalty is associated with consumer's attachment and commitment to purchase of certain kind of apparel (Ledikwe, 2020 & Rajbhandari, 2020). The findings revealed that apparel loyalty was more likely to influence respondents to purchase locally made apparel than imported apparel. This implies that the purchase of locally made apparel was associated with respondents' patriotism. Additionally, the chances of respondents purchasing locally made apparel due

to apparel loyalty were greater (96.93%) than 3.07% chances of purchasing imported apparel. This was statistically significant ($p=0.000$) at 95% confidence level. Therefore, at $p=0.05$ significance level there is evidence to conclude that apparel loyalty influences consumers to purchase locally made apparel. Because of patriotism, consumers may deeply be committed to make a sacrifice of imported apparel in order to consume locally made products (Nyarunda, 2016).

In summary, the results reveal that, among the variables identified from social determinants; social status, social media and apparel loyalty influence respondents to purchase apparel. They are statistically significant social determinants.

5.6.3 Personal Determinants

The section addresses the determinants; namely personality, self-concept, lifestyle, occupation, economic-condition and life-cycle stage influenced respondents to purchase apparel. The findings are discussed in the following sub-sections.

5.6.3.1 Personality

The study findings revealed that personality was less likely to influence respondents to purchase locally made apparel than imported apparel. This is because imported apparel which is offered from different outlets reflects consumer's own personality. However, the chances of respondents purchasing locally made apparel were low (34.85%) compared to 65.15% chances of purchasing imported apparel. The influence of personality on respondents to

purchase more imported than locally made apparel was not statistically significant ($p=0.108$) at 95% of confidence level. Therefore, at $p<0.05$ significance level, there is no evidence to conclude that personality influences respondents to purchase imported and locally made apparel. In line with the study findings Sarker, Bose, Palit and Haqu (2013) revealed that consumers may purchase imported and locally made apparel to match with their personality.

5.6.3.2 Self-concept

The findings revealed that self-concept was less likely to influence respondents to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were low (27.90%) compared to 72.10% chances of purchasing imported apparel. The finding was statistically significant ($p=0.012$) at 95% confidence level. Therefore, at $p<0.05$ significance level there is evidence to conclude that self-concept influence consumers to purchase imported apparel. The findings correspond with those by Jeong and Ko (2021) who found that self-concept is of central importance to consumers to purchase apparel, their behaviour to purchase goods match with their lifestyle that enhance their self-concept influence in self-awareness. This implies that the consumption of imported apparel may provide a possibility to portray consumers' self-image.

5.6.3.3 Respondents' Lifestyle

Considering respondents' way of living, the findings revealed that respondent's lifestyles were less likely to influence purchase of locally made apparel than

imported apparel. The chances of respondents purchasing locally made apparel were less (29.23%) than 70.77% chances of purchasing imported apparel due to respondents' Lifestyle. This statistically significant ($p=0.01$) at 95% confidence level. Therefore, at $p<0.05$ significance level there is evidence to conclude that the lifestyle of the respondents influences purchase of imported apparel. While the findings were similar to those by Mohiuddin (2018) on imported products, but his study focused on female respondents only which was contrary to the focus of the study on which this thesis is based. The findings also agreed with results of a study by Wang *et al.*, (2004) that respondents who prefer to consume more imported apparel than locally made apparel tend to have unique lifestyles such that they are good spenders and consume expensive apparel due to preference, quality, image and brand name of apparel.

5.6.3.4 Occupation

Regarding occupation, the findings indicated that respondents' occupation was less likely to influence respondents to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were low (48.05%) compared to 51.95% chances of purchasing imported apparel. Based on respondents' occupations, the finding was not statistically significant ($p=0.792$) at 95% confidence level. Therefore, at $p<0.05$ significance level, there is no evidence to conclude that occupation influences choice of apparel to purchase. The current findings are different from Srinivasan, Srivastava and Bhanot (2014) findings which found a significant

relationship between occupation and the product to be purchased by consumers which was contrary to the current findings. The finding by Daneshvary and Schwer (2001) also revealed that employed consumers are also less likely to view locally made apparel as important as imported apparel; however, the study was conducted in U.S.A contrary to African countries. This implies that consumers with different occupation backgrounds may react differently on the choice and consumption of different types of imported and locally made apparel.

5.6.3.5 Economic Condition (Status)

The study findings revealed that economic status was less likely to influence respondents to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were 46.29% compared to 53.71% chances of purchasing imported apparel. The study findings revealed that economic condition of consumers influence them to choose imported rather than locally made apparel, however, the study finding was not statistically significant ($p=0.605$) at 95% confidence level. Therefore, at $p<0.05$ significance level, there is no evidence to conclude that economic condition supports purchase of imported and locally made apparel.

This indicates that income can be a factor to purchase imported and locally made apparel. The status of income has a great influence in purchasing apparel. Those who are economically well they prefer to purchase imported new apparel unlike to those who are economically poor who prefer to purchase second-hand apparel. Previous study also supports this statement between

income level and the choice of what to purchase (locally made apparel, imported new or imported second-hand apparel) as imported are very expensive whereby other consumers cannot afford (Ayob & Hussain, 2016). Corresponding to Kumburu and Kessy (2018), purchase of imported and locally made apparel are determined by pricing categorization in Tanzania. This helps consumers to make decision on where to purchase apparel based on the categories of price. However, Xia and Monroe (2004) found that price fairness and satisfaction may not discriminate purchase of imported and locally made apparel but quality and brand name can be factor for choice of apparel.

In line with findings by Xia and Monroe (2004) and Eze and Bello (2016) revealed that when the economic condition of a consumer is not good, it affects even the purchase decisions of apparel. Statistically, Seock, Park and Nam (2014) indicated that due to consumers' economic condition in China, female consumers spent about 30% of their income to portray the consumption of apparel. However, the study findings did not justify the types of apparel that were purchased by female consumers in China. While these findings, it can be inferred that consumers and purchase of apparel do not suggest and eliminate types of apparel; however, individual consumers may prefer to purchase different types of imported and locally made apparel due to their economic situations, price, varieties of products and time to purchase (Rehman *et al.*, 2017; Husnain, Rehman, Syed & Akhtar, 2019).

5.6.3.6 Respondent's Life-cycle Stage

Further results showed that respondents' life-cycle stages were less likely to influence respondents to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were less (46.52%) than 53.48% chances of purchasing imported apparel, but this was not statistically significant ($p=0.562$) at 95% confidence level. Therefore, at $p<0.05$ significance level, there is no evidence to conclude that personal determinants influence purchase of locally made apparel. This implies that at different stages of life-cycle, consumer's purchase certain types of apparel due to his or her needs and wants (Al Shishani, 2020). However, the demand to purchase either imported or locally made apparel or both is affected by consumer personal preferences and interest.

In conclusion, the findings revealed that self-concept and respondents' lifestyle were statistically significant influencing respondents to purchase apparel.

5.6.4 Psychological Determinants

The section focuses on psychological determinants: namely perception, motivation, knowledge and attitude influenced respondents to purchase apparel. The findings are discussed in the following sub-sections.

5.6.4.1 Motivation

The findings revealed that respondent's motivation towards apparel was less likely to influence the purchase of locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were less (41%)

than 59% chances of purchasing imported apparel. However, this was not statistically significant ($p=0.356$) at 95% confidence level. Therefore, at $p<0.05$ significance level, there is no evidence to conclude that individual motivation influences purchase of apparel. Although consumers were motivated by seasonal events to purchase apparel, the interview finding was inconsistent with the quantitative findings. These findings contradict earlier findings of Auf. Meddour, Saoula and Majid (2018) indicated that motivation has significant impact on consumer purchasing behaviour. Parker and Wenyu (2019) revealed that there was a significant interaction between gender and age on purchasing motivation. Being a female or male and young consumer has an impact on apparel purchases.

5.6.4.2 Perception

The study findings revealed that respondent's perception towards apparel was more likely to influence the purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel was greater (70.84%) than 29.16% chances of purchasing imported apparel due to quality products. The result was statistically significant ($p=0.029$) at 95% confidence level. The finding is consistent with findings by Patrick, Ladipo and Agadav (2016) and Cham *et al.* (2018) who indicated that quality of imported apparel was perceived to have a branding attributes and sensory aspects respectively where consumers showed preference on imported apparel. This is also similar to findings by Kumburu and Kessy (2018) who revealed preference and positive image in the mind of Tanzanian consumers lead them

on the choice of imported products. Similarly, Florent *et al.* (2014) opined that more imported apparel than locally made products in Tanzania were consumed due to quality attributes. This is similar to what Opoku and Akorli (2009) reported in Ghana.

Differences in consumers' perception were observed with respect to quality of products made from developed and emerging countries, which was contrary to a study by Dickerson (1982). Kim and Bye (2022) noted that consumers in USA tended to perceive apparel from other countries as of poor quality as compared to US made clothing. This was opposed to opinions of young fashion leaders as addressed by Beaudoin, Moore and Goldsmith, (2000). While the findings were similar to those of a study by Kim and Bye (2022) in USA, it was noted that consumers purchased apparel due to quality attributes; however, Kim and Bye (2022) focused on "apparel practices and perceived value" of "Made in the USA" which is not similar to the focus of the study on which this thesis is based.

5.6.4.3 Knowledge of Apparel

The study findings revealed that respondent's knowledge towards apparel were less likely led to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were 47.56% compared to 52.44% chances of purchasing imported apparel. This was not statistically significant ($p=0.732$). The findings on which this thesis is based contradict findings by Ateke and Didia (2018) that consumers' knowledge on apparel was significantly influenced consumer on the purchase intention of

products. This indicates that knowledge provides consumers with opportunities to make decisions on the choice of apparel; however, experience and familiarity with products matters on the choice of apparel.

5.6.4.4 Attitudes towards Apparel

Regarding respondents' attitudes towards apparel, the findings revealed that respondents were less likely to purchase locally made apparel than imported apparel. The chances of respondents purchasing locally made apparel were low (34.85%) compared to 65.15% chances of purchasing imported apparel. Based on the statistical test, the finding was not statistically significant ($p=0.157$) at 95% confidence level. This implies that attitude is a key psychological issue in the consumers' mind on the choice of apparel to purchase. Similar findings were found by Florent *et al.* (2014) towards the purchase of apparel in Tanzania. Other findings by Suyanto *et al.* (2019) revealed that Indonesia middle class consumers had more positive attitude towards imported than locally made apparel. Related findings were also found by Phau (2014) and Kiriri (2019) on status-seeking teenagers and Kenyan consumers respectively.

The findings by Kiriri (2019), Suyanto *et al.* (2019), Beaudoin *et al.* (2000) and Phau (2014) were contrary to finding by Yildiz, Heitz-Spahn and Belaud, (2018). Yildiz *et al.* (2018) studies found that consumers who demonstrated high levels of ethnocentrism shows a positive attitude towards locally made products; however, Suyanto *et al.* (2019) revealed that respondents' attitude varies from the types of products purchased. Findings by Suyanto *et al.* (2019)

supported the purchase of various imported products which is contrary to the results of the study on which this thesis is based.

In summary, the findings revealed that most psychological determinants do not influence respondents to purchase apparel. The variables: motivation, knowledge and attitude towards the purchase of imported and locally made apparel were not statistically significant influenced respondents to purchase imported apparel as compared to respondents' perceptual experience on choice of apparel. Only perception was statistically significant ($p=0.029$) to influence respondents to purchase apparel.

5.7 Relationship between Behavioural Determinants and Choice of Shopping Outlets

Hypothesis three was developed from objective number four: this was stated that there is no significant relationship between behavioural determinants (cultural, social, personal and psychological) and the choice of shopping outlets on the purchase of imported and locally made apparel among consumers.

Multinomial logistic regression analysis was used to determine the influence of behavioural determinants on the choice of the shopping outlets, namely shopping malls, second-hand apparel markets, boutiques and apparel shops outside the malls and locally made apparel shops.

The model fitting information revealed $\chi^2(12, N=420) = 118.358, p=0.000$ implying that the multinomial logistic regression model was significant and therefore, cultural, social, personal and psychological determinants were

significant predictors of the choice of shopping outlets. The model summary indicated that the Nagelkerke R^2 was 0.288, indicating that 28.8% of the choice of shopping outlets was explained by cultural, social, personal and psychological determinants whereas 71.2% variation of shopping outlets was explained by other factors which might influence the choice of shopping outlets apart from behavioural determinants outside the model.

5.7.1 Choice of Shopping Malls against Locally Made Apparel Shops

This section focuses on behavioural determinants (cultural, social, personal and psychological) and the choice of shopping malls against locally made apparel shops on the purchase of imported and locally made apparel among consumers.

5.7.1.1 Cultural Determinants

The findings revealed that cultural determinants were less likely to influence respondents to choose shopping malls than locally made apparel shops. With respects to cultural factors the chances of choosing shopping malls were low (28.21%) than 71.79% chances of choosing locally made apparel shops. This was statistically significant ($p < 0.001$) at 95% confidence level. Hence, the hypothesis stated that, there is no significant relationship between cultural determinants and the choice of shopping malls against locally made apparel shops to purchase imported and locally made apparel among consumers was rejected. This indicates that culture favours the choice of locally made apparel. In parallel with the findings, Lawan and Zanna (2013) revealed that consumers

who heavily rely on cultural beliefs are likely to patronise more of native apparel than imported apparel.

5.7.1.2 Social Determinants

The findings revealed that social determinants were more likely to influence respondents to choose shopping malls to purchase apparel than locally made apparel shops. The chances of choosing shopping malls were higher (73.57%) than 26.43% chances of choosing locally made apparel shops. This was statistically significant ($p < 0.001$) at 95% confidence level. Therefore, at $p < 0.05$ significance level there exists evidence to conclude that social determinants influence respondents to make choice of shopping malls to purchase imported apparel. Consistent with these findings, Narahari and Kuva (2017) found that consumers opt for shopping malls as they provide customer services (guidance), discounts, festive offers, packaging materials and entertainment or recreation activities added advantages for consumers to purchase goods.

The findings are also supported with those by Mittal and Jhamb, (2016); Kushwaha, Ubeja and Chatterjee (2017) who indicated that consumers use malls due to a variety of activities as they cater for different retail stores in a single building, service providers and centre for possible activities. The findings further agree with those by Shekar, Srinivasa and Prasad, (2016) that consumers choose shopping malls due to services offered in the malls. Therefore, consumers may like to go to the shopping malls rather than locally made apparel shops as locally made apparel shops offer only locally produced

apparel because of multiple services and activities including entertainments available in the shopping malls.

5.7.1.3 Personal Determinants

The findings of the study further revealed that personal determinants were more likely to influence respondents to choose shopping malls than locally made apparel shops to purchase apparel. The chances of choosing shopping malls were higher (54.4%) compared to 45.6% chances of selecting locally made apparel shops, but this was not statistically significant ($p=0.332$) at 95% confidence level. Therefore, there is no evidence to conclude that personal determinants influence respondents to choose shopping malls against locally made apparel to purchase apparel. However, consumers may choose to go to the shopping malls due to personal reasons (Rehman *et al.*, 2017 & Husnain *et al.*, 2019). The choice of shopping malls does not only provide consumers with apparel products but also consumers may be attracted by other outlets due various personal needs and wants.

5.7.1.4 Psychological Determinants

The findings revealed that psychological determinants were more likely to influence respondents to go to the malls rather than locally made apparel shops to purchase their clothes. The chances of choosing shopping malls were higher (72.67%) than 27.33% chances of selecting locally made apparel shops. That means that the majority of the respondents (72.67%) preferred to shop in malls than choosing locally made apparel shops. This was statistically significant ($p=0.000$) at 95% confidence level. Therefore, at $p<0.05$ level of significant

there exists evidence to conclude that psychological determinants influence respondents to choose shopping malls to purchase imported apparel.

The findings are consistent with findings by Rukh-e-Zahra and Awan (2017) that consumers' preference of apparel, perception and the state of mind during the purchase period influence them to choose shopping malls. Sadachar (2014) also supports the findings that, due to consumer's perception towards the shopping malls, they usually go to shopping malls to purchase their clothes. Riungu (2009) also agrees with Sadachar (2014) that consumers opt to go to malls and boutique shops to purchase imported apparel due to low quality of locally made apparel.

In summary, the choice of shopping malls against locally made apparel shops revealed that cultural determinants influence respondents to go to locally made apparel shops to purchase apparel while social and psychological determinants lead respondents to shopping malls. These determinants were statistically significant at $p < 0.05$

5.7.2 Choice of Second-hand Apparel Markets against Locally Made

Apparel Shops

This section focuses on behavioural determinants (cultural, social, personal and psychological) and the choice of second-hand apparel markets against locally made apparel shops on the purchase of imported and locally made apparel among consumers.

5.7.2.1 Cultural Determinants

The study findings revealed that cultural determinants were less likely for respondents to choose second-hand apparel markets than the choice of locally made apparel shops. The chances of choosing second-hand apparel markets were low (34.98%) compared to 65.02% chances of choosing locally made apparel shops. That means that the majority of the respondent (65.02%) would go to locally made apparel shops to purchase locally made apparel because of cultural reasons. The findings also revealed that there was a relationship between cultural determinants and the choice of shopping outlets of locally made apparel which was statistically significant ($p < 0.001$) at 95% confidence level. Therefore, at $p < 0.05$ level of significance there exists evidence to conclude that cultural determinants influence respondents to choose locally made apparel shops to purchase locally made apparel.

The findings concurred with those by Haque *et al.* (2015) who found that that consumers' ethnocentrism is unfavourable to imported apparel at time to purchase imported apparel. The results bring out the choice of locally made apparel due to cultural beliefs, but it is not always the case for consumers to focus on cultural determinants to purchase local products.

5.7.2.2 Social Determinants

Regarding social determinants, the findings revealed that social determinants were more likely to lead respondents to the choice of second-hand apparel market than the choice of locally made apparel shops. The chances of choosing second-hand apparel markets were 65.43% compared to the 34.57% chances of

choosing locally made apparel shops due to social factors. The findings indicated that there was a statistically significant relationship between social determinants and the choice of shopping outlets of second-hand apparel ($p=0.000$) at 95% confidence level. Therefore, at $p<0.05$ level of significant there exists evidence to conclude that social determinants influence respondents to choose second-hand apparel markets to purchase apparel due to social factors. The finding is consistent with findings by Nesae (2009) which indicated that reference groups affect the behaviour of consumers to purchase goods, but they also influence the choice of a specific product.

5.7.2.3 Personal Determinants

The findings revealed that personal determinants were more likely to lead respondents to the choice of second-hand apparel markets than the choice of locally made apparel shops. The chances of the choice of second-hand apparel markets were 60.38% compared to 39.62% chances of locally made apparel shops. This indicates that the majority of the respondents (60.38%) would choose second-hand apparel markets to purchase clothes because of varied range of product and experience with imported second-hand apparel as well as economic reasons.

The relationship between personal determinants and the choice of second-hand apparel markets against locally made apparel shops was statistically significant ($p=0.004$) at 95% confidence level. Therefore, at $p<0.05$ level of significant there exists evidence to conclude that personal determinants influence respondents to choose second-hand apparel markets against locally made

apparel shops to purchase apparel. The findings confirm an assertion made by Sorensen and Jorgensen, (2019) that apparel experience, quality, variety and price enhance purchase of clothes from second-hand apparel outlets. As argued by Gopalakrishnan and Matthews (2018) and Ladhari, Gonthier and Lajante (2019) that price has a powerful connection with economic behaviour of consumers due to economic perspectives, consumers place the highest degree on price as a criterion of choosing second-hand apparel market to purchase apparel.

