

CATALYSTS OF ACTUAL PURCHASE BEHAVIOR: A THEORY OF PLANNED BEHAVIOR ANALYSIS FOR LOCAL BRAND PRODUCTS IN TANZANIA

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ABSTRACT

Purpose – This article examined the factors influencing consumer behaviour to purchase local brand in Tanzania. A lot of research has been done on intention part but few studies have been done on the actual purchase behaviour on the side of local brand in Tanzania as a developing country. Therefore, this article attempts to examine the relationship between, price, quality, family and experience on actual purchase behaviour of local brand in Tanzania.

Design/methodology/approach – This article used the Theory of Planned Behaviour (TPB). To achieve these objectives, a quantitative research approach was adopted. A cross sectional descriptive survey was done. Questionnaires used were 384 respondents from Dar-es-salaam, Tanzania. Analysis was performed using SMART PLS 4.

Findings – The results show that price, family and experience have positive and significant impact on purchase intention. whilst, quality do not have a significant effect on purchase intention. Finally, intention has positive relationship with actual purchase behaviour of local brand in Tanzania.

Research limitations/implications – The study's findings are specific to the Tanzanian context, and it may not be appropriate to generalize these results to other regions or countries with different cultural, economic, or social factors. The study appears to be based on cross-sectional data, which captures consumer behavior at a specific point in time. This approach may not account for changes in consumer preferences and behaviors over time.

Practical implications – This research provides practical insights that can inform marketing strategies, product development, and policymaking in Tanzania's local brand market. By understanding the factors influencing consumer behavior, businesses and policymakers can make more informed decisions to support the growth and success of local brands while meeting the needs and preferences of consumers.

Originality/value – The author contributes original insights specific to the Tanzanian consumer market, employs a multidimensional approach, applies a robust theoretical framework, and offers practical implications for businesses and policymakers. It enriches the academic literature on consumer behavior in emerging markets and provides actionable insights for promoting local brands effectively in Tanzania.

Keywords: Local brand, Family and Experience, Quality, Price, Actual Purchase behaviour, Tanzania

INTRODUCTION

In the dynamic consumer landscape of Tanzania, marked by its cultural richness and economic growth, understanding the factors that shape the actual purchase behavior of local brands is paramount for businesses, policymakers, and scholars. While extensive research has delved into consumer intentions, a critical gap remains in comprehending how specific factors, namely price, quality, family, and experience, collectively influence and drive the actual purchase behavior of local brands in this unique socio-economic and cultural context Ismail & Mcmillan, (2022). The role of price in consumer decision-making is universally acknowledged. However, within the Tanzanian context, where economic disparities and fluctuating price levels are common, it is imperative to explore how price sensitivity directly impacts the choice to purchase local brands. Understanding the extent to which price considerations influence consumers' willingness to buy local products is pivotal for market strategists Kiriri, (2019).

Perceived quality plays a pivotal role in shaping consumer choices. Yet, the specific nuances of how Tanzanian consumers perceive and prioritize quality in relation to local brands require in-depth exploration. Does perceived quality significantly affect the actual purchase behavior of local products? To what extent do consumers rely on quality as a key determinant in their purchasing decisions? Tanzanian society places a strong emphasis on family bonds and communal ties. These connections often extend to consumer choices. Investigating how family and community influence affect actual purchase behavior, particularly regarding local brands, can uncover intriguing insights into the role of social networks and communal identity in shaping consumer decisions Rugaimukamu, (2018).

Consumer experiences, whether positive or negative, have a lasting impact on preferences and choices. Examining how past experiences, including interactions with local brands, contribute to or deter from the actual purchase behavior of these products is essential Zhang et al., (2022). Do positive experiences build brand loyalty, and do negative experiences deter consumers from supporting local brands? Despite being a developing country with a rich tapestry of traditions and communities, limited empirical studies have delved into the nuanced dynamics that drive Tanzanian consumers to support local brands. Understanding these factors is essential not only for businesses seeking to thrive in this evolving market but also for policymakers and scholars interested in the broader implications of consumer behavior in emerging economies.

Furthermore, the existing literature often leans heavily on general consumer behavior theories and does not sufficiently address the distinctiveness of the Tanzanian market, where the purchase of local brands may carry cultural, social, and economic significance beyond what is typically seen in more developed economies. Consequently, a deeper investigation is warranted to explore how these specific factors influence the choices made by Tanzanian consumers, thereby addressing this critical gap in the current body of knowledge (Mushi, 2020; Rugaimukamu, 2018)

This research aims to bridge this void by applying the Theory of Planned Behavior (TPB) to examine the role of price, quality, family, and experience in shaping purchase intentions and, ultimately, the actual purchase behavior of local brands in Tanzania. Through a quantitative research approach and a cross-sectional descriptive survey conducted in Dar-es-salaam, we seek to uncover the intricate relationships between these variables and provide insights that can inform marketing strategies, policy decisions, and future scholarly pursuits in this vital domain of study (Mohammed Esmail Al-Ekam et al., 2012).

By addressing these dimensions, this research seeks to uncover the intricate relationships between price, quality, family, and experience as independent variables and their direct impact on the dependent variable: the actual purchase behavior of local brands in Tanzania. Through a quantitative research approach, employing a cross-sectional descriptive survey in Dar-es-salaam, we aim to provide data-driven insights that can guide marketing strategies, inform policymaking, and lay the foundation for future research endeavors in this critical domain. Understanding how these specific factors collectively influence consumer behavior is not only academically enriching but also crucial for businesses seeking success in the ever-evolving Tanzanian market (Kereth, 2020).

