

## Cultural factors and the purchase of locally produced clothes in Tanzania: An empirical study

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### Abstract

Culture is a significant force in controlling human behaviour, and its effect is so normal and automatic that its behavioural influence is usually assumed as natural. The main aim of the study was to examine the influence of cultural factors on purchase of fashion clothes in Tanzania. Two theoretical constructs which were applied in this study included the optimal theory of distinctiveness and the theory of social impact. Descriptive research design was utilized in the study in order to explain the relationship of consumers' culture and the purchasing attitude of the clothes. The tool used for collection of data in this research was a questionnaire. A sample of 214 respondents was settled on to ensure low biasness of the data collected. The results were analysed in excel and SPSS version 25. The local clothes purchases are produced to reflect their cultural values in the society. The findings of the study suggest that cultural factors exert great influences on purchasing behaviour of locally produced clothes in Tanzania. The study recommends that the clothing industries should ensure that the customized designs are quality and available in varieties to ensure consumer promotion. They can use media advertising, promotional campaigns, spokespeople, and marketing to change the attitude of consumers towards their commodities. It also provides opportunity for marketers and dress makers to understand consumer behaviour and their cultural challenges so as to transform them into opportunities.

**Keywords:** cultural factors, consumption—behaviour, locally produced clothes



**Public Interest Statement**

The study focused on cultural factors and purchase of locally produced clothes. Consumers with positive attitude towards their culture, make them easier to put values to their locally produced goods. The findings therefore, revealed that cultural factors exert great influences on the purchase of locally produced clothes. It was also found that respondents purchase locally produced clothes for their religious functions, to expresses their identity, feelings, beauty with respect to individual culture. The study, therefore, will help dress makers and fashion merchandisers to supply locally produced clothes based on consumers taste and preferences.

**Introduction**

Culture is a significant force in controlling human behaviour, and its effect is so normal and automatic that its behavioural influence is usually assumed as natural. Often, consumers just become conscious of how culture has shaped their own behaviour when consumers are subjected to consumers with different cultural principles (Akpan, 2016). The purchase of locally produced goods can be noticeable by recognising cultural basis of consumers. Cultural factors such as norms, beliefs, customs, language, symbols, religion, ethical and social values rooted from society help understand how groups of consumers behave on purchasing locally produced goods (Lawan and Zanna, 2013). It's precisely because culture influences actions that knowing culture is important when it comes to purchasing behaviour from consumers. However, this paper addressed cultural values, religious values, social values, norms, beliefs and ethics towards the purchase of locally produced clothes.

All consumer searches are carried out within the surrounding environments. Consumers start learning at an early age what acceptable behaviour when searching for products is, and what is not. We recognize the individual as the smallest unit of consumers' behaviour, and the pyramid increases from there depending on the increasing size of the unit the individual identifies with (Arpan & Peterson, 2008). Culture has an impact on any level of society and eventual influence the purchase of goods.

Cultural values are the instruments that transfer cultural information from one generation to the next; that is, they are the way culture is preserved and transmitted (Mourali, Laroche, & Pons, 2005). The ability of consumer to transmit behaviour patterns from one generation to another, gives consumers an overwhelming advantage in the struggle for existence culture values. These values are socially conditioned into a specific group and transmitted to the next generation. As a consequence, beliefs endure over time, and may thus affect the actions of consumers.

This further affects the decisions individuals make around consumer preferences from everyday goods to significant purchases. Therefore, cultural values and beliefs can be said to be mental images which represent a variety of specific attitudes which in turn impact the way an individual is expected to behave in a particular situation (Arpan & Peterson, 2008). Culture affects the way individuals work, perceive and take decisions. Lawan and Zanna (2013) indicated that culture can be acquired from the family, the society and everything around consumers as consumers grew up and learned the ways of living.