5.7.2.4 Psychological Determinants

The study findings revealed that psychological determinants were less likely to lead respondents to the choice of second-hand apparel markets than locally made apparel shops. The chances of choosing second-hand apparel markets were 47.7% compared to 52.3% chances of choosing locally made apparel shops. The relationship between psychological determinants and the choice of shopping outlets of second-hand apparel against the locally made apparel shops was not statistically significant ($p=0.613$) at 95% confidence level. Hence, there is no evidence to conclude that personal determinants influence respondents to make choice of second-hand apparel against locally made apparel shops to purchase apparel.

Th findings mean that more than half (52.3%) of respondents would purchase apparel in locally made apparel shops. This is consistent with Wel, Hussin, Omar and Nor, (2012) that due to perception, preference of a particular retail outlets and the image of the outlets: consumers choose one of the outlets to

purchase apparel. The findings agree with Kalunde, (2014) on psychological reasons: however, consumers focused on suitability, acceptability and attractiveness of apparel due to individual satisfaction which differ from the current study.

The findings indicated that the choice of shopping outlets involved a combination of many factors including physical characteristics of the outlets, convenience, peer influence, variety and the types of apparel sold, quality and location of the outlets.

Generally, the choice of second-hand apparel markets against locally made apparel shops is governed by cultural, social and personal determinants. The findings revealed that cultural determinants favour the choice of locally made apparel shops while social, and personal determinants lead respondents to the choice of second-hand apparel markets, and the relationships were statistically significant at $p < 0.05$.

5.7.3 Choice of Boutiques and Apparel Shops against Locally Made

Apparel Shops

This section focuses on behavioural determinants (cultural, social, personal and psychological) and the choice of boutiques and apparel shops outside shopping malls against locally made apparel shops on the purchase of imported and locally made apparel among consumers.

5.7.3.1 Cultural Determinants

The findings revealed that cultural determinants were less likely to lead respondents to choose boutiques and apparel shops instead of locally made apparel shops. The chances to choose boutiques and apparel shops were 31.08% compared to 68.92% chances of choosing locally made apparel shops. This was statistically significant ($p < 0.001$) at 95% confidence level. Therefore, at $p < 0.05$ level of significance there is evidence to conclude that cultural determinants influence respondents to choose locally made apparel shops to purchase locally made apparel. Thus, the study findings support the choice of locally made apparel shops to purchase locally made apparel due to cultural reasons.

The findings imply that cultural determinants stand as salient criteria to influence respondents to make choice of locally made shops to purchase locally made apparel. This finding agrees with findings by Dandaneau (2008) who indicated that consumers who are tied to cultural attributes are more often motivated by societal norms to purchase local products due to patriotism and ethnocentric behaviour. Baquillas (2018) supported the idea that ethnocentric consumers consider their culture as superior over other culture; they take pride of their own values and prefer to consume their local products.

In a similar manner, Dogi (2013) added that the purchase and consumption of imported products seems to be inappropriate to some consumers because of their cultural beliefs. This implies that culture is highly considered as a determinant to influence consumers to purchase and use local goods. This is in

contrast to Wang *et al.* (2004) who revealed that consumers who wish to purchase locally made apparel tend to be more price conscious and also concern on the quality of apparel. Cultural determinants do not bind consumers to consider price and quality, but rather the consumers insist on moral, norms and values related to apparel.

5.7.3.2 Social Determinants

The study findings revealed that social determinants were more likely to influence respondents to choose boutiques and apparel shops rather than locally made shops. The chances of choosing boutiques and apparel shops were 68.09% in comparison to 31.91% chances of choosing locally made apparel shops. The findings revealed that there was a statistically significant relationship between social determinants and choice of boutiques and apparel shops ($p=0.000$) at 95% confidence level. Therefore, at $p<0.05$ level of significance there exists evidence to conclude that social determinants influence respondents to choose boutiques and or apparel shops to purchase apparel.

Brand image of imported apparel may attract consumers to choose certain outlets including boutiques and apparel shops to purchase apparel. The apparel image and brand become important parameters as they arouse consumers' interest to consume imported products (Cham *et al.*, 2018). Wang *et al.* (2004) agree that the notion of brand recognition and brand consciousness become important in consumers' mind whereas the purchase of apparel is associated with brand consciousness. However, brand consciousness does not limit

consumers to purchase locally made apparels from locally made shops, but it helps consumers to make choice of apparel of their interest.

5.7.3.3 Personal Determinants

The study findings revealed that personal determinants were more likely to lead respondents to choose boutiques and apparel shops than the choice of locally made shops. The chances of choosing boutiques and or apparel shops were 62.92% compared to 37.08% chances of choosing locally made apparel shops. The findings reveal that there was a statistically significant relationship between personal determinants and the choice of boutiques or apparel shops ($p=0.004$) at 95% confidence level. Therefore, at $p<0.05$ level of significance there is evidence to conclude that personal determinants influence respondents to choose boutiques and apparel shops outside shopping malls to purchase apparel. Due to personal reasons, consumers choose boutiques and apparel shops to purchase apparel. This finding is consistent with a finding by Riungu (2009) that the majority of consumers purchase apparel from boutique shops.

5.7.3.4 Psychological Determinants

The findings revealed that psychological determinants were more likely to lead respondents to choose boutiques and apparel shops rather than the choice of locally made apparel shops. The chances of choosing boutiques and apparel shops outside shopping malls were higher (63.66%) compared to 36.34% chances of choosing locally made apparel shops. This indicates that the majority of the respondents (63.66%) would choose to go to boutiques and apparel shops to purchase apparel due to psychological reasons.

The findings revealed that there was a statistically significant relationship between psychological determinants and choice of the boutiques and apparel shops ($p=0.01$) at 95% confidence level. Therefore, at $p<0.05$ level of significance there is evidence to conclude that psychological determinants influence respondents to purchase apparel at boutiques and apparel shops. The findings are similar to those by Kalunde (2014) and Prasad (2012) who also found that consumers do not equally consider the factors that influence the choice of shopping outlets to purchase apparel but they have a primary affiliation to a main outlet that captures their interest.

In view of apparel outlets, the findings revealed that the respondents exhibited true drivers of the choice of apparel outlets to purchase imported and locally made apparel based on cultural, social, personal and psychological attributes. The findings are related to Thompson, Ellis, Soni and Paterson (2018) who revealed that consumers were influenced by store attributes due to quality, fashionable and uniqueness of apparel sold that meet consumers' expectations. In this context consumers use shopping outlets' image to purchase apparel. Through the apparel purchases they contribute to the economic development of the nation and foreign earning (Mia & Akter, 2019; Chakraborty & Sadachar, 2020). In this realm, the more favourable the shopping outlet image, the more likely is for consumers to use the outlets to purchase apparel (Dubihlela & Dubihlela, 2014; Kushwaha *et al.*, 2017). Moreover, the availability and favourable environment of shopping outlets also provide consumers with employment and income (Chakraborty & Sadachar, 2020).

In summary, the choice of boutiques and apparel shops outside the shopping malls against locally made apparel shops revealed that cultural determinants lead respondents to make choice of locally made apparel shops. On the other hand, social, personal and psychological determinants influence respondents to choose boutiques and apparel shops outside the shopping malls. All behavioural determinants were statistically significant at $p < 0.05$

In this part, discussion of results for testing hypotheses 4, 5 and 6 based on multiple linear regressions are given, including significance levels of the variables identified from each objective.

5.8. Relationship between Behavioural Determinants and Quantity of Apparel Purchased

Hypothesis four was developed from objective number five; this was stated that there is no significant relationship between behavioural determinants (cultural, social, personal and psychological) and the quantity of purchase of imported and locally made apparel among consumers in Dar es Salaam.

Multiple linear regression analysis was carried out to examine the influence of behavioural determinants on quantity of apparel to be purchased. The findings revealed that there was a significant relationship between behavioural determinants on the quantity to purchase imported and locally made apparel among consumers in Dar es Salaam. The key determinants identified were social, personal and psychological. The model summary revealed that 11.7% of variation in the quantity of apparel purchased was explained by social, personal

and psychological determinants. The other 88.3% was explained by other variables which were not accounted for in the model.

The findings revealed that for each additional level of increase in behavioural determinants, the quantity of apparel to purchase increased by 0.117 units. This implies that the quantity of apparel to be purchased might bring an economic impact when consumers consider their social, personal and psychological determinants due to global marketing of apparel. However, the model could not figure out the specific determinants that may influence the quantity of apparel to be purchased though they were significantly influence the quantity of apparel to purchase. Since behavioural determinants have not been used to predict the quantity of apparel to be consumed by consumers, literature is till limited.

5.9 Relationship between Behavioural Determinants and the amount of money spent (expenditure) to Purchase Apparel

Hypothesis five was developed from objective number six; this was stated that there is no significant relationship between behavioural determinants (cultural, social, personal and psychological) on the amount of money spent (expenditure) to purchase imported and locally made apparel among consumers in Dar es Salaam.

Multiple linear regression analysis was performed to determine the influence of behavioural determinants on total expenditure of apparel purchased. The study findings revealed that behavioural determinants namely, cultural, social,

personal and psychological determinants were significant predictors of total expenditure of imported and locally made apparel among consumers in Dar es Salaam. The model summary indicated that 24.4% of variation of the apparel expenditure was explained by cultural, social, personal and psychological determinants in the model. The other 75.6% changes of the imported and locally made apparel expenditure were explained by other variables which were not included in the model.

The findings indicated that for every unit increase in behavioural determinants, the apparel (imported and locally made) expenditure increased by 0.236 units. This translates that consumers spent their income to purchase apparel which was explained by cultural, social, personal and psychological determinants. This was statistically significant influenced the apparel expenditure among the studied respondents. Contrary to the findings, Viljoen (1998) viewed income, family life-cycle, social class, race and location as determinants that influenced the apparel expenditure.

5.10 Relationship between Behavioural Determinants and Frequency of

· Apparel Purchased

Hypothesis six was developed from objective number seven. this was stated that there is no significant relationship between behavioural determinants (cultural, social, personal and psychological) and the frequency of purchase of imported and locally made apparel among consumers in Dar es Salaam.

Multiple linear regression analysis revealed that cultural, social, personal and psychological determinants had statistical significant influence on the frequency to purchase imported and locally made apparel among the sampled respondents in the study area. The findings concur with findings of a study by Riungu (2009) who focused on primary school teachers in Kenya. She addressed her studies on psychological and socio-economic factors on the selection of apparel for primary school teachers which relate with psychological and social determinants from the current study. However, the findings from this study cater for consumers with different background behavioural determinants to enhance the purchase of imported and locally made apparel.

The model summary revealed that 15.5% of variation of the frequency to purchase imported and locally made apparel was explained by cultural, social, personal and psychological determinants. The other 84.5% of variation of the frequency to purchase imported and locally made apparel was explained by other variables which were not included in the model. It can be concluded that there is a relationship between behavioural determinants and the frequency to purchase apparel, though the percent was 15.5% below the average that supports the study variables.

5.11 Model for Behavioural Determinants to Influence Consumers to Purchase Imported and Locally Made Apparel

The study's goal was to develop a model of behavioural determinants that could help researchers, marketers and producers better understand how consumers purchase imported and locally made apparel. The variables that were investigated in this study are highlighted in Figure 1.1 of Chapter One in page 12. The model was developed based on the statistical findings of purchasing apparel in Dar es Salaam city, Tanzania. As a result, the model can be applicable in different places having similar features like Dar es Salaam city.

The variables that significantly influenced the purchase of imported and locally made apparel were assessed using binary logistic regression, multinomial logistic regression and multiple linear regression. The variables that were statistically significant were considered in developing a model that influenced the purchase of imported and locally made apparel.

The variables analysed in the binary logistic regression included gender, age, marital status, number of dependants, education and income for demographic determinants. Cultural values and beliefs, ethical, social and religious values, family members, reference groups, social status, media, social media, apparel loyalty, celebrities, economic condition and personality for behavioural determinants. Also, respondents' life-cycle stage, self-concept, lifestyle, occupation, motivation, knowledge, attitude, attributes and perception were

analysed using binary logistic regression. The variables with significant influence ($p < 0.05$) were retained in the model (Table 5.1).

Table 5.1: Behavioural determinants towards Purchasing Apparel

| Variables | Analysis | Sign. | R ² | df | F | p-value | |
|--|----------|------------------|----------------|-------|-------|---------|-------|
| Demographic determinants | BLR | Gender | 0.001 | 0.123 | | | |
| | | Age | 0.001 | & | | | |
| | | Education | 0.019 | 0.238 | | | |
| Behavioural determinants | | | | | | | |
| Cultural | | Cultural beliefs | 0.000 | | | | |
| | | Social values | 0.003 | | | | |
| | | Ethical values | 0.019 | | | | |
| | | Religious values | 0.005 | | | | |
| Social | BLR | Social status | 0.013 | 0.385 | | | |
| | | Social media | 0.003 | | | | |
| | | Apparel loyalty | 0.000 | | | | |
| Personal | | Self-concept | 0.012 | 0.743 | | | |
| | | Lifestyle | 0.01 | | | | |
| Psychological | | Perception | 0.029 | | | | |
| Behavioural determinants | | | | | | | |
| Shopping malls, Ref: Local made apparel shops (LMAS) | | Cultural | 0.000 | | | | |
| | | Social | 0.000 | | | | |
| | | Psychological | 0.000 | | | | |
| Second-hand markets, Ref: LMAS | MLogR | Cultural | 0.000 | 0.262 | | | |
| | | Social | 0.000 | | | | |
| | | Personal | 0.004 | | | | |
| Boutiques and apparel shops, Ref: LMAS | | Cultural | 0.000 | 0.127 | | | |
| | | Social | 0.000 | | | | |
| | | Personal | 0.004 | | | | |
| | | Psychological | 0.01 | | | | |
| Behavioural determinants | | | | | | | |
| Quantity | | Social | 0.000 | 0.117 | 4.415 | 13.778 | 0.001 |
| | | Personal | 0.005 | | | | |
| | | Psychological | 0.000 | | | | |
| Apparel Expenditure | MLinR | Cultural | 0.000 | 0.244 | 4.415 | 34.738 | 0.001 |
| | | Social | 0.000 | | | | |
| | | Personal | 0.000 | | | | |
| | | Psychological | 0.003 | | | | |
| Frequency | | Cultural | 0.000 | 0.155 | 4,415 | 19.103 | 0.001 |
| | | Social | 0.000 | | | | |
| | | Personal | 0.003 | | | | |
| | | Psychological | 0.000 | | | | |

Key: BLR (Binary Logistic Regression); MLogR (Multinomial Logistic Regression); MLinR (Multiple Linear Regression)

Source: Primary Data, 2020

Cultural, social, personal and psychological determinants that influenced the choice of shopping outlets were analysed using multinomial logistic regression. The significant variables were also retained in the model. Similarly to multiple linear regressions, the variables found significant influencing the quantity, apparel expenditure and frequency of purchasing apparel were retained in the model. Their contributions have been indicated in the model as shown in Figure 5.1. The variables retained in this study were used to develop the behavioural determinants model.

The results for binary logistic regression analysis revealed that gender, age and education of the respondents were statistically significant on the choice of apparel (Table 5.1). Hence, variables; gender, age and educational attainment were important demographic determinants towards the choice of apparel.

Using the binary logistic regression, a model for cultural, social, personal and psychological determinants towards the choice of apparel (imported or locally made apparel) was diagnosed. The findings revealed that cultural beliefs and social values as well as ethical values and religious values were statistically significant on the choice apparel. Also, social status regarding education and decision making on the use of social media together with apparel loyalty were statistically significant on the choice of apparel. Moreover, self-concept, lifestyle and perception were found to be statistically significant on the choice of apparel. Therefore, cultural beliefs, social values, ethical and religious

values, social status, social media, apparel loyalty, self-concept and perception have significant contribution on the choice of apparel (Table 5.1).

Multinomial logistic regression was used to determine the influence of behavioural determinants on the choice of shopping outlets (shopping malls, boutiques and apparel shops, second-hand apparel markets and locally made apparel shops) towards the purchase apparel.

Considering the choice of shopping outlets, the findings revealed that cultural determinants were significant but less likely influenced respondents to go to shopping malls, second-hand apparel markets, boutiques and apparel shops compared to locally made apparel shops. In addition, social personal and psychological determinants were significant influenced respondents to choose shopping malls, second-hand apparel markets, boutiques and apparel shops compared to locally made apparel (Table 5.1).

Regarding the choice of second-hand apparel markets, cultural determinants were statistically significant on the choice of locally made apparel shops. The findings also revealed that social determinants and personal determinants were statistically significant on the choice of second-hand apparel markets.

Based on the choice of boutiques and apparel shops, the findings revealed that cultural determinants were statistically significant on the choice of locally made apparel shops. Social determinants, personal determinants and psychological determinants were statistically significant on the choice boutiques and apparel shops (Table 5.1).

Using multiple linear regressions, a model for behavioural determinants on the quantity, apparel expenditure and frequency of apparel purchased were diagnosed. Multiple linear regression on the behavioural determinants and the quantity of apparel purchased found a substantial difference $F(4, 415)=13.778$; $p<0.001$ with R^2 of 0.177, however 12% of variations on the choice of apparel were explain in this mode. The variables identified in the model showed that social, personal and psychological determinants were statistically significant on quantity of apparel purchased (Table 5.1).

A model for behavioural determinant on apparel expenditure was also developed using multiple linear regression. The findings revealed that consumers' apparel expenditure was influenced by behavioural determinants $F(4,415)=34.738$; $p<0.001$ with R^2 of 0.244, although 24% of variations was only explained in this model. The model revealed that cultural, social, personal and psychological determinants were significant predictors of apparel expenditure on imported and locally made apparel (Table 5.1).

The multiple linear regression analysis was done to determine the frequency of purchasing imported and locally made apparels. The model discovered a significant difference between the behavioural determinants and the frequency of apparel purchases $F(4,415)=19.103$; $p<0.001$ with R^2 of 0.155, although it only explained by 15.5% in the model (Table 5.1). The model demonstrated that cultural, social, personal and psychological determinants were statistically significant on the frequency of purchasing imported and locally made apparel.

5.11.1 Contributions according to the Model

Each factor identified as a significant variable contributed to the building of the model, according to the regression analysis performed. The model depicts the direction and contribution (magnitude) of each variable on the purchase of imported and locally made apparels.

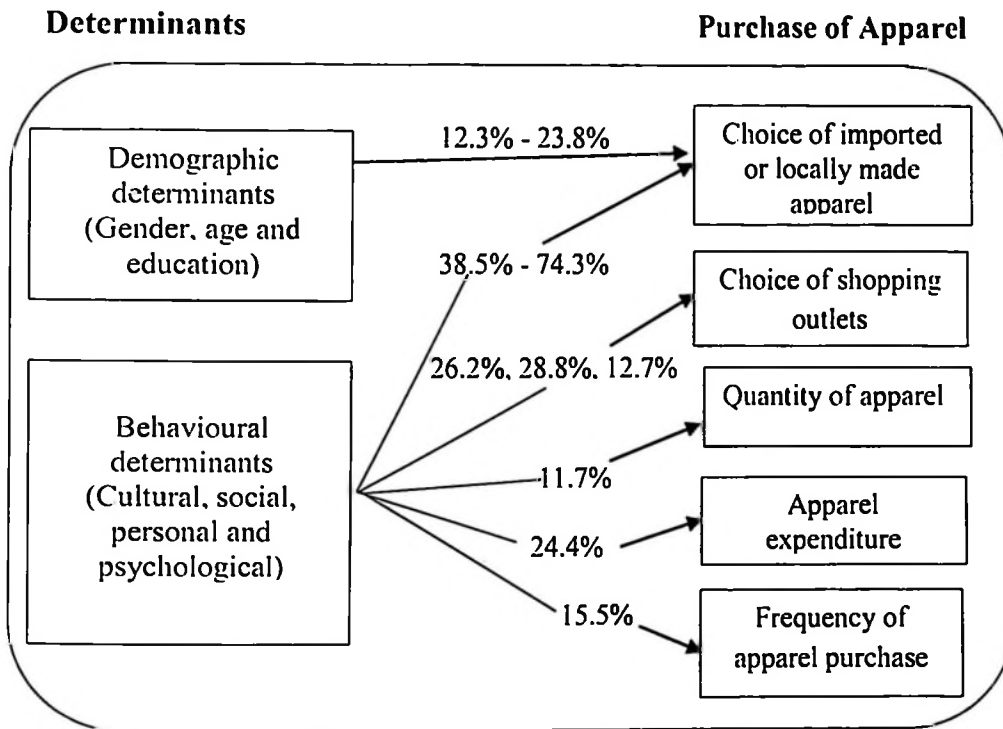


Figure 5.1: Model for Behavioural Determinants of Purchase of Apparel

Source: Author’s own formulation

The findings revealed that R^2 was 0.123 and 0.238, suggesting that between 12.3% and 23.8% of the choice of imported and locally made apparels was contributed by gender, age and education of the respondents (Figure 5.1). Although the percentage contribution by gender, age and education are below fifty percentage in the model, these variables are good predictors of purchase of imported and locally made apparel and create demand of apparel in the

market. The findings could benefit the retailers by understanding the insight of consumers on the basis of purchasing imported and locally made apparel.

