

**Tanzania consumer's preference on non-Tanzanian made product: the case of clothes
in Dar es Salaam Region
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In early 1980s the economy of the country was generally not performing very well. The country started to experience shortage of goods including clothes. This led to establishment of the Structural Adjustment Programs as proposed by the International Monetary Fund (IMF) and World Bank so as to enable the poor countries like Tanzania to get loan for her development. The policy also encouraged free market programs and reduction of trade barriers. This led to foreign clothes to be flocked into the country and triggering competition between locally produced goods and those imported. However, many consumers showed preference for the newly imported products that flocked into shops and retails, and tended to believe that there were of better quality than the locally produced products. The experience was emphasized by the low prices of the goods such as second hand clothes (*mitumba*) which spread all over the country. The consumption experience developed by Tanzanians from that time seemed to increase up to date as most of Tanzanian preferred non-Tanzania made products. Preference for imported goods could have a negative impact on industrial development of the country. Therefore it was necessary to conduct a study to find out factors for such preference and then improve the consumption of locally produced goods. The research methodology included instruments such as interviews, questionnaires, and statistical reports for collecting primary and secondary data. Data have been analyzed by SPSS where both qualitative and quantitative approaches were used to process them. It has been found that, Tanzania preferred foreign products because of the affect and cognition which showed good quality was the major attribute to such behaviour. Recommendations have been made that education and information about the local products were important to influence Tanzania to prefer the made in Tanzania products (clothes).