

CONSUMER BEHAVIOUR | RESEARCH ARTICLE

Factors affecting Ethiopian Consumers' Attitudes towards Purchasing Locally Produced Apparel: An Empirical Study

Eyob Minbale^{1*}, Wendosen Seife²

Abstract: Currently, customers have an ever-expanding choice of purchase options owing to globalization, which leads to increased competition. Globalization and current marketing trends have made consumers more sensitive and challenging than ever. As consumers are the most important asset any business has, organizations must understand consumers' behavior to maintain a strategic advantage in today's increased competition and globalized marketing. In this regard, this study aimed to assess the determinants of Ethiopian consumers' purchasing behavior in locally-produced apparel by using the Theory of Planned Behavior (TPB) model. Cross-sectional data from 539 consumers were collected using convenience sampling and analyzed using structural equation modeling. The structural equation model results showed that all variables had a positive and significant effect on the dependent variables, which means that all hypotheses are supported. The results also indicate that consumers' attitude toward locally produced apparel was the most influential determinant of their purchasing intention towards locally produced apparel, followed by perceived behavioral control and subjective norms. Further, consumers' purchasing intention is more influential in their purchasing behavior than perceived behavioral control. The findings of this study provide insight into domestic apparel consumption, as well as the factors affecting consumer purchasing intentions and behavior in the Ethiopian context. The results from the measurement and structural models offer key inputs for policymakers, marketers, manufacturers, and retailers.

Keywords: apparel, buying behavior, behavioral control, consumer attitude, purchasing intention, theory of planned behavior

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Author Affiliation:
¹Department of Textile and Apparel Merchandising, Ethiopian Institute of Textile and Fashion Technology, Bahir Dar, Ethiopia

²Department of Garment engineering, Ethiopian Institute of Textile and Fashion Technology, Bahir Dar University, Bahir Dar, Ethiopia

*Corresponding author:
eyomin23@gmail.com



Eyob Minbale

ABOUT THE AUTHORS

Eyob Minbale is a lecturer and researcher at the Department of Textile and Apparel Merchandising, Ethiopian Institute of Textile and Fashion Technology, Bahir Dar University, Bahir Dar, Ethiopia. His areas of specialization include apparel marketing, consumer behavior, merchandising, retail management, strategic management and logistic, entrepreneurship, and supply chain management. He can be reached via eyomin23@gmail.com.

Wendosen Seife is a Lecturer and researcher at the Department of Garment Engineering, Ethiopian Institute of Textile and Fashion Technology, Bahir Dar University, Bahir Dar, Ethiopia. His areas of specialization include operation management, ergonomics, entrepreneurship, and strategic management. He can be reached through wendosen12seife@gmail.com.

PUBLIC INTEREST STATEMENT

The study shows that consumers had high purchasing intentions but low purchasing behavior. The study's findings can be used to better understand how Ethiopian customers perceive and respond to locally manufactured clothing, as well as how well they can carry out their expected behaviors and other factors that influence their intentions and actions. The study also delves into the factors that influence consumers' intentions and behavior when it comes to purchasing locally-produced apparel.



1. Introduction

Consumers' favorable feelings and appetite toward products and their cues are some factors that affect apparel (Rahmah & Satyaningrat, 2023). Consumers buy a product when they have a favorable feeling and tendency toward it (Kotler et al., 2014). Consumers' willingness to buy a product comes from their intention toward the product (Rahmah & Satyaningrat, 2023). However, developing nation consumers, mainly Africans, are strongly criticized for their unwillingness to consume locally produced products, particularly apparel. Consumers' unwillingness to consume products manufactured in African countries has left the manufacturing industry with a small market share and a decreasing trend in the global market (Schmieg, 2016). Apparel is a general name for various clothing and items worn on the body, including garments, fabrics, accessories, shoes, caps, and hats. In this study, apparel (plural form) is used to represent various types of apparel.

Correspondingly, Ethiopian consumers are unwilling to consume locally produced apparel because they are not proud of made-in-Ethiopian apparel (Gelan, 2018; Kibret, 2019; Schmieg, 2016). Ethiopian consumers also had a low response to locally manufactured apparel. Consumers mentioned the product quality, price, lack of size and color variety, comfort, design features, durability, uniqueness, and design varieties as the main reasons for their low response to locally produced apparel (Gelan, 2018; Staritz & Whitfield, 2017).

In this regard, understanding consumers' behavior to maintain a competitive advantage in today's ever-expanding global marketing environment is mandatory. Consequently, the main purpose of this study is to explore the determinants of Ethiopian consumers' purchasing behavior towards locally produced apparel. Consumer behavior has been studied in developed countries (Gitimu et al., 2013; Zebal et al., 2019) and other developing countries (Adetayo et al., 2017; Etim, 2019). However, there are limited studies and published papers regarding Ethiopian consumers' purchasing behavior towards apparel during purchasing or use (Bizuneh et al., 2021). In addition, consumers' attitudes towards a particular action may also be inconsistent and differ by country and time. As a result, this study was conducted to fill this gap by utilizing TPB's extended model.

As such, the study posed two research questions (RQs) to fill the abovementioned gaps: RQ1: What factors affect Ethiopian consumer attitudes towards locally produced apparel? RQ2: What factors significantly affect Ethiopian consumers' purchasing behavior of locally produced apparel? The "theory of planned behavior" model was utilized to build a conceptual framework to answer these questions. The unit of study in this research is industrial-based apparel. A model is formulated at a general level and applied to any behavior of interest to social and behavioral scientists. Other consumer behavior theories have been designed for specific applications. Consumers' attitudes towards locally manufactured apparel products, subjective norms, and Perceived Behavioral Control (PBC) were jointly used as determinant factors of their purchasing intention towards locally manufactured apparel. In addition, consumer behavior is directly determined by consumer intention and consumers' PBC towards their behavior.

