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Consumer ethnocentrism and the purchase decision of electrical wires and cables

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Consumer ethnocentrism has been an important subject in the field of consumer behavior for several decades, and has serious implications for the implementation of appropriate marketing strategies on the global stage. Consumer ethnocentrism is also a meaningful concept in contemporary business world because of its effects on consumer behavior, the domestic economy, and international trade in goods and services, as many economies are grappling with rising inflation, balance of payment deficits, exchange rate devaluations and dwindling external reserves. Therefore, the purpose of the study is to ascertain the effects of consumer ethnocentric tendency, perceived value and socio-psychological factors on domestic electrical wires and cables purchase decision in Nigeria. Data were drawn from a cross section of 403 owners of residential and office buildings from six cities in Delta and Edo States, Nigeria. Analysis of data generated is based on descriptive and inferential statistics, including ANOVA and regression. The results show that consumer ethnocentric tendency, educational level, income, patriotism, nationalism, individualism, economic development factors and perceived product value exert positive and significant effects on the buying decisions of domestic goods, while the influence of political antecedent is negative. The dominant effect of perceived product value is an indicator of the need for domestic producers to sustain the higher value judgement placed on their goods vis-à-vis imports. The significant impact of consumer ethnocentric tendency on consumers' buying decision of locally-made electrical wires and cables, underscores the need for domestic manufacturers to implement consumer ethnocentrism into their strategic marketing plans to muster a competitive edge over foreign brands.

Keywords: consumer ethnocentrism; socio-psychological factors; home goods purchase decision; electrical wires and cables; Nigeria

JEL: D12, M30, M31

Этноцентризм потребителей и решение о покупке электрических проводов и кабелей

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Этноцентризм потребителей – актуальная в последние десятилетия тема из области потребительского поведения. Концепция потребительского этноцентризма важна как для отдельных стран, так и для всей мировой экономики. Её значимость для современного делового мира объясняется влиянием этноцентризма на поведение потребителей, внутреннюю экономику и международную торговлю товарами и услугами, поскольку многие страны сталкиваются с инфляцией, дефицитом платежного баланса, снижением курса национальной валюты и сокращением внешних резервов. Цель исследования – выяснить влияние тенденции к этноцентризму, воспринимаемой ценности продукта и социально-психологических факторов на принятие решения о покупке электрических проводов и кабелей отечественного производства в Нигерии. Эмпирическим материалом стали пространственные данные 403 владельцев жилых и офисных зданий из шести городов в штатах Дельта и Эдо, Нигерия. Анализ данных основан на описательной статистике, выводной статистике, включая дисперсионный анализ и регрессию. Результаты показывают, что тенденция потребителей к этноцентризму, уровень образования, доход, патриотические и националистические чувства, индивидуализм, факторы, связанные с экономическим развитием, а также воспринимаемая ценность продукта оказывают положительное и значимое влияние на решение о покупке отечественных товаров, в то время как влияние политического наследия отрицательно. Преобладающее воздействие воспринимаемой ценности продукта указывает на необходимость для отечественных производителей поддерживать у покупателей более высокое оценочное суждение о своей продукции в сравнении с импортными товарами. Значительное влияние тенденции потребителей к этноцентризму на принятие решения о покупке электрических проводов и кабелей отечественного производства подчеркивает необходимость для отечественных производителей учитывать этот фактор в своих стратегических маркетинговых планах для создания конкурентного преимущества перед иностранными брендами.

Ключевые слова: этноцентризм потребителей; социально-психологические факторы; отечественные товары; решение о покупке; электрические провода и кабели; Нигерия

Introduction

The rapid advances in information and communication technology in this era of trade openness canvassed across the globe, has presented tremendous opportunities for multinational corporations and marketing agencies to explore in foreign markets. Although consumers in some nations have shown biased attitudes towards products manufactured in their home countries due likely to their nationalistic tendencies, many consumers are dogmatic when it comes to choosing products they consume irrespective of their country of origin (COO). While globalization of businesses is beneficial to producers and consumers around the

world, inequity in technology and resource endowment among developing countries and developed nations is a major cause of concern in the developing world that will continue to instigate protectionism by way of consumers' ethnocentrism (CE).

Economic and Trade liberalization has led to fierce competition between indigenous and multinational corporations in both domestic and foreign markets. Due to advancement in communication technology, a great variety of foreign brands are made more readily available in markets thereby exposing buyers to a great variety of products choice. Thus, marketers need to understand consumers' attitudes and their preferences while choosing among locally manufactured products and foreign goods. The rapid expansion in trade liberalization has led to dumping of foreign goods, especially from Asia into the Nigerian market thereby hampering marketing of domestic products, with deleterious impact on the manufacturing sector of the Nigerian economy.

The CE literature is replete with reports of how consumers from developed countries rate products from their own country higher than those from developing nations. However, empirical evidence from some developing countries including Nigeria suggests that consumers in less developed nations are fond of rating products from advanced economies better than home-made goods. For instance, many consumers in Nigeria adjudged most domestically produced goods are inferior to foreign products (Okechuku and Onyemah, 1999). In recent times, however, Nigerian consumers have been seen to patronize some locally manufactured products such as electrical wires and cables, clothes, shoes and bags, plastic products and buildings materials to mention a few. Nevertheless, it cannot be ascertained whether such shift in purchase behavior is attributable to the superior quality of these goods, or a moral obligation to purchase domestic goods. Although appreciable growth has been recorded in the commercial and residential real estate sector of the Nigerian economy in recent times, the thrust of this study is on private owners of office and residential buildings in the location of the study. In Delta State and Edo State, Nigeria, a great proportion of real estate development is undertaken by private individuals unlike developed countries where real estate firms dominate the sector. Thus, private property owners procure all the construction materials, including electrical wires and cables for their housing development based on professional advice of electrical engineers and technicians, that work for them. Several research works have been carried out on the effect of CE tendency on consumption of domestic and foreign goods in both developed and developing countries, but such studies in Nigeria are scarce. This study seeks to investigate the influence of CE tendency, socio-economic factors, and socio-psychological antecedents on consumer purchase decision of domestically manufactured goods in Nigeria. Research questions we address are: what is the level of CE tendency among consumers of domestic electrical wires and cables; what is the extent to which CE tendency and socio-psychological factors affect purchase decision; to what extent do perceived product value, political antecedent and economic development factors influence consumer purchase decision? Do demographic factors influence consumer purchase decision of home-made products? Thus, the specific aims are: to ascertain the level of CE tendency among customers of made-in-Nigeria wires and cables; to examine the effects of CE tendency and socio-psychological variables, perceived product value, political antecedent and economic development factors on purchase decision; and to ascertain whether CE tendency significantly differs among demographic variables.