Also the R^2 values using binary logistic regression analysis were 0.385 and 0.743. This shows that between 38.5% and 74.3% of the choice of apparels were contributed by cultural beliefs, social values, ethical and religious values, social status, social media, apparel loyalty, self-concept and respondents' perception. These are good predictors on the choice of imported or locally made apparel demonstrating high percentage of contribution in the model. This suggests that the model fit for retailers marketing apparel due to its positive effects toward apparel purchases which cater for quantity, apparel expenditure and choice of outlets and frequency of purchasing apparel compared to other variables in the model. Retailers who wish to establish the apparel business can use this model as a stepping stone to the success to know the diverse their consumers purchasing apparel in the market.

The Pseudo R^2 values using multinomial logistic regression analysis were 0.262 for the Cox and Snell R^2 , 0.288 for the Nagelkerke R^2 , and 0.127 for the McFadden R^2 . This means that between 12.7%, 26.2%, and 28.8% of the choice of shopping outlets preferences were explained by the cultural, social, personal and psychological determinants in the model (Figure 5.1). In the light of the findings, it suggests that the percentage contribution of variables to the model can lead to the choice of shopping outlets leading to the success of imported and locally made apparel business. Contrary to expectation on the choice of shopping outlets, McFadden (1984) and Kline (2011) revealed that Pseudo R

square should range from 0.20 to 0.40 for a strong model. Nagelkerke R^2 (0.288), and Cox and Snell R^2 (0.262) were acceptable values in the model implying that behavioural determinants are important predictors on the choice of shopping outlets, therefore, the minimum range should start from 0.127 to maximum of 0.40.

Given the percentage contribution to the model, this suggest the appropriate location of shopping outlets environment for optimal use of the centres to capture customers purchasing apparel though the model has barely revealed the types of apparel purchased. However, the choice of apparel can lead to the consumers' choice of shopping outlet dealing with the specific types of apparel (Dhiman *et al.*, 2018; Haridasan & Fernando, 2018). Knowing the consumers' apparel needs, stretches opportunities to marketers' to focus on specific outlet dealing with specific types of apparel. Moreover, sales personnel, store environment, and the type's apparel influence the choice of shopping outlets (Maziriri, Chuchu & Madinga, 2019).

Multiple linear regression analysis was used to determine the contributions of behavioural determinants on the quantity, apparel expenditure and the frequency of purchasing apparel. The findings demonstrated that 11.7% of the quantity of imported and locally made apparel purchased was contributed by social, personal and psychological determinants in the model. Moreover, twenty four percent (24.4%) of apparel expenditure and 15.5% of the frequency of purchasing imported and locally made apparel were contributed by cultural, social, personal and psychological determinants. When comparing

the percentage contribution, it is important to note that quantity of apparel purchased unlike frequency and apparel expenditure was contributed by social, personal and psychological determinants.

The quantity of apparel purchased has minimal percentage contribution to the model; however it has a great impact to the retailers and traders dealing with apparel business because it determines the amount of apparel items purchased. The quantity becomes a focal point of the retailers to know their customers and the types of apparel preferred. The findings collaborate with Dhiman *et al.* (2018) on the basis of purchase frequency, expenditure, type of store preferred. However, the study looked at various demographic determinants unlike behavioural determinants.

Also the percentage contributions in the model show that apparel expenditure (24.4%) carries high percentage followed by frequency (15.5%) and quantity (11.7%) of apparel purchased. This interaction can positively work together when consumers engaged in purchasing apparel. Price, quality and availability can be a primary concern of purchasing apparel. However the quantity, expenditure and frequency of purchasing apparel increase when apparel provides certain functionality and aesthetic features to the wearers (Taweehiransuwan, 2020).

In general, the model (Figure 5.1) sheds light on the specific behavioural determinants that consumers of Dar es Salaam, Tanzania, to understand purchasing trends of apparel, consider and evaluate them when making purchase decision of imported and locally made apparels.

CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents a summary of the major findings, conclusions and recommendations of the study.

6.1 Summary

6.1.1 Purpose of the Study

The purpose of the study was to explore the Cultural, Social, Personal, Psychological (CSPP) and Demographic Determinants (DD) that influence consumers to purchase imported and locally made apparel in Dar es Salaam, Tanzania. The study tested five (5) hypotheses to examine the relationship between the Cultural, Social, Personal and Psychological (CSPP) determinants and the purchase of imported and locally made apparel. Data were statistically evaluated and generated a model on behavioural determinants addressing the purchase of imported and locally made apparel.

6.1.2 Research Objectives

The study was guided by the following objectives:

1. To determine the consumer demographic determinants that influences the purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.
2. To establish the consumer purchase decision characteristics of purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania.

3. To determine the behavioural determinants that influence apparel choice of imported or locally made apparel among consumers of Dar es Salaam, Tanzania
4. To determine the behavioural determinants that influence choice of shopping outlets of imported and locally made apparel among consumers of Dar es Salaam, Tanzania.
5. To determine the behavioural determinants that influences the quantity of purchase of imported and locally made apparel among consumers of Dar es Salaam, Tanzania.
6. To determine the behavioural determinants that influences the apparel expenditure to purchase of imported and locally made apparel among consumers of Dar es Salaam, Tanzania.
7. To determine the behavioural determinants that influences the frequency of purchase of imported and locally made apparel among consumers of Dar es Salaam, Tanzania.
8. To develop a model on the behavioural determinants for better understanding consumers' purchase of imported and locally made apparel.

6.1.3 Major Findings of the Study

6.1.3.1 Demographic Determinants

The study findings revealed that more than half (54.8%) of the studied population were female consumers and 70% were young consumers aged 18-35 years. About 57.6% were married, among them, 51% had one to three

dependants. More than half of the respondents (54.3%) practised Christianity while 43.1% practised Islamic.

The educational levels of the respondents ranged from 21.2% to 29.8%. Twenty nine point eight percentage (29.8%) of the respondents had secondary school education. Their monthly income distribution varies from 11.4% to 28.3% and the high percentage of the respondents (28.3%) earned income between TShs 200,001 and 400,000 per month.

6.1.3.2 How Consumer Demographic Determinants influenced

Respondents to Purchase Apparel

From the binary logistic regression, it showed that between 12.3% and 23.8% of the choice of imported or locally made apparels was influenced by gender, age and education levels of the respondents. With these interpretations, the findings revealed that more male respondents purchased imported apparel than their female counterparts. This was statistically significant ($p=0.001$). The respondents aged between 18 to 45 years were less likely to purchase locally made apparel than older respondents (above 56 years). This was statistically significant at p -value 0.008. The findings also revealed that respondents with secondary education, certificates and or diploma were more likely to choose locally made apparel than respondents with bachelor's degrees. Chi-square test of association showed that there is a statistically significant between respondents' education levels and choice of imported and locally made apparel at p -value 0.014.

6.1.3.3 Characterisation of Consumer Purchase Decision of Apparel

The third objective was to establish consumer purchase decision characteristics on the choice of apparel, choice of shopping outlets, quantity, apparel expenditure and frequency of purchase of imported and locally made apparel among consumers. Respondents chose to purchase more imported apparel than locally made apparel. Consumers purchased imported apparel because of its easy availability, affordability in terms of price as well as quality. More than half of the sampled population were inclined to purchase clothes from second-hand apparel markets due to low price and quality.

Generally, the apparel types that were purchased in large quantities from shopping outlets were trousers, followed by t-shirts, tops/blouses, dresses and shirts. However, 98% of the locally ready-made apparel were not purchased by the respondents. About 53% of the respondents purchased their clothes from second-hand apparel markets. However, more than half of the amount of money (expenditure) of apparel was spent on imported new apparel. The frequency to purchase imported new apparel and second-hand apparel keep increased from weekly, monthly to quarterly a year.

6.1.3.4 Behavioural Determinants influencing Purchase of Imported or

Locally Made Apparel

Forty five percent (45%) of behavioural determinants, namely cultural, social, personal and psychological determinants influenced respondents to purchase apparel. Psychological and personal determinants influenced respondents to

purchase apparel while cultural and social determinants did not influence respondents to purchase apparel.

Using binary logistic regression, the findings revealed that between 38.5% and 74.3% of the purchase of imported or locally made apparel, were contributed by behavioural determinants namely cultural beliefs, social values, ethical and religious values, social status, social media, apparel loyalty, self-concept and respondents' perception. In view of cultural determinants, it was found that cultural beliefs and social values were more likely to influence purchase of locally made than imported apparel, and statistically significant at $p=0.001$ and $p=0.003$ respectively. Ethical values were less likely to influence the purchase of locally made than imported apparel, and statistically significant ($p=0.019$).

Based on social determinants (family members, reference groups, social status, media, social media, celebrities and apparel loyalty) revealed that social status was more likely to influence purchase of locally made than imported apparel. This was statistically significant ($p=0.013$). The findings also revealed that social media were more likely to influence purchase of locally made than imported apparel, and they were significant ($p=0.003$). It showed that apparel loyalty was more likely to influence respondents to purchase locally made than imported apparel, and this was statistically significant ($p=0.001$).

Regarding personal determinants, the findings revealed that self-concept and lifestyle were less likely to influence respondents to purchase locally made apparel. Both were statistically significant at $p=0.012$ and $p=0.01$ respectively. Considering, psychological determinants, the findings revealed that only

perception was more likely to influence respondents to purchase locally made apparel than imported apparel, and this was statistically significant ($p=0.029$).

6.1.3.5 Behavioural Determinants that Influence the Choice of Shopping Outlets of Imported and Locally Made Apparel.

Four different shopping outlets (shopping malls, boutiques and apparel shops, second-hand apparel markets and locally made apparel shops) were identified in the study area with locally made apparel shops as a reference category. Using multinomial logistic regression, this suggests that between 12.7%, 26.2%, and 28.8% of the choice of shopping outlets were contributed by the behavioural determinants.

Respondents who preferred shopping malls over locally made apparel shops were influenced by cultural, social, and psychological determinants. However, cultural determinants were less likely to influence respondents to choose shopping malls than locally made apparel shops to purchase apparel due to cultural reasons and this was statistically significant ($p=0.001$). That means that the chances to go to locally made apparel shops were high compared to chances to go to shopping malls. On the other hand, social and psychological determinants were more likely to influence respondents to choose shopping malls than locally made apparel shops and these were both statistically significant at p -value 0.001.

Regarding second-hand apparel markets, the findings revealed that cultural determinants were less likely to influence respondents to choose second-hand

markets rather than locally made apparel shops. This relationship was statistically significant ($p=0.001$). The findings also revealed that social and personal determinants were more likely to lead respondents to choose second-hand apparel markets rather than locally made apparel shops. Both were statistically significant at $p=0.001$ and $p=0.004$ respectively. The relationship between these determinants and the choice of second-hand apparel markets were statistically significant.

About the choice of boutiques and apparel shops outside the shopping malls against locally made apparel shops, the findings revealed that cultural determinants were less likely to lead respondents to choose boutiques and apparel shops instead of locally made apparel shops. This relationship was statistically significant ($p=0.001$). Social, personal and psychological determinants were more likely to lead respondents to choose boutiques and apparel shops rather than locally made shops. The relationships between social, personal and psychological determinants towards the choice of boutiques and apparel shops were statistically significant.

6.1.3.6 Behavioural Determinants that Influence the Quantity of Purchase of Imported and Locally Made Apparel

The findings revealed that there was a significant interaction between social, personal and psychological determinants on the quantity of imported and locally made apparel purchased. The model summary revealed that 11.7% of variation in purchase of imported and locally made apparel was explained by

social, personal and psychological determinants that were included in the model.

The findings revealed that cultural, social, personal and psychological determinants were uncorrelated and all these predictors were significant. Therefore, cultural, social, personal and psychological determinants had positive effect on total expenditure of apparel to be purchased. The model summary revealed that 24.4% of variation of the purchase of imported and locally made apparel was explained by the behavioural determinants that were included in the model.

6.1.3.8 Behavioural Determinants that Influence the Frequency of Purchase of Imported and Locally Made Apparel

The findings revealed that behavioural determinants were not correlated but all predictors had significant influence on the frequency of purchasing apparel. Cultural, social, personal and psychological determinants of respondents led to increase in the frequency of purchase of apparel. The model summary showed that 15.5% of variation of purchase of imported and locally made apparel was explained by the behavioural determinants that were included in the model.

6.1.4 Implications of the Findings

6.1.4.1 Demographic Determinants

Among the advantages of using demographic determinants is that they help apparel merchandisers to target the right customers in the market. Demographic determinants allow retailers or apparel merchandisers to understand their consumers and how to market the apparel based on gender.

age groups, income levels, education and other related information. For instance, more than half of the studied respondents were female consumers and almost three quarter were young consumers aged 18-35 years who made up the bulk of the sampled population of consumers. Young consumers are preoccupied with imported apparel compared to older respondents and they are significant consumers of the apparel market.

As consumers, married and unmarried respondents behave differently on the choice of apparel to purchase. Due to family decision making level, unmarried consumers can make their own decisions to purchase apparel in comparison to married couples. This may affect purchase decision of apparel at family level. A family with a big number of dependants purchases more apparel and thus contributes more to the national economy.

Respondents with different levels of education (primary, secondary, certificates, diplomas and with a bachelor's degrees) vary on the choice of apparel to purchase and respond differently to different outlets to purchase apparel. Education matters on the choice of apparel: highly educated people choose to purchase new imported apparel.

6.1.4.2 How Consumer Demographic Determinants Influence Respondents to Purchase Apparel

Demographic determinants are important indicators of the choice of apparel to purchase; however, the study findings revealed that only gender, age and education mattered in the consumption of imported or locally made apparel. Business attention in Tanzania should focus on these variables. They create

awareness to marketers to supply apparel for Dar es Salaam consumers from the demographic groups.

Likewise young consumers aged 18-35 years were more than 70% of the sampled population purchasing apparel; due to their growing purchasing power, marketers need to focus on this group.

6.1.4.3 Implications of Findings on Consumer Purchase Decision of Apparel

Among the apparel purchased by respondents in the study area, imported apparel dominated the apparel market. This is because consumers perceive higher priced imported products to have better quality, but also imported second-hand apparel was more purchased compared to new imported apparel due to price consciousness. This implies that consumers prefer second-hand apparel, and therefore, there is a big potential of its market, however it narrow down the market of new imported and locally made apparel.

More than a half of the respondents chose to purchase apparel from second-hand markets outlets. The availability, quality and price were the drivers that attracted customers to purchase apparel in the markets. The quantity of apparel purchased in the study area was more pronounced from the pair of trouser pieces. This was also noticeable in -shirts, tops/blouses, dresses and shirts. The consumption of consumers' pairs of trousers implies that both sexes, male and female respondents purchase pairs of trousers for personal outfit to wear it. Imported second-hand apparel pairs of trousers were leading the purchases.

Looking at apparel expenditure, about 55% of the amount of money was spent on imported new apparel, indicating that imported new apparel were expensive. This provides a room for consumers to look for alternative and other inexpensive quality apparel from other shopping outlets. A good example was observed on the frequency to purchase apparel; half of the studied respondents had never purchased locally ready-made apparel and others occasionally purchased locally ready-made apparel. This implies that the market of locally ready-made apparel might be associated with consumers' attitude, perception, preference, experience and interest towards the apparel.

6.1.4.4 Implications of Behavioural Determinants towards the Purchase of Apparel

Descriptively, the behavioural determinants (cultural, social, personal and psychological) led consumers to purchase apparel and to an extent 45% of behavioural determinants influenced respondents to purchase apparel. More specifically, psychological and personal determinants influenced respondents to purchase imported and locally made apparel.

Respondents' feelings, attitude, motivation and personal attributes induce apparel purchase. However, cultural and social determinants do not influence respondents to purchase apparel. Due to personal reasons, cultural factors and social cues are not effective determinants to influence apparel purchase. Studying consumers' culture as well as their social factors could help to understand them so as to supply the apparel products that meet their cultural values.

Despite the descriptive way of understanding consumers' behavioural determinants, regression analysis revealed that cultural beliefs and social values were statistically significant factors to lead consumers to purchase more locally made apparel than imported apparel. This showed that customers who focus on culture and social values usually purchase local products due to ethnocentrism behaviour. Cultural and social values can be viewed as effective factors to market locally made apparel and can create supportive emotions environment of apparel. Considering the Tanzanian culture, it can create a potential market for locally made apparel.

Social status, social media and apparel loyalty noticeable from social determinants were more likely to influence respondents to purchase locally made than imported apparel, and these were statistically significant. Due to power of social media, consumers purchased apparel. and this made consumers to be loyal to apparel. Social media may help consumers to learn about various types of apparel, create and draw attention over the products. Yet, certain limitations could be experienced in social media since not all consumers use social media to purchase and acquire apparel information, but also those who use the social media use them also for other things.

Consumers' self-concept and lifestyle revealed from personal determinants were less likely to influence respondents to purchase locally made apparel than imported apparel and all were statistically significant. The chances to purchase locally made apparel were less compared to imported apparel.

Moreover, psychological determinants revealed that only perception was more likely to influence respondents to purchase locally made apparel than imported apparel, and this was statistically significant. Perception is unique to each individual consumer, and therefore, this detects the individual experience, preference, feelings, reference point, and reactions towards apparel (Dixit, Alavi & Ahuja, 2020). Segmentation of consumers on the basis of perceptual experience can have significant implications based on consumer reference point towards apparel.

6.1.4.5 Implications of Behavioural Determinants on Choice of Shopping

Outlets of Imported and Locally Made Apparel

The relationship between behavioural determinants and the choice of shopping outlets provide room to identify specific determinants that influence the choice of specific shopping outlets to purchase apparel. Consumers who considered their cultural attributes were less likely to choose shopping malls, second-hand apparel markets or boutiques and apparel shops than locally made apparel shops to purchase apparel due to cultural reasons. The results were significant. Culture guides and controls consumers to purchase apparel because of societal norms, values and beliefs which are related to patriotism and ethnocentric behaviour.

Consumers who were driven by social, personal and psychological determinants were more likely to choose shopping malls, second-hand apparel markets, boutiques and apparel shops to purchase apparel than locally made apparel shops. Social attributes, brand recognition and apparel image attract

consumers to choose boutiques and apparel shops to purchase imported apparel. Consumers prefer to go to these outlets because of the products that capture their personal interests. The traders require understanding of these behavioural determinants so as to increase supply of different kinds of apparel to consumers.

On the other hand, the behavioural determinants differ on the choice of shopping outlets to purchase apparel. Such cultural determinants lead consumers to opt for locally made apparel shops to purchase locally made apparel. This implies that there is some direct connections between cultural determinants and locally made apparel shops to purchase apparel due to cultural beliefs. Cultural determinants influence consumers to consider their morals, norms and values related on consumption of locally made apparel.

