Psycho-demographic Factors Predicting Intention to Purchase Made-in-Nigeria Clothing among Students of Yaba College of Technology

Peter O. Olapegba¹ and Ojo Monday²
¹Department of Psychology, University of Ibadan, Nigeria
²Department of Business Administration, Yaba College of Technology, Nigeria

The dilemma associated with making a choice between local and foreign goods has given rise to the desire to x-ray the importance of purchase intention as a veritable component in consumer decision making process. This study, therefore examined psycho demographic factors (patriotism, self-esteem, attitude towards product quality, sex and age) as predictors of intention to purchase made-in-Nigeria clothing. A cross-sectional survey design with a multi stage sampling technique was used to obtain data from 810 students across the faculties in Yaba College of Technology. Data collected were analysed using descriptive statistics, zero-order correlation and regression analysis. Results obtained indicates that patriotism, sex, self-esteem and attitude towards product quality jointly predicted intention to purchase made-in-Nigeria clothing while patriotism and self-esteem independently predicted made-in-Nigeria clothing. It is recommended that Entrepreneurs and government agencies embark on public enlightenment and awareness campaign to improve the patriotic zeal of the citizenry.

Keywords: Purchase intention, product quality, patriotism, Made-in-Nigeria clothing, Yaba College of Technology

Introduction

One big challenge in the economic lives of developing countries, Nigeria inclusive is the proliferation of imported products across the nooks and crannies of the country. Consumers visiting local or international markets and day and night markets are usually in dilemma over the choice of product to buy especially between locally made or foreign made products that often lie side by side. Yet, the non-availability of some products, the existences of its foreign made substitutes seem to be providing impetus for the patronage of foreign brand. However, such act(s) are a result of consumers’ desire or willingness and result in purchase intention which definitely would lead to behaviour (to buy or not). The assumption of purchase intention is that the consumer exhibits purchase behaviour resulting from product consideration and evaluation that often predict purchasing behaviour as well as their subjective intentions (Keller, 2001). When consumers choose one product, the final decision had depended on their intention and by implication; purchasing intention is one good way of predicting purchase (Ghosh, 1990).

Purchase intention (PI) has been defined variously by several authorities depending on focus, purpose and background of the defining authors, but there appears to be a point of convergence in the underlying principles of the concept. Fandos and Flavin (2006) sees purchase intention as the implied promise to oneself to buy the product again whenever one makes next trip to the market while Halim and Hammed (2009) explain purchase intention to connote the number of patrons with proposal to make future purchase of the product and make repeated purchase and contact again to the specific product.

The early behavioural scientists placed intent as an essential element of the tripartite attitude structure (belief, affect, intent) and regarded it as the most accurate predictor of purchase behaviour.
Psychodemographic Factors Predicting Intention to Purchase Made-in-Nigeria Clothing

(Morwitz and Schmittleir, 1992). This tradition has been followed in the country of origin literature. Evidences abound in the literature to show that respondents' attitude towards a country’s product lead to purchase intent that in turn lead to actual purchase. However, it appears that purchase intention has previously been examined in isolation or as a function of a limited number and type of cues (Pecotich and Rosenthal, 2001; Peterson and Jolbert, 1995). Purchase intention is widely used as a tendency measure for performing behaviour in consumer decision models (Hui and Zhou, 2002).

It has been reported that domestic product purchase intentions are negatively related to foreign product purchase behaviour especially as people who intend to buy domestic products also buy actually domestic goods (Balabanis and Diamantopoulos, 2004; Kaynak and Kara, 2001). Conversely, people who have intention to buy foreign products actually buy more of them as it has been confirmed by different researchers (Javalgi et al., 2005; Klein et al., 2006; Rawwas et al., 1996). Also, studies have shown that ethnocentric tendencies reduce consumers’ intentions to purchase foreign products (Klein et al., 2006; Vida et al., 2008).

Regarding the process inherent in purchase intention, Winnie (2013) observed that purchase intention is a multi-step process: the consumers collect the information about the desired product, then evaluate its attributes by using the product if it suits the intentions of the buyer after which they start thinking of making purchase decision and when he/she makes one purchase attempt of the specific brand, this consumer now has personal experience culminating in complete knowledge about the product. If the consumer gets satisfaction from the particular brand, they would absolutely think again or show interest to purchase the particular brand again. This is purchase intention and this meticulous behaviour is referred to as purchasing behaviour.

Purchase intention is an area of study that has attracted a great deal of interest over the past decade, particularly in relation to foreign brands, goods and locally produced goods. In fact, there appears to be convergences of views amongst researchers and authors that purchases intention is an examination of factors that accentuate or propel purchase behaviour of consumers. In this connection, researchers have carried out several studies on the concept of purchase intention in order to determine the success or otherwise of an organisation in meeting the needs and wants of consumers as well as the level of satisfaction derived by consumers in the usage of products. However, it must be noted that studies have shown that purchase intention measures are imperfect predictors of behaviours (Chandon et al., 2005) and that many contextual factors can prevent consumers from behaving in an intended way (East, 1997).