Literature Review

Concept of consumer ethnocentrism (CE) and social identity theory

Consumer ethnocentrism is a socio-cultural dimension that impacts consumer attitudes toward products and brands. Bizumic (2019: 748), defined ethnocentrism "as ethnic group self-centeredness and self-importance, in which the main role is to ensure ethnic group strength and survival, and it plays a substantial but mainly indirect role via nationalism, in consumer ethnocentrism". Therefore, the fundamental tenets of CE are the preference for domestic goods and services because of bias towards one's own nation, the preservation of the national economy, and the promotion of employment, which has an ethical component because it is considered unpatriotic, to buy imported goods (Zdravković and Gašević, 2022). One most important driver of CE is patriotism, which Sharma et al. (1995: 28) defined as "love for or devotion to one's country". Even when domestic goods perform worse technically and in terms of quality than imported goods, ethnocentric customers will nevertheless purchase them; this phenomenon may be due to dogmatism even in the absence of rational justifications (Shankarmahesh, 2006). Furthermore, consumers that adhere to conservative values and respect social institutions, traditions, customs, and behavioral standards could be more ethnocentric.

The concept of ethnocentrism was first developed and investigated by Sumner (1906) in his pioneering book, cited by Shimp and Sharma (1987). Since then, CE has been applied in disciplines such as political science, political psychology, and more recently international consumer behavior. According to Sumner (1906), ethnocentrism is the term used to describe a perspective where a person's own group is seen as the centre of everything and all other groups are compared and contrasted with it. Ethnocentrism thus leads the individual to exaggerate and intensify what is peculiar and differentiates the in-group (home country) from the out-group (foreign country) as a tool to strengthen the in-group. Sumner (1906) applied a two-dimensional structure to the concept of ethnocentrism; in one dimension it is the unfavorable attitude towards the out-group accompanied by the dimension of favorable attitudes towards the in-group. Researchers are still interested in Sumner's definition and method, which is often utilized as a starting point for attempts to further knowledge of the idea. The fundamental tenet of Sumner's ethnocentrism thesis is the inextricable connection between in-group favorability and out-group prejudice, a concept that sparked a great deal of discussion afterwards. Treating ethnocentrism as a syndrome implies that in-group favoritism and out-group prejudice are inseparable. The others-groups, or out-groups, are seen as inferior, whereas the we-group, or ingroup, is defined by sentiments of pride and superiority (Strehlau et al., 2012). The consequences of the bias from ethnocentric beliefs range from forming and maintaining positive stereotypes for the in-group and negative ones towards the out-group, in order to create a belief of superiority of the in-group over the out-group.

Economic nationalism is an ideological concept that influences the economy through protectionist policies. This style of government intervention is seen as a way to ensure the competitiveness of the national economy by shielding it against foreign competition (Nakano, 2004). It could also be viewed as a measure used by governments to dictate the pace of development of the national economy by protecting the local economy through the imposition of tariffs, non-tariff barriers, quotas and other restrictions to protect domestic firms. When the aforementioned measures are applied, it becomes very costly for foreign commodities to enter the national markets and compete with domestic producers. In all its ramification, economic nationalism is a deliberate policy of economic protectionism which is against the tenets of economic liberalization and free trade across the world. It should be noted that the implementation of protectionist policies by one country could lead to retaliatory measures by other trading partners, and if left unchecked could lead to trade wars.

Economic patriotism is the desire to manipulate market outcomes to favor the position of specific actors, especially domestic producing firms, in an economy. It is a situation in which economic decisions are made that aim to discriminate in favor of specific social groups, firms, or sectors understood by the decision-makers as insiders due to their political affiliation. Unlike economic nationalism which exhibits outright discrimination against multinational corporations in certain sectors of the home economy, economic patriotism is a form of parochial protectionism which could be implemented through government regulatory mechanism of the economy (Clift and Woll, 2012).

Economic development encompasses technological, structural and organizational changes in the economy that contribute to resource utilization and products development and consumption. It entails a process of continuous economic growth in all sectors of the domestic economy. However, improvement in economic development entails both the effective utilization of the latest technology and the overall human capital development. Thus, entrepreneurship plays a significant role in the growth and development process by generating employment, poverty reduction, and enhancing income opportunities among small and medium-scale enterprises (SMEs). Thus, there appears to be a strong link between the growth and development of SMEs on the one hand, and the production and demand for domestic consumer products, with increasing levels of consumer ethnocentrism, on the other hand; a situation which has led to reduction in foreign trade deficit, increase in the GDP, and reduction in the level of unemployment rate in Bosnia and Herzegovina (Nanić and Palić, 2017; Bešlagić and Bešlagić, 2023). Continued patronage by consumers of domestic products will in no doubt stimulate the domestic economy through expansion of aggregate demand thereby stimulating further investment. However, among product classes where there are no local alternatives, partnership between domestic companies and foreign investors should be encouraged by the implementation of appropriate investment policies to attract foreign direct investment in the home economies.

