

THE ATTITUDE OF NIGERIANS TOWARD MADE IN NIGERIA GOODS

Orubu, Oghenerume Freeman

Oboreh, Edafetano Lucky

Department of Business Administration And Management, Delta State Polytechnic, Ozoro

Email: oruburume@gmail.com

Abstract

The study examine the attitude of Nigeria toward made in Nigeria goods. In conducting this survey research 200 sets of questionnaire were administered to 200 staff of local government services commission Asaba. The person product moment correlation coefficient(r) was used to analyzed data. it was revealed that taste, packaging, quality, fashion and trend and perception influence the attitude of Nigeria toward made in Nigeria goods. It was also revealed that importation of goods had negative effect on the locally made goods and local manufacturers. It was therefore recommended that the central bank should banned commercial bank from issuing dollars for the importation of selected products that are manufactured in the country. Secondly it was recommended that there should be a natural re-branding campaign to educate the masses on the importation of patronizing made in Nigeria goods and the federal government should formulate policies that banned importation of goods manufactured in the country. Local manufacturers should improved on their product to meet international standard and finally the government should come out with programmes to enhance the growth of local manufacturers.

Introduction

The best way for every country to advance the standard of its citizen is to formulate policies and standards that discouraged total dependence on importation of goods and services and developed local manufacturers. To an extent the country of white man into Nigeria contributed to the importation of foreign goods into the country. Presently our quest for western culture has led to the establishment of indigenous companies all over the country. Though most of these goods produced in the country are of highly quality, many Nigerians are not satisfy with them due to inferiority complex. There are factors responsible for these pathetic and epileptic state in the country.

Gbemre (2015) attributed one of the problems to under development of the industrial sector. Foreign manufacturers are aware that Nigeria is a dump site for their substandard products , that is why some Nigeria marketers for their selfish reasons entered into partnership with foreign manufacturers especially those in china to produce substandard goods at a cheaper rate and export them into multinational companies operating in Nigeria do not patronize local made goods for their operation. The country is flooded with fake and substandard goods. There are some made in Nigeria goods that are better of quality than foreign ones. The president of

cable manufacturing Association of Nigeria, Engr ifeanyi uzodike, in an interview with Guardian newspaper noted that the cable industry in Nigeria is doing well, but lack of support and favourable policies from government is hindering the progress.

Erhurun etal (2006) opined that many developing countries came up with decision to encourage local manufacturing industries for a great economy, which will increase employment opportunities and to encourage import substitution. In the recent publication in the NATION of 2nd march 2016, the Nigeria senate demands first option policy on made in Nigeria goods. The senate asked the federal government to urgently initiate of locally manufactured products for government procurement in all arms of government. That the policy would compel ministries, departments and agencies to place priority on purchase of locally made goods. It was recalled that as at 1990, Nigeria had over 170 developed textile industries employing between 2000 and 10,000 workers each, but today only 112 are functioning in the country. It is high time Nigeria should initiate and copy from country like united state, Chinese and india,as some of the countries that made it mandatory for government agencies to source for locally manufactured goods before patronizing goods from other countries.

According to the institute of credit administration (ICA), the major driver of the economic reform agenda should be the availability of credit in monetary and trade terms to fuel export of made in Nigeria goods. In the statement signed by the registrar and chief executive of the institution, chris onalo, he said priorities should be given to the economic, social and security situation in the country. That locally made products accounted for 89.2 percent contributions toward nigeria's gross domestic product in 2014. One of the problems facing the country is the issue of diversification and divertment of the economy from oil sector to industrial and agricultural sector. There is no nation that can move forward by importing raw materials without strong industrial base.

Statement of The Problem

There are industries and firms that deals on local productions in various parts of the country. The increase in the trend of entrepreneurship and entrepreneurial development shows that there are different level of production at different capacities with different level of qualities in the country. However the imported goods are of higher quality and cost so much that it dampers the desire of average Nigeria who find it difficult to purchase the foreign made goods.

