

Innovations

Analysis of Factors Influencing Local Made Products Purchase in Nigeria

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Abstract: *The main objective of this study was to explore factors influencing buying behaviours of Nigerian consumers towards purchase of locally made products. Existing literatures show that consumers in developing countries particularly Nigeria prefer imported products to locally manufactured ones. Based on the literature reviewed, Engel, Blackwell & Miniard (EBM) Model was used to conceptualize the relationship between the variables. Quantitative methods were used to analysed data collected from a sample of 422 consumers. The study found that factors influencing consumers towards purchase of local made products are cultural factors (culture, sub-culture, social status) While social factors (reference group, family , role and status) did not exhibit a statistically significant influence in this study. This findings have implication for both thoery and practice.*

Keywords: *Consumer Ethnocentrism, Nigeria, Cultural factors, Social Factors, Smartpls.*

Introduction

In recent years, it has been observed that, consumers in developing countries are shifting their purchasing behaviour of various products to the purchase of foreign made goods (Kibret & Shukla, 2019).Moreover, several studies have shown growing interest of consumers in foriegn made goods instead of home made goods because of effects globalization, availability of such products, quality and effect of country of origin(Kiriri, 2019).

As a result of that, the domestic capacity of local manufacturers is largely reduced because of poor demand of the home-made products by the consumers (Inoni et al., 2021).Nigeria for instance is also burdened by high demand of foreign made products by its consumers as a result of their attitude and behaviours towards foreign made products (Oyekanmi, 2022). Different measures were taken by Nigerian government at different times to solve the problem. However, the markets in Nigerian are still flooded with the various foreign made products.

Many studies were conducted to address these problems in Nigeria using variables, such as 'price (Ejiofor et al., 2019)', 'product quality'(Osaghae & Ugiagbe, 2018), country of origin 'and perceived risk(Uzoma et al., 2017), 'product perception'(Grend et al., 2017), 'purchase intention'(Ejiofor et al., 2019). However, the problem persists.

Thus, this shows an utmost need for more investigation using distinct variables affecting consumer buying behaviour to provide a lasting solution. To this end, the current study aims to close this knowledge gap by investigating Nigerian consumers' behaviour towards purchasing locally produced products (Cloths, shoes and handbags), measuring how cultural factors (culture, subculture, social class) and social factors(reference group, family role and status) affect buyer behaviour, with consumer ethnocentrism as a mediator. To the best knowledge of the researcher, no existing study in Nigeria used this combination of these variables to examine the problem under study. The research findings, if successfully implemented, will go a long way in providing lasting solutions to the economic and non- economic problems mentioned.

2.0 Literature Review

2.1 Buying Behaviour

Buyer behaviour is define as how customers search for, buy, use, evaluate, and use products, services, and ideas to meet their needs (Forghani et al., 2021). When conducting an analysis of the purchasing behaviours of customers, several different factors, including cultural, social, personal, and psychological considerations, need to be considered. As a result, it is of the utmost importance for the marketing managers to have a solid understanding of the of factors influencing buying behaviour of consumers so as to get more profit and income (Forghani et al., 2021).

2.2 Cultural Factors

The interplay between cultures and markets within the global economy compels marketing managers to make well-informed judgements based on valid assumptions on cultural impacts. These effects are recognised as the most extensive, profound, and long-lasting factors shaping consumer behaviour. (Cleveland & Laroche, 2007).Cultural factors consist of culture, sub- culture, and social status(Kotler et al., 2020). .Consequently, culture has been established as a substantial component and widely regarded as one of the key concepts in understanding consumer consumption value, which influences consumer purchasing decisions for everyday goods and services(Cleveland & Laroche, 2007).

2.3 Social Factors

Social factors are among the factors that strongly influence consumer behaviour. They fall into three categories: social class, reference groups, and family (Rani,

2014). Members of the same social class structure tend to exhibit behaviours, levels of academic achievement, beliefs, and patterns of communication that are like one another (Dörtyol et al., 2018).

