WILEY | Hindawi

Research Article

Ethiopian Consumer's Behavior towards Purchasing Locally Produced Apparel Products: An Extended Model of the Theory of Planned Behavior

Eyob Minbale [ID]**, Berihun Bizuneh** [ID]**, Wendosen Seife** [ID]**, Alene Eyasu** [ID]**, Tinsaye Asfaw** [ID]**, and Shalemu Sharew** [ID]

Ethiopian Institute of Textile and Fashion Technology (EiTEX), Bahir Dar University, Bahir Dar, Ethiopia

Correspondence should be addressed to Eyob Minbale; eyomin23@gmail.com

Consumers in developing countries, particularly Africans, are strongly criticized for their unfavorable feeling about locally produced apparel products. With this concern, this paper explores the determinants of Ethiopian consumers' purchasing behavior towards locally produced apparel products by using the extended theory of planned behavior (TPB) model. A self-administered questionnaire which consists of open and closed-ended questions was developed based on the literature. Cross-sectional data were collected from 478 Ethiopian consumers by following the convenience sampling technique and were analyzed by structural equation modeling with AMOS V.26.0. The ethnocentric tendency of Ethiopian consumers was found at a moderate level. The consumers had a very high purchasing intention towards locally produced apparel products but had a low actual purchasing behavior. The result also showed that Ethiopian consumers use price, garment fitness, comfort, and color as the most important attributes, while the country of origin and notions were found to be the moderate important attributes. Moreover, consumers' attitude towards locally produced apparel products was found as the most influential factor, while perceived behavioral control and subjective norms were the least influential factors in affecting consumers' purchasing intention. The study's findings provide insight into domestic apparel consumption as well as the factors affecting consumer purchasing intentions and behavior in the Ethiopian context. The study incorporates product attributes and ethnocentrism into the TPB model to investigate their impact on consumer purchasing intentions which are rarely investigated together.

1. Introduction

In the early 21st century, Ethiopia emerged as one of Africa's fastest-growing countries [1]. The country has Africa's second-largest population, the largest open-air market in Africa, called Mercato [2, 3], and is among African countries with cotton production and export potential, with an estimated area of 2.5 hectares suited for this product [4]. This potential had not been used as a competitive advantage until roughly a decade ago in the trade of a variety of items, both with international and local demand. To survey the reasons why those potentials had not been exploited to the advantage of the country, a preliminary study was conducted by using focus group discussion. The discussion was held through Microsoft teams within the local apparel marketers, merchandisers, and company managers on December 23, 2022. According to the discussion, the experts noted that Ethiopian apparel consumers are unwilling to consume local apparel products. The consumers' unwillingness to consume local apparel products found in the preliminary study was similar to other studies [5–7]. This preliminary study also found that consumers have a low response to locally manufactured apparel products, which is in line with different kinds of literature [6, 8, 9].

One of the aspects influencing garment product trades is the consumers' favorable feelings and proclivity towards products and their cues. Consumers buy a product when

they have a favorable feeling and tendency towards the product [10]. The consumers' willingness to buy a product comes from their intention towards the product [11]. However, developing nation consumers, particularly Africans, are strongly criticized for their unwillingness to consume locally produced apparel products. It is mainly because of their favorable perception and impression of global brands and their low level of attitude and knowledge towards the made-in African products that lead the consumers to have low demand for homemade apparel products and to consume imported ones [6, 7]. These consumers' unwillingness to consume products manufactured in African countries has left the manufacturing industry of African countries with a small market share with decreasing trends in the global market [5].

Correspondingly, Ethiopian consumers are unwilling to consume locally produced apparel products; moreover, consumers are not proud of made-in-Ethiopia apparel products. It is mainly because of their favorable perception and impression of global brands with greater product quality, higher brand reputation, higher perceived values, and more perceived social prestige when utilizing global brands [5–7]. Due to the consumer's low response and unwillingness to consume locally produced apparel products, the import trade has been increasing, from $1.52 billion in 1997 to $17.9B in 2017 [12]. These are the reasons for importing 83% of the clothing demand of the country with hard currency, due to the lack of demand [13].

In this regard, understanding the behavior of the consumer to maintain a competitive advantage in today's ever-expanding competition and global marketing environment is mandatory. In this dynamic global market, empathetic consumer needs and navigating the customer towards a product by creating certain wants in the minds of the customer are a routine task for producers, marketers, and researchers. Consequently, this study intended to explore the determinants of Ethiopian consumers' purchasing behavior towards locally produced apparel products. Consumer behavior has been studied in "developed nations" [14–16] and other developing countries [17–20], but there are a limited number of studies and published papers regarding Ethiopian consumers' purchasing behavior towards apparel products during purchasing or use [21]. The study incorporates product attributes and consumer ethnocentrism into the theory of planned behavior (TPB) model to examine their impact on consumers' purchasing intentions which are rarely studied in such a combination. As a result, this study was performed to fill this gap by utilizing TPB's extended model.

As such, the study posed three research questions (RQs) to fill the gaps mentioned above RQ1: what apparel product attributes are the most important factors for Ethiopian consumers to select apparel products? RQ2: what are Ethiopian consumers' ethnocentric tendencies towards locally produced apparel products? RQ3: how and what are the factors that significantly affect Ethiopian consumers' purchasing behavior of locally produced apparel products? To answer these questions, the "theory of planned behavior" model was utilized to build a conceptual framework, which

was then expanded by adding relevant variables called consumer ethnocentrism and product attributes. The unit study of this study is industrial-based apparel products. This study looks at the attitude of the consumer, subjective norms, perceived behavioral control (PBC), consumer ethnocentrism, and apparel product attributes which were jointly used as determinant factors of purchasing intention. Also, consumer behavior is directly determined by consumer intention and consumers' PBC towards their behavior. This study incorporates product attributes and consumer ethnocentrism into the TPB model, which has been rarely studied in this manner. As a result, the research findings will be helpful to marketers, producers, consumers, policymakers, and researchers to fill their potential conceptual gaps.

2. Literature Review

2.1. Theoretical Review. The field of consumer behavior tries to understand, examine, explain, and predict consumers' reactions in markets. According to Mohan [22], consumer behavior is the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. Consumer behavior is the study of how a consumer's emotions, perceptions, attitudes, and preferences influence their purchasing behavior [23]. In this arena of the study, researchers used different determinants to predict the purchasing behavior of consumers. In several different study fields such as online purchase behavior [24, 25] or ethical behavior [26], behavioral intention is an immediate predictor of actual behavior [26–28]. Thus, scholars mostly exploited the insights of the theory of reasoned action (TRA) [29, 30] and its follow-up and the theory of planned behavior (TPB) [31] to draw on the suggested intention-behavior relation and to look into the causes of such behavioral intentions. TPB is a theory designed to forecast a person's behavior [27]. A model is formulated at a very general level and applies to any behavior of interest to social and behavioral scientists. The TPB model states that behavioral intentions are determined by attitude (one's own opinions about the behavior), subjective norm (opinions of others about the behavior), and perceived behavior control (self-efficacy towards the behavior) [27, 32]. Further in this study, the theory is extended by adding variables such as ethnocentrism (a psychological concept that describes how consumers purchase products based on the country of origin) and apparel product attributes (characteristics of a product which make them unique from other products) as determinates of intention.

As a locally produced apparel product (domestic product) is a unit study of this research, we added relevant variables to the model to achieve the objective and to increase the accuracy of the model to predict consumer behavior. Domestic products are those produced on a country's territory using the majority of its resources and designated as "made-in" the country where the consumer lives, whereas foreign products are those manufactured in any other country [33, 34]. So, based on the literature,

product attributes and consumer ethnocentrism are found as the determinant variables of consumers' purchasing intention. Product attributes are features of a product that make them unique from other products [35], whereas ethnocentrism means a practice of considering the origin of the product and giving a superior view to domestic products while purchasing [36]. Based on the theoretical review, the model was prolonged by adding relevant variables called product attributes and consumer ethnocentrism and constructing an extended theory of planned behavior model to structure the study framework and the research hypotheses (H).

2.2. Hypotheses Development

2.2.1. Purchase Intention and Purchase Behavior.
According to Mirabi et al. [37], purchase intention is defined as a situation in which a consumer is more likely to purchase a specific product in a specific condition. The purchase intention of a consumer relates to the consumer's favorable feelings towards a product. This essentially is a signal of consumer purchasing behavior [38]. Previous research demonstrated that when customers are aware of the value of locally produced goods, they are more willing to take into account and tolerate local difficulties when making buying decisions [39, 40]. Although it has been expected that intention is a strong predictor of behavior, in particular circumstances, it may not be consistent. Other researchers revealed a high degree of association between intention and behavior [41, 42]. The consumer's purchasing intention will have an insignificant effect on the consumer's purchasing behavior when the determinate factors affect the intention negatively [43]. In accordance with the discussion, the following hypothesis is proposed:

> *H1.* Consumers' purchasing intentions towards locally manufactured apparel products positively affect Ethiopian consumers' purchasing behavior

2.2.2. Determinants of Purchasing Intention towards Local Product.
Attitude is one of the TPB framework's specific constructs. Attitude is a psychological path in which a person can consistently favor or dislike a specific object [44]. Numerous studies that examined the link between attitude and purchasing intention concluded that attitude is a critical factor in predicting consumers' purchasing intentions [45, 46]. Purchase intention and attitude are favorably and directly correlated [17, 47]. Attitude does not always have a significant effect on purchasing intention because various situational factors might influence actual purchase decisions [48, 49]. Tajuddin et al. [45] determined that the most important predictor variable in the model was the attitude towards the intention. In accordance with the discussion, the following hypothesis is proposed.

> *H2.* Consumers' attitude towards locally manufactured apparel products positively affects Ethiopian consumers' purchasing intentions

The subjective norm (SN) is a crucial component of TPB that is utilized to forecast behavioral intention [27]. SN means a social influence on a certain behavior [50]. Individuals' subjective norm is their perception of societal pressure to engage in a particular action [31]. According to earlier research, consumers' SN has a beneficial impact on their intention to purchase apparel products [39, 42, 51]. Nguyen et al. [47] found that SN has a positive contribution to apparel purchasing intention, and it is the most influential predictor of purchase intention. However, in another study, SN was found to positively influence the intention but had the lowest effect [41]. In accordance with the discussion, the following hypothesis is proposed:

> *H3.* Subjective norms regarding locally manufactured apparel products positively affect Ethiopian consumers' purchasing intentions towards locally produced apparel products

The definition of perceived behavior control (PBC) is the perceived ease or difficulty of executing a behavior [52]. PBC examines a person's perception of how an easy or difficult behavior is to be carried out [31]. Several previous studies have been conducted to investigate the role of PBC in consumer purchasing habits [53, 54], and PBC was discovered to have a significant positive impact on purchase intention. Yet, research also states that PBC might have various impacts [55]. Chi et al. [53] reported that increasing PBC may help to increase consumers' desire for local clothing. In accordance with the discussion, the following hypotheses are proposed:

> *H4.* Perceived behavioral control of the consumer towards locally produced apparel products positively affects consumers' purchasing intentions
>
> *H5.* Perceived behavioral control of the consumer towards locally produced apparel products positively affects consumers' purchasing behavior.

