

THE INFLUENCE OF TANZANIA BUREAU OF STANDARDS MARK ON CONSUMERS' PURCHASE BEHAVIOUR

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ABSTRACT

Tanzania Bureau of Standards (TBS) mark is a conformity mark of an accepted product standard. This paper examines consumers' attention to TBS mark and whether their knowledge of the mark, attitudes towards TBS-certified products as well as the design and placement of the mark on the products affect consumers' purchase decisions. The study used self-administered questionnaires to collect primary data from the general public in urban and cities where purchase of processed goods is relatively higher. Descriptive statistics and binary logistic regression were used to analyse the data. The findings revealed high level of consumers' knowledge about the TBS mark and positive attitude towards TBS-certified goods. However, the majority of consumers did not use it to make product choices claiming that the mark is not clearly noticeable. This suggests a need to re-design the TBS mark to make it more noticeable to attract quick consumers' attention when making purchase.

Keywords: Substandard products, TBS mark, Consumers' purchase decisions, Consumers' knowledge, Consumers' attitude

1.0 INTRODUCTION

1.1 Background

Substandard goods are a growing problem and continue to flood the Tanzania's domestic market (Hussein & Kachwamba, 2011). Substandard products are products whose composition and ingredients do not meet the correct scientific specifications and are consequently ineffective and often dangerous to consumers. Substandard products may be due to negligence, human error or counterfeiting.

The impact of substandard products poses an obvious threat to the economic and social interests of many products in the consumer goods sector (Glass, 2014; (Blackstone, Fuhr Jr, & Pociask, 2014; Newton, Green, & Fernández, 2010). Their devastating impact is not only on the producers of genuine products, but they also affect the society as a whole and the ultimate victims of this unfair business practice are the consumers.

Supply of substandard products is widespread and is repeatedly reported to proliferate in many countries across the world including Tanzania where substandard product cases are repeatedly reported. The Confederation of Tanzania Industries (CTI) reports that Tanzania suffers enormously from the adverse effects of the flooding of counterfeit and substandard products (Mwita, 2008).

Given the influx of substandard goods and their potential consequences, the government of Tanzania has been taking different measures. One of such measures is the establishment of TBS as a regulatory and assessment authority. The aim was to safeguard the interest of consumers and industries against substandard goods.

TBS was established through an Act of Parliament way back in 1975 because the government realized that quality was becoming an important element in doing business both in the international and local markets. TBS has established product certification schemes, which are used to check the products that are locally-manufactured so that they satisfy the requirements of the standards. One of the popular schemes is the Standards Mark Certification Scheme. This is the scheme, which allows manufacturers who have conformed to relevant Tanzania Standards to use the TBS mark on their products.

The appearance of TBS mark of quality on a product (See Figure 1) is a sign indicating that products have undergone appropriate conformity assessment procedures to ascertain their quality and hence comply with the relevant specifications. The standards mark increases people's buying confidence and protects the manufacturers from competing with inferior products (Kahn & DeShazo, 2012). In addition, the standards mark enables manufacturers to assure the market that their products satisfy all the requirements specified by TBS. Products such as canned products, frozen foods, natural mineral water, beverages and personal care products carry the TBS mark of quality on their packages.

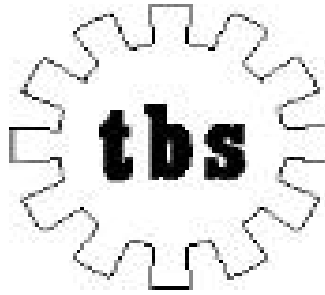


Figure1: TBS mark

Together with the efforts made by the government to combat substandard goods in Tanzania, the role of consumers cannot be underestimated. People, as consumers, can make the difference through their purchase decisions. Consumers have a vital role to play by taking protective and reactive measures against marketing of substandard products. However, despite the popularity of the TBS mark, the knowledge about its effectiveness in changing consumer behaviour towards purchase of TBS-certified products appears to be limited. It is therefore worthwhile to understand whether TBS mark has been successful in influencing consumers about the right products to buy or consume.