Similarly, the remarks and suggestions of trusted friends, family, colleagues, and other consumers are more reliable than those of commercial sources, such as advertisements or salespeople.

Figure 1: Research framework

Based on the arguments using Engel, Blackwell, and Miniard (EBM) theory and empirical evidence from the literature review, we identified factors that influence Nigerian consumers' purchases of domestic products. Cultural and social factors are the independent variables, consumer ethnocentrism is the mediator, while buyer behaviour is the dependent variable. The Cultural and social factors are the factors which assume affects Nigerian consumers' purchases of domestic products.

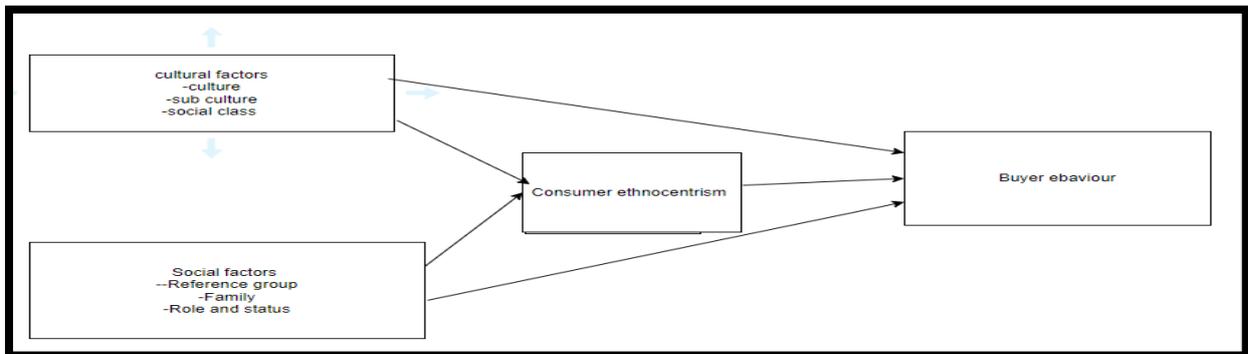


Figure 1: Research framework

Source: Authors

Hypothesis development

2.1 Cultural factors and Buyer Behaviour

In the context of the global economy, where cultures and markets interact, marketing managers are obligated to "make informed decisions based on valid assumptions about cultural influences—the most extensive, profound, and enduring influences on consumer behaviour." (Cleveland & Laroche, 2007). Cultural factors consist of culture, sub-culture and social class (Kotler et al., 2020). There have been research studies reporting significant relationship between cultural factors and buying behaviour (Cakanlar & Nguyen, 2019). Based on the researches the cultural factors have been found to have significant influence on buying behaviour (Cakanlar & Nguyen, 2019). Likewise, it has been established that cultural influences substantially impact the purchase behaviour of locally produced goods (Kereth, 2020). Additionally, culture has been found to positively influence the purchase of cloths in Nigeria (Anyanwu & Chiana, 2022). Based on the above, it can thus be hypothesised that:

H1: there is a significant positive relationship between cultural factors (culture, subculture social class) and buying behaviour.

2.2 Social factors and buyer behaviour.

A consumer's behaviour is influenced by social factors, such as the consumer's family, reference group and social roles and status (Dörtyol et al., 2018). The effects of these three sub dimensions of social factors, particularly the influence of word-of-mouth, have a significant effect on consumer purchasing behaviour. For instance, they can educate consumers about items and establish collective standards, increasing consumer purchasing intentions (Ding et al., 2020).

Furthermore, a person belongs to numerous groups, including family, clubs, and organisations, and their place in each group can be characterised in terms of both role and status. For instance, Nigerian people typically elite, select products based on their roles and social status (Udegbe, 2017). Moreover, family have a great influence on the purchase of different home products such as food (Sen et al., 2021). Based on this, it is possible to hypothesize that:

H2: there is a significant positive relationship between social factors (family, reference group and social roles and status) and buyer behaviour.