Therefore, this study aims to contribute to the literature on the behavior of Ethiopian consumers purchasing locally manufactured apparel in the following ways. First, studies on consumer behaviors in the Ethiopian scenario are limited and must be researched in greater detail. Third, this study examines the necessary implications for understanding the priorities and requirements of Ethiopian consumers' purchasing intention and

behavior regarding apparel products for stakeholders. As such, the researcher anticipates that the findings of this research will assist marketers, manufacturers, consumers, policymakers, and researchers in better understanding and filling their potential conceptual gaps.

2. Literature Review

2.1 Consumer Behavior

Consumer behavior attempts to understand, examine, explain, and predict market reactions. Consumer behavior involves the study of buying units and the exchange processes involved in the acquisition, consumption, and disposal of goods, services, experiences, and ideas (Mohan, 2014). Consumer behavior studies how consumers' emotions, perceptions, attitudes, and preferences influence their purchasing behavior (Solomon et al., 2017). In this study, researchers use different determinants to predict consumer purchasing behavior. In several different fields of study, such as online purchase behavior (Rahman et al., 2018; Zarei et al., 2019) and ethical behavior (Sun, 2020). Behavioral intention was used as an immediate predictor of actual behavior (Ajzen, 2020; Baimakhanova, 2019; Sun, 2020).

2.2 Theory of Planned Behavior

Several studies have applied the theory of planned behavior (TPB) to examine consumer apparel purchasing behavior. The TPB model is effective in predicting consumers' apparel purchase intentions and behaviors (Rozenkowska, 2023). TPB is designed to forecast a person's behavior (Ajzen, 2020). A model is formulated at a general level and applied to any behavior of interest to social and behavioral scientists. Other consumer behavior theories have been designed for specific applications. The TPB model states that behavioral intentions are determined by attitude (one's own opinions about the behavior), subjective norms (opinions of others about the behavior), and perceived behavior control (self-efficacy towards the behavior) (Ajzen, 1991; Ajzen, 2020). The model investigates both internal (i.e., attitude, PBC) and external (i.e., subjective norm) influencers when exploring consumer purchasing behavior.

2.3 Purchase Intention and Purchase Behaviour

Purchase intention is defined as a situation in which consumers are more likely to purchase a specific product under a specific condition (Mirabi et al., 2015). The purchase intention of a consumer relates to the consumer's favorable feelings toward a product. This is essentially a signal of consumer purchasing behavior (Zhang et al., 2020). Prior studies have shown that when consumers are aware of the significance of locally-made products, they are more likely to incorporate and tolerate local issues in their purchase decision-making (Chang & Watchravesringkan, 2018). Intention has been assumed to be a strong predictor of behavior, but in some cases, it may not act consistently. Other researchers have revealed a high degree of correlation between intention and behavior (Wiederhold & Martinez, 2018). In line with this discussion, we propose the following hypothesis:

H1: Consumers' purchase intentions towards locally manufactured apparel positively affect Ethiopian consumers' purchase behavior.

2.4 Purchasing Intention and Attitude

Attitude is a specific construct of the TPB framework. Attitude is a psychological path through which an individual can consistently favor or disfavor a specific object (Zaremohzzabieh et al., 2021). Numerous studies that have examined the association between attitude and purchasing intention have concluded that attitude is a crucial factor in predicting consumers' purchasing intentions (Tajuddin et al., 2014; Zhang et al., 2019). Attitude is directly and positively related to purchase intention (Adetayo et al., 2017; Nguyen et al., 2019). Attitude does not always significantly affect purchasing intention because various situational factors may influence actual purchase decisions (Carrington et al., 2014; Jung et al., 2020). Tajuddin et al. (2014) determined that the most critical predictor variable in the model was attitude toward conduct. Therefore, we propose the following hypothesis:

H2: Consumers' attitudes towards locally manufactured apparel positively affect Ethiopian consumers' purchase intentions.

2.5 Purchasing Intention and Subjective Norm

In TPB, the subjective norm (SN) is an integral element in predicting behavioral intention (Ajzen, 2020). SN refers to social influence on a particular behavior (Effendi et al., 2019). Subjective norms refer to whether an individual feels social pressure over whether to perform a specific behavior (Ajzen, 1991). Prior studies have found that consumers' subjective norm positively affects their intention to purchase apparel (Chang et al., 2018; Sandhya & Mahapatra, 2018; Wiederhold & Martinez, 2018). Subjective norm positively contributes to apparel purchase intention and is the most influential predictor of purchase intention (Nguyen et al., 2019). However, in another study, the subjective norm influenced intention positively but had the lowest effect (Valaei & Nikhashemi, 2017). Therefore, we propose the following hypothesis:

H3: Subjective norms regarding locally manufactured apparel products positively affect Ethiopian consumers' purchase intentions toward local apparel.

2.6 Purchasing Intention and Perceived Behaviour Control

Perceived behavioral control (PBC) is the ease or difficulty of performing a behavior (Ajzen & Madden, 1986). PBC measures an individual's perception of how simple or challenging it is to perform a behavior (Ajzen, 1991). Many studies have examined the role of PBC in consumers' purchasing practices (Chi et al., 2019; Molinillo et al., 2020) and found that PBC has a significant positive impact on purchase intention. However, some studies have also mentioned that PBC may have different effects (Kumar et al., 2021). Chi et al. (2019) reported that improving PBC may help increase consumers' intentions to purchase local apparel. Therefore, we propose the following hypothesis:

H4: Consumers' perceived behavioral control of the consumer towards locally produced apparel positively affects their purchase intentions.

H5: Consumers' perceived behavioral control towards locally produced apparel positively affects their purchase behavior.

3. Conceptual Framework

The conceptual framework was developed based on a literature review of consumers' purchasing behavior for the product and their priority to prefer a product. The conceptual framework states that the determinants of purchasing intention are independent variables, purchasing intention is a middle variable, and purchasing behavior is the dependent variable. Figure 1 displays the study's conceptual framework by incorporating the stated hypotheses.

