The Role of Consumer Behaviour in Advancing Nigeria's Industrial Sector: A Focus On Made-In-Nigeria Goods

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Abstract
This study explores the role of consumer behaviour in advancing Nigeria's industrial sector, particularly focusing on Made-in-Nigeria goods. The research identifies key factors that influence consumer preferences, including perceptions of quality, price, and social prestige. It examines how local manufacturers can overcome challenges such as counterfeit goods, weak branding, and inconsistent policies. The study employs theories such as the Theory of Planned Behaviour, Maslow's Hierarchy of Needs, and the Engel-Kollat-Blackwell Model to provide a comprehensive understanding of consumer decision-making. By analyzing barriers to positive consumer behaviour, the study highlights the need for rebranding, quality improvement, and consumer education. It also emphasizes the importance of government support in fostering local industries. The findings suggest that adopting these strategies will stimulate industrial growth, job creation, and innovation, thus contributing to Nigeria's economic transformation. Future research should focus on empirical studies to refine strategies based on actual consumer behaviours.

Keywords: Consumer, Behaviour, Branding**,** Industry, Transformation ,

Introduction

Consumer behaviour is the study of how individuals, groups, or organizations make decisions about selecting, purchasing, using, and disposing of goods, services, ideas, or experiences to satisfy their needs and desires. It examines the psychological, social, cultural, and economic factors that influence these decisions. According to Solomon *et al.* (2019), consumer behaviour encompasses the study of individuals, groups, or organizations and all activities associated with the purchase, use, and disposal of goods and services, including emotional, mental, and behavioural responses that precede or follow these activities. Industrial growth refers to the expansion and advancement of a country's industrial sector, characterized by increased production capacity, technological innovation, and enhanced competitiveness (Todaro & Smith, 2020; UNIDO, 2023).In Nigeria, understanding consumer behaviour is pivotal for promoting the consumption of Made-in-Nigeria goods, which in turn drives industrial development. Despite the availability of locally produced products, many Nigerian consumers exhibit a preference for imported goods, often perceiving them as superior in quality and as status symbols (Akinrinlola, 2021; NBS, 2023).This consumer apathy towards indigenous products hampers the growth of local industries and undermines economic self-reliance.

The importance of studying consumer behaviour in this context lies in identifying the factors influencing purchasing decisions, such as cultural values, perceived quality, branding, and pricing. For instance, cultural influences

play a significant role in shaping consumption patterns in Nigeria, with traditions and communal values affecting brand preferences (Adebayo &Olayemi, 2022; Hofstede Insights, 2023). Moreover, economic pressures such as inflation and currency devaluation have increased consumers' price sensitivity, thereby boosting the demand for low-cost and value-oriented products (Okonkwo, 2025).

The objective of this research is to critically analyze the role of consumer behaviour in advancing Nigeria's industrial sector, focusing on the consumption of Made-in-Nigeria goods. The study aims to explore the psychological, cultural, and economic factors influencing consumer preferences and how these insights can inform strategies to enhance the appeal of local products. By understanding and addressing the underlying causes of consumer apathy, stakeholders can develop targeted interventions to shift consumer behaviour towards supporting indigenous industries. This research is relevant to Nigeria's economic transformation agenda, as increasing the consumption of locally manufactured goods can stimulate industrial growth, create employment opportunities, and reduce dependence on imports. By aligning consumer preferences with national industrial objectives, Nigeria can foster a more resilient and self-sustaining economy.

Conceptual Clarifications and Theoretical Framework

Understanding consumer behaviour is pivotal to advancing Nigeria's industrial sector, particularly regarding the promotion and consumption of Made-in-Nigeria goods. Three significant theories-

Theory of Planned Behaviour (TPB), Maslow's Hierarchy of Needs, and the Engel-Kollat-Blackwell (EKB) Model-offer important insights into how Nigerian consumers interact with local products.

