



## **DYNAMICS OF PURCHASE DECISIONS BETWEEN HOME AND FOREIGN MADE WEARS IN NIGERIA**

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**ABSTRACT:** *This study investigated the Dynamics of Purchase Decisions between Home and Foreign Made Wears in Nigeria. It aimed at four objectives which included to (1) examine Nigerian consumer usage and preferences for local and foreign wrapper wears, (2) examine Nigerian consumer perceptions for 'Made in Nigeria' label textile (3) examine the factors that influence consumer choice for home or foreign made brands of textiles (4) examine whether country image affects Nigerian consumer choice for home brands of wrapper wears. The scope of the study is limited to the sellers and users of wrapper wears in Onitsha metropolis. The study is an analytical survey research. The population of the study will comprise dealers and users of wrapper wears (popularly known as Abada) in Onitsha metropolis in Anambra State of Nigeria. According to the NPC data 2006, the population of residents in Onitsha is 293,240 (Onitsha North = 153,200; Onitsha South = 140,010). 395 samples were selected for the study. The sources of data for the study were predominantly primary. The instrument for data collection in this study will be a structured questionnaire. Frequencies and percentage were used for the analysis of sample characteristics and to answer the research questions, while Z-test was used to analyse the hypotheses. Results show that Nigerians prefer foreign made wrappers to Nigerian ones. They have negative perception about Nigerian made wrappers, thus they feel that Nigerian made wrappers are of cheap, low-profile materials that cannot boost user's reputation. Equally, country image affect country product. Thus, that Nigerian made wrappers are not preferred implies low esteem and poor perception o Nigeria by its citizenry.*

**KEYWORDS:** Dynamics, Purchase Decisions, Consumer Perceptions, Country Image, Brands, Consumer Usage, Preferences, Wrapper Wears, Made in Nigeria

### **INTRODUCTION**

Increased travel and education as well as improvements in communications such as the global-spanning television networks and the Internet have contributed to a convergence of tastes and preferences in a number of product categories around the world. This has motivated consumers in developing countries to demand the same quality of goods available to their counterparts in developed countries (Saffu and Walker, 2006). With this increased globalization, it has become increasingly important to understand how consumers from different countries evaluate products of different origin.

Recent study from Ewah and Ikwun (2010) said that there is an upsurge in the consumption of foreign-made goods, which falls within the category of consumer's goods in Nigeria. They posited that the rate such buying is unfolding has adverse effect on similar goods that



are locally produced. A study in Ghana equally holds that consumers hold 'home made' label in low regard relative to foreign labels; and attributed superior quality and consumer taste as the two most important reasons for the consumers' preference for foreign products, (Opoku and Akorli, 2009). Olakunori (2002) confirmed that there is too much preference for foreign made goods in developing countries and then attributed it to their citizen's lingering colonial mentality and inferiority complex, which resulted in the importation of manufactured consumer goods. Okpara and Anyanwu (2011), in Nigeria, attributed these to Consumption Complex Syndrome - a state of consumer mind that consistently predisposes him to foreign-labelled products, even when the domestic ones are preferred in a Blind Brand Experiment.

Some of these goods that are imported include printed fabrics, second-hand clothing, foot wear, tooth paste, beverages etc, despite the fact that these goods are equally produced locally or in domestic factories for a ready market that is skeptical. According to Ewah and Ikwun (2010), recent development in Nigeria shows that many companies in major commercial cities have been shut down due to dwindling sales as a result of buyers' preference for foreign made similar products as against local brands. This has resulted in the lay-off of workers, thereby adding to the number of unemployed in the country. Moreover, some of these retrenched and frustrated workers in most cases constitute social problem to the society at large. If industrial growth and sustainability is not encouraged through acceptance and patronage of locally made goods, the economic prospects of the country will be in shambles and investment culture especially within the private sector will be in doubt. This factor led to the poor economic foundation of Nigeria during the colonial days, for the imperialist government only encouraged us to buy their manufactured goods and take away Nigeria's raw materials (in the form of export) at prices below their value. They never saw the need for Nigeria to have industries that could produce similar goods because Nigeria was a ready market for their products. It is noted that over importation and dependence on foreign goods had led to the indirect devaluation of the value of the naira, capital transfer, low per capita income, dumping of goods, among other economic vices (Olakunori, 2002). If consumers decide to buy at least reasonable quantity of the locally produced goods, all these will be minimized and the economy will grow and more wealth will be created for capital project, infrastructural facilities, job creation, etc.