In a study aimed at understanding Indian consumers’ purchase behaviour of foreign brand goods as a way to help United States companies to explore India’s market potentials, it was revealed that attitude toward foreign brand jeans and perceived behavioural control (PBC) had greater influence on Indian consumers' purchase intent toward foreign brand jeans than did normative influences i.e. subjective norm and face saving (Son et al., 2013). While Chandon et al. (2005) measures consumer purchase intention towards groceries, automobiles and laptops and concluded that available evidence suggests that the stronger the consumer purchase intention, the greater the probability of the consumer buying the products being evaluated.

Muhammed et al. (2013) carried out a cross-sectional study of 362 individuals to explore factors affecting purchase intention among fast moving consumer goods (FMCG) among consumers in Pakistan using the acronym in bracket for variables of brand image, product quality, product knowledge, product involvement, product attributes and brand loyalty. The findings revealed a positive association of these variables and purchase intentions. While studying the relationship between product quality and purchase intentions Chi, Yeh and Yang (2008) collected data from 267 respondents through questionnaires and concluded that if the product has better product quality then the customer shows more intent to purchase and then confirmed that product quality has a positive effect on the consumer purchase intention. Also, Syed et al. (2012) conducted a study involving 315 students of two universities in Malaysia to determine factors affecting purchase intention towards foreign apparel brands. Findings
indicated that susceptibility to normative influence and consumer confidence had positive impact on brand consciousness. As a customer expects high emotional benefits from foreign apparel brands they would therefore purchase that brand to satisfy their emotional needs from the product (Kinra, 2006). In addition, Oyeniyi (2009) conducted a survey of Nigerian consumers’ perception and attitude towards foreign made products focusing on the source of information in evaluating a product and the evaluation of specific product dimension used by Nigeria consumers in their assessment of different product categories. The result revealed that Nigerian consumers perceived foreign made products as more reliable, technologically advanced, stylish and competitively priced than the Nigerian products. Studies also indicated that country of origin influences product evaluations.

Equally, Magashima (1970) posited that consumers associated a specific image to products from a given country and such image is influenced by a number of variables including national characteristics, economic and political background, history and traditions. In addition, Chinen et al. (2000) concluded that consumers’ have a bias in favour of products from developed nations such as USA, European countries and Japan and this is usually associated with high levels of economic and technological development. Evidence also suggests that highly industrialised nations such as Japan, USA, UK or Germany are highly evaluated in terms of product quality than newly industrialised nations such as China, Korea or Indonesia (Ahmed and D’Astous, 2001). Products from these latter countries are generally viewed as inferior across design, assembly and parts ability and according to Okechukwu and Onyemah (1999), products from developing countries like Nigeria are further viewed with negative impressions.

Furthermore, by examining the effects of individual characteristics (uniqueness) and brand-specific variable (perceived quality and emotional values) on purchase intention of foreign luxury goods, a total of 172 young Iranian consumers participated in the survey and the findings revealed that Iranian young consumers' need for uniqueness positively affect perceived quality and emotional value of foreign luxury goods. Mohammed and Ramalakshmi (2013) examined Indian consumers’ purchase intention towards foreign made ethnic wear especially saris through the composite framework which includes variables like actual purchase and demographic factors. A survey questionnaire was used to derive data from 163 respondents who were identified through judgment sampling technique and the result shows that Indian consumers have positive attitude toward foreign made sari. Equally put forward is the fact that consumers' attitude toward foreign apparel varies according to the importance given to the apparel attribute by the individual and that the degree of importance will vary in accordance with acculturation level, age, gender, fashion leaders, culture and familiarity with a product category (Jin, Park and Ryu, 2009). Also, Dickson et al. (2004) found out that young consumers were mostly influenced by design and country/brand of origin attributes of apparels than elders.

**Statement of problem**

The decision to buy foreign made clothing could be borne out of the desire to obtain products that are not really produced locally or the urge to be associated with foreign brand clothing which in the Nigerian context signifies luxury or prestige. Sometimes, the country of origin and level of development affect the quality of products that such a country turns out or produces (Odiogor, 2007).

It is documented in the literature that preference of, and excessive demand of foreign goods as against domestic goods is a vice rather than a virtue because it is a disadvantage that does not encourage the growth of local industries (Dos Santos, 1997; Nnanna, Alade & Odoko, 2003). Consumers seem not to be purchasing locally made products to the detriment of the economy. In Nigeria, the textile industry is worst hit by these excessive importations. Between the 1970 and 1980’s, there were over 150 textile mills operating at close to full production capacities and the sector accounted for well over a million direct and indirect jobs, second to the government as an employer of labour but the story has since changed as the textile industry can only boast of less than 20 textile companies that now employ less than 50,000 persons (Emefiele, 2015).

