



Evaluation of Consumer Attitude towards Nigeria-Made Products: Evidence from Anambra State in Nigeria

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Abstract

This study is an empirical evaluation of consumers' attitude towards made in Nigeria goods in Awka, the Eastern region of Nigeria. Survey research design was used for this investigation. To collect data for the study, a structured questionnaire was used in line with the research design. All consumers of goods in Awka metropolis market made-up the study population. The study covered 5 zones in Awka, which include Amenyi, Umuogbu, Umubele, Umuenechi, and Amikwo. 250 sample size was chosen comprising 50 respondents from each zones using the convenience sampling technique. Two hundred and fifty (250) copies of the questionnaire were administered, out of which 228 copies of the questionnaire were retrieved and adjudged usable for the study, indicating 91.2% response rate ($228/250 \times 100 = 91.2\%$). Data collected were analysed using descriptive statistic, while the hypotheses were tested using chi-square (χ^2). Data collected were analysed using simple percentage, while the hypotheses were tested using chi-square (χ^2) statistics. The result obtained show that an improvement in the quality of made-in-Nigeria goods will create positive consumer attitude; the high price of made-in Nigeria goods affects consumers' patronage. The study recommended that businesses must look for high-quality machines and materials, and that training and staff development must be a top priority if they want to guarantee the overall quality of products created locally among others.

Keywords: *Quality of goods, consumers' preference, made-in Nigeria, Patronage, foreign made.*

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Introduction

Over the years, every well-meaning Nigerian has always been deeply concerned about how most Nigerians feel about goods made locally especially when consumers use pejorative words to describe locally made goods in Nigeria. To avoid this trend that de-markets a product, local producers have even been forced to use foreign brand names and logos for their locally produced goods in order to attract, retain and grow customers. The Nigerian market is already proliferated with a lot of foreign goods some of which are sub-standard with ugly customer experience as a result of the unpleasant scenario that makes the growth of the infant industry to be difficult. In recent times, importers have even gone so far as to define rules which producers must follow to maintain their business just to maximize profits at the expense of the consumers and the government on its part, has banned some of the items on the essential list and imposed tariffs on others to enable infant industry to grow and produce local products at cheaper rates for the betterment of the consumers but it seems that rhetoric that negates sales is indelible in the mind of the consumers due to double standard in the market place.

In response to the aforementioned issue, the researcher is interested in learning how Awka consumers in Anambra State feel about products created in Nigeria. They want to know whether these people have favorable or unfavorable opinions toward these products and what factors are behind those attitudes. Therefore, it is very important to conduct a study to determine how consumers in the Nigerian city of Awka in Anambra State feel about products made locally. The results of this survey

will be extremely significant to local producers in the first place by giving crucial data on consumer behavior and attitude. On the other side, the study will assist the government in developing policies to support regional producers and protect consumers. Additionally, it will assist the consumers in re-evaluating their preferences in relation to the satisfaction derived from it. As a result, the hypotheses have been developed based on the issue and the study's goals.

Review of Literature and Hypothesis Development

Theoretical Background

Engel-Kollat et al. (1978) created a thorough theoretical model of consumer behavior. According to their idea, an individual is seen as a system that has an output (behavior) that reacts to inputs. According to the model, a person's mental processes are influenced by their psychological make-up, personality, attitudes, and the information they have stored from their learning experiences. A person processes physical and social (environmental) inputs, and this processing may lead to an unmet need. In this instance, a need is recognized, and the decision-making process begins. This procedure entails looking for and evaluating alternatives, followed by buying and evaluating it afterward. It depicts a continuous sequence of procedures where products are searched out, assessed in light of consumer goals, and impacted by past purchases. They talked about how general inclinations like personality traits interact with past experience and stored information. Values and attitudes are formed as a result of this contact. Internal variables, such as a sense of hunger, or external factors, such as commercial messaging or point-of-sale

(P.O.S) displays, can also cause arousal. They emphasized that a person may not always be able to make sense of all the stimuli to which he is exposed. Information that is pertinent to his present goal and consistent with his preexisting knowledge and expectations will be retained by him. Even when information is let into the system, it may still be reorganized and distorted to fit with preconceived notions. Additionally, a theoretical foundation for consumer behavior was presented by Nicosia (2006). The focus shift away from the actual act of purchasing and toward the choice processes that both before and follow this act is a disorienting aspect of Nicosia's strategy. He made the point that making a purchase is just one step in an intricate continuing decision-making process. Nicosia portrays the consumer as purposeful and striving to achieve specific objectives through some ideal solutions. He emphasized the notion that consumer preferences evolve from generality (extremely broad goals) via the search and assessment of various items, and ultimately result in the selection of one specific brand. He underlined the significance of the feedback concept. The feedback idea influences whether or not consumers will make repeat purchases.

Engel-Kollat and Howard-Sheth (1973) stressed the value of feedback, similar to Nicosia. This refers to the impact of the act of purchasing and the usage experience on a consumer's propensity to use a certain product. Their theory on consumer behavior has two key assumptions: (a) that purchasing is a methodical, not random, exercise in problem solving; and (b). They also discovered the following four groups of

characteristics that affect consumer behavior:

- i. Stimuli inputs include elements from the social environment and marketing programs.
- ii. A number of factors that have an impact on the buyer's internal state. The social class, cultural norms, time constraints, and financial situation are examples of these "exogenous" elements.
- iii. Endogenous variables are internal variables that collectively display the buyer's states. They comprise (Motive, attitude, experience and perception).
- iv. The buyer behavior is based on how the first three sets of factors interact, and there are four response output variables.