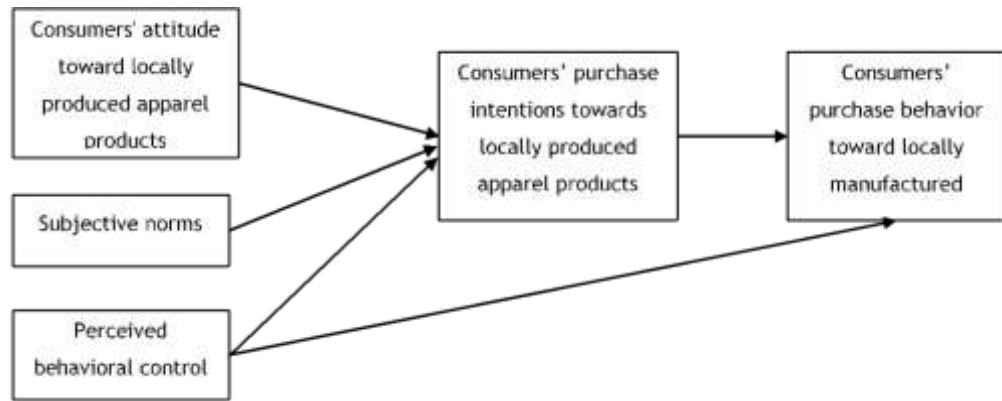


Figure 1. The theoretical framework of the study adapted from Ajzen (1991)

Thus, this research examines consumers' purchasing behavior towards locally produced apparel using TPB. The hypotheses of this study are as follows:

- H1: Consumers' purchase intentions towards locally manufactured apparel positively affect Ethiopian consumers' purchase behavior.
- H2: Consumers' attitudes towards locally manufactured apparel positively affect Ethiopian consumers' purchase intentions.
- H1: Consumers' purchase intentions towards locally manufactured apparel positively affect Ethiopian consumers' purchase behavior.
- H2: Consumers' attitudes towards locally manufactured apparel positively affect
- H3: Subjective norms regarding locally manufactured apparel products positively affect Ethiopian consumers' purchase intentions toward local apparel.
- H4: Consumers' perceived behavioral control of the consumer towards locally produced apparel positively affects their purchase intentions.
- H5: Consumers' perceived behavioral control towards locally produced apparel positively affects their purchase behavior.

4. Methods

4.1 Research Design

This study was designed as a cross-sectional, explanatory, descriptive survey. We adopted both qualitative and quantitative approaches to conduct it. The study sites were Addis Ababa City, the capital of Ethiopia, and Bahir Dar City (Amhara Regional State Capital City). Addis Ababa City consumers were chosen because of their diversity. The study's target population is too large, as the population consists of consumers who live in Addis Ababa and Bahir Dar.

4.2 Sampling

A pilot study was conducted before the main study. This pilot study assessed the measurement items' completeness, wording, clarity, structure, and appropriateness. The pilot test results showed minor typing errors and instruction issues, which were corrected later. Thus, the final questionnaire was prepared after solving all the problems identified in the pilot test. The primary data were collected from Addis Ababa City using convenience sampling. An unknown population sample formula was used to determine the sampling size of the study at a 95% confidence level, 0.5 standard deviations, and a confidence interval of $\pm 5\%$. In a survey study, many factors will occur, such as missing data, non-response, loss during collection, and others; to compensate for such factors, the researcher will add 10-30% and 40-50% allowance to the calculated value. In this study, 50% of the calculated values are included. A total of 578 questionnaires were distributed, and 539 were returned. Of these, 478 were usable for the final analysis, accounting for an 82.7% response rate.

4.3 Measurement

The TPB model states that behavioral intentions are determined by attitude (one's own opinions about the behavior), subjective norms (opinions of others about the behavior), and perceived behavior control (self-efficacy towards the behavior) (Ajzen, 1991; Ajzen, 2020). The model investigates internal (i.e., attitude, PBC) and external (i.e., subjective norm) influencers when exploring consumer purchasing behavior. A structured questionnaire was used to collect data. Table 1 displays the constructs and respective measures for all variables.

Table 1. Constructs and respective measures

| Variables | Sources |
|--|--|
| Consumers' attitude towards locally produced apparel products (A psychological path that an individual can consistently favor or disfavor to a specific object) | |
| 1. I believe that the use of locally produced products by me will contribute to the growth of the domestic industry. | (Sparks & Shepherd, 1992; Kumar et al., 2017; Prakash et al., 2019; Dhir et al., 2021; Rausch & Kopplin, 2021) |
| 2. I believe that the use of local domestic apparel by me will help reduce unemployment | |
| 3. I believe that the use of local domestic apparel by me will help in the growth of the country's GDP | |
| 4. Generally, I have a favorable attitude toward locally manufactured apparel | |
| Subjective norms (The perceived social pressure on an individual to do or not to do a specific behavior) | |
| 1. When I decide to buy clothes, I am free from the influence of other people | (Ho et al., 2020; Sparks et al., 1997) |
| 2. Other people influence me to buy locally manufactured apparel | |
| 3. The views of other people that I respect influence my decision to buy domestic products | |

