

RESEARCH ARTICLE

NATIONALISTIC TENDENCY IN TEXTILE CONSUMPTION AMONG NIGERIANS: AN EXAMINATION OF TEXTILE CONSUMERS IN CENTRAL NIGERIA

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ABSTRACT

This study investigated the influence of consumer nationalistic tendency on consumer decision to purchase. The study hypothesized that in addition to the traditional cultural, social, psychological, and situational factors and the consumer's self-concept and life style that influence consumers' decision processes; the consumer's nationalistic tendency also influences his decision process. In order to measure this factor among Nigerian textile consumers, a simple factorial design was developed. The study was conducted in two phases. Phase one was an experimental study where five pairs of domestic and foreign-made textile products were first presented to the participants to choose based on their preferences for such products. In phase two, the Nationalistic Tendency scale (NATSCALE) was administered to the respondents. Three hundred and seventy two people (234 males and 138 females) participated in the study. Ages of the participants ranged from 18- 51 years with a mean of 35.46 years ($SD = 9.73$). The result revealed a significant influence of nationalistic tendency on the choice preferences and purchase decisions of Nigerian textile consumers ($X^2 = 12.05$, $df = 1$, $P < 0.05$ and $F(1, 8668.30) = 53.09$, $P < 0.05$). Nationalistic tendency or nationalism therefore, is a concept that marketers should be concerned about when establishing marketing strategies in Nigeria.

Key words: Nationalistic tendency, textile consumption, textile consumers, Central Nigeria

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INTRODUCTION

The decision of consumers to choose between foreign-made goods and domestically produced ones has been a problem not only to the developing countries who have limited resources and technology for production; but it is also to those in the developed countries of the world. Understanding how such decisions are made and what factors influence the decision process and its outcomes remains succinctly different from one consumer to another, from culture to culture and from time to time even within the same culture.

Different consumers have always presented different reasons for their choice preferences and purchase decisions. For example, while some are concern with country-of-origin cues in making their consumption decisions, others consider the quality of the products, and others still consider their own nationalistic tendency and indeed, their motivational and emotional satisfaction in making such decisions. For those that are concerned with nationalistic tendency in making their choice preferences and purchase decisions; they reason that it is to prevent local industries from folding up, to retain domestic profit within a country as well as to create employment opportunities for the citizens.

Consumers' nationalistic tendencies according to Shimp, Sharma and Shin (1987); Levin and Jasper (1996) are the ethnocentric views held by consumers in one country towards products from other countries. Levin and Jasper further explained that based on nationalistic feelings such consumers may believe that it is not appropriate, and possibly even immoral to buy products from other countries. Consumer nationalism is rooted in the more general concept of nationalism and more specifically, economic nationalism which is a deep-seated prejudicial belief about one's nation-state (Levin and Jasper, 1996; Njoku, 2004). It is a value that views the home nation as distinctly superior to other nations and therefore, domestic made products as more superior to foreign made products. Consumers with this attitude according to Sharma, Shimp and Shin (1995); Balabanis, Diamantopoulos, Muller and Melewer (2002) and Njoku (2004); will therefore, prefer to consume domestically produced goods to foreign-made products. Such consumers were in this study hypothesized to see imported textile products as inferior to the domestic ones.

Recently, much emphasis has been placed on the investigation of such related terms as consumer ethnocentrism and patriotism in attempt to evaluate citizen's efforts in supporting the domestic economy by favouring domestic products to foreign products (Vida and Dmitrovic, 2001). Consumer nationalism expresses the wish to contribute to economic growth through domestic, political, social and economic welfare. For example, Shimp, *et al* (1987) in their study of consumer nationalism stated that some important characteristics of consumer nationalism include the fact that it results from the love and concern for one's own country and the fear of control of one's country's economy by foreign countries and the effects that imports may have on one's own country.



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This particular study operationally defined consumer nationalistic tendency as the expression of willingness not to purchase foreign textiles or more specifically, is the personal level of prejudices by citizens of a sovereign nation against foreign textile consumption. For consumers with high nationalistic tendency, buying foreign textile products is not only an economic issue but it is also a moral problem. This moral consideration will make Nigerian consumers to purchase domestic textile products even though; the quality may be below the foreign textiles. In this study too like in Levin and Jasper (1996), Nigerian consumers who are overwhelmed with this tendency would see not buying foreign textile products as good, appropriate, desirable, and patriotic; while buying them is inappropriate and undesirable. Njoku (2004) however, assumes that the overall level of consumer nationalism in a social system is the aggregation of individual tendencies who favour the consumption of domestically produced goods or services. Textile consumer nationalism among Nigerians implies a general acceptability of domestically produced textiles to foreign ones.

