INFLUENCE OF CONSUMER VALUE ON CONSUMER BEHAVIOUR TOWARDS MADE IN NIGERIA PRODUCTS IN RIVERS STATE, NIGERIA

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ABSTRACT: *This study examines consumer value and consumer behaviour towards made in Nigeria products in Rivers State, Nigeria. To achieve the main purpose, two specific purposes, two research questions and one hypothesis were posed. Descriptive survey research design was adopted for the study. The population of the study was made up of all consumers in the 23 local government areas of Rivers State which are estimated to be around 7,409,304 people, that is, 4,112,001 males and 3,297,303 females. A sample size of 335 consumers of manufactured products such as readymade clothes, shoes, bags, furniture, sanitary, and cosmetics from the 23 LGAs was selected using convenient sampling technique and used for the study. A questionnaire validated by a marketing lecturer from Federal College of Education (Tech.), Omoku and a market from Ecobank of Nigeria, Bayelsa State branch was used to collect data for the study. The reliability of internal consistency using for the instrument was determined using Cronbach alpha test to obtain reliability index of 0.86. Data collected from the administration of instrument was analysed using percentage of Q+A x I (Atalık, 2009) to determine the consumer value for manufactured Nigeria products, mean and standard deviation were used to answer the research question on consumer behaviour towards Nigeria products. Hypothesis was tested using multiple regression computed with the aid of Statistical Package for Social Science (SPSS) version 21.0. The study revealed that consumers' value derived from made in Nigeria product has significant influence on subsequent buying behaviour, however, the influence was below average because they indicated their will to sometimes buy made in Nigeria. Based on the findings, the following recommendation was made amongst others:* marketers of made in Nigeria products must intensify their efforts in studying and understanding consumer value and how it affects behaviour towards their product offerings.

ABSTRACT: Influence, Products, Consumer Value, Consumer Behaviour, Made in Nigeria

INTRODUCTION

The major reason why customers buy product and/or service is the value delivered. The realization of this fact has made marketers and marketing departments of firms to pay attention to consumer value creation in order to retain customers' loyalty and capture potential customers through existing ones for the purpose of profit maximization. It is for this reason that Albert and Peter (2008) noted that understanding and creating consumer value has become an important prerequisite for long term business success. This alluded to the fact that every business success rest upon its ability to deliver value to customers through

product/service offerings. Therefore, businesses' concerted marketing efforts are focused on the issue of value delivery to customers significantly. Iyanna, Bosangit and Amrul (2012) noted that the significance businesses attached to delivery of consumer value points to the fact that their exchange relationship with consumers is based on giving up value in order to get value in return.

Evidences in existing literature showed that understanding consumer value may be very intricate based on the fact that from whatsoever perspective the concept is viewed, it centres on evaluative judgments that are subjective to consumers (Sánchez-Fernández and Iniesta-Bonillo, 2007). Supporting this, Atalık (2009) noted that all literature providing definitions for consumer value centre on consumers' evaluation of 'perceived value' as it relates to either the quality of a product and the price paid or the benefit derived from the product and the price paid. In other words, 'quality at the right price' or 'satisfaction derived at the right price' defines consumer value. Iyanna, Bosangit and Amrul (2012) reviewed two schools of thought definitions of the concept of consumer value. The first school of thought defined consumer value as a unidimensional construct measured through consumer's perception of the overall benefits received from a product for the money paid, and the second school of thought defined the concept from a multidimensional approach measured through the assessment of many components of values derived from the purchased product/service. Nevertheless, no matter the approach a business may adopt in understanding consumer value, one thing is sacrosanct, it is in order to serve the consumers that the business is established, hence delivery consumer value through product and/or service offerings would be in the interest of every business in today's highly competitive business world (Albert & Peter, 2008). Supporting this, Kumar (2018) noted that to sustain a business, the business must first create value for its customers through its offerings and in same process derive value from its customers in form of profit.