Statistical data from previous years showed that Nigerian's import for consumer goods has been increasing over time, in spite of the efforts of the government on the prohibition of the import of consumer goods with some exceptions (Okpara and Anyanwu, 2011). Most outlets and markets are still flooded with foreign goods. Nigerians perception and attitudes are still positively disposed towards foreign goods and they are ready to buy them given the purchasing power. Given the Rebranding Campaign of the Yar' Adua/Goodluck Government, one will expect positive change in perception about Nigeria and improved ethnocentrism.

Obviously, consumer perception toward countries, cultures and their products keep on changing (Opoku and Akorli 2009). Therefore, the issue is still interesting and important to academics and practitioners in the fields of international marketing and consumer behaviour (Josiassen and Harzing, 2008). Based on this backdrop the researcher will dig into the consumer dynamics in purchase decisions between home and foreign made wrapper wears in Nigeria.



## CONCEPTUAL FRAMEWORK

### Who is a Consumer?

The ancient man moved from place to place to hunt for food. He ate whatever he could find, such as fruits, nuts, berries, sweet-roots and flesh of animals. He made use of wood and dry leaves from forests to make fire to keep himself warm and also to tenderize the meat he hunted. Today man has evolved into a seasoned producer and consumer of a large variety of goods and services. At present some people produce the goods and provide services required by others in exchange for money in a well-developed market system. Thus, the concept of consumer, who may be described as a person buying a product or obtaining services from the market for his own use or consumption, has come into existence.

A consumer is defined as a person who buys goods and services and makes use of public utilities as well as natural resources like air and water. In its most basic sense, it refers to those who use goods and services for the satisfaction of their personal wants thus excluding buyers who purchase for manufacturing purposes or for resale. (see <http://www.investorwords.com/1055/consumer.html>, <http://www.businessdictionary.com/definition/consumer.html>).

According to the Nigerian Consumer Protection Council Decree No66 of 1992, a "Consumer" means any person who buys goods or hires any service for a consideration which has been paid, or promised, or partly paid and partly promised, or under any system of deferred payment, and includes any user of such goods other than the person who buys such goods for consideration. It does not include a person who obtains such goods for resale or for any commercial purpose. According to Decree, commercial purpose does not include use by a consumer of goods bought and used exclusively for the purpose of earning his or her livelihood, by means of self-employment (see [www.nigeria-law.org/ConsumerProtectionCouncilDecreeNo66](http://www.nigeria-law.org/ConsumerProtectionCouncilDecreeNo66)).

Thus, a widow who buys a sewing machine or small cottage industrialists who buy equipments for the purpose of earning' a living are consumers according to the recent amendment. The main characteristics of the definition of consumer can be stated as follows:

- i) A consumer is one who consumes either goods or hires or avails of any services.
- ii) The word 'Consumer' is defined separately for the purpose of goods and services.
- iii) For the purpose of goods, a consumer means a person belonging to any of the following two categories:
  - a. One who buys any goods for a consideration?
  - b. One who uses such goods with the approval of the buyer?
- iv) For the purpose of services, a consumer means a person belonging to any one of the following:
  - a. One who hires any service or services for a consideration.
  - b. One who is beneficiary of such service?



A person who buys goods for commercial purposes is not a consumer. In other words, only a person who buys goods for private use or consumption only is a consumer.

### **Profile of Consumer**

Each one of use in a given social system is a consumer, irrespective of the age, gender, educational level and socio-economic status. The profile of a consumer depends to a large extent on the complexity of the social structure. By and large, consumers may be divided into the following categories:

1. Age (children, teenagers, adult and senior citizens)
2. Gender (male-female)
3. Social Cultural Status (literate-illiterate, employed-unemployed, skilled-unskilled, rural-urban, etc),
4. Economic status (rich-poor-middle class).

In addition to the above categories, you should keep in mind the rich cultural diversity of Nigeria, which affects consumer profile. The Nigerian consumer community is very heterogeneous in composition, following different religions, speaking different languages and adhering closely to their varied traditions. This obviously has impact on the consumption patterns.