2.3 Consumer Ethnocentrism and Consumer Buying Behaviour (CBB)

Consumer ethnocentrism refers to the perspective held by consumers regarding the ethical and suitable nature of purchasing things that are produced in foreign countries (Shimp & Sharma, 1987). Consumers with a pronounced ethnocentric orientation exhibit a strong aversion towards products originating from foreign nations, perceiving them with disdain. This segment of consumers holds the belief that the act of purchasing imported goods is morally wrong due to its perceived negative consequences on the home economy, such as job loss and a lack of patriotism (Shimp & Sharma, 1987).

Thus, if all other aspects of a product are judged to be equal, buyers will favour the local product (Evanschitzky et al., 2008; Prince et al., 2019). Additionally, in a studied conducted by Kilders et al., (2021) they found that, consumer ethnocentrism is prevalent among a large proportion of Nigerians, and it is driven by key factors such as country image. Consequently, it can be hypothesized that:

H3: there is a significant positive relationship between Consumer Ethnocentrism and buyer behaviour.

2.4 Cultural Factors and Consumer Ethnocentrism

Culture refers to beliefs, functions, behaviours, values, standards, and ways of life of human social systems (Durmaz et al., 2018). Greater ethnocentrism has been associated with lower cultural openness (Shimp & Sharma, 1987), more patriotism (Kamwendo et al., 2014), and lower cosmopolitanism and social engagement (Carpenter et al., 2013). Furthermore, it has found that, cultural openness,

patriotisms and control belief are drivers of ethnocentrism (Kamariah et al., 2015). Similarly, consumer ethnocentrism has been found to be well-established among a large proportion of Nigerian customers (Kilders et al., 2021). Based on the above, it can be hypothesized that:

H4: there is a significant positive relationship between cultural factors (culture, subculture social class) and Consumer Ethnocentrism.

2.5 Social Factors and Consumer Ethnocentrism

A consumer's behaviour is also influenced by social factors such as the consumer's small groups, family, social networks, and social roles and status, among others (Kotler et al., 2020). A reference group is one of the social factors that influence behaviours, and consumers depend on reference groups when making purchasing decisions for products and services (Ding et al., 2020; Ngo et al., 2019). Similarly, Individuals learn about brands, products, and services from their families and acquire consumer habits because of their experiences (Riivits-Arkonsuo et al., 2014). Thus, customers with a high degree of ethnocentrism have a more favourable view toward locally produced products (Yildiz et al., 2018). Based on the above, it can be hypothesized that:

H5: there is a significant positive relationship between social factors (family, reference group and social roles and status) and Consumer Ethnocentrism.

2.6 Mediating effect of consumer ethnocentrism on cultural factors, social factors, and buyer behaviour

Consumer ethnocentrism has been shown to have played a significant influence in buying behaviour of consumers as well as mediating the effect on cultural factors and buyer behaviour. In a study conducted by Rodriguez et al (2016), the results confirm that culture influences consumers purchasing behaviour of apparel. Likewise, it has been established that cultural influences substantially impact the purchase behaviour of locally produced goods (Kereth, 2020) as well as fashion cloth in Nigeria, (Anyanwu & Chiana, 2022).

Furthermore, cultural identity enhances both preference and purchase of domestic brands, (He & Wang, 2015) and it has been found that cultural openness, patriotisms, and control belief are drivers of ethnocentrism, (Kamariah et al., 2015). Thus, it can be hypothesised that:

H6: Consumer ethnocentrism will mediate the relationship between cultural factors and buyer behaviour.

Regarding social factors, Dörtyol et al., (2018) identified several elements influencing consumer purchasing behaviour, including reference group, family, social roles, and status. Roles and status impact individuals in a society and can significantly influence consumer purchasing decisions (Jisana, 2014). Family members, who constitute the first consumer reference group, also significantly impact purchase behaviour. For instance, family influences have been found in the context of purchasing food (Chauke & Duh, 2019; Sen et al., 2021) and

consumer ethnocentrism significantly influences food purchase in Nigeria (Kilders et al., 2021).