The Theory of Planned Behaviour (Ajzen, 1991) posits that behaviour is guided by behavioural intentions, which are shaped by attitudes, subjective norms, and perceived behavioural control. In the Nigerian context, Ukenna and Ayodele (2019) demonstrated the model's applicability by predicting sustainable street food patronage, suggesting that similar approaches can help predict consumer behaviour towards Made-in-Nigeria goods. Enhancing consumer attitudes and perceived control by improving product availability and reliability could significantly boost local consumption. Maslow's Hierarchy of Needs (Maslow, 1943) outlines a progression of human needs from physiological to self-actualization levels. In Nigeria, meeting safety and esteem needs, such as ensuring the quality and national prestige of local goods, can motivate consumers to favour domestic products. By positioning Made-in-Nigeria goods as essential to achieving national pride and individual social status, manufacturers can align their products with higher-order consumer motivations.

The Engel-Kollat-Blackwell (EKB) Model (Engel, et al, 1968) explains consumer behaviour as a multi-stage process, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In Nigeria, cultural, social, and psychological factors heavily

influence these stages, making it crucial for local producers to understand and strategically respond to these influences to gain consumer loyalty. Key concepts underlying these theoretical frameworks include consumer attitudes, which are evaluative tendencies toward local goods; decision-making processes, which determine how consumers arrive at purchase choices; brand loyalty, which relates to consistent preference for Nigerian brands; and patriotism in consumption, which reflects the willingness to purchase domestic products to support economic growth. In the Nigerian industrial landscape, leveraging these concepts by strategically enhancing product quality, branding, and nationalistic appeal can effectively stimulate the consumption of Made-in-Nigeria goods and contribute to broader economic development.

Evolution of Nigeria's Industrial Sector and the Role of Local Goods

Nigeria's industrialization journey has undergone significant transformations, beginning from colonial-era dependence on primary commodity exports to modern efforts at economic diversification. During the colonial period, the economy was primarily agrarian, with limited industrial processing mainly geared toward meeting British needs (Chete *et al.,* 2016). After independence, Nigeria adopted an import substitution industrialization (ISI) strategy aimed at reducing foreign dependence. However, this model often entrenched a reliance on imported inputs, hampering genuine industrial autonomy (Chete *et al*., 2016).

In recent decades, there has been a significant push toward promoting Made-in-Nigeria goods across various sectors. The agro-processing industry, for instance, has grown substantially due to rising demand for domestically processed food and government support initiatives (Switzerland Global Enterprise, 2015). Similarly, there has been a revival in the textile industry, with traditional fabrics such as *adire* achieving global acclaim (Akinlabi, 2020).Other sectors such as furniture and cosmetics have witnessed the rise of competitive local brands catering to Nigerian tastes, thereby enhancing local job creation and reducing import reliance.

Government intervention has been pivotal in this industrial evolution. The Nigeria Industrial Revolution Plan (NIRP) was introduced to diversify Nigeria's economy and strengthen sectors such as agro-processing, textiles, and petrochemicals through incentives, infrastructure development, and policy reforms (Federal Ministry of Industry, Trade and Investment, 2014). Regulatory agencies like the Standards Organisation of Nigeria (SON) work to ensure that local products meet international quality standards, thereby boosting consumer confidence (Standards Organisation of Nigeria, 2025). Financial incentives, including tax exemptions provided through the Industrial Development (Income Tax Relief) Act, have been instrumental in attracting investments to key pioneer industries (Adewale, 2019). Nevertheless, challenges such as infrastructural deficits, policy inconsistency, and competition from imported goods persist. To address these, Nigeria must sustain policy momentum, invest in critical infrastructure, and continue supporting local industries. Strengthening the Made-

in-Nigeria movement is essential for achieving economic resilience, promoting employment, and reducing the nation's historical dependence on imports.

Consumer Attitudes toward Made-in-Nigeria Products

Consumer attitudes toward Made-in-Nigeria products are shaped by a complex interplay of perceptions concerning quality, price, durability, and social prestige. These perceptions significantly influence consumer decision-making processes, often determining the extent to which local products are preferred over foreign alternatives.