6.1.4.6 Implications of Behavioural Determinants that Influence the Quantity of Purchase of Apparel

Social, personal and psychological determinants significantly contributed to the quantity of apparel items purchased, indicating that there is a relationship between the behavioural determinants identified and the quantity of apparel purchased. The existence of social, personal and psychological determinants and the quantity of apparel to purchase may have significant outcomes in the markets. In fact, consumers who positively consider these determinants may be bound to selection criteria on the quantity of apparel due to personal attributes, feelings, attitudes as well as social tools that induce the purchases.

6.1.4.7 Implications of Behavioural Determinants on Consumer Apparel

Expenditure

Behavioural determinants (cultural, social, personal and psychological) had positive effect on total expenditure of apparel purchased. This provides a fresh insight into understanding behavioural determinants towards apparel expenditure of imported and locally made apparel. Consumers with different attributes of behavioural determinants differ from each other in terms of purchasing apparel. Understanding consumer behaviour may help apparel merchandisers to market products that appeal to consumers so as to spend more on apparel and increase the market share and the economy of the nation.

6.1.4.8 Implications of Behavioural Determinants on the Frequency of

Purchase of Apparel

Cultural, social, personal and psychological determinants significantly led consumers to increase the frequency of purchase of apparel. That means that there is a relationship between the frequency to purchase apparel and behavioural determinants. By determining the frequency to purchase apparel, marketers can effectively position their products in the minds of consumers by coming up with packages of product promotions in a way that they capture the overall attention of consumers to increase the sales.

6.2 Conclusions

Based on the study findings, various conclusions were made from the research objectives:

More than half of the sampled population are female consumers, who purchase more apparel compared to males. About three quarters are young consumers aged between 18-35 years who make up the bulk of the population of consumers. This is an economically active group whose members who can purchase any types of apparel according to apparel fashion trend.

Also, more than three quarters of the respondents purchase imported apparel than locally made apparel. Gender, age and education found to be statistically significant variables. These are good predictors of the purchase of imported and locally made apparel.

The study concludes that 45% of behavioural determinants influence respondents to purchase apparel. Specifically, personal and psychological determinants influence apparel purchases while cultural and social determinants do not influence apparel purchases. Therefore, personal and psychological should be considered as the key determinants that influence consumers to purchase of apparel.

Cultural beliefs, social values, ethical and religious values, social status, social media, apparel loyalty, self-concept and respondents' perception significantly influence respondents to purchase imported and locally made apparel. Consumers consider these variables when purchasing apparel and therefore

these variables provide direction to retailers to have a reliable market of imported and locally made apparel.

The study also concludes that there is a relationship between cultural, social, personal and psychological determinants towards the choice of shopping outlets. It shows that cultural determinants are associated with choice of locally made apparel shops to purchase locally made apparel. Whereas social, personal and psychological are associated with the choice of second-hand apparel markets, boutiques and apparel shops to purchase imported apparel.

In conclusion, social, personal and psychological determinants significantly contribute to the quantity of apparel to purchase. In addition to that cultural, social, personal and psychological determinants have positive effects on apparel expenditure and the frequency of purchase of apparel.

Base on the key findings of the study, there is a contribution to the knowledge relating to behavioural determinants. Gender, age and education of the respondents contribute to the choice of imported and locally made apparel. Behavioural determinants; namely cultural, social, personal and psychological significantly influence the choice of imported and locally made apparel to purchase, choice of shopping outlets, quantity, apparel expenditure and frequency of apparel purchased.

It is concluded that the model developed provides an adequate explanation of 38.4% and 74.4% of variance in behavioural determinants towards the purchase of apparel by the consumers in Tanzania.

Since, the significant variables were contributed to the building of the model, the model provides a reliable and valid tool to explore the behavioural determinants towards the purchase of other products in other region and country context. Also, the significant variables from the model contribute to the understanding of the behavioural determinants influencing the purchase of apparel by consumers in Tanzania.

6.3 Recommendations

On the basis of the findings and the above conclusions, recommendations to improve purchase of imported and locally made apparel are given below.

6.3.1 Recommendations for Policy

The following recommendation for policy was made from the study findings:

The government should set a policy that promote Tanzania locally made apparel to public sectors, parastatal organisations and other Non-Governmental Organisations (NGOs) to wear locally made apparel on every Friday of the working days and on national public holidays.

6.3.2 Recommendations for Practice

The following recommendations for producers and marketers were made from the study findings:

1. More than 75% of the respondents purchase imported apparel, this provides an opportunity for marketers to supply more imported than locally made apparel.

2. The apparel marketers and traders may benefit from the study findings by supplying apparel based on consumer preferences that can enhance marketing activities to boost the growth of apparel businesses in Tanzania.
3. The quantity of apparel purchased from the study area was noticeable on trousers, this provides an opportunity for traders to supply more trousers in the markets since they were purchased by both sexes.
4. Fifty five percent (55%) of the cost to purchase apparel was spent on imported new apparel, therefore, the retailers and traders may supply less expensive new clothes to attract more customers in the apparel business.
5. Cultural, social, personal and psychological determinants should be considered by retailers when marketing apparel because they contributed to the quantity, apparel expenditure and the frequency of purchasing apparel.
6. Psychological and personal determinants contributed to 65% and 54% of the purchase of apparel respectively and these should be mirrored by the retailers dealing with apparel.

6.3.3 Recommendations for Further Research

Further research arising from the study findings are suggested in the following areas:

1. A similar study can be carried out on behavioural determinants in Mwanza, Mbeya, Dodoma and Arusha cities of Tanzania to determine the behavioural determinants influencing the purchase of imported and locally made apparel among consumers.

2. A study on cultural and social determinants should be conducted in other big cities of Tanzania such as Mwanza, Arusha, Dodoma and Mbeya to explore why cultural and social determinants do not influence consumers to purchase imported and locally made apparel.
3. Also, a similar study based on behavioural determinants focusing on footwear should be conducted in Dar es Salaam city to see if there is any association between these variables and choice of imported and locally made footwear.
4. Periodically marketing research should be undertaken to examine the most influential behavioural determinants which affect Tanzanian consumers to purchase imported and locally made apparel in order to develop strategies that will help to exploit the purchase of imported and locally made apparel.
5. A study on value chain for locally made apparel from production to consumption of apparel to identify cost-benefit analysis that affect locally made apparel.
6. Future research should include economic determinants and intervening or moderating variables to explore out how they affect the purchase of imported and locally made apparel because these variables have great impact on apparel business.
7. Future research should randomize months of year to observe temporal variation of apparel purchases because the data were collected in October 2018 to November, 2019.

8. A model developed from the study findings should be validated in the study area to examine its contribution towards the purchase of imported and locally made apparel.

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APPENDICES

Appendix A₁: Introduction Letter

Researchers Contact:

Gudila Ancelm Kereth, Ph.D. Student,

Department of Fashion Design and Marketing

Kenyatta University

P O Box 43844 00100 Nairobi, Kenya

Email: gkereth@yahoo.co.uk

Cell phone: +254 (0)741-640 005 or +255 (0) 754 565 259

Introduction

I am Gudila Ancelm Kereth a postgraduate student at Department of Fashion Design and Marketing, Kenyatta University. I kindly request for permission to conduct research on consumers living in Dar es Salaam on **“behavioural determinants that influence the purchase decision of imported and locally made apparel among consumers in Dar es Salaam, Tanzania”**. Please. find the attached copy of my student identity card and research permit from Graduate School, Kenyatta University in Nairobi. Kenya.

I look forward to a positive response.

Thank you,

.....

Yours sincerely

Kiambatisho A₂: Barua ya utambulisho (Swahili)**Mawasiliano ya mtafiti,**

Gudila Ancelm Kereth (Mwanafunzi, Shahada ya Uzamivu (PhD)),

Idara ya Kubuni Mitindo na Masoko.

Chuo Kikuu cha Kenyatta,

S. L. P. 43844 00100 Nairobi, Kenya.

Barua pepe: gkereth@yahoo.co.uk**Simu ya kiganjani:** +254 741-640 005 au +255 754 565 259**Utangulizi**

Mimi Gudila Ancelm Kereth, mwanafunzi wa masomo ya uzamili (Postgraduate Studies) katika Idara ya Ubunifu wa Mitindo na Masoko ya Chuo Kikuu cha Kenyatta. Kwa heshima kubwa ninaomba kupatiwa ruhusu ya kufanya utafiti wenye mada **“Tabia na maamuzi ya ununuzi wa nguo zinazotengenezwa nje ya nchi dhidi ya nguo zinazotengenezwa nchini miongoni mwa watumiaji wa Jijini Dar es Salaam, Tanzania”**

Tafadhali zingatia nakala ya kitambulisho changu cha mwanafunzi (student identity card) na kibali cha utafiti kilichoambatishwa, nyaraka zilizotolewa na kitendo cha masomo ya uzamili (Postgraduate Studies) cha Chuo Kikuu cha Kenyatta, Kenya.

Asante.

Wako mtiifu,

.....

Gudila Ancelm Kereth

Appendix B₁: Informed Consent

My name is Gudila Ancelm Kereth, I am a PhD student from Kenyatta University. I am conducting a research on “Behavioural determinants influencing purchase decision of imported and locally made apparel among consumers in Dar es Salaam, Tanzania”, the findings will be used by the apparel merchandisers to supply apparel based on consumer’s preferences that will enhance marketing activities to boost the growth of apparel business in Tanzania. The findings from this study will also assist policy makers to develop policies that attract investors to invest on manufacture of apparel which is mostly preferred by consumers. This study may propose more research on behavioural determinants in relation to purchase decision of apparel among consumers in Tanzania.

Procedures to be followed

Participation in this study will require that I ask you some question and record your response in a questionnaire. Your participation is voluntary; you may agree or refuse to participate. During the interview, you are allowed to ask any question related to the study.

Discomfort and Risks

Some of the questions you will be asked are sensitive; if you feel embarrassed or uncomfortable you may not respond to such questions. The interview may take approximately 30 minutes to an hour which may interfere your schedule.

Benefits

If you participate in this study you will help the researcher to understand consumer priorities based on imported and locally made apparel. You will also benefit by understanding the purchasing preferences based on imported (new ready-to-wear or second-hand clothes) or locally tailor-made apparel (locally tailor-made or locally ready-made). The study will create awareness to participants on determinants of apparel purchase decisions.

Rewards

The study will provide a soft drink or drinking water for all participants who will be involved in the interview schedule and travel costs will be reimbursed.

Confidentiality

The interviews will be face-to-face interviews. The interviews will be conducted in private settings around the outlets. Your name will not be recorded on the questionnaire. The questionnaire will be kept in locked cabinets for safe keeping at Sokoine University of Agriculture (while in Tanzania) and Kenyatta University (while in Kenya). The collected information will be treated with confidentiality and used for academic purposes only.

Contact Information

If you have any questions you may contact

1. Dr. Oigo, Elizabeth Bosibori. Supervisor 1(+254 (0) 733 826829).
Department of Fashion Design and Marketing, Kenyatta University -
Kenya

Kiambatisho B₂: Uthibitisho/Ridhaa (Swahili)

Mimi naitwa Gudila A. Kereth, mwanachuo wa masomo ya uzamili (Postgraduate Studies katika chuo kikuu cha Kenyatta. Ninafanya utafiti juu ya “Viashiria vya tabia inavyoshawishi ununuzi wa nguo zinazotoka nje ya nchi na zile zinazotengenezwa nchini miongoni mwa watumiaji wa jijini Dar es salaam, Tanzania. Matokeo ya utafiti yatatumiwa na wafanyabiashara wa nguo ili kusambaza nguo zinazoendana na matakwa ya watumiaji ili kusaidia shughuli za uuzaji na kukuza ukuaji wa biashara ya nguo nchini Tanzania. Matokeo ya utafiti huu pia yatasaidia watunga sera kuunda sera zinazovutia wawekezaji kuwekeza kwenye uzalishaji wa nguo ambazo zinapendelewa zaidi na watumiaji. Utafiti huu unaweza kupendekeza utafiti zaidi juu ya maswala ya nguo nchini.

Taratibu Zinazopaswa Kufuatwa

Ushiriki wako katika huu utafiti utanihitaji nikuulize swali na kurekodi majibu yako kwenye dodoso. Ushiriki wako ni wa hiari, unaweza kukubali au kukataa kushiriki. Pia wakati wa mahojiano, unaruhusiwa kuuliza swali lolote kuhusiana na utafiti.

Athari na Usumbufu

Baadhi ya maswali ambayo utaulizwa ni nyeti; ikiwa kama unajiona unapata usumbufu au kutokujisikia vizuri unaweza kutojibu haya maswali. Pia mahojiano yanaweza kuchukua takriban dakika 30 hadi dakika 60 ambapo inaweza kuingilia ratiba yako ya siku.

Faida

Ikiwa unashiriki katika utafiti huu utamsaidia mtafiti kuelewa vipaumbele vya watumiaji nguo ambazo zinazotoka nje ya nchi na zile zinazotengenezwa hapa nchini. Pia utafaidika kwa kujua kwamba unapendelea kununua nguo zinazotengenezwa kutoka nje (nguo mpya au nguo za mitumba) au nguo zinazotengenezwa hapa nchini (nguo zinazoshonwa na mafundi au zile zinazotengenezwa kwenye viwanda hapa nchini). Utafiti huu utawajengea uwezo watumiaji wa nguo juu ya uelewa na uamuzi wa ununuzi wa nguo.

Zawadi

Utafiti huu utatoa kinywaji baridi au maji ya kunywa kwa washiriki wote ambao watahusika kwenye ratiba ya mahojiano na pia utarudisha gharama za usafiri kwa wale waliotoka mbali.

Usiri katika Ukusanyaji wa Data

Mahojiano yetu yatakuwa ya ana kwa ana. Mahojiano haya yatafanyika kwa faragha/siri katika mazingira yanayozunguka eneo husika la tafiti. Jina lako halitaandikwa kwenye dodoso. Pia karatasi ya majibu itahifadhiwa katika makabati yaliyofungwa kwa ajili ya usalama wa taarifa ulizotoa katika Chuo Kikuu cha Kilimo cha Sokoine (wakati nikiwa nchini Tanzania) na Chuo Kikuu cha Kenyatta (wakati nikiwa Kenya). Habari ilinayokusanywa itathibitiwa kwa usiri na itatumika kwa madhumuni ya huu utafiti tu.

Appendix C₁: Questionnaire

Date (.....)

Serial number

| | | |
|--|--|--|
| | | |
|--|--|--|

Title: Behavioural determinants influencing purchase of imported and locally made apparel among consumers in Dar es Salaam, Tanzania

SECTION A: General Information (Consumer Identification)

1. Are you a resident of Dar es Salaam? 1. Yes 2. No (if no skip question 2)

2. What is your current area of residence in Dar es Salaam (Tick (√) appropriately)

| | | | | | |
|---|------------------|---|------------------|---|-------------------------|
| 1 | Kinondoni (....) | 2 | Ilala (....) | 3 | Temeke (....) |
| 4 | Ubungu (....) | 5 | Kigamboni (....) | 6 | Others (Specify) (....) |

3. Kindly tick (√) appropriately the district where you mostly purchase apparel in Dar es Salaam.

| | | | | | |
|---|------------------|---|------------------|---|-------------------------|
| 1 | Kinondoni (....) | 2 | Ilala (....) | 3 | Temeke (....) |
| 4 | Ubungu (....) | 5 | Kigamboni (....) | 6 | Others (Specify) (....) |

4. Where do you like to go for shopping your clothes? ((Tick (√) all applicable)

| | | | | | |
|---|--|---|------------------------------|---|------------------|
| 1 | Shopping Malls (..) | 3 | Second-hand markets (..) | 5 | Others (specify) |
| 2 | Locally tailor-made apparel shops (..) | 4 | Boutiques/apparel shops (..) | | |

5. What is your current occupation?

6. Marital status (Tick (√) appropriately)

| | | | | | | | |
|---|---------------|---|-----------------|---|-----------------------|---|------------------------|
| 1 | Single (...) | 3 | Separated (...) | 5 | Widowed (...) | 7 | Others (specify) (...) |
| 2 | Married (...) | 4 | Divorced (...) | 6 | Living together (...) | | |

7. How many dependents do you have in your family?

SECTION B: demographic determinants

8. Gender of the respondent (Tick (√) appropriately).

| | | | |
|---|--------------|---|----------------|
| 1 | Male (.....) | 2 | Female (.....) |
|---|--------------|---|----------------|

9. What is your age?

10. What is your religious affiliation? (Tick (√) appropriately)

| | | | | | | | |
|---|-----------------|---|----------------|---|----------------------------|---|------------------|
| 1 | Christian (...) | 3 | Hinduism (...) | 5 | Indigenous religions (...) | 7 | Others (Specify) |
| 2 | Muslim (...) | 4 | Buddhism (...) | 6 | Non-religious (...) | | |

11. What is your highest level of academic education (Tick (√) appropriately)

| | | | |
|---|--|---|-----------------------------------|
| 1 | Informal Education (.....) | 5 | Certificate (.....) |
| 2 | Primary School Education (.....) | 6 | Diploma (.....) |
| 3 | Ordinary Level Secondary Education (...) | 7 | Bachelor's Degree (...) |
| 4 | Advance Level Secondary Education (...) | 8 | Postgraduate qualifications (...) |

12. What is your monthly income (Tanzanian shillings)

| | | | | | |
|---|-------------------------|---|-------------------------|---|-----------------------------|
| 1 | Less than 100.000 (...) | 3 | 400.001-800.000 (...) | 5 | 1.200.001 – 1.600.000 (...) |
| 2 | 100.001-400.000 (...) | 4 | 800.001-1.200.000 (...) | 6 | Over 1.600.001 (...) |

Exchange rate: 1USD = 2,295.19 TShs (20th November, 2019)

13. What would you mostly purchase, imported or locally made apparel? (Tick (√) appropriately)

1. Imported apparel (Kindly skip question 15, and 17 if the response is 1) (....)
2. Locally made apparel (Kindly skip question 14 and 16 if the response is 2) (....)

14. What is your most preferred imported apparel when making a purchase decision (Refer to question number 12:1) (Tick (√) appropriately)

1. Imported - new apparel (....)
2. Imported - second-hand apparel (....)
3. Both imported new and second-hand apparel (....)
4. Not applicable because I prefer locally made apparel (....)

15. What is your most preferred locally made apparel when making a purchase decision (Refer to question number 12:2) (Tick (√) appropriately)

1. Local - tailor-made apparel (....)
2. Local - ready-made apparel (industrial made) (....)
3. Both locally - tailor made and ready-made (....)
4. Not applicable because I prefer imported apparel (....)

16. What is your preference for imported apparel

- i. Very high ii. High iii. Neutral iv. Less v. Least

Please, give reasons for your preference

- | | | |
|---------|---------|---------|
| 1. | 3. | 5. |
| 2. | 4. | 6. |

17. What is your preference for locally made apparel

- i. Very high ii. High iii. Neutral iv. Less v. Least

Please, give reasons for your preference

- | | | |
|---------|---------|---------|
| 1. | 3. | 5. |
| 2. | 4. | 6. |

SECTION C: Purchase of imported and locally made apparel

18. Given the choice between imported and locally made apparel, what would you most purchase (Tick (√) appropriately) (response from question 12)

1. Imported apparel (....)
2. Locally made apparel (....)

23. Which shopping outlet do you frequently visit to purchase apparel (store patronage) (Tick (✓) appropriately)

| | | | | | |
|---|--------------------------------------|---|------------------------------|---|---------------------|
| 1 | Boutique shops (shopping mall) (...) | 3 | Second-hand markets (...) | 5 | Others (specify) |
| 2 | Locally made apparel shops (...) | 4 | Boutique/apparel shops (...) | | |

SECTION D: Cultural determinants in relation to purchase decision of apparel.