Moreover, according to Jianlin et al.,(2010), higher levels of consumer ethnocentrism were associated with more favourable sentiments toward domestic and local goods. In a similar vein, Salman and Naeem (2015) discovered that, consumer ethnocentrism manifested itself in the form of a clear and substantial influence on opinions regarding local versus international items. Based on the above, it can thus be hypothesised that:

H7: Consumer ethnocentrism will mediate the relationship social factors and consumer behaviour.

3.0 Methodology

The researcher uses questionnaire (google form) as a survey instrument in this study. This comprise of five sections. The first section of the questionnaire consists of screening questions, followed by demographic variables of the respondents, i.e., age, gender, and occupation. The remaining sections consists of items to measure.

The items of the variables cultural factors, social factors and consumer ethnocentrism were all measured on five Likert scale. The researchers adopted scale for cultural factors from the study of Kereth, (2020) and Acemogullari,(2020). The social factors scale was adapted from Wang et al., (2019) and Acemogullari, (2020). The researchers adopted scale for consumer ethnocentrism from Kilders et al., (2021). Regarding the sample of the study, the researchers collected data from 422 people. The sample of the population was based on Krecie and Morgan,(1970) recommendation that minimum sample of a population above one million people should not be less than 384. SPSS version 26 and SmartPLS 3.2 was used for data analysis.

4.0 Findings

4.1 Descriptive Analysis of the Study Variables

The Table 2 presents descriptive statistics of variables related to consumer buying behavior in the context of purchasing local-made products in Nigeria. The mean scores for variables "Consumer Buying Behavior," "Culture," "Subculture," "Reference Group," and "Consumer Ethnocentrism" are all clustered around the range of 3.45 to 3.61, suggesting a moderate to slightly positive disposition towards local products. The relatively low standard deviations in "Reference Group" and "Consumer Ethnocentrism" indicate a certain level of agreement or conformity in these aspects, possibly indicating that reference groups and ethnocentric attitudes may influence the favourably towards local products. These statistics imply that, on average, consumers in Nigeria show a somewhat positive inclination toward local-made products.

Table 2					
Descriptive Statistics of the Variables					
Variables	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Consumer Buying Behaviour	422	1.00	5.00	3.4531	0.85379
Culture	422	1.00	5.00	3.5039	0.84711
Subculture	422	1.00	5.00	3.5344	0.91081
Social Class	422	1.00	5.00	3.4846	0.93513
Reference Group	422	1.00	5.00	3.5257	0.74522
Family	422	1.00	5.00	3.6461	0.79028
Roles and Status	422	1.00	5.00	3.4668	0.79907
Consumer Ethnocentrism	422	1.00	5.00	3.6142	0.77122

4.2 Assessment of Construct Reliability for first-order constructs

Hair et al. (2014) suggested the use of Composite Reliability as an alternative measure of internal consistency based on the assertion that it measures individual indicator’s reliability. As reported in Table 3 and Figure 2 all the constructs are reliable.

The HTMT ratio was examined as this criterion is regarded to be a more reliable criterion for evaluating discriminant validity than the Fornell–Larcker criterion (Henseler et al., 2015). The HTMT criterion in this study shows that discriminant validity is achieved. (Refer to Table 4), which is within the conventional yardstick of 0.90 (Henseler et al., 2015). Therefore, validity in this study was achieved.

Table 3				
Quality Criteria of First Order Constructs for Variables of the Study				
Construct	Item	Loading	Composite Reliability	AVE
Consumer Ethnocentrism	CET1	0.696	0.943	0.512
	CET10	0.745		
	CET11	0.726		
	CET12	0.683		
	CET13	0.764		
	CET15	0.657		
	CET16	0.684		
	CET17	0.690		
	CET2	0.638		
	CET3	0.657		
	CET4	0.711		
	CET5	0.688		