Table 1. Constructs and respective measures (Continue)

| Variables | Sources |
|--|---|
| 4. I feel that other people influence me to buy locally-made apparel | |
| 5. I do not feel that other people influence me to purchase a foreign apparel brand | |
| Perceived behavioral control (The consumers' ability to perform a given behavior) | |
| 1. I am free to choose locally manufactured apparel products when purchasing clothing apparel. | (Ajzen & Madden, 1986; Massey et al., 2018; Sparks & Shepherd, 1992) |
| 2. If I want, I can easily buy local products when I buy clothes. | |
| 3. I am confident that if I want, I can choose to buy locally manufactured apparel | |
| Consumers purchasing intention (The consumer's tendency, degree of willingness to act and consume) | |
| 1. I would like to use domestic apparel products to support the local industry | (Han et al., 2014; Ho et al., 2020; Kumar et al., 2017; Wee et al., 2014) |
| 2. If I find locally manufactured apparel products in the store when I go shopping, I would likely purchase it | |
| 3. I intend to buy local apparel because I am concerned about the growth of the domestic industry | |
| 4. I would patronize and recommend the use of domestic apparel products | |
| 5. I intend to buy domestic apparel products instead of foreign brand | |
| Consumers purchasing behavior (A consumer's final response to a certain action) | |
| 1. I used to buy domestic apparel | (Dhir et al., 2021; Khare & Sadachar, 2017) |
| 2. I buy locally manufactured clothes instead of foreign brands even if the quality is lower | |
| 3. I purchase local apparel brands instead of foreign brands even if more expensive than foreign brands | |
| 4. When buying clothes, I pay attention that it is locally manufactured | |
| 5. I avoid a foreign apparel brand because of local concerns | |

The questionnaire was divided into three parts. In the first part, the respondents were asked to provide their demographic information. The second part consisted of 22 items to measure consumers' behavior and intention towards locally produced apparel products on a 7-point Likert scale (strongly agree = 7, strongly disagree = 1). The measurements for each variable were adapted from the literature. Consumer attitudes were measured using four different measures related to attitudes adapted from the literature (Ajzen & Madden, 1986; Dhir et al., 2021; Rausch & Kopplin, 2021). Five fully anchored subjective norm items were adapted from Ajzen (2002) and Sparks et al. (1997). Consumers' perceived behavioral control towards purchasing the local brand was measured using three metrics adapted from Ajzen and Madden (1986), and Sparks and Shepherd (1992). Consumers' purchasing intention was measured using five metrics adapted from Han and Chung (2014), Ho et al. (2020), and Wee et al. (2014). Consumer purchasing behavior was measured using five metrics adapted from Khare and Sadachar (2017). In the third part, respondents were asked to mention other factors they considered when buying apparel. Table 1 lists the sources of the selected constructs.

4.4 Data Collection

Data were collected from consumers living in Addis Ababa and Bahir Dar, Ethiopia, following a convenience sampling technique using physically distributed questionnaires. For data collection, the major parts of the city were identified as the most populated clothing retail in Addis Ababa based on convenience sampling. While the four sub-cities were selected based on a convenience sampling technique, the consumers who visited domestic readymade garment retail shops in those cities were approached randomly, and willing consumers filled out the questionnaire. Data were collected over three months, from December 2022 to February 2023.

4.5 Data Analysis

Scale reliability was checked using Cronbach's Alpha, and a value of 0.891 was obtained, which is greater than the threshold of 0.7 (Hair et al., 2010). The Kaiser-Meyer-Olkin (KMO) and Bartlett test of Sphericity were performed to determine the construct validity of the questionnaire. The KMO measure of sampling adequacy for the overall scale was 0.889, above the recommended value of 0.60 (Williams et al., 2010). Bartlett's test of sphericity was significant ($\chi^2(231) = 5550.078, p = 0.000$).

The acquired data were examined for missing data, normality, and multicollinearity before the statistical analysis. The missing values in this study range from 0.2% to 0.6% per item, indicating that the values are within the threshold range (Hair et al., 2021). Therefore, missing values were replaced with the estimated mean using SPSS. Skewness and kurtosis were also within the normal range (all values were within limits ± 1 and ± 3). The tolerance range values were between 0.618 and 0.971, and the variance inflation factor (VIF) ranged from 1.030 to 1.618; thus, they were within the acceptable range (Hair et al., 2010). The results showed that none of the independent variables was highly correlated with any other exogenous variable. Therefore, there is no problem with a high correlation among the variables.

Because the dataset was normal, the maximum likelihood estimation methodology was selected as the most suitable way to conduct confirmatory factor analysis (CFA). CFA was chosen because it is a statistical method that can be used to assess a theoretical model with a specific set of data (Orçan, 2018). This study also used covariance-based structural equation modeling (CB-SEM). CB-SEM is better for factor-based models and provides better model fit indices (Dash & Paul, 2021). Model fit was assessed in this study using the comparative fit index (CFI), goodness-of-fit index (GFI), root mean square error of approximation (RMSEA), and χ^2 values. As a survey study contains many variables, the analysis becomes more complex, and SEM is commonly used to analyze such data. SEM makes it simple to set up and successfully test fictitious links between theoretical constructs and those between constructs and their actual indicators.

5. Findings

5.1 Respondent's Demographic Profile

Table 2 outlines the respondents' descriptive statistics and characteristics. Among the participants, 52.1% (n = 249) are male. Regarding age, the highest number of respondents fell within the age ranges of 25-34, which is approximately 41.1% of the sample size, followed by 19-24 years (33.7%), and 35-44 years of age, which accounted for 13.4% of the total responses. Concerning the educational qualification level of the respondents, a large proportion of the research participants (72.7%) had completed their university

degrees. Based on the Ethiopian government's taxation rate, the respondent's monthly income level is categorized into four categories: low-income level (<1,650 birrs), lower-middle level (1,651-5,250 birr), upper-middle level (5,251-10,900 birr), and high income (>10,900 birrs); the majority of the respondents fell at the upper-middle level, accounting for 36%. Regarding marital status, 56.1% were unmarried, 41.4% were married, and the remaining 2.5% were divorced.