Over the years, different theories have been proposed by different researchers to explain the factors that influence consumer choice preferences. These include the expectancy theory, the satisficing theory, the elaboration likelihood model and the hierarchy of effects model, among others. Numerous studies have also been conducted on the impact of nationalism on consumer behaviour and consumer decision processes (Huddelton, Good and Stoel, 1999; Nelson, 2000; Njoku, 2004). Due to the influence of nationalism on the consumption pattern of citizens of most countries, foreign auto makers have nurtured it to sell cars in the United States by advertising that they were made by American workers. In a related study, Levin and Jasper (1996) utilized two nationalistic cues – company nationality and percentage of American workers employed in the manufacture of particular brands of hypothetical products to evaluate their citizens' nationalistic tendencies on consumer choice preferences. By using these cues, the researchers were able to achieve a deeper understanding of the influence of nationalistic tendency in the consumption decisions of Americans.

Similarly, Shimp, *et al* (1987) investigated consumer nationalistic tendency among Americans and concluded that nationalism or ethnocentrism is an important construct underlying responsiveness to country-of-origin cues. This nationalistic tendency influence is not limited to only a few countries of the world, but cuts across most national cultures. For example, due to Japanese nationalism, the Xbox-360 an American Microsoft product, received very low patronage in Japanese markets (Japanese Nationalism, 2008). As a mark of extant nationalism, the literature has further shown that consumers in developed countries tend to prefer products from their own country first, and then in other developed countries (Nagashima, 1977; Okechuku, 1994). In light of this, Sakamoto and Allen (2007) noted that post war Japan now expresses its nationalism in terms of economic nationalism (not ultra-nationalism and militarism) which today sought the source of Japan's economic miracles that is mainly exhibited in its unique national culture and characteristics.



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In contrast, other studies however, revealed that the preference for domestic products tend to be weaker among consumers in underdeveloped countries (Okechuku and Onyemah, 1999; Njoku, 2004). Levin and Jasper (1995) for example, reported that Mexicans are crazy for American goods and Matinez (1995) noted that Mexicans exhibit a characteristically poor perception of domestic products with a preference for American and Japanese household electronics above Mexican brands.

In Nigeria, Kalahan, Okechuku and Soyeye (1983), Okechuku and Onyemah (1999) and Njoku (2004) found that Nigerian consumers have a negative image of the “made in Nigeria” label, rating it lower than labels from more economically developed countries. Additional analysis indicates that the superior quality reliability and technological advancement of foreign-made products are the most important correlates of the Nigerian consumers’ likelihood to purchase such products. This is clearly evident in the high imports of various items including clothing textiles and apparels in the AGAO Bilateral Trade Agreement between Nigeria and the United States of America (AGAO, 2007).

Given the state of the Nigerian economy which had suffered tremendous recession over the years, Njoku (2004) suggests that consumers can be forced to retreat to the patronage and consumption of the available domestic alternatives as a result of lack of funds in form of foreign-exchange to import the most cherished foreign substitutes. Njoku further reiterated that Nigeria should launch an “attitudinal crusade” to change the psyche of the Nigerian consumers especially the youths and the elite class from this negative choice preference and over-reliance on foreign-made products including foreign-made textile products. This particular study intended to investigate if Nigerian textile consumers have over the years shifted their choice preferences from foreign-made textiles to domestic-made ones since Njoku’s 2004 attitudinal crusade. In light of this, the following hypotheses were proposed for this study and tested.

- (i) There would be significant differences between the choice preferences and purchase decisions of consumers who consume domestic-made textiles and those who consume foreign-made textiles.
- (ii) Consumers scoring high on a scale of nationalism would perceive that domestic-made textile products are of superior quality to foreign-made textiles.
- (iii) Consumers with high nationalistic tendency would take purchase decisions and choice preferences that would significantly support the domestic textile industry and the domestic economy than they would for foreign-made textiles.



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METHOD

Design

This research was an experimental field study with a simple factorial design. The study utilized one independent and one dependent factor design. The independent variable in the study was the consumer's nationalistic tendency and the dependent variable was participant's decision to purchase either domestic-made or foreign textile products. The independent variable was measured at two levels i.e low nationalistic tendency (LNT) and high nationalistic tendency (HNT), respectively. The design indicates that a participant's tendency would influence him or her to purchase either domestic-made (DM) or foreign-made (FM) textiles.