The theory states that most consumer activity is repeated. It was observed that by keeping track of relevant information and building a pattern for decision-making, consumers reduce their jobs while making frequent purchases. The idea uses decision mediators to define the rules consumers use to match their objectives and alternatives for meeting these motives. These rules are based on experience or outside information (from marketing, reference groups, etc.). Customers' attitudes, or inclination as it was described by Howard Sheth, evolve as a result of various forces. Prices, availability, and income all have the potential to be purchase barriers. A fresh product purchaser has no middlemen. He actively searches his surroundings for information and tries to recall prior encounters with similar things. If the product is satisfactory, repeat purchases will occur. As a result, the customer attempts to establish a routine to minimize the complexity of purchasing, known as the psychology of

simplification (Nicosia, 2006). Other times, the act of consuming the product grows monotonous, and the process of finding the product starts over. This is referred to as the complexity psychology. The theory goes on to explain how a particular stimulus may cause various reactions in customers based on their level of activation. The idea of predisposition was used to illustrate how two consumers can require the same product, but for two very different reasons, or they might need the same product, but choose to purchase it under two different brand names.

Three possibilities were discussed by William Stanton under the heading of the learning experience component that affects consumer behavior. Cognitive theories, the Gestalt and field theories, the stimulus responds (S.R.) theory, and Hall (1966) The stimulus response (S.R.) theory, developed by Pavivo, Skinner, and Hall, asserts that learning can take place in both humans and animals

- i. Response to some stimuli.
- ii. Re-enforced by need fulfillment for a good reaction or punished for a bad one. Behavior patterns are created when the same appropriate response to a stimuli is repeatedly used.

In his "Behaviourism approach," Waston (2002) confirmed the S.R model by recommending that the same stimulus be repeated to improve the response pattern. He defined learning as behavioral changes brought about by prior behavior in similar circumstances. Today's advertisements use Watson's behavioral approach and the S.R. theory; they are repeated to encourage a particular buying reaction. The S.R theory is disregarded by cognitive theorists as being overly mechanical. They believe that learning is influenced

by a variety of different elements, including attitudes and beliefs, prior experiences, and a proper grasp of how to accomplish a task. The S.R. theorists, who believed that behavior is the product of simply the degree of reinforcement arising from a reaction to particular stimuli, did not acknowledge these aspects, according to the cognitive theorists. The proponents of cognitive theory hold that even when there are no historical parallels in the person's experience, extraordinary ability can be used to understand a current difficulty situation. The Gestalt and field theories are Stanton's third topic of learning. According to Gestalt psychologists, learning and behavior should be seen as an integrated process. They care more about the total than the individual components.

According to the theory of cognitive dissonance, when two pertinent cognitions (thoughts) conflict, some activities are made to lessen the condition of dissonance. For instance, if a person holds the cognition that "all individuals are created equal," but also holds the cognition that "one race is superior to other races," the two cognitions are at odds with one another. The contradictory meanings of the cognitions are likely to create "dissonance" or a state of psychological tension that the person would desire to get rid of if they are each significant to their overall value system. The "urge towards consistency" that results from the need for consonance can take many different forms. The individual may come to a different conclusion about one of the difficulties, decide that one of the issues is significantly more important than the other, explain how the two cognitions are compatible, or come up with other compensatory strategies.

This is in contrast to the S.R model's single-element approach. According to Lewins' field theory, which he developed in 1981, a person's psychological "field" as it is at any given moment is the single factor influencing their conduct. The entirety of the information that were known about a person and his environment at the time of the activity was how he defined a person's field or life area. These theories can be quite helpful in understanding how attitudes can change as a result of education.

Conceptual Framework

Successful marketing of organizational goods and services in Nigeria requires a comprehension of consumers and their requirements and wants. It is a somewhat myopic view of consumer behavior to consider the marketing of goods and services to consumers as being exclusively a result of economic activity (Osugwu & Gbadamosi, 1996). Marketers of goods frequently seem to focus most of their analyses on their items while ignoring the psychological and sociological factors that influence consumer behavior. Some of the most important non-economic factors influencing consumer purchasing behavior include the way purchases are made, the way group and individual behavior interact, the complicated interrelationships between attitudes and behavior, the mixed motivations that frequently conflict when making purchases, the challenges of authority and status in both organizational and family purchasing decisions, and the impact of advertising (Robert, 2013). This suggests that human behavior has a significant influence on the direction of policy and daily operations of various Nigerian enterprises.

According to Osugwu and Gbadamosi (1996), the so-called non-rational elements' should receive some consideration in the marketing of various goods and services. Customers and clients may have different perspectives on goods and services than producers, and as a result, they might not always be able to express their demands, aspirations, or anxieties. Therefore, research on consumer behavior should look at both overt and observable elements as well as less obvious (covert) ones impacting customer purchasing behavior (Robert, 2013). Nigerian businesses that understand these elements and how they affect how consumers behave toward their goods and services will go a long way toward reaching their objectives by gratifying customers' needs and desires in a way that benefits both parties.