Actual Purchase behaviour (APB)

The influx of foreign brands in Tanzania makes the consumers to purchase much foreign brands compared to local brands. The study by Kumburu & Kessy, (2021) examined consumer preferences for furniture in Dar es Salaam and Arusha, Tanzania, comparing imported and locally made options. It found that consumers mainly considered quality and design when choosing furniture. In summary, the study highlights the importance of quality and design in consumer furniture

preferences and recommends that local manufacturers focus on skills, technology, innovation, and quality control to compete effectively.

The study conducted by Nzumile, (2020) highlights an important issue in the local product market, particularly concerning packaging. It was observed that many local producers tend to overlook the significance of packaging as a crucial marketing tool, which can ultimately lead to poor product performance in the market. The research focused on assessing the packaging of various local consumer products such as cocoa, peanut butter, cashew nuts, and tea bags in supermarkets in Dar es Salaam. In summary, Nzumile's research underscores the importance of effective packaging as a marketing tool for local consumer products. The study highlights the need for local producers, particularly those in the cashew nut industry, to improve their packaging strategies to enhance their market performance and compete more effectively both locally and internationally.

Kereth, (2020) Ker aimed to investigate the impact of cultural factors on the purchase of fashion clothes in Tanzania. The research findings indicate that cultural factors have a significant influence on the buying behavior of locally produced clothing in Tanzania. In summary, Kereth's study highlights the significant impact of cultural factors on the buying behavior of locally produced fashion clothes in Tanzania. To succeed in this market, clothing industries are advised to focus on creating high-quality customized designs and offering a diverse range of clothing options to meet the cultural preferences of consumers and promote sales.

The article by Rugaimukamu, (2018) focuses on identifying and analyzing the factors that influence consumer purchase behavior of local products in Tanzania, with the aim of promoting the development of Small and Medium-sized Enterprises (SMEs). The study particularly delves into the influence of social, psychological, and marketing factors on the decision to purchase local products. In summary, Rugaimukamu's research underscores the significance of marketing factors, as well as social and psychological factors, in shaping consumer purchase behavior regarding local products in Tanzania. Understanding these influences can be valuable for SMEs and businesses seeking to effectively market and promote their local products to consumers in Tanzania.

According to Urio & Mwakyusa, (2022) aimed to investigate the factors that influence consumers' choices when selecting petrol filling stations in Tanzania. The research found several significant factors that positively affect consumers' decisions, providing insights for policymakers and Oil Marketing Companies (OMCs) in the retail petroleum sector. In conclusion, Urio and Mwakyusa's study highlights the factors that influence consumers' choices of petrol filling stations in Tanzania. The findings suggest that service quality, fuel quality, price, and brand are crucial factors, while location has a lesser impact. These insights can guide policymakers and OMCs in making informed decisions to increase their customer base and maximize returns in the retail petroleum sector.

Pacho, (2020) in her study focused on empirically investigating the influence of attitude, subjective norms, and perceived behavior control on consumer intentions to purchase organic food. The research findings provided insights into the relationships between these factors. In summary, Pacho's study highlights the importance of understanding how consumers' attitudes, subjective norms, and other factors such as knowledge and health consciousness interact to influence their intentions to buy organic food. This information can be valuable for businesses and policymakers in the organic food industry in tailoring their marketing strategies and promoting the adoption of organic products

The study conducted by Frida Thomas Pacho, (2023) delved into the relationship between self-brand connection and the purchase of counterfeit luxury brands while also considering the impact of economic benefits. The research findings shed light on how an individual's self-concept, economic factors, and social influences influence their choices regarding luxury brand purchases. In summary, Frida Thomas Pacho's study emphasizes the importance of considering consumers' self-brand connection, economic factors, and social influences when understanding the purchase behavior of luxury brands, especially in the context of counterfeit products and emerging economies. These insights can inform marketing strategies aimed at effectively reaching and appealing to luxury brand consumers.

The research conducted by Waluya et al., (2019) aimed to investigate the factors that influence the purchase decisions of Indonesian automotive customers. Specifically, the study examined how product quality and brand image, mediated by customer satisfaction, impact these purchase decisions. In summary, Waluya and colleagues' research highlights the importance of product quality and brand image in the purchase decisions of Indonesian automotive customers. The study underscores the need for the automotive industry to manage its brand image effectively, emphasize product quality, and prioritize customer satisfaction to influence purchase decisions positively.

Rania et al., (2023) conducted a study aimed to investigate the impact of Instagram advertisement and word of mouth on purchase decisions, with brand awareness serving as a mediating variable. These findings suggest that in the studied market or context, consumers were more influenced by Instagram advertisements and word of mouth when making purchase decisions, rather than being swayed by brand awareness, especially in relation to international products. In summary, Rania et al.'s study highlights the effectiveness of Instagram advertisements and word of mouth in influencing purchase decisions. It also suggests that, in this particular context, brand awareness did not significantly affect consumer trust in local brands or influence their purchase decisions regarding international products.