Quality perception remains a critical determinant of consumer behaviour in Nigeria. Studies consistently show that many Nigerian consumers view locally manufactured goods as inferior in quality compared to imported products (Ogunnaike, 2018). This perception, whether accurate or not, creates a psychological barrier that hinders the patronage of Made-in-Nigeria goods. Although initiatives such as the "Buy Naija to Grow the Naira" campaign have improved awareness, skepticism regarding product quality persists, especially in sectors like electronics, fashion, and processed foods (Akinruwa, *et al.*, 2019). Price sensitivity also plays a significant role. Nigerian consumers often associate local goods with affordability, but there is a growing concern that some Made-in-Nigeria products are priced comparably to imports without a corresponding perception of equal quality (Aladejana & Eyitayo, 2022). This pricing mismatch can discourage loyalty toward local brands, particularly among middle-class

consumers who demand higher value for money.

Durability is another crucial factor influencing consumer attitudes. Many Nigerian buyers prioritize products that offer long-term value, and doubts about the durability of local goods have historically pushed consumers toward foreign alternatives (Ogunnaike, 2018). However, recent improvements in manufacturing practices in sectors such as furniture, agro-processing, and textiles are gradually changing this narrative (Akinruwa *et al.,* 2019). Social prestige attached to consumption also significantly affects consumer behaviour. In Nigeria, owning foreign-branded goods is often associated with higher social status, leading to a preference for imported products even when locally made alternatives are available and of comparable quality (Eze *et al.*, 2015). This "snob effect" complicates efforts to encourage widespread patronage of local brands.

Empirical studies provide deeper insights into these dynamics. For instance, a survey conducted by Ogunnaike (2018) revealed that only 35% of respondents trusted the quality of Made-in-Nigeria goods, with the majority expressing a preference for foreign products when purchasing durable items like electronics and fashion items. Similarly, Eze *et al.* (2015) found that consumer ethnocentrism, though present, was weak, suggesting that appeals to patriotism alone are insufficient to drive purchasing behaviour without tangible improvements in product offerings. While there is growing nationalistic sentiment toward supporting

local industries, entrenched perceptions about quality, price, durability, and prestige continue to shape consumer attitudes and behaviours. Addressing these perceptions through consistent quality improvements, strategic branding, and competitive pricing is essential for enhancing trust and loyalty toward Made-in-Nigeria products, thereby contributing meaningfully to Nigeria's industrial and economic advancement.

Socio-Economic Factors Influencing Consumer Behaviour

Socio-economic factors play a crucial role in shaping consumer behaviour toward Made-in-Nigeria products. Key determinants such as income level, education, cultural beliefs, peer influence, and urbanization profoundly influence purchasing patterns and brand loyalty. Income level remains a primary factor affecting consumer choices. Higher-income earners in Nigeria often demonstrate a preference for foreign products, associating them with superior quality and social prestige (Eze, et al., 2021). Conversely, lower-income groups are more likely to patronize Made-in-Nigeria goods, driven by price sensitivity and accessibility. Education also significantly shapes preferences; consumers with higher educational attainment are more critical, demanding better quality and value for money (Onyishi& Okafor, 2022). Educated consumers are also more receptive to branding and marketing messages promoting patriotism and support for local industries.

Cultural beliefs and peer influence further impact consumer behaviour. In many Nigerian societies, communal values strongly guide individual decisions, making peer recommendations a powerful determinant of product adoption (Nkamnebe, *et al.*, 2020). Consumers are often influenced by family, friends, and social networks when evaluating Made-in-Nigeria goods. Additionally, traditional beliefs about foreign goods being inherently superior still linger, particularly among older generations, although younger consumers are increasingly displaying nationalistic pride in local brands. Urbanization and the rural-urban divide present contrasting consumer behaviours. Urban consumers, exposed to a wider variety of products and aggressive marketing campaigns, exhibit more sophisticated tastes and higher expectations regarding quality, design, and brand image (Adeola & Evans, 2020). Urban dwellers are also more active on digital platforms, where product reviews and influencer endorsements heavily sway purchasing decisions. In contrast, rural consumers prioritize functionality and affordability over brand prestige, often relying on word-of-mouth marketing rather than digital media.