It is worth noting therefore that because consumer value is based on perception, it becomes very difficult to precisely predict what constitute it using one approach without aligning it to other measurable values. This accounts for the many different categorisations of values attributed to the concept and the lack of uniform definition of the concept amongst marketing researchers. For instance, Holbrook (2006) in order to create a clearer picture of consumer value gave a framework that reorganizes the eight types of identifiable values earlier postulated in into four general values which are: economic value, hedonic value, social value, and altruistic value. Economic value encompasses efficiency and excellence while hedonic value includes play and aesthetics. Social value covers status and esteem whereas altruistic value includes ethics and spirituality. Smith and Colgate (2007) in their consumer value framework however grouped consumer value into functional/instrumental value, experiential/hedonic value, symbolic/expressive value, and cost/sacrifice value. Kumar (2018) opined that consumer value from the business perspective can be viewed as an asset and evaluated by determining the lifetime value of the consumer. Although, consumer value can be viewed from both consumer and business perspectives, within the context of this work, consumer value is deemed as the benefits that the consumer derived from the product/service purchased. According to Sánchez-Fernández and Iniesta-Bonillo (2007) specific benefits form the basis for evaluating consumer value. Atalık (2009) opined that in analysing customer value one can concentrate on the benefits which a product or service creates in customer in return for the cost borne in order to get that product or service by assessing the extent of delivery of the quality of product or service expected by customers,

additional features delivered but not expected by customers, and multiple by the importance attached to the features delivered.

A critical examination of the various elements used in assessing consumer value showed that to a large extent consumer value is based on personal expectations and experiences with product/service purchased. This means that consumer value may be relative to the consumer and no two consumers may derive same value from same product or service. Supporting this, Akpoyomare, Adeosun, and Ganiyu (2012) opined that consumers independently and intuitively assign scores to two variables, one being the degree of expected pleasurable outcome, the other being the value they attach to a favourable outcome. Expectation and experience here are regarded as personal interpretation of felt need, product/service purchasing and utilization encounter, customer's interaction and involvement during the process of buying and consumption, and how the interactions and involvement make them feel (Ding, Hu, Verma, & Wardell, 2010). To this end, it means that the perceived consumer value can affect their actions and/or reactions towards subsequent purchase of and loyalty to product and/or service in the future. Supporting this, Singh (2016) opined that one of the internal factors influencing consumer behaviour is consumer's perceptions of the product/service. Enyia and Emelah (2018) noted that consumer's perception is a psychological trait that influences subsequent action or buying behaviour of the consumer.

In the light of the above, perception of consumer about product/service offerings as seen in earlier literature is given more priority when assessing consumer value. Thus, it is important for marketers to study consumers' perception about the value derived from the purchase of product/service and how such affect their behaviour towards the product in today's highly competitive market, especially in Nigeria where consumers give more preference to imported products as against the made in Nigeria products due to perceived value derived from foreign ones. Ogunnaike (2010) noted that Nigerians preference for foreign made goods is both alarming and disturbing especially as it effects can be felt on the economy of the nation. Enyia and Emelah (2018) noted that the effects of low patronage of Nigerian products have crippled the Nigerian economy. Effiong (2018) noted that many Nigerians prefer to patronise foreign products even if they are three times more expensive due to quality, price and packaging among others. Onita and Abdulkarim (2020) also asserted that consumers in Nigeria prefer to buy foreign products due to their features such as finishing and cheapness when compared to those produced within the nation.

It is important to note that Nigerian consumers' preference for foreign product as against made in Nigeria product is influence mostly by product features which are seen as criteria for assessing value delivery. Akpoyomare, Adeosun, and Ganiyu (2012) noted that Nigerian consumer's value product features because they form the basis for evaluating the product in relation to the benefits sought during purchase. This means that for Nigerian businesses to improve consumer behaviour towards their products, they must assess what consumers feel about their products/services, such information would be valuable in changing the narrative of made in Nigerian product. Businesses in Nigeria must stop leaning on the perception that consumers would accept and buy anything they are offered in the market (Ogunnaike, 2010), and start assessing consumer perceived value in order to improve on their product/service and deliver such value to their customers. This is because consumer as a rational being is influenced by different factors which shape choice of product/service such as perception, experience, society beliefs, attitude, and expectations. Consequently, the need to examine perceived consumer value of made in Nigeria product and how it relates to consumer

behaviour towards made in Nigeria product cannot be overemphasised. It is for this reason that the present study is conceived to examine the relationship between consumer value and consumer behaviour towards made in Nigeria products in Rivers State, Nigeria.