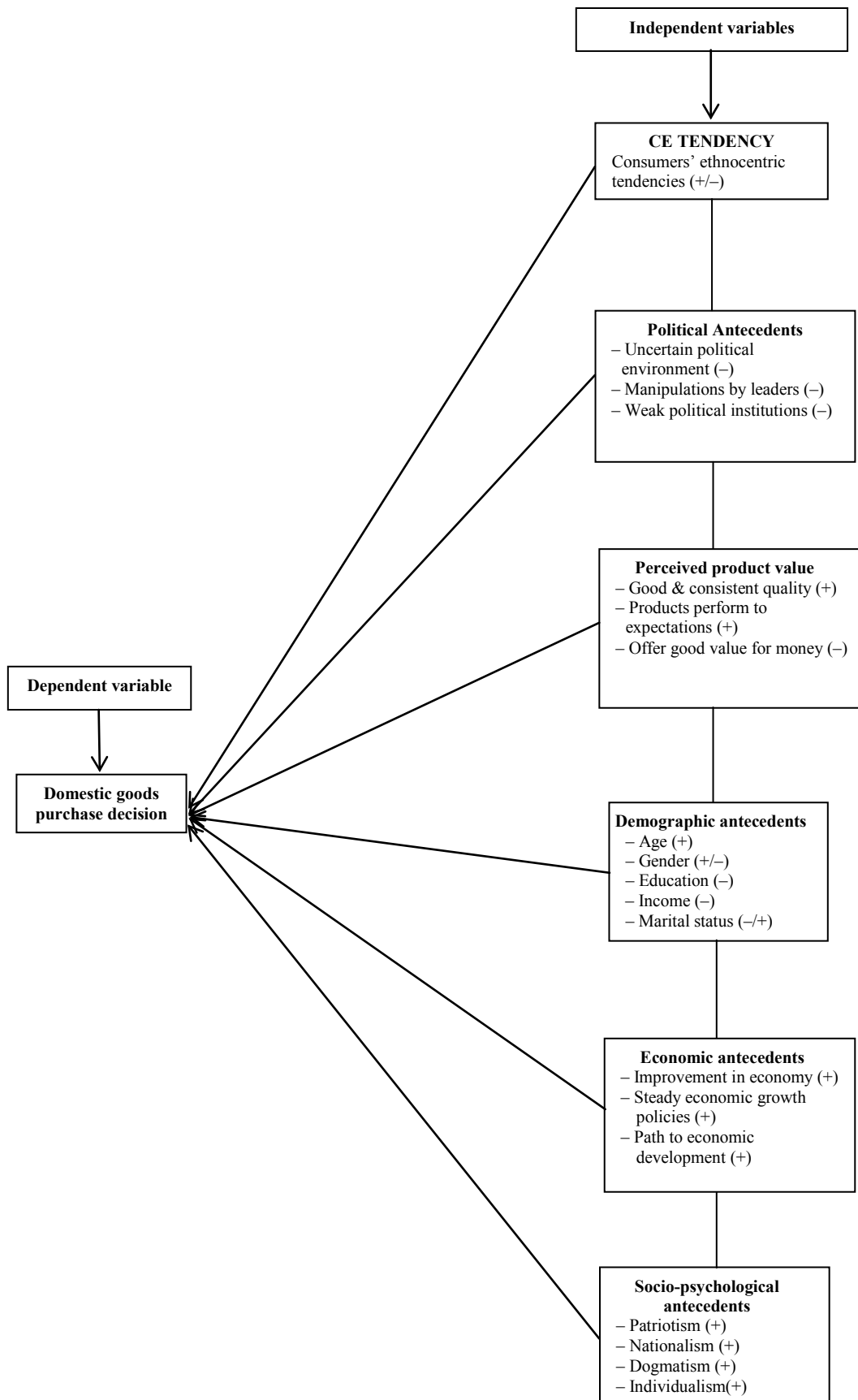


Fig.1. Conceptual model

Source: Authors' construction; modified from Javalgi et al. (2005) and Shankarmahesh (2006)

Social identity theory

Social identity theory (SIT) is the theoretical foundation for the concept of CE. Henri Tajfel introduced SIT in the early 1970's as "a social psychological analysis of the role of self-conception in-group membership, group processes, and intergroup relations" (Hogg and Reid, 2006). SIT is based on an individual's desire to distinguish his/her group from other groups. Furthermore, it encourages the development and maintenance of an individual's social identity, which is a part of a person's self-concept that emanates from being a member of a social group (or groups) due to the value and the emotional significance attached to the group membership (Tajfel, 1981). According to Turner (2010), a social group refers to two or more individuals who share a common social identification of themselves or perceive themselves to be members of the same social group. Therefore, nation states which comprised of a number of social groups based on nationality, cultural affiliation, ethnicity and religious inclinations, are common reference groups in the marketing literature, which people can exhibit CE (Zeugner-Roth et al., 2015). In consonance with SIT, individuals' perceptions of their belongingness to an in-group can thus affect their consumption behavior with regards to what they buy and where they buy. Therefore, consumers purchase behaviors as regards their ethnocentric inclinations are in consonance with the SIT (Forehand et al., 2002).

Conceptual models of CE

Several conceptual frameworks have been developed by researchers while studying CE, its causes and consequences (Sharma, et al., 1995; Javalgi et al., 2005; Shankarmahesh, 2006). Based on the works by the aforementioned researchers, an appropriate model has been modified and adapted for the study (Figure 1). It is hinged on determining CE tendency of the sampled population, based on a modified 10-item CETSCALE of Shimp and Sharma (1987, Table 1).

Table 1

The modified 10-item CETSCALE

Item statements
1. Imported items should be limited to products not made in Nigeria
2. Domestic goods should be first and foremost
3. Buying imported goods is anti-Nigeria
4. Buying foreign goods make our people lose their jobs
5. A patriotic Nigerian should consider and purchase Nigerian products at all times
6. Nigerians should buy goods made-in-Nigeria than let other nations rip them off
7. Nigerians should avoid imported goods as it causes unemployment, and is bad for our economy
8. I will always buy Nigerian goods, though it may cost me more, ultimately
9. It is only those goods that are not made in Nigeria, that Nigerians should buy from other countries
10. Nigerian consumers who buy imported goods are accountable for unemployment of fellow Nigerians

Note: Response format is 5-point Likert-type scale (strongly disagree =1, strongly agree = 5). Range of scores is from 10 to 50.

Source: Modified from Shimp, T.A. and Sharma, S. (1987)

Statement of Research Hypotheses

- H₁: Perceived product value has significant effects on buying decision of domestic goods.
- H₂: The impact of CE tendency on home-made products purchase decision is significant.
- H₃: Socio-psychological antecedents significantly affect purchase decision.
- H₄: Political antecedents negatively influence domestic goods buying decision.
- H₅: Economic development factors affect decision to buy domestic products.
- H₆: Demographic variables significantly affect purchase decision of electric wires and cables.

Empirical review on CE and consumer buying decision

The seminal work by Balabanis et al. (2001) investigated the effects of patriotism, nationalism, and internationalism on consumers' ethnocentric tendencies of consumers in Turkey and Czech Republic. Data for

the study were drawn from 303 Turkish and 480 Czech consumers respectively with the aid of questionnaire administered to respondents using mall intercept survey technique in three cities in Turkey and Prague, the Czech capital. The research instrument was translated into Czech and Turkish language by native speakers and later back-translated into English before it was pre-tested on a sample of ten respondents from each country. The results indicate that the effects of patriotism, nationalism and internationalism, as well as demographic factors on consumer ethnocentrism are fundamentally different in the two countries. While age, gender and income exhibited significant influence on CE in Turkey, only income significantly affected CE in the Czech Republic, but was positive, implying that the higher the level of income, the more ethnocentric the consumer is likely to be. Furthermore, three constructs did not exert consistent influence on CE in both samples; patriotism had positive effects only in Turkey while the impact of nationalism was felt only in the Czech sample. Internationalism had no influence in the study. The authors posited that variation in CE tendency among consumers in different countries may be due to historical and institutional differences that have “resulted in different socially-constructed views of reality” (Balabanis et al., 2001: 169).

In a study on “Product patriotism: How consumption practices make and maintain national identity”, Spielmann et al. (2020) used a combination of questionnaire and interview schedules, to obtain data from 15 French wine consumers to develop a theory of product patriotism. The authors defined product patriotism as a person’s way of expressing his or her national identification through the purchase of one or more iconic national products. However, rather than being exhibited across national boundaries, product patriotism is the manifestation of a person’s fluid and dynamic national identity as it is represented through purchasing habits that set them apart from compatriots within a country. Thus, product patriotism differs from patriotism, which is characterized as a love and pride for one’s group based on a more critical evaluation of one’s group and out-groups. But pride in one’s nation products does not imply an unfavorable evaluation of other countries’ goods and services (Meuleman et al., 2013). According to the authors, consumption behaviors either create or enact national identities, while national identities are shaped by consumption behaviors. Therefore, they proposed a unique structure for the marketing of nationally symbolic items, especially for domestic companies that offer high symbolic value products.