24. The following statements are related to cultural determinants towards purchase of apparel. Indicate by ticking one of the following: *strongly agree*, *agree*, *neutral*, *disagree* and *strongly disagree* from the scale below.

| A | To what extent does culture influence purchase apparel | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------|--|----------------|-------|---------|----------|-------------------|
| 1 | Culture greatly influence choice of locally made apparel | | | | | |
| 2 | I purchase cultural locally made apparel to expresses my African identity | | | | | |
| 3 | Belief in cultural superiority is the rationale behind purchasing locally made apparel | | | | | |
| 4 | My cultural norms place more value on locally made apparel | | | | | |
| B | To what extent do cultural values influence purchase apparel | | | | | |
| 1 | I purchase apparel without compromising my cultural values | | | | | |
| 2 | I Purchase cultural valuable locally made apparel compared to imported apparel | | | | | |
| 3 | I have passion to purchase new imported apparel which are not affecting my culture | | | | | |
| 4 | I always purchase locally made apparel rather than imported apparel to meet my cultural needs | | | | | |
| C | To what extent does ethnic values influence purchase of apparel | | | | | |
| 1 | My traditional norms greatly influence me to wear locally made apparel | | | | | |
| 2 | I purchase locally made apparel which relates to my cultural activities | | | | | |
| 3 | Environment guides me to purchase locally made apparel than imported apparel | | | | | |
| 4 | Traditional activities/ceremonies influence consumers to purchase locally made apparel | | | | | |
| 5 | I am interested to purchase Tanzanian locally made apparel such as "Msuli", "Khanga" and "Vitenge" | | | | | |
| D | To what extent do religious values influence purchase of apparel | | | | | |
| 1 | I purchase apparel related to norms of my religion | | | | | |
| 2 | I purchase both imported apparel and locally made which are not affecting my religious sentiments | | | | | |
| 3 | I usually purchase more imported apparel than locally made apparel for my religious functions/activities | | | | | |

| | | | | | | |
|----------|---|--|--|--|--|--|
| E | To what extent does social values influence purchase of apparel | | | | | |
| 1 | I purchase imported apparel which enhances my social status | | | | | |
| 2 | I purchase imported apparel than locally made which reflects my social values | | | | | |
| 3 | I purchase imported apparel which relates to my social change | | | | | |
| 4 | I purchase locally made apparel to express myself (symbol) | | | | | |
| 5 | I purchase locally made apparel ("kanga", "vitenge", "msuli") for social activities | | | | | |

SECTION E: Social determinants in relation to purchase decision of apparel

25. The following statements are related to social determinants towards purchase of apparel. Indicate by ticking one of the following: *strongly agree*, *agree*, *neutral*, *disagree* and *strongly disagree* from the scale below.

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------|--|----------------|-------|---------|----------|-------------------|
| A | To what extent does family members influence purchase of apparel | | | | | |
| 1 | My family greatly motivate me to purchase more imported apparel than locally made apparel | | | | | |
| 2 | My parents/guardians provide information concerning apparel to purchase | | | | | |
| 3 | My family members recommend to me where to purchase apparel | | | | | |
| 4 | My family budget dictates the choice of apparel to purchase | | | | | |
| B | To what extent does reference group influence purchase of apparel | | | | | |
| 1 | My peers are my the reference point on the choice of imported apparel | | | | | |
| 2 | Celebrities influence me more to purchase imported apparel than locally made apparel | | | | | |
| 3 | Politicians influence me to purchase imported apparel than locally made apparel | | | | | |
| 4 | My colleagues influence me more to purchase imported apparel than locally made apparel. | | | | | |
| 5 | My religious groups (laity) influence me more to purchase imported apparel than locally made apparel | | | | | |
| 6 | I consider my friends' opinion when purchasing imported apparel than locally made apparel | | | | | |
| 7 | Friends recommend to me more to purchase imported made apparel than locally made apparel | | | | | |
| C | To what extent does social status influence purchase of apparel | | | | | |
| 1 | My income influence me to purchase imported apparel than locally made apparel | | | | | |
| 2 | My level of education influence me to purchase imported apparel | | | | | |
| 3 | My social class restrict me to purchase imported apparel more than locally made apparel | | | | | |
| 4 | I purchase imported apparel that portrays my social class | | | | | |
| 5 | I purchase imported apparel than locally made to satisfy my social class | | | | | |
| 6 | My social class make me think of imported apparel than locally made | | | | | |

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------|--|----------------|-------|---------|----------|-------------------|
| D | To what extent do media influence purchase of apparel (newspapers, television, radio, printed matter, internet information and advertising) | | | | | |
| 1 | Fashion programs on TV are my favourite place for the choice of apparel | | | | | |
| 2 | My emotional attachment to fashion internet arouse the choice of my best apparel | | | | | |
| 3 | I am influenced by e-marketing tools to purchase imported apparel | | | | | |
| 4 | I use internet to search for the latest imported apparel than locally made apparel. | | | | | |
| 5 | Fashion magazine, bulletin provide adequate information on the choice of imported apparel than locally made apparel. | | | | | |
| 6 | Fashion television channels guide me to purchase imported apparel. | | | | | |
| E | To what extent do social media influence purchase of apparel? (Facebook, WhatsApp, Twitter, Instagram, blogs, WoM) | | | | | |
| 1 | Social media helps me to make better decisions in purchasing imported apparel than locally made apparel. | | | | | |
| 2 | Social media has increased my interest in making better decisions in purchasing imported apparel than locally made apparel. | | | | | |
| 3 | I love making informed purchase decisions of imported apparel than locally made based on the information I get through social media. | | | | | |
| 4 | I use social media to search for the latest imported apparel than locally made apparel. | | | | | |
| 5 | Always I purchase imported apparel than locally made because of information from social media | | | | | |
| 6 | Word of mouth from peers influence me to purchase imported apparel than locally made apparel. | | | | | |
| F | To what extent do celebrities influence purchase of apparel | | | | | |
| 1 | My apparel interest is developed from fashion icons to purchase imported apparel | | | | | |
| 2 | Celebrities apparel endorsement stimulate my purchase decision of imported apparel | | | | | |
| 3 | I purchase imported apparel whenever I see it on a celebrity than locally made | | | | | |
| 4 | I like to get other peoples opinion before I purchase new imported apparel | | | | | |
| 5 | I am influenced by celebrities to purchase imported apparel than locally made apparel. | | | | | |
| G | To what extent does apparel loyalty influence purchase of apparel | | | | | |
| 1 | I frequently purchase locally made apparel than imported apparel. | | | | | |
| 2 | The feeling of self-fulfilment guides the purchase of locally made apparel compared to imported one | | | | | |
| 3 | I involve more in searching for low-priced imported apparel when price raises | | | | | |
| 4 | I purchase imported apparel from different outlets than locally made | | | | | |
| 5 | I always enjoy being the first person to purchase a new imported apparel than locally made apparel. | | | | | |
| 6 | I purchase imported apparel that everyone is wearing than locally made apparel. | | | | | |
| 7 | When I have extra little money, it increases my feeling of purchasing more imported apparel than locally made apparel. | | | | | |
| 8 | I frequently purchase locally tailor-made apparel made from imported fabrics | | | | | |

SECTION F: Personal determinants that influence purchase decision of apparel

26. The following statements are related to personal determinants towards purchase of apparel. Indicate by ticking one of the following: *strongly agree*, *agree*, *neutral*, *disagree* and *strongly disagree* from the scale below.

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------|---|----------------|-------|---------|----------|-------------------|
| A | To what extent does personality influence purchase of apparel | | | | | |
| 1 | I prefer to purchase imported apparel with unique attributes to locally made apparel | | | | | |
| 2 | I am comfortable to wear imported apparel of my interest compared to locally made apparel | | | | | |
| 3 | Purchasing expensive imported apparel makes me feel good | | | | | |
| 4 | I like purchase imported apparel that gives me a sense of modesty | | | | | |
| 5 | Imported apparel creates an impression of consumers who I am. | | | | | |
| B | To what extent does self-concept affect purchase of apparel (who I am)? | | | | | |
| 1 | I purchase imported apparel than locally made apparel to promote myself-esteem | | | | | |
| 2 | I spend time to choose apparel that looks best | | | | | |
| 3 | I like to purchase imported apparel than locally made apparel that suits my role | | | | | |
| 4 | I purchase imported apparel than locally made apparel for status identification | | | | | |
| 5 | I purchase imported apparel than locally made apparel to create a false image | | | | | |
| C | To what extent does lifestyle influence purchase of apparel | | | | | |
| 1 | I prefer to purchase quality imported apparel in a mall | | | | | |
| 2 | My environment shapes my choice of imported apparel | | | | | |
| 3 | I always feel gorgeous to wear imported new apparel | | | | | |
| 4 | I naturally have an attachment towards imported apparel than locally made apparel | | | | | |
| D | To what extent does occupation influence purchase of apparel | | | | | |
| 1 | The consumption of both imported and locally made apparel are suitable for my office work | | | | | |
| 2 | Locally made apparel suits my job identification | | | | | |
| 3 | I purchase both imported and locally made apparel for my office work | | | | | |
| 4 | My occupation promotes locally made apparel than imported apparel | | | | | |
| 5 | Employed consumers purchase more imported apparel than locally made apparel | | | | | |
| E | To what extent does economic condition influence purchase of apparel | | | | | |
| 1 | My income is an important factor for the choice of imported apparel than locally made | | | | | |
| 2 | High income consumers purchase expensive imported apparel | | | | | |
| 3 | I purchase imported apparel when they are on sales | | | | | |
| 4 | My low rate income allow me to purchase inexpensive apparel | | | | | |
| 5 | When I have extra little money, it increases my feeling of purchasing more imported apparel than locally made apparel | | | | | |
| 6 | I purchase locally made apparel to promote economic development | | | | | |

| F | To what extent does life-cycle stage influence purchase of apparel | | | | |
|----------|--|--|--|--|--|
| 1 | My family budget dictates the choice of imported apparel | | | | |
| 2 | I am susceptible to advertisement that defines my choice of imported apparel | | | | |
| 3 | Family responsibilities control my choice of imported apparel | | | | |
| 4 | Older consumers like purchase more locally made apparel than imported apparel | | | | |
| 5 | Young consumers purchase more fashionable imported apparel than locally made apparel | | | | |

SECTION G: Consumer psychological determinants on purchase of apparel.

27. The following statements are related to psychological determinants towards purchase of apparel. Indicate by ticking one of the following: *strongly agree*, *agree*, *neutral*, *disagree* and *strongly disagree* from the scale below.

| A | To what extent does motivation influence purchase of apparel | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------|--|-----------------------|--------------|----------------|-----------------|--------------------------|
| 1 | I am motivated to purchase locally tailor-made apparel that fit on the body | | | | | |
| 2 | I prefer to purchase imported apparel because it does not fade | | | | | |
| 3 | I like shopping cheap and durable second-hand apparel | | | | | |
| 4 | I am inspired with an innovative features of imported apparel without planning | | | | | |
| 5 | I am motivated to wear new imported apparel for special occasions | | | | | |
| 6 | I feel enjoyable to use e-marketing tools when looking for imported apparel | | | | | |
| 7 | I like purchase apparel with good styles, designs, colours and fabrics that minimize the dissatisfied body part(s) | | | | | |
| B | To what extent does perception influence purchase of apparel | | | | | |
| 1 | Locally made apparel has good finishing quality | | | | | |
| 2 | High priced apparel has high quality | | | | | |
| 3 | Locally tailor-made apparel has better fit and good style modifications | | | | | |
| 4 | Second-hand apparel is cheaper and affordable | | | | | |
| 5 | New imported apparel has good quality | | | | | |
| 6 | My sense of satisfaction guides me on choice of imported apparel | | | | | |
| 7 | I prefer locally tailor-made apparel made to imported fabrics | | | | | |
| C | To what extent does knowledge influence purchase of apparel | | | | | |
| 1 | I check for care label instructions on the choice of imported apparel | | | | | |
| 2 | I purchase apparel of different colours to match with my wardrobe | | | | | |
| 3 | I purchase different types of apparel of different styles and designs that communicate | | | | | |
| 4 | I have knowledge of apparel that has good quality | | | | | |
| 5 | I make decisions to purchase apparel based on my taste and preference | | | | | |

Consumers' attitude to purchase imported and locally made apparel.

28. The following statements are related to consumer attitude towards purchase decision of imported apparel. Indicate by ticking (✓) one of the following: *Strongly agree (SA)*, *Agree (A)*, *neutral (N)*, *Disagree (D)* and *Strongly Disagree (SD)* from the scale below.

| Sn | Overall attitude towards imported and locally made apparel | SA | A | N | D | SD |
|----------|---|----|---|---|---|----|
| A | To what extent do you agree with the statements below | | | | | |
| 1 | I have a positive attitude towards imported apparel than locally made | | | | | |
| B | Beliefs (Cognition) | | | | | |
| 2 | I have adequate information about imported apparel compared to locally made apparel | | | | | |
| 3 | I have wider knowledge of imported apparel assortments compared to locally made apparel | | | | | |
| 4 | I have adequate knowledge of imported apparel attributes compared to locally made apparel | | | | | |
| 5 | I know imported apparel is of colour fastness compared to locally made apparel | | | | | |
| C | Feelings (Affection) | | | | | |
| 6 | Generally, I like to purchase imported apparel more than locally made apparel | | | | | |
| 7 | I like to purchase more imported second-hand apparel than tailor made apparel | | | | | |
| 8 | I like to purchase new imported apparel compared to tailor made apparel | | | | | |
| 9 | I like purchase imported new apparel most of my time than second hand apparel | | | | | |
| 10 | Imported apparel suits more my personality than locally made apparel | | | | | |
| 11 | Imported apparel has unique attributes compared to locally made apparel | | | | | |
| 12 | Imported apparel has a better fit than tailor made apparel | | | | | |
| 13 | Imported apparel has unique designs compared to locally made apparel | | | | | |
| 14 | Imported apparel has good finishing quality compared to tailor made apparel | | | | | |
| 15 | I like more to purchase imported apparel than locally made apparel because they have price tags | | | | | |
| D | Purchasing behaviour tendencies | | | | | |
| 16 | I more purchase locally made apparel to promote our economy than imported apparel | | | | | |
| 17 | I purchase imported apparel available in varied size compared to locally made apparel | | | | | |
| 18 | Imported second hand apparel is not expensive compared to tailor made apparel | | | | | |
| 19 | Imported new apparel is expensive compared to locally made apparel | | | | | |
| 20 | Purchasing imported apparel gives me a great pleasure compared to locally made apparel | | | | | |

Consumer attitude towards imported and locally made apparel attributes
 29. How do you consider the following attributes when purchasing apparel?
 Indicate by ticking (√) one of the following: *very important (VP)*, *important (IM)*, *neutral (N)*, *unimportant (UI)* and *very unimportant (VUI)* on the table below.

| Sn | Indicate if you agree with the following attributes of apparel | VI | IM | N | UN | VUN |
|----|--|----|----|---|----|-----|
| 1 | The colour of the apparel | | | | | |
| 2 | The price of the apparel | | | | | |
| 3 | The size of the apparel /dress | | | | | |
| 4 | Good style | | | | | |
| 5 | Fashionable item(s) | | | | | |
| 6 | Comfort of the dress | | | | | |
| 7 | Availability of care label instructions | | | | | |
| 8 | Durability of the apparel | | | | | |
| 9 | Appropriate dress for the occasion | | | | | |
| 10 | Quality apparel (finishing) | | | | | |
| 11 | Easy care apparel | | | | | |
| 12 | Brand name | | | | | |
| 13 | The fibre content | | | | | |
| 14 | Attractiveness | | | | | |

Thank you

Appendix C₂: Dodoso (Swahili)

Tarehe Namba ya Dodoso ID ya Mdodosaji (.....)

Viashiria vinyavyoshawishi ununuzi wa nguo zinazotoka nje ya nchi na zile zinazotengenezwa hapa nchini kwa watumiaji wa Dar es Salaam, Tanzania

SEHEMU A: Taarifa za Jumla (Kitambulisho)

- Je, wewe ni mkazi wa Dar es Salaam? i. Ndiyo.... ii. Hapana.... (kama ndiyo, ruka swali 2)
- Kwa sasa unaishi eneo gani jijini Dar es Salaam? (Weka tiki (√) katika jibu sahihi)

| | | | | | |
|----|------------------|----|------------------|----|--------------------------|
| 1. | Kinondoni (....) | 2. | Ilala (....) | 3. | Temeke (....) |
| 4. | Ubungu (....) | 5. | Kigamboni (....) | 6. | Ingingine (Taja) (.....) |

- Tafadhali weka tiki katika wilaya unayoenda mara nyingi kununua nguo (Weka tiki katika (√) jibu sahihi)

| | | | | | |
|----|------------------|----|------------------|----|--------------------------|
| 1. | Kinondoni (....) | 2. | Ilala (....) | 3. | Temeke (....) |
| 4. | Ubungu (....) | 5. | Kigamboni (....) | 6. | Ingingine (Taja) (.....) |

- Unapendelea kununua wapi nguo zako? (Weka tiki (√) katika jibu sahihi):

| | | | |
|---|--|---|---|
| 1 | Maduka yanayouza nguo mpya kutoka nje ya nchi (....) | 3 | Masoko ya nguo za mtumba (....) |
| 2 | Maduka ya nguo zinazoshonwa hapa nchini (....) | 4 | Sehemu zote zilizotajwa hapo juu (....) |

- Unafanya kazi (shughuli) gani kwa sasa

- Hali ya Ndoa (Weka tiki (√) katika jibu sahihi)

| | | | | | |
|----|-------------------------|----|--------------------|----|---------------------------|
| 1. | Sijaoa/Sijaolewa (....) | 3. | Nimetengana (....) | 5. | Mjane (....) |
| 2. | Nimeolewa (....) | 4. | Nimeachika (....) | 6. | Vingineyo (fafanua) (...) |

- Una wategemezi wangapi katika familia yako?

SEHEMU B: Sifa za Mtoa taarifa (Demografia ya mtoa taarifa)

Ubainishaji wa mtoa taarifa zinazomfanya kununua nguo zinazotengenezwa nje ya nchi dhidi ya nguo zilizotengenezwa hapa nchini:

- Jinsia ya mtoataarifa (Weka tiki (√) katika jibu sahihi).

| | | | |
|----|-----------------|-----|-----------------|
| i. | Mwanaume (....) | ii. | Mwanamke (....) |
|----|-----------------|-----|-----------------|

- Una miaka mingapi? (Umri ya mtoataarifa) (.....)

- Dini ya mtoa taarifa (Weka tiki (√) katika jibu sahihi)

| | | | | | | | |
|---|----------------|---|--------------|---|------------------------|----|----------------------------|
| 1 | Mkristu (...) | 3 | Mhindu (...) | 5 | Dini ya kienyeji (...) | 7. | Dini ingine bainisha (...) |
| 2 | Mwislamu (...) | 4 | Mbudha (...) | 6 | Mpagani (...) | | |

11. Kiwango cha juu cha elimu ya mtoataarifa (elimu) (Weka tiki (✓) katika jibu sahihi)

| | | | | | |
|---|------------------------------------|---|--------------------------|---|---------------|
| 1 | Elimu isiyo rasmi (informal) (...) | 3 | Elimu ya Sekondari (...) | 5 | Shahada (...) |
| 2 | Shule ya msingi (...) | 4 | Cheti/Stashahada (...) | | |

12. Kipato kwa mwezi cha mtoataarifa (shilingi ya Tanzanian) (Weka tiki (✓) katika jibu sahihi)

| | | | | | |
|---|-------------------------|---|---------------------------|---|--------------------|
| 1 | 50.000 - 200.000 (...) | 3 | 400.001 - 800.000 (...) | 5 | Zaidi ya 1.200.001 |
| 2 | 200.001 - 400.000 (...) | 4 | 800.001 - 1.200.000 (...) | | |

(Dola 1 ya Marekani = 2.295.19 TShs. (20 Novemba, 2019))

13. Kati ya nguo zinazotengenezwa nje ya nchi na zile zinazotengenezwa hapa nchini, unanunua zipi zaidi? (Weka tiki (✓) katika jibu sahihi)

- Nguo zinazotoka nje ya nchi (Ruka swali la 15 na 17, Kama jibu lako ni i) (...)
- Nguo zinazotengenezwa hapa nchini (Ruka swali la 14 na 16, Kama jibu lako ni ii (...))