To achieve the main purpose of the study, the study specifically seeks to:

i.   determine consumer perceived value of made in Nigeria products; and

ii. determine consumer behaviour towards made in Nigeria products.

Research Questions

The following research questions were put forward to guide the study:

i.   What is the consumer perceived value of made in Nigeria products in Rivers State?

ii. How does consumer behave towards buying made in Nigeria products in Rivers State?

Hypothesis

Consumers' perceived value derived from made in Nigeria products has no significant influence on their behaviour towards made in Nigeria products in Rivers State.

CONCEPTUAL REVIEW

Consumer's Behaviour

According to Barmola and Srivastava (2010), consumer behaviour focuses on the search, evaluation, purchase, consumption and post purchase behaviour of the consumers which includes the disposal of purchased products keeping environment and personal characteristics in mind. Solomom (2011) posited that consumer behaviour has to do with the processes with which individuals or groups select, purchase, use, or dispose products, services, ideas, or experiences to satisfy needs and desires. Mukhtar (2013) opined that consumer behaviour covers a wide range of activities from the awareness of need stage through to post-purchase behaviour. Nwulu and Ateke (2014) reported that consumer behaviour centres on activities that individuals engage in during searching for, evaluating, selecting, buying, consuming, and disposing product and/or service that are capable of satisfying their need and desires, including others decision processes that precede and determine them. Singh (2016) defined consumer behavior as a systematic process relating to buying decisions of the consumers which consist of the following activities: identification to buy the product; information search relating to the product; listing of alternative brands; evaluating the alternative (cost-benefit analysis); purchase decision and post-purchase evaluation by the marketer. Sunday and Bello (2016) opined that consumer behaviour refers to the decision-making process of individuals who are directly involved in obtaining and using goods and services and how it leads to actual purchase, use and disposal of goods and services.

At this juncture, it is worth noting that consumer preference to buy, use and dispose product/service is mostly influence by many factors of which consumer value is central. This is because consumer value is based on experience which is capable of building confidence

that can sustain positive behaviour that supports their interest when buying goods and/or services wouldn't have been an issue for businesses if through their marketing efforts issue of consumers concern is properly addressed. Nevertheless, since businesses would not stop engaging the unscrupulous marketing practices, consumer movements are meant to shape consumer behaviour during and after purses. It is still important to note that in Nigeria consumerism seems not to have achieved much success in shaping consumer behaviour. Supporting this, Ogechukwu (2013) noted that many problems associated to consumerism in Nigeria are caused partly by the consumer's own attitude towards government policies and efforts to protect them from unscrupulous businesses practices largely due to incompetence, carelessness or ignorance and/or reluctance to make concerted effort required for informed buying decisions.

Factors Influencing Consumer Behaviour

According to Kardes, Cronly and Cline (2011), factors influencing consumer behaviour can be internal or external to the consumer. The authors noted that the internal factors are: personal and inter-personal (relationship between people) factors. Personal factors could be psychological, demographic (level of income/expected income); lifestyle (psychographic); age (youths, adults, and old people); occupation and social status; while the external factors are: those things outside of the individual consumer that has the capacity to influence buying decision such as: culture, sub-culture (example, religion), social class, reference groups such as family, clubs, aspiration groups, opinion leaders; and situations such as rain, economy and climate. Singh (2016) also opined that the factors influencing consumer behaviour can be group into internal and external factors. The author noted that the internal factors are: consumers' perceptions, attitudes, motivations and lifestyles while the external factors are: marketing, cultural, social and economic backgrounds. Sunday and Bello (2016) also noted that factors such as cultural factors, social, personal and psychological influence consumer behaviour with regard to the purchase of goods and/or service.