The study conducted by Kiriri, (2019) had a similar focus to the previous study mentioned, aiming to investigate the impact of Instagram advertisement and word of mouth on purchase decisions, with brand awareness as a mediating variable. These findings suggest that in the context of Indonesian consumers and Erigo products, Instagram advertisements and word of mouth were more influential in shaping purchase decisions than brand awareness, particularly in relation to international products. In summary, Kiriri's study reinforces the idea that Instagram advertisements and word of mouth play significant roles in influencing purchase decisions. It also underscores that, in this specific context, brand awareness did not strongly impact consumer trust in local brands or affect their purchase decisions regarding international products like Erigo

The study conducted by Ismail & Mcmillan, (2022) aimed to investigate the impact of word of mouth (WOM) attributes on the resilience of customers when faced with negative word of mouth (NWOM) about locally made products. The study specifically looked at how message quality mediated this relationship. The significance of this research lies in its attempt to bridge this gap and provide insights into how consumers respond to negative word of mouth, particularly in the context of locally made products. Understanding the role of WOM attributes and message quality in consumer resilience can have practical implications for businesses and marketers aiming to manage their brand reputation and mitigate the impact of negative feedback or reviews.

Danilwan & Pratama, (2020) aimed to explore the impact of consumer ethnocentrism and consumer animosity on the willingness to buy. The researchers noted that these two concepts, consumer animosity and consumer ethnocentrism, are often very similar and can be challenging to distinguish. Both of these attitudes can lead to a refusal to purchase imported products. In summary, Danilwan and Pratama's study delves into the impact of consumer ethnocentrism and consumer animosity on consumers' willingness to buy products. It highlights the challenges in distinguishing between these two concepts and emphasizes the potential for companies, particularly minority-owned ones, to adapt their marketing strategies to appeal to different consumer groups while being mindful of potential negative reactions from others.

Zhang et al., (2022) focused on examining consumer purchase intentions regarding products with geographical indications (GIs). In summary, Zhang et al.'s study highlighted that consumers tend to have a higher purchase intention for hometown GI brands compared to non-hometown GI brands. Additionally, the impact of brand origin on purchase intention was influenced by consumer identification with the GI brands, and this relationship was further moderated by psychological ownership. These findings provide insights into the factors that influence consumer purchase intentions for products with geographical indications

The research by Bolton, (2021) delves into the dynamics of customized price promotion strategies employed by firms and their implications for both businesses and consumers. In summary, Bolton's dissertation focuses on the customization of pricing strategies and its impact on consumer behavior and firm outcomes. It suggests that consumers are inclined to prefer exclusive deals and explores how firms can leverage this preference through customized pricing. Additionally, it introduces and examines novel concepts related to consumer decision-making and deal evaluation. The empirical evidence presented in the research provides actionable insights for businesses seeking to implement successful price customization strategies

The statements you provided from Nzumile, (2020) and Waluya et al., (2019) highlight a common phenomenon seen in many countries, where consumer preferences for imported brands can vary depending on the economic development of the nation. In summary, these statements highlight the complex interplay of consumer preferences, economic development, and government initiatives in influencing consumer choices between local and imported brands. Consumer behavior can vary significantly based on the economic context and cultural factors of a given region, and governments may implement policies to shape these preferences in ways that align with national economic goals.

Previous scholars Kereth, 2020; Majid et al., (2023) suggested that the tendency to purchase local brands first is totally practiced by consumers of developed countries followed by purchase other developed brands and the finally the last option for purchase actual purchase remain is less developed country if necessary. Unfortunately, why the Tanzanian consumers still prefer to purchase imported brands to local brands is a debate to many scholars, the issue of consumer behavior and factors influencing the actual purchase of domestic brand is an ambiguity draw attention to the complex dynamics of consumer preferences for local and imported brands in Tanzania, as well as the debate among scholars about the reasons behind these preferences. Scholars, including Kereth, (2020) and Majid et al., (2023) have observed a pattern where consumers in developed countries tend to prioritize local brands, followed by other developed brands, and only then consider purchasing less developed country brands if necessary. This behavior is often influenced by factors such as perceptions of quality and trust.

The ambiguity surrounding this consumer behavior in Tanzania has prompted further research and debate among scholars, as evidenced by the references to Mushi, (2020) and Rugaimukamu, (2018). Scholars are likely exploring various aspects of consumer behavior, economic factors, and cultural influences to better understand why Tanzanian consumers prefer imported brands. In summary, the statements highlight the unique nature of consumer preferences in Tanzania, where consumers often prioritize imported brands over local ones, which differs from the typical pattern observed in developed countries.

Indeed, studying the factors that influence consumers to purchase local brands in Tanzania is essential for several reasons, including promoting local economic development and strengthening the bond between local products and consumers. Here are some key points related to this need: Factors Influencing Purchase of Local Brands: Understanding the factors that drive consumers to choose local brands is crucial. These factors may include perceptions of quality, price considerations, the influence of family and social networks, and personal experiences with the products. Relationship with Intention: Investigating the relationship between these factors (quality, price, family, and experience) and consumers' intention to purchase local brands is important. This can provide insights into what motivates consumers to consider and prefer local products. Intention and Actual Purchase Behavior: Studying the relationship between consumers' intention to purchase local brands and their actual purchase behavior is vital. This helps bridge the gap between what consumers say they intend to do and what they actually do. It can uncover barriers or facilitators in the path to purchase.