	CET6	0.721		
	CET7	0.798		
	CET8	0.791		
	CET9	0.769		
Culture	CUL1	0.702	0.898	0.596
	CUL2	0.819		
	CUL3	0.829		
	CUL4	0.863		
	CUL5	0.734		
	CUL6	0.664		
Family	FML1	0.693	0.837	0.633
	FML2	0.866		
	FML3	0.818		
Reference Group	RGP1	0.662	0.851	0.535
	RGP3	0.625		
	RGP4	0.781		
	RGP5	0.812		
	RGP6	0.761		
Roles and Status	RST1	0.812	0.822	0.607
	RST2	0.780		
	RST3	0.745		
Social Class	SLC1	0.898	0.853	0.744
	SLC2	0.825		
Subculture	SBC1	0.796	0.809	0.68
	SBC2	0.852		
Consumer Buyer Behaviour	CBB1	0.758	0.884	0.605
	CBB2	0.824		
	CBB3	0.810		
	CBB4	0.721		
	CBB5	0.769		
Criteria: Composite Reliability > 0.708, AVE > 0.5 (Hair et al., 2010; Hair et al., 2014)				

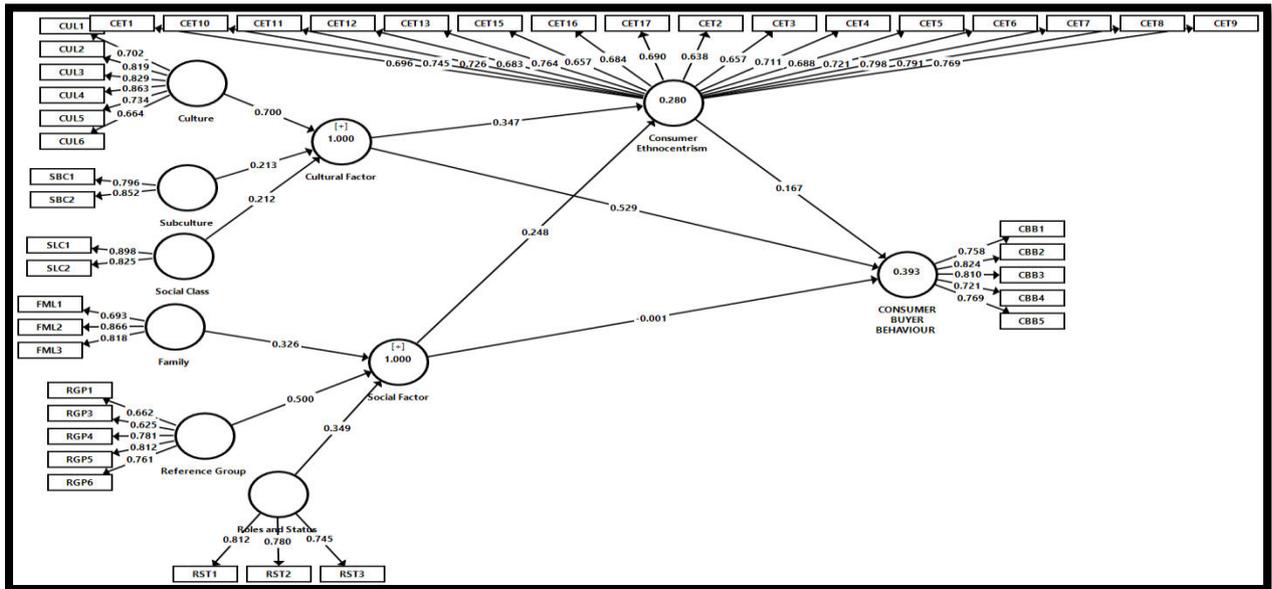


Figure 2: Measurement Model

Assessment of Formative Measurement Model

The evaluation of formative constructs with dimensions is shown in Table 5. Table 6 shows that the formative construct's dimensions' VIF values fall below the five-point cutoff (Diamantopoulos & Sigauw, 2006). The outer weight significance is then evaluated by creating 5000 sub-samples using the bootstrapping technique (Joe F Hair et al., 2011). The bootstrapping procedure's results (Table 5) show that every dimension is determined to be relevant and meaningful. The results denoted that all first-order dimensions were found to make a significant backing to the corresponding second-order constructs