Marketing, media, and digital platforms have dramatically reshaped awareness and loyalty toward Made-in-Nigeria products. Companies now leverage social media, influencer marketing, and online advertising to reach younger demographics who are more digitally savvy (Okeke, *et al.*, 2023). Campaigns emphasizing national pride, economic empowerment, and the improved quality of local goods have found resonance, particularly on platforms like Instagram, Twitter, and TikTok. However, despite these efforts, challenges persist. Trust

deficits remain a major barrier, especially among consumers who have experienced inferior local products in the past. Bridging this gap requires consistent product quality improvements and sustained engagement strategies, both online and offline.

In summary, socio-economic factors deeply influence consumer attitudes and behaviour toward Made-in-Nigeria goods. While urbanization, education, and digital marketing create new opportunities for promoting local brands, disparities between rural and urban consumers necessitate targeted, context-sensitive strategies to foster widespread acceptance and loyalty.

Impact of Consumer Behaviour on Industrial Sector Growth

Consumer behaviour plays a pivotal role in driving the growth of Nigeria's industrial sector. Increased patronage of Made-in-Nigeria goods can stimulate domestic production, generate employment opportunities, foster innovation, and trigger wider economic development. When consumers consciously choose locally produced goods, manufacturers experience higher demand, encouraging expansion of production capacities and investments in improved technologies (Okonkwo, *et al.,* 2021). The multiplier effect of consumer patronage extends beyond direct production. As local industries grow, they create upstream and downstream opportunities across supply chains. Local sourcing of raw materials, logistics, packaging, and distribution services experience heightened demand, creating a ripple effect that supports Micro, Small, and Medium Enterprises (MSMEs). According to Adegbite and Owualla

(2023), MSMEs constitute over 90% of businesses in Nigeria and significantly contribute to GDP and employment. Thus, sustained consumer loyalty to local brands strengthens these enterprises, catalyzing inclusive economic growth.

Furthermore, rising demand for indigenous goods incentivizes innovation. Nigerian companies increasingly invest in product quality improvements, design, branding, and customer service to meet the expectations of a more discerning consumer base. For instance, the cosmetics brand House of Tara has thrived due to strong local support, expanding from a small startup to a regional powerhouse across West Africa (Ogunnaike & Kehinde, 2022). Similarly, Innoson Vehicle Manufacturing (IVM), Nigeria's first indigenous car manufacturer, has grown steadily by capturing nationalist sentiments and offering affordable vehicles tailored to local conditions. Consumer-driven industrial growth also has significant implications for Nigeria's Gross Domestic Product (GDP). The National Bureau of Statistics (NBS, 2023) reported that the manufacturing sector's contribution to GDP increased marginally due to renewed interest in local products post-COVID-19, a shift partly attributed to changing consumer preferences.

However, challenges remain. Consumer loyalty is fragile and can easily erode if local producers fail to maintain consistent product quality, affordability, and innovation. Hence, the onus is on Nigerian industries not only to leverage patriotic consumer behaviour but also to sustain trust through value delivery. Positive consumer behaviour toward

Made-in-Nigeria goods is a potent catalyst for industrial sector growth, with far-reaching impacts on production, job creation, MSME development, innovation, and GDP expansion. Strengthening consumer trust through continuous improvement and strategic branding is essential for sustaining this momentum and achieving broader economic transformation.

Challenges Hindering Positive Consumer Behaviour Toward Local Goods

Despite growing advocacy for the consumption of Made-in-Nigeria goods, several persistent challenges hinder positive consumer behaviour toward local products. Chief among these barriers are concerns over product quality, the prevalence of counterfeit goods, foreign brand obsession, and policy inconsistency. Product quality remains a critical deterrent. Many Nigerian consumers perceive local goods as inferior compared to imported alternatives, a sentiment rooted in repeated experiences of substandard finishes, poor durability, and inconsistent standards (Adegbile & Okorie, 2022). Coupled with this is the proliferation of counterfeit goods in local markets, which not only erodes consumer trust but also damages the reputation of genuine local manufacturers (Olowokudejo, 2021). Without strict enforcement of quality control regulations, counterfeit products continue to thrive, undermining authentic brands and dissuading consumer loyalty.