Attitude and Consumers Decision

An attitude is a mental inclination toward something, someone, or something happening (Udeagha 2015). Marketers typically consider a person's sentiments toward a product, service, company, or individual to be his appraisal. One's mindset determines whether they accept or reject these items. A person's long-term favorable or unfavorable cognitive assessment, emotional responses, and action patterns toward some items or ideas are referred to as their attitude. People have an attitude about everything, including politics, clubs, clothes, music, and food. A person's attitude determines whether they will like or dislike something. A person's attitude influences how they perceive a good or service. According to Allport (2015), an attitude is a mental state of readiness that has been structured through experience and that directs or

influences how people react to all the things and circumstances that are related to it. According to this definition, attitude is a group of actions taken in a specific way. Beliefs affect attitudes, and vice versa.

The consumer's system of beliefs, associations, pictures, and memories with regard to the brand can be considered as attitude. This perspective, which is aimed toward advertising, draws a connection between memories or experiences and like or disliking of a brand. According to Oladele and Arogundade (2011), an attitude refers to a person's ongoing positive or negative cognitive assessments, emotional responses, and action patterns toward a certain item or idea. Ugorji (2014) emphasized that attitude can "externalize" some internal issues. When internal tensions and anger go unaddressed, a man may become angry with the outside group. A person's perception of any arousal that conflicts with their attitudes is strongly influenced by attitude and beliefs, which are very potent influences. It has the power to alter perceptions as well as the level of message retention. A person's attitudes determine their mental state, which influences whether they like or dislike something, or whether they move toward or away from it. People frequently use attitude in almost everything, including politics, clubs, religion, fashion, and music. According to Kartz (1960), attitude serves four key purposes for a consumer:

- a. The adjustment function: By adhering to the majority attitude, attitude helps to maximize reward and reduce punishment.
- b. The attitude's ego-defensive function permits the customer to admit an unflattering core fact about himself.

- c. Value expression: Consumers enjoy attitudes because they convey the values they cherished.
- d. Knowledge function: It carries out the knowledge function in accordance with the consumer's desire to organize and comprehend his world.

According to Triandis (1971), who wrote "Attitude and Attitude Change," people have attitudes toward items because they aid in the organization, simplification, and comprehension of their surroundings. By avoiding negative aspects of themselves, it allows them to maintain their self-esteem; attitudes encourage people to act in a way that is acceptable in society. Uford and Etim (2018) claim that attitudes are reasonably enduring dispositions or inclinations that involve an individual's emotions, intentions, beliefs, judgments, and actions in response to himself, other people and groups, things, and events. The emotion may be either positive or negative, happy or sad, pleasant or painful, but it usually involves an emotional component and is aimed at a particular person or object (s).

Product Quality and consumer purchase Decision

The consumer is consequently concerned with features of the goods like durability, safety, and accessibility because the concept of quality is limited to the technical attributes of the items and its value in use. Consumers view the majority of products created in Nigeria as being dangerous, technically outdated, and lacking in care and attention to detail, according to Aire's 2003 research. The survival of the local producer and subsequently the acceptance of the products both domestically and internationally should depend heavily on the quality

issue. Product design and quality, the degree to which the product is delivered to the customer in accordance with design specifications (product manufacture quality), and the product's ability to function as required, where required, and for the time required are all factors that affect a product's quality. A product's quality is determined by how well it meets the needs of its customers (Product Reliability).

There is neither a single degree of quality nor an absolute level of excellence. No product is completely faultless, and all products, regardless of price, are subject to risk. An attempt should be made to ascertain the caliber and dependability of comparable or replacement products that are already on the market before introducing a new product. The company's goal might then be to raise the new product's quality and pricing.

Consumer Decision Processes

The need arousal or identification of an unmet demand that causes internal tension is the first step in the purchasing process. The need might have been dormant until it was awoken by an external stimulation, such as an advertisement, the usage of a contest, or the sight of a product, or it might have been biologically stimulated (for example, hunger or sex). It is a result of dissatisfaction with the usage of the current products. Products and brand alternatives must be found after the need has been determined. The following factors affect the search for alternatives:

1. What the time and monetary costs are?
2. How much information the consumer already has from past experience and other sources?
3. The amount of perceived risk if a wrong choice is made.

Once all viable options have been located, the consumer must assess them in order to decide what to buy. They also draw on the opinions and ideas of their relatives and other groups of reference. The consumer will choose whether or not to purchase after searching and evaluating. When choosing to purchase something, a consumer must consider a number of factors, including brands, price, quality, design, color, and so forth. The consumer will feel some level of happiness or discontent after purchasing and using the product, with the exception of routine purchases. For marketers, this post-purchase emotion is crucial since it affects both repeat purchases and word-of-mouth advertising. Festinger (2007) coined the term "cognitive dissonance" to describe this feeling of worry following purchases. According to his theory, humans seek internal congruity, concordance, or harmony among their cognition (knowledge, attitudes, beliefs, and values). Any discord in this cognition is referred to as dissonance. Festinger (2007) added that the "amount of post-choice dissonance is an increasing function of the overall importance of the decision and of the relative appeal of the unchosen option."