The objectives of this study are four-fold: First, the study examines whether Tanzanian consumers are knowledgeable of the TBS mark of quality and its significance. Secondly, the study examines consumers' attitude towards TBS-certified products. Thirdly, the study assesses whether consumers easily notice the TBS mark that appears on a product. Fourthly, the study examines consumers' behaviour towards TBS-certified products.

The findings of this study are expected to contribute to the understanding of consumers' tendency to confirm if products are TBS-certified, which could play a major role towards combating substandard products in the country. This will provide a base to determine TBS strategies of reinforcing consumers in the fight of substandard products in Tanzania. The results should also be of interest to those seeking to assess the effectiveness of labelling strategies specifically at the point of sale. This may in turn stimulate the aspiration to design innovative labels to capture and retain consumers' attention.

2.0 LITERATURE REVIEW AND STUDY FRAMEWORK

2.1 Related Literature

Substandard products are a growing problem and continue to threaten the confidence of consumers. Essentially, consumers have a role to play in preventing, identifying and responding to their occurrence.

2.1.1 The Role of Consumers in Combating Substandard Products

From consumerism and consumer protection perspectives, both marketers and consumers are granted certain rights and both have a degree of power. The rights of consumers were proclaimed in a four-point bill of rights for consumers by John F. Kennedy the former President of United States of America in 1962. These include the right to be protected from harmful products (right to safety), the right to be provided with adequate information about products (right to be informed), the right to be offered a choice that includes the product those consumers truly want (right to choose) and the right to have a choice in the making of major marketing decisions (Right to be heard) (Al-Ghamdi, Sadiq & Al-Khaldi, 2007). However, consumers have to not only recognise their rights but they should also play their part in being conscious, responsible and responsive consumers. Consumers are to be responsible towards their own purchase and consumption by taking protective and reactive measures against marketing of substandard products instead of leaving the responsibility of their protection to someone else. Thus, in addition to exercising their rights, consumers should also keep in mind their responsibilities while purchasing, consuming and using goods.

Consumer responsibilities are about the individual's ability to respond to and influence things that happen in the market. The belief is that the consumers' responsible behaviour in return induces manufacturers and marketers to be responsible for the products produced or marketed (Mazlan, Redzuan & Bakar, 2014).

Consumers play an important role as they must act in a responsible manner to protect themselves from substandard products. This requires them to choose the right product at the right price, be suspicious of doubtful products, and check if the product or packaging indicates product descriptions such as standards mark of quality, batch number, manufacturing date, expiry date and the manufacture's name (Owolabi, 2015). It is further recommended that consumers should

communicate or report cases of substandard products to police or regulatory authorities (Mazlan, et al., 2014) and should discourage unscrupulous practices like black-marketing, hoarding etc. However, there is still lacking a clear understanding about the sensitivity and commitment of Tanzanian consumers towards authenticity of the products they buy or consume. Hence, this study was intended to examine consumers' knowledge and attitudes towards TBS certified products.

2.1.2 How labelling influences consumer behaviour

Consumers often judge the product on the basis of a variety of informational cues that they associate with the product. Usually, product information can be exposed to consumers in two ways: through media advertising channel: radio, newspaper, television, etc. or through information provided by the labels (Du & Nguyen, 2010).

Labelling executes a critical function in marketing communication towards reinforcement of consumer purchase decision mainly during the moment of sales as it provides the relevant product information to consumers. Creating a successful labelling strategy is an important component of a marketing communication campaign because labels and packaging are usually the first things consumers notice (Becker, Bello, Sundar, Peltier & Bix, 2015).

At its simplest, labelling is defined in Business Dictionary as a *“display of information about a product on its container, packaging, or the product itself”*. The primary purpose of labeling is to give consumers information they need so as to make an informed judgement of the product and appropriate purchase decision. In this line various studies (e.g. Leire & Thidell, 2009; Roe & Teisl, 2007; Jeddi, 2010; Deliya & Parmar, 2012) have already shown that consumers make purchase decisions depending on how they perceive the labelled information. In their study, Leire and Thidell (2009) explain in details about how a label influences consumer in three steps namely: Consumer awareness, consumer acceptance and consumer behaviour change.