Guo and Bunchapattanasakda (2020) analyzed the effect of CE tendency on intention to purchase electric vehicles in Henan, China. Data were collected from 422 electric car owners with a semi-structured questionnaire, and analyzed by ANOVA and correlation coefficient. The results revealed that CE tendency has a positive and significant association with the intention to purchase domestic electric cars, and significant negative correlation with foreign electric car purchase intention. The authors suggested that local car manufacturers should leverage on the degree of ethnocentrism of consumers to compete with foreign brands.

The influence of consumers’ innovativeness and ethnocentrism on the intentions to purchase Turkish electric vehicles was studied by Yildirim and Ozdemir (2021) in Afyonkarahisar, Turkey. Data were collected through face-to-face survey method and convenience sampling technique from 303 customers in two major shopping malls with interview forms. The outcome of regression analysis revealed that functional innovativeness and CE tendency are positively related to consumers’ intention to purchase the electric vehicles. The authors affirm that “because ethnocentric consumers have intention to purchase domestic electric vehicle, marketers should develop a marketing strategy to target this group since they are likely early adopters of the Turkish electric vehicle» (Yildirim and Ozdemir, 2021: 130).

In a study in Nigeria, Inoni et al. (2021) examined the influence of CE tendency and demographic factors on consumers’ purchase decision of shoes and bags. Descriptive and cross-sectional survey designs were adopted in the study. The study employed stratified and simple random sampling techniques to select 391 consumers of shoes and bags from six major cities in Delta State, Nigeria. Data were analyzed by frequency distribution, multiple regression and ANOVA. Multiple regression results revealed that income had a negative effect on domestic goods purchase decision, while CE tendency and educational status exerted a positive and significant impact. The results showed that men, older people, individuals with higher educational level, and those with higher incomes had higher levels of CE tendency towards the purchase of domestic products. The authors posited that domestic producers should consider CE in their strategic marketing plans to maintain a competitive edge over international competitors.

Using survey data from 288 attendees at New Energy Auto Show Exhibition, Shanghai China in June, 2021, Wang et al. (2022) examined the influence of CE on the purchase intention towards domestic electric vehicle (EV) selection. Data were collected using convenience sampling with the mall intercept method while proposed hypotheses were tested with SEM using AMOS. The results indicate that CE positively influenced consumers’ attitude and intention to buy domestic electric vehicles. The

authors posited that CE is implicated as an important driving force than other predictors, in explaining the relationship between CE and domestic EV purchase decision.

Alam et al. (2022) conducted a study on CE and buying intentions toward locally produced household electronic goods in Bangladesh. Data obtained from 172 consumers were analyzed using ANOVA and t-test. The results revealed that there is variation in CE tendency with respect to gender and income level. Furthermore, demographic attributes such as occupation, education level and age also play pivotal role in CE tendency. Therefore, the authors advised marketing managers of locally manufactured products to take advantage of the prevailing levels of CE tendency by finding significant mediators, and intensify the marketing of domestic electronic products.

Internationalization of businesses across the globe is drastically increasing due to globalization. It is therefore imperative for businesses that want to thrive in international markets to adopt appropriate marketing strategies to enhance their competitive edge. Zdravković and Gašević (2022) ascertained the impact of drivers of CE, cosmopolitanism and cultural intelligence on consumers' attitude and their loyalty to product brands in the Republic of Serbia. Data collected were evaluated by means of a 7-point Likert scale from 305 respondents comprising of 147 women and 158 men that were segmented on the basis demographic characteristics. They reported that CE has an inverse and significant effect on customers' attitudes toward foreign brands, but cultural intelligence and cosmopolitanism exerted positive impact, thus implying foreign brands' loyalty by consumers.

Methodology

The construct statements for the research instrument were adapted from Shimp and Sharma (1987), Javalgi et al. (2005) and Shankarmahesh (2006), and re-worded for application in our study. The questionnaire for data collection is composed of sections A, B, C, D, E, F and G (Appendix A). Section "A" is focused on the demographic features such as age, gender, marital status, number of persons per household, levels of education, income and status of employment of consumers (7 questions); sections B, C, D, E, F address socio-psychological factors, perceived product value, economic and political antecedents and CE (39 questions); while section G deals with purchase decision (5 questions). Respondents marked their perceived responses in B to G on a 5-point scale of strongly disagree (1) to strongly agree (5). Samples were drawn with proportional allocation to size, using stratified and convenience sampling techniques. Sample size determination used Krejcie and Morgan (1970) formula for infinite population:

$$n = \frac{Z^2 P(1-P)}{M^2}, \quad (1)$$

where: n – sample size for infinite population; Z – Z value (e.g., 1.96 for 95% confidence level); P – population proportion (50%) (expressed as decimal, 0.5); M – margin of error at 5% (0.05).

Four hundred and fifty (450) copies of the questionnaire were administered to a cross-section of owners of residential and office buildings in 6 most populous cities in Delta State (Sapele, Ughelli, Warri) and Edo State (Auchi, Benin City, Uromi) Nigeria, out of which 415 were returned, but statistical analysis was based only on 403, as 12 were discarded for inadequate information. Descriptive and inferential statistics were used for data analysis; multiple regression was employed to examine the influence of CE tendency and socio-psychological factors on consumers' buying decision of electrical wires and cables, while ANOVA was used to determine whether there are significant differences in CE tendency due to demographic factors. IBM SPSS Statistics, Version 25 was used to analyze the data generated. The survey was conducted between 10th May, 2023 and 30th September, 2023.

Results and Discussion

Respondent's socio-demographic profile

The demographic characteristics of owners of residential and office buildings in cities in Delta and Edo States indicate that males are 77.4% while female are 22.6% (Table 2). Also, 64.5% of the sampled elements are between 32 to 53 years old, among the active labor force, and an average age of 52 years. The educational status of building owners is high, as 63.5% of them acquired tertiary education. The mean household size is 6 persons per

household, though majority of building owners (61.8%) live in homes of more than 5 persons. Public and private employees made up 48.4% of the sample, while the balance comes from self-employed persons. Low-income earners constituted 55.1% of the sample while 60% of respondents are married. Skewness and kurtosis values ranged from -0.695 to -0.343 and, -0.389 to 0.223, respectively, showing that the variables are normally distributed. The rule of thumb is that variables are normally distributed when their values ranged between -1 and +1 (Table 3). According to Hair et al. (2018), Cronbach's coefficient alpha was used to determine the reliability and internal consistency of constructs' statements (Table 4), and all values were greater than or equal to 0.7.