### **Consumer Buying Motives**

A number of factors influence the purchase behaviour of a consumer. Generally, a consumer is not a rational choice maker because of various pressurizing and persuading factors. Besides factors pertaining to need and behaviour of consumers in making choices, there are a number of influences which affect buyers' decisions about products and services they select. These are income, age, sex, family size, social status, employment status, mobility habits, educational status and environment.

There are many influences internal and external which affect buying decisions - cost, availability, season, demand, and environment influences, habit, hobbles, etc. In the modern-day market one of the most influencing factor advertising. Business spends huge amounts of money on advertising their products and services projecting them as most essential things for a good life. Thus, producers are able to use adverting tool to influence the buying motives and creating demand for undesirable products, that is, products not actually required by consumers.

### **Consumer Product Perceptions**

How a customer perceives a product has a strong influence on both purchase intentions and purchase satisfaction (Schiffman & Kanuk, 1998). Perception can be described as how we see the world around us. It represents the interpretation of a situation by the individual based on his cognitive processes. It is defined as the process by which an individual selects, organises and interprets stimuli into a meaningful and coherent picture of the world. The interpretation may or may not be an exact recording of the situation. This probably explains



why individuals that are subjected to similar conditions and stimuli may not interpret and respond in similar manner.

### **Consumer Orientation**

Consumer orientation in consumer market simply reflects the drive towards the identification, production and offering of consumer products that satisfy the needs and requirement of buyers.

The rationale, for such orientation derives from the marketing concept, which states that the consumer's wants and satisfaction is the economic and social more towards the identification, production and offering of consumer products that satisfy the needs and requirement of buyers.

The rationale, for such orientation derives from the marketing concept, which states that the consumer's wants and satisfaction is the economic and social justification of a company's existence (Stanton 1975). Why is consumer orientation the consumer market? The question is pertinent, as firms will only adopt the business philosophy if it will help to further their profit interest or at least prevent them from failing in business.

Simply put, consumer orientation is one of the pillars of marketing concept. Writing on exchange relations, Kotler (1995) defined the marketing concept as a management orientation that holds the key task of the organization to determine the needs and wants of target market and organization to delivering the desired satisfaction more effectively and efficiently than its competitors. The requirements of the marketing concept were identified by Kotler (1995) to include; Consumers can be grouped into different market segments depending on their needs and wants.

The consumers in any market segment will favour the offer of that organization which comes closest to satisfying their particular needs and wants. The organization task is to research and choose target markets and develop effective offers and marketing programmes as the key to attracting and holding customers.

### **Problem Statement**

That Nigerian consumers are highly predisposed to foreign goods is not in doubt. Studies in Sub-Saharan Africa have agreed that country of origin has very important influence on consumer purchase decisions. Equally, studies have shown that consumers in Sub-Saharan Africa hold 'home made' labels in low regard relative to foreign labels and that superior quality and consumer taste are the two most important reasons for the consumers' preference for foreign products. Okpara and Anyanwu (2011) have also posited that local consumers preferred foreign brand even when Blind Brand Experiment favours home brands. This suggests that Nigerian perception on their home products is low. These factors could be as a result of low country image of Nigeria. Flowing from the fact that consumer perception toward countries, cultures and their products keeps on changing; this study will equally look at the state of consumer perception on home products at present with regards to wrapper wears.



### Objectives of the Study

1. Examine Nigerian consumer usage and preferences for local and foreign wrapper wears.
2. Examine Nigerian consumer perceptions for 'Made in Nigeria' label wrapper wears.
3. Examine the factors that influence consumer choice on home or foreign made brands of wrapper wears.
4. Examine whether country image affects Nigerian consumer choice for home brands of wrapper wears.

### METHODOLOGY

The study is an analytical survey research which seeks to establish the factors that affect purchase decisions between home and foreign wrapper wears in Nigeria. The study is a survey because it made use of field data from consumers of wrapper wears in Onitsha Metropolis, Anambra State, Nigeria to test for the significance of the responses on the factors that affect purchase decisions between home and foreign wrapper wears. The area of the study is Onitsha metropolis in Anambra State, South-eastern Nigeria. Onitsha metropolis cuts across two LGAs in Anambra State, viz: Onitsha North and Onitsha South. It is also a major river port and a leading distribution centre for consumer goods and food products, including yams, cassava, fish, acorns, rice, vegetables, and fruits. Petroleum products, textiles, tyres, bearings, and nails include manufacture in Onitsha factories. The population of the study will comprise dealers and users of wrapper wears (popularly known as *Abada*) in Onitsha metropolis in Anambra State of Nigeria. According to the NPC data 2006, the population of residents in Onitsha 293,240 (Onitsha North = 153,200; Onitsha South = 140,010).