Cultural and Social Group Influences

The culture of the specific locality of the individual or attitudes have a significant impact on behavior. The cultural context of the location has a significant impact on how we think, and social groupings also play a significant role (Uford & Etim, 2018). Culture is a way of life or a set of customs for carrying out specific tasks. It includes the thoughts, emotions, actions, and knowledge that are kept in men's memories, books, and artifacts for use in the future. One facet of human

existence is culture. Culture controls or governs all aspect of our life from the minute we are born until the moment we pass away. It is that portion of learned behavior that people acquire as a result of belonging to certain groups and that portion of learnt behavior that is shared with others. We are under constant conscious pressure to adopt specific behaviors that other guys have established for us (Festinger 2007).

The definition of culture according to Ezeokafor (1994) is "the configuration of learnt conduct and effects of behavior whose component pieces are shared and transmitted by the members of a certain society." Stanton described culture as a collection of symbols and artifacts made by men and passed down from one generation to the next in order to determine and control how people behave in a particular civilization. Any society has its own unique culture, which is defined as one's social inheritance. It is a certain way of living that a group of people adopts in order to live and adapt to their surroundings. Our cultural surrounds and the many people with whom we maintain that culture the culture in which the consumer lives considerably influence our attitudes, the way we think, and the things we believe.

Stanton (1981) identified five stages that consumers go through in order to purchase a product in his buyer behavior model (fig.1); these are (a) Recognition of an unmet need, (b) Identification of alternatives, (c) Evaluating the alternatives, (d) Purchase decision, and (e) Post Purchase Behavior. An individual's attitude is influenced by the social class to which he belongs. More so than just income, a person's purchasing decisions are greatly influenced by the class to which they belong or aspire. As a result,

customers occasionally make economically unreasonable purchases since they typically choose items that will boost their self-esteem, reputation, and self-worth. While self-interest is argued to be the driving force behind consumer attitudes and behavior in economics, social psychologists place greater emphasis on social impact. For instance, Thorstein Veblen (1959) describes man as primarily a social animal conforming to the general forms and norms of his large culture and to the more specific standards of the sub-cultures and face-to-face groupings to which he is bound. This is in his work titled *The Theory of Leisure Class*. According to Sorokin (1959), "IN social and cultural mobility," social stratification is the division of a given population into supposedly hierarchical classes. Social class is a collective term for a subculture of about equal individuals who are ranked according to their social standing. With man, social class has always existed. The outcome of social stratification is this. Udeagha (1995) asserts that social classes are characterized by the following traits:

- i. People are rated in society according to their social class, with higher social class members being ranked higher than lower class members. Consequently, social class has a hierarchical structure.
- ii. Social class is not a result of just one variable, but rather of many, including wealth, occupation, education, and so on. It is multifaceted and not solely dependent on income, as is frequently believed. Although the majority of Nigeria's top motor parks' chairmen make more than government officials, they are nowhere near them in terms of social standing.

- iii. A person can shift from a lower class to a higher one and vice versa, making it possible for them to leave a particular social class (as a result of vicissitude of life). The greatest significance for the marketer, according to Udeagha (1995), is that each social class is assumed to constitute a homogeneous market, meaning that members of each class are similar in terms of their needs, wants, preferences, and other characteristics that influence their purchasing decisions.

According to Kotler (1984), a reference group is any group that has an impact on a person's attitudes, beliefs, and values. Groups, according to Udeagha (2015), are made up of two or more people acting or cooperating for a common goal. In his essay "Reflections on reference groups," Milar (2008) holds that each reference group should be identified as the one that a person most frequently utilizes to inform his judgment, beliefs, and behavior.

Mead (1934) created the "generalized order" that society affects how its members behave in his book "Mind, Self, and Society." This desire to fit in has a big impact on consumer purchasing behavior, sometimes leading to emotional rather than sensible decisions. Family is without a doubt the face-to-face group that has the greatest and longest-lasting impact on an individual's attitude, opinion, and values of all those with whom they interact. The family is where a person develops mental attitudes toward personal ambition, self-worth, and love in addition to religious and political beliefs. Even in cases when the buyer is no longer in contact with his family, the influence of the family on the buyer's subconscious behavior will be

significant. The stage of a family's life cycle at the time of purchase will have a significant impact. For example, a young couple with two children in the full stage will have different needs and requirements than a couple in their mid-fifties with children who are no longer living at home in the empty nest stage.

Marketing Model of Buyer Behaviour

Dissonance in the area of consumer behavior might happen after a choice to buy something has been made (post purchase cognitive dissonance). The purchaser questions whether the decision made is "right." Does the chosen product provide as much satisfaction as the substitute buy that was skipped? If this happens, the marketer's obvious job is to try to lessen the buyer's dissonance by providing post-purchase information and services that emphasize how wise the purchase was. For instance, an industrial salesperson might be of great assistance in lessening dissonance by getting in touch with the customer soon after the sale, emphasizing the quality of the chosen product, and providing service (Nicosia, 2006). Buyers of consumer durables, such as cars and televisions, are routinely reassured of the reliability of their decision through post-purchase letters. These methods have been demonstrated to be successful in reducing post-purchase anxiety and may increase the likelihood of repeat purchases. The significance of post-purchase pleasure and repeat business suggest that marketing managers should take this aspect of consumer behavior into consideration, despite the fact that the idea of cognitive dissonance is vigorously contested by certain academics. See figure 2.