2.2.3. Extending Determinant Variables of Consumer Behavior.
Several studies have identified the key features that consumers use to make purchasing decisions [56, 57]. According to Lonial and Zaim [58], product attributes are what make it distinct from other products. Attributes include things such as size, color, flavor, package type, and other features [59]. Product attributes are highly correlated with purchasing intention and are highly influenced by the purchasing behavior and decision of the consumer [59, 60]. Previous research has shown that not all attributes are equally important in consumer purchasing decisions and that some are more important than others. The most important attributes are also differed by country [57, 59]. In this regard, the purpose of this study is to answer the following question:

> *"What apparel product attributes are the most important factors for Ethiopian consumers to choose among apparel products?"*

According to Bennur [56], Islam et al. [60], and Jin and Bennur [57], apparel product attributes have a significant consequence on consumers' "purchasing intention." One of the most important factors influencing consumers' apparel purchasing behavior is apparel attributes [28, 45]. The most important attributes that consumers use while evaluating an apparel product are inconsistent and may change over time [59, 60]. As a result, it is crucial to predict future changes in key attributes while also figuring out how certain product attributes are important currently to customers. Therefore, the following hypothesis is proposed:

> H6. Apparel product attributes positively affect Ethiopian consumers' purchasing intentions towards locally manufactured apparel products

Consumer ethnocentrism is an extended variable that we added to determine the consumer's intention as a recent researcher used it to investigate the consumers' inner concept that defines how consumers purchase products based on their country of origin [61]. The term "ethnocentrism" was first used in sociology by William et al. [67] and brought to marketing and consumer behavior [36, 61]. Ethnocentrism is a word composed of the terms "ethnic," which means group, and "centrism," which means focused [63, 64]. Ethnocentric individuals believe in the inherent superiority of their ethnic group [64]. Consumer ethnocentrism is an intrinsic motivation and a perceived moral obligation to buy domestic products when people believe that their personal or their country's national well-being is under threat from imports [65, 66]. Generally, consumers from less developed and developing nations have low ethnocentrism towards the local product [61, 67–69], but in developed nations, consumers have positive ethnocentric intentions towards their locally manufactured apparel [70]. Consumers in Zimbabwe and South Africa had a moderately high level of ethnocentrism [71]. Therefore, the following hypothesis is proposed:

> H7. Consumers' ethnocentrism positively affects Ethiopian consumers' purchasing intentions towards locally manufactured apparel products

In this research, three antecedents of consumers were used as factors to investigate the Ethiopian consumer's ethnocentric tendencies. The factors that this research adopts are ethnic-related attributes, self-image congruence, and consumer cosmopolitanism. Ethnic-related attributes have been defined as the shared identity of a group of people based on a common historical background, ancestry, and knowledge of identifying symbolic elements such as nationality, religious affiliation, and language [72]. Ethnic-related attributes play a specific and significant role in the consumer's consumption of apparel product behavior [73]. Consumers' ethnic attributes have a positive impact on consumers' ethnocentrism, but the ethnic group is affected by the predominated group [74]. Furthermore, consumers perceive clothing as self-expression; thus, consumers will frequently consider the brand image's similarity to its self-concept [75, 76]. Self-image congruence refers to the compatibility of the user's image (personality) of a specific product or brand with the customers' self-concept (real self and ideal self) [77]. Self-image congruence was a very good predictor of customer intention and satisfaction as well as brand preferences among consumers [75]. Customers who were more satisfied and preferred locally produced apparel products were those who had greater degrees of self-image congruity. Self-image congruity, on the other hand, may not be an important factor in the purchase and evaluation of all product categories. Self-image congruence acts as a driving force for preferring a brand, so anticipating what a consumer's self-image congruence looks like and forming positive attitudes to retain it in this dynamic market are important [76]. Consumer cosmopolitanism is consumers' global citizenship and a feeling to purchase products from various sources [78]. Cosmopolitanism is defined here by Riefler and Diamantopoulos [79] as a three-dimensional construct that measures how open-minded a consumer is to other nationalities and cultures, how appreciative they are of the diversity that results from the availability of products from those origins, and how inclined they are to consume products with international origins and other ethnic cultural values. A study by Prince et al. [80] and Rybina et al. [81] indicates that consumer cosmopolitanism has a negative relationship with consumer ethnocentrism. Han [82], Parts [83], and Zeugner-Roth et al. [78] revealed that consumers with higher consumer cosmopolitanism prefer imported products to domestic products. However, consumers in developed countries have a contrary result [84]. Therefore, the following hypotheses are proposed:

> H7a. Ethnic-related attributes have a positive influence on consumers' ethnocentrism
>
> H7b. Consumer's self-image concurrence towards the consumption of an apparel product positively influences consumer ethnocentrism
>
> H7c. Consumer's cosmopolitanism has a positive effect on consumer ethnocentrism

Based on the literature reviewed and hypothesis developed about consumers' apparel purchasing behavior and its determinant factors, a conceptual frame was developed. Figure 1 shows the study's conceptual framework, which incorporates the stated hypotheses.

3. Methodology

3.1. Research Design. The design of this study was a cross-sectional, explanatory, and descriptive survey. To conduct the study, we adopted both qualitative and quantitative approaches. The general working procedure is depicted in Figure 2.

3.2. Sampling and Data Collection. Before conducting the main study, a pilot study of 20 respondents from the Ethiopian Institute of Textiles and Fashion Technology (EiTEX) staff was conducted. The pilot study aims to analyze the measuring items' completeness, language, clarity, structure, and appropriateness. After conducting the pilot study, data were collected by using convenience sampling.
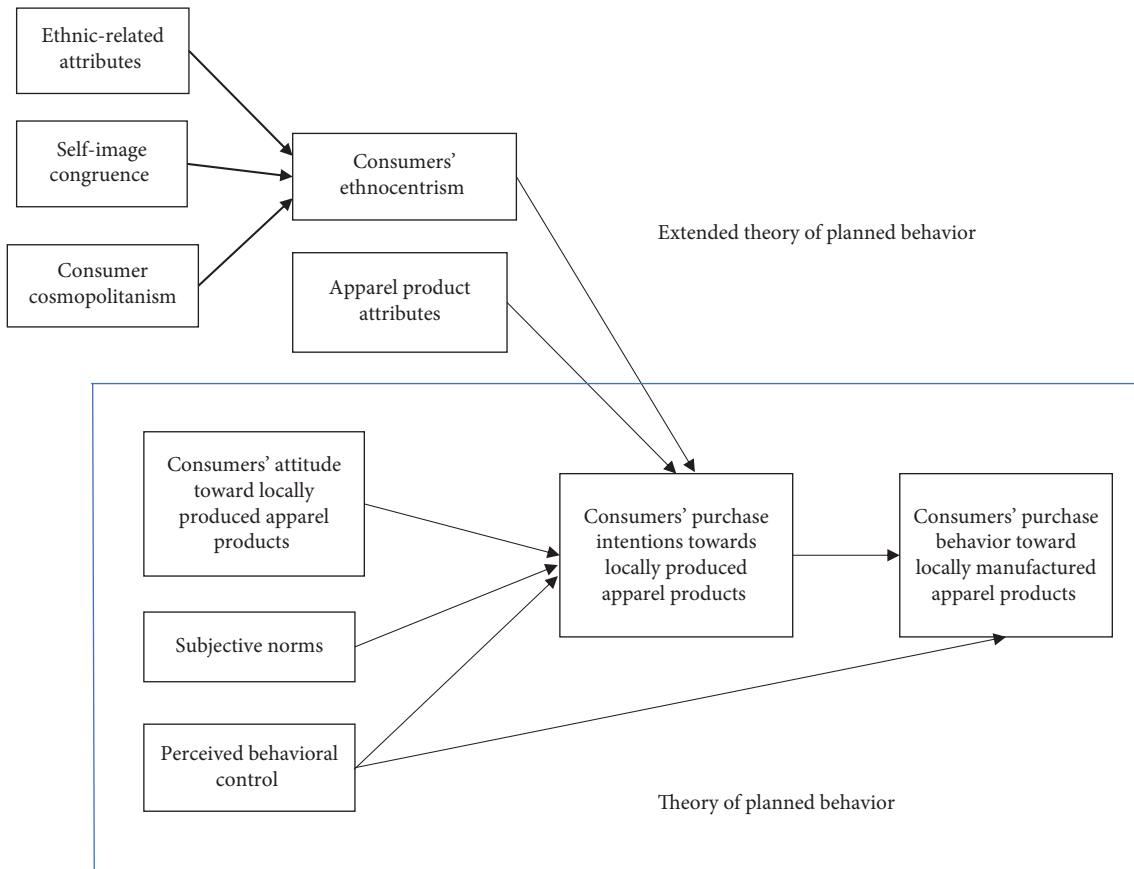
FIGURE 1: Conceptual framework of the study adapted from [31].

The main data were collected from Addis Ababa city by following a convenience sampling technique through physically distributed questionnaires. For the data collection, six major parts of the city were identified as the most populated clothing retail in Addis Ababa. The data were filled in by those willing customers walking to the selected clothing retail places during working hours. The data were collected in three months from March to May 2022. The reason for choosing Addis Ababa city consumers was because of the diversity of the people. A total of 539 questionnaires were distributed to the respondents, with 478 complete and useable responses received accounting for an 88.7 percent response rate.

3.3. Data Collection Instrument. A systematic questionnaire was utilized to collect data. There were three sections in the questionnaire. In the first part, respondents were requested to provide their demographic information such as age, gender, education level, marital status, and monthly income level. The second section included 55 items designed to assess consumers' behavior and intentions regarding locally made garment products on a 7-point Likert scale (strongly agree = 7 and strongly disagree = 1). The measurements for