Table 2

Socio-demographic characteristics of consumers (n = 403)

Parameter	Frequency	Percentage (%)	Mean/(Mode)
Gender			
Male	312	77.4	
Female	91	22.6	(Female)
Age			
32–42	99	24.5	
43–53	161	40.0	52 years
54–64	91	22.6	
65–75	52	12.9	
Marital Status			
Single	82	20.4	
Married	242	60.0	(Married)
Divorced	39	9.7	
Widow	23	5.7	
Widower	17	4.2	
Household			
2–3	54	13.4	
4–5	100	24.8	
6–7	138	34.2	6 persons
8–9	86	21.4	
10–11	25	6.2	
Education Level			
Primary Leaving Certificate	43	10.7	
SSCE/GCE O' Level	71	17.6	
National Cert. of Education/ National Diploma	123	30.5	
Higher National Diploma/University Degree	133	33.0	(HND/University Degree)
Masters/Doctorate Degree	33	8.2	
Income (₦)			
20,000.00–60,050.00	222	55.1	
60,051.00–100,101.00	79	19.6	
100,102.00–140,152.00	63	15.6	₦ 70,201.39
140,153.00–180,203.00	21	5.2	
180,204.00–220,254.00	18	4.5	
Employment Status			
Artisan	39	9.7	
Trader	56	13.9	
Teacher	51	12.7	
Civil servant	74	18.3	(Civil servant)
Own Business	52	12.9	
Private-sector employed	70	17.4	
Retiree	61	15.1	

Source: Authors' computation; <https://www.afdb.org/en/documents/september-2023-exchange-rates>
\$1USD=1000.92 Nigerian Naira (₦)

Table 3

Descriptive statistics of model variables

Variable	N	Minimum	Maximum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
PurchDecision	403	1.25	5.00	3.5081	.03495	0.70153	-0.583	0.122	-0.030	0.243
Econante	403	1.00	5.00	3.3799	0.0356	0.7154	-0.343	0.122	-0.106	0.243
Patroitism	403	1.00	5.00	3.6431	0.0432	0.8675	-0.673	0.122	0.079	0.243
Nationalism	403	1.00	5.00	3.1283	0.0458	0.9185	-0.572	0.122	-0.344	0.243
CE tendencyscale	403	2.54	5.00	4.1919	0.0224	0.4500	-0.557	0.122	0.223	0.243
Dogmatism	403	2.00	5.00	3.8424	0.0280	0.5621	-0.569	0.122	0.147	0.243
Individualism	403	1.00	5.00	3.2354	0.0553	1.1101	-0.695	0.122	-0.384	0.243
Politcalante	403	1.25	5.00	3.3984	0.0370	0.7432	-0.428	0.122	-0.233	0.243
Percpdtvalue	403	1.25	5.00	3.3800	0.0359	0.7214	-0.345	0.122	-0.389	0.243
Valid N (listwise)	403									

Source: Authors’ computation

Table 4

Results of reliability test of measurement instrument

Construct	No. of items	Cronbach’s alpha
Purchase decision	5	0.760
Economic antecedents	3	0.781
Patriotism	5	0.802
Nationalism	4	0.806
Consumer ethnocentrism	10	0.809
Dogmatism	4	0.808
Individualism	5	0.775
Political antecedents	3	0.804
Perceived product value	5	0.766
Research instrument		0.810
No. of observations		403

Source: Authors’ computation

Regression results

The results indicating the impact of CE tendency, economic and socio-psychological factors on the dependent variable are shown in Tables 5(i–iii). The model has a good fit with adjusted R² of 0.84, implying that the explanatory variables jointly explained 84% of the variation domestic products purchase decision. The Durbin-Watson (D.W.) statistic of 1.604 is within the acceptable limit (Ndubisi and Koo, 2006). The ANOVA results indicate statistical significance of the model ($F_{(14, 388)} = 150.757, p < 0.01$) and has a strong fit. The VIF values showed the insignificance of multicollinearity among the variables, with values ranging between 1.184 and 2.646, below a threshold of 5 (Pituch and Stevens, 2016). Furthermore, educational level, income, economic and political antecedents, patriotism, individualism, dogmatism, nationalism, perceived product value and CE tendency have significant influence on purchase decision. While the effects of political factors were negative, all other variables exerted positive impact on the purchase decision of electric wires and cables. The relative importance of significant predictors was determined by the size of the standardized beta coefficients. As shown in Table 5(iii), the predictors of purchase decision in descending order are: perceived product value ($\beta=0.608, p < 0.01$); economic

factors ($\beta = 0.173$, $p < 0.01$); political climate ($\beta = -0.170$, $p < 0.01$); patriotism ($\beta = 0.122$, $p < 0.01$); CE tendency ($\beta = 0.116$, $p < 0.01$); nationalism ($\beta = 0.088$, $p < 0.01$); educational status ($\beta = 0.067$, $p < 0.01$); individualism ($\beta = 0.067$, $p < 0.05$); income ($\beta = 0.066$, $p < 0.01$); and dogmatism ($\beta = 0.050$, $p < 0.05$).

Table 5 (i)

Model summary^b of multiple regression analysis

Model	R	R ²	Adjusted R ²	Std. error of the estimate	Change statistics					Durbin-Watson
					R ² change	F change	df1	df2	Sig. F change	
1	0.919 ^a	0.845	0.839	0.28139	0.845	150.757	14	388	0.000	1.604

a. Predictors: (Constant), Percpdtvalue, Maritstatus, Sex, Hholdsiz, Patroitism, Dogmatism, Nationalism, CE tendencyscale, Educlevel, Age, Income, Politcalante, Econante, Individualism

b. Dependent variable: Purchase decision

Table 5 (ii)

Analysis of variance (ANOVA^a)

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	167.120	14	11.937	150.757	0.000 ^b
	Residual	30.722	388	0.079		
	Total	197.843	402			

a. Dependent variable: Purchase decision

b. Predictors: (Constant), Percpdtvalue, Maritstatus, Sex, Hholdsiz, Patroitism, Dogmatism, Nationalism, CE tendencyscale, Educlevel, Age, Income, Politcalante, Econante, Individualism

Table 5 (iii)