A straightforward model of the steps a person takes when making a purchasing decision has been created by marketers

recognizing that social factors such as culture, socioeconomic status, family, and reference groups influence how individuals make decisions (2013). The consumer decision-making process starts (on the part of the potential buyer) with awareness of the good or service being offered, continues with the same kind of attitude formation toward the goods, ends with a decision regarding the goods (to buy or not buy), and includes a post-decisional evaluation (see fig above). For instance, a customer learns about "isolate," a medicine introduced by Nigerian pharmacists to cleanse the liver and kidneys. The person can decide they need the medicine after learning about it and seeing it (attitude formation). The consumer decides to buy the medicine after being convinced that it will work (Bivens, 2013). Once the medicine has been used and the buyer's expectations have been met, the buyer will continue to build thoughts about it (post decisional evaluation). This procedure is undertaken by potential buyers at varying rates of speed, with the option to stop at any point. The range of potential buyers could be dispersed throughout all stages. However, according to Udel (1976), the primary objective of the marketing program should be to create product awareness in this market for any given point in the decision-making process.

Conversely, consumers who are already aware of a product don't require further information about its presence. It is necessary to include information that highlights the reasons the product (or service) is suitable for the buyer as well as where the product may be purchased. Here, the overarching objective of the marketing program is to take potential customers from awareness to a positive attitude and ultimately to a positive purchase choice. Post-purchase actions

may be taken to affect post-decisional assessment and encourage repeat purchases.

Made in Nigeria Goods and Consumers' Perception/Attitude

The majority of a consumer's attitude is determined by how they see a product generally, and the characteristics of the products that typically have an impact on people's purchasing decisions are: superiority of the goods (Ogunnaike, 2010). This is possibly what has the strongest effect on how people in all countries throughout the world view products. High-quality products always inspire buyers to purchase them, driving up demand for the product. Second, as variety is the flavor of life, the more varied the commodities, the greater the demand and favorable perception of the good by consumers. Uford (2017) asserts that a thorough understanding of a product's quality will always persuade customers to purchase it. People will always be drawn to the things produced by affinities, therefore high-quality manufactured goods are constantly in high demand worldwide. The cost of the item is another crucial consideration, and it depends on the status of the buyers (Ogunnaike, 2010). The rich always choose expensive things because they have good taste and are class conscious, while cheap goods would draw the attention of the poor and lower class elements of society. Finally, the availability of items and previous experiences with specific goods have a big impact on how customers feel about them.

Persuasions in Nigeria typically take the form of the herd mentality. The craze for imported goods in Nigeria is an example of the bandwagon effect (Vincent-Osaghae and Ugiagbe, 2018). Nigerians frequently frequent the selling locations and stores of used and

imported goods because it is a widely held belief that reasonably used goods, no matter how old, are of higher quality and durability than the locally produced goods in Nigeria. The theory of attribution best explains why Nigerians prefer imported goods over locally produced ones because they attribute their attitudes and behaviors to the characteristics and other details of imported goods based on their personal interactions with both imported and locally produced goods. As a result, they can infer from handling the products that imported goods are higher quality than the locally made goods.

According to Basil (2010), a favorable opinion toward a product and the conduct of using purchasing power are related. In an effort to forecast future purchasing behavior, the theory of reasoned action, which links a product attitude to the likelihood of purchase and the frequency of prior purchases, was developed (Petty, 2001; Petty and Fabrigar, 2008).

Confidence or Trust for Made in Nigeria Products

The majority of made in Nigeria products are hard to find, which lowers their reliability rating in the eyes of the consumer. In his study, Aire (2003) commented on this topic and said that one component that should trouble producers is the issue of confidence or trust in product providing. He discovered that buyers have extremely little faith in verbal product descriptions provided by local manufacturers (Ugorji, 2014). These sentiments toward Nigerian-made products can be harshly contested by pointing to things like the relative youth of the local manufacturers on the market and the "colonial mentality of brainwashing the Nigerian consumers."

Consumers in underdeveloped nations typically display these sentiments toward locally produced goods. Gaedeke (2013) looked into whether the adoption of well-known American brand names affected American consumers' perceptions of the quality of products from developing nations. Additionally, he attempted to compile customer opinions regarding the caliber of goods produced in various developing nations, using 300 American students as respondents. The outcome showed that American products fared much better than those from emerging nations (Latin, American and South East Asia countries). Ratings in the survey were only based on the products' quality. Nevertheless, there are signs that consumers in this country prefer things created in industrialized nations more. Similarly, In his cross-national study, Watson (2002) compared Japanese and American perceptions toward goods created elsewhere. It was discovered that Japanese people considered owning American goods to be quite prestigious. They viewed imported goods as being pricey, "common, and superfluous," in contrast. As a result, they did not take much delight in owning their homemade goods. They were pleased to purchase goods created in the United States and other European nations. In Nigeria, the younger generation of the lower social classes has a distinct preference for European items, whereas American products generally appeal to the middle class (Oladele & Arogundade, 2011). American products were rated highest by American businessmen, followed by German products, in contrast to Nigeria. They believed that English items were less aesthetically pleasing than German ones, which catered to an older audience and projected an image of

elegance, wealth, and prestige. Olayinka and Aminu (2006) argued that the familiarity and accessibility of the nation's product naturally influence the phrase "produced in." It may be inferred from these three attitude studies that customers, particularly those in developing nations, tend to have a positive attitude toward products created elsewhere. The Nigerian context confirms this. However, in order to gain the trust of consumers, local manufacturers must offer goods of high caliber and at affordable costs. They will succeed in the export market as a result of this.