Table 2. Respondent's demographic profile

| Demographic Variables | Categories | Frequency | Percent | Mean | |
|-----------------------|--|----------------|---------|----------------------|---------------------|
| | | | | Purchasing Intention | Purchasing Behavior |
| Gender | Male | 249 | 52.10 | 5.85 | 4.18 |
| | Female | 229 | 47.90 | 5.66 | 4.18 |
| | Total | 478 | 100.00 | 5.76 | 4.18 |
| Age | ≤18 | 11 | 2.30 | 5.49 | 4.42 |
| | 19-24 | 161 | 33.70 | 5.48 | 3.93 |
| | 25-34 | 211 | 44.10 | 5.81 | 4.32 |
| | 35-44 | 64 | 13.40 | 6.13 | 4.36 |
| | >45 | 31 | 6.50 | 6.18 | 4.11 |
| | Total | 478 | 100.00 | 5.76 | 4.18 |
| | Educational level | Primary School | 19 | 4.00 | 5.77 |
| Secondary School | | 25 | 5.20 | 6.08 | 4.20 |
| Preparatory School | | 22 | 4.60 | 5.43 | 3.95 |
| Diploma | | 64 | 13.40 | 6.05 | 4.74 |
| Degree | | 274 | 57.30 | 5.67 | 4.07 |
| Masters | | 70 | 14.60 | 5.91 | 4.11 |
| PhD | | 4 | 0.80 | 4.65 | 2.55 |
| Total | | 478 | 100.00 | 5.76 | 4.18 |
| Marital Status | Unmarried | 268 | 56.10 | 5.57 | 4.01 |
| | Married | 198 | 41.40 | 6.00 | 4.33 |
| | Divorced | 12 | 2.50 | 6.15 | 5.67 |
| | Total | 478 | 100.00 | 5.76 | 4.18 |
| Income Level | Low Income level(<1,650 birr) | 84 | 17.60 | 5.35 | 3.88 |
| | Lower-middle level (1,651-5,250 birr) | 117 | 24.50 | 5.68 | 4.29 |
| | Upper-middle level (5,251-10,900 birr) | 172 | 36.00 | 5.91 | 4.51 |
| | High income (>10,900 birrs) | 105 | 22.00 | 5.94 | 3.75 |
| | Total | 478 | 100.00 | 5.76 | 4.18 |

5.2 Model Validations and Verifications

Confirmatory factor analysis (CFA) was used to check the compatibility of the variable with the model and its validity (see Figure 2). A summary of the goodness-of-fit indices for the constructed variables model showed that all values were acceptable, as presented in Table 3. The various fit indices used to test the model fit were found to satisfy the following requirements: $\chi^2 / Df (<5) = 2.545$, GFI (>0.90) = 0.913-0.90, CFI (> 0.95) = 0.962, and RMSEA (< 0.1) = 0.057 (Hair et al., 2010; Joseph et al., 2010). All the results were above the threshold value for each index (Hair et al., 2010).

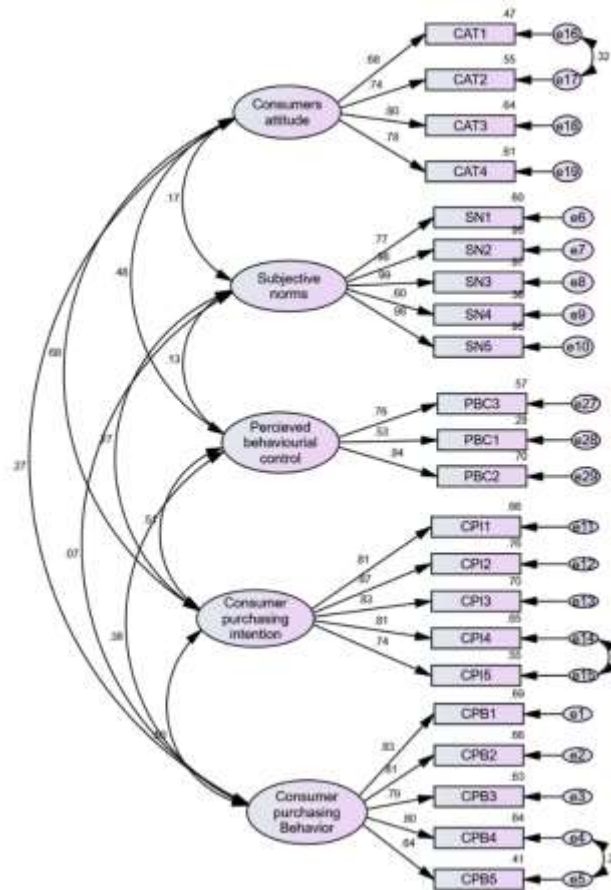


Figure 2. Final standardized CFA model path analysis

The convergent validity of the measurement model can be assessed using average variance extracted (AVE) and composite reliability (CR). According to the AVE and CR values obtained (see Table 3), all values exceeded the cut-off values ($p = 0.001$) (Fornell & Larcker, 1981). All loadings were significant, indicating that the model had achieved convergent validity. According to Hair et al. (2010), for discriminant validity, the correlation value must be lower than AVE^2 for all constructs. In the testing of the CFA model, as indicated in Table 3, all factors' correlation values were lower than AVE^2 , thus achieving the required thresholds for discriminant validity. In this study, all nine factors were significantly correlated at $p < 0.05$.