each variable were adapted from the literature. The extended variable, product attributes were measured by using 16 items (brand (known), price (affordable), country of origin (made-in label), approval of others, fabrication/construction, size/fit (matches with body size), aesthetic of the garment, comfort, notions (trims and accessories), color (type and intensity), fashionability (recent product), design features (shape and silhouette), style/design/uniqueness, durability (lasts longer), seasonality (style goes with season), care label (how to wash and iron), and fabric content and composition) from the literature [85, 86]. Consumer ethnocentrism was scaled by using the 17 consumer ethnocentrism scale: CETSCALE developed by Shimp and Sharma [36]. Consumers' attitudes were measured by using five different measures related to attitude adapted from literature [52, 87, 88]. Five fully anchored "subjective norm" items were modified from Ajzen [89] and Sparks et al. [90]. The consumers-perceived behavioral control towards the purchasing of the local brand was measured by using three metrics modified from Ajzen and Thomas [52], Kidwell and Jewell [91], and Sparks and Shepherd [92]. Consumers' purchasing intention was measured by using five measuring metrics adapted from [93–95]. Consumers' purchasing behavior was measured by using five different metrics
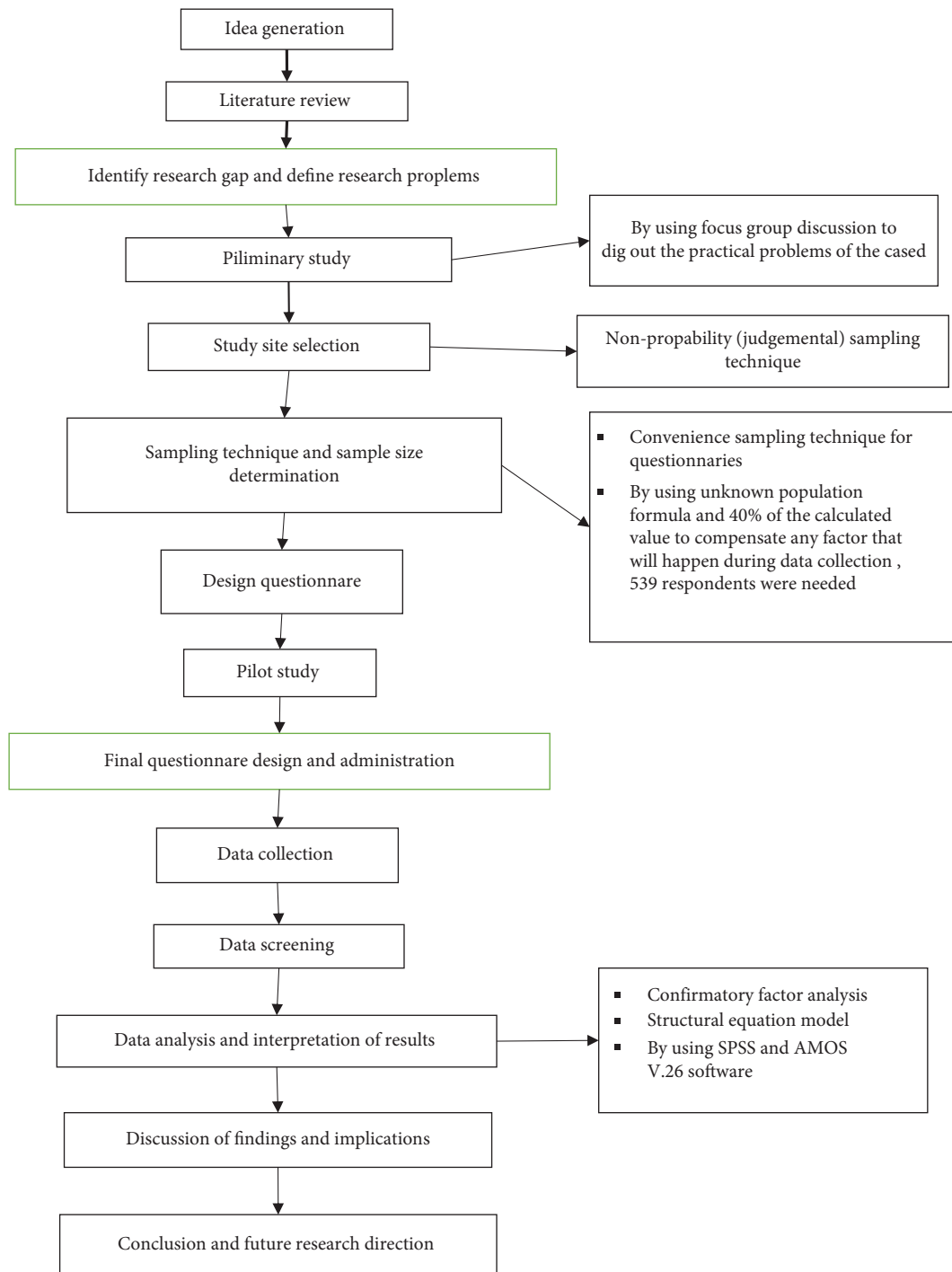
Figure 2: General working method.

adapted from [96, 97]. The sources of the selected product attributes and the other constructs are summarized in Table 1. In the last section, the participants were asked to list any other variables that they considered while purchasing clothing.

3.4. Data Analysis. Cronbach's alpha was used to assess the scale's reliability, and a result of 0.91 was obtained, which is greater than the threshold of 0.7 [102]. The

Kaiser–Meyer–Olkin (KMO) test and the Bartlett test of sphericity were used to assess the questionnaire's construct validity. The overall scale's KMO measure of sampling adequacy was 0.879, which was higher than the suggested value of 0.60. [67]. The sphericity test by Bartlett was found to be significant (2 (2211) = 18048.289, $p < 0.01$) [103]. The acquired data were examined for missing data, normality, and multicollinearity before statistical analysis. The missing value in this study ranges from 0.2% to 0.6% per item, indicating that the values are within the threshold range

TABLE 1: Data collection instrument.

(1) *Consumers' attitude towards locally produced apparel product* (A) I believe that the use of locally produced products by me will contribute to the growth of the domestic industry (B) I believe that the use of local domestic apparel products by me will help in reducing unemployment (C) I believe that the use of local domestic apparel products by me will help in the growth of the country's GDP (D) Generally, I have a favorable attitude towards locally manufactured apparel products	[87, 88, 92, 98, 99]
(2) *Subjective norms* (A) When I decide to buy clothes, I am free from the influence of other people (B) Other people influence me to buy locally manufactured apparel products (C) The views of other people that I respect influence my decision to buy domestic products (D) I feel that other people influence me to buy locally made apparel products (E) I do not feel that other people influence me to purchase a foreign apparel brand	[89, 90, 94]
(3) *Perceived behavioral control* (A) I am free to choose locally manufactured apparel products when purchasing clothing apparel (B) If I want, I can easily buy local products when I buy clothes (C) I am confident that if I want, I can choose to buy locally manufactured apparel products	[52, 91, 92, 100]
(4) *Consumers purchasing intention* (A) I would like to use domestic apparel products to support the local industry (B) If I find locally manufactured apparel products in the store when I go shopping, I would likely purchase it (C) I intend to buy local apparel products because I am concerned about the growth of the domestic industry (D) I would patronize and recommend the use of domestic apparel products (E) I intend to buy domestic apparel products instead of foreign brand	[93–95, 98]
(5) *Consumers purchasing behavior* (A) I use to buy domestic apparel products (B) I buy locally manufactured clothes instead of foreign brands even if the quality is lower (C) I purchase local apparel brands instead of foreign brands even if more expensive than foreign brands (D) When buying clothes, I pay attention that it is locally manufactured (E) I avoid a foreign apparel product brand because of local concerns	[87, 96, 97]
(6) *Consumer's self-image congruence on homemade industrial apparel products* (A) Wearing locally made clothes strongly reflects my image (B) I want to be seen wearing homemade clothes by other people around me:: (C) In general, wearing homemade clothing is a type of clothing that I would recommend to my loved ones	[75, 77, 101]
(7) *Consumers cosmopolitanism* (A) I have a positive view of buying and using cultural clothes of other ethnic groups (B) The production location of a local product does not affect my purchasing decision (C) I prefer to be a citizen of the country rather than of any particular ethnicity	[78, 79, 82, 83]

[104, 105]. So, missing values were replaced using the estimated mean through SPSS. The skewness and kurtosis were also found at the normal range (all values were within limits ±1 and ±3) [106]. The tolerance range values were between 0.618 and 0.971, and the variance inflation factor (VIF) ranged from 1.030 to 1.618, which, thus, are in the acceptable range [107]. The result showed that none of the independent variables was highly correlated with any other exogenous variable. So, there was no problem of high correlation among the variables.

Since the dataset is normal, the maximum likelihood estimation methodology was selected as the most suitable way for conducting confirmatory factor analysis (CFA). CFA was chosen because it is a statistical method that may be used to assess a theoretical model with a specific set of data [108]. 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 [109]. The model fit was assessed in this study by using the comparative fit index (CFI), the goodness-of-fit index (GFI), the root

mean square error of approximation (RMSEA), and the χ^2 values. Furthermore, paired sample t-tests were used to compare the mean score differences between the variables of a respondent.

4. Results

4.1. Respondent's Demographic Profile. Table 2 outlines the respondent's descriptive statistics and characteristics. Among the participants, 52.1% ($n = 249$) were male. Regarding age, the highest number of respondents falls within the age ranges of 25–34 which is around 41.1% of the sample size, followed by 19–24 years (33.7%), and 35–44 years of age which accounts for 13.4% of the total responses. Concerning the educational qualification levels of the respondents, a large proportion of the research participants (72.7%) have completed their university degrees. Based on the Ethiopian government's taxation rate, the respondent's monthly income level is categorized into four bases: 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 level (>10,900 birrs), and the majority of the respondents fall within the upper-middle level which accounts for 36%. Regarding the marital status of the respondents, 56.1% were unmarried, 41.4% of the respondents were married, and the rest 2.5% were divorced.

4.2. Descriptive Analysis. To identify the most important apparel product attributes that Ethiopian consumers employed while evaluating and purchasing an apparel product, the respondents were invited to level the importance of the product attribute. The result is presented in Figure 3. As the mean values indicate, Ethiopian consumers use price (mean = 6.46) as the most important attribute followed by aesthetics (mean = 6.17), garment size/fitness (mean = 6.04), and comfort (mean = 6.0.3). The result indicates that Ethiopian consumers used multiple attributes while purchasing an apparel product. The mean value of consumers' ethnocentrism towards locally manufactured apparel products is 4.46 (Figure 4), which means that the variables' scores range in moderate levels [110]. The paired sample t-test result also indicates that Ethiopian consumers have a high purchasing intention (mean = 5.76) but have low actual buying behavior (mean = 3.28) as presented in Figure 4. This means that Ethiopian consumers' response to locally produced apparel products is low, but the consumer's response to consuming locally made products leads to a reduction in hard currency imports [5, 111] (Karoui et al., 2019).

4.3. Model Validations and Verifications. To check the compatibility of the variable to the model and its validity, CFA was used (Figure 5).

A summary of the goodness-of-fit indices for the constructed variables' model revealed that all values, as shown in Table 3, were approved. The various fit indices used to test model fit were discovered to meet requirements [112] as follows: "χ^2/Df (<5) = 2.117; GFI (>0.90) = 0.887~0.90; CFI (>0.90) = 0.994; and RMSEA (<0.1) = 0.048)." All results show the threshold value for each index [102].

Examining the convergent validity of the measurement model can be performed by using the average variance extracted (AVE) and composite reliability (CR) methods. According to the AVE and CR values obtained (Table 3), all values exceeded the cutoff values with $p = 0.01$ [113]. The model demonstrated convergent validity because all of the loadings were significant. According to Hair et al. [102], for discriminant validity, the correlation value must be smaller than the AVE^2 for all constructs. As shown in Table 3, all factor correlation values were lower than the AVE^2 during CFA model testing, reaching the required thresholds for discriminant validity. All nine parameters in this study were significantly associated at the p 0.05 level.

4.4. Model Fit of Structural Equation Modeling (SEM). Finally, the research model was tested by using CB-SEM, and the path is presented in Figure 6.

The summary of the goodness-of-fit indices for the measurement model, as shown in Table 4, revealed that all values were acceptable, as were the results of factor analysis, convergent validity, and overall values for AVE, CR, and DV [102].