The marketing mix components and interpersonal impacts in terms of their internal, symbolic, and social interpretations make up the majority of the stimulus inputs coming from the buyer's surroundings (Uford, 2017). The buyer's interior thoughts and processes, such as their perception and learning processes, are represented by hypothetical constructions. Exogenous variables are outside factors that can have an impact on behavior (Prasad, 2012). Culture and socioeconomic class are two examples. Responses outputs, which range from "awareness" of the product to an actual "choice" to buy the thing, indicate the manifest stage of decision making. These response output variables are connected to the ultimate objectives of the marketing manager. Specifically, the marketing manager tries to use the marketing mix to take a potential customer from induced awareness to comprehension of a brand, toward a favorable attitude toward that brand, to intention to purchase, and finally to actual purchase of the goods (Udel 1976).

Methods

Descriptive research design was used

for this investigation. The research approach is deductive using survey. This paper utilized quantitative research techniques in carrying out the study. All of the consumers of made-in Nigeria goods in the metropolis of Awka make up the study's population. Anambra state population is 8.3 Million, while Awka the capital city has an estimated population of over 3.2 million as of 2022. The population can be deemed to be too large, which presents significant challenges for the research. To reduce the population to a manageable size, convenience sampling technique was applied to select sample 250 for the study. A structured questionnaire was used to collect data for the study in accordance with the research design. However, the researcher divides the study area into 5 zones: Amenyi, Umuogbu, Umubele, Umuenechi, and Amikwo effective management of the study. From each of the zones, 50 respondents were chosen using the convenience sampling method. Of these, five were given to dealers, while the remaining forty-five were given to consumers.

The method the researcher used to collect data for the study involved a field survey that included interviews and questionnaires. The researcher and a research assistant assisted in administering the questionnaire to the respondents. After they were completed, the target audience returned the surveys within the allotted one-week time frame. In order to obtain specific nuanced information, the researcher also conducted very low-key interviews with the sellers. Additionally, the researcher went to the main markets in the study zones and saw a variety of imported and locally produced commodities there. This was done to make these goods' comparisons more useful. As a result, based on the

issue and the study's goals, the following hypotheses were developed:

- H0₁: Quality of goods has significant impact on consumers' preference of made-in-Nigeria goods to foreign made goods in Awka Market.
- H0₂: Price of goods has significant impact on consumers' patronage of made-in-Nigeria goods to foreign made goods in Awka Market
- H0₃: Sales promotion has significant impact on patronage of made-in-Nigeria goods.

The methods used to handle and analyze the data gathered for the study mainly consisted of descriptive and inferential techniques. Descriptive statistics were used to analyse the research questions, while Chi-square (χ^2) statistical analysis was used to analyse the proposed hypotheses (SPSS v. 20.0).

The questionnaire return rate as presented in table 2 shows that out of a total of 225 questionnaires administered to consumers, only 210 copies of questionnaire representing 93.3% of the total were returned and on the other hand, out of the 25 copies of the questionnaire administered to the dealers in the five zones only 18 copies were returned representing 72% of the total. The implication of the above analysis is that data presented and analyzed in the study were based on the total of 228 copies of questionnaires returned by both the consumers and dealers of made in Nigeria goods in Awka, Anambra State.

Results

Hypothesis Testing and the Results

In effort to arrive at the accurate and

reliable findings from the data analyzed, Chi-squared (χ^2) test was carried out used to determine if there is any statistical relationship between the variables in each of the hypothesis and this has been conducted at 5% significant level.

Effect of poor quality of made-in-Nigeria goods on the attitude of the consumers.

The alternative form of hypothesis I claimed that quality of goods has significant impact on consumers' preference of made-in-Nigeria goods to foreign made goods in Awka Market. The Chi-squared (χ^2) statistical test was used to examine the claim. The analysis of the findings are displayed in table 4. The test indicated that χ^2 calculated value is 104.142 and the χ^2 tabulated equal to 9.0135. The Chi-square (χ^2) test showed that the calculated value when compared with the χ^2 tabulated value at 5% (5 percent) level of significance is greater. The p-value (Sig.) (0.001) is less than 0.05 level of significance. The hypothesis could be accepted if the $p > 0.05$. The result asserts that quality of goods has significant impact on consumers' preference of made-in-Nigeria goods to foreign made goods in Awka Market.

Effect of the high prices of made-in-Nigeria goods on consumers attitudes

In the null form, the hypothesis II stated that the high prices of made-in-Nigeria goods significantly affect consumers' attitudes towards them. The hypothesis was tested with the use of Chi-squared (χ^2) statistical test. The result of the analysis is presented in table 6. The test indicated that χ^2 calculated value is 113.142 and the χ^2 tabulated equal to 9.0135. The Chi-square (χ^2) test showed that the calculated value when

compared with the χ^2 tabulated value at five percent (5 percent) level of significance is greater. The p-value (Sig.) (0.001) is less than 0.05 level of significance. The hypothesis is accepted. This implies that price of goods has significant impact on consumers' patronage of made-in-Nigeria goods to foreign made goods in Awka Market.

Impact of sales promotion has significant on patronage of made-in-Nigeria goods.