Table 5				
Assessment of formative measurement model				
	Weights	T Statistics (O/STDEV)	P Values	VIF
Family -> Social Factor	0.326	16.715	0.000	1.533
Reference Group -> Social Factor	0.500	23.381	0.000	1.846
Roles and Status -> Social Factor	0.349	25.077	0.000	2.030
Social Class -> Cultural Factor	0.212	19.360	0.000	1.767
Subculture -> Cultural Factor	0.213	20.591	0.000	2.010
Culture -> Cultural Factor	0.700	36.211	0.000	1.885

4.3 Analysis of the structural model

In order to assess the importance of the path coefficients, 5000 subsamples were utilised in a bootstrapping procedure (Joseph F. Hair et al., 2013). PLS employs this nonparametric resampling method to generate t-values and standard errors for the parameters. (Hair et al.2013).

Table 6					
Results Of Hypothesized Direct Relationships					
Relationship	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1 CULTURAL FACTORS -> Consumer Buying Behavior (CBB)	0.479	0.069	6.977	0.000	Supported
H2 SOCIAL FACTORS -> Consumer Buying Behavior (CBB)	0.010	0.068	0.142	0.444	Not Supported
H3 CONSUMER ETHNOCENTRISM -> Consumer Buying Behavior (CBB)	0.189	0.056	3.405	0.000*	Supported
H4 CULTURAL FACTORS -> CONSUMER ETHNOCENTRISM	0.328	0.065	5.032	0.000*	Supported
H5 SOCIAL FACTORS -> CONSUMER ETHNOCENTRISM	0.256	0.069	3.705	0.000*	Supported

Note: *Significant at 0.01 (1-tailed)

H1: The finding from table 6 shows that the relationship between cultural factors and Consumer Buying Behaviour (CBB) (beta value =0.479, T value= 6.977, p-value = 0.000) is supported. This means that Cultural Factors have a significant impact on Consumer Buying Behavior. **H2:** The finding from table 6 shows that the relationship between social factors and Consumer Buying Behaviour (CBB) (beta value =0.010, T value= 0.142, p-value = 0.444) is not supported. This findings indicate that Social Factors lack statistical significance in relation to their impact on Consumer Buying Behaviour.. **H3:** The finding from table 6 shows that the relationship between consumer ethnocentrism and Consumer Buying Behaviour (CBB) (beta value =0.189, T value= 3.405, p-value = 0.000) is supported. This means that Consumer Ethnocentrism has a major impact on Consumer Buying Behavior.

H4: The finding from table 6 shows that the relationship between cultural factors and consumer ethnocentrism (beta value =0.328., T value= 5.032, p-value = 0.000) is supported. This means that Cultural Factors have a significant impact on Consumer Ethnocentrism. **H5:** The finding from table 6 shows that the relationship between social factors and consumer ethnocentrism (beta value =0.256., T value= 3.705, p-value = 0.000) is supported. This means that Social Factors have a significant impact on Consumer Ethnocentrism (Refer to Figure 3).