Measuring Consumer Value

According to Atalık (2009), when calculating the consumer value, customers should be are asked to identify how important is the product or the service they buy and this should be scored based on a certain grading. They should also be asked to indicate how they perceive the quality of product or the service delivered and whether the product or the service delivered to them additional features they were not expecting. The author noted that the multiplication of these values using the formula $(Q+A)*I$ shows the benefit the product or the service brings to customers.

Where:

Q is Quality of product or service expected by customers

A is Additional features not expected by customers

I is Importance attached to the features by customers

The consumer value can then be easily be calculated using the formula V= (Q+A) x I/P in order to get the benefit matrix.

Where:

V: Customer value

P: Price

In light of the above formula, it will be realized that consumer value is derived by dividing the benefit matrix obtained from the first formula with the price paid.

EMPIRICAL REVIEW

Atalık (2009) conducted study on customer value analysis from a customer's perspective: case of Turkish airlines domestic passengers. The study aimed at determining the domestic passenger's perceived value of Turkish Airlines' services, like for example price, image of airline, on time performance, attitude and behavior of the staff, safety, baggage services, flight safety and cabin cleanliness and convenience of the schedule. The research population and sample consisted of 190 passengers randomly selected from the passengers between 1-7 of January, 2009. Data were collected using questionnaire and face-to-face interview. The instrument for data collection was tested through a pilot study with 13 passengers to learn about how good the questions in the questionnaire form serve for the objective of the research and computation of reliability was done with the aid of Microsoft Office Excel and SPSS 13, 0 (Statistics Pack for Social Sciences) to obtain a reliability index of 0.884. Expectation matrix was established by means of the mean scores computed with benefit matrix for satisfaction levels and importance degrees within each service and criterion, determined by multiplying the number of people checking the relevant point by the points and then through dividing the gained value by the number of people providing answers. The study revealed that customers opted for 'keep on with the good work' on time performance, attitude and behavior of the staff, safety, baggage services, flight safety and cabin cleanliness. The study revealed also that customers where not satisfied with the convenience of schedule.

Ogunnaike (2010) conducted as study to examine Nigerians' perceptions of locally made products; a case study on textile fabrics consumers. The study adopted a descriptive survey research design, to collect information using both primary and secondary sources such as: questionnaire, information from existing literature, newspaper, textbooks and business journals. The population of the study was made up of respondents within the ages of 50 to 60 years old living in Kakuri, Kaduna State, Nigeria. The sample size was made up of 98 respondents randomly selected. Data collected were analysed using chi-square, multiple regression and ANOVA. The study revealed that consumers preferred foreign made textiles to locally ones due to certain values they desire from the products such as: perceived personality, quality, past experience, price and packaging.

Iyanna, Bosangit and Amrul (2012) conducted study to evaluate value based on customer experience using consumer generated content in the form of blogs. The blogs were designed to provide textual artifacts of consumption experience. Using netnography as the main methodological tool, the results of the study revealed two main findings. The first is related to

the variation in value dimensions according to the realm of experience which supports the notion of value being idiosyncratic with different customers viewing the same experience differently. The second finding is related to the technical aspect of the study which suggests that consumer generated content or blogs can be used to examine the 'what of consumption, however, it cannot be used to explain the 'why of consumption.' This suggests its potential as a preliminary research tool to complement other research methods.

Akpoyomare, Adeosun, and Ganiyu (2012) conducted study to investigate the influence of product attributes on consumer purchase decision in Nigerian food and beverages industry: A study of Lagos Metropolis. Descriptive research design was used to survey 400 customers of the selected two companies in food and beverages industry. Data were collected through questionnaire administered. Descriptive statistic and Pearson correlation coefficient was used as a method of data analysis. The result of the analysis reveals a positive correlation between product attribute and consumer purchase decision. Indeed, consumer purchase decision can be viewed as a process in which consumers evaluate alternative products on the strength of various attributes and on the basis of which marketers differentiate and set their brand apart from competition.