Research Setting

This research was conducted in three Universities in Central Nigeria namely the University of Jos, Jos, Nasarawa State University Keffi and the University of Abuja Gwagwalada. The reason for the choice of participants from the University community was based on the fact that the University community is a miniature Nigeria where participants cut across different cultural, social, economic and religious backgrounds. Secondly, the University community was likely to have participants who have the kind of consumption tastes and consumption decision characteristics which this research was particularly interested in investigating.

Participants

Three hundred and seventy two (372) participants (234 males and 138 females) all Nigerian-born volunteered to participate in the study. Age ranges of the participants were 18 – 51 years with a mean of 35.46 years (SD 9.73). Prospective participants were selected using the convenience sampling procedure (Coolican, 2009).

The reasons for selecting this sample could be described as follows: Firstly, the University students provide a possibility of homogeneity, which is needed for testing. Secondly, they are educated young people who are assumed to be open-minded and have access to the kind of information that was required in this study. Thirdly, the contemporary University students represent a new generation of Nigerian consumers who emerged since the period of the Austerity Measures and Structural Adjustment Programme (SAP) of the 20th Century Nigeria. Fourthly, the University students represent a group of potential multipliers who can exert significant influences on consumer decision-making and consumer behaviour for textile/apparel products in Nigeria now and in the future. These characteristics which the participants possess in common make the study population to be homogeneous.



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MATERIALS AND INSTRUMENTS

The following materials and instruments were utilized for data collection in the study namely, specimens of domestic and foreign-made textiles and the Nationalistic Tendency Scale (NAT Scale).

The Nationalistic Tendency Scale (NAT Scale)

The NAT Scale is a seventeen-item instrument constructed and validated by Mwantu (2013) mainly to evaluate the nationalistic tendencies of Nigerian textile consumers with regards to their choice of domestic-made or foreign-made textile products. The scale is scored on a 5-point Likert-type scale which ranged from 0 (undecided) to 4 (strongly agree). Its scoring range from 0 - 68; and a score of 0 – 33 indicates low nationalistic tendency (LNT); while score of 34 – 68 indicates high nationalistic tendency (HNT). The NAT Scale has a test-retest reliability coefficient based on standardized items of .76 - .84 and a validity score of $r = .72$, respectively.

Procedure

Data for the study were collected in two phases. Phase one was the experimental process that involved the presentation of different pairs of domestic and foreign-made textile specimens to the participants to choose. To assess the practical choice preferences of the participants, five pairs of domestic and foreign-made textile specimens of varying features and quality were presented to them to choose based on their preferences for such materials. This enabled us to evaluate the choice preferences of the participants and thus further help to assess their nationalistic tendencies.

Being an experimental field research, the process of the experiment commenced with an initial statement that was given to the participants as follows: Assume in each of five different situations that you are making a choice between two textile materials (domestic and foreign). Within each choice pair, are of comparable quality and features. The two differed only in their nationality (Nigerian or Foreign). The experiment was conducted through paired comparisons namely product nationality, paired with product quality and the participants' tendency to choose either domestic-made or foreign textiles.

The participants were then presented with the five pairs of specimens of the textile materials each of them properly labeled as domestic-made or foreign-made with varying qualities and features. Each participant was then asked to make a choice of the specimen in each pair that most appealed to him or her. Doing this enabled a proper assessment of the degree to which Nigerian textile consumers exercise the right to choose the kinds of textile products they so like to choose to wear and indeed, how they go about making their choices. It also enabled the study to assess the participants' nationalistic tendencies while making their choice preferences. The first pair varied product nationality (Nigerian-made textile paired with Foreign-made textile) along with other variables such as low and high quality and the participant's nationalistic tendency. This was done up to the fifth pair. Their responses were then recorded and used as data for this study.



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In phase two of the study, it was hypothesized that in order to further assess the participants' degree of preference for one type of textile product over the other; and to adequately measure their nationalistic tendencies, an attitude scale needed to be administered to the participants. To achieve this, the Nationalistic Tendency Scale (NAT Scale) described above, was administered to the respondents at the end of each experimental session. The responses of the participants were then painstakingly recorded and used as data generated for analysis.

Data Analysis

The data collected for the study were subjected to appropriate statistical analysis to test the hypotheses formulated. The statistical analysis was carried out by means of the SPSS Programme 19.0, Version 2009. Descriptive statistics were used to analyze the socio-demographic variables of the participants such as age, gender, ethnic origin, marital status, employment status and religion. The inferential statistical tests used were the One-way Analysis of Variance (ANOVA) and Chi-square. All the tests assumed a 5% level of significance. The results are presented in the Tables 1 - 5.