14. Je, unapendelea zaidi kununua nguo zipi zinazotoka nje ya nchi (Rejelea swali la 12:i)

- Nguo mpya (...)
- Nguo za mtumba (...)
- Haihusiki kwa sababu ninapendelea nguo zinazotengenezwa hapa nchini (...)

15. Je, unapendelea zaidi kununua nguo zipi zinazotengenezwa hapa nchini (Rejelea swali la 12:ii)

- Nguo zinazotengenezwa hapa nchini – zilizoshonwa na mafundi (...)
- Nguo zinazotengenezwa hapa nchini – kutoka viwandani (...)
- Haihusiki kwa sababu ninapendelea nguo zinazotoka nje ya nchi (...)

16. Ni kwa hali gani unapendelea nguo zinazotengenezwa nje ya nchi?

| | | | | | | | | | |
|---|----------------|---|-----------|---|---------------|---|--------------|---|-------------------|
| 1 | Juu sana (...) | 2 | Juu (...) | 3 | Wastani (...) | 4 | Kidogo (...) | 5 | Kigodo sana (...) |
|---|----------------|---|-----------|---|---------------|---|--------------|---|-------------------|

Tafadhali toa sababu zinazokufanya kupendelea hizo nguo

| | | | | | |
|----|-------|----|-------|----|-------|
| 1. | | 3. | | 5. | |
| 2. | | 4. | | 6. | |

17. Ni kwa hali gani unapendelea nguo zinazotengenezwa hapa nchini (...)

| | | | | | | | | | |
|---|----------------|---|-----------|---|---------------|---|--------------|---|-------------------|
| 1 | Juu sana (...) | 2 | Juu (...) | 3 | Wastani (...) | 4 | Kidogo (...) | 5 | Kigodo sana (...) |
|---|----------------|---|-----------|---|---------------|---|--------------|---|-------------------|

Tafadhali toa sababu zinazokufanya kupendelea hizo nguo

| | | | | | |
|----|-------|----|-------|----|-------|
| 1. | | 3. | | 5. | |
| 2. | | 4. | | 6. | |

SEHEMU C: Ununuzi wa nguo zinazotengenezwa nje ya nchi na zile zinazotengenezwa hapa nchini

18. Ukipewa nafasi kati ya nguo zinazotengenezwa nje ya nchi na zinazotengenezwa hapa nchini, utanunua zaidi zipi (jibu kutoka swali la 12)

1. Nguo zinazotengenezwa nje ya nchi (....)
2. Nguo zinazotengenezwa hapa nchini (....)

19. Onesha ni mara ngapi unanunua aina hizi ya nguo kwa kuweka tiki (✓) kwenye:- *kamwe, nadra, mara chache, mara kwa mara, na wakati wote* kwenye jedwali hapa chini.

| Na | Aina ya Nguo | Kamwe | Nadra | Mara Chache | Mara kwa Mara | Wakati Wote |
|----|--|-------|-------|-------------|---------------|-------------|
| 1. | Nguo mpya yaliyotengenezwa nje ya nchi | | | | | |
| 2. | Nguo za mtumba zinazotengenezwa nje ya nchi | | | | | |
| 3. | Nguo za kushonesha kwa mafundi | | | | | |
| 4. | Nguo mapya zinazotengenezwa viwandani (Tanzania) | | | | | |

20. Ni mara ngapi unafanya manunuzi ya nguo zinazotengenezwa nje ya nchi ikilinganishwa na zile zinazotengenezwa hapa nchini, weka alama ya tiki (✓) katika jedwali lifuatalo

| Na. | Idadi | Nguo zinazotengenezwa nje ya nchi | | Nguo zinazotengenezwa hapa nchini | |
|-----|----------------------|-----------------------------------|----------------|-----------------------------------|----------------------|
| | | Nguo mpya | Nguo za mtumba | Za kushonesha (Locally made) | tengenezwa viwandani |
| 1 | Wiki | | | | |
| 2 | Mwezi | | | | |
| 3 | Robo mwaka | | | | |
| 4 | Mara mbili kwa mwaka | | | | |
| 5 | Mara moja kwa mwaka | | | | |
| 6 | Mara chache | | | | |
| 7 | Kamwe | | | | |

21. Kwa wastani, ni shilingi ngapi unatumia kununua nguo zako kwa mwezi na kwa mwaka?

| S/N | | | TShs. kwa mwezi | TShs. kwa mwaka |
|-----|-------------------------------|------------------------|-----------------|-----------------|
| 1 | Nguo zinazotoka nje ya nchi | Nguo mpya | | |
| 2 | | Nguo za mtumba | | |
| 3 | Nguo zinazo tengenezwa nchini | Nguo za kushonesha | | |
| 4 | | Kutengenezwa viwandani | | |

(Dola 1 ya Marekani = ShT. 2,295.19 (20 Novemba, 2019)

22. Kadiriya idadi ya nguo na wastani wa bei ya kila nguo ulizonunua kwa kipindi cha mwaka mmoja uliopita kuanzia (mwezi / Mwaka ...) hadi (mwezi / mwaka) kama inavyoonyesha katika jedwali

| | | Nguo zinazotoka nje ya nchi | | | | Nguo zilizotengenezwa nchini | | | |
|----|------------------|-----------------------------|-----------------|---------------|-----------------|------------------------------|-----------------|------------------|-----------------|
| | | Nguo mpya | | Mtumba | | Kushonesha kwa mafundi | | Kutoka viwandani | |
| | | Idadi ya nguo | Wastani kwa bei | Idadi ya nguo | Wastani kwa bei | Idadi ya nguo | Wastani kwa bei | Idadi ya nguo | Wastani kwa bei |
| 1 | Suruali | | | | | | | | |
| 2 | Kaptula | | | | | | | | |
| 3 | Shati | | | | | | | | |
| 4 | Tisheti | | | | | | | | |
| 5 | Suti | | | | | | | | |
| 6 | Koti(me/ke) | | | | | | | | |
| 7 | Blauzi | | | | | | | | |
| 8 | Sketi | | | | | | | | |
| 9 | Gauni | | | | | | | | |
| 10 | Ingingine (taja) | | | | | | | | |

23. Ni maduka yapi unayonunua nguo zako mara kwa mara (Weka tiki (✓) kwenye jibu sahihi).
1. Maduka makubwa ya nguo kutoka nje ya nchi (....)
 2. Maduka ya kushonesha nguo – kwa kutumia vipimo halisi (....)
 3. Masoko ya nguo za mtumba (...)
 4. Maduka ya nguo zinazotoka nje ya nchi (Outside shopping malls)
 5. Mengine (taja.....)

SEHEMU D: Viashiria vya Kitamaduni vinayoshawishi Ununuzi wa Nguo

24. Kwa kutumia alama 5 za kipimo cha maoni (Likert), tafadhali oneshwa ni kwa jinsi gani utamaduni unaathiri ununuzi wa nguo zako kwa kukadiriya kiwango kwa kuweka alama (✓) kwenye: *Ninakubali Kabisa (NK)*, *Ninakubali (N)*, *Wastani (W)*, *Sikubali (S)* na *Sikubali Kabisa (SK)* kutoka katika kipimo kifuatacho

| Na | Ni kwa kiasi gani utamaduni unashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Utamaduni unaushawishi mkubwa katika uchaguzi wa nguo za ndani ya nchi | | | | | |
| 2 | Nguo za kitamaduni zinawapa wanunuzi utambulisho wa Kiafrika. | | | | | |
| 3 | Kuamini katika ubora wa asili ni sababu ya msingi inayonifanya kununua nguo zinazotengenezwa hapa nchini. | | | | | |
| 4 | Utamaduni wangu huweka thamani zaidi kwenye nguo zinazotengenezwa hapa nchini | | | | | |

| Sn | Ni kwa kiwango gani maadili ya kiutamaduni yanashawishi ununuzi wa nguo? | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Kila wakati nanunua nguo zinazoshonwa nchini kuliko zile zinazotoka nje ya nchi bila kuathiri maadili yangu ya kitamaduni | | | | | |
| 2 | Kila wakati nanunua nguo za asili za thamani zinazoshonwa nchini ukilinganisha na zile zinazotoka nje ya nchi | | | | | |
| 3 | Ninakuwa na hamu/shauku ya kununua nguo mpya zinazotoka nje ya nchi bila kuathiri utamaduni wangu | | | | | |
| 4 | Kila wakati nanunua zaidi nguo zinazoshonwa nchini kuliko zile zinazotoka nje ya nchi ili kukidhi mahitaji yangu ya kitamaduni. | | | | | |

| Na | Ni kwa kiwango gani kabila linashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Utamaduni wangu hunishawishi sana kuva nguo zinazoshonwa hapa nchini | | | | | |
| 2 | Ninapenda kununua nguo zinazotengenezwa hapa nchini ambazo zinazoendana na utamaduni wangu. | | | | | |
| 3 | Mazingira yangu huiongoza katika uchaguzi wa nguo zinazoshonwa hapa nchini kuliko zile zinazotoka nje ya nchi. | | | | | |
| 4 | Sherehe za jadi zinashawishi watu kununua nguo zinatengenezwa hapa nchini | | | | | |
| 5 | Ninanunua zaidi nguo za kujifunga za Kitanzania kama vile khanga na vitenge kuliko zile zinazotoka nje ya nchi. | | | | | |

| Sn | Ni kwa kiwango gani dini inashawishi au kuathiri ununuzi wa nguo? | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Ninanunua nguo ambazo zinaendana na maadili ya dini yangu | | | | | |
| 2 | Ninanunua nguo ambazo haziwezi kuathiri maadili ya dini yangu | | | | | |
| 3 | Huwa ninanunua zaidi nguo zinazotoka nje ya nchi kwa ajili ya shughuli za kidini. | | | | | |

| Sn | Ni kwa kiwango gani maadili ya jamii yanashawishi ununuzi wa nguo? | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Ninanunua nguo zinazotoka nje ya nchi ili kukuza hadhi yangu | | | | | |
| 2 | Ninanunua nguo zinazotoka nje ya nchi zenye maadili kwa jamii | | | | | |
| 3 | Ninanunua zaidi nguo zinazotoka nje ili kuonyesha utofauti wangu katika jamii | | | | | |
| 4 | Ninanunua nguo zinazotengenezwa hapa nchini ili initambulishwe (ishara) | | | | | |
| 5 | Ninanunua nguo zinazotengenezwa hapa nchini kwa ajili ya shughuli za kijamii | | | | | |

SEHEMU E: Viashiria vya Kijamii vinavyoshawishi Ununuzi wa Nguo

25. Kwa kutumia alama 5 za kipimo cha maoni (Likert), tafadhali oneshwa masuala ya kitamaduni yanayoathiri ununuzi wa nguo kwa kukadiria kiwango kwa kuweka tiki ($\sqrt{\quad}$) kwenye *Ninakubali Kabisa (NK)*, *Ninakubali (N)*, *Wastani (W)*, *Sikubali (S)* na *Sikubali Kabisa (SK)* kutoka katika kipimo kifuatacho.

| Na | Ni kwa kiasi gani msukumo wa familia unashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|--|----|---|---|---|----|
| 1 | Familia inanishaishi kwa kiasi kikubwa kununua zaidi nguo kutoka nje ya nchi kuliko za kutengenezwa nchini. | | | | | |
| 2 | Wazazi/walezi hutoa maelekezo ya kutosha kuhusu ununuzi wa nguo. | | | | | |
| 3 | Wanafamilia yangu hupendekeza zaidi ninunue nguo zinazotoka nje ya nchi kuliko zile nguo zinazoshonwa hapa nchini | | | | | |
| 4 | Bajeti ya familia yangu ndio inayoningoza kuchagua nguo za kununua. | | | | | |
| Na | Ni kwa kiasi gani vikundi vinashawishi ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Marafiki zangu ndio kipimo changu ninapochangua nguo kutoka nje ya nchi. | | | | | |
| 2 | Watu maarufu/mashuhuri hushawishi zaidi katika ununuzi wa nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa nchini. | | | | | |
| 3 | Wanasiasa hushawishi zaidi kununua nguo zinazoshonwa nchini kuliko zile zinazotoka nje ya nchini. | | | | | |
| 4 | Wafanyakazi wenzangu hushawishi zaidi kununua nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa nchini. | | | | | |
| 5 | Wanavikundi wangu wa dini hushawishi zaidi ninunue nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa nchini. | | | | | |
| 6 | Ninazingatia maoni ya marafiki zangu wakati wa kununua nguo zinazotoka nje ya nchi zaidi kuliko zile zinazotengenezwa hapa nchini. | | | | | |
| 7 | Marafiki zangu hupendekeza zaidi ninunue nguo zinazotoka nje ya nchini kuliko zile zinazoshonwa ndani ya nchi | | | | | |
| Na | Ni kwa kiasi gani tabaka la kijamii linashawishi ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Kipato changu kinanishawishi zaidi kununua nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa nchini | | | | | |
| 2 | Kiwango changu cha elimu kinashawishi kununua nguo zinazotoka nje ya nchi. | | | | | |
| 3 | Hali yangu ya kimaisha (social class) inanifanya ninunue nguo zinazotoka nje ya nchi zidi ya zile zinazotengenewa nchini | | | | | |
| 4 | Ninanunua zaidi nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa hapa nchini ili kuonyesha hadhi yangu katika jamii. | | | | | |
| 5 | Ninanunua zaidi nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa hapa nchini ili kuridhisha nafsi/hadhi yangu katika jamii. | | | | | |
| 6 | Hadhi yangu katika jamii inanifanya nifikirie juu ya nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa hapa nchini | | | | | |

| Na | Ni kwa jinsi gani unakubaliana na hoja kuwa vyombo vya habari vinashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Vipindi vya fasheni kwenye runinga ni sehemu muhimu ya kuangalia ninapotaka kuchagua nguo. | | | | | |
| 2 | Hisia nilizonazo kwenye intaneti ya fasheni hunichochea kuchangua nguo ninayoipenda. | | | | | |
| 3 | Ninashawishika na masoko ya kielekitroniki kununua nguo zinazotoka nje nchi. | | | | | |
| 4 | Ninatumia intaneti kutafuta nguo zinazoendana na wakati | | | | | |
| 5 | Majarida na magazeti ya fasheni yanatoa taarifa za kutosha juu ya uteuzi/uchaguzi wa nguo. | | | | | |
| 6 | Vipindi vya runinga huniongoza juu ya ununuzi wa nguo zinazotoka nje ya nchi. | | | | | |
| Na | Ni kwa jinsi gani mitandao ya kijamii inashawishi ununuzi wa nguo (Facebook, YouTube, WhatsApp, Twitter, Instagram, blogs, WoM) | NK | N | W | S | SK |
| 1 | Mitandao ya kijamii imenisaidia kufanya maamuzi bora ninaponunua zaidi nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa hapa nchini. | | | | | |
| 2 | Mitandano ya kijamii imeniongezea hamu ya kufanya maamuzi mazuri ninaponunua nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| 3 | Ninapaenda kufanya maamuzi ya kununua nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini kwa kupitia taarifa ninazozipata kwenye mitandao ya kijamii. | | | | | |
| 4 | Ninatumia mitandao ya kijamii kutafuta toleo jipya la nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| 5 | Kila wakati nanunua nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini kwa sababu ya taarifa zilizopo kwenye mitandao ya kijamii. | | | | | |
| 6 | Taarifa kutoka kwa wenzangu inasaidia kununua zaidi nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| Na | Ni kwa jinsi agni unakubaliana na ushawishi wa watu maarufu (celebrities) katika ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Mapenzi yangu ya nguo kutoka nje ya nchi yanatokana na magwiji wa mitindo. | | | | | |
| 2 | Watu maarufu wanapoidhinisha nguo mpya huhamasisha kufanya maamuzi ya ununuzi wa nguo zinazotengenezwa nje ya nchi. | | | | | |
| 3 | Ninanunua nguo kila ninapona imevaliwa na mtu maarufu. | | | | | |
| 4 | Ninapenda kupata maoni ya watu wengine kabla ya kununua nguo mpya zinazotoka nje ya nchi. | | | | | |
| 5 | Ninashawishika na maoni ya wanamitindo kununua zaidi nguo zinazotoka nje ya nchi kuliko zile zinashonwa hapa nchini. | | | | | |

| Na | Ni kwa jinsi gani ujihusishaji wa nguo unahamasisha ununuzi wa nguo | NK | N | W | S | SK |
|----|--|----|---|---|---|----|
| 1 | Mara kwa mara ninanunua nguo zinazoshonwa hapa nchini kuliko zile zinazotoka nje ya nchi. | | | | | |
| 2 | Hisia zangu juu ya nguo ndizo zinzaniongoza kununua nguzo zinashonwa hapa nchini kuliko zile zinazotoka nje ya nchi ununuzi wa nguo. | | | | | |
| 3 | Ninajihusisha zaidi katika kutafuta nguo za gaharama nafuu wakati bei ya nguo zinazotoka nje ya nchi inapokuwa juu. | | | | | |
| 4 | Ninanunua nguo zinatoka nje ya nchi kwenye maduka mbali mbali kuliko zile zinazoshonwa hapa nchini. | | | | | |
| 5 | Ninafurahia kuwa mtu wa kwanza kununua toleo jipya la nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| 6 | Ninanunua zaidi nguo zinazotoka nje ya nchi ambazo huvaliwa na kila mtu kuliko zile zinazoshonwa hapa nchini. | | | | | |
| 7 | Ninapokuwa na fedha za ziada, inaamsha hamasa ya kununua zaidi nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |

SEHEMU F: Sababu Binafsi zinazoshawishi Ununuzi wa Nguo

26. Kwa kutumia alama 5 za kipimo cha maoni (Likert), tafadhali oneshwa athari za masuala ya binafsi katika ununuzi wa nguo zinazotengenezwa nje ya nchi na zile zinazotengenezwa nchini kwa kukadiria kiwango kwa kuweka tiki ($\sqrt{\quad}$) kwenye *Ninakubali Kabisa (NK)*, *Ninakubali (N)*, *Wastani (W)*, *Sikubali (S)* na *Sikubali Kabisa (SK)* kutoka katika kipimo kifuatacho.