Since it will be cost ineffective and time-consuming to study all the *Abada* user's resident in Onitsha metropolis, the study will use of a sample. The sample was therefore selected using the sample size selection formula of Taro Yemenis (1964). Therefore, 395 samples have being selected for the study and this is about 1.35% of the population. This is quite adequate as a sample of 0.05 proportion of the population is believed to be satisfactory in making inferences (Amadi, 2005).

The instrument for data collection in this study was a structured questionnaire. The questionnaire is in parts namely, Part A, which will deal with the biographic information of respondent such as gender, age, marital status, education and occupation. Part B covers item-questions that will obtain responses relating to the factors that causes changes in purchase decisions between home and foreign wrapper wears in Nigeria. Part B comprises four sections: sections A, B, C and D are designed to address the four research questions and hypotheses for the study. Section A contains 5-item questions (Numbered 6 – 10) used to investigate the Consumer Usage and Preference for local and foreign wrapper wears. Section B contains 7-item questions (Numbered 11 - 17) for Nigerian Consumer Perceptions for Wears Made in Nigeria, section C is a 8-iten question (18 – 25) that addresses issues of Reasons that influence consumers use/prefer Made-in-Nigeria wrapper cloth and section D:



three questions (Number 26 - 28) for the Country-of- Image effect on Nigerian Consumer's Likelihood to Purchase Locally Made Wears.

Part A and section A of the part B of the structured questionnaire are designed in a dichotomous format. Sections B, C and D of Part B of the structured questionnaire is a 4-Likert-type scale viz: Strongly Agree (SA) (4), Agree (A) (3), Disagree (D) (2) and Strongly Disagree (SD) (1). These points gave a total of 10 points and an average of 2.50. The midpoint for the scale is 2.50. Therefore, only mean scores of 2.50 and above were accepted as an indication of agreement with the statement while mean scores below 2.50 were regarded as an indication of disagreement with the statement.

The instrument was subjected to pilot testing. It was randomly administered to ten (10) consumers at Awka. Data collected from the trial testing was used to estimate the reliability of the instrument. Estimation of the internal consistency of the items was obtained from the responses of quasi sample using the Cronbach's Alpha. Cronbach's alpha is a reliability test technique that requires only a single test administration to provide a unique estimate of the reliability for a given test. Cronbach's alpha is the average value of the reliability coefficients one would obtain for all possible combinations of items when split into two half-tests.

According to Gliem and Gliem (2003), when using Likert-type scales it is imperative to calculate and report Cronbach's alpha coefficient for internal consistency reliability for any scales or subscales one may be using. The analysis of the data then must use these summated scales or subscales and not individual items. However, George and Mallery (2003) provide the following rules of thumb: " $\geq .9$  = Excellent,  $\geq .8$  = Good,  $\geq .7$  = Acceptable,  $\geq .6$  = Questionable,  $\geq .5$  = Poor, and  $\leq .5$  = Unacceptable".

**Table: Cronbach Alpha Reliability Test Statistics for Part B of the Questionnaire**

SN	Variables	Number of Items	Cronbach Alpha	Decision
A	Consumer Usage and Preference for local and foreign wrapper wears	5	.949	Excellent
B	Nigerian Consumer Perceptions for Wears Made in Nigeria	16	.932	Excellent
C	Reasons that influence consumers use/prefer Made-in-Nigeria wrapper cloth	13	.935	Excellent
D	Effect of Country Image	3	.930	Excellent

## DATA PRESENTATION AND INTERPRETATION

395 questionnaires were distributed to consumers in Anambra State. Of the 395 questionnaires distributed, 352 were properly completed and thus 352 respondents were used for the analysis.