Culture forms a limit for an individual to look and act within. When one knows and acts outside these boundaries, he adopts a cross-cultural behaviour, and the instant society or group can caution them. Culture is a very critical and all-embracing force in our lives (Latané, 2011). Given this large and omnipresent nature of culture, its analysis generally requires a thorough examination of the whole society. Lawan and Zanna (2013) posited that culture entails all aspects of social life such as its religion, knowledge, language, rules, customs, traditions, music, art, technology, patterns of work, products plus all other objects which give a society its distinctive character. However,

In conjunction with Lawan and Zanna (2013), Davis (2007) also identified culture as a complex set of beliefs, knowledge, morals, art, customs, languages, laws and habits acquired by consumer as a member of society. Based on scholarly similarities, culture remain a major focus of this study. Consumers with positive attitude towards their culture, make them easier to put values to their locally produced goods. This shows that culture is a learned belief, attitude, values that guide the behaviour of consumers to act accordingly and can be clearly stipulated on the purchase of locally produced goods

Wallace's (2005) research explicitly connects consumer behaviour with society. He believes that culture is the comprehensive force that forms personality, which is the key aspect of consumer behaviour. Culture stands as a powerful regulator of human behaviour. It comprises of a common set of patterns of behaviour, which are transferred and preserved through various means by members of a given society (Lawan & Zanna, 2013). For example, consumers of the same community have similarities of instruction and imitation on language patterns, and share the same values (Akpan, 2016). Such principles are likely to influence consumer behaviour, which set the standards that individual consumers value and use.

Culture in itself is not totally uniform since each age and each stage, generation comes with some changes on their custom coupled with clothing habits (Imo, 2013). Even the mode to wearing locally produced clothes is a part of an individual culture. Davis (2007) contended that the clothes consumers wear partly are drawn from the

past and other part from innovations in our modern lifetime. However, consumers who praise his/her culture, no wonder, to find a symbols that explain or identify his/her culture in his/her outer garment. The diverse patterns of consumers' clothes in Tanzania identify the culture and location affiliation of the ethnic group of individuals (Davis, 2007). The presence of this study showed how consumers value the purchase of local produced clothes in Tanzania

Consumer purchasing comprises of the mechanisms that individuals or groups to choose, secure and dispose of products, perceptions or ideas to meet needs; and the effect of these mechanisms have on consumers and society is heavily influenced by culture. Cultural studies have demonstrated culture as one of the most influencing consumer behavioural factors. In addition to shaping their needs and wants, the cultural background of consumers also impacts the way marketing activities are planned to target market behaviours, attitudes and preferences.

Individual consumers and a community of people of similar backgrounds create different kinds of needs that are expressed in the way they consider the product attributes that influence their purchasing behaviour (Arpan & Peterson, 2008). As a result, product attribute preferences such as brand or quality vary considerably from cultural groups, and may not be the same. However, when you find multicultural setting of individual consumers in urban setting, it remains a challenge to determine their cultural factors that influence consumers to purchase locally produced clothes. Due to consumers interaction from different cultural background, it may decelerate the purchase of locally produced clothes that specify individual culture. This study, therefore, determine consumers' cultural factors and the purchase of local produced clothes in Tanzanian culture.

### **Problem statement**

Cultural influences tend to have some effect on consumer behaviour. Perhaps these considerations are some of the basic determinants of consumers' wants and expectations, which will possibly decide the need consumers consider and the product consumers purchase to fulfill those needs. Every member of a society always purchases. The kinds of clothes that consumers' purchase are primarily a function of the cultural value, identity and belief. They purchase of locally produced clothes give an insight into the type of clothes required by consumers around the family and the society in general. (Akpan, 2016). However, individual culture guides consumer to purchase appropriate clothing that explain cultural identity.

The way of consumer's act to purchase clothes in today's society is a reflection of their values, behaviour, beliefs, status, priorities and perceptions towards local produced clothes. Since there is a cultural diversity among consumers, it is likely to

affect the purchase of locally produced clothes in urban setting because cultures overlap and interact, it continues changing or moving apart, coming together and from time to time it produces new form of culture. The changes in culture affect the purchase of locally produced clothes. Due to cultural diversity, the purchase of local produced clothes remain to be a challenge in urban setting. The modernised culture take the advantages of cultural diversity to purchase clothes on their look. This study, however, aimed at examining the factors of culture that influence the purchase of locally produced clothes Tanzanian among consumers who live in urban setting.

### Objectives

The main aim of this study was to examine the influence of cultural factors on purchase of locally produced fashion clothes in Tanzania.

### Literature Review

Each community or society has a culture, and behavioural cultural influences on purchasing can differ widely from place to place. Failure to adapt to those differences can lead to ineffective marketing or embarrassing errors. Generally speaking, how we view things, how we think, how we believe, are dictated by our cultural climate, and by the different people we interrelate with. Hofstede (2008) has come up with a useful cultural element in an effort to understand how a social culture affects consumer behaviour. He saw culture as the engaging aggregate of common features which influence the reaction of a group to their environment.