Across the literature, various studies have identified a number of factors that influence the effectiveness of labelling on consumer behaviour. The commonly highlighted preconditions include consumers' knowledge and attitude, attention and behavioural compliance (Argo & Main, 2004; Carrington, Neville & Whitwell, 2010; Young, McDonald & Oates, 2010).

Evidence from various studies (e.g. Carrington, et al, 2010; Young, et al, 2010) regard consumers' knowledge about a particular product aspect as the key element leading to a responsible purchase decision. In a similar vein, it is further maintained by the Knowledge-Attitude-Behaviour (KAB) Model that knowledge mediates attitudes and behavioural change (Xu, Sun, Lin, Chen, Yang, Chen, et al, 2010). Consumers develop knowledge about a particular product aspect based on various degrees of experience, awareness and familiarity. It is therefore anticipated that consumers with knowledge about TBS mark have better logic abilities to evaluate and make judgement on product quality because they are aware of the importance thereof. The common view is that on many occasions consumers ignore labelled information on the product due to lack of awareness. Essentially, product knowledge indeed affects what kind of cues consumers use when making a purchase decision. Given the popularity of the TBS mark, the question arises about how well consumers are knowledgeable about it and its role.

Attention is regarded as the first dimension of the effectiveness of the labelling information (Argo & Main, 2004). It assesses whether consumers notice or see the label that appears on a product. A label must be easily noticeable so as to attract consumers' attention and hence influence consumers' judgements concerning their attitude towards the information presented. A well-designed label will attract many consumers who may not have otherwise considered looking at it. Commonly highlighted label characteristics include font, size, colour, spacing, the degree of details, marks and location (Argo & Main, 2004).

Furthermore, the success of the label would depend on the degree to which the consumers believe that the label conveys trustworthy information. The common view is that attitude leads to intention and the latter informs behaviour (Carrington, et al, 2010). It is contended in the theory of reasoned action (Fishbein & Ajzen, 1977) that the behavioral intention to perform a certain behavior is the immediate antecedent to behavior, which itself is the consequence of the individual's attitude towards the behavior and subjective norms. The theory considers the attitude component as a function of the people's beliefs regarding the likely outcomes from performing the behaviour. Thus, consumers are expected to form attitude towards products that carry the TBS mark on the basis of their beliefs about its role.

In this study consumers' knowledge, attitudes and noticeability of the TBS mark were examined to assess the effectiveness of TBS mark in influencing consumer behaviour. This suggests that in the fight of substandard products, the regulatory organs can use this understanding strategically to influence conscious and responsible consumer buying behaviour.

In Tanzania, TBS has been in the forefront to make sure that the Tanzanian market has goods which are of high quality standards with the view to protect its consumers against substandard products. In its efforts to combat substandard products TBS uses the TBS mark scheme as a means of providing consumers with information that will assist them in making appropriate choices of products. The mark is used as a tool of reducing the consumers' doubts about product authenticity and almost all packaged consumer goods are required to carry it. From consumer's perspective, the role of the TBS mark is to guide consumer's choice towards right products. It serves as an important source of information hence an essential process of signalling quality. Consumers are expected to benefit from the TBS mark since it is considered as a mark of purity and quality, making it easier for the consumer to select the right product.

2.1.3 Consumer purchase decision process

When making a purchase, a customer goes through a process known as Consumer Purchase Decision Process. This process consists of stages a buyer passes through in deciding what, how much, where, when, why, and how to buy. The whole process of the purchasing decision can be summarized in a model consisting of five steps (Solomon, 2014):

1. **Need recognition**- the consumer feels a need to buy something
2. **Information search**- the consumer finds information about what he/she needs
3. **Evaluation of alternatives**- the consumers compares different products/brands on the basis of authenticity, performance, price, features, benefits etc
4. **Purchase decision**- the consumer buys the product of his/her choice
5. **Post-purchase behaviour and evaluation**:- the consumer compares the product with his/her expectations. If the product meets consumer's expectations, the consumer will be satisfied and vice versa.