Local Product Improvement: By understanding these relationships, businesses and policymakers can work toward improving the quality and accessibility of local products. This may involve addressing price competitiveness, enhancing product quality, and leveraging the influence of family and personal experiences in marketing strategies. Economic Development: Supporting local brands can contribute significantly to national economic development by boosting local industries, creating jobs, and retaining capital within the country. Building Consumer Loyalty: Fostering a strong relationship between consumers and local brands can lead to increased loyalty and repeat business. This loyalty can extend beyond individual products to encompass a sense of pride in supporting domestic industries. In summary, studying the factors influencing consumers to purchase local brands in Tanzania, examining the relationship between quality, price, family, and experience with purchase intention, and understanding the link between intention and actual purchase behavior, can have wide-ranging benefits. It can inform strategies to enhance local products, boost the national economy, and foster stronger connections between consumers and locally produced goods

Intention (INT)

The intention is defined as “how likely it is that the individual purchase the brand”(Ajzen & Fishbein, 2005). Purchase intention “is a full intermediary between attitude, subjective norm, perceived behavior control, and actual behavior and partially mediates the impact of perceived behavioral control” (Ajzen, 1991). Many studies indicated significant relationship between purchase intention and actual purchase behaviour of local brand (Mushi, 2019; Prendergast et al., 2010). Some studies also show negative significant between intention and actual behaviour of local brands (Chen et al., 2008; Marie et al., 2009)

Family and Experience (F&E)

Consumer actual purchase behavior is influenced by the group, social factors and status. Family is an organization unit which can influence the purchase behaviour of consumers. In the purchase of family large brands marketers normally used this unit to influence the purchase behaviour as their “local circle of influence”. (Morris & Venkatesh, 2000). Purchase intention has the tendency to improve to the consumers that local brands are of higher value compared to imported ones (Rania et al., 2023). But, in developing countries consumers have the believes that the local brands are of low quality compared to imported brands (Kereth, 2020; Kiriri, 2019).

Quality (QUL)

According to Ismail, (2022) one among the factor influence purchase intention of the consumers to purchase local brands is quality. Many studies have proved quality to have a positive significant with (Nzumile, 2020; Waluya et al., 2019). Nowadays consumers are after quality and value for money when the found that the brand base quality especially in superiority and price are the same, they inclined to purchase the local brand (Zhang et al., 2022). When consumers discovered that the local brands are not of high quality compared to imported one, they tend to demand more of imported brands rather than local brands. Hence, the structure of purchase intention depend much on the scenario of the relationship between brand quality and purchase intention of local brands by consumers (Danilwan & Pratama, 2020)

Price (P)

Price is very important factor to influence consumer to purchase a product (Bolton, 2021). In order to do actual purchase price assist consumer to make decisions of whether to purchase or not. The behaviour to purchase a product can be determine by the price and decisions made by consumer as well as willingness to purchase the favorite brand Also price makes consumer to be loyal to the brand and induce repurchase (Dawar & Parker, 1994) Hence price is the most sensitive factor to influence consumer satisfaction and not the other way around (Dodds et al., 1991). Consumers usually have a reference price which help in make decisions of what brand to purchase by comparing it with other reference price offered (Fogel et al., 2004). A previous scholars (Majid et al., 2023) suggested that price is positive significant with intention. While other study found it to have negative significant with intention (Merhi et al., 2019)

Underlying Theory: Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), an extension of the Theory of Reasoned Action, was developed by Ajzen, (1985). TPB includes three key factors: attitude toward the behavior, subjective norm, and perceived behavioral control. This expansion was necessary because the original theory couldn't account for situations where people didn't have full control over their actions. In TPB, actual behavior is determined by behavioral intention and perceived behavioral control. Behavioral intention is influenced by one's attitude, which reflects their feelings about the behavior. Attitude is formed by assessing beliefs, consequences, and desirability linked to the behavior. Subjective norm considers whether significant others expect the behavior and weighs these opinions against one's motivation to comply. Perceived behavioral control reflects a person's perception of challenges in performing the behavior, considering the ease or difficulty involved. While the original TPB model suggested a connection between behavior and actual control, it often relies on perceived control due to practical difficulties in assessing actual control. All determinants of intention attitude, subjective norm, and perceived behavior control are shaped by underlying belief structures categorized as attitude belief, normative belief, and control belief, which correspond to the respective sequences.

The main difference between TPB and the Theory of Reasoned Action is TPB's inclusion of perceived behavior control as a determinant of behavioral intention, along with control beliefs affecting perceived behavior control. TPB also considers personality traits that indirectly influence behavior through attitude, subjective norm, and perceived behavior control. TPB, presented by(Ajzen, (1985), builds upon the roots of the Theory of Reasoned Action, emphasizing that behavioral intention directly affects behavior, mediated by attitude, subjective norm, and perceived behavior control

Studies Used Theory of Planned Behaviour (TPB)

Many studies have used the Theory of Planned Behavior (TPB) to understand why people buy local brands. However, TPB has been helpful in various other areas. For example: Tomić Maksan et al., (2019) conducted a study that delved into the impact of consumer ethnocentrism on the regular purchase of domestic wine, within the context of a globalized market. By employing an extended model based on the Theory of Planned Behavior (TPB), the researchers aimed to uncover the driving forces behind the choice to regularly buy domestic wine. These research outcomes carry valuable implications, particularly in the realm of marketing. They provide essential insights that can inform the development of strategies aimed at boosting the consumption of domestic food products, with a specific focus on wine. Sogari et al., (2023) conducted a cross-country study aiming to explore the relationship between attitudes toward traditional eating and the intention to adopt a healthy diet. The researchers employed the Theory of Planned Behavior as their theoretical framework. Importantly, the study highlighted that a positive attitude toward traditional eating significantly influenced the intention to adopt a healthy diet. Hamid et al., (2023) conducted a study focused on understanding consumers' behavioral intention to order food and beverages through e-commerce platforms during the COVID-19 pandemic. Their research integrated the concept of trust (TRU) with the well-established Theory of Planned Behavior (TPB). Notably, this study is among the first in the Indian context to explore the influence of trust on the behavioral intention of ordering food