Schiffman and Kanuk (2007) define culture in this specific sense as the sum total of acquired beliefs, values, attitudes, which serve to guide and direct the consumer behaviour of all individuals in society. Culture therefore consists of traditional ideas, and in specific the values attached to those ideas. It shows that ...includes knowledge, belief, art, morals, law, customs, and all other customs that man acquires as a member of society.

Rajagopal (2011) conducted a research on consumer culture and intention of purchasing of consumer clothes. The data were collected from 217 respondents. The results show that factors relating to socio-culture and personality stimulate buying intentions among consumers. One of the contributions extended by this research is the debate on integrating economic, cognitive, and product-related factors to induce buying intentions. Generally, clothes-loving consumers patronize multi-channel retail outlets and clothing brands, and spend time and cost in a beneficial search for products. The study results reveal a positive effect of store and brand choices on creating consumer buying intentions for fashion clothes.

Sarpong (2014) researched whether culture influences consumer purchasing behaviour. Data for the study were collected on a sample of 100 randomly selected individuals within the study area, through a questionnaire survey supplied by the researcher. The analysis found that culture does not impose greater influence on clothing purchasing behaviour, rather, most interviewees indicated that prices, weather, fashion trends, individual characteristics, quality and interests are some of the other factors affecting their clothing buying behaviour. The study concluded that culture has a major impact and influences the consumer's clothing buying behaviour and the consumer's decision to buy clothing, but it has no greater impact than other factors such as global trends, personal factors and economic factors.

Baquillas (2018) focused on consumer ethnocentrism and how it affects the purchase Intention. Even though consumers enjoy diversity of marketing of products, local products are inevitable. Consumers purchase both local and foreign products available in the market. Baquillas (2018) indicated that consumers who purchase local produced products over foreign ones view own culture as superior over others. Netemeyer, Durvasula and Lichtenstein (1991) posited that highly ethnocentric consumers proud of their own culture and values while identifying other individual cultures to be inferior over his/her culture.

Baquillas (2018) explained that ethnocentric consumers believed that the purchase and consumption of foreign products as unethical to the society. A consumer who raised in a society that value their own products usually recognise and value the local produced products. The culture increase the strength of cultural identity in a given society. However, a person who raised and lived in urban setting could have different perspective on his or her cultural identity towards the purchase of local manufactured goods products. The diversity in Tanzania cultures may give insights into how consumers choose to purchase local goods.

### **Theoretical review**

Two theoretical constructs – the optimal theory of distinctiveness and the theory of social impact – were applied in this study. The optimal theory of distinctiveness shows that individuals prefer to join members, teams or collectives with specific properties (Brewer, 1991). In particular, individuals need to satisfy two conflicting needs: the need to connect or assimilate and the need to feel unique and special. The theory of social impact indicates that social impact arises from social factors, including the intensity of the source of influence, the immediacy of the occurrence and the number of influences that exert the effect. The theory stresses that, as the number of sources increases, the amount of impact usually increases (Latané, 2011).



Individuals tend to achieve a balance between the need for friends and relatives to assimilate, and the need for individuality and distinction, according to the optimal principle of distinctiveness. In social settings, the intention to purchase fashion clothes is triggered among consumers (Sorrentino et al., 2007). The distinctive characteristics in clothes (e.g., fashion brand, celebrity endorsement, media reviews) that are commonly correlated with emotional emotions play the greatest role in consumer purchasing behaviour (Calvo & Marrero, 2009).

Some studies indicate that a person's sense of his individuality is a distinctive and salient trait which distinguishes behaviour. Individuals with a high social status and sensitive to lifestyle change are motivated by displays of fashions. The theory of distinctiveness supports the theory that ethnicity may influence consumer responses to different marketing stimuli such as sales promotions and advertising (Arpan & Peterson, 2008). Influence of social relationships is one of the principal drivers of consumer behaviour towards clothes purchase.