## Characteristics of the Sample

**Table 1: Characteristics of the Respondents**

SN	Variables	Frequency	Percentage
1	<b>Gender</b>		
	Male	167	47.4
	Female	185	52.6
	Total	352	100
2	<b>Age</b>		
	18 – 25 years	52	15.3
	26 – 33 years	101	28.7
	34 – 41 years	172	48.9
	Above 41 years	52	7.1
	Total	352	100
3	<b>Marital Status</b>		
	Single	35	9.9
	Married	307	87.2
	Divorced/Separated	10	2.8
	Total	352	100
4	<b>Educational Qualification</b>		
	None	5	1.4
	Primary	28	8.0
	Secondary	51	14.5
	Diploma/Post Secondary	153	43.4
	First Degree	110	31.1
	Postgraduate	5	1.4
	Total	352	100
5	<b>Occupation</b>		
	Applicant/Student	103	29.3
	Artisan	88	25.0
	Civil/public servant	87	24.7
	Business Person	66	18.8
	Others	8	2.3

*Source: Computed from the Sample Responses Using SPSS 17*

Above are the results of the analysis of the characteristics of the respondents. The results showed that the respondents are of female (52.6%) than male (47.4%). The sample captured persons from all matured age brackets, though majority of them were between the ages of 34 – 41 years (48.9%). The analysis also showed that most of the respondents were married persons (87.2%).

The samples appeared to be normally distributed in terms of educations background and occupation of the respondents. Besides, persons have passed through the tertiary institutions forms the majority of the sample. Thus, persons with Diploma/post secondary education (43.4%) and those of First degrees (31.1%) dominated the study. Occupations distribution of



fair since of the categories of occupation received number of regions of an average rate (20%) of the distribution of the occupational respondents.

### **Nigerian Consumer Usage and Preferences for Local and Foreign Wrapper Wears**

This section seeks to address research question one seeks to know, among local and foreign wrappers, the ones that Nigerian consumers use and prefers the more. The analysis of the responses is presented in Table 4.2 below. Questionnaire item 6 on the Table indicated that 99.1% of the respondents use wrapper for wears. This implies that the sample consisted of persons that have knowledge and feelings for wrapper materials.

Further analysis showed that majority of Nigerian consumers prefer foreign-made wrappers (61.1%); only 6.8% prefers Nigerian made wrapper to other wrappers. 32.1% of the respondents do not have particular preferences, that is, they can buy wrapper from any country provided it serves its purpose.

**Table 2: Analysis of the Consumer Usage and Preference for Local and Foreign Wrapper Wears**

SN	Questionnaire Item	Frequency	Percentage
6	<b>Do you like and use wrapper cloth for wears?</b>		
	a. Yes	349	99.1
	b. No	3	0.9
	Total	352	100
7	<b>What kind of wrapper cloth do you usually prefer?</b>	24	6.8
	a. Made-in-Nigeria	215	61.1
	b. Foreign Made	113	32.1
	c. Anyone		
	Total	352	100
8	<b>If you prefer foreign wrapper cloth, which country is your favourite wrapper maker?</b>		
	a. Holland	104	29.5
	b. Entorica	8	2.3
	c. England	4	1.1
	d. Ghana	52	14.8
	e. Others	43	12.2
	f. I don't know	141	40.1
	Total	352	100
9	<b>In the absence of your preferred kind of wrapper, what would you normally do?</b>		
	a. Settle for any other	293	83.2
	b. Search further	39	11.1
	c. Forgo the purchase entirely	20	5.7
	Total	352	100



10	<b>If you prefer locally made wrapper, which brand of Made-in-Nigeria wrapper do you like and are currently using, had used, ever bought, someone to use or buy.</b>		
	a. Tie & dye Ankara	20	5.7
	b. Brocade	40	11.4
	c. Asoke	156	44.3
	d. Adire	49	13.9
	e. Batik	15	4.3
	f. Damask	36	10.2
	g. Kente	36	10.2
	<b>Total</b>	<b>352</b>	<b>100</b>

Source: Computed from the Sample Responses Using SPSS 17

Majority of the respondents who prefer foreign wears can accept any country product provided that it is not of local origin. Thus, 40.1% of Nigerian do not know the country of origin of foreign wrappers they buy. They simply accept that it is a foreign fabric. 29.5% of the respondents said that they prefer fabrics from Holland, 14.8% prefer fabrics from Ghana, 2.3% prefers Entorica and 1.1% prefers English wears. 12.2% prefers wears from other countries not listed in the options. More so, 83.2% of the respondents who prefer foreign wears would settle for any other country brand when they do not find their brand; 11.1% will search further while 5.7 will forgo the purchase entirely.