Purchase decision-making process thus begins even before buying the product and the purchase consequences manifest themselves long after. However, consumers do not always go through all stages of the purchasing decision process (Solomon, 2014).

Regarding the influence of labelling (e.g. the TBS mark) on consumers' buying decision, it is anticipated at evaluation of alternatives stage to see consumers checking if the product or the package indicates the standards mark so as to make the right choice. It is further anticipated that, at post-purchase behaviour stage consumers would recommend TBS-certified products to others. They would also complain or report to the regulatory organs when they realise that they have been deceived to buy products that are not marked with the TBS mark. In this context, seeking to understand consumers' attitude on TBS mark on the consumer buying decision in the fight of damped products becomes a relevant issue. This study fills in the literature gap specifically to Tanzania on the influence of TBS mark to consumer purchase decision of physical products.

2.2 The Proposed Conceptual Framework

Drawing on the literature, this study examined two consumer characteristics: Knowledge of the TBS mark and the attitudes of consumers towards TBS-certified products. The study was further interested in the influence of TBS mark noticeability on the degree to which the required consumers' behaviours were easy or hard to pay attention to the mark on point of sales.

In Figure 2, the relationship of the constructs: Consumers' knowledge of TBS mark, consumers' attitude towards TBS-certified products and noticeability of TBS mark (independent variables) and consumers' purchase behaviour (dependent variable) are shown. The construct "knowledge" is meant to measure consumers' awareness, familiarity or understanding of the TBS mark and the role it presumably plays whereas the consumer's attitude is measured in terms of consumers' trust/confidence and preference of TBS- certified products. If the consumer has no trust or confidence in the TBS marked products he/she will certainly not be motivated to pay attention to TBS mark. The consumer purchase behaviour entails consumer's practices in terms of paying attention to information appearing on the product (e.g. TBS mark) and recommending TBS-certified products to others.

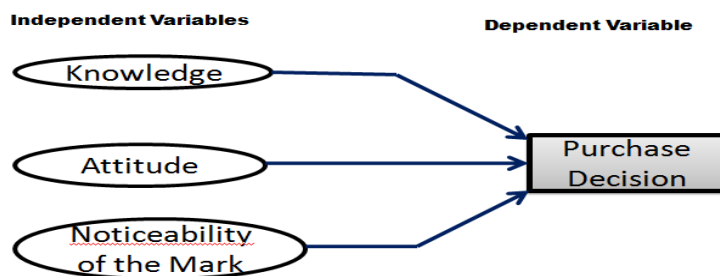


Figure 2: Conceptual Framework

Corresponding to the conceptual framework depicted in Figure 2, it was hypothesised as follows:

H1. Consumers' knowledge of TBS mark has a significant influence on consumers' purchase behaviour for the TBS-certified products

H2. Consumers' attitudes towards TBS-certified products has a significant effect on consumers' buying behaviour for the TBS marked products

H3. Noticeability of TBS mark on a product has a significant effect on consumers' buying behaviour for the TBS marked products

3.0 METHODOLOGY

A descriptive research design combining qualitative and quantitative methods was adopted for this study. Respondents for this study were recruited from a sample population of consumers in Dar es Salaam and Mwanza City. The two cities are the most populous in Tanzania. Researcher(s) therefore assumed the purchase of processed goods is relatively higher.

The population chosen for this study comprised members of the general public on the streets, in offices, and at the universities and colleges as well. Respondents in the target population were identified using the following criteria: (a) they are at least 18 years old and (b) are able to respond to an English or Swahili language survey questionnaire. To ensure the accuracy of responses, target respondents were selected using purposive sampling method where field assistants approached potential respondents and verified that the latter met the sampling criteria before administering the survey questionnaire.

Data were collected using self-administered questionnaire consisting of 21 questions from a purposive sample of 200 adult respondents. The questionnaire consisted of questions related to consumer knowledge, attitude and noticeability of TBS mark to measure the influence of TBS mark on consumer purchase decision.

Both descriptive and inferential statistics were used to analyse the data with the help of a Statistical Package for the Social Sciences (SPSS) version 22 programme.

