

Abstract

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As the sector of commercialization is expanding, within Tanzania and globally, finding wider markets has become a great challenge. The authors opine that businesses will be enhanced by using local languages. The study maintains that language links with the culture that has a great influence on global marketing such as product design, branding, and distribution process. The study collected data through surveys, interviews, and observation in three regions, namely Iringa, Dodoma, and Dar es Salaam. The results were later analyzed qualitatively using descriptions and tables. Results revealed that out of 60 respondents that took part, 23% of the customers are from the western countries, 20% are from East Africa, 16% from other African countries, and 51% are within Tanzania. The majority, 80%, stated that even though they market their products outside Tanzania, the only languages used are English and Kiswahili. It is anticipated that companies that use indigenous languages will bring their customers individually or collectively much closer, widening the products' markets in Tanzania.