RESULTS

Table 1: Demographic Characteristics of Participants

Frequency percentage	Variables frequency percentage	Frequency	Percentage
GENDER	Male	234	62.90
	Female	138	37.10
AGE	18- 30 years	329	88.44
	31-40 years	39	10.48
	41-50 years	3	0 .81
	51 years above	1	0.27
ETHNIC ORIGIN	Hausa/Fulani	77	20.70
	Yoruba	16	4.30
	Igbo	33	9.00
	Others	246	66.00
RELIGION	Christianity	293	78.76
	Islam	77	20.70
	ATR	2	0.54
MARITAL STATUS	Single	84.40	314
	Married	55	14.80
	Divorce	3	0.80
EMPLOYMENT STATUS	Employed	34	9.14
	Not Employed	338	90.86



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Table 1 shows that 234 (62.90%) males and 138 (37.10%) females participated in the study. The table also showed that 329 (88.4%) of the participants were young adults who fall within the age range of 18-30 years. This was followed by other age groups 31-40 years 39 (10.5%); 41-50 years 3 (0.8%) and 51 years and above 1 (0.27%), respectively. The ethnic origin of the participants indicated that 77 (20.70%) of them were Hausa/Fulani, 16 (4.30%) were Yoruba, 33 (9.00%) were Igbo, while 246 (66.00%) of them were made up of the remaining minor ethnic nationalities in Nigeria. The table further indicated that 293 (78.76%) of the participants were Christians, while 77 (20.70%) were Muslims and 2 (0.54%) were African Traditional Religious (ATR) worshipers. The table also revealed that 314 (84.40%) of the participants were single while 55 (14.80%) of them were married and 3 (0.80%) had divorced their marriages as at the time of data collection. The employment statuses of the participants also revealed that 34 (9.14%) of them were employed while 338 (90.86%) were not employed.

The data generated were further analyzed using descriptive statistics of percentage, mean and standard deviation; as well as the Chi-square statistic and Analysis of Variance (ANOVA). The analysis of variance (ANOVA) shows the result presented on Table 2.

Table2: ANOVA table showing differences in the purchase decisions of respondents for domestic and foreign-made textiles

Source	Type III Sum of Squares	Df	Means	F	Significance
Corrected Model	81939.595	1	81939.595	209.074	.000
Interception	6720598.391	1	6720598.391	17148.066	.000
Country of Make	81939.595	1	81939.595	209.074	.000
Error	145008.857	370	391.916		
Total	7013130.000	372			
Corrected Total	226948.452	371			

The result of the analysis on Table 2 indicates that there is a significant difference between the choice preferences and purchase decisions of participants who consume domestic-made and foreign-made textile products $F(1, 370) = 209.074$, $P < 0.05$. The result was statistically significant in favour of domestic-made textiles.

The result of the analysis revealed that participants had high purchase decision for domestic-made clothing textiles than foreign-made clothing textiles.



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Table 3: Showing influence of nationalistic tendency on the choice preferences of participants for domestic and foreign-made textiles

Variable	Product Cue	(Quality)	Total
Nationalistic tendency	Low quality	High quality	
Low NT (LNT) Country of Make Foreign Made	36	86	122
Domestic-Made	9	51	60
Total	45	137	182
High NT (HNT) country of make Foreign Made	19	38	57
domestic-made	16	117	133
Total	35	155	19

Table 3 revealed that participants who scored low on nationalism had low patronage for domestic-made textile products making them to select only 51 domestic-made textiles. The table also showed that participants who were categorized as having high nationalistic tendency (HNT) were more responsive to the choice of domestic-made textile products leading them to select 117 domestic-made textile specimens. Further analysis using the Chi-square produced the result that is presented in Table 4.

Table 4: Chi-square test showing purchase decisions of respondents with low and high Nationalistic tendency

Nationalistic tendency	Value	Df	Assump sig 2- sided	Exact sig 2- sided	Exact sig 1- sided
Low NT (LNT) Pearson Chi Square	4.549 ^b	1	.03		
Continuity Correction	3.802	1	.051		
Likelihood Ratio	4.839	1	.028		
Fisher's Exact Test		1		.044	.023
Linear-by-Linear Association		1	.033		
N of Valid Cases	182	1	.044		
High NT(HNT) Pearson Chi Square	12.050 ^c	1	.001		
Continuity Correction	10.674	1	.001		
Likelihood Ratio	11.209	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	11.986				
N of Valid Cases	190		.001		



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Results on Table 4 indicate that participants who scored high on a scale of nationalism did significantly perceive that domestic-made textile products are of superior quality to the foreign-made textiles ($X^2 = 12.05$, $df = 1$, $P < 0.05$) compared to the low nationalism group whose choice preferences favoured foreign-made textile products ($X^2 = 4.55$, $df = 1$, $P < 0.05$).