| Na | Ni kwa jinsi gani haiba inashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|--|----|---|---|---|----|
| 1 | Ninapendelea kununua nguo zinazotoka nje ya nchi zaidi ambazo zina sifa za kipekee | | | | | |
| 2 | Ninajisikia vizuri ninapovaa nguo ninayoipenda inayotoka nje ya nchi kuliko ile inazoshonwa hapa nchini. | | | | | |
| 3 | Kununua nguo za bei ghali kuanifanya nijisikie na amani/vizuri. | | | | | |
| 4 | Ni nanunua nguo zinazotoka nje ya nchi amabayo inayonipa mwonekana staha. | | | | | |
| 5 | Nguo zinazotoka nje ya nchi humfanya mnunuzi aonekane jinsi alivyo au humpa mwonekano unaobainisha jinsi alivyo. | | | | | |
| Na | Ni kwa jinsi gani kujipenda kwa mtu binafsi (ubinafsi) unashawishi ununuzi wa nguo (mimi ni nani) | NK | N | W | S | SK |
| 1 | Ninanunua nguo zinazotoka nje ya nchi zaidi ili kuniongezea unadhifu/umaridadi (self-esteem). | | | | | |
| 2 | Ninatimia muda mwingi kuchagua nguo zinazotoka nje ya nchi zaidi na zinazonipendeza. | | | | | |
| 3 | Ninapenda kununua nguo zinazotoka nje ya nchi zaidi kwa sababu inaendana na wadhifa wangu. | | | | | |
| 4 | Ninanunua nguo zinazotoka nje ya nchi zaidi kwa ajili ya utambulisho wa hadhi yangu. | | | | | |
| 5 | Ninanunua nguo zinazotoka nje ya nchi zaidi ili kuficha taswira yangu. | | | | | |

| Na | Ni kwa jinsi gani mfumo wa maisha unashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|---|----|---|---|---|----|
| 1 | Ninapendelea kununua nguo zenye ubora wa hali ya juu zinazotoka nje ya nchi kwenye maduka makubwa. | | | | | |
| 2 | Mazingira yangu yananiongoza kwenye uchaguzi wa nguo zinazotoka nje ya nchi. | | | | | |
| 3 | Ninajisikia vizuri ninaponunua nguo mpya zinazotengenezwa nje ya nchi. | | | | | |
| 4 | Kiuhasilia mimi ni mpenzi na nguo zinazotengenezwa nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| Na | Ni kwa kiasi gani ajira (kazi) inashawishi ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Utumiaji wa nguo zinazoshonwa hapa nchini unachochewa na aina ya kazi ninayoifanya. | | | | | |
| 2 | Nguo zinazotshonwa nchini zinaendana na utambulisho wa kazi yangu. | | | | | |
| 3 | Ninanunua nguo zinazoshonwa hapa nchini ili kuambatana na utambulisho wa kazi yangu. | | | | | |
| 4 | Nafasi yangu ofisini inanishawishi kufanya maamuzi ya ununuzi wa zinazoshonwa hapa nchini. | | | | | |
| 5 | Wafanyakazi walioajiriwa hununua zaidi nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| Na | Ni kwa kiasi gani hali ya kiuchumi inaathiri ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Kipato changu ndicho kigezo muhimu katika uchaguzi wa nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini | | | | | |
| 2 | Mtu mwenye kipato cha juu hununua nguo za gharama (ghali). | | | | | |
| 3 | Ninanunua nguo zinazotoka nje ya nchi zinapokuwa katika bei ya punguzo | | | | | |
| 4 | Kipato changu cha chini kinaniruhusu kununua nguo za bei nafuu | | | | | |
| 5 | Ninapokuwa na fedha kidogo za ziada. inaongeza hamasa ya kununua zaidi nguo zinazotoka nje ya nchi zidi ya zile zinazoshonwa hapa nchini. | | | | | |
| 6 | Ninanunua nguo zinazotenegezwa hapa nchini ili kukuza uchumi wa nchi | | | | | |
| Na | Ni kwa kiasi gani hatua anuai za maisha zinashawishi ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Bajeti ya familia yangu ndiyo inayoniama kufanya uchaguzi wa nguo zinazotoka nje ya nchi. | | | | | |
| 2 | Ninahamasika kununua nguo kirahisi kwa sababu ya matangazo yanayoelezea uchaguzi wa nguo zinazotoka nje ya nchi. | | | | | |
| 3 | Majukumu ya familia yanadhibiti kununua nguo zinazotoka nje ya nchi. | | | | | |
| 4 | Nguo zinazoshonwa hapa nchini hupendwa kununuliwa na watu wazima kuliko zile zinazotoka nje ya nchi | | | | | |
| 5 | Vijana wananunua zaidi mavazi ya mitindo ya kisasa ya nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini | | | | | |

SEHEMU G: Viashiria vya Kisaikolojia vinavyoshawishi Ununuzi wa Nguo

27. Kwa kutumia alama 5 za kipimo cha maoni (Likert), tafadhali oneshwa athari za masuala ya kisaikolojia katika ununuzi wa nguo kwa kukadiriya kiwango kwa kuweka tiki (✓) kwenye *Ninakubali Kabisa (NK)*, *Ninakubali (N)*, *Wastani (W)*, *Sikubali (S)* na *Sikubali Kabisa (SK)* kutoka katika kipimo kifuaatacho.

| Na | Ni kwa kiasi gani motisha (msukumo) unashawishi ununuzi wa nguo | NK | N | W | S | SK |
|----|--|----|---|---|---|----|
| 1 | Ninashawishika kununua nguo za kushonesha za hapa nchini kwa sababu zinanitoshia vizuri. | | | | | |
| 2 | Ninapendelea kununua nguo zinazotoka nje ya nchi kwa sababu hazichuji/hazipauki. | | | | | |
| 3 | Ninapenda kununua nguo za mtumba kwa sababu zina bei nafuu. | | | | | |
| 4 | Ninavutiwa kununua nguo zenye ubunifu zinazotengenzwa nje ya nchi bila kupanga. | | | | | |
| 5 | Ninashawishika kununua nguo mpya zinazotengenezwa nje ya nchi kwa ajili ya matukio maalumu. | | | | | |
| 6 | Ninafurahia kutumia masoko ya kielekitroniki wakati ninapotaka kununua nguo zinazotengenezwa nje ya nchi. | | | | | |
| 7 | Ninapendelea kununua nguo zenye mitindo na miundo mizuri. rangi nzuri. na vitambaa vizuri za kuongeza unadhifu na pia kufunika maungo yasiyovutia. | | | | | |
| Na | Ni kwa kiasi gani mtizamo wa mtu unashawishi ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Nguo zinazotengenezwa hapa nchini zinamemaliziwa kwa kiwango kizuri. | | | | | |
| 2 | Nguo za bei ghali zina ubora wa hali ya juu. | | | | | |
| 3 | Nguo za kushonesha hapa nchini zinarekebishika na pia hukaa vizuri mwilini. | | | | | |
| 4 | Nguo za mtumba ni za bei rahisi na nafuu. | | | | | |
| 5 | Nguo mpya zinazotengenezwa nje ya nchi zina ubora wa hali ya juu. | | | | | |
| 6 | Hali yangu ya kuridhika huniongoza kwenye uchanguzi wa nguo zinazotoka nje ya nchi | | | | | |
| 7 | Ninapenda nguo zinazoshonwa hapa nchini kwa kutumia vitambaa vinavyotoka nje ya nchi | | | | | |
| Na | Ni kwa kiasi gani maarifa/uelewa hushawishi ununuzi wa nguo | NK | N | W | S | SK |
| 1 | Huwa nasoma lebo ya maelezo ya utunzaji wa nguo kabla kuzinunua. | | | | | |
| 2 | Ninanunua nguo za rangi tofauti tofauti zinazoendane na nguo nilizonazo. | | | | | |
| 3 | Ninapenda kununua nguo za mitindo na muundo tofauti tofauti zinazojikwilisha. | | | | | |
| 4 | Nina utaalumu wa kununua nguo za bei ghali (juu) ambazo zina ubora wa hali ya juu (mzuri). | | | | | |
| 5 | Ninafanya maamuzi ya ununuzi wa nguo kwa kuzingatia vionjo vyangu na matakwa (hiari) yangu. | | | | | |

Mtazamo wa wawaaji wa nguo kuhusu uamuzi wa kununua nguo zinazotengenezwa nje ya nchi dhidi ya nguo zinazotengenezwa hapa nchini

28. Kwa kutumia alama 5 za kipimo cha maoni (Likert), tafadhali oneshwa mtazamo wako kuhusu ununuzi wa nguo zinazotengenezwa nje ya nchi zidi ya zile zinazotengenezwa hapa nchini kwa kuweka alama ya vema (√) kwenye moja ya yafuatayo: *Ninakubali Kabisa (NK)*, *Ninakubali (N)*, *Wastani (W)*, *Sikubali (S)* na *Sikubali Kabisa (SK)*.

| Ni kwa kiasi gani unakubaliana na kauli zifuatazo? | | NK | N | W | S | SK |
|--|---|----|---|---|---|----|
| 1 | Nina mtazamo chanya kuhusu kununua nguo zinazotengenezwa nje ya nchi kuliko zile zinazotengenezwa hapa nchini. | | | | | |
| Dhana (Ufahamu au utambuzi) | | | | | | |
| 2 | Nina taarifa za kutosha kuhusu nguo zinazotengenezwa nje ya nchi ukilinganisha na zile zinazoshonwa nchini. | | | | | |
| 3 | Nina ueleva mpana kuhusu aina mbali mbali za nguo zinazotengenezwa nje ya nchi ukilinganisha na zile zinazoshonwa nchini. | | | | | |
| 4 | Nina ueleva wa kutosha kuhusu sifa za nguo zinazotengenezwa nje ya nchi ukilinganisha na zile zinazoshonwa nchini. | | | | | |
| 5 | Ninaelewa kuwa ngo zinazotoka nje ya nchi zina umathubuti wa rangi (hazitoi rangi) ukilinganisha na zile zinazotengenezwa hapa nchini. | | | | | |
| Hisia (kupenda) | | | | | | |
| 6 | Kwa ujumla ninapenda kununua zaidi nguo zinazotoka nje ya nchi kuliko zile zinazoshonwa hapa nchini. | | | | | |
| 7 | Ninapenda nguo za mitumba zinapatikana kwa ukubwa tofauti tofauti ukilinganisha na zile zinashonwa kwa mafundi haa nchini. | | | | | |
| 8 | Ninapenda kununua nguo mpya za gharama zinazotoka nje ya nchi ukilinganisha na zile zinazoshonwa kwa mafundi hapa nchini. | | | | | |
| 9 | Kila wakati ninapenda kununua nguo mpya kuliko nguo za mitumba zinazotoka nje ya nchi au zinazotengenezwa nje ya nchi. | | | | | |
| 10 | Nguo zinazotengenezwa nje ya nchi zinaendana na haiba yangu kuliko zile zinazotengenezwa hapa nchini. | | | | | |
| 11 | Nguo zinazotengenezwa nje ya nchi zina sifa za kipekee ukilinganisha na zile zinazoshonwa hapa nchini (ni bora, zina thamani, rangi, muonekano, finishing). | | | | | |
| 12 | Nguo za zinazotengenezwa nje ya nchi zinakaa vizuri mwilini kuliko zile za kushonesha kwa mafundi | | | | | |
| 13 | Nguo za zinazotengenezwa nje ya nchi zina mitindo ya kipekee ukilinganisha na zile zinazotengenezwa hapa nchini. | | | | | |
| 14 | Nguo za zinazotengenezwa nje ya nchi zina ubora kwenye usafishaji mshono kuliko zile zinazotengenezwa hapa nchini | | | | | |
| 15 | Nafarijika/kurizika kununua zaidi nguo zinazotengenezwa nje ya nchi kuliko zile zinazotegenezwa hapa nchini kwa sababu zinaonyesha bei ya kununulia (zina vikaratasi vya bei – price tags). | | | | | |

| | Mienendo ya tabia za ununuzi wa nguo | | | | | |
|----|---|--|--|--|--|--|
| 16 | Ninanunua nguo zinazotengenezwa hapa nchini ili kukuza uchumi wan chi kuliko zile zinazotoka nje ya nchi | | | | | |
| 17 | Ninanunua nguo zinazotoka nje ya nchi za saizi tofauti ukilinganisha na zile zinazotengenezwa hapa nchini | | | | | |
| 18 | Nguo za mitumba sio za gharama ukilinganisha na zile zinazotengenezwa hapa nchini | | | | | |
| 19 | Nguo zinazotoka nje ya nchi ni za gharama ukilinganisha na zile zinazotengenezwa hapa nchini | | | | | |
| 20 | Ninapata raha kubwa ninaponunua nguo zinazotoka nje ya nchi ukilinganisha na zile zinazotengenezwa hapa nchini. | | | | | |

Mtazamo wa watumiaji kuhusu sifa za ununuzi wa nguo

29. Ni kwa namna gani unazingatia umuhimu wa sifa zifuatazo unaponunua nguo? Onesha kwa kuweka vema (✓) kwenye mojawapo ya *Muhimu Sana (MS)*, *Muhimu (M)*, *Wastani (W)*, *Si Muhimu (SM)* Na *Si Muhimu Kabisa (SMK)* kama inavyoonyesha katika jedwali hapo chini.

| Na | Onesha jinsi unavyokubaliana na sifa zifuatazo kuhusiana na nguo zinazotengenezwa nje ya nchi | MS | M | W | SM | SMK |
|----|---|----|---|---|----|-----|
| 1 | Rangi ya nguo | | | | | |
| 2 | Bei ya nguo | | | | | |
| 3 | Saizi (ukubwa) ya nguo | | | | | |
| 4 | Mtindo wa nguo | | | | | |
| 5 | Fasheni ya nguo (fasheni za kisasa) | | | | | |
| 6 | Utulivu (comfortability) wa nguo | | | | | |
| 7 | Lebo ya maelezo ya utunzaji wa nguo | | | | | |
| 8 | Uimara wa nguo | | | | | |
| 9 | Nguo sahihi kwa shughuli | | | | | |
| 10 | Ubora wa nguo | | | | | |
| 11 | Nguo rahisi kwa utunzaji | | | | | |
| 12 | Nembo ya nguo (brand name) | | | | | |
| 13 | Utembo ulipo katika nguo | | | | | |
| 14 | Mvuto wa nguo | | | | | |

Asanteni Sana

Appendix D₁: Semi-Structured interview schedule

Apparel means *Different types of clothes that are made from textiles. This term refers to all types of outerwear (clothes) such as trouser, shirts, dresses, skirts, shorts, t-shirts, blouses that are imported to or locally made in Tanzania.*

Imported apparel means: *imported new or imported second-hand (mitumba) from abroad while locally made apparel: - domestic made produced or manufactured in Tanzania.*

Behavioural determinants towards purchase of apparel

Shopping Outlet Date of Interview:-..... Interview No:-.....

Basic Information

1. Age ... 2. Gender ... 3. Occupation ... 4. Level of education ...

Use your own experience to answer or to comment on the following statements

1. Among imported or locally made apparel, which one do you purchase on your daily basis and why? Given a choice between imported apparel (new and second hand) and locally apparel (tailor-made and ready-made) what would you mostly purchase and why? Give reasons for your answer.

2. When shopping for imported apparel (new or second hand) / local tailor made or ready-made apparel, where do you mostly purchase and why?

3. If you know apparel is made locally, will you be more willing to purchase it regardless of price. Yes/No.....and why?

4. How frequently do you purchase most of your clothing from the following outlets? Shopping malls, local tailor-made apparel shops. second- hand apparel markets and local ready-made apparel shops (never, rarely, sometimes, often and always)
5. Which apparel attributes do you consider mostly when purchasing apparel?
Limit yourself to 4 attributes
6. How cultural determinants do influence you to purchase imported and locally made apparel?
7. Do you think that your culture greatly influences you to purchase locally made apparel? Yes/No
8. Do you purchase apparel that expresses your Tanzanian identity? Why?
9. Do you purchase Tanzanian wrapping clothes such as “Khanga” and “vitenge”? Yes/No..... If yes Explain
10. Statistics show that many more consumers purchase imported apparel (new and second-hand apparel). Why is it so? What is your opinion on this?
11. What would you say are the main values that malls, tailor-made apparel shops and second hand markets represent different customers?
12. Given a few examples of family members, social media, internet and e-marketing tools, your social status, and Word of Mouth (WoM); how are they influence you to make choice of apparel to purchase?
13. Based on your personal factors, is it true that your lifestyle, personality, occupation, economic status, stage of life-cycle, as well as apparel advertisement help you to make choice of apparel? Yes/No How?

14. How do you perceive imported and locally made apparel? What is your attitude on the choice of apparel to purchase? Are you inspired with imported and locally made apparel to purchase. Is your knowledge adequate enough to purchase imported and locally made apparel. Are you always purchase imported and locally made apparel?

15. Have you found anything difficult on the choice of imported and locally made apparel to purchase?

16. What challenges do you face while purchasing apparel

Comments on the following statements by giving your own reasons

1. "High income consumers purchase expensive imported new apparel"

Yes/No

2. Young consumers purchase more fashionable imported apparel Yes/No.

Older consumers like purchase more locally made apparel than imported.

... Yes/No

3. My level of education influences me to purchase imported apparel. Yes/No

4. Employed consumers purchase more imported apparel than locally made

apparel, Yes/No

5. Are you motivated to purchase and wear new imported apparel for special

occasions? Yes/No

6. Do you have knowledge to purchase apparel that have good quality? ...

Yes/No.

7. Do you check for care label instructions on the choice of apparel? ...

Yes/No

8. Always I purchase imported apparel than locally made because of information from social media ... Yes/No
9. I purchase imported apparel whenever I see it on a celebrity than locally made apparel ... Yes/No
10. I consider my peers' opinions when purchasing imported apparel than locally made apparel ... Yes/No
11. Do you think the quality imported apparel is found in the shopping malls and boutique shops ... Yes/No
12. I use the internet more to search for the latest imported apparel than locally made apparel... Yes/No
13. I purchase apparel according to norms of my religion... Yes/No

Appendix D₂: Mwongozo wa Mahojiano (Swahili)

Utangulizi

Mavazi inamaanisha: ni aina tofauti za nguo ambazo zimetengenezwa kwa kutumia nyuzi mbalimbali za nguo. Hii inamaanisha kuwa ni aina zote za nguo zinazovaliwa na kuonekana juu ya mwili vile suruali, mashati, gauni, sketi, kaptula, fulana, blauzi ambazo zimetengenezwa nje ya Tanzania au zimetengenezwa hapa nchini. **Nguo zinazotoka nje ya nchi inamaanisha:** Inajumuisha nguo mpya na zile nguo za mtumba (zilizokwisha valiwa) (used). **Nguo zinazotengenezwa hapa Tanzania inamaanisha:** Nguo zote zinazozalishwa au kushonwa hapa Tanzania.

“Viashiria vya tabia vinavyoathiri ununuzi wa nguo miongoni mwa watumiaji”

Duka au sehemu unakonunulia nguo Tarehe ya mahojiano

Taarifa za msingi

- | | |
|------------------|------------------------------------|
| 1. Umri | 3. Shughuli au kazi ufanyayo |
| 2. Jinisia | 4. Kiwango cha elimu |

Uamuzi wa kununua nguo

Tumia uzoefu wako mwenyewe kujibu au kutoa maoni juu ya taarifa zifuatazo

1. Kati ya nguo zinazotoka nje ya nchi au zile zinazotengenezwa hapa ndani ya nchi, ni zipi unanunua kila wakati na kwanini? Ukiambiwa uchague kati ya nguo zinazotoka nje ya nchi (mpya na za mitumba) na nguo zinazotengenezwa hapa nchini (hii inajumuisha nguo za kushona kwa

mafundi kwa kutumia vipimo vyako halisi na zile zilizoshonwa tayari) utanunua nguo zipi zaidi na kwanini? Toa sababu za jibu lako.

2. Wakati unataka kununua nguo zinazotoka nje ya nchi (mpya au za mitumba) au zile zinazotengenezwa hapa nchini ni wapi (sehemu ipi au mahali gani - maduka makubwa (malls), maduka ya kawaida ya nguo zinazotoka nje ya nchi (apparel shops or boutiques), maduka ya nguo za kushona hapa nchini, masoko ya nguo za mtumba), utanunua nguo zako zaid wapi, na kwanini?
3. Ukiwa unajua nguo hii imetengenezwa hapa nchini, je. utakuwa tayari kuinunua bila kujali bei. Ndio / Hapana... Kwa nini?
4. Ni mara ngapi unanunua nguo zako kwenye sehemu zifuatazo?
 - i. Maduka makubwa (malls) ya nguo zinazotoka nje ya nchi
 - ii. Maduka ya kushona nguo binafsi hapa nchini (locally tailor-made apparel shops)
 - iii. Kwenye masoko yanayouza nguo za mitumba (second-hand apparel markets)
 - iv. Maduka ya nguo zilizo tayari ambazo zimeshonwa hapa nchini (locally ready-made apparel shops)

Jibu katika sehemu iliyoachwa wazi kati ya (Kamwe, Mara chache, Wakati mwingine, Mara nyingi; Kila wakati).