4.5. Variables' Direct and Indirect Effects. As shown in Figure 1, the research model employs the consumer's PBC ability as a predictor of both behavioral intention and actual conduct. As a result, the direct and indirect effects of the factors were explored in this study. Each independent variable significantly affects the consumer's purchasing behavior, as seen in Table 5. Consumer attitude (0.154) has a somewhat greater indirect effect than ethnocentrism (0.101), product attribute (0.088), SN (0.071), and PBC (0.045).

4.6. Hypotheses Testing. The p value was utilized to determine the significance of the association between the independent and dependent variables. The conceptual structure of the study contains three layers, as shown in Figure 1. The first level is the hypothesized path of consumer ethnocentrism with ethnic-related attributes, consumer cosmopolitanism, and self-image congruence. Ethnic-related attributes ($p = 0.203$) and consumers' self-image congruence ($p < 0.01$) have a positive and nonlinear and linear relationship, respectively, with CE. This is due to different reasons such as globalization and ethnic groups outweighing the national perception. The determinant consumer's cosmopolitanism was found insignificant ($p = 0.078$) and had a nonlinear relationship with CE. This is due to consumer's lower cultural openness. In the second level of the hypothesized path of consumer's purchasing intention with product attributes, attitude, CE, SN, and PBC, all determinates were found to be significant ($p = 000$). The third level of the hypothesized path of consumers purchasing behavior towards locally produced apparel products with CPI and PBC was statistically significant at a 0.05 level

TABLE 2: Descriptive statistics of demographic variables.

Demographic variable	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	4.79
	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 level (>10,900 birrs)	105	22.00	5.94	3.75
	Total	478	100.00	5.76	4.18

of significance, and H1 up to H7 are supported (Table 6). The critical ratio (CR) for the regression path exceeded the cutoff values > 1.96, and the path is significant at the 0.05 level [114]. A change in independent factors resulted in a commensurate change in dependent variables, according to the regression coefficients. Table 6 shows the findings of the SEM study.

4.7. Content Analysis-Responses to an Open-Ended Question. In addition, the respondents were provided with an open-ended question to leave their general suggestions regarding locally produced apparel products. Figure 7 shows a summary of the respondents' open-ended question responses. Respondents were provided a limitation of locally produced apparel products and their reason for selecting an imported product over the local one. Among the 478 respondents, 193 (38.4%) responded to the open-ended question. The Ethiopian consumers believed that locally produced apparel products were of poor quality in terms of design, style, and comfort than the imported apparel products; in addition, locally produced apparel products had limitations on size and color varieties (63.2%), accessibility (53.4%), lack of standard (measurement chart) as a nation (47.7%), products not being market-oriented/produced according to consumer's requirements, and design problems, as seen in Figure 7. The finding of the study is somewhat in line with [6–8].

5. Discussion and Implications

This research was the first study that considered the consumer's ethnocentrism (CE) and product attributes as a determinant variable of consumers' purchasing intention for locally produced apparel products by incorporating it into the TPB model in the Ethiopian scenario. It was discovered that the factor of consumer ethnocentrism had a favorable and significant association with purchase intention. A moderate level rate of ethnocentrism was found among Ethiopian consumers, which was similarly established in investigations conducted in many countries throughout the world including South Africa [71], Zimbabwe [115], and India [68]. However, consumers in Kenya [69], Nigeria [116], Ghana [117], Tanzania [65], and Mozambique [118] had a low level of ethnocentrism. Overall, this study concludes that Ethiopian consumers had a moderate level of ethnocentrism due to the consumer's positive intention towards the national symbol. Ethnic-related attributes ($p = 0.203$) have a positive and non-linear relationship with CE, as supported by [119] but other studies found a positive and significant relation with CE which is highly influenced by globalization [73, 74]. Consumers' self-image congruence ($p < 0.01$ at coefficient 0.35) also found a significant and positive relationship with CE, supported by Hosany and Marti [101] and Rofianto et al. [76], which is due to the consumer's pride in national
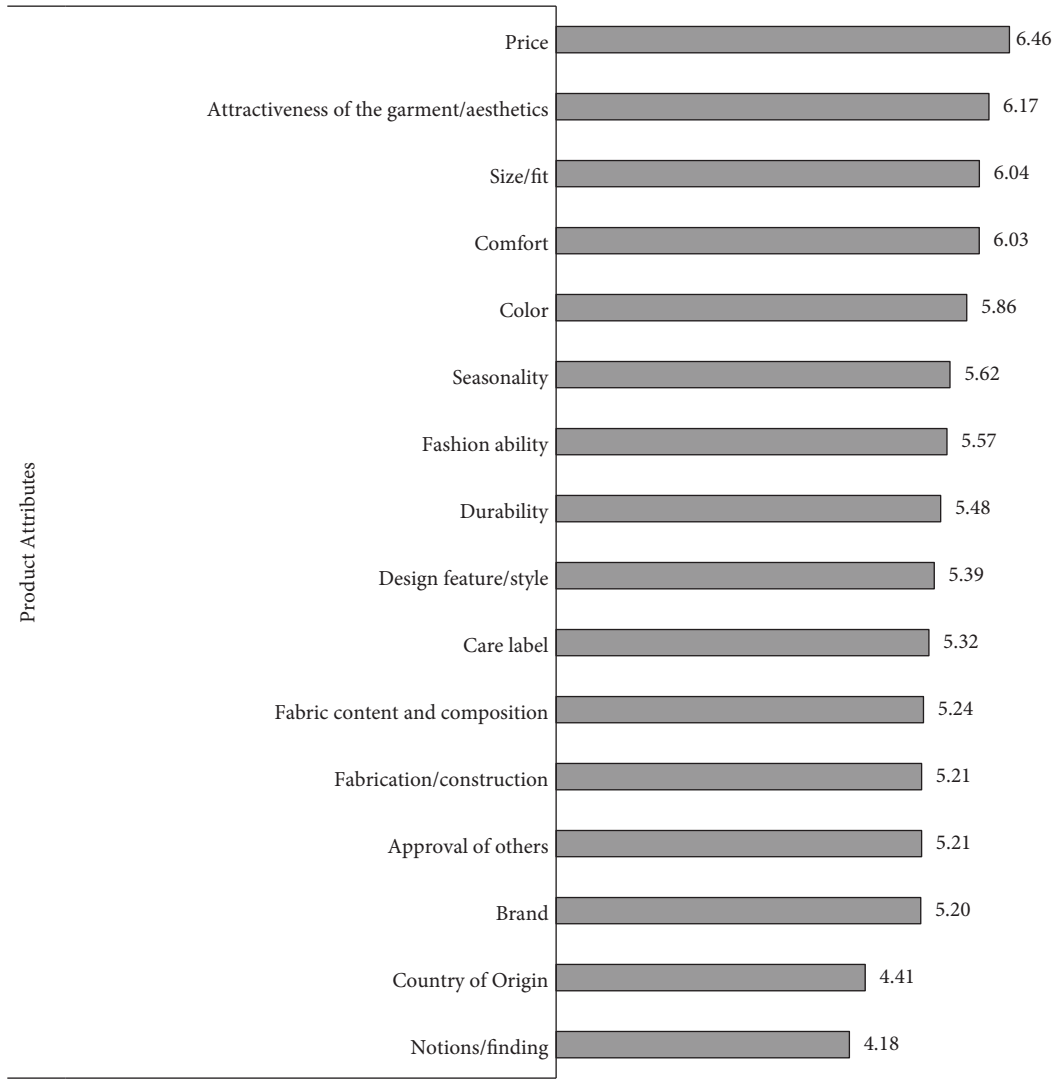
Figure 3: Importance rate of the apparel product attributes (paired samples *t*-test mean result).
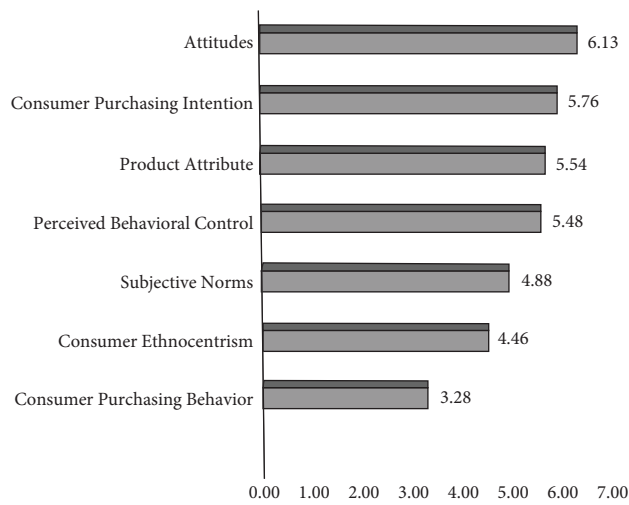

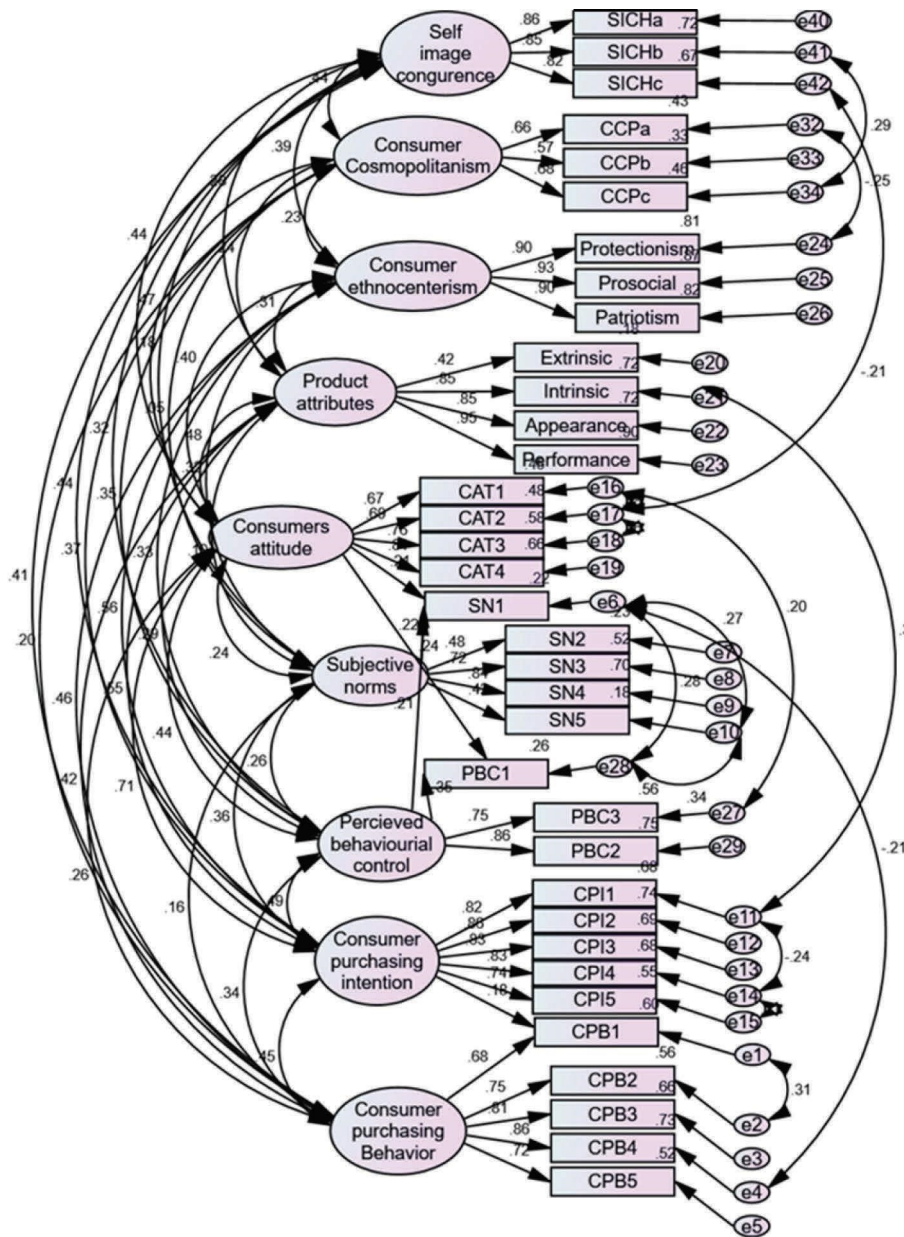Figure 4: Mean value of the studied variables.