Mukhtar (2013) conducted study on culture and values in consumer behaviour: the Nigeria experiences. The study was based on qualitative approach with heavy reliance on interviews conducted with 26 respondents drawn from across the three major ethnic groups in Nigeria and across different levels of educational attainment for data collection. The study finds that although Nigerians have certain value they share in common, making sweeping generalizations in all respects is near impossible. The major areas that affect buying behaviour include the collectivist nature of most Nigerians and the male dominance which makes men the target for high involving goods than women. The study also finds that regional advertising is very appealing in the north due to the feeling of connection with the product being advertised. Similarly, religion plays a very sensitive role because it determines what people find acceptable in terms of products and services. The study concludes that although there is increasing level of cultural dilution occasioned by globalization, its ability to reshape the taste and preferences of consumers across the three major ethnic groups is only limited to values that are secondary.

Enyia and Emelah (2018) conducted study on the impact of product perception on patronage of made in Nigeria goods. The study adopted descriptive research design to collect data from staff and student of the University of Portharcourt. A population and sample size of 100 respondents were given questionnaire but only 79 copies of the instrument were retrieved and use for data analysis. The results revealed that most Nigerian consumers have not formed the habit of patronizing made in Nigerian goods especially manufactured goods. The study revealed that most made in Nigerian goods purchased by Nigerians within the university are traditional agricultural products.

Knowledge Gap

The empirical review shows that study has been conducted on customer value analysis from a customer's perspective: case of Turkish airlines domestic passengers. It also revealed that study have be conducted to examine Nigerians' perceptions of locally made products; a case study on textile fabrics consumers. Another study evaluated value based on customer experience using consumer generated content in the form of blogs. Another study

investigated the influence of product attributes on consumer purchase decision in Nigerian food and beverages industry: a study of Lagos Metropolis. Study has also been conducted to examine culture and values in consumer behaviour: the Nigeria experiences. Another study determined the impact of product perception on patronage of made in Nigeria goods. However, there has not been study relating consumer value and consumer behaviour towards made in Nigeria products in Rivers State Hence, it is this gap in existing literature that the present study intends to fill.

Methods

The study adopts quantitative approach using descriptive research design. The research design was used to gather primary data from the respondents using questionnaire. The total population of consumers in the 23 local government areas of Rivers State was pegged at about 7,409,304 people, that is, 4,112,001 males and 3,297,303 females (source: 2007 provisional population census figures). However, a sample size of 335 consumers of manufactured products such as readymade clothes, shoes, bags, furniture, sanitary, and cosmetics from across the 23 LGAs was used for the study. Convenient sampling technique was used to select every participant in the study based on accessibility. A questionnaire tagged "Consumers Value and Behaviour towards Made in Nigeria Products Questionnaire CVBtMNPQ" was used to collect data for the study. The questionnaire is made up of 20 items meant to answer the research questions posed. The questionnaire was structured on the basis of four rating scales of Very Important (VI – 4points), Important (I- 3points), Somehow Important (SI-2points) and Not Important (NI-1point) to test importance of product/service offered, Very High Quality (VHQ-4points), High Quality (HQ-3points), Low Quality (LQ-2points), and Very Low Quality (VLQ-1point) to test quality, Very Much Delivered (VMD-4points), Much Delivered (MD-3points), Sometimes Delivered (SD-2points) and Not Delivered (ND-1point) to test the delivery of additional not expected features, and Will Always Patronise (WAP – 4points), Will Sometime Patronise (WSP – 3 points), Thinking to Patronise (TP – 2points) and Will Never Patronise (WNP – 1 point). The questionnaire was validated by a marketing lecturer from Federal College of Education (Tech.), Omoku and a market from Ecobank of Nigeria, Bayelsa State branch. The questionnaire was subjected to reliability of internal consistency using Cronbach alpha test computed with data collected from 15 made in Nigeria consumable consumers in Omoku town of Ogba/Egbema/Ndoni Local government area of Rivers State. The reliability index of 0.86 was obtained from the computation done with the aid of Statistical Package for Social Science (SPSS) version 21.0. Data collected from the administration of instrument was analysed using percentage of Q+A x I (Atalık, 2009) to determine the consumer value for manufactured Nigeria products since value in this work is regarded as benefits gained, mean and standard deviation were used to answer the research question 2. The hypothesis was tested using multiple regression computed with the aid of SPSS version 21.0. The multiple regression analysis is expressed as follows: consumer behaviour towards made in Nigeria product as dependent variable (CBtMNiger), Quality Delivered (QD), Additional Features Delivered (AFD) and Importance Attached to Delivery (IAD) are proxies for independent variable consumer value. Hence, the model specification for the work is as diagrammatically represented below:
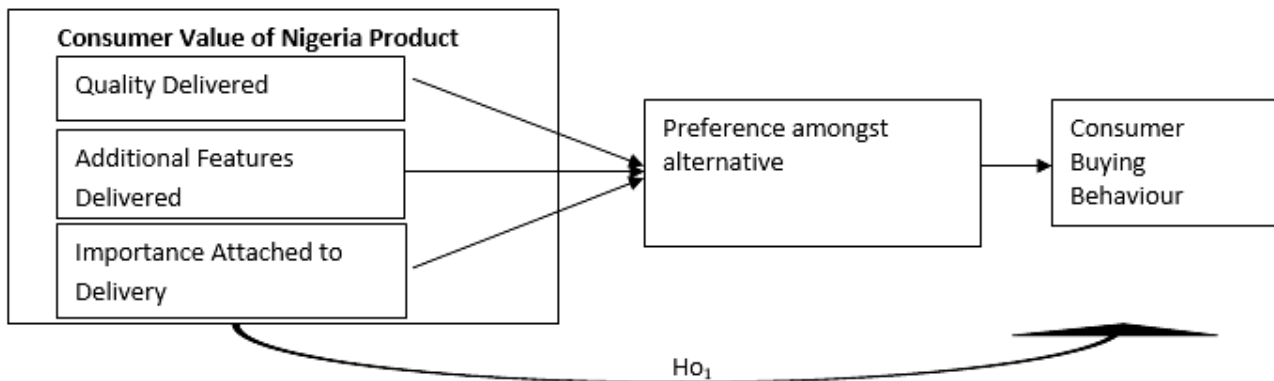
Figure 1: Consumer Value as Predictor of Consumer Behaviour