On the other hand, the following Nigerian-made wrappers are preferred in the following order: Asoke = 44.3%, Adire, = 13.9%, Brocade = 11.4%, Damask = 10.2%, Kente = 10.2%, Tie & dye Ankara = 5.7%, Batik = 4.3%. This suggests that Asoke is the most preferred Nigerian-made wrappers.

### **Nigerian Consumer Perceptions for 'Made In Nigeria' Label Wrapper Wears**

This section addressed research question two. Table 4.3 showed the perception of Nigerian consumers on Nigerian-made wrappers. Most of the respondents agreed that Nigerian-made wrappers are cheap. On the other hand, they do not agree that Nigerian-made wrapper gives pride; is reliable and durable; of high quality; and also enjoy high reputation.

The questionnaire item on whether Nigerian wrapper is produced to customers' preference, most of the respondents were undecided. Moreover, Nigerian do not regret buying Nigerian wrapper.

**Table 3: Analysis of Nigerian Consumer Perceive Made in Nigeria Wrapper Wears**

SN	Variable	SA	A	U	D	SD	Remarks
11	Nigerian wrapper is cheap	113 (32.1%)	149 (42.3%)	37 (10.5%)	48 (13.6%)	5 (1.4%)	Agreement
12	Nigerian wrapper give pride	6 (1.7%)	59 (16.8%)	59 (16.8%)	192 (54.5%)	36 (10.2%)	Disagreement
13	Nigerian wrapper is reliable and durable	5 (1.4%)	52 (14.8%)	78 (22.2%)	184 (52.3%)	33 (9.4%)	Disagreement
14	Nigerian wrapper is of high quality	4 (1.1%)	43 (12.2%)	56 (15.9%)	217 (61.6%)	32 (9.1%)	Disagreement
15	Nigerian wrapper is produced to customers' preference	6 (1.7%)	34 (9.7%)	239 (67.9%)	69 (19.6%)	4 (1.1%)	Undecided
16	Nigerian wrapper enjoys good reputation	22 (6.3%)	32 (9.1%)	36 (10.2%)	196 (55.7%)	66 (18.8%)	Disagreement
17	I have not regretted buying Nigerian wrapper	14 (9.0%)	251 (71.3%)	45 (12.8%)	33 (9.4%)	9 (2.6%)	Agreement

Source: Computation from SPSS 17 Analysis

The analysis so far has indicated that Nigerian consumers perceived Nigerian-made wrappers as cheap, degrading, un-reliable and non-durable; low quality wrappers that does not gives its users high reputation. This implies that consumers who are ostentatious will likely not patronize Nigerian-made wears.

### The Factors that Influence Consumer Choice on Home or Foreign Made Brands of Wrapper Wears

This section aimed to address research question three.

**Table 4: Analysis of the factors that influence consumers use/prefer Made-in-Nigeria wrapper cloth**

SN	Variable	SA	A	U	D	SD	Remarks
18	I buy Nigerian wrapper because it creates job for Nigerians	6 (1.7%)	76 (21.6%)	191 (54.3%)	76 (21.6%)	3 (0.9%)	Undecided
19	I buy Nigerian wrappers because Nigerian leaders use them	57 (16.2%)	162 (46.0%)	72 (20.5%)	36 (10.2%)	25 (7.1%)	Agreement
20	I buy Nigerian wrapper because it portrays our culture	137 (38.9%)	127 (36.1%)	48 (13.6%)	22 (6.3%)	18 (5.1%)	Agreement



21	There are no general reasons for the use of Nigerian wrappers	21 (6.0%)	35 (9.9%)	212 (60.2)	56 (16.8%)	25 (7.1%)	Undecided
22	I buy Nigerian wrapper because imported textiles are expensive	61 (17.3%)	175 (49.7%)	66 (18.8%)	45 (12.8%)	5 (1.4%)	Agreement
23	I buy Nigerian wrapper because we use them for mass uniforms	62 (17.6%)	228 (64.8%)	17 (4.8%)	30 (8.5%)	15 (4.3%)	Agreement
24	I buy Nigerian wrapper because they are more affordable	157 (44.6%)	86 (24.4%)	31 (8.8%)	67 (19.0%)	11 (3.1%)	Agreement
25	I buy Nigerian wrapper when the imported ones are not available	25 (7.1%)	77 (21.9%)	58 (16.5%)	138 (39.2%)	54 (15.3%)	Disagreement