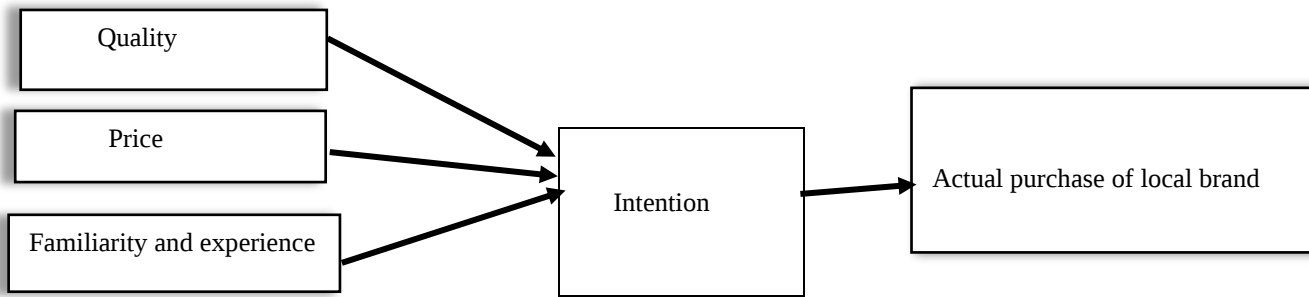
and beverages via e-commerce platforms during the COVID-19 pandemic, shedding light on essential factors affecting purchase intentions in the e-commerce domain.

Waris et al., (2023) embarked on a study aimed at comprehending households' adoption of small-scale solar energy as a means to reduce carbon dioxide emissions resulting from conventional energy consumption. This study also adds to the Theory of Planned Behavior (TPB) by incorporating the influence of publicity information and green norms. Bhutto et al., (2022) conducted a study aimed at enhancing the Theory of Planned Behavior (TPB) model by introducing two internal variables: religious commitment (RC) and self-efficacy. Their research investigated the influence of these variables on attitudes toward halal cosmetics. The study highlights the significance of monitoring Muslim consumption patterns for cosmetic industry managers and offers insights into the impact of RC, self-efficacy, and the moderating role of halal literacy in a rapidly growing market sector, aiding marketing managers in crafting more effective advertising campaigns. Abid & Jie, (2023) conducted a study aimed at identifying the non-economic factors influencing Pakistani farmers' adoption of Islamic finance for agricultural production. Their research introduced the constructs of religiosity and familial leadership into the standard Theory of Planned Behavior (TPB) model, from the perspective of Islamic banking. This study adds originality and value to the field of Islamic banking by highlighting the significant influence of "familial leadership" on individuals' decision-making behaviors related to the use of Islamic finance. Sobaih et al., (2023) conducted a research study aimed at comprehending the determinants of consumers' intentions to purchase and recommend nutrition-labeled menu (NLM) items for making healthy food choices. This research extended the Theory of Planned Behavior (TPB) model to investigate the influence of various factors on consumers' intentions. These results underscore the profound role of culture in shaping consumers' intentions regarding NLM items for healthy food choices. These findings have wide-ranging implications for international QSRs, policymakers, and academic researchers.

In previous research, there has been a limited application of the Theory of Planned Behavior (TPB) to investigate the factors influencing consumers' purchase decisions related to local brands. Nevertheless, TPB has proven to be a valuable framework in a multitude of other contexts. For instance, researchers have successfully employed TPB to: Understand Health Behavior: TPB has been widely used to explore and predict behaviors related to health, such as exercise routines, dietary choices, and medication adherence. It helps in understanding how attitudes, subjective norms, and perceived behavioral control influence health-related decisions. Predict Environmental Behavior: TPB has been instrumental in studying environmentally friendly behaviors, including recycling, energy conservation, and sustainable transportation choices. It provides insights into the psychological factors driving pro-environmental actions. Evaluate Technology Adoption: Researchers have applied TPB to investigate the adoption of technology and digital services. It helps in assessing consumers' intentions and behaviors concerning the use of smartphones, apps, and online platforms. Assess Educational Choices: In the field of education, TPB has been used to analyze students' intentions and decisions regarding academic pursuits, course selections, and attendance.

Examine Consumer Purchasing Decisions: Beyond local brands, TPB has been employed to study various consumer purchasing behaviors, including online shopping, organic product choices, and luxury brand preferences. Explore Prosocial Behavior: TPB has also been extended to understand prosocial behaviors such as blood donation, charitable giving, and volunteering. It sheds light on the motivational factors behind altruistic actions. Analyze Workplace Behavior: TPB has been utilized in organizational psychology to investigate workplace behaviors, such as employees' intention to engage in ethical conduct, safety practices, or innovative work. In summary, while TPB has not been extensively used to study local brand purchases, its versatility has made it a valuable tool in understanding and predicting human behaviors in a wide range of domains, contributing to valuable insights across various fields of research.