Consumers' interest in fashion goods depends not just on their own expectations but also on the reaction of peers to their personality and increasing proneness. Consumers recognize the relation between garments and identity from the point of view of their beliefs generated in different social interactions. Consumers indulge in presenting fashion and lifestyle as an aesthetic way to show their personality. Hence, clothing is often seen as an opportunity to communicate a new order of a person's identity (Calvo & Marrero, 2009). There are both cognitive and affective opportunities in this process which translate into possible welfare benefits (or indifference) for the consumer in a given social and work setting.

Some researchers have found that cultural beliefs influence the intentions to buy fashion clothes. In cultures that display hedonic principles, manufacturers and retailers encourage fashion clothing to induce a sudden, persuasive, socially complex purchasing activity through advertising services that raise disposable income by promoting consumer credit (Bianchi, 2002). Manufacturers and retailers use both push and pull strategy to make the fashion clothes campaigns effective and beneficial to consumers. Deals targeted at final consumers, known as pull promotional activities, provide direct added value to consumers with the primary objectives of targeting consumers to store locations and increasing immediate sales (Pinheiro, 2008).

Although both push and pull promotions are intended to speed up the selling process and boost sales in the short term at least, it is assumed that their strategic consequences as well as their effect on fashion revenues and profits are different (Venkatesh et al., 2010). Such promotion-led culture of fashion retailing promotes consumer buying habits on clothes. Design brands and departmental stores have influence Tanzanian clothes retailing strategies, reflecting expectations for global –

local purchasing. The study was conducted in urban setting consumers who have modernised culture intercultural practices.

## METHODOLOGY

Descriptive research design was utilized in the study in order to explain the relationship of consumers' cultural factors and the purchase of locally produced clothes. This research concentrated on respondents who were above 18 years old in order to measure the purchase intentions of consumers for clothes. The study was conducted among shoppers in different tailor-made shops in Tanzanian towns specialized in retailing locally produced clothes. This research focused on the population of people who are involved in purchasing of local produced clothes and as well have first-hand information on different tastes of clothes in Tanzanian consumers. For this research therefore, a sample of 214 respondents was settled on and consisted both male and female to ensure low biasness of the data collected.

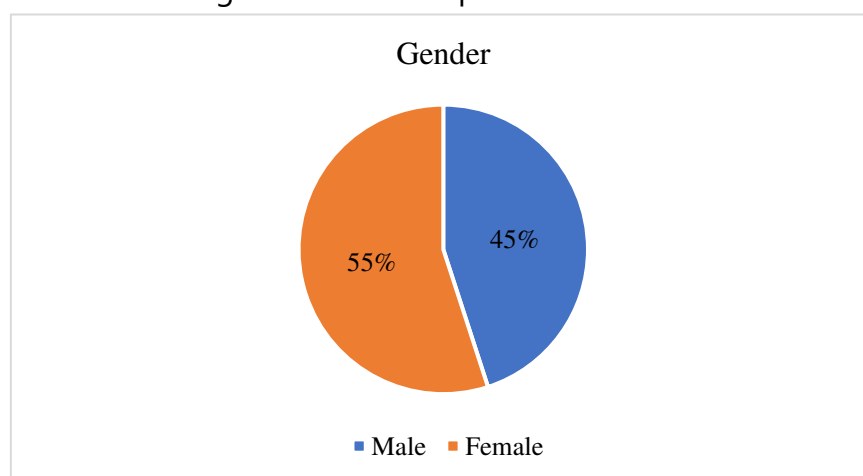
The research focused on the residents who were willing participate in the research in order to ensure the information given is quality and valid. The tool used for collection of data in this research was a questionnaire. The instrument contained sections for the filling in by the respondents in regard to their demographic information, as well the questionnaire contained sections that covered the relevant questions that would aid in the investigation of the study objectives. The piloting was carried out by the issuing of research questionnaires to an expert in the field of social sciences. The results were analysed in excel and SPSS version 25.