*Source: Computation from SPSS 17 Analysis*

Research question three tries to investigate the factors that influence consumer preference for locally made wrappers. The analysis is done on Table 4.4 using questionnaires items 18, 19, 20, 21, 22, 23, 24 and 25. The responses showed that Nigerian buys made-in-Nigeria wrappers because, Nigerian leaders use them, it portrays our culture, imported textiles are expensive, used for mass uniforms, and are relatively more affordable.

More so, the respondents disagreed that one of the reasons for buying Nigerian wrapper is when the imported ones are not available. On the other hand, the respondents were undecided as to whether they buy Nigerian wrapper because it creates job for Nigerians. Moreover, it was not clear whether there are general reasons for the use of Nigerian wrappers.

### **Effect of Country Image on Nigerian Consumer Choice for Home Brands of Wrapper Wears**

The research question four is addressed here. Table 4.5 below showed the analysis on the effect of country image on Nigerian consumers' choice for locally made wrappers. The Table attempted to answer research question four. Questionnaire items 26, 27, 28 and 29 addressed the research question.

The respondents agreed to the view that locally made wears normally reflect the values, believe and environmental conditions of the country of origin. They also agreed that Nigerian made wrapper wears are likely to reflect the image of Nigeria. Thus, it was also said that Nigerian wrapper is of low quality because most Nigerian-like cheap goods.

**Table 5: Analysis of the Effect of Country Image**

SN	Variable	SA	A	U	D	SD	Remarks
26	Locally made wears normally reflect the values, believe and environmental conditions of the country of origin.	98 (27.8%)	169 (48.0%)	29 (8.2%)	38 (10.8%)	18 (5.1%)	Agreement
27	Nigerian made wrapper wears are likely to reflect the image of Nigeria.	102 (29.0%)	172 (48.9%)	28 (8.0%)	34 (9.7%)	16 (4.5%)	Agreement
28	I buy wrappers based on the image of the country	7 (2.0%)	91 (25.9%)	208 (59.1%)	36 (10.2%)	10 (2.8%)	Undecided
29	Nigerian wrapper is of low quality because most Nigerian-like cheap goods	44 (12.5%)	135 (38.4%)	115 (32.7%)	41 (11.6%)	17 (4.8%)	Agreement

Source: Computation from SPSS 17 Analysis

The respondents so far tend to suggest that country image has effect on country product and that Nigerian made wrappers are cheap because Nigerian consumers like cheap articles.

## FINDINGS

Globalisation has contributed to a convergence of tastes and preferences in a number of product categories around the world. This has motivated consumers in developing countries to demand the same quality of goods available to their counterparts in developed countries (Saffu and Walker, 2006). With this increased globalization, it has become increasingly important to understand how consumers from different countries evaluate products of different origin. Studies have shown that Nigerian consumers are highly predisposed to buy foreign goods Okpara and Anyanwu's (2011) Blind Brand Experiment favours home brands. It is equally not out of place to say that country of origin has very important influence on consumer purchase decisions in Sub-Saharan Africa. These suggest that Nigerian perception on their home products could be low.

## CONCLUSION AND RECOMMENDATIONS

The study has shown that Nigerians prefer foreign made wrappers to Nigerian ones. They have negative perception about Nigerian made wrappers, thus they feel that Nigerian made wrappers are cheap, low-profile materials that cannot boost user's reputation. Equally, country image affect country product. Thus, that Nigerian made wrappers are not preferred implies low esteem and poor perception o Nigeria by its citizenry.



Following the findings and conclusion from the study, the following recommendations are put forwards.

1. This study has indicated that Nigerian leaders can influence the actions of the populace, thus, the study welcomes the rebranding Nigeria initiative of the federal government. This study is of the view that genuine efforts should be made by the political office holders and prominent Nigerian in encouraging the use of Nigerian made products. These efforts could strengthen the imaging making strategies of the government and thus boost confidence in Nigeria and Nigerian towards her products and talents.
2. Nigerian manufacturers should be encouraged through Research and Development initiatives to acquire new and improved technologies on fabrics and styling.

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