Coefficients^a analysis

Model	Unstandardized coefficients		Standardized coefficient	t	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	-0.555	0.206		-2.691	0.007		
Age	0.002	0.002	0.031	1.347	0.179	0.745	1.342
Sex	0.046	0.038	0.025	1.216	0.225	0.967	1.034
Maritstatus	-0.010	0.015	-0.014	-0.690	0.490	0.983	1.017
Educlevel	0.042	0.014	0.067	2.929	0.004**	0.768	1.301
Hholdsiz	0.002	0.007	0.006	0.244	0.807	0.768	1.302
Income	9.904E-007	0.000	0.066	2.718	0.007**	0.682	1.466
Econante	0.169	0.026	0.173	6.507	0.000**	0.568	1.761
Patroitism	0.099	0.020	0.122	4.902	0.000**	0.645	1.550
Nationalism	0.067	0.018	0.088	3.742	0.000**	0.722	1.384
CE Tendency	0.181	0.037	0.116	4.900	0.000**	0.716	1.397
Dogmatism	0.062	0.027	0.050	2.285	0.023*	0.844	1.184
Individualism	0.042	0.017	0.067	2.457	0.014*	0.540	1.852
Politcalante	-0.161	0.024	-0.170	-6.674	0.000**	0.616	1.624
Percpdtvalue	0.591	0.032	0.608	18.687	0.000**	0.378	2.646

a. Dependent variable: Purchase decision

b. Predictors: (Constant), Percpdtvalue, Maritstatus, Sex, Hholdsiz, Patroitism, Dogmatism, Nationalism, CE tendencyscale, Educlevel, Age, Income, Politcalante, Econante, Individualism ** ($p < 0.01$); * ($p < 0.05$)

Source: Authors' computation

Perceived product value is the dominant predictor in the model as it accounts for about 61% of the total explained variation of the dependent variable. The higher the value perception of domestic products by consumers, the higher their purchase decision will be. This result is similar to that of Nguyen et al. (2022) that posited that the more ethnocentric consumers are, the higher their likelihood of purchasing domestic goods in Vietnam. Domestic economic policies that promote the production and distribution of locally manufactured products are more likely to stimulate demand for such products than foreign goods. Therefore, the belief of consumers on government economic policies to stimulate economic growth and development may have contributed to the positive relationship between economic antecedents and domestic goods purchase decision. Therefore, hypothesis H_1 is supported (Table 6).

Hypothesis testing

Multiple regression was used to test the hypotheses proposed in the study. The p-value was used as the basis for testing the hypothesis. The research hypothesis is supported if the $p < 0.05$; 0.01 or otherwise.

Table 6

Results of hypothesis testing

Independent variables	Standardized coefficient Beta	t-satatic	p-value	Hypothesis
Percpdtvalue	0.608	18.687	0.000**	confirmed
CE tendency	0.116	4.900	0.000**	confirmed
Patroitism	0.122	4.902	0.000**	confirmed
Nationalism	0.088	3.742	0.000**	confirmed
Dogmatism	0.050	2.285	0.023*	confirmed
Individualism	0.067	2.457	0.014*	confirmed
Politcalante	-0.170	-6.674	0.000**	confirmed
Econante	0.173	6.507	0.000**	confirmed
Educllevel	0.067	2.929	0.004**	confirmed
Income	0.066	2.718	0.007**	confirmed

*,** Significant at 5% and 1% levels

Source: Authors' computation

Consumers with high level of CE tendency, show higher preference for locally made goods which must have stimulated their purchase of Nigerian made wires and cables than imports. Furthermore, the need to support the local economy and buy products which quality are certified instead of patronising substandard foreign goods, may have also stimulated consumers' demand for domestically manufactured products. Therefore, H_2 is supported. This result is similar to that of Nguyen et al. (2023) who found that CE has a detrimental effect on Vietnamese customers' purchasing intentions of products of Chinese-origin. Patriotic individuals are known to favor their countries products compared to imports owing to strong emotional attachment to their own country, hence its positive effect on domestic products purchase decision. The work of Cvirik (2021) which reported that patriotic consumers rate and evaluate domestic goods higher than imported products in Slovakia, is in consonance with this result. Thus, hypotheses H_{3a} is supported.

Nationalistic consumers are more competitive and aggressive and tend to maintain stereotypical images of out-groups and instigate exaggerated national self-images that can prevent international cooperation, leading to isolationism, trade protectionism and conflict. Nevertheless, consumers that exhibit high economic and nationalistic tendencies have a higher propen-

sity to purchase domestically produced goods (Yalley and Issau, 2021). Thus, hypotheses H_{3b} is also supported. Individualistic consumers, on the other hand, are concerned with self-interest and take purchase decisions independently of other people, and also bear the consequences of their own actions. The work of Ozden and Eser (2019) on Turkey, where individualistic sense of self exerted a significant and positive impact on consumers' willingness to purchase domestic products, is consistent with this finding. The result therefore supports H_{3c} . Dogmatism is an important characteristic of human personality which determines consumer's innovativeness and the level of rigidity an individual displays toward foreign products, which explains why dogmatic consumers consider information that are against their own established beliefs as unfavourable (Schiffman and Wisenblit, 2015). Thus, people with high degree of dogmatism show favorable attitudes to domestic goods and are more willing to buy them unlike their less dogmatic counterparts (Caruana and Magri, 1996).

A precarious political environment affects investment and overall economic outlook in the economy, including production and aggregate demand. Under such a situation, purchase decision for both locally manufactured and imported products will fall. Since imported goods will be scarcely available in an uncertain political climate, aggregate consumer demand will fall, hence the inverse relation between purchase decision and political climate. H_4 is therefore confirmed. Economic factors effect on purchase decision is also positive and significant. This is so because economic policies that promote the production and distribution of locally manufactured products are more likely to stimulate aggregate demand than imports. Thus, consumers' confidence on economic policies being pursued by government to put the nation on the path of economic growth and development, may have contributed to the positive relationship between economic antecedents and purchase decision of domestic goods. Thus, H_5 is supported.

Educated people understand the harmful effects of imports on the national economy, and thus show greater preference to purchase domestic goods. This result is similar to that of Luu (2019) who reported that increased level of education resulted in 0.34 propensity of purchasing locally made apparel in Vietnam. The finding therefore supports hypothesis H_{6a} . Effective demand for goods, whether local or imported, depends on consumer's income and price of the product in the market. Therefore, the higher the income of the consumer, the higher his purchasing power, hence income has been found to significantly determine domestic goods buying decision. Hypothesis H_{6b} is thus supported.