Source: Researcher's Design, 2020

In addition, prior to performing multiple regression analysis, all the assumption of linear regression was tested and no problem had occurred.

$$CBtMNiger = \beta_0 + \beta_1\ QD + \beta_2\ AFD + \beta_3\ IAD + e$$

For the purpose of decision making on consumer behaviour towards made in Nigeria product, the following criteria is used:

(a) Mean of 3.0 above will be regarded as Will Always Patronise, 2.0 to 2.99 will be regarded as Will Sometime Patronise, 1.5 to 1.99 will be regarded as Thinking to Patronise and below 1.5 will be regarded as Will Never Patronise

(b) Decision relating to the multiple regression output will be based on SPSS output interpretation.

RESULTS

Research Question 1: What is the consumers' perceived value of made in Nigeria products?

Table 1: **Summary of Consumer Value Computation on Selected Manufactured Nigerian Products**

Items	Quality delivered	Additional features delivered	Importance attached to the features delivered	Consumer value	Percentage of consumer value
Readymade clothes	1.75	1.70	1.71	4.66	46.60%
Shoes	2.34	2.30	2.12	7.22	57.40%
Bags	2.16	2.13	2.02	6.46	50.20%
Furniture	1.92	1.89	1.84	5.40	72.20%
Sanitary	2.08	2.01	1.82	5.74	64.60%
Cosmetics	1.82	1.80	1.78	5.02	54%

Source: *Field Survey, 2020*

Table 1 shows that the respondents are of the opinion that they derived 46.60% value from readymade clothes made in Nigeria, 57.40% value from shoes made in Nigeria, 50.20% value from bags made in Nigeria, 72.20% value from furniture made in Nigeria, 64.60% value from sanitary products made in Nigeria and 54% value from cosmetics product made in Nigeria.

Research Question 2: How does consumer behave towards made in Nigeria products?