In the null form, the hypothesis III stated that sales promotion has significant impact on patronage of made-in-Nigeria goods. The third hypothesis was also tested with the use of Chi-squared (χ^2) statistical test. The result of the analysis is presented in table 8. The test indicated that χ^2 calculated value is 95.713 and the χ^2 tabulated equal to 9.0135. The Chi-square (χ^2) test showed that the calculated value when compared with the χ^2 tabulated value at 5% (5 percent) level of significance is greater ($P > 0.05$). The p-value (Sig.) (0.000) is less than 0.05 level of significance. Therefore, alternative is accepted. The result indicates that sales promotion has significant impact on patronage of made-in-Nigeria goods.

Discussion

The Chi-square (χ^2) test in table 4 showed that the calculated value when compared with the χ^2 tabulated value at 5% (5 percent) level of significance is greater. Therefore, the hypothesis (H_1) is accepted, while the null is rejected. This implies that the poor quality of made-in-Nigeria goods has significant effect on the attitude of the consumers. It means that the tendency of the consumers choosing a foreign made

product instead of locally made goods is very high. In other words, improvement on the quality of made-in-Nigeria goods will create positive consumers attitude and good perception towards the locally made products. This will increase the company's turnover, customers trust and loyalty.

In hypothesis (H_2), the Chi-square (χ^2) test in table 6 shows that the calculated value when compared with the χ^2 tabulated value at 0.05% (5 percent) level of significance is greater. Therefore, the hypothesis (H_2) is accepted, while its null is rejected. The implication is that high prices of made in Nigeria goods positively and significantly affects consumers attitude towards the made in Nigeria goods. This is even worse when the quality of the locally made goods is perceived to be of low standard when compared with their foreign counterparts. This test does not deviate from the economics principle that the higher the price the lower the quantity demanded and vice versa.

The third hypothesis (H_3) reveals that the Chi-square (χ^2) test in table 8 shows that the calculated value when compared with the χ^2 tabulated value at five percent (5 percent) level of significance is greater. Therefore, the hypothesis is accepted. The result confirms that sales promotion has significant impact on patronage of made-in-Nigeria goods. It is seen from the results that consumers are always skeptical whether locally made goods will be readily available when needed. Even when they are available, what will be the quality and prices of these goods. This scepticism cannot be unconnected to their negative predisposition and attitude towards locally made goods in Nigeria. Therefore, Products availability will go a long way to create

customer loyalty, repeat purchase and increase in turnover.

Conclusion

The purpose of this study was to ascertain whether consumers had a favorable or unfavorable opinion toward products made in Nigeria. Thus, it was discovered that consumers believe locally produced goods to be of worse quality than those produced abroad after carefully reviewing relevant books, journals, reports, and data gathered during the field survey. Dealers and customers alike asserted that imported goods were of higher quality than those produced locally. Customers bemoaned the subpar packaging and workmanship of locally produced goods. Customers and retailers of made in Nigeria products expressed unhappiness with the pricing, which contributed to consumers' unfavorable perceptions of locally produced goods. While the dealers asserted that some of these locally created products' pricing are fair, consumers complained that the prices of locally made goods were extremely high given their perceived inferior quality. When making this assertion, the dealers took into account the rising currency rates and the cost of raw goods. Regarding the issue of accessibility, it was discovered that the majority of locally produced goods were not always or easily accessible to consumers. This issue is caused by a number of factors. First, many consumers claim that manufacturers produce below capacity due to a lack of raw materials. Second, manufacturers claim that they have restricted production due to low patronage. Third, lack of awareness is caused by inadequate promotion of locally made goods in Nigeria.

The following recommendations have

been developed in response to study findings on the causes of customers' negative attitudes toward locally produced items; it should be emphasized, however, that the development of high-quality manufacturing extends beyond the collection of advanced machinery. Businesses must look for high-quality machines and materials, and training and staff development must be a top priority if they want to guarantee the overall quality of products created locally. The management of local organizations should build a general philosophy of excellence and make sure that this is preached and understood at all levels within the organization. Additionally, strong labor relations should be pursued to ensure the effectiveness of manpower. In order to guarantee that indigenous businesses adhere to government standards, the standard organization of Nigeria (son) has a responsibility to play. In order to meet domestic consumption, we cannot afford to entirely rely on imports, thus buying products created in Nigeria is quite essential.