It can also be recalled that some of the foreign goods imported into the country are substandard and low quality. This is where the Nigerian standard organization is failing. The Nigerians' perception on locally made goods irrespective of the quality of the product has eaten deep into the society. That if it continues, it will hamper development in the society. The fact remains that the behavior of many people are influence by the understanding and interpretation of given situation based on accumulation of past experience but the trend is changing. Nigerians attitude towards made in Nigeria goods is very poor to the extent that second hand foreign goods are regarded better than first class made in Nigeria goods.

The Objective of the Study

The study tends to achieve the following objectives.

1. To determine the factors that influence the attitude of Nigerians toward made in Nigeria goods.
2. To determine the extent of the influence of foreign made goods on made in Nigeria goods

Research Questions

The question below will guide the study.

1. What are the factors that influence the attitude of Nigeria toward made in Nigeria goods?

2. To what extent foreign made goods influence made in Nigeria goods?

Methodology

The study made used of primary data.

The survey method was questionnaire, the population of the study was 200 employee of local government service commission Asaba . The simple random sampling method was adopted . the questionnaire were structure in 5 likert scale method of

Strongly Agree (SA)	5points
Agreed (A)	4points
Undecided (UD)	3points
Disagree (D)	2points
Strongly disagree (SD)	1point

The pearson product moment correlation co-efficient r was used to analysed Data.

$$r = \frac{n \sum XY - \sum x \sum y}{\sqrt{n \sum x^2 - \sum(x)^2} \sqrt{n \sum y^2 - \sum(y)^2}}$$

Consumer Attitude

Consumer attitude is a composition of cognitive, affective information and information concerning a customer's past behavior and future intentions. In order attitude consist of thoughts or beliefs , feeling or behavior towards a particular thing which is usually goods or services. Attitude change leads to change in one or more of the three element – changing belief. You can try to change a current belief by providing evidence to support the change, such as facts and logic. It is often easier to belief such as consuming consumers that a product has a unique feature that is variable . This may improve their perception of the product utility. One thing that trigger person's behavior toward goal oriented behaviour is influence by the perception. Okafor 1995 view consumer behaviour like every other aspect of human behaviour to be very complex. There are factors that enhance the study of consumer behaviour, such as stimulus variables, intervening variables and response variable. The stimulus variables are those factor that stimulate, initiate or trigger off consumer behaviour. They stimulate fact can befound without the individual or external to the individual. They serve as input to behaviour some of the stimulus factors found within the individual are biological needs such as the need for food thirst or sext. Stimulus factors outside (external) the individual are some marketing stimuli such as the product, (colour, size packaging, weight etc) price of the product, place and promotion programme of the company.

The intervening variable are those factors that actually intervene between the stimulus and response variables. This means that as soon as consumer behaviour is stimulated or arosed by the stimulus variable, there are other factors that intervene either to produce a response or not. A good advertisement for instance may or may not yield any positive result or response depending on the strength of the intervening variable. A good designed and well packaging for instance , may arose consumer attitude. This action may be stopped or continued depending on whether or not the consumer has the necessary income to purchase the products. The response variables are the resulting activities of individuals that are initiated by stimuli variable. They includes observable action such as gusting, purchasing certain quantity of products from a particular place or dealer.

Consumer Attitude Towards Made in Nigeria Goods

In a pervious studies by iganige (1997) on statistical investigation on demand for goods in Nigeria between 1991-1997. This research work was aimed at the consumption varieties of goods made in Nigeria. It was discovered that the total volume of goods consumed within the period was quite much 78% of the goods consumed are imported goods and the remaining 22% are locally made goods. He highlighted some factors responsible.

Quality= made in Nigeria goods are of low quality or standard compared to goods imported.

Ego/Esteem= many Nigeria take it as pride to patronize foreign goods and derived respect and pressure in using them. This is the perception of many Nigerian.

Price= it was revealed in the research work that imported goods are cheaper than made in Nigeria goods. This could be true because infrastructure aids were subsidize by the government in foreign goods while Nigeria entrepreneur borne all the responsibilities in production process.

Feature & Design= Nigeria consumer believed that the foreign goods are more better standard than the Nigeria made goods. Hence the Nigeria consumer digress from locally made goods and patronize the foreign ones.