5. Taja sifa nne (4) unazozingatia wakati wa kununua nguo?

6. Je! Ni kwa namna gani viashiria vya kitamaduni vinakushawishi wewe ununue nguo zinazotoka nje ya nchi na zile zinazozalishwa hapa nchini Tanzania?
7. Je! Unafikiri utamaduni wako unakushawishi sana kununua nguo zilizotengenezwa hapa nchini Tanzania? ... Ndio / Hapana
8. Je! Wewe hununua nguo zinazoelezea utamaduni wako wa Kitanzania? Ni kwanini?
9. Je! Wewe hununua nguo za kujifunga kama vile "Khanga" na "vitenge"? Ndio / Hapana... Kama ndivyo, fafana
10. Takwimu zinaonyesha kuwa watumiaji wengi zaidi wa mavazi, hununua nguo zao kutoka nje ya nchi (hii ikijumuisha nguo mpya na zile za mitumba). Je! Ni nini, toa maoni yako?
11. Je! Unaweza kusema ni nini juu ya maduka makubwa ya nguo (malls and boutiques), maduka ya nguo zinazoshonwa hapa Tanzania (kwa kutumia vipimo vya mtu binafsi), na masoko ya nguo za mitumba kwa ajili ya kuwakilisha wanunuzi tofauti?
12. Kwa kutumia mifano michache kama vile wanafamilia, tanzani data (internet), mitandao ya kijamii, masoko ya kieletroniki, hadhi yako kwenye kijamii na maneno ya kinywa (WoM): Ni kwa jinsi gani vinashawishi uchaguzi wa nguo za kununua?
13. Kulingana na sababu za kibinafsi, ni kweli kwamba mfumo wa maisha, haiba yako (utu), kazi, hali ya kiuchumi, mzunguko wa maisha yako, na matangazo ya nguo za kuvaa Je! hukusaidia wewe kufanya uchaguzi wa nguo zako? Ndio / Hapana... Kivipi?

14. Je! Unazionaje nguo zinazotengenezwa nje ya nchi na zile zinazotengenezwa hapa nchini. Je! Mtazamo wako ni upi kuhusu uchaguzi wa nguo za kununua. Je! unahamasika kununua nguo zinazotoka nje ya nchi na hizi zinazozalishwa hapa nchini. Je! uelewa wako unatosha kukufanya wewe ununue hizi nguo. Je! unanunua kila wakati nguo zinazotoka nje ya nchi na hizi zinazozalishwa hapa nchini?
15. Je! Ulishawahi kupata ugumu wowote juu ya uchaguzi wa nguo zinazotoka nje ya nchi na hizi zinazozalishwa hapa nchini. Fafanua.
16. Je! Unakabiliwa na changamoto gani wakati wa kufanya uchaguzi wa nguo za kununua?

Toa maoni yako juu ya taarifa zifuatazo kwa kutoa sababu binafsi

1. "Wateja wenye kipato cha juu hununua nguo mpya zenye gharama kubwa zinazotoka nje ya nchi" Ndio / Hapana
2. Vijana hununua nguo zinazotoka nje ya nchi zenye mitindo ya kisasa....
Ndio / Hapana; Na watu wazima hupendelea zaidi kununua nguo zinazoshonwa hapa nchini ukilinganisha na zile zinazotoka nje ya nchi. ...
Ndio / Hapana
3. Kiwango changu cha elimu kinanishawishi kununua nguo zinazotoka nje ya nchi. Ndio / Hapana
4. Wafanyakazi walioajiriwa hununua zaidi nguo zinazotoka nje ya nchi kuliko nguo zinazotengenezwa hapa nchini. Ndio / Hapana
5. Je! Unahamasika kununua na kuvaa nguo mapya kutoka nje ya nchi kwa hafla maalum? Ndio / Hapana

6. Je! Una uelewa wa kutosha wa kununua nguo zenye ubora mzuri?... Ndio / Hapana.

7. Je! Unaangalia maelekezo ya utunzaji wa nguo kwenye lebo (nembo) unapofanya uchaguzi wa nguo ya kununua? ... Ndio / Hapana.

8. Daima ninanunua zaidi nguo zinazotoka nje ya nchi kuliko zile zinazotengenezwa hapa nchini kwa sababu ya taarifa ninazozipata kwenye mitandao ya kijamii... Ndio / Hapana

9. Ninanunua nguo zinazotoka nje ya nchi ninapona zimevaliwa na watu mashuhuri kuliko zile zinazotengenezwa hapa nchini ... Ndio / Hapana.

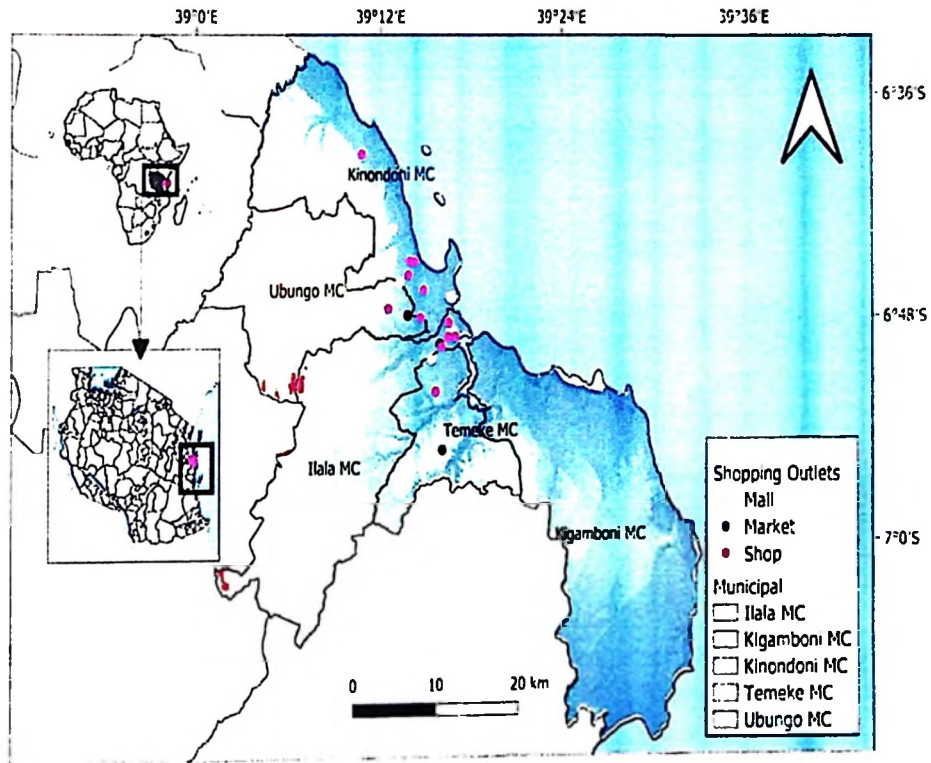
10. Ninazingatia maoni ya wenzangu wakati wa kununua nguo zinazotoka nje ya nchi zaidi kuliko zile zinazotengenezwa hapa nchini... Ndio / Hapana.

11. Je! Unafikiri nguo zenye ubora wa hali ya juu zinapatikana katika maduka makubwa (malls) na maduka ya nguo yanayouza nguo zinazotoka nje ya nchi? ... Ndio / Hapana.

12. Ninatumia tanzi data (internet) kutafuta zaidi matoleo mapya ya nguo zinazotoka nje ya nchi kuliko zile zinazozalishwa hapa nchini ... Ndio / Hapana

13. Ninanunua nguo kulingana na maadili ya dini yangu ... Ndio / Hapana

Appendix E: A Map of Dar es Salaam City and its Districts



United Republic of Tanzania, URT (2013)

Appendix F: Measurements of the Study Variables

| Variable | Indicator | Nature of Variable | Measurement Scale | Supporting Literature |
|----------------------------|--|---|---|---|
| Consumer demographics | Gender Age Religion Marital status Number of dependants Education Income | Indicators of the Independent Variable (IV) | Measured by selecting the appropriate response among alternatives | Falode <i>et al.</i> , 2016 Kumar, 2014; Kumar, 2017; Njuguna, 2015; Anic & Mihic, 2015 |
| Cultural determinants | Cultural beliefs Cultural values Ethical values Religious values Social values | Independent Variables (IV) | A five-point Likert scale 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree | Mbugua, 2017; Akpan, 2016 Gopesh, 2016 |
| Social determinants | Family Reference groups Media Social status Social media Celebrities Apparel loyalty | Independent Variables (IV) | A five-point Likert scale 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree | Magwaza, 2015; Florent <i>et al.</i> , 2014; McKinney, 2004; Knežević <i>et al.</i> , 2016; Shephard <i>et al.</i> , 2016; Nandini & Jeevananda (2012) |
| Personal determinants | Personality Self-concept Lifestyle Occupation Economic condition Life-cycle stage | Independent Variables (IV) | A five-point Likert scale 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree | Rehman <i>et al.</i> , 2017; McKinney <i>et al.</i> , 2004 |
| Psychological Determinants | Motivation Perception Knowledge Attitude | Independent Variables (IV) | A five-point Likert scale 1. Very unimportant 2. Unimportant 3. Neutral 4. Important 5. Very important | Mittal & Aggarwal, 2012; Falode <i>et al.</i> , 2016; Beaudoin <i>et al.</i> , 2000; Alsamydai <i>et al.</i> , 2015; Wang, & Heitmeyer, 2006 |
| Purchase Decision | Shopping outlets Choice of apparel Purchase quantity Apparel expenditure Frequency of shopping | Indicators of the Dependent Variable (DV) | Choice among alternatives | Xu & Chen, 2017 Njuguna, 2015 |

Appendix G: Shopping Outlets and their Distribution by Location and Gender (n=422)

| Location | Population (18 - 60 years) | | Sampled Population | | Sampling Proportion Total (%) | Outlets Cluster |
|-----------------------|-------------------------------|------------------|-----------------------|------------|-------------------------------------|--------------------------|
| | Male | Female | Male | Female | | |
| Kinondoni District | 528,461 | 555,631 | 86 | 91 | 177(41%) | Malls Shops Market |
| | | | 29 | 30 | | |
| | | | 29 | 30 | | |
| | | | 28 | 31 | | |
| Ilala District | 350,472 | 363,561 | 57 | 59 | 116(28%) | Malls Shops Market |
| | | | 19 | 19 | | |
| | | | 19 | 20 | | |
| | | | 19 | 20 | | |
| Temeke District | 387,092 | 402,426 | 63 | 66 | 129(31%) | Mall Shops Market |
| | | | 21 | 22 | | |
| | | | 21 | 22 | | |
| | | | 21 | 22 | | |
| Total | 1,266,025 | 1,321,618 | 206 | 216 | 422(100%) | |

Source: United Republic of Tanzania, 2013

Appendix H: Population Size by Location and Gender based on 422 Respondents

| Location | Population (Aged above 18 years) | | |
|----------------------|---|---|-------------------|
| | Male | Female | Total |
| Dar es Salaam Region | 1,266,025 | 1,321,618 | 2,587,643 |
| | $= 1,266,025 \div 2,587,643 \times 422$ =206 | $= 1,321,618 \div 2,587,643 \times 422$ =216 | |
| | $= 206 \div 422 \times 100$ = 49% | $= 216 \div 422 \times 100$ = 51% | |
| | = 206(49%) | = 216(51%) | 422 (100%) |
| Kinondoni District | 528,461 | 555,631 | 1,084,092 |
| | $= 528,461 \div 1,266,025 \times 206$ = 86 | $= 544,631 \div 1,321,618 \times 216$ = 91 | |
| | $= 86 \div 206 \times 49\%$ = 20% | $= 91 \div 216 \times 51\%$ = 21% | |
| | = 86(20%) | = 91 (21%) | 117(41%) |
| Ilala District | 350,472 | 363,561 | 714,033 |
| | $= 350,472 \div 1,266,025 \times 206$ = 57 | $= 363,561 \div 1,321,618 \times 216$ = 59 | |
| | $= 57 \div 206 \times 49\%$ = 14% | $= 59 \div 216 \times 51\%$ = 14% | |
| | = 57(14%) | = 59(14%) | 116(28%) |
| Temeke District | 387,092 | 402,426 | 809,518 |
| | $= 387,092 \div 1,266,025 \times 206$ = 63 | $= 402,426 \div 1,321,618 \times 216$ = 66 | |
| | $= 63 \div 206 \times 49\%$ = 15% | $= 66 \div 216 \times 51\%$ = 16% | |
| | = 63(15%) | = 66(16%) | 129(31%) |

Source: United Republic of Tanzania, 2013

Appendix I: Imported Versus Domestic Production and Consumption

| | Imported new (pieces) (a) | Imported (used, hand) (pieces) (b) | Domestic production (pieces) (c) | Exported (pieces) (d) | Domestic consumption (a+b-c-d) |
|---|------------------------------|---------------------------------------|-------------------------------------|--------------------------|-----------------------------------|
| Babies' and children's items ^a | 5,329,548 | 60,332,368 | 900,000 | 11,218 | 66,727,998 |
| Blouses | 2,200,539 | 36,139,200 | 900,000 | 213,000 | 39,115,199 |
| Coats and jackets | 6,201,862 | 8,398,810 | | 79,612 | 14,521,630 |
| Gloves | 972,297 | | | 303 | 971,993 |
| Hats and caps | 6,497,597 | 1,725,783 | | | 8,133,380 |
| Outer | 7,731,157 | 42,487,192 | | 716,180 | 39,105,168 |
| Scarves | 6,612,617 | 1,015,166 | | 118,339 | 7,509,255 |
| Shirts | 7,271,138 | 25,376,973 | 190,000 | 1,620,670 | 31,329,761 |
| Skirts and dresses | 15,155,180 | 30,713,933 | | 36,701 | 75,824,700 |
| Socks and stockings | 25,770,380 | 11,118,789 | | 2,820 | 67,186,339 |
| Sportswear | 2,918,182 | 10,371,697 | | 373,397 | 12,717,582 |
| Sweatshirts | 2,638,639 | 2,938,185 | | 167,957 | 5,451,176 |
| Ties | 506,113 | 720,310 | | 20,183 | 1,215,971 |
| Trousers and bottoms | 1,791,958 | 50,537,825 | 3,100,000 | 736,837 | 64,739,936 |
| T-shirts and vests | 35,225,017 | 110,251,060 | 13,800,000 | 15,877,317 | 173,101,799 |
| Underwear and nightwear | 17,175,125 | 63,566,333 | 1,200,000 | 272,875 | 81,668,885 |
| Total | 177,196,587 | 512,048,055 | 19,990,000 | 20,461,971 | 688,772,671 |

Table I: Estimated domestic consumption of garments

^a This includes both imports and exports of used clothing

^b Includes blankets and clothing

Source: Authors' calculations based on UN Comtrade data and data obtained from exporters and factory surveys

Source: Calabrese, B., & Mendez-Parra, M. (2017). The phase-out of second-hand clothing imports: what impact for Tanzania? MPRA Paper No. 82175

Appendix J: Gender of respondents * Age Category * Choice of Apparel

| Choice of Apparel | Gender | Age Category | | | | | Total (%) | Fisher's χ^2 | p-value |
|----------------------|--------|------------------------|------------------------|------------------------|--------------------------|-------------------------|------------|-------------------|---------|
| | | 18-25 (%) | 26-35 (%) | 36-45 (%) | 46-55 (%) | Above 56 (%) | | | |
| Imported apparel | Male | 35 _a (35.4) | 79 _b (50.3) | 51 _b (59.3) | 12 _{a,b} (57.1) | 4 _{a,b} (57.1) | 181 (48.9) | 11.969 | 0.018 |
| | Female | 64 _a (64.6) | 78 _b (49.7) | 35 _b (40.7) | 9 _{a,b} (42.9) | 3 _{a,b} (42.9) | 189 (51.1) | | |
| Locally made apparel | Male | 0 _a (0) | 5 _a (16.1) | 1 _{a,b} (20) | 1 _{a,b} (25) | 2 _b (66.7) | 9 (18) | 5.748 | 0.16 |
| | Female | 7 _a (100) | 26 _a (83.9) | 4 _{a,b} (80) | 3 _{a,b} (75) | 1 _b (33.3) | 41 (82) | | |
| | Total | 106(100) | 188(100) | 91(100) | 25(100) | 10(100) | 420(100) | | |

Each subscript letter denotes a subset of age category categories whose column proportions do not differ significantly from each other at the .05 level

Appendix K: Ethical Clearance



Kenyatta University
P.O Box 43844-00100
Nairobi-Kenya

REF: KU/ERC/APPROVAL/VOL1/1

Date: 4th November, 2019

Kereth Gudila Anselm
P.O Box 43844-00100
NAIROBI

Dear Mr. Anselm,

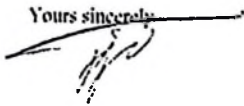
RE: APPLICATION NUMBER: PKU/1093/11142 BEHAVIOURAL DETERMINANTS INFLUENCING PURCHASE DECISION OF IMPORTED AND LOCALLY MADE APPAREL AMONG CONSUMERS IN DAR ES SALAAM, TANZANIA

This is to inform you that *KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE* has reviewed and approved your above research proposal. Your application approval number is PKU/1093/11142. The approval period is *4th November, 2019-4th November, 2020*.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by *KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE*.
- iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to *KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE* within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to *KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE* within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to *KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE*.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://oris.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely,


Prof. Judith Kimiywe

CHAIRPERSON- KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE.



Appendix L: Research Permit

UNITED REPUBLIC OF TANZANIA
TANZANIA COMMISSION FOR SCIENCE AND TECHNOLOGY
(COSTECH)




RESEARCH PERMIT

| | |
|---|--|
| Permit No. | 2020-012-NA-2019-367 |
| Date | 14 th January 2020 |
| Researcher's Name | Gudie Anselm Kereih |
| Nationality | Tanzanian |
| Research Title | Behavioural determinants influencing purchase decision of apparel among consumers in Dar es Salaam Tanzania |
| Research Area(s)/Region(s) | Dar es Salaam |
| Validity | From: 14 th January 2020 to 13 th January 2021 |
| Local contact/collaborator (with affiliated institution) | Dr. Kosa Kusa, Head, Department of Food Technology, Nutrition and Consumer Science, Sokoine University of Agriculture(SUA) E-mail: kosa@suau.ac.tz |

PROGRAM OFFICER

IMPORTANT REQUIREMENTS

- Research permit that involve collecting human, plant or animal materials / data that will be reported outside Tanzania must submit a signed Material Transfer Agreement (MTA), Data Transfer Agreement (DTA) between Tanzania host institution and the foreign counterpart. The MTA/DTA will include terms for collecting, storing/managing, transporting, disposal or retaining of the materials/DATA in Tanzania after the closure of the research project.
- Any patent or intellectual property and royalty emanating from any research approved by the National Research Registration Committee (NRRC) shall be owned as stipulated in the research proposal and in accordance with the IP policy of the respective research institutions.
- All researchers are required to report to a Regional Administrative Secretary (RAS) of the study area and present the introduction letter and activity schedule prior starting any research activity.
- All researchers are required to submit quarterly progress reports, and all relevant publications made after completion of the research.
- All communications should be addressed to COSTECH Director General through info@costech.or.tz or dg@costech.or.tz or +255222760761; +255 222) 271258. Terms and conditions of the permit are found at www.costech.or.tz



FOR DIRECTOR GENERAL

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