Table5: ANOVA table showing the influence of nationalistic tendency on respondents' purchase decisions.

Source	Type III sum of squares	Df	Means	F	Sig level	Partial error
Corrected Model	167554.288	7	23936.326	146.695	.000	0.738
Interception	1417312.393	1	1417312.393	8686.069	.000	0.97
Country of Make	8668.293	1	8668.293	53.093	.000	0.127

The result on Table 5 showed significant influence of nationalistic tendency on the respondents' choice preferences and purchase decisions which favoured the domestic-made textile products and the domestic industry more than foreign-made textile products $F(1, 8668.293) = 53.09$, $P < 0.05$. The result revealed that the respondents' choice preferences and purchase decisions lent support to the domestic textile industry and the domestic economy in general.

DISCUSSION

This study experimentally examined the influence of nationalistic tendency on decision to purchase clothing textiles among Nigerian student consumers. Previous studies (Njoku, 2004; Okechuku and Onyemah, 1999) have found that Nigerian consumers use a wide range of criteria when making decision about their purchases. Clothing textile consumers in particular have always used different sources of information at different stages of their decision-making. In measuring the effectiveness of the decision process in this particular study, the consumer's nationalistic tendency was examined.

Three hypotheses were tested and all were accepted. The first hypothesis stated that there would be significant differences in the purchase decisions of participants who consume domestic-made and foreign-made textiles. This hypothesis was supported as the result of the analysis indicated that there was a significant difference in the purchase decisions of the participants who consume domestic-made and foreign-made textiles in favour of domestic-made textiles ($F(1,370) = 209.07$, $P < 0.05$).

This result concurs with Frank (2004) who concluded that American consumers prefer American-made goods to foreign-made goods. Okechuku (1994) further found that American, Canadian and Dutch consumers showed preferences for goods produced in their own countries first followed by brands in other developed countries and lastly brands produced in less developed countries like Mexico and South Korea.



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The result however contradicts Kalahan, Okechuku and Soyeye (1983); Okechuku and Onyemah (1999); Vida and Dmitrovic (2001) and Njoku (2004) whose studies revealed that the preference for domestic products tend to be weaker among consumers in developing countries. For example, Kalahan *et al* (1983); Okechuku and Onyemah (1999) and Njoku (2004) all found that Nigerian consumers have negative perception of the “made in Nigeria” label rating it lower than labels from more economically developed countries. Reasons for the Nigerian consumers’ choice of foreign products in those studies were related to the superior quality reliability, technological advancement and availability of the foreign-made products that led to the Nigerian consumers’ likelihood to prefer and indeed, purchase them.

Previous studies in this area have demonstrated that nationalistic tendency plays an important role in consumer choice preferences especially among consumers in more developed countries. In line with this, it was confirmed in this study that there was indeed a significant influence of nationalistic tendency on the purchase decisions of the respondents. The analysis allowed an assessment of the independent effect of consumer nationalistic tendency on the Nigerian consumer’s decision to purchase domestic-made or foreign clothing textiles and compare the effect on individuals differing in nationalism or ethnocentrism.

The second hypothesis stated that participants scoring high on a scale of nationalism would perceive that domestic-made textile products are of superior quality to foreign-made textiles. This hypothesis was indeed supported as the result of the analysis revealed that more respondents in the study preferentially selected the specimens based on their quality and especially the quality of the domestic-made products. In line with this quality consideration, the respondents’ choice preferences in this study supports previous studies (eg James and Eroglu, 1990; Ozretic-Dozen, 2006; Retief and DeKlerk, 2003) who all found that based on the quality of their products, consumers in developed economies prefer goods produced in their own countries, then goods from other developed countries more than goods produced in less developed countries of the world.