Table 3. Final confirmatory factor analysis model statistical summary

| Variables | Items | Factor loading | CR | AVE | AVE ² (DV) | χ^2 / df | GFI | CFI | RMSEA |
|-------------------------------|-------|----------------|------|------|-----------------------|-------------------------|-------|-------|-------|
| Consumer purchasing Behavior | CPB1 | 0.829 | 0.88 | 0.60 | 0.78 | (498.756 / 196) = 2.545 | 0.913 | 0.962 | 0.057 |
| | CPB2 | 0.811 | | | | | | | |
| | CPB3 | 0.791 | | | | | | | |
| | CPB4 | 0.799 | | | | | | | |
| | CPB5 | 0.643 | | | | | | | |
| Consumer purchasing Intention | CPI1 | 0.814 | 0.91 | 0.55 | 0.74 | (498.756 / 196) = 2.545 | 0.913 | 0.962 | 0.057 |
| | CPI2 | 0.871 | | | | | | | |
| | CPI3 | 0.834 | | | | | | | |
| | CPI4 | 0.809 | | | | | | | |
| | CPI5 | 0.745 | | | | | | | |
| Consumer Attitude | CAT1 | 0.683 | 0.85 | 0.59 | 0.77 | (498.756 / 196) = 2.545 | 0.913 | 0.962 | 0.057 |
| | CAT2 | 0.745 | | | | | | | |
| | CAT3 | 0.799 | | | | | | | |
| | CAT4 | 0.783 | | | | | | | |

| Variables | Items | Factor loading | CR | AVE | AVE ² (DV) | χ^2 /df | GFI | CFI | RMSEA |
|------------------------------|-------|----------------|------|------|-----------------------|--------------|-----|-----|-------|
| Subjective Norms | SN1 | 0.772 | 0.94 | 0.77 | 0.88 | | | | |
| | SN2 | 0.977 | | | | | | | |
| | SN3 | 0.986 | | | | | | | |
| | SN4 | 0.602 | | | | | | | |
| | SN5 | 0.975 | | | | | | | |
| Perceived Behavioral Control | PBC3 | 0.758 | 0.76 | 0.52 | 0.72 | | | | |
| | PBC1 | 0.525 | | | | | | | |
| | PBC2 | 0.837 | | | | | | | |

Note: CR = composite reliability; AVE = average variance extracted; DV = discriminant validity; χ^2 , Chi-Square; DF = degree of freedom; CFI: Comparative fit index; GFI, Goodness-of-fit index; RMSEA, Root mean square error of approximation

5.3 Model fit of Structural Equation Modeling (SEM)

Finally, the research model is tested using CB-SEM. AMOS version 23 was used to estimate the parameters and assess the model's fit. A summary of the goodness-of-fit indices for the measurement model showed that all values were acceptable, as presented in Table 4.

Table 4. Final SEM path analysis model statistical summary

| Variables | CR | AVE | AVE ² (DV) | χ^2 /df | GFI | CFI | RMSEA |
|-------------------------------|------|------|-----------------------|------------------------|-------|-------|-------|
| Consumer purchasing Behavior | 0.88 | 0.59 | 0.77 | (530.576 /196) = 2.735 | 0.911 | 0.958 | 0.060 |
| Consumer purchasing Intention | 0.90 | 0.64 | 0.80 | | | | |
| Consumer Attitude | 0.82 | 0.53 | 0.73 | | | | |
| Subjective norms | 0.94 | 0.77 | 0.88 | | | | |
| Perceived behavioural control | 0.75 | 0.52 | 0.72 | | | | |

Note: CR = composite reliability; AVE = average variance extracted; DV = discriminant validity; χ^2 , Chi-Square; DF = degree of freedom; CFI: Comparative fit index; GFI, Goodness-of-fit index; RMSEA, Root mean square error of approximation

Finally, the research model was tested using CB-SEM, and the results are shown in Figure 3. The summary of goodness-of-fit indices for the measurement model showed that all values were acceptable (Table 4). The results of factor analysis, convergent validity, and the overall values for AVE, CR, and DV were also acceptable (Hair et al., 2010).

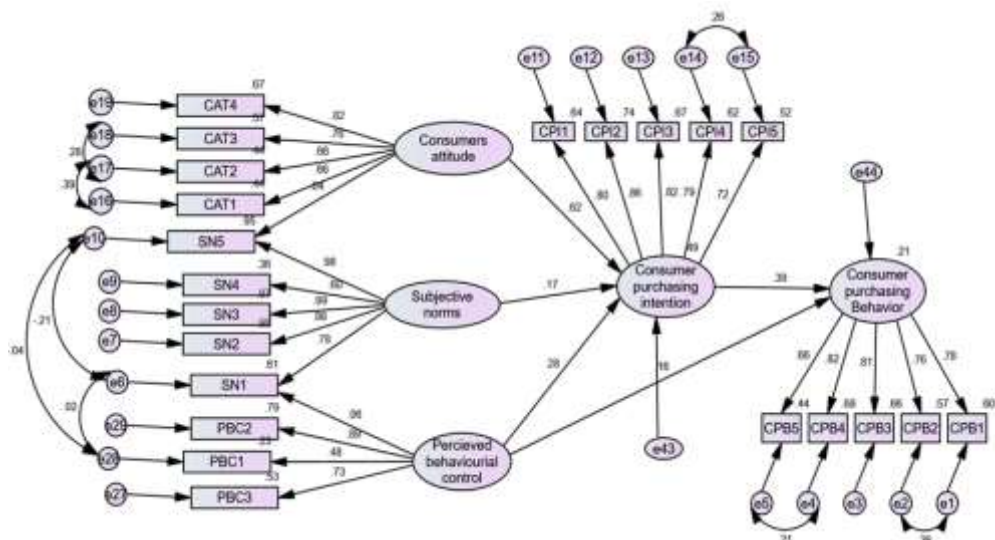


Figure 3. Final standardized SEM model path analysis

5.4 Direct and Indirect Effects of the Variables

As seen from the conceptual framework in Figure 1, the research model uses consumers' PBC ability as a predictor of both behavioral intention and actual behavior. Therefore, in this study, these variables' direct and indirect effects were investigated. As shown in Table 5, each independent variable significantly affected consumers' purchasing behavior. Consumer attitude (0.239) had a slightly higher indirect effect, followed by PBC (0.109) and SN (0.067).