Figure 5: Final standardized CFA model's path analysis.

symbols. The consumer's cosmopolitanism was found insignificant and had a nonlinear relationship with CE [81, 82], which may be due to the consumer's lower cultural openness, but consumers in a developed nation have a significant relationship with consumer ethnocentrism as [84].

The SEM results indicate that the apparel product attributes (beta = 0.239, $p < 0.01$) have a positive and significant relationship with purchasing intention. The coefficient is less than 0.3 which means that the relationship was weak. This is due to the poor attributes of a locally produced apparel product, supported by [56, 59, 120]. However, not all attributes have equal significance. Paired sample t-tests were used to see if participants placed differing emphases on the apparel evaluation cues. The participants gave more attention to price ($M = 6.46$) as the most vital attribute followed

by aesthetics, fitness, and comfort (see Figure 3). The study partially agrees with [21, 86].

Consumer's attitude towards locally produced apparel products was found to be positive and significant ($\beta = 0.418$, $p = 000$) and was linked to the purchase intention for the locally produced apparel. This outcome syncs with [98, 121]. The subjective norm was also found to have statistically significant relationships with consumers' purchase intentions towards locally produced apparel products. This outcome is consistent with the findings of previous investigations [39, 42, 51]. The study also found that the subjective norm had a lower effect on predicting purchasing intention [41]. The lower effects of subjective norms are due to subjective norm-influencing elements such as social pressure, social media, path dependency, world time context,

TABLE 3: Final CFA path analysis model's statistical summary.

Variables	Items	Factor loading	CA	CR	AVE	AVE^2 (DV)	χ^2/df	GFI	CFI	RMSEA
Consumers' purchasing behavior	CPB1	0.829								
	CPB2	0.811								
	CPB3	0.791	0.887	0.88	0.60	0.78				
	CPB4	0.799								
	CPB5	0.643								
Consumers' purchasing intention	CPI1	0.814								
	CPI2	0.871								
	CPI3	0.834	0.910	0.91	0.55	0.74				
	CPI4	0.809								
	CPI5	0.745								
Consumers' attitude	CAT1	0.683								
	CAT2	0.745	0.851	0.85	0.59	0.77				
	CAT3	0.799								
	CAT4	0.783					(498.756/196) =	0.913	0.962	0.057
Subjective norms	SN1	0.772					2.545			
	SN2	0.977								
	SN3	0.986	0.712	0.94	0.77	0.88				
	SN4	0.602								
	SN5	0.975								
Perceived behavioral control	PBC3	0.758								
	PBC1	0.525	0.728	0.76	0.52	0.72				
	PBC2	0.837								
Product attributes	Extrinsic	0.421								
	Intrinsic	0.859	0.893	0.87	0.64	0.80				
	Appearance	0.853								
	Performance	0.947								
Consumers' ethnocentrism	Protectionism	0.901								
	Prosocial	0.932	0.881	0.94	0.83	0.81				
	Patriotism	0.905								

CA, Cronbach alpha; 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.
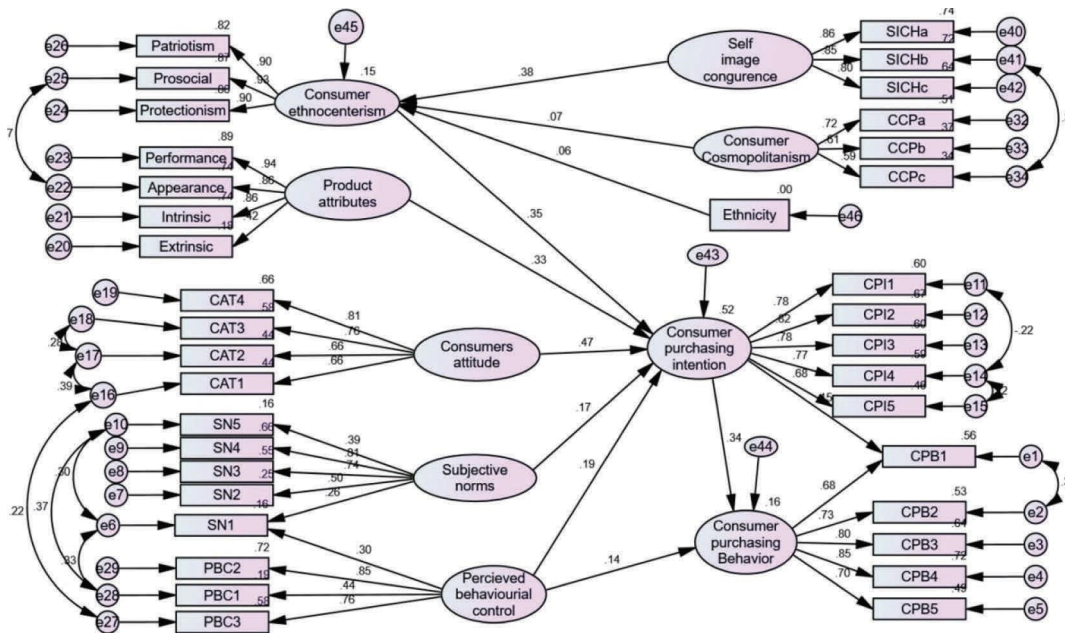

FIGURE 6: Final standardized SEM model's path analysis.

TABLE 4: Final SEM path analysis model's statistical summary.

Variables	CR	AVE	AVE^2/(DV)	χ^2/df	GFI	CFI	RMSEA
Consumers' purchasing behavior	0.88	0.59	0.77				
Consumers' purchasing intention	0.90	0.64	0.80				
Consumers' attitude	0.82	0.53	0.73				
Subjective norms	0.94	0.77	0.88	(530.576/196) = 2.735	0.911	0.958	0.060
Perceived behavioral control	0.75	0.52	0.72				
Product attributes	0.87	0.64	0.80				
Consumers' ethnocentrism	0.94	0.83	0.91				

CR, composite reliability; AVE, average variance extracted; DV, discriminant validity; χ^2, chi-square; DF, degree of freedom; CF, comparative fit index; GFI, goodness-of-fit index; RMSEA, root mean square error of approximation.

TABLE 5: Direct and indirect effects of the variables.

	PBC	Product attribute	Attitude	SN	CE	CPI
Standardized direct effects						
Consumers' purchasing intention	0.282	0.349	0.619	0.174	0.326	0.000
Consumers' purchasing behavior	0.165	0.000	0.000	0.000	0.000	0.386
Standardized indirect effects						
Consumers' purchasing intention	0.000	0.000	0.000	0.000	0.000	0.000
Consumers' purchasing behavior	0.109	0.188	0.236	0.067	0.113	0.000

SN, subjective norms; PBC, perceived behavioral control; CPI, consumer purchasing intention; CPB, consumer purchasing behavior; CE, consumer ethnocentrism.

TABLE 6: Hypotheses testing results of SEM (AMOS) and its significance.

Dependent		Independent	B	Beta	SE	CR	P value	Result
CE	<--	Consumers' self-image congruence	0.276	0.309	0.049	5.597	***	Supported
CE	<--	Consumer's cosmopolitanism	0.127	0.105	0.072	1.763	0.078	Unsupported
CE	<--	Ethnic-related attribute	0.023	0.054	0.018	1.272	0.203	Unsupported
CE	<--	Subjective norms	0.857	0.269	0.223	3.849	***	Supported
CPI	<--	Consumers' ethnocentrism	0.206	0.276	0.028	7.330	***	Supported
CPI	<--	Product attributes	0.538	0.239	0.107	5.054	***	Supported
CPI	<--	Consumers' attitude	0.579	0.418	0.076	7.614	***	Supported
CPI	<--	Subjective norms	0.289	0.122	0.109	2.646	0.008	Supported
CPI	<--	Perceived behavioral control	0.104	0.122	0.038	2.722	0.006	Supported
CPB	<--	Perceived behavioral control	0.179	0.161	0.067	2.677	0.007	Supported
CPB	<--	Consumers' purchasing intention	0.477	0.367	0.079	6.079	***	Supported

Each ***value is equivalent to 0.001.

prominence, and similar harm to the consumer's shopping habit. Perceived behavioral control, which relates to the personality's belief about the personal and individual perceptions that control the aptitude to carry out the activities, had also found statistically significant relationships with consumers' purchase intentions towards locally produced apparel products. The study [54, 122] confirms the results. However, the authors in [55] found that PBC has a diverse effect on "purchase intention" and [123] found that PBC did not significantly influence the purchasing intention and behavior of the consumer. The result also confirmed that "consumer attitude" has a slightly greater influence on consumers' "purchase intentions" than the other studied variables. This finding agrees with the results of an earlier study [45]. However, SN and PBC were found to have a lower effect on the prediction of purchasing intention, which is in sync with other studies [41, 123].

Consumers purchasing behaviors were also found to have a positive relationship with both PBC and consumers'

purchasing intentions towards locally produced apparel products. The study ascertains that both PBC and an intention to buy locally produced apparel products positively relate to consumers' purchasing behaviors towards locally produced apparel products. This finding is consistent with earlier research [124]. From the determinate factors of purchasing behavior, the outcome of the research indicated that the consumers' intention towards locally produced apparel products has the highest impact on consumers' purchasing intention. The result syncs with [88]. PBC was found to have a lower effect on the prediction of the consumers' purchasing behaviors towards locally produced apparel, agreed with other studies [41, 123].