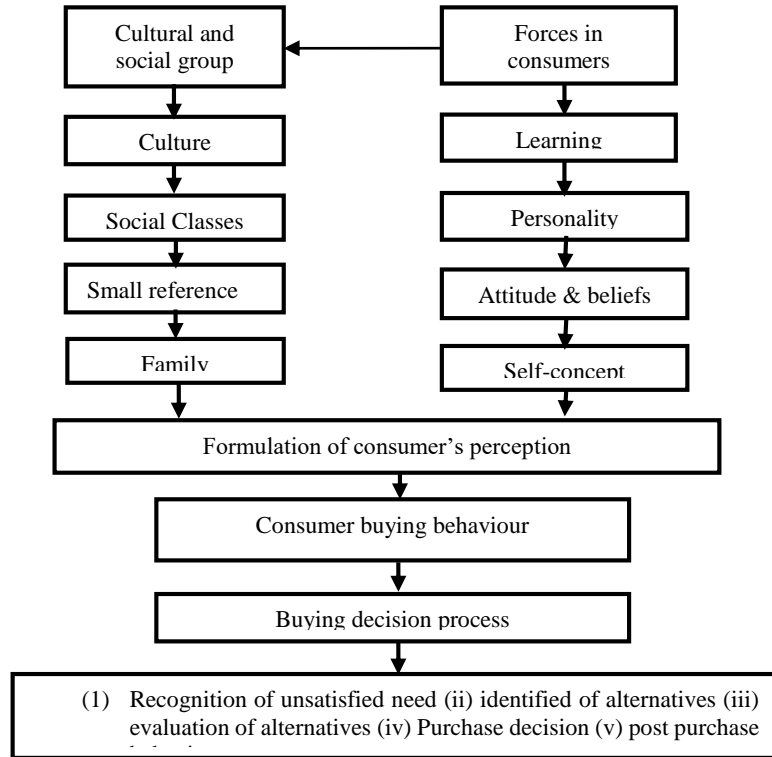
Author Contributions

Individual author's contributions were cascaded as follows: conceptualization, Samuel Ilodigwe and Albert Iheanacho; methodology, Samuel Ilodigwe.; software, Albert Iheanacho; validation, Samuel Ilodigwe, Albert Iheanacho and Chinwuba Moguluwa; formal analysis, Albert Iheanacho; investigation, Samuel Ilodigwe; resources, Samuel Ilodigwe; data curation, Albert Iheanacho; writing-original draft preparation, Samuel Ilodigwe; writing-review and editing, Chinwuba Moguluwa; visualization, Samuel Ilodigwe; supervision, Chinwuba Moguluwa; project administration, Chinwuba Moguluwa.

Figures and Tables

Figure 1

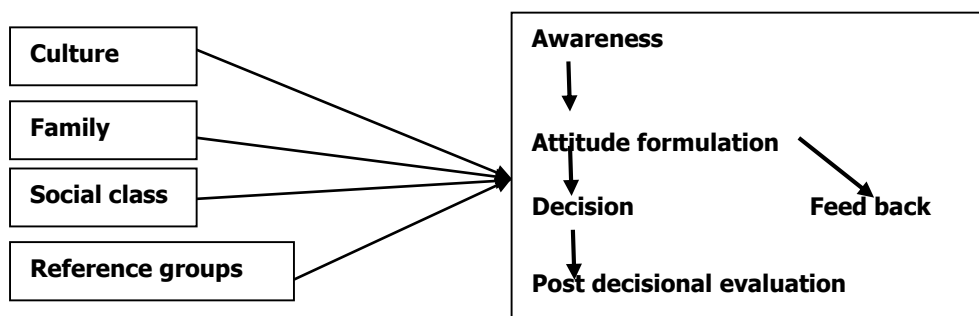
Social-cultural and psychological forces which influence consumers behavior.



Source: Kotler P. (1984) Marketing Management: Analysis Planning and Control U.S.A: Prentice Hall International Books Coy.

Figure 2

Marketing Model of Buyer Behaviour



Source: Udel (1976) Marketing in an age change: An introduction. John Wiley and Sons Inc. New York.

Table 1*Questionnaire Distribution*

Zones	No. of Consumers	No. of Dealers
Amenyi	45	05
Amikwo	45	05
Umuogbu	45	05
Umunbele	45	05
Umuenechi	45	05
Total = (225+25= 250)	225	25

Source-Field Survey, 2023

Table 2*Questionnaires Return Rate*

Category of respondents	Number distributed	Number returned	% of Number Returned	Number not returned	% of Number not returned
Consumers	225	210	93.3%	15	67%
Dealers	25	18	72%	07	28%
Total	250	228		22	

Source: Field Survey, 2020

Table 3*NPar Tests, Chi-Square Test, Frequencies*

Effect of poor quality of made-in-Nigeria goods on the attitude of the consumers			
	Observed N	Expected N	Residual
Strongly agree	104	45.6	61.6
Agree	71	45.6	24.6
Undecided	18	45.6	-28.4
Disagree	26	45.5	-20.4
Strongly Disagree	9	45.6	-37.4
Total	228		

Table 4*Test Statistics*

	Effect of poor quality of made-in-Nigeria goods on the attitude of the consumers.
Chi-Square	104.342
df	3
Asymp. Sig.	.001

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 45.6

Table 5*NPar Tests, Chi-Square Test, Frequencies*

Effect of the high prices of made-in-Nigeria goods on consumers attitudes			
	Observed N	Expected N	Residual
Strongly agree	90	45.6	80.0
Agree	71	45.6	14.0
Undecided	18	45.6	-32.0
Disagree	31	45.6	-30.0
Strongly Disagree	18	45.6	-32.0
Total	228		

Table 6*Test Statistics*

Effect of the high prices of made-in-Nigeria goods on consumers attitudes.	
Chi-Square	113.142
df	3
Asymp. Sig.	.001

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 45.6.

Table 7*NPar Tests, Chi-Square Test, Frequencies*

Effect of low availability of made in Nigeria goods on the attitude of the consumers.			
	Observed N	Expected N	Residual
Strongly agree	108	45.6	62.4
Agree	71	45.6	25.4
Undecided	9	45.6	-36.6
Disagree	34	45.6	-11.6
Strongly Disagree	6	45.6	-39.6
Total	228		

Table 8
Test Statistics

Effect of low availability of made in Nigeria goods on the attitude of the consumers.	
Chi-Square	95.713
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than

5. The minimum expected cell frequency is 42.0.

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