## RESULTS

### Demographic information

#### Gender

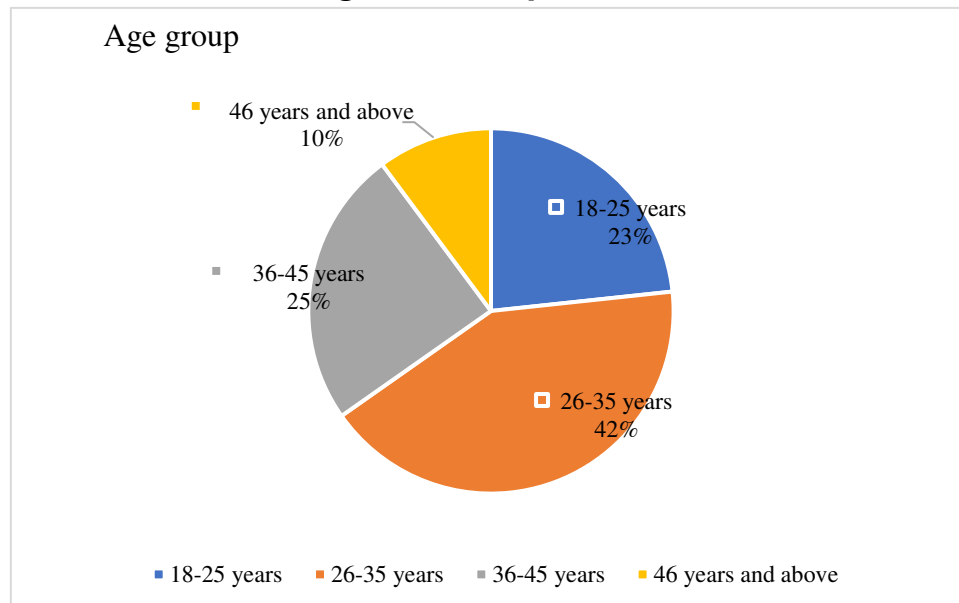
The research assessed the gender of the respondents.





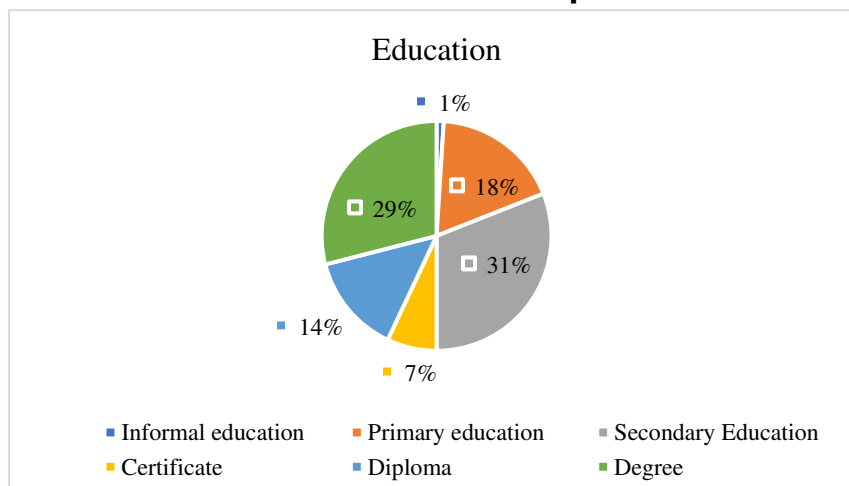
The results showed that 55% of the respondents were female which make the bulky of the sampled population whereas 45% were male respondents.

### Age of the respondents



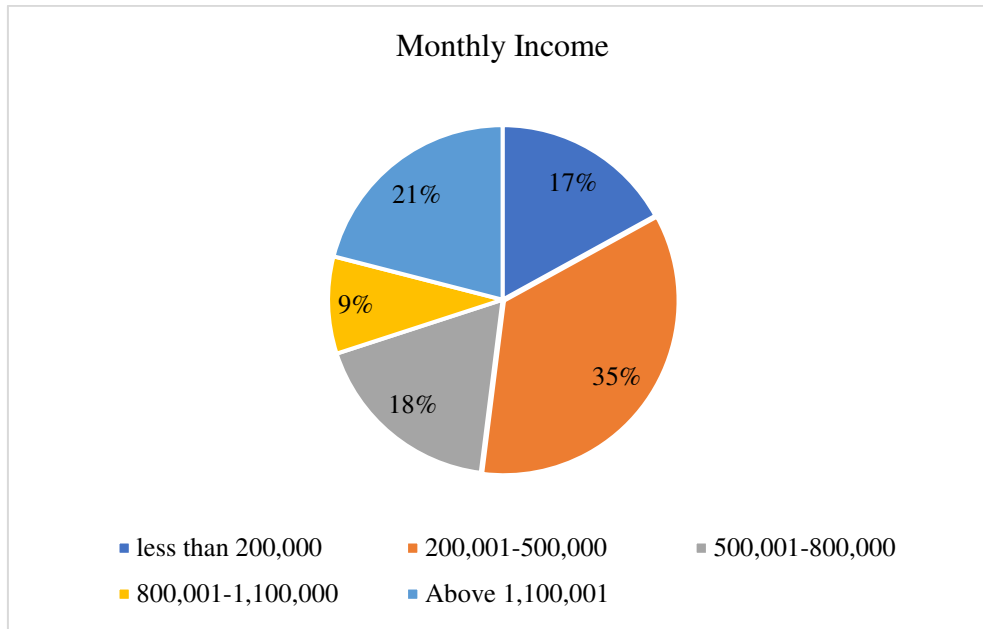
Among the respondents, 42% aged between 26-35 years, which form the bulk of the sampled population, 25% aged between 36-45 years, 23% aged between 18-25 years and 10% aged above 16 years old. This categories of the sampled population fall into generation Y and X who likely to purchase clothes. Generation Y category aged from 18 to 35 are typically young consumers which are fashion lover and influenced by shopping style. The findings by Mandhlazi, Dhurup and Mafini (2013) showed that this category of young consumers tend to be more confused by the choice of clothes than older consumers.