Another challenge is the persistent obsession with foreign brands, driven by the perception that imported products confer social prestige and superior quality (Adewale, et al., 2022). This colonial mentality sustains a market bias that disadvantages local producers, making it harder for indigenous brands to penetrate affluent and middle-class consumer segments. Moreover, policy inconsistency exacerbates these issues. Although initiatives like the "Buy Naija to Grow the Naira" campaign exist, frequent changes in trade, import, and industrial policies create uncertainty for manufacturers and consumers alike. The lack of sustained, coherent policy support weakens consumer confidence in local industries (Osabohien et al., 2021). Compounding these barriers are weak branding and inadequate marketing strategies employed by many local producers. Effective branding requires significant investment in design, messaging, and emotional connection - areas where many Nigerian firms still lag (Agwu, 2023). Without strong brand identities, local products struggle to differentiate themselves, leaving them vulnerable to consumer apathy and foreign competition.

Systemic production and distribution challenges also play a significant role. Poor infrastructure, erratic power supply, high production costs, and inefficient logistics networks impede the ability of local manufacturers to produce competitively priced, high-quality goods consistently (Olayemi, 2023). These systemic issues result in higher consumer prices and delayed delivery times, further weakening consumer incentives to support indigenous products. Overcoming these barriers requires a holistic approach involving strict quality enforcement, sustained policy support, investment in branding and marketing, and systemic

industrial reforms. Without addressing these foundational issues, efforts to foster positive consumer behaviour toward Made-in-Nigeria goods will remain constrained.

Suggestions

Consumer behaviour toward Made-in-Nigeria goods plays a crucial role in industrial growth but remains hindered by several barriers. To reverse this trend and accelerate Nigeria's industrial development, strategic interventions are essential. This section outlines critical recommendations based on recent studies.

i. Rebranding and Quality Improvement

Nigerian manufacturers must invest heavily in product rebranding and quality enhancement to change entrenched negative perceptions. Strong brand narratives that emphasize quality, innovation, and cultural pride can shift consumer attitudes (Agwu, 2023). Additionally, adopting global best practices in quality assurance, supported by certifications and regulatory endorsements, can rebuild consumer trust (Adegbile & Okorie, 2022).

ii. Consumer Education and Awareness

Educating consumers about the benefits of supporting indigenous products is vital. Public campaigns emphasizing patriotism, economic impact, and value for money can reshape buying behaviours (Olowokudejo, 2021). Leveraging digital platforms, influencers, and storytelling techniques will further amplify positive messages about Made-in-Nigeria goods.

iii. Policy Support and Regulatory Strengthening

The Nigerian government must implement consistent industrial and trade policies that support local production. Policies incentivizing quality manufacturing, penalizing counterfeiting, and offering tax breaks for local brands can create a more enabling environment (Osabohien et al., 2021).

iv. Future Research Directions

Future studies should adopt empirical approaches, utilizing surveys, experiments, and field studies to assess real-time consumer behaviour patterns. Such data-driven research will provide actionable insights for both academia and industry stakeholders, ensuring that strategies remain adaptive and evidence-based (Olayemi, 2023).

Conclusion

Understanding consumer behaviour toward Made-in-Nigeria goods is crucial for advancing Nigeria's industrial sector. Despite challenges like product quality concerns, counterfeit issues, and foreign brand preferences, strategic interventions such as rebranding, quality improvement, consumer education, and consistent policy support can reshape perceptions. Strengthening local branding and enhancing product offerings will foster greater consumer loyalty, driving economic growth. Furthermore, empirical research is essential for continuously adapting strategies to the dynamic

consumer landscape. By addressing these barriers and implementing the recommended strategies, Nigeria can foster a robust industrial sector that thrives on domestic consumption.

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