Variation of CE tendency and demographic factors

Table 7 shows the descriptive analysis of demographic features and CE tendency of respondents. Consumers aged between 32 and 42 years had the highest CE tendency level with a mean of 4.23 while consumers between the ages of 54 to 64 years recorded a value of 4.12. The CE tendency value is 4.22 for women but 4.19 for men. Ethnocentric inclinations appear to rise with academic status as Masters/Ph.D degree holders, though fewest in the sample, have the highest mean value of CE tendency (4.44), but 3.99 for primary school leavers. Also, consumers with higher incomes exhibited more ethnocentric inclinations than their counterparts with lower incomes. This means that when it came to the purchasing of electric wires and cables, wealthier buyers preferred Nigerian-made products than their low-income counterparts. The findings of the ANOVA show that there is a significant variation ($p < 0.01$) in CE tendency in the income and educational levels of consumers (Table 8). Post-hoc tests showed significant variation ($p < 0.01$) in CE tendency among respondents with Masters/Ph.D degrees, and primary school and secondary school leavers as well as OND/NCE ($p < 0.05$) graduates (Table 9). Also, the mean CE tendency of HND/First Degree graduates differ significantly ($p < 0.01$) from that of secondary school leavers. The high CE tendency among highly educated consumers indicates that individuals with high education understand the possible harm wanton importation of goods can cause, through worsening unemployment rates and balance of payment deficits, in the domestic economy.

Table 7

Mean consumers' ethnocentric tendencies and demographic variables groups

Variable	N	Mean	Std. Deviation
Age			
32–42	99	4.2309	0.47377
43–53	161	4.2164	0.44051
54–64	91	4.1156	0.44210
65–75	52	4.1756	0.44240
Gender			
Female	68	4.2215	0.43991
Male	335	4.1859	0.45244
Educational level			
Primary school	43	3.9909	0.34571
Secondary school	71	4.0368	0.47044
OND/NCE	123	4.1658	0.42536
HND/First degree	133	4.3119	0.42824
Masters/Ph.D.	33	4.4018	0.49106
Income level			
20,000.00–60,050.00	222	4.0450	0.42075
60,051.00–100,101.00	79	4.1739	0.38279
100,102.00–140,152.00	63	4.4798	0.39263
140,153.00–180,203.00	21	4.5838	0.25816
180,204.00–220,254.00	18	4.6183	0.44890
Employment status			
Artisan	39	4.0979	0.46484
Trader	56	4.2438	0.35375
Civil servant	51	4.1624	0.48000
Self-employed	74	4.1847	0.46701
Private-sector employee	52	4.1631	0.44094
Teacher	70	4.2131	0.47481
Retiree	61	4.2382	0.45922
Overall mean CE tendency =	4.19		

Source: Authors' computation

Table 8

ANOVA results for demographic characteristics and CE tendency

Variable	Sum of squares	df	Mean square	F	Sig.
Educational level					
Between groups	6.898	4	1.725	9.212	0.000**
Within groups	74.510	398	0.187		
Total	81.408	402			
Income level					
Between groups	16.538	4	4.135	25.367	0.000**
Within groups	64.870	398	0.163		
Total	81.408	402			

** significant ($p < 0.01$); ^{ns} not significant

Source: Authors' computation

Furthermore, the higher CE tendency level shown may be attributed to the fact that high-income earners deemed locally manufactured wires and cables to be dependable, durable, and cost-effective than their low-income counterparts. This outcome is similar to that of Kvasina et al. (2018) in Croatia where consumers with higher level of education showed higher levels of CE tendency. Similar results were reported by Alam et al. (2022) in Bangladesh where CE tendency varied significantly with educational status of electronic products consumers. Nevertheless, Rezankova et al. (2023) did not find differences in CE with respect to educational level among consumers in Poland, Slovakia and the Czech Republic.

Table 9

Tukey HSD post-hoc tests results of variation in CE tendency among demographic groups

Dependent variable: CE tendency			
Tukey HSD			
Variable	Groups	Mean difference	Sig.
Educational level			
Masters/Ph.D.	Primary school	0.41089**	0.000
	Secondary school	0.36506**	0.001
	OND/NCE	0.23605*	0.045
HND/First degree	Primary school	0.32095**	0.000
	Secondary school	0.27512**	0.000
Income group			
₦ 20,000.00–60,050.00	₦ 100,102.00 –140,152.00	-0.43484**	0.00
	₦ 140,153.00 –180,203.00	-0.53881**	0.00
	₦ 180,204.00 –220,254.00	-0.57333**	0.00
₦ 60,051.00–100,101.00	₦ 100,102.00 –140,152.00	-0.30592**	0.000
	₦ 140,153.00 –180,203.00	-0.40989**	0.000
	₦ 180,204.00 –220,254.00	-0.44441**	0.000

** mean ($p < 0.01$); * mean ($p < 0.05$)

Source: Authors' computation

Also, the CE tendency of respondents in the lowest income group A (20,000.00–60,050.00) significantly differs from those of higher income groups C (100,102.00–140,152.00), D (140,153.00–180,203.00) and E (180,204.00–220,254). Significant differences also exist in average CE tendency between consumers in income group B and those of groups C, D, and E. This finding implies that high income earners show greater levels of CE tendency than low-income consumers. This result is similar to those of Mukucha and Jaravaza (2021) study in Zimbabwe, where consumers' income had significant positive influence on CE tendency. The result is also in agreement with that of Rezankova et al. (2023) where higher income earners exhibited higher levels of CE than their lower income counterparts in Poland and the Czech Republic. Consumers' intention to buy and eventual purchase of domestic goods is not solely determined by their wealth, but also depends on their value judgement of the products. Therefore, if high-income earners believe domestic wires and cables are more trustworthy, durable, and provide good value for money, they are more likely to buy them.

Conclusion

The study was conducted to ascertain the effects of CE tendency and socio-psychological factors on purchase decision of domestic goods in Nigeria. The results show that educational level, income individualism, nationalism and patriotism are the economic and socio-psychological factors that affect purchase decision, in addition to perceived product value, economic and political antecedents. Con-

sumer ethnocentrism exerts significant impact on purchase decision, and it has been an important concept in international marketing and consumer purchase behavior. Coupled with nationalism and patriotism, the concept of ethnocentrism makes consumers to judge locally manufactured products in their home countries to be superior to goods from other countries. Given the massive trade imbalances among developing countries, CE can be used as a basis for competition by domestic producers by emphasizing the local origin and value of their goods. An understanding of the degree of CE tendency among Nigerians will enable international marketing companies to develop appropriate segmenting and positioning strategies to reach the desired target segments in domestic markets. Multinational companies targeting the Nigerian market can also enter into joint venture agreements and strategic alliances with local companies to overcome barriers that consumer ethnocentrism may pose in the market they wish to penetrate. By building strong brands in combination with strategies of geographic, demographic and psychographic segmentation, foreign marketers will be able to conquer entry barriers and expand into new and highly promising markets. Having identified socio-demographic variables as key antecedents of CE tendency, such factors can provide the foundation for targeted segments that domestic manufacturers may explore by linking their products with nationalistic symbols through the use of patriotic messages. The overriding effect of perceived product value clearly showed that consumers in Nigeria are ethnocentric with respect to their purchase decision of wires and cables, as their consumption behavior may have been predicated on their value judgement of the goods which they rated higher than competing foreign brands. The authors posit that since CE tendency impacted positively and significantly on the purchase decision of domestic wires and cables, domestic manufacturers should include this in their marketing strategies to muster a competitive advantage over foreign brands. By capitalizing on the nationalistic and patriotic inclinations of their customers, local firms can intensify promotional campaigns to buy domestic goods while maintaining the quality advantage that has won the loyalty of buyers over time.