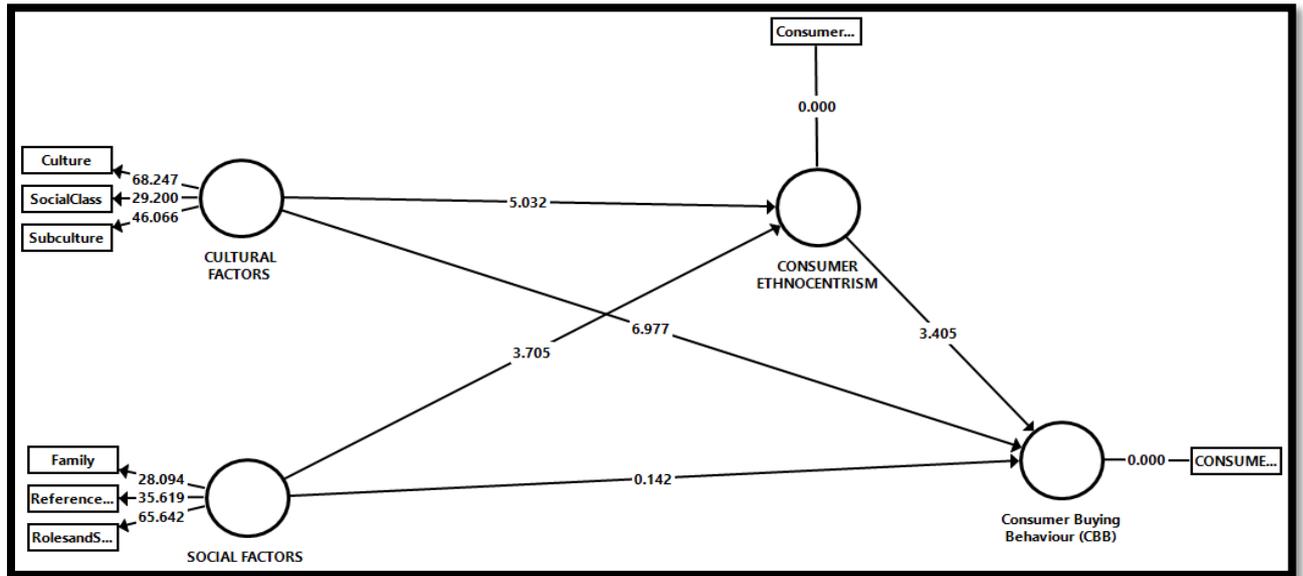


Figure 3: Structural Model

Table 7							
Indirect Relationships							
	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	5.0%	95.0%	Decision
H6: CULTURAL FACTORS → CONSUMER ETHNOCENTRISM → Consumer Buying Behaviour (CBB)	0.062	0.023	2.709	0.003	0.026	0.098	Supported
H7: SOCIAL FACTORS → CONSUMER ETHNOCENTRISM → Consumer Buying Behaviour (CBB)	0.049	0.019	2.544	0.006	0.018	0.078	Supported

This section of the table 8 specifies that the relationships being examined are indirect. In this case, the relationship between "CULTURAL FACTORS" and "SOCIAL FACTORS" with "CONSUMER ETHNOCENTRISM" and how these factors affect "Consumer Buying Behaviour (CBB)" are being investigated.

H6: CULTURAL FACTORS -> CONSUMER ETHNOCENTRISM -> Consumer Buying Behaviour (CBB) (Beta value= 0.062, T value= 2.709, p-value = 0.003, the confidence interval for this relationship ranges from (0.026 to 0.098). there is evidence to support the hypothesis that "CULTURAL FACTORS" have a significant indirect impact on "Consumer Buying Behaviour (CBB)" through their influence on "CONSUMER ETHNOCENTRISM, the 5.0% and 95.0% confidence intervals do not encompass zero, further supporting the significance of this indirect relationship (Refer to Table 7).

H7: SOCIAL FACTORS -> CONSUMER ETHNOCENTRISM -> Consumer Buying Behaviour (CBB) (Beta value=0.049,T value=2.544, p-value = 0.006, the confidence interval for this relationship ranges from (0.018to 0.078).there is evidence to support the hypothesis that "CULTURAL FACTORS" have a significant indirect impact on "Consumer Buying Behaviour (CBB)" through their influence on "CONSUMER ETHNOCENTRISM."the 5.0% and 95.0% confidence intervals do not encompass zero, further supporting the significance of this indirect relationship (Refer to Table 7).

Table 8		
R Square		
	R Square	R Square Adjusted
CONSUMER BUYER BEHAVIOUR	0.393	0.389
Consumer Ethnocentrism	0.280	0.276

R Square measure of the proportion of the variance in the dependent variable that is explained by the independent variable(s) in the model. In the context of this study in table 8, R-squared values For "consumer buyer behaviour," is 0.393. and For "Consumer Ethnocentrism," the R-squared value is 0.280. Another important criterion is the effect-size. Cohen (1988) classified effect-size of 0.02, 0.15 and 0.35 as small, medium, large respectively. The effect sizes (f^2) in this study shows acceptable range mainly large based on Cohen (1988) classification (refer to Table 9).