Fig 1: Research Model



Research Methods

In this present study, we have employed the cross-sectional approach to address our research inquiries. We chose to utilize the survey method as it is regarded as the most suitable approach for gathering personal and societal information, beliefs, and attitudes (Kerlinger, 1973). To select our respondents, we employed probability sampling and administered a self-administered questionnaire to individuals within chosen shopping malls in Dar-es-Salaam City. We opted for a simple random sampling technique in our sampling design, as it minimizes bias and provides greater generalizability (Sekaran & Bougie, 2016). The primary focus of this study was on individual consumers aged 18 and above who engage in shopping at specific shopping malls within Dar-es-Salaam City. Consequently, each consumer's response forms the basis of our household data. For this article, a sample size of 384 participants was selected from Dar-es-salaam Tanzania. The population under consideration for this study encompasses individuals aged 18 years and older residing in Tanzania. The rationale for selecting respondents within this age group is to ensure that all participants possess the necessary knowledge, experience, and intent to purchase local brands from various outlets, thus enabling them to provide accurate responses to the questionnaire. Additionally, individuals aged 18 and above are better equipped to determine their purchasing behavior, including aspects like income, owing to their maturity. More specifically, the sample was drawn from consumers who engage in shopping at various shopping malls located in Dar-es-Salaam City, Tanzania. Several factors influenced the selection of consumers from Dar-es-Salaam City:

Abundance of shopping malls, Dar-es-Salaam City boasts the highest number of shopping malls in Tanzania, making it a suitable location for this study due to the accessibility of potential respondents. These residents hail from various regions within Tanzania, such as Arusha, Morogoro, Mbeya, Mwanza, Mtwara, Pemba, Unguja, and Kagera. Their diverse backgrounds enhance the accuracy and reliability of the data, as their perspectives contribute to a more comprehensive understanding of the subject matter. In essence, the selection of consumers in Dar-es-Salaam City aligns with the study's objectives and ensures a robust dataset with greater accuracy and dependability, thanks to the city's abundance of shopping malls and the diverse backgrounds of its residents. According to Krejcie and Morgan (1970), a sample size of 384 is sufficient for a population of 10,000. In addition, a sample size of 384 has been found to be sufficient to detect moderate to large effect sizes (Cohen, 1988). To minimize the potential for sampling error, efforts were made to ensure that the sample is representative of the target population and is adequately diverse (Babbie, 2017). Analysis was done by using SMART PLS 4.

Data Analysis:

The survey in this study measures five variables: price, quality, family, actual purchase behavior, and purchase intention. These variables have been adapted from previous studies but have been modified to align with the specific objectives of your research. Here's a summary of the instruments used for each of these variables, along with their alpha coefficients, as presented in Table 1:

Table 1: Measurements

Variables	N. Items	Sources	Setting	Alpha
Price	8	Granzin et al. (1998) Sutrisno et al. (2010)	Choice of Domestic over foreign brands. Customer attitude toward 4P marketing mix important?	0.72
Quality	7	Sutrisno et al. (2010)	Why is understanding customer attitude toward 4P marketing mix important?	0.77
Family	7	Dmitrovic et al. (2009), Marie et al., (2009): 4	Purchase behavior in favour of domestic brands. Relationship Quality and the Theory of Planned Behavior models of behavioral intentions and purchase behavior	0.94
Purchase intention	8	Nguyen et al.(2008)3: Schwa et al. (2009)2; Huang et al. (2004):3	Consumer ethnocentrism, cultural sensitivity, and intention to purchase local brands, evidence from Vietnam. Consumer attitude toward gray market goods	0.92
Actual purchase	6	Vida & Reardon (2008) Madeleine et al., (1997)	Domestic consumption Buy Domestic	0.90

Adapted from (Mohammed Esmail Al-Ekam et al., 2012)

It's important to note that the alpha coefficients serve as indicators of the internal consistency or reliability of the measurement instruments. Higher alpha coefficients typically suggest greater reliability in the measurement. Researchers often aim for high reliability to ensure that the survey instruments accurately capture the constructs they intend to measure. Table 1 would provide readers with valuable information about the instruments' reliability and the specific questions or items used to assess each variable, enabling a better understanding of the data collection process and the study's methodology.

Table 2: Construct Reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Actual Purchase Behaviour	0.745	0.778	0.823	0.485
Family & Experience	0.605	0.909	0.717	0.597
Intention	0.895	0.927	0.924	0.679
Price	0.776	0.914	0.857	0.569
Quality	0.715	1.065	0.768	0.450

Cut-off limit of 0.450 and 0.909 for all constructs were met (Hair, Black, Babin, Anderson, et al., 2010; Henseler et al., 2016).

In table 2; These statistics are often used to assess the reliability and validity of measurement scales or constructs in a questionnaire or survey. In summary, the interpretation of these statistics suggests that some of the constructs have strong reliability and convergent validity (e.g., Intention), while others may need further refinement (e.g., Quality and Family &

Experience) to improve their internal consistency and convergent validity. Researchers often aim for higher values of reliability and AVE for stronger constructs in their studies.

Table 3: Heterotrait- Monotrait ratio (HTMT)

	Actual Purchase Behaviour	Family & Experience	Intention	Price	Quality
Actual Purchase Behaviour					
Family & Experience	0.538				
Intention	0.848	0.577			
Price	0.890	0.618	1.120		
Quality	0.146	0.109	0.120	0.154	

In table 3 the Heterotrait-Monotrait (HTMT) ratio is a statistic used to assess discriminant validity in structural equation modeling (SEM) or confirmatory factor analysis (CFA). It helps determine whether constructs in a study are more strongly correlated with their own measures (Monotrait) than with measures of other constructs (Heterotrait). Discriminant validity is essential to ensure that the constructs in a model are distinct from each other. In summary, most of the HTMT values suggest discriminant validity among the constructs. However, there might be some concerns about discriminant validity between Intention and Price, as their HTMT value exceeds 1. Further analysis and model refinement may be needed to address this issue if deemed important for the research.