The Brunskin’s Report (1985) in a related study further demonstrated support for the findings of this particular study by reporting that due to the influence of nationalistic tendency and quality perception of domestic-made goods, American consumers prefer goods made in their country more than those made from foreign countries. Okechuku (1994) also found that American, Canadian, and Dutch consumers show preferences for goods produced in their own countries first, followed by brands from other developed countries and lastly brands produced in less developed countries like Mexico and South Korea, respectively. This is mainly due to the belief and perception of the consumers that goods produced in their home countries have superior quality reliability and more technological advancement than those made in developing countries. With evidences from these studies, it is not surprising that the respondents in this study had to preferentially select more of the domestic-made clothing textiles than the foreign-made alternatives; which might be presumed to have significantly improved over the years. More so, perhaps because of their high nationalistic



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tendency as reflected in their choice preferences of domestic-made textile products over the foreign –made textile products.

However, in contrast with the findings of this study, other studies (Vida and Dmitrovic, 2001; Watson and Wright, 2000) revealed that the preference for domestic-made products tend to be weaker among consumers in less developed countries. Vida and Dmitrovic for example reported that Mexicans are crazy for American goods; while James and Eroglu (1990) similarly reported that Mexicans exhibit a characteristically poor perception of domestic-made products with high preferences for American and Japanese household electronics above the Mexican brands. This is due to the fact that Mexican consumers are enticed by the COO cue and indeed, perceived quality of the American and Japanese electronics compared to the home-made Mexican electronics. This indicates that Mexican consumers have low nationalistic tendency with regards to the consumption of goods made in Mexico. This should have also been the case with the respondents in this particular study since they are also from a developing economy.

In Nigeria, other studies (eg Kalahan, Okechuku and Soyeye, 1983; Njoku, 2004; Okechuku and Onyemah, 1999) had earlier confirmed that Nigerian consumers have a negative perception of the made in Nigeria label rating it lower than goods made in the developed countries of the world. This according to them is due to the strong quality reliability and high technological advancement of the foreign-made products. Nigerian consumers before now have had low nationalistic tendency concerning goods made in Nigeria including textile clothing products. With the result of the present study, this tendency seemed to have changed drastically over the years in favour of domestic products including domestic made textile products.

The third hypothesis which states that consumers with high nationalistic tendency would take purchase decisions and choice preferences that would significantly support the domestic textile industry and the domestic economy was also supported. The findings revealed that this hypothesis was supported. The study had guessed that participants scoring high on a scale of nationalism would likely take purchase decisions that will significantly support the domestic textile industry than they would for foreign-made textiles and the global economy. It was found that participants who had high nationalistic tendency selected domestic-made clothing textiles but significantly paid greater attention to the quality cue in making their choice preferences.

By lending greater support to the choice of domestic-made textiles, the study believes that the respondents might have perhaps considered surrogate indicators of quality such as the price of the domestic products more than the intrinsic qualities of the products while making their choice preferences. As a mark of extant support for the domestic economy, three elements which summed up to indicate the consumer's nationalistic tendency namely employ Nigerians, Nigerian economy and Nigerian-made (support Nigeria) all featured in the choice preferences of the participants. These indicate an exhibition of nationalism in their choice preferences and purchase decisions.



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The result of this study supports the findings of previous studies such as Levin and Jasper (1996), Watson and Wright (2000) who all concluded that due to high nationalistic tendency, American consumers prefer to consume goods made in their own country more than goods made in other countries of the world. The study also lent support to the works of Sakamoto and Allen (2007) and Japanese Nationalism (2008) who reported that due to Japanese nationalism, the Xbox- 360 an American Microsoft product received very low patronage in Japanese markets. That study further reported that, due to the nationalistic or ethnocentric tendencies of Americans, America is unique among all nations, is noteworthy for the special arrogance and complete disregard it has for cultures and viewpoints, religious, political and game-related issues which are not its own (Japanese Nationalism, 2008).

CONCLUSION

In this research, an attempt was made to experimentally assess the influence of consumer nationalistic tendency on the Nigerian student consumers' decision to purchase domestic-made or foreign-made clothing textile products. It was concluded that in addition to the traditional cultural, social, psychological, and situational factors and the consumer's self-concept and life-style that influence consumers' decisions; the consumer's nationalistic tendency also have significant influence on the Nigerian consumer's decision to purchase clothing textile products in particular and other goods in general. Three elements which summed up to indicate the consumer's nationalistic tendency namely employ Nigerians, Nigerian economy and Nigerian-made (support Nigeria) all featured in the choice preferences of the participants. These indicate an exhibition of nationalistic tendency or nationalism in their choice preferences and purchase decisions. Nationalistic tendency or nationalism therefore, is a concept that marketers should be concerned about when establishing marketing strategies in Nigeria.

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