5.1. The Theoretical Implication of the Study. This study was carried out to predict the factors affecting the purchasing behavior and purchasing intention of Ethiopian consumers on locally manufactured apparel products. The study uses
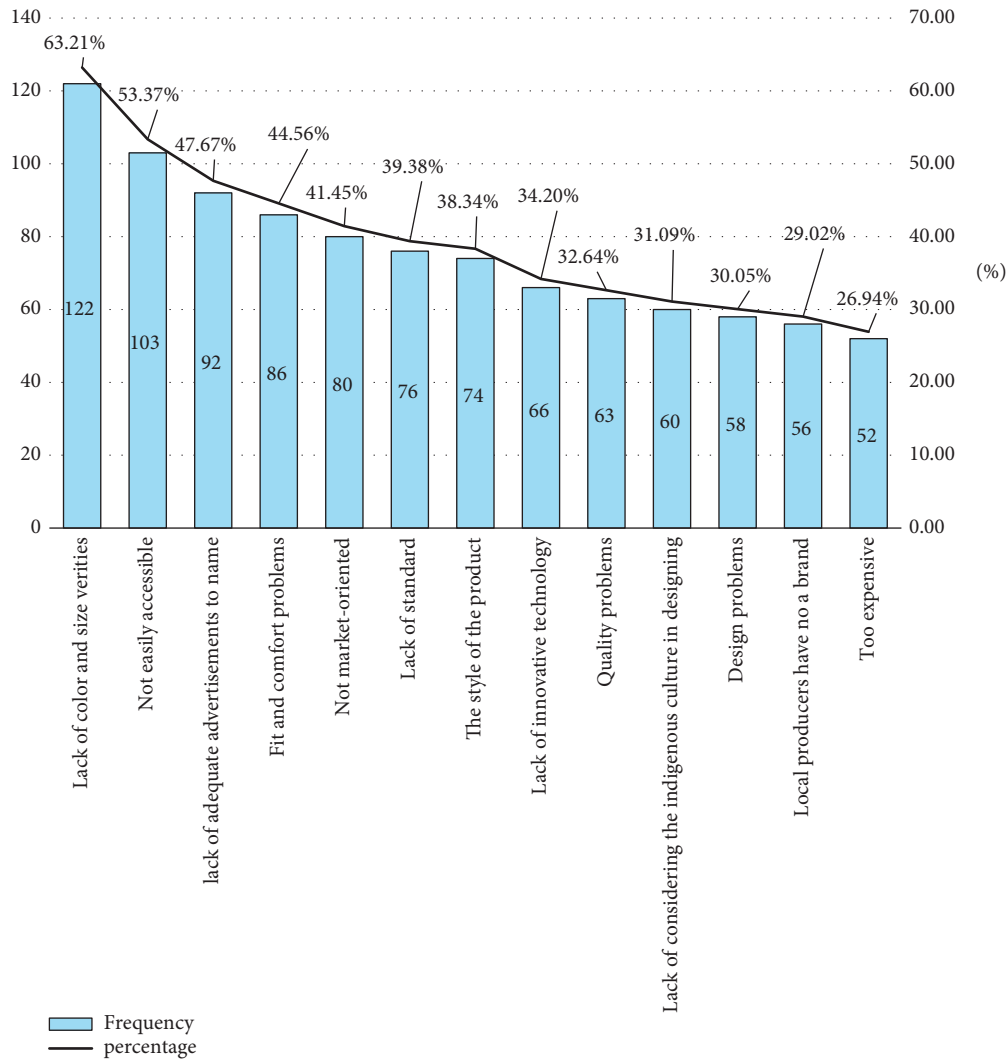
FIGURE 7: Limitations of locally produced apparel products as mentioned by respondents.

the theory of planned behavior to frame the conceptual framework and extend by incorporating product attributes and consumer ethnocentrism into the TPB model to investigate their impact on consumer purchasing intentions, which are rarely investigated together. The result from the measurement model and structural model shows that the 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 study's findings 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.

5.2. The Practical Implication of the Study. The study examines Ethiopian consumers' intentions and behavior towards locally produced apparel product purchase decisions. The findings of the study can help to understand the perception and attitude of the consumers towards locally

produced apparel, the ability to perform their perceived behavior, and other effects that affect Ethiopian consumers' intention and behavior towards locally produced apparel products. The results from the measurement model and structural model offer key inputs for policymakers, marketers, manufacturers, and retailers. The study also provides insight into the determinant factors that influence consumers' intentions and behavior for purchasing locally produced apparel products. The study will be beneficial for new investors also to recognize the purchasing intention and behavior of Ethiopian consumers and invest likewise in the design, development, and promotion of their brand.

6. Conclusions

The implications of this study shed some light on the important elements of marketing mix strategies to better integrate consumer buying behaviors and vital product attributes. Consumers in Ethiopia use a variety of product attributes as a significant predictor of their purchasing intention and behavior. 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. Price, aesthetics, garment fitness, comfort, and color are found as the most important attributes. The ethnocentric tendencies of Ethiopian consumers are also found in the moderate range. Besides personal preferences, purchasing intention and behavior are determined by uncontrollable demographic factors such as education level, income level, age, and gender. Ethiopian consumers use multiple apparel product attributes and cues to evaluate an apparel product during prepurchasing and for their final purchasing decision. The finding suggests several implications on how to raise purchases of locally produced products among Ethiopian consumers. The study's findings provide important information to policymakers, marketers, producers, and retailers. The study will help new investors know Ethiopian consumers' purchasing intentions and behavior and invest accordingly in the design, development, and promotion of their brand.

6.1. Research Limitations and Future Directions. The study has certain limitations as well; therefore, it is important to carefully consider how the results should be interpreted. The first limitation is the consideration of only selected factors; thus, there is room for future studies to consider additional 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 a generic apparel product was considered as a unit study; thus, if a specific clothing product was picked, the results may differ. The third limitation is that the study explores the prepurchasing consumers' apparel evaluation intentions and purchasing behaviors towards locally produced apparel products; hence, there is room for upcoming scholars to incorporate the consumer's postpurchasing behavior and conduct a comparative study regarding the local vs. global and imported apparel brands. A fourth limitation of the study is the direct consideration of each variable's effect on purchasing intention and behavior without considering the effects of one variable via others, such as the effects of ethnocentrism and product attributes on purchase intention and behavior via attitudes. Future researchers are encouraged to suggest a more extensive framework while keeping the study's limitations in mind.

Data Availability

The data used to support the findings of this study are included within the article.

Additional Points

Note. The terms "locally produced apparel product" and "domestic apparel product" are used interchangeably in this study.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

References

[1] A. Oqubay, *Industrial Policy and Late Industrialization in Ethiopia*, African Development Bank Group, Oxford University Press, Tunisia, 2018.

[2] M. Angélil and C. Siress, "Addis through the looking-glass," *disP-The Planning Review*, vol. 46, no. 182, pp. 8–13, 2010.

[3] A. Lorenz and E. Sime, *Tightrope*, MIT Press, Cambridge, MA, USA, 2020.

[4] M. Zeleke, M. Adem, M. Aynalem, and H. J. Mossie, "Cotton production and marketing trend in Ethiopia: a review," *Cogent Food & Agriculture*, vol. 5, no. 1, 2019.

[5] E. Schmieg, "Global trade and African countries' free trade agreements, WTO and Regional Integration," German Institute for International and Security Affairs, Ludwigkirchplatz, Working paper, 2016.

[6] T. M. Gelan, "Globalization and local entrepreneurial challenges, opportunities, and traits in Ethiopia: the case of Addis Ababa SME-industries," *Journal of Poverty, Investment and Development*, vol. 46, pp. 57–68, 2018.

[7] A. T. Kibret and Shukla, "Factors affecting consumers' attitude towards domestic products in developing countries: a conceptual paper," *Indore Management Journal*, vol. 11, no. 1, pp. 58–69, 2019.

[8] Gemechu, "Quality improvement in Ethiopian garment industries," Unpublished Master" s Thesis, Addis Ababa University, Faculty of Technology, Addis Ababa, 2009.

[9] C. Staritz and L. Whitfield, "Made in Ethiopia: the emergence and evolution of the Ethiopian apparel export sector," *Journal of Marketing Research*, vol. 3, pp. 1–34, 2017.

[10] P. Kotler, K. L. Keller, F. Ancarani, and M. Costabile, "Marketing management 14/e: pearson," 2014, https://www.pearsoned.co.in/kotler/.

[11] W. Wanninayake and M. Chovancová, "Consumer ethnocentrism and attitudes towards foreign beer brands: with evidence from Zlin Region in the Czech Republic," *Journal of Competitiveness*, vol. 4, no. 2, pp. 3–19, 2012.

[12] Itc, *Trade Map List of Products Imported by Ethiopia from 2001 to 2017*, ITC, Addis Ababa, 2017.

[13] S. Afework, "The influence of market orientation on the market performance of garment companies in Ethiopia, unpublished manuscript," Doctoral dissertation, Addis Ababa University, Addis Ababa, Ethiopoa, 2018.

[14] M. A. Dickson, S. J. Lennon, C. P. Montalto, D. Shen, and L. J. Zhang, "Chinese consumer market segments for foreign apparel products," *Journal of Consumer Marketing*, vol. 21, no. 5, pp. 301–317, 2004.

[15] M. L. Fadiga, S. K. Misra, and O. A. Ramirez, "US consumer purchasing decisions and demand for apparel," *Journal of Fashion Marketing and Management: International Journal*, vol. 9, no. 4, pp. 367–379, 2005.

[16] P. N. Gitimu, J. Workman, and J. R. Robinson, "Garment quality evaluation: influence of fashion leadership, fashion involvement, and gender," *International Journal of Fashion Design, Technology and Education*, vol. 6, no. 3, pp. 173–180, 2013.

[17] J. O. Adetayo, I. B. Agelebe, and R. F. Bankole, "Consumers' attitude on locally madetextiles and its impact on job

creation: the Nigerian experience," *Ekonom*, vol. 63, no. 2, pp. 15–29, 2017.

[18] G. S. Etim, "Product attractiveness and consumers' attitude towards made-in-Nigeria Textiles in south-south zone of Nigeria," *Journal of Marketing and Consumer Research*, vol. 54, pp. 97–106, 2019.

[19] O. R. Inoni, A. P. Olannye, and C. G. Salami, "Consumers' ethnocentric tendencies, demographic factors, and domestic goods purchase decision in Nigeria," *Upravlenets*, vol. 12, no. 2, pp. 74–86, 2021.

[20] D. N. Jayarathne, P. Campus, and H. Wewawla, "Investigate the factors influencing purchasing intention of Sri Lankan consumers towards local apparel brand: case study of ODEL apparel brand in Sri Lanka," 2020, https://typeset.io/pdf/what-factors-direct-the-customers-intention-of-purchasing-3sooor2utg.pdf.

[21] B. Bizuneh, S. S. Hailemariam, and S. Tsegaye, "A study of consumers' pre-purchase evaluation of apparel products in Ethiopia," *Journal of Fashion Marketing and Management: International Journal*, vol. 26, no. 5, pp. 776–791, 2021.

[22] R. Mohan, "Influence of product and place factors on consumer buying behavior in formal footwear sector," *International Journal of Management And Social Science Research Review*, vol. 1, no. 2, pp. 63–71, 2014.

[23] M. R. Solomon, K. White, D. W. Dahl, J. L. Zaichkowsky, and R. Polegato, *Consumer Behavior: Buying, Having and Being*, Pearson Boston, MA, USA, 2017.