Table 4: Fornell Lacker Criterion

	Actual Purchase Behaviour	Family & Experience	Intention	Price	Quality
Actual Purchase Behaviour	0.697				
Family & Experience	0.469	0.773			
Intention	0.742	0.535	0.824		
Price	0.736	0.522	0.988	0.755	
Quality	-0.127	-0.090	-0.102	-0.107	0.671

In table 4: The Fornell-Larcker criterion is another method used to assess discriminant validity in structural equation modeling (SEM) or confirmatory factor analysis (CFA). It compares the square root of the average variance extracted (AVE) for each construct to the correlations between that construct and other constructs. Discriminant validity is supported when the square root of the AVE for each construct is greater than the correlations between that construct and other constructs. In summary, based on the Fornell-Larcker criterion, all constructs in the analysis demonstrate discriminant validity because the square root of the AVE for each construct is greater than the correlations between that construct and other constructs. This suggests that the constructs are distinct from each other in the measurement model.

Table: 5 R Square

	R-square	R-square adjusted
Actual Purchase Behaviour	0.551	0.550
Intention	0.976	0.976

In table 5: A lot of researchers have done on the intention part which carry almost 97.6% and according to Wegner (2010) this consider as the strongest and on Actual Purchase Behaviour which carry 55.1 consider as moderate, so further studies is needed on this Actual purchase behaviour compared to intention. The R-squared (R²) and adjusted R-squared (R² adjusted) are statistics used in regression analysis to assess the goodness of fit of a regression model. These statistics indicate the proportion of variance in the dependent variable that is explained by the independent variables in the model. In summary, the R-squared values indicate the goodness of fit for the regression models of "Actual Purchase Behaviour"

and "Intention." The "Intention" model has a very high R-squared, indicating that it explains a significant proportion of the variance in the dependent variable. The "Actual Purchase Behaviour" model also explains a moderate proportion of the variance in the dependent variable. However, it's essential to consider the context of your research and the specific goals of your analysis to determine whether these levels of explanation are satisfactory for your study.

Table 6: Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Family & Experience -> Intention	0.027	0.028	0.013	2.106	0.035
Intention -> Actual Purchase Behaviour	0.742	0.744	0.029	25.304	0.000
Price -> Intention	0.974	0.973	0.008	119.280	0.000
Quality -> Intention	0.006	0.004	0.010	0.560	0.576

All variables are positive significant except for Quality which has T value < 1.96

In table 6: In summary, the path coefficients and associated statistics suggest that all variables have positive and significant relationships except for "Quality," which does not have a statistically significant relationship with "Intention" as its T-value is below the threshold of 1.96 and the p-value is greater than 0.05.

Table 7: Construct validated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Actual Purchase Behaviour	1920.000	1435.644	0.252
Family & Experience	2304.000	2304.000	0.000
Intention	2304.000	793.884	0.655
Price	2304.000	2304.000	0.000
Quality	1920.000	1920.000	0.000

Q² > 0, so the Model has predictive relevance , Actual purchase behaviour = 0.252 and Intention = 0.655(Chin, 1998; Fornell & Cha, 1994; Henseler et al., 2009).

In Table 7: In the context of construct validation, the statistics you've provided pertain to the assessment of the construct's validity through the use of the redundancy measure, which calculates the amount of variance in a construct that is explained by other constructs. In summary, the Q² values indicate the extent to which each construct's variance is explained by the other constructs in the model. "Intention" has a relatively high Q² value, suggesting that a significant portion of its variance is explained by other constructs. On the other hand, "Family & Experience," "Price," and "Quality" do not appear to be influenced by the other constructs in the model as their Q² values are zero, indicating no redundancy.

Table 8: Construct validated Communality

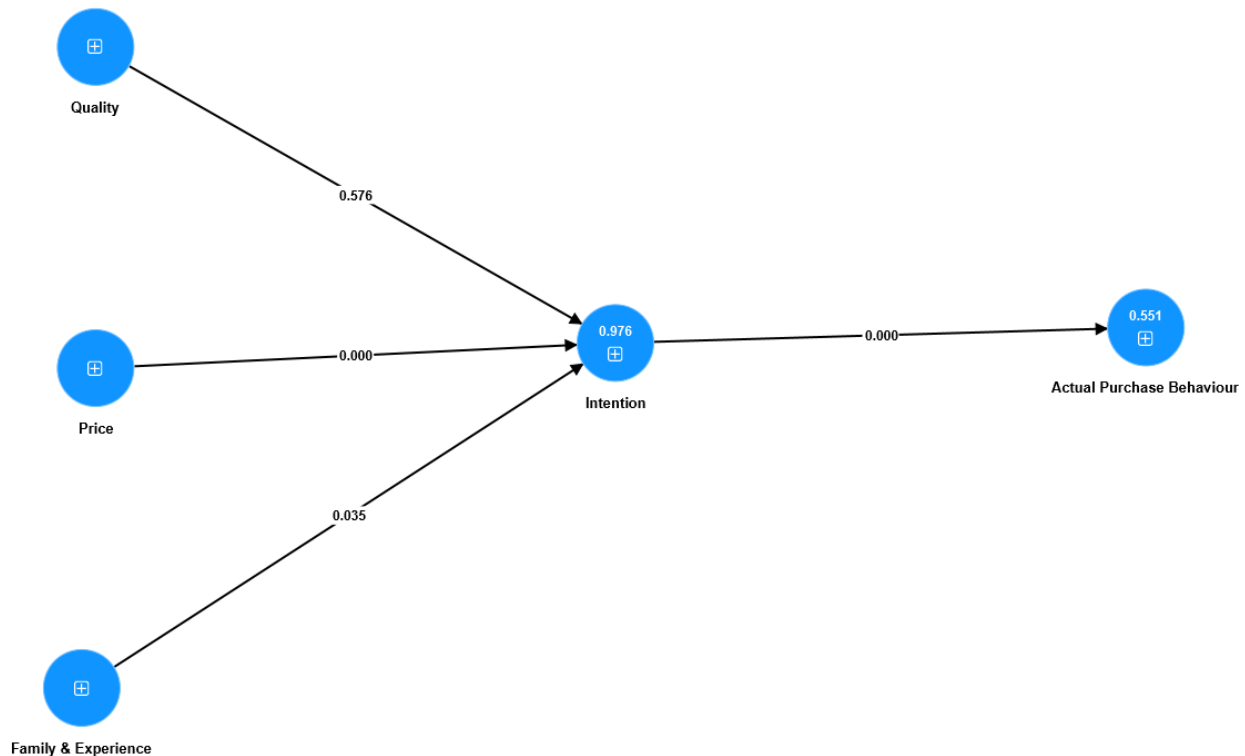
	SSO	SSE	Q ² (=1-SSE/SSO)
Actual Purchase Behaviour	1920.000	1450.898	0.244
Family & Experience	2304.000	1230.727	0.466
Intention	2304.000	987.793	0.571
Price	2304.000	1251.126	0.457
Quality	1920.000	1452.159	0.244