Table 5. Standardized direct and indirect effects of the variables

| Dependent Variables | Independent Variables | | | | |
|-------------------------------|-----------------------|----------|-------|-------|-------|
| | PBC | Attitude | SN | CPI | CPB |
| Direct Effects | | | | | |
| Consumer purchasing intention | 0.282 | 0.619 | 0.174 | 0.000 | 0.000 |
| Consumer purchasing behavior | 0.165 | 0.000 | 0.000 | 0.386 | 0.000 |
| Indirect Effects | | | | | |
| Consumer purchasing intention | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| Consumer purchasing behavior | 0.109 | 0.239 | 0.067 | 0.000 | 0.000 |

Note: SN, Subjective norms; PBC = perceived behavioral control; CPI = consumer purchasing intention; CPB = consumer purchasing behavior

5.5 Hypotheses Testing

The hypothesized path of consumers' purchasing intentions with product attributes, attitude, CE, SN, and PBC was significant and positive. All determinates were found to be significant (p=0.000). The hypothesized path of consumers' purchasing behavior towards locally produced apparel products with CPI and PBC was statistically significant at a significant level of 0.05, and H1 to H5 was supported. The critical ratio (CR) for the regression path exceeded the threshold values > 1.96; the path is significant at the 0.05 level (Byrne, 2013). Based on the regression coefficients, a change in the independent variables corresponds to a change in the dependent variables. The results of SEM analysis are presented in Table 6.

Table 6. Hypothesis testing results of SEM (AMOS) and its significance

| Paths | Estimate | S.E. | C.R. | P | Result |
|--|----------|-------|--------|-------|-----------|
| Consumer purchasing intention ← Perceived behavioral control | 0.236 | 0.038 | 6.265 | 0.001 | Supported |
| Consumer purchasing intention ← Consumers attitude | 0.825 | 0.078 | 10.544 | 0.001 | Supported |
| Consumer purchasing intention ← Subjective norms | 0.106 | 0.024 | 4.387 | 0.001 | Supported |
| Consumer purchasing behavior ← Perceived behavioral control | 0.217 | 0.069 | 3.145 | 0.002 | Supported |
| Consumer purchasing behavior ← Consumer purchasing intention | 0.608 | 0.084 | 7.220 | 0.001 | Supported |

As shown in Figure 4, the individual predictor variables correlate well with the outcome variable (i.e., consumers' intention to purchase locally produced apparel products). When they are compared, attitudes toward locally produced apparel products were found to have a greater correlation with consumers' purchase intention, followed by perceived behavioral control and subjective norms, then finally (i.e., $0.62 > 0.28 > 0.17$). In turn, locally-produced apparel product purchasing intention and perceived behavioral control have also correlated significantly with locally-produced apparel product purchasing behavior. Figure 4 shows the results of the research framework using the correlation coefficients (r) of the correlation analysis. Overall, all the correlation results support the research hypothesis that there will be a positive linear association between the hypothesized predicting and outcome variables.

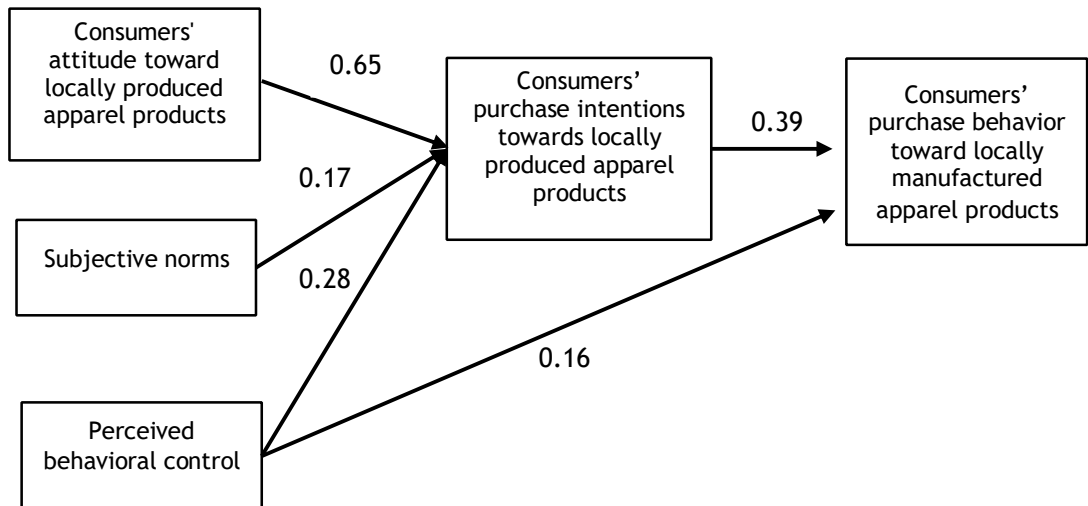


Figure 4. The research framework results (using r)

6. Discussion

6.1 The Effect of Consumer Attitude on Purchasing Intention

The consumer's attitude towards locally produced apparel products was positive and significant ($\beta=0.418$, $p=0.000$), related to the purchase intention for locally produced apparel. This finding is consistent with that of Kumar et al. (2017). The subjective norm, which represents perceived social influence to perform a particular behavior, was also found to have a statistically significant relationship with consumers' purchase intentions towards locally produced apparel products. This finding is consistent with the results of previous studies (Chang et al., 2018; Sandhya & Mahapatra, 2018; Wiederhold & Martinez, 2018). Therefore, hypothesis one was supported. This is due to the consumers' higher beliefs, feelings, and action tendencies of purchasing intention towards locally produced apparel products.

6.2 The Effect of Subjective Norms on Purchasing Intention

The study also found that subjective norms have a similarly lower effect on predicting purchasing intention (Valaei & Nikhashemi, 2017). This finding is consistent with the results of previous studies (Chang et al., 2018; Sandhya & Mahapatra, 2018; Wiederhold & Martinez, 2018). The study also found that subjective norms have a similarly lower effect on predicting purchasing intention (Valaei & Nikhashemi, 2017). Therefore, hypothesis two was supported.