### Educational level of the respondents



The high percent 31% of the respondents had secondary education, followed by 29% of respondents with bachelor degree. Based on education, respondents can make their own decision to purchase locally produced clothes using their own knowledge

**Respondent's Monthly Income**



The results showed that 35% of the respondents recorded an income between TShs200,001 to 500,000/=, followed by 21% of respondents who earned above Tshs1,100,001 shillings. The results also showed that 18% of the respondents had income Tshs500,001 to 800,000/=, 17% had less than TShs200,000/= whereas 9% had income between TShs800,000 to 1,100,001/=. The results show that the highest percentage (35%) of the respondents earned an income which is within the Tanzanian minimum income level per month (<http://www.unistoretz.com>). This implies that consumers can make decision to purchase their own locally produces clothes based on their month salaries.

Although demographic variable play significant role among consumers, they influence the purchase of locally produced clothes. Aloom and Lawan (2013) found out that consumer demographic factors such as gender, age, marital status, education, occupation, and income are key determinants that influence the purchase behaviour. However, Koca and Koc (2017) indicated that male and female consumers display different preferences and perceptions with respect to clothes awareness in purchasing behaviour whereby female consumers are more influenced by fashion clothes compared to male who looked on brands of clothes. Based on their findings, consumers were influenced by religious factors, social values, cultural values, norms and set of beliefs that shape their purchase decision of locally produced clothes.

### Cultural factors

The researcher assessed the cultural factors that influence the choice of clothes by the consumers.

**Table 4.1 Factors of culture that influencing consumer purchasing locally produced clothes**

|                                                                                     | Agree | Neutral | Disagree | Mean | Std Dev |
|-------------------------------------------------------------------------------------|-------|---------|----------|------|---------|
| Culture greatly influences the choice of locally produced clothes                   | 63%   | 14%     | 23%      | 2.58 | 1.75    |
| I purchase cultural locally produced clothes to expresses my African identity       | 66.3  | 10.1%   | 23.6%    | 2.49 | 1.23    |
| I purchase locally produced clothes which uphold my ethical values                  | 76%   | 9.3%    | 14.8%    | 2.21 | 1       |
| I always purchase locally produced clothes without compromising my cultural values  | 77.7% | 11.0%   | 11.4%    | 2.12 | 0.96    |
| I purchase Tanzanian clothes such as "Khanga" or "vitenge" to express my feelings   | 57.4% | 21.9%   | 20.7%    | 2.53 | 1.24    |
| Traditional activities influence me to make my clothes choice                       | 68.3% | 10.1%   | 21.5%    | 2.38 | 1.21    |
| I purchase clothes related to norms of my religion                                  | 78%   | 9.3%    | 12.7%    | 2.19 | 1.04    |
| I usually purchase more locally produced clothes special functions                  | 89.1% | 8.4%    | 2.5%     | 1.91 | 0.71    |
| I purchase locally produced clothes to enhance my social values in the society      | 49.4% | 13.9%   | 36.7%    | 2.9  | 1.27    |
| I usually purchase more locally produced clothes that reflects my cultural identity | 82.3% | 7.6%    | 10.2%    | 2.08 | 0.99    |