Q² > 0, so the Model has predictive relevance, Actual purchase behaviour = 0.244 and Intention = 0.571(Chin, 1998; Fornell & Cha, 1994; Henseler et al., 2009).

In table 8: In the context of construct validation, the Communality measure assesses the proportion of variance in each construct that is explained by the model. In summary, the Communality values represent the proportion of variance in each construct that is explained by the model. "Intention" has the highest Communality, indicating that a significant

portion of its variance is explained by the model. "Family & Experience" and "Price" also have relatively high Communality values. "Actual Purchase Behaviour" and "Quality" have lower Communality values, suggesting that a smaller proportion of their variances is explained by the model.

Fig 2: Structural Model



Discussions

Positive Relationship Between Family and Experience with Intention to Purchase Local Brands: The research reveals a positive relationship between "Family and Experience" and the "Intention" of consumers to purchase local brands. This suggests that family and the experiences associated with it play a significant role in influencing consumers' intentions to buy local brands, this study is in line with (Ali et al., 2017; Frida Thomas Pacho, 2023; Mohammed Esmail Al-Ekam et al., 2012). Marketers should take into account the family factor when planning marketing strategies for local brands. Understanding and catering to the family dynamics can help improve the appeal of local products to consumers.

Negative Relationship Between Quality and Intention to Purchase Local Brands: The research finds a negative relationship between "Quality" and consumers' "Intention" to purchase local brands this findings in line with (Kumburu & Kessy, 2021; Mbura, 2019), this finding implies that, in the Tanzanian context, consumers may prioritize other factors over product quality when it comes to their intention to purchase local brands. Marketers should focus on promoting other appealing aspects of local products, such as affordability, cultural relevance, or community support, to align with consumer preferences. Other studies which find the result positive are (Chao & Uhagile, 2022; Ismail & Mcmillan, 2022; Kumburu & Kessy, 2021; Majid et al., 2023; Waluya et al., 2019)

Negative Relationship Between Price and Intention to Purchase Local Brands: The study indicates a negative relationship between "Price" and consumers' "Intention" to purchase local brands this result is in line (Chao & Uhagile, 2022; Wang et al., 2019) and opposite with the study of (Majid et al., 2023; Mbura, 2019; Rugaimukamu, 2018; Urio & Mwakyusa, 2022) with, suggesting that lower prices are associated with higher purchase intentions. In Tanzania, where price sensitivity appears to be a key driver of consumer behavior, marketers can leverage the affordability of local brands to boost their appeal. Price promotions, discounts, and effective price communication can help increase the demand for local products. In summary, the research findings underscore the importance of understanding the specific factors that influence consumer behavior in the Tanzanian market. It's clear that family and affordability play crucial roles in consumers'

intentions to purchase local brands, while quality may not be as influential in this context. These insights can guide marketers and businesses in developing effective marketing strategies that resonate with local consumer preferences and priorities.

Conclusion:

This article presents critical insights for managers tasked with crafting effective marketing strategies, particularly in the realm of positioning strategies. The research highlights a delicate balance that must be struck to avoid inadvertently alienating consumers from local products. It is evident that an excessive focus on positioning strategies could lead to a rejection of local products, potentially jeopardizing the domestic industry. Tanzania's consumers have shown a preference for imported goods over local ones, emphasizing the need for a nuanced approach. To address this challenge, managers can consider deploying positioning strategies that are centered around families, thereby tapping into the familial bonds that hold great influence over consumer choices. Additionally, leveraging various pricing strategies, such as penetration pricing and discounts, can be instrumental in enticing consumers to embrace local brands. This strategy recognizes that Tanzanian consumers are highly price-sensitive, and a well-crafted pricing strategy can be a powerful motivator.

Furthermore, this research underscores the significance of educating consumers about the potential negative impacts of imported brands. Awareness campaigns can shed light on the implications of increased reliance on foreign goods, including the erosion of national foreign exchange reserves and the potential demise of local industries. In summary, the findings of this article stress the need for managers, both local and international, to tailor their marketing programs carefully, taking into account the paramount influence of price and family in Tanzanian consumer behavior. By doing so, businesses can foster a deeper connection with consumers and contribute to the sustainability of local industries while providing consumers with products that resonate with their preferences and values.

Compliance with ethical standards

Conflict of interest the authors declare no potential conflict of interest with respect to the research, authorship and/or publication of this article.

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