Descriptive analysis involved the use of frequency and percentage distribution tables to provide simple and meaningful summaries of the immediate findings about the sample in the study. On the other hand, the binary logistic regression was used to assess the relationship between dependent and independent variables at 5% significance level (See equation 1). The model was selected because the dependent variable (purchase behaviour decision) was treated as a dummy variable whereby 0 = consumers who never or rarely confirm if a product is TBS-certified and 1 = consumers who confirm. The model is represented by equation (1).

$$\text{Pr}(Y=1) = \beta_0 + \beta_1 K_i + \beta_2 A_i + \beta_3 N_i + \varepsilon_i \dots\dots\dots (1)$$

Where:

Y= Predicted probability of consumers' tendency to confirm if a product is TBS-certified

K= Consumers' knowledge of TBS mark

A = Consumers' attitude towards TBS-certified products

N = Noticeability of TBS mark

Bs = Coefficients to be estimated from the model.

4.0 RESULTS AND DISCUSSION

4.1 Demographic Characteristics of Respondents

A total of 200 respondents were involved in this study. The response rate of 100% was achieved as the target respondents were requested to complete the questionnaire on the spot, aided by field assistants. Among the total of 200 respondents, 105 (52.2%) and 95 (47.5%) were males and females, respectively. The highest proportion of the respondents (83%) fell within the age range of 18-35 years while the lowest (4%) fell within the age range of above 45 years. In terms of education level, the vast majority of respondents had at least a college/university diploma of which 38% had diploma, 22% had bachelor degree and 25% had master degree education. Thus, all the respondents could respond to an English or Swahili language survey questionnaire and were within the active group expected to display responsible purchase behaviour.

4.2 Descriptive Results

In order to affirm the influence of TBS mark on consumers' buying decisions, three conditions were deemed as antecedent variables of consumers' tendency to confirm the authenticity of the products: firstly, consumers must have sufficient knowledge about TBS mark and its role. Secondly, consumers need to have positive attitude toward TBS-certified products. Thirdly, the TBS mark must easily be noticed by consumers before consumers actively endeavour to seek it out.

The analysis and discussion of the findings are respectively connected to the research objectives and hypotheses. The first part is connected to the first research objective: examining consumers' knowledge of TBS marks and its role. The second part in this section assesses whether consumers easily notice or locate the TBS mark that appears on a product. The third part examines consumers' attitude towards TBS-certified products. The fourth section analyses and discusses consumers' behaviour towards TBS-certified products. The hypotheses developed in the conceptual framework are then tested using binary logistic model to assess strengths of the relationship between independent and dependent variables.

4.2.1 Consumers' Knowledge of TBS mark and its Role

To make purchase decision, consumers need to know information about the product they want to buy. TBS mark on a product provides information to signify that the product is authentic. In the present study, consumers' knowledge was measured in terms of consumers' familiarity with the TBS mark, ability to recognise TBS-certified products and their knowledge of what TBS mark signifies. Table 1 presents the frequency distributions and percentages regarding consumers' familiarity with TBS mark, consumers' ability to recognise TBS-certified products and consumers' knowledge of what TBS mark signifies.

Table 1: Consumers' Knowledge of TBS Mark and its Role

Knowledge Parameters	Response	Frequency	Percent
Familiarity with TBS Mark	Yes	126	63.0
	No	74	37.0
Consumers' ability to recognize TBS Mark	Yes	128	64.0
	No	72	36.0
Knowledge of what TBS mark signifies	Yes	107	53.5
	No	93	46.5

The findings of the study as illustrated in Table 1 indicate that consumers as a whole are fairly knowledgeable about TBS mark and its role, with just 63% of the respondents being familiar with the TBS mark, 64% being able to recognise TBS mark and 53.5% being able to tell what TBS mark signifies. However, these findings offer a practical implication for TBS that as there was a reasonable percentage of respondents whose knowledge about what TBS mark signifies was poor (46.5%), there is a need for continuing educations and awareness creation programmes.

4.2.2 Consumers' Attitude towards TBS Mark

The component of consumers' attitude towards TBS-certified products was measured in terms of perceived importance of TBS mark and consumers' preference of TBS-certified products. The findings are as presented in Table 2.