Source: Research data (2019)

Form the findings, majority of the respondents were in agreement that culture greatly influences the choice of locally produced clothes (63%), 14% had a neutral opinion, 23% disagreed with the statement. This shows that respondents were inclined to their culture to purchase locally produced clothes (Inglessis, 2008). On the opinion whether the respondents purchase cultural locally produced clothes to expresses their African identity, 66.3% agreed, 10.1% had a neutral opinion whereas 23.6% disagreed with the opinion. It was reported that 66.3% of the respondents agreed that they purchased cultural locally produced clothes to expresses their African identity while being in abroad. The findings concur with Diop and Merunka (2013) who found out that consumers purchase locally produced clothes to identity them on ethical values, religious values as well as for African identity.

On the statement whether the respondents purchase clothes without compromising their cultural values, it was agreed on by majority (77.7%) of the respondents, 11% had a neutral opinion whereas 11.4% disagreed with the statement. On the opinion whether they purchase Tanzanian clothes such as "khanga" or "vitenge" more to express their feelings, majority (57.4%) agreed, 21.9% were undecided whereas 20.7% disagreed with the opinion. The results concur with Mahonge's (2018) studies, women in Zanzibar for instance wear red or black khanga to send a particular message or feelings to their spouse to make them aware of the menstrual days. Mahonge added that "khanga" help in understanding consumer's or group identity, culture and strengthen a relationship among consumers.

On the opinion whether traditional activities influence one to make clothes choice, majority (68.3%) agreed with the opinion, 10.1% had a neutral opinion whereas 21.5% disagreed with the opinion. On the issue whether consumers purchase clothes related to norms of their religion, most of the respondents (78%) agreed, 9.3% had a neutral opinion whereas 12.7% disagreed with the opinion. This indicates that religion has a strong influence on purchase of clothes that is related to the religion norms of consumers. Because religion is associated with practices, norms and values, Essoo and Dibb, (2004), Ghodsimaab (2016) noted that religious norms allow and restrict consumers on the choice of certain types of clothes to wear which affect the purchase decision.

On the opinion whether the consumers purchase clothes to enhance their social status in the society, majority (49.4%) agreed with the opinion, 13.9% had a neutral opinion whereas 36.7% disagreed with the opinion. The results show that the consumption pattern of locally produced clothes varies among consumers to enhance their social status. The results also showed that majority of the respondents (82.3%) agreed with the statement that purchases of more locally produced clothes reflects

their cultural values, 7.6% had a neutral opinion whereas 10.2% disagreed with the statement. Robins (2005) found that culture is the comprehensive force that forms personality, which is the key aspect of consumer behaviour.

It was also noted by majority of the respondents (89.1%) that they purchased more locally produced clothes during their special functions. The findings support Njuguna's study (2015) who reported that consumers purchased imported clothes for special occasion like Christmas, weddings, Idd-ul-fitr, parties and Easter season, however, the study focused on imported clothes.

### Correlation Analysis

The association closeness of the variables under the study was assessed through Pearson Correlation coefficient. The correlation coefficient can only fall between +1 and -1 where the lower the coefficient the lower the association. Zero indicate there is no association between the variables and a positive coefficient shows that there is a direct proportional relationship between the variables whereas a negative coefficient indicates there is an inverse proportional relationship of variables. The correlation analysis of variables is shown in Table 4.2.

**Table 4.2 Correlation coefficients**

| Cultural factors      |                     |        |
|-----------------------|---------------------|--------|
| Cultural factors      | Pearson Correlation | 1      |
|                       | Sig. (2-tailed)     |        |
| Purchasing of clothes | Pearson Correlation | .344** |
|                       | Sig. (2-tailed)     | 0.023  |

Source: Research data (2019)

According to table 4.2, there was a positive association between cultural factors and purchase of locally produced clothes with coefficient of 0.344. The weak positive correlation shows that there was a relationship between cultural factors and purchase of locally produced clothes in Tanzania. The variables moreover had significant p-values <0.05 at 95% confidence level.

### Regression coefficients

In an effort to determine the extent of association further between cultural factors and purchase of locally produced clothes, the researcher did a linear regression analysis.

### Model summary

The model summary is one of the regression with information about the regression lines ability to account for the total variation in the experiment variable in our case being performance of state corporations. The results are shown in Table 4.3.