[24] M. S. Rahman and M. Mannan, "Consumer online purchase behavior of local fashion clothing brands: information adoption, e-WOM, online brand familiarity, and online brand experience," *Journal of Fashion Marketing and Management: International Journal*, vol. 22, no. 3, pp. 404–419, 2018.

[25] G. Zarei, B. Asgarnezhad Nuri, and N. J. Noroozi, "The effect of Internet service quality on consumers' purchase behavior: the role of satisfaction, attitude, and purchase intention," *Journal of Internet Commerce*, vol. 18, no. 2, pp. 197–220, 2019.

[26] W. J. A. R. Sun, "Toward a theory of ethical consumer intention formation: Re-extending the theory of planned behavior," *AMS Review*, vol. 10, no. 3-4, pp. 260–278, 2020.

[27] I. Ajzen, "The theory of planned behavior: frequently asked questions," *Human Behavior and Emerging Technologies*, vol. 2, no. 4, pp. 314–324, 2020.

[28] S. Baimakhanova, "The main factors influencing consumer behavior towards Bershka store in Kazakhstan," *International Journal of Engineering and Management Research (IJEMR)*, vol. 9, no. 3, pp. 113–117, 2019.

[29] M. N. Al-Suqri and R. M. Al-Kharusi, "Ajzen and Fishbein's theory of reasoned action (TRA)(1980)," in *Information Seeking Behavior and Technology Adoption: Theories and Trends*, pp. 188–204, IGI Global, PY, USA, 2015.

[30] R. J. Vallerand, P. Deshaies, J.-P. Cuerrier, L. G. Pelletier, and C. J. Mongeau, "Ajzen and Fishbein's theory of reasoned action as applied to moral behavior: a confirmatory analysis," *Journal of Personality and Social Psychology*, vol. 62, no. 1, pp. 98–109, 1992.

[31] I. Ajzen, "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179–211, 1991.

[32] I. Ajzen, "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179–211, 1991.

[33] M. Chattalas, T. Kramer, and H. J. Takada, "The impact of national stereotypes on the country of origin effect: a conceptual framework," *International Marketing Review*, vol. 47, pp. 777–780, 2008.

[34] N. Papadopoulos, *What Product and Country Images Are and Are Not? Product-Country Images*, Psychology Press, London, UK, 1993.

[35] V. J. Pangemanan, S. S. Pangemanan, and F. J. Tumewu, "Evaluating product attributes of quicksilver's apparel using importance and performance analysis," *Jurnal EMBA*, vol. 5, no. 3, pp. 3865–3874, 2017.

[36] T. A. Shimp and S. J. Sharma, "Consumer ethnocentrism: construction and validation of the CETSCALE," *Journal of Marketing Research*, vol. 24, no. 3, pp. 280–289, 1987.

[37] V. Mirabi, H. Akbariyeh, and H. Tahmasebifard, "A study of factors affecting customer's purchase intention," *Journal of Multidisciplinary Engineering Science Technology*, vol. 2, no. 1, pp. 267–273, 2015.

[38] S. Zhang, C. Zhou, and Y. Liu, "Consumer purchasing intentions and marketing segmentation of remanufactured new-energy auto parts in China," *Mathematical Problems in Engineering*, vol. 2020, Article ID 5647383, 8 pages, 2020.

[39] H. J. Chang and K. Watchravesringkan, "Who are sustainably minded apparel shoppers? An investigation of the influencing factors of sustainable apparel consumption," *International Journal of Retail & Distribution Management*, vol. 46, no. 2, pp. 148–162, 2018.

[40] J. Gerard, A. Dephillips, M. Li, J. Sun, and T. Chi, "Why do us consumers buy sustainable cotton make collegiate apparel? A study of the key determinants," *Journal of Fashion Marketing and Management*, vol. 9, no. 4, pp. 367–379, 2018.

[41] N. Valaei and S. R. Nikhashemi, "Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis," *Journal of Fashion Marketing and Management: International Journal*, vol. 21, no. 4, pp. 523–543, 2017.

[42] M. Wiederhold and L. F. Martinez, "Ethical consumer behaviour in Germany: the attitude-behaviour gap in the green apparel industry," *International Journal of Consumer Studies*, vol. 42, no. 4, pp. 419–429, 2018.

[43] H.-C. Lim, "The effect of lifestyle, service, and quality of bakery products on purchasing intention," *Culinary Science & Hospitality Research*, vol. 16, no. 3, pp. 14–31, 2010.

[44] A. H. Eagly and S. J. Chaiken, "The advantages of an inclusive definition of attitude," *Social Cognition*, vol. 25, no. 5, pp. 582–602, 2007.

[45] R. M. Tajuddin, A. S. Zainol, and S. A. Sahil, "An evaluation of Malaysian female consumers' attitude scale towards buying fashion branded goods," *Procedia-Social and Behavioral Sciences*, vol. 130, pp. 340–346, 2014.

[46] L. Zhang, Y. Fan, W. Zhang, and S. Zhang, "Extending the theory of planned behavior to explain the effects of cognitive factors across different kinds of green products," *Sustainability*, vol. 11, no. 15, p. 4222, 2019.

[47] M. Nguyen, L. H. Nguyen, and H. V. Nguyen, "Materialistic values and green apparel purchase intention among young Vietnamese consumers," *Young Consumers*, vol. 20, no. 4, pp. 246–263, 2019.

[48] M. J. Carrington, B. A. Neville, and G. J. Whitwell, "Lost in translation: exploring the ethical consumer intention–behavior gap," *Journal of Business Research*, vol. 67, no. 1, pp. 2759–2767, 2014.

[49] H. J. Jung, Y. J. Choi, and K. W. Oh, "Influencing factors of Chinese consumers' purchase intention to sustainable

apparel products: exploring consumer "attitude–behavioral intention" gap," *Sustainability*, vol. 12, no. 5, p. 1770, 2020.

[50] H. Kim and E. J. Karpova, "Consumer attitudes toward fashion counterfeits: application of the theory of planned behavior," *Clothing and Textiles Research Journal*, vol. 28, no. 2, pp. 79–94, 2010.

[51] G. Sandhya and S. K. Mahapatra, "Thematic analysis to assess Indian consumers' purchase intention for organic apparel," *Qualitative Report*, vol. 23, no. 8, pp. 1962–1982, 2018.

[52] I. Ajzen and T. J. Madden, "Prediction of goal-directed behavior: attitudes, intentions, and perceived behavioral control," *Journal of Experimental Social Psychology*, vol. 22, no. 5, pp. 453–474, 1986.

[53] T. Chi, J. Gerard, A. Dephillips, H. Liu, and J. Sun, "Why do US consumers buy sustainable cotton-made collegiate apparel? A study of the key determinants," *Sustainability*, vol. 11, no. 11, p. 3126, 2019.

[54] S. Molinillo, M. Vidal-Branco, and A. J. Japutra, "Understanding the drivers of organic foods purchasing of millennials: evidence from Brazil and Spain," *Journal of Retailing and Consumer Services*, vol. 52, 2020.

[55] A. Kumar, G. Prakash, and G. J. Kumar, "Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study," *Journal of Retailing and Consumer Services*, vol. 58, no. 1-9, 2021.

[56] S. Bennur, "From apparel product attributes to brand loyalty: a cross-cultural investigation of us and Indian consumers attribute choices applying kanos theory," Doctoral dissertation, Oklahoma State University, Stillwater, Oklahoma, 2010.

[57] B. Jin and S. Bennur, "Does the importance of apparel product attributes differ by country? Testing Kano's theory of attractive quality in four countries," *Clothing and Textiles Research Journal*, vol. 33, no. 1, pp. 35–50, 2015.

[58] S. C. Lonial and U. P. Zaim, *Investigating of Product Attributes and Their Effect on Overal Satisfaction*, Fatih University Publication, Büyükçekmece, 2000.

[59] A. J. V. Hasan, "Impact of store and product attributes on purchase intentions: an analytical study of apparel shoppers in Indian organized retail stores," *Vision: The Journal of Business Perspective*, vol. 22, no. 1, pp. 32–49, 2018.

[60] S. B. Islam and M. A. J. Darzi, "Understanding the impact of situational factors on green purchase intention in retailing: a study of young consumers," *Asian Journal of Economics, Business, and Accounting*, vol. 22, no. 23, pp. 273–286, 2022.

[61] M. Das and D. J. M. Mukherjee, "Ethnic identity impact on consumers' ethnocentric tendencies: the moderating role of acculturation and materialism," *Management and Labour Studies*, vol. 45, no. 1, pp. 31–53, 2020.

[62] B. Williams, A. Onsman, and T. Brown, "Exploratory factor analysis: a five-step guide for novices," *Australasian Journal of paramedicine*, vol. 8, no. 3, pp. 1–13, 2010.

[63] J. Usunier and J. Lee, *Marketing across cultures*, FT Prentice-Hall, Harlow, UK, 2005.

[64] J. F. Jiménez-Guerrero, J. C. Gázquez-Abad, and E. D. C. Linares-Agüera, "Using standard CETSCALE and other adapted versions of the scale for measuring consumers' ethnocentric tendencies: an analysis of dimensionality," *BRQ Business Research Quarterly*, vol. 17, no. 3, pp. 174–190, 2014.

[65] C. Lu Wang and Z. Xiong Chen, "Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects," *Journal of Consumer Marketing*, vol. 21, no. 6, pp. 391–400, 2004.

[66] Y. S. Yen, "Extending consumer ethnocentrism theory: the moderating effect test," *Asia Pacific Journal of Marketing and Logistics*, vol. 30, no. 4, pp. 907–926, 2018.

[67] M. Čvirik, "The impact of consumer ethnocentrism and the patriotism on judgement for selected domestic products: the case of Slovakia," *Central European Business Review*, vol. 10, no. 3, pp. 1–17, 2021.

[68] S. K. Jain and R. J. A. Jain, "Consumer ethnocentrism and its antecedents: an exploratory study of consumers in India," *Asian Journal of Business Research*, vol. 3, no. 1, pp. 1–18, 2013.

[69] P. Kiriri, "Consumer ethnocentrism and attitudes towards local products: a case of Kenyan consumers," *The University Journal*, vol. 3, no. 1, pp. 1–18, 2019.

[70] M. F. Farah and N. I. Mehdi, "Consumer ethnocentrism and consumer animosity: a literature review," *Strategic Change*, vol. 30, no. 1, pp. 19–28, 2021.

[71] C. Pentz, N. Terblanche, and C. Boshoff, "Antecedents and consequences of consumer ethnocentrism: evidence from South Africa," *International Journal of Emerging Markets*, vol. 12, no. 2, pp. 199–218, 2017.

[72] J. A. C. Forney, P. University, An investigation of the relationship between dress and appearance and retention of ethnic identity," , 1980.

[73] Y. Huang, H. Oppewal, and F. Mavondo, "The influence of ethnic attributes on ethnic consumer choice of service outlet," *European Journal of Marketing*, vol. 47, no. 5/6, pp. 877–898, 2013.

[74] A. El Banna, N. Papadopoulos, S. A. Murphy, M. Rod, and J. I. Rojas-Méndez, "Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: divided loyalties or dual allegiance," *Journal of Business Research*, vol. 82, pp. 310–319, 2018.