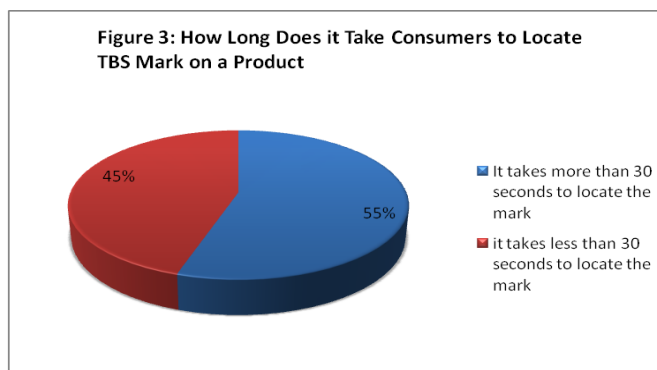
Table 2: Consumers' Attitude towards TBS Mark

Attitude Attributes	Responses	Frequency	Percent
Perceived importance of TBS mark	Not important at all	12	6.0
	Somewhat important	42	21.0
	Very important	147	73.0
Consumers' preference of TBS-certified products	Yes	134	67.0
	No	16	8.0
	It depends	50	25.0

As shown in Table 2, respondents as whole had positive attitude towards TBS-certified products, with 73% perceiving the mark as a very important information when making purchase and 67% reporting that they prefer buying TBS-certified products. This leads the researcher to predict that consumers are likely to pay attention to TBS mark when verifying the authenticity of the products during purchase.

4.2.3 Noticeability of TBS mark

The study further sought to assess how easily respondents could notice or see the TBS mark that appears on a product. Respondents were asked to state how easily was it for them to locate TBS mark on products when making purchase. Figure 3 presents respondents comments.



As shown in Figure 3, majority of the respondents could not easily locate TBS mark on the products. Commenting on the features of the mark 69.5% of the respondents reported that the mark is not easily noticeable as it is obscured by other labelling information whereas 57.5% of the respondents reported that in some products the mark is placed in such a way that it requires turning or twisting the product several times to locate it. This minimises the number of consumers who can use this crucial information hence, leading researcher to predict that consumers are likely to pay low attention to TBS mark while purchasing the products. The findings suggest a need for re-designing the TBS mark to make it more noticeable, for example making it bright, shiny and reflective. Presenting the mark this way would increase the chance for consumers to detect and pay attention to TBS-certified products and thus, the latter will gain an immediate advantage over products that are not certified by TBS.

4.2.4 Consumers' Buying Behaviour

Given that attention to a label is a prerequisite for comprehension and compliance (Becker, et al., 2015), consumers' buying behaviours were analyzed in terms of consumers' tendencies to read about product labelling information and confirm if the product is TBS-certified when making a purchase. Additionally, post-purchase behaviour was analyzed in terms of consumers' tendency to recommend TBS-certified product to others. Table 3 presents the frequency distributions and percentages regarding consumers' buying behaviours.

Table 3: How often Consumers Display a Particular Behaviour

Behavioural Variable	How often is the Behaviour Displayed	Frequency	Percent
Consumers' tendency to read labelled information on a product	Never	8	4.0
	Rarely	14	7.0
	Sometimes	68	34.0
	Often	32	16.0
	Always	78	39.0
Consumers' tendency to confirm if a product is TBS-certified	Never	56	28.0
	Rarely	73	36.5
	Sometimes	24	12.0
	Often	18	9.0
	Always	29	14.5
Consumers' tendency to recommend TBS-certified products to others	Never	7	3.5
	Rarely	33	16.5
	Sometimes	69	34.5
	Often	25	12.5
	Always	66	33.0

Results from a descriptive analysis as presented in Table 3 indicate that large majority of consumers read about labelling information on products, with only 4% who never read about labelling information. Surprisingly, minority of the respondents pay attention to TBS mark on the products at least sometimes. The findings further indicate that majority of consumers at least sometimes recommend TBS-certified products to others. It is reasonable to assume that the small proportion of consumers who confirm if the products are TBS-certified is attributed to the design characteristics and placement of the TBS mark as predicted earlier. As noted in one of the previous sections, 69.5% of the respondents reported facing difficulties in locating TBS mark on some products. Similarly, 57.5% of the respondents reported that placement of the TBS mark on some products requires turning or twisting the product to locate it.