Table 2: Summary of mean on the extent to which the information about consumers' rights shape their behaviour before buying products

Items	Mean	Standard deviation	Decision
Readymade clothes	1.76	0.83	TP
Shoes	2.13	0.96	WSP
Bags	2.14	1.08	WSP
Furniture	2.77	1.20	WSP
Sanitary	2.56	1.16	WSP
Cosmetics	1.84	0.93	TP

Source: Field Survey, 2020

Table 2 shows that the respondents are of the opinion that they will sometimes patronise shoes, bags, furniture and sanitary products made in Nigeria with mean of between 2.13 to 2.77 respectively. The respondents are also of the opinion that they are thinking of patronizing readymade clothes and cosmetics made in Nigeria with mean scores of 1.76 and 1.84 respectively.

Hypothesis 1:

Ho$_1$:   Consumers' perceived value derived from made in Nigeria products has no significant influence on their behaviour towards made in Nigeria products.

Table 3: Summary of multiple regression model on the influence of consumers' perceived value derived from made in Nigeria products on consumer behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.62^a	.39	.38	1.85	.39	70.30	3	331	.000

a. Predictors: (Constant), quality delivered, additional features unexpected but delivered, importance of features delivered

Source: Field Work, 2020

Table 3 above shows multiple regression (R) of 0.62, regression square of (R^2) of 0.39, adjusted R^2 of 0.38, the standard error estimate is 1.85. The change statistics show R^2 0.39

which means that all predictors that actually contributed significantly to the prediction accounts for 39% of the variance in consumer behaviour. Therefore, since the p value of 0.0001 is less than the assumed p value of 0.05, using SPSS, the null hypothesis was rejected and alternative hypothesis accepted. This means that consumers' perceived value derived from made in Nigeria products has significant influence on their buying behaviour.

DISCUSSION

The results of this study showed that consumers' perceived value derived from made in Nigeria products has significant influence on their buying behaviour. However, the rate of change in behaviour is below average. These results emanated from the fact that despite rating most of the made in Nigeria products assessed in this work above average in terms of value delivery, the consumers in Rivers State are still not an ardent customer of made in Nigeria products. This is because their behaviour towards made in Nigeria product shows that they will sometimes patronise made in Nigeria products such as shoes, bags, furniture and sanitary products. In addition, the value derived by the consumers varies based on product type and so also their reaction to patronizing products in the future. The findings of this study is supported by Iyanna, Bosangit and Amrul (2012) when they discovered variation in value dimensions according to the realm of experience which supports the notion of value being idiosyncratic with different customers viewing the same experience differently. The findings of this study is contrary to the findings of Ogunnaike (2010) who discovered that consumers preferred foreign made to locally ones due to certain values they desire from the products. such as: perceived personality, quality, past experience, price and packaging. It is also contrary to the findings of Enyia and Emelah (2018) when they discovered that most Nigerian consumers have not formed the habit of patronizing made in Nigerian goods especially manufactured goods.

CONCLUSIONS

Based on the findings of this study, it can be concluded that consumers' value of made in Nigeria products in Rivers State influence their subsequent buying behaviour. Nevertheless, the attitude of Nigerian consumers especially in Rivers State towards made in Nigeria products is still have below expectation if Nigerians must buy Nigeria to improve the economy. This is because the consumers are not totally willing to always buy made in Nigeria products especially as Rivers State is closer to many manufacturing hubs within the country such as Aba, Nnewei, Onitsha and Lagos. Consequently, the implication of the discovered situation is that manufacturers through their marketers and the government must take proactive measures to boost the confidence of Nigerian consumers in Rivers State to totally embrace made in Nigeria products through the delivery of consumer value. To do this, certain measures must be taken into consideration as recommended in this study.

RECOMMENDATIONS

Based on the findings and the conclusions drawn, the following recommendations are put forward for implementation:

i. Marketers of made in Nigeria products must intensify their efforts in studying and understanding consumer value and how it affects their behaviour towards their product offerings.

ii. Manufacturers Association of Nigeria (MAN), Rivers State chapter must sensitize their members through workshop on the needed to deliver consumer-oriented value in today's highly competitive world.

iii. Rivers State government and the Federal government through several intervention agencies must educate manufacturers especially those who are into readymade clothes, furniture, sanitary and cosmetics on how to improve on their qualities and features of their product.

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