[75] A. Jamal and M. M. H. Goode, "Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction," *Marketing Intelligence & Planning*, vol. 19, no. 7, pp. 482–492, 2001.

[76] W. Rofianto, M. G. Haque, D. Sunarsi, A. Purwanto, and Sapari, "Cultural product branding, antecedents, and its implications: a study on the context of Indonesian batik," *International Journal Of Social, Policy, And Law*, vol. 2, no. 2, pp. 37–46, 2021.

[77] F. Kressmann, M. J. Sirgy, A. Herrmann, F. Huber, S. Huber, and D. Lee, "Direct and indirect effects of self-image congruence on brand loyalty," *Journal of Business Research*, vol. 59, no. 9, pp. 955–964, 2006.

[78] K. P. Zeugner-Roth, V. Žabkar, and A. Diamantopoulos, "Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: a social identity theory perspective," *Journal of International Marketing*, vol. 23, no. 2, pp. 25–54, 2015.

[79] P. Riefler and A. J. Diamantopoulos, "Consumer cosmopolitanism: review and replication of the CYMYC scale," *Journal of Business Research*, vol. 62, no. 4, pp. 407–419, 2009.

[80] M. Prince, M. A. P. Davies, M. Cleveland, and D. Palihawadana, "Here, there and everywhere: a study of consumer centrism," *International Marketing Review*, vol. 33, no. 5, pp. 715–754, 2016.

[81] L. Rybina, J. Reardon, and J. Humphrey, "Patriotism, cosmopolitanism, consumer ethnocentrism and purchase behavior in Kazakhstan," *Organizations and markets in emerging economies*, vol. 1, no. 2, pp. 92–107, 2010.

[82] C. M. Han, "Cosmopolitanism and ethnocentrism among young consumers in emerging Asia: Chinese vs Koreans

towards Japanese brands," *Asia Pacific Journal of Marketing and Logistics*, vol. 29, no. 2, pp. 330–346, 2017.

[83] O. Parts, "The effects of cosmopolitanism on consumer ethnocentrism, brand origin identification, and foreign product purchases," *International Journal of Business and Social Research*, vol. 3, no. 11, pp. 30–44, 2013.

[84] Z. Jin, R. Lynch, S. Attia et al., "The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: the moderating role of country development status," *International Business Review*, vol. 24, no. 3, pp. 380–393, 2015.

[85] T. May-Plumlee and T. J. Little, "Proactive product development integrating consumer requirements," *International Journal of Clothing Science & Technology*, vol. 18, no. 1, pp. 53–66, 2006.

[86] M. E. Swinker and J. D. Hines, "Understanding consumers' perception of clothing quality: a multidimensional approach," *International Journal of Consumer Studies*, vol. 30, no. 2, pp. 218–223, 2006.

[87] A. Dhir, M. Sadiq, S. Talwar, M. Sakashita, and P. J. Kaur, "Why do retail consumers buy green apparel? A knowledge-attitude-behavior-context perspective," *Journal of Retailing and Consumer Services*, vol. 59, 2021.

[88] T. M. Rausch and C. S. Kopplin, "Bridge the gap: consumers' purchase intention and behavior regarding sustainable clothing," *Journal of Cleaner Production*, vol. 278, 2021.

[89] I. Ajzen, "Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior," *Journal of Applied Social Psychology*, vol. 32, no. 4, pp. 665–683, 2002.

[90] P. Sparks, C. A. Guthrie, and R. Shepherd, "The dimensional structure of the perceived behavioral control Construct[1]," *Journal of Applied Social Psychology*, vol. 27, no. 5, pp. 418–438, 1997.

[91] B. Kidwell and R. Jewell, "An examination of perceived behavioral control: internal and external influences on intention," *Psychology and Marketing*, vol. 20, no. 7, pp. 625–642, 2003.

[92] P. Sparks and R. Shepherd, "Self-identity and the theory of planned behavior: assessing the role of identification with green consumerism," *Social Psychology Quarterly*, vol. 55, no. 4, pp. 388–399, 1992.

[93] T.-I. Han and J.-E. Chung, "Korean consumers' motivations and perceived risks toward the purchase of organic cotton apparel," *Clothing and Textiles Research Journal*, vol. 32, no. 4, pp. 235–250, 2014.

[94] T. Ho, T. N. P. Vu, and H. M. Vu, "Determinants influencing consumers purchasing intention for sustainable fashion: evidence from Ho Chi Minh City," *The Journal of Asian Finance, Economics and Business*, vol. 7, no. 11, pp. 977–986, 2020.

[95] C. S. Wee, M. S. Ariff, N. Zakuan, M. Tajudin, K. Ismail, and N. Ishak, "Consumer's perception, purchase intention, and actual purchase behavior of organic food products," *Review of Integrative Business Economics Research*, vol. 3, no. 2, pp. 378–397, 2014.

[96] A. Khare and A. Sadachar, "Green apparel buying behaviour: a study on Indian youth," *International Journal of Consumer Studies*, vol. 41, no. 5, pp. 558–569, 2017.

[97] K. Lee, "Opportunities for green marketing: young consumers," *Marketing Intelligence & Planning*, vol. 26, no. 6, pp. 573–586, 2008.

[98] B. Kumar, A. Manrai, and L. Manrai, "Purchasing behaviour for environmentally sustainable products: a conceptual framework and empirical study," *Journal of Retailing and Consumer Services*, vol. 34, pp. 1–9, 2017.

[99] G. Prakash, S. Choudhary, A. Kumar, J. A. K. Garza-Reyes, S. A. R. Khan, and T. K. Panda, "Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation," *Journal of Retailing and Consumer Services*, vol. 50, pp. 163–169, 2019.

[100] M. Massey, A. O'Cass, and P. Otahal, "A meta-analytic study of the factors driving the purchase of organic food," *Appetite*, vol. 125, pp. 418–427, 2018.

[101] S. Hosany and D. J. Martin, "Self-image congruence in consumer behavior," *Journal of Business Research*, vol. 65, no. 5, pp. 685–691, 2012.

[102] J. F. Hair, W. C. Black, B. J. Babin, R. E. Anderson, and R. J. Tatham, "SEM: an introduction," *Multivariate Data Analysis: A Global Perspective*, Pearson Prentice Hall, New Jersey, NJ, USA, 2010.

[103] S. Tobias and J. E. Carlson, "Brief report: bartlett's test of sphericity and chance findings in factor analysis," *Multivariate Behavioral Research*, vol. 4, no. 3, pp. 375–377, 1969.

[104] J. F. Hair, W. C. Black, B. J. Babin, R. E. Anderson, and R. L. Tatham, *Multivariate Data Analysis*, Pearson Prentice Hall, New Jersey, NJ, USA, 2006.

[105] K. Wong, "Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS," *Marketing Bulletin*, vol. 24, no. 1, pp. 1–32, 2013.

[106] R. B. Kline, *Principles and Practice of Structural Equation Modeling*, Guilford, New York, NY, USA, 2011.

[107] P. Julie, *SPSS Survival Manual-A Step-by-step Guide to Data Analysis Using SPSS*, McGraw-hill education, UK, 2011.

[108] F. J. Orçan, "Exploratory and confirmatory factor analysis: which one to use first?" *Eğitimde ve Psikolojide Ölçme ve Değerlendirme Dergisi*, vol. 9, no. 4, pp. 414–421, 2018.

[109] G. Dash and J. J. Paul, "CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting," *Technological Forecasting and Social Change*, vol. 173, pp. 121092–121111, 2021.

[110] U. N. U. Ahmad and S. M. Amin, "The dimensions of technostress among academic librarians," *Procedia-Social and Behavioral Sciences*, vol. 65, pp. 266–271, 2012.

[111] F. Joseph, J. B. Barry, E. A. Rolph, and E. A. Rolph, *Multivariate Data Analysis*, Pearson Prentice Hall, New Jersey, NJ, USA, 2010.

[112] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *Journal of Marketing Research*, vol. 18, no. 1, pp. 39–50, 1981.

[113] B. M. Byrne, *Structural Equation Modeling with Mplus: Basic Concepts, Applications, and Programming*, Routledge, New York, NY, USA, 2013.

[114] C. Makanyeza and F. Du Toit, "Consumer ethnocentrism in developing countries: application of a model in Zimbabwe," *Acta Commercii*, vol. 17, no. 1, pp. 1–9, 2017.

[115] C. Okechuku and V. Onyemah, "Nigerian consumer attitudes toward foreign and domestic products," *Journal of International Business Studies*, vol. 30, no. 3, pp. 611–622, 1999.

[116] K. Saffu and J. J. Walker, "The country-of-origin effect and consumer attitudes to "buy local" campaign: the Ghanaian case," *Journal of African Business*, vol. 7, no. 1-2, pp. 183–199, 2006.

[117] A. V. John and M. P. Brady, "Consumer ethnocentrism and attitudes toward South African consumables in

Mozambique," *African Journal of Economic and Management Studies*, vol. 2, no. 1, pp. 72–93, 2011.

[118] V. Chattaraman and S. J. Lennon, "Ethnic identity, consumption of cultural apparel, and self-perceptions of ethnic consumers," *Journal of Fashion Marketing and Management: International Journal*, vol. 12, no. 4, pp. 518–531, 2008.

[119] S. Bakhshian and Y.-A. Lee, "Influence of social acceptability and product attributes on consumers' attitude and intention of using smart apparel," *Iowa State University Digital Press*, vol. 77, no. 1, 2020.

[120] J.-S. Chiou, "The effects of attitude, subjective norm, and perceived behavioral control on consumers' purchase intentions: the moderating effects of product knowledge and attention to social comparison information," *J Proc. Natl. Sci. Counc. ROC*, vol. 9, no. 2, pp. 298–308, 1998.

[121] N. Sreen, S. Purbey, and P. J. Sadarangani, "Impact of culture, behavior, and gender on green purchase intention," *Journal of Retailing and Consumer Services*, vol. 41, pp. 177–189, 2018.

[122] I. Giantari, D. Zain, M. Rahayu, and M. Solimun, "The role of perceived behavioral control and trust as the mediator of experience on online purchasing intentions relationship a study on youths in Denpasar city (Indonesia)," *International Journal of Business and Management Invention*, vol. 2, no. 1, pp. 30–38, 2013.

[123] M. M. Islam, M. M. Islam, A. Y. Azim, M. R. Anwar, and M. Uddin, "Customer perceptions in buying decisions towards branded Bangladeshi local apparel products," *European Scientific Journal*, vol. 10, no. No.7, pp. 482–497, 2014.

[124] G. S. Okpara and A. V. Anyanwu, "Grappling with the enduring challenges of consumption complex syndrome in Nigeria (a survey of the footwear industry)," *International Journal of Marketing Studies*, vol. 3, no. 3, pp. 122–140, 2011.

[125] M. F. Cheung and W. M. To, "The effect of consumer perceptions of the ethics of retailers on purchase behavior and word-of-mouth: the moderating role of ethical beliefs," *Journal of Business Ethics*, vol. 171, no. 4, pp. 771–788, 2021.