4.3 Binary Regression Results

Inferential statistics was used to analyse consumer purchase behaviour in terms of consumers' tendency to confirm if the products they buy are TBS-certified from the perspective of their knowledge, attitude and noticeability of the TBS mark on the product. The results of the analysis are shown in Table 4.

Table 4: The Influence of Knowledge, Attitude, Label Noticeability on Consumers' Tendency to Pay Attention to TBS Mark

Variables	Coefficient	S.E.	Wald	Sig.	Exp(B)
Consumers' Knowledge	-.071	.283	.151	(.008)	1.531
Consumers' Attitude	-.543	.171	10.101	(.001)	1.721
Noticeability of TBS Mark	.367	.275	1.774	(.003)	1.693
Constant	-1.734	.213	66.081	(.000)	.177
Cox & Snell (R ²)	56%				
Dependent Variable (Consumers' tendency to pay Attention to TBS mark)					

The results indicate that knowledge and attitude are significantly negatively related to consumers' purchase in terms of tendency to confirm if the products they buy are TBS-certified. Although various scholars provide support the proposition that knowledge and attitude exert positive influence on consumer purchase behaviour (e.g. Shen, Zhuang, Chudabala, 2016; Peattie, 2010), the findings of this study indicate that consumers' knowledge of the TBS mark and its role and their attitude towards TBS-certified products exert no influence on consumers' tendency to use TBS mark to verify the authenticity of the products they buy or consume. The results also reject the hypotheses which were developed based on previous literature.

The findings of the present study are in line with the findings of some other studies (e.g. Reiser & Simmons, 2005; Leire & Thidell, 2005) which concluded that consumers' purchase behaviour does not always reflect their knowledge level and attitude towards a label.

Conversely, the results indicate a significant positive relationship between noticeability of the TBS mark on a product and consumers' tendency to confirm if the product is TBS-certified. Thus, out of noticeability of the TBS mark was the only variable out of three that exerts influence on consumers' purchase behaviour. A practical implication for TBS is that regardless of the fact various studies have supported the proposition that improving consumers' knowledge and attitude is a means commonly adopted to reinforce consumer purchase behaviour, this study's findings sensitize TBS to consider improving the noticeability of the TBS mark on the products so as to enable consumers easily pay attention to the mark when making purchase.

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The study examined the level of consumers' knowledge, attitudes towards TBS mark and noticeability of the mark and the contributions the latter has made towards consumer purchase behaviour. Two main conclusions are drawn based on the findings of the study.

1. Despite the high level of consumers' knowledge about the TBS mark and positive attitude towards TBS-certified goods, consumers were reluctant to confirm if the products are TBS-certified.
2. The study provides evidence that a significant proportion of the respondents didn't use TBS mark in product selection when making purchases.
3. The barrier to consumers' use of TBS mark in purchase decision appears to be the fact that the mark is not easily noticeable on some products.

5.2 Recommendations

In view of the findings and conclusions, the following recommendations are made:

Recommendations for action

- Though a fairly large proportion of respondents were knowledgeable about the TBS mark and its role there was a reasonable percentage of respondents whose knowledge about TBS mark was poor. Hence, there is a need for continuing education and awareness creation programmes.
- These findings highlight the need for re-design of the TBS mark to make it noticeable, for example making it bright, shiny and reflective as a way of increasing its effectiveness.

Recommendations for further research

The study did limit its scope to consumers' knowledge, attitude and noticeability of TBS mark as antecedent variables of consumers' tendency to confirm the authenticity of the products. Nevertheless, the influence of factors such as socio demographic characteristics would have been investigated. Hence, a study that will examine the impact of such factors is recommended.

Additionally, the use of TBS mark to fight substandard goods is not the only recommended approach. Further studies on the effectiveness on other approaches are also recommended.

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