Stimulus Response or Black Box Model

According to kofler 1965, this model show that the buyer is subject to many influences which trace a complex course through his psyche and lead eventually to cover purchase responses, it is called the black box model because it shows how stimuli enter the consumer “ black box and generate certain responses or outfit

Environmental factor marketing environmental Stimuli	Buyer black box Buyer Characteristic stimuli	Buyer black box decision process	Buyer” response
	Attitude recognition	problem	Product choice
Product	economic	Motivation search	Porand choice
Price	technology	Perception evaluation	Dealer choice
Place	political	Personality decision	Purchase timing
Promotion	cultural	Lifestyle	post purchased
Demographic		Knowledge behaviour	
	Natural		

The stimulus response or black box model source= principle of modern marketing .

From the above table, consumer behaviour is activated or arosed by two group of stimuli.

- Marketing stimuli consisting of the 4ps – product , price, place and promotion.
- Environment stimuli which are economic, technological, political, cultural, Demographic and natural. All these entered the black box effecting decision process of problem recognition, information search, alternative evaluation, purchase decision.
- Post purchase behaviour that produce the purchase responses shown in form of product choice, brand choice, dealer choice, purchased time and purchased amount.

The Theory of Consumer Behaviour

According Jerry (1987) the theory of consumer behaviour described how consumer buy different goods and services. Furthermore consumer behaviour also explains how a consumer allocates its income in relation to the purchases of different commodities and how price affects his or her decision. There are 2 theories that seek to explain consumer behaviour.

The Utility Theory of Demand

It explain consumer behaviour in relation to the satisfaction that a consumer gets the moment he consumed the product. The theory was developed and introduced in 1970 by a British economist William Stanley Jevons. The utility theory of demand can be measured by the satisfaction derived from the consumption of a product.

The Law of Diminishing Marginal Utility

The assumption of the diminishing marginal utility theory of demand is that the satisfaction that a person derives in consuming a particular product diminishes or declines as more and more of a good is consumed.

The Marshallian Economic Model.

This model was developed by Alfred Marshall (1842-1924) it brings the ideas of supply and demand, marginal utility and costs of production into a coherent whole. The theory holds that consumer purchasing decision are made based on rational and conscious economic motives. Because human wants are many but the means of satisfying them are scarce, the individual buyer then seeks to spend his income on those goods that will deliver the most utility or satisfaction depending on the taste, income, preference and relative price. The model also suggest that the lower the price of the product the higher the sale, the lower the sales of substitute product, the lower the demand for the product and the higher the promotional expenditure, the higher the sales.

Data Presentation and Analysis

The factors that influence the attitude of Nigeria toward made in Nigeria goods.

		SA	A	UD	D	SD
1	Nigeria are influence by the packaging of foreign made goods.	55	102	20	15	8
2	The prices of locally made goods are higher than foreign made goods.	80	60	2	36	22
3	The trend and fashion in the society is affecting the preference for foreign made goods than made in Nigeria goods.	45	44	5	83	23
4	The Nigeria perception on locally made product as inferior is a factor affecting the demand for the product.	75	70	8	31	16
5	The quality of foreign made goods is higher than made in Nigeria goods	95	80	0	20	5
6	People prefer foreign made goods because of pride and egos	63	52	15	60	10
	Total	413	408	50	245	84

From the collected data above

$$Y \text{ response} = \frac{413}{6} = \frac{408}{6} = \frac{50}{6} = \frac{245}{6} = \frac{84}{6}$$

Apply the Pearson product moment correlation coefficient (r) used to analyzed data.

$$\frac{n \sum xy - \sum x \sum y}{\sqrt{n \sum x^2 - \sum(x)^2} \sqrt{n \sum y^2 - \sum(y)^2}}$$