The model predictive relevance was assessed using the Stone-Geisser test (Geisser, 1974) . The Q^2 greater than zero indicate adequate predictive relevance of a model (Geisser, 1974). The results confirm that the Q^2 value for the dependent variable is acceptable. For consumer buyer behaviour is 0.231 and for consumer ethnocentrism is 0.1387.

Discussion

The statistically substantial correlation between Cultural Factors and Consumer Buying Behaviour implies that customers' purchasing decisions are influenced by their social class, culture, and subculture. In Nigeria, a varied country with many ethnic groups and cultural heritages, these variables can strongly influence consumer preferences. Culturally compatible items may appeal to consumers (Kwajaffa, 2022). This may make Nigerians prefer locally created products that reflect their cultural variety. This implies that cultural variables influence consumer purchases. This finding aligns with previous research (Sanz-Marcos & Elías-Zambrano, 2020; Triwijayati et al., 2019). The fact that Consumer Ethnocentrism strongly affects Consumer Buying Behaviour shows that culturally loyal customers may choose domestic items over international ones. This is in line with previous studies (He & Wang, 2015), where it was found that cultural identification increases local product choice and purchasing. Ethnocentrism in Nigeria may make buyers choose locally made goods since they promote and preserve their culture and economy. This finding aligns with previous research (Kilders et al., 2021). This is especially important for a government trying to boost indigenous businesses and reduce imports.

The study found no statistically significant association between Social Factors and Consumer Buying Behaviour, yet social factors can still promote local products. Word-of-mouth, family, and peer recommendations can strongly affect customers' choices (Pei-Hsun & Ching-Shu, 2018; Yoshita & Rao, 2019). Thus, Social movements, campaigns, and celebrity endorsements can influence consumers' preferences for buying local (Rugaimukamu, 2018).

These data indicate that Nigerian products can be promoted and supported. Government, business, and organisation actions include: In Nigeria, cultural and socioeconomic characteristics, consumer ethnocentrism, and consumer buying behaviour (CBB) are statistically significant (Table 8). Discussing these findings and their consequences for Nigerian consumers' local product purchases. The 0.062 coefficient implies cultural influences relatively positively affect consumer ethnocentrism. Thus, consumers are more ethnocentric when impacted by their cultural values, identity, openness, and patriotism (Kamariah et al., 2015). Cultural influences greatly affect consumers' ethnocentric behaviour in Nigeria, a country with vast cultural variety. Consequently, Nigerian customers who identify closely with their local culture are more likely to be ethnocentric, which can lead to a preference for local products over foreign ones. This suggests that encouraging local culture and values may increase Nigerians' purchases of local items.

Conclusion

In conclusion, this study's statistical analysis sheds light on cultural elements, consumer ethnocentrism, social factors, and consumer buying behavior. These findings are crucial for promoting and supporting indigenous products, especially in Nigeria. Cultural characteristics strongly influence consumer buying behavior,

according to the study. It's crucial to integrate marketing strategies with local culture and values, celebrate cultural diversity, and personalize products to consumers' cultural preferences. Consumer ethnocentrism strongly influences consumer buying behavior, suggesting people may prefer local products over imports. This discovery can guide measures to promote local commodities' cultural and economic benefits.

This study found no statistically significant influence from social factors, yet cultural and social factors influence consumer choices. Future study can examine these correlations in diverse contexts. Cultural branding and marketing, consumer education, government backing, and community initiatives can encourage Nigerians to buy local products. These initiatives can boost Nigeria's economy, job market, and cultural legacy. Note the study's limitations, such as the sample size and cultural setting. Future research can address these limitations and improve on this study's theoretical and practical implications.

Limitations and suggestions for future studies

The study's small sample size may have limited generalizability. Future studies should use larger and more diverse samples to apply conclusions to a wider population. Nigeria was the cultural context of the study. Countries and regions vary in culture and consumer behaviour. Researchers should examine cross-cultural variances in these interactions to better understand them. Conduct cross-cultural comparative research to compare how cultural, social, and ethnocentric elements affect consumer behaviour in different nations or areas. This helps uncover cross-cultural consumer behaviour parallels and variances.

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