**Table 4.3 Model summary**

| Model                                             | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|---------------------------------------------------|-------|----------|-------------------|----------------------------|
| 1                                                 | .603a | 0.395    | 0.378             | 0.31123                    |
| <b>a Predictors: (Constant), cultural factors</b> |       |          |                   |                            |

Source: Research data (2019)

Table 4.3 is indicated that the value of adjusted R squared was 0.395 implying that 39.5% of the factors affecting purchase of clothes in Tanzania could be explained by cultural factors. The remaining 60% variation in factors affecting purchase of clothes could be in an explained by some other factors not employed in the model.

### ANOVA

To examine the statistical significance of the model, the test of ANOVA was conducted. The recorded outcomes are in the Table 4.4.

**Table 4.4 Regression Anova**

| Model                                             |            | Sum of Squares | df  | Mean Square | F      | Sig.  |
|---------------------------------------------------|------------|----------------|-----|-------------|--------|-------|
| 1                                                 | Regression | 24.544         | 3   | 6.761       | 23.329 | .000b |
|                                                   | Residual   | 37.765         | 209 | 0.231       |        |       |
|                                                   | Total      | 62.339         | 148 |             |        |       |
| <b>a Dependent Variable: purchase of clothes</b>  |            |                |     |             |        |       |
| <b>b Predictors: (Constant), cultural factors</b> |            |                |     |             |        |       |

Source: Research data (2019)

A p-value which is greater than 0.05 means that the employed independent variable have no influence on the dependent variable and this implies that they cannot be used as predictor variables. A p-value less than 0.05 means that the independent variable is significant and can be used to predict the dependent variable. According to Table 4.4, the model is significant statistically with a p value of 0.000 which implies culture affects purchasing of local clothes significantly.

### Discussion

Cultural factors such as norms, values, customs, beliefs, and ethics exert great influences on the purchase of locally produced clothes. However, Durmaz, Celik and

Oruç (2011) noted that culture, belief, and tradition are found out to be the most important factors to influence consumer purchasing behaviour. This shows that cultural background of the consumer greatly influences the choice of locally produced clothes in effort to express their African identity. The results concur with Diop and Merunka (2013) who indicated that consumers remain rooted with their culture while being in a new and different environment, such that wearing locally produced clothes express one's self and sense of cultural belonging.

Also, the purchase of clothes without compromising the cultural values is a concern to consumers, to the extent of purchasing Tanzanian clothes such as "Khangas" or "vitenge" more to communicate and express consumers feelings. The results was in line with Mahonge's study (2018) who found that women wear "khangas" during the funerals to share their grief with a diseased consumer. The purchase of locally produced clothes for traditional activities also influence one to make clothes choice, norms of their religion and the image enhance their social status in the society. For instance, Diop and Merunka (2013) indicated that wearing traditional clothes on Friday is associated with religion regarding to the faith in Islam.

The locally produced clothes that reflect the cultural values in the society are meant for fashion as well as to express different identity. This implies that some consumers purchase them for identity and others for fashion. However, the attachment to cultural clothes indicated the level of consumer ethnocentrism towards the purchase of locally produced clothes. A consumer who bound with culture values usually purchase locally produced clothes for his/her identity. Based on consumer ethnocentric towards locally produced clothes, cultural clothes express a lot to consumers, this include, consumers identity, feelings, beauty, and respect to individual culture. The findings of the study suggest that cultural factors have an influence on purchasing of locally produced clothes in Tanzania.

## Conclusion

The local clothing industries is rising in a diverse setting. It would have been a huge benefit for local clothing manufacturers and retailers to recognize factors influencing clothing attraction and purchasing behaviour. Given the competitive environment of the clothing and retail industries, it is essential for manufacturers, retailers, marketing companies and other involved parties to become more conscientious in enticing and staying relevant to prospective needs and wants of consumers. It is also an opportunity for marketers and dress makers to understand consumer behaviour and their cultural factors and challenges in order to transform them into opportunities.



**Recommendations**

The study, therefore recommends that the clothing industries should ensure that the customized designs are quality and available in varieties to ensure consumer promotion. Local clothing manufacturers should adopt a comprehensive advertising strategy for communicating and instilling a positive image in consumers' minds. They can use media advertising, promotional campaigns, spokespeople, and marketing to change the attitude of consumers towards their commodities.

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