6.3 The Effect of Perceived Behavioral Control on Purchasing Intention

Perceived behavioral control, which relates to an individual's belief about the personal and individual perceptions that control the ability to carry out the behavior, also had statistically significant relationships with consumers' purchase intentions towards locally produced apparel products. Research by Molinillo et al. (2020) and Sreen et al. (2018) confirmed the results of this study. But, Kumar et al. (2021) found that PBC has a diverse effect on purchase intention. Giantari et al. (2013) also found that PBC does not significantly influence the purchasing intention and behavior of the consumer. Therefore, hypothesis three was supported.

The results also confirm that consumer attitude has a slightly greater influence on consumers' purchase intentions than the other studied variables. This finding agrees with a previous study's results (Tajuddin et al., 2014). However, SN and PBC were found to have a lower effect on the prediction of purchasing intention, which is in agreement with other studies (Giantari et al., 2013; Valaei & Nikhashemi, 2017). The lower effects of subjective norms are due to subjective norm-influencing elements, such as social pressure, social media, path dependency, world time context, prominence, and similar harm to consumers' shopping habits.

6.4 The Effect of Perceived Behavioral Control and Purchasing Intention on Purchasing Behaviours

Consumers' purchasing behaviors were also found to have a positive relationship with PBC and their purchasing intentions towards locally produced apparel products. This study ascertains that both PBC and the intention to buy locally produced apparel products positively relate to consumers' purchasing behaviors towards locally produced apparel products. This result aligns with those of previous studies (Islam et al., 2014; Rahmawati & Muflikhati, 2016). From the determinants of purchasing behavior, the findings of this study indicate that consumers' intentions toward locally produced apparel products have the highest impact on their purchasing intentions. The result is consistent with Rausch and Kopplin (2021). PBC had a lower effect on predicting consumers' purchasing behavior toward locally produced apparel, which agrees with other studies (Giantari et al., 2013; Valaei & Nikhashemi, 2017). The higher effects of consumers' purchasing intention towards locally produced apparel products on their purchasing intentions are also due to the influential factors of consumers' purchasing intentions, such as societal pressure, prosocial behavior, protectionism, patriotism, social media, product awareness level, perceived value, social value, and like hurt a shopping practice of the consumer. Therefore, hypotheses four and five were supported.

6.5 Managerial Implication

The current research aims to identify and forecast the variables that influence Ethiopian consumers' behavior and intention to buy local clothes. The outcome of the measurement and structural models provides significant inputs for decision-makers in the fields of marketing, manufacturing, and retail. The study's findings can be used to understand better how Ethiopian customers perceive and respond to locally manufactured clothing as well as how well they can carry out their expected behaviors and other factors that influence their intentions and actions. This study also explores the factors influencing consumers' intentions and behavior when purchasing locally produced apparel. This study will also help new investors recognize the purchasing intentions and behavior of Ethiopian consumers so that they can invest in the design, development, and promotion of their brand. Manufacturers and retailers should consider the consumer's most important product attributes to their business. The government should emphasize local garment

producers as it emphasizes export-oriented firms. In other words, the government should consider implementing an import substitution strategy to complement an export-oriented strategy for garment sector development.

6.6 Theoretical Contribution

This study was conducted to predict the factors affecting Ethiopian consumers' purchasing behavior and purchasing intention toward locally manufactured apparel products. This study uses the theory of planned behavior to frame the conceptual framework to investigate their impact on consumer purchasing intention, which has rarely been investigated together. The results from the measurement and structural models show that Ethiopian consumers had a very high purchasing intention towards locally produced apparel products but had a low actual purchasing behavior towards locally produced apparel products. The findings of this study provide insight into domestic apparel consumption, as well as the factors manipulating consumer purchasing intentions and behavior towards locally manufactured apparel products in the developing nation, particularly in the Ethiopian context.

6.7 Limitations

As this study has some limitations, it is critical to consider how the results should be interpreted carefully. First, only selected predictors were included; thus, there is room for future researchers to consider more predictors of purchasing behavior, such as personality, lifestyle, religion, financial constraints, environmental issues, time, culture, and the influence of social media and celebrities. The second limitation is that the unit study used a generic apparel product; the results may differ if a specific apparel product is used. Third, the study investigated pre-purchasing consumers' apparel evaluation intentions and purchasing behaviors toward locally produced apparel, leaving room for future researchers to incorporate consumer post-purchasing behavior. Fourth, most respondents were below 50 years of age, and the elderly and seniors were not captured in the sample.

7. Conclusions

According to the above results, it can be concluded that, like other product categories, garment purchasing behavior and intention depend on several factors. Consumers in Ethiopia use several product features to predict their purchasing behavior and intentions. Ethiopian consumers reported low real purchasing behavior toward locally manufactured garment products despite having a high intention to buy such products. The most crucial characteristics were value, excellence, fitness, comfort, and color. Consumers' purchasing attitudes towards locally manufactured apparel were the most influential factor, followed by perceived behavioral control and subjective norms. Consumer purchasing intention was also found to be a more influential predictor of consumer purchasing behavior than perceived behavioral control. In addition to individual preferences, uncontrolled demographic factors such as income, age, sex, and level of education also affect consumers' desire to buy and their behavior. Ethiopian customers evaluate garment products using a variety of cues and qualities, both before and after buying them.

8. Recommendation

There is room for a broader study to investigate pre-purchasing, purchasing, and post-purchasing behaviors in evaluating consumers' domestic apparel intentions in Ethiopia. More personal, cultural, social, psychological, and marketing factors may also be incorporated as predictors of purchasing behavior to evaluate consumers' domestic apparel purchasing intentions. In future studies, the age groups may also be expanded to include the elderly and senior citizens to provide more insights and new marketing options for this segment of domestic apparel consumption.

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