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Appendix A

Questionnaire

“Consumer ethnocentrism and the purchase decision of electrical wires and cables”

Section A: Demographic characteristics

Instruction: Please tick or mark [X] where applicable.

1. Could you please indicate your age? (years). (a) 32–42 [] (b) 43–53 [] (c) 54–64 [] (d) 65–75 []
2. What is your gender? Male [] Female []
3. What is your marital status? (a) Single [] (b) Married [] (c) Divorced [] (d) Widow [] (e) Widower []
4. Please indicate the number of persons in your household? (a) 2–3 [] (b) 4–5 [] (c) 6–7 [] (d) 8–9 [] (e) 10–11 []
5. What is the highest level of formal education you have attained? (a) Primary school [] (b) Secondary school [] (c) OND/NCE [] (d) HND/First degree [] (e) Masters/Ph.D. degree []
6. What is your average monthly income (naira)? (₦) (a) 20000–60050 [] (b) 60051–100101 [] (c) 100102–140152 [] (d) 140153–180203 [] (e) 180204–220254
7. Please indicate the status of your employment (a) Artisan [] (b) Trader [] (c) Teacher [] (d) Civil Servant [] (e) Own business [] (f) Private sector employee [] (g) Retiree []

Section B: Socio-psychological antecedents

The statements below describe the socio-psychological antecedents of Consumer Ethnocentrism. Please respond by ticking or marking [X] where applicable under the given option which truly reflects your choice/response.

S/ No.	Statement	Strongly disagree (1)	Dis- agree (2)	Unde- cided (3)	Agree (4)	Strongly agree (5)
	Socio-psychological antecedents					
	Patriotism					
8	I love quality goods made in Nigeria					
9	Being a Nigerian is an important part of my identity					
10	I am proud of made-in-Nigeria goods					
11	Patriotism is an important characteristic of a good citizen					
12	Devoting oneself to one's country is worthwhile					
	Nationalism					
13	Nigerians should be proud of their cultural and national heritage					
14	Nigeria is a better country to live in than many other countries in the world					
15	Nigerians should respect their past heroes and value their contributions to nation building					
16	Generally, the more influence Nigeria has on other nations, the better off we are					
	Dogmatism					
17	I believe the product I buy are the best for me domestic goods I bought are the best for me, and I have no doubt about them					

18	Except I want to, people find it difficult to convince me to buy foreign goods no matter how hard they try					
19	Nothing could possibly make me change my mind about goods that I choose to buy					
20	If you are “open-minded” in buying decisions, you are likely to make the wrong choice					
Individualism						
21	I mainly depend on myself, and rarely on others					
22	I take responsibility for the consequences of my decisions					
23	I like to act independently and take matters into my own hands					
24	I do not mind if my views differ from those of others					
25	When facing difficult in purchase decisions, I decide on what to do, than to follow the advice of other people					

Section C: Economic antecedents

The statements below describe the economic antecedents of Consumer Ethnocentrism Tendency. Please respond by marking [X] under the given option which accurately reflects your choice/response.

S/ No.	Statement	Strongly disagree (1)	Dis-agree (2)	Undecided (3)	Agree (4)	Strongly agree (5)
26	I believe in the in the improvement of the national economy					
27	I have confidence in economic growth policies pursued by government					
28	I believe efforts are on course to put the nation on the path to economic development					

Section D: Consumer ethnocentrism

The statements below describe the re-worded and modified 10-Item, consumer ethnocentric tendency scale (CETSCALE) to measure consumer ethnocentrism. Please respond by marking [X] under the given option which accurately reflects your choice/response.

S/ No.	Statement	Strongly disagree (1)	Dis-agree (2)	Undecided (3)	Agree (4)	Strongly agree (5)
Consumer Ethnocentric Tendency Scale (CETSCALE)						
29	Only those goods that are not produced in Nigeria should be imported					
30	Nigerian goods should be first and foremost					
31	Buying imported goods is anti-Nigeria					
32	Buying foreign goods puts Nigerians out of jobs					
33	A patriotic Nigerian should always think and buy Nigerian goods					
34	Nigerians should buy goods made-in-Nigeria than letting other countries get rich from us					
35	Nigerians should not buy imported goods as it causes unemployment, and is bad for our economy					
36	I prefer to support Nigerian goods even though it is costly for me in the long run					
37	It is only those goods that are not made in Nigeria, that Nigerians should buy from other countries					
38	Nigerian consumers who buy imported goods are accountable for unemployment of fellow Nigerians					

Section E: Perceived Product Value

The statements below describe the influence of perceived product value on Consumer Ethnocentrism Tendency. Please respond by marking [X] under the given option which accurately reflects your choice/response.

S/ No.	Statement	Strongly disagree (1)	Dis- agree (2)	Unde- ecided (3)	Agree (4)	Strongly agree (5)
39	Nigerian-made electrical wires and cables have good and consistent quality					
40	Made-in-Nigeria electrical wires and cables are of much benefit to me					
41	Nigerian-made electrical wires and cables perform consistently according to my expectations					
42	Made-in-Nigeria electrical wires and cables are reasonably priced					
43	Nigerian-made electrical wires and cables offer good value for money					

Section F: Political antecedents

The statements below describe the political antecedents of Consumer Ethnocentrism Tendency. Please respond by marking [X] under the given option which accurately reflects your choice/response.

S/ No.	Statement	Strongly disagree (1)	Dis- agree (2)	Unde- ecided (3)	Agree (4)	Strongly agree (5)
44	Uncertainty in political environment has led to insecurity and a discouraging economic future					
45	Manipulations by political leaders has led to loss of confidence by the voting populace					
46	Weak legal and political institutions negatively affect business and investment outlook in the country					

Section G: Domestic goods purchase decision

The statements below describe the consumer perception and behavior towards purchasing domestic goods. Please respond by marking [X] under the given option which accurately reflects your choice/response.

S/ No.	Statement	Strongly disagree (1)	Dis- agree (2)	Unde- ecided (3)	Agree (4)	Strongly agree (5)
	Domestic goods purchase decision					
47	When I want to buy electrical wires and cables, I will not consider buying imported ones					
48	Imported electrical wires and cables are not of better quality as Nigerian made					
49	The quality of many imported electrical wires and cables cannot be guaranteed					
50	Nigerian-made electrical wires and cables are more reliable than many of their foreign counterparts					
51	I feel fulfilled when I buy electrical wires and cables made-in-Nigeria					

Thank you very much for your cooperation and valuable contribution.

Inoni, O. R & Okorie, C.