Option	X Point	Y Response	Xy	X ²	Y ²
Strongly	5	69	345	25	4761
Agree	4	68	272	16	4624
Undecided	3	8	24	9	64
Disagree	2	41	82	4	1681
Strongly disagree	1	14	14	1	196
	15	200	737	55	11,326

$$r = \frac{5(737) - 15(200)}{\sqrt{5(55) - 15^2} \sqrt{5(11,326) - 200^2}}$$

$$r = \frac{3685 - 3000}{\sqrt{(275 - 225)(56630 - 40,000)}}$$

$$r = \frac{685}{\sqrt{50(16630)}}$$

$$r = \frac{685}{\sqrt{831500}}$$

$$r = \frac{685}{911.86}$$

$$r = 0.75$$

The Effects of Foreign Made Goods on Made in Nigeria Goods

		SA	A	U	D	SD
1	Demand for foreign made goods is higher than made in Nigeria goods.	63	74	3	25	35
2	The importation of foreign made goods has close down many industries in Nigeria.	58	102	5	16	19
3	The prices of foreign goods in the country influences the price of locally made goods	10	32	50	89	19
4	The standard of foreign made goods influences the standard of made in Nigeria goods.	30	68	13	46	43
5	The prices of foreign product affects the demand for locally made goods	132	61	0	5	2
		293	337	71	181	118

From the above data

Y response=

$$\frac{293,337, \ 71, \ 181, \ 118}{5 \quad 5 \quad 5 \quad 5 \quad 5}$$

$$59, \ 67 \ 14 \ 36 \ 24$$

Apply the pearson product moment correlation coefficient r

$$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{n \sum x^2 - \sum(x)^2} \sqrt{n \sum y^2 - \sum(y)^2}}$$

	X Point	Y Response	Xy	X²	Y²
Strongly agree	5	59	295	25	3481
Agree	4	67	268	16	4489
Undecided	3	14	42	9	196
Disagree	2	36	72	4	1296
Strongly disagree	1	24	24	1	576
	15	200	701	55	10035

$$r = \frac{5 (701) - 15 (200)}{\sqrt{5 (55) - 15) 5 (10038) - 200}}$$

$$r = \frac{3505 - 3000}{\sqrt{(275) - 225) (50190) - 40,000}}$$

$$r = \frac{505}{\sqrt{50 (10190)}}$$

$$r = \frac{505}{\sqrt{509500}}$$

$$r = \frac{505}{\sqrt{7.13.79}}$$

$$r = 0.71$$

Findings

1. It was discovered from findings that taste, packaging and quality, price fashion and trend and perception influence the attitude of Nigeria toward made in Nigeria goods

2. It was also discovered that foreign made goods has negative effect on made in Nigeria good and local manufactures.

Discussion of Results

It was discovered the one of the factors that influence the attitude of Nigeria toward made in Nigeria goods is the price of the product. Indigenous product are over price and one of lower quality in some products while in some case higher quality price difference between items whether local or foreign affect the preference of consumers or buyers. When they notice that locally made goods are more expensive then foreign ones they go for the foreign ones. Another factor that was discovered is the fashion and trend. Such the level of technology is still very low in the country, many consumers one carried away by the trend of technology which come from the western world, which make them give preference to foreign made goods. It was discovered that there are some consumers who would choose local made good anytime⁴ even if they fall within the same price range with foreign one and there are people that prefer foreign product even if the price are 3 times more expensive than the local one because of quality.

There are some consumers who concluded within themselves that irrespective of the origin of the product, that if it is well package of high quality good taste and can give value for the purchasing power. It would be a prepared choice. Though some locally made products are of high qualities than foreign one, the overall statistic revealed that the qualities of foreign made goods are higher than made in Nigeria goods. Another factor is self ego and pride. Most people go for international brand to feel proud because of them it depicts class.

Demand for foreign made goods is higher than locally made goods irrespective of the standard and quality. Most price of the locally made good which has negative effect on demand and local manufactures. This could be attributed to running cost and source of raw materials.

Conclusion

It is high time Nigeria should be awaking to self reliance. They should be proud of what they are. The factors militating against preference for made in Nigeria goods should be examine and step to step solutions be proffered to arouse the interest of Nigeria tom locally made good.

Recommendations

1. The central bank of Nigeria should banned commercial banks from issuing tellers for the importation of selected products that are produced in the country
2. There should be a national re-branding campaign to educate the masses on the important of patronizing made in Nigeria goods.
3. T6he federal government should formulate polices that banned importation of some essential goods that are produce in the country to encourage local manufactures.
4. The local manufactures should improved on the standard of their p4roduct6 in terms of quality and taste.
5. The government should come with programmes to enhance the growth of local manufactures in terms of financing.

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