It is in recognition of this that the Central bank of Nigeria pledged to bailout the dwindling textile
and garment industry by granting credit facility; as well as collaborate with other government agencies to fight against smuggling of textile materials. Thus, it becomes pertinent to ask the following questions: will psychological factors (patriotism, self-esteem, attitude toward product quality) and demographic factors (age and sex) predict intention to purchase made-in-Nigeria clothing? And will attitude toward foreign brand clothing exert its influence between and among the psychodemographic variables as well as intention to purchase made-in-Nigeria clothing?

Method
A cross sectional survey design was used in the conduct of this study. It is a method for gathering quantitative data from a population too large to observe directly as well as one-time observation of independent and non-manipulated variables (Asika, 1994). This study investigated the psychodemographic predictors of intention to purchase made-in-Nigeria clothing among students of Yaba College of Technology.

The college has eight faculties/schools which house forty-two departments running programmes that lead to the award of National Diploma (ND) and Higher National Diploma (HND). The College has about 14,000 students comprising both full time and part time students. Multi stage sampling technique was adopted for the study. Four faculties were randomly selected using balloting. Thereafter, the forty-two departments in the four schools/faculties were further reduced to twenty-one through the same method. A total of 810 students across levels were selected using accidental sampling technique.

Data collection in this study was done through the use of a structured questionnaire. The questionnaire consisted of six sections (Demographic section and five scales). Four of the scales (purchase intention, attitude toward foreign brand clothing, patriotism and attitude toward product quality) were developed and validated to measure the variables in the study, while self-esteem scale was adapted and then validated. Items in the scale were generated from literature and interaction with students relating to the concepts. The items generated were subjected to content validity (Mislevy, 2004) and face validity (Lacity & Jansen, 1994). Five experts were contacted and assisted in this validity. Only items with 80% support were included in the scale and the items that passed the validity exercise were taken to the field for pilot study. The response format to the items was the Likert response style ranging from strongly agree, agree, undecided, disagree and strongly disagree. The independent variables are patriotism, attitude toward product quality, self-esteem, age and sex).

Hypothesis
Psycho-demographic factors (patriotism, attitude toward product quality, self-esteem, age and sex) will jointly and independently predict intention to purchase made in Nigeria clothing among students of Yaba College of Technology.

Result
Two statistical tools were used to analyse the data collected from the field. The Pearson Product Moment Correlation statistics was used to test the hypothesis so as to establish if there was a relationship between psycho-demographic factors and intention to purchase made-in-Nigeria clothing. Below is the result obtained from data analysis carried out which was done using the Statistical Product for Social Science (SPSS).
Table 1: summary of zero order correlation showing the interrelationships of the variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>N</th>
<th>X</th>
<th>SD</th>
<th>PI</th>
<th>SE</th>
<th>PAT</th>
<th>APQ</th>
<th>AG</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI</td>
<td>810</td>
<td>37.47</td>
<td>6.07</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SE</td>
<td>33.69</td>
<td>4.89</td>
<td>.38 **</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>PAT</td>
<td>54.50</td>
<td>7.42</td>
<td>.50 **</td>
<td>.36 **</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>APQ</td>
<td>52.36</td>
<td>6.32</td>
<td>.24 **</td>
<td>.21 **</td>
<td>.37 **</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>AG</td>
<td>25.45</td>
<td>5.05</td>
<td>-.05</td>
<td>-.02</td>
<td>.02</td>
<td>-.01</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SEX</td>
<td>-.08 **</td>
<td>-.07</td>
<td>-.11 **</td>
<td>.04</td>
<td>-.11 **</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**< .01, *<.05

KEY:
PAT - Patriotism
APQ - Attitude toward product quality
S-E - Self-esteem
SEX - Sex
AG - Age
PI - Purchase intention of made-in-Nigeria clothing

Results of the inter-correlation in Table 4.1 reveal that self-esteem, patriotism, attitude toward product quality and sex significantly correlate with intention to purchase made-in-Nigeria clothing ($r^2 = .38, p < .05$); ($r^2 = .50, p < .05$); ($r^2 = .24, p < .05$) and ($r^2 = .08, p < .05$) respectively. Patriotism, self-esteem, attitude toward product quality and sex have a positive relationship with the criterion variable (purchase intention). Therefore, it can be inferred that increase in consumer’s self-esteem will lead to increase in intention to purchase made-in-Nigeria clothing. Hence, individuals with high self-esteem are more likely to purchase made-in-Nigeria clothing.

Similarly, as consumers’ patriotic zeal increase, so does the intention to purchase made-in-Nigeria clothing increase. By implication, patriotic citizens are more likely to purchase made-in-Nigeria clothing while the non-patriotic citizens are less likely to do so. Also, the significant correlation between attitude toward product quality and intention to purchase made-in-Nigeria clothing shows that the more positive the consumer attitude toward the quality of the product, the higher the intention to purchase made-in-Nigeria clothing and the more negative consumer attitude toward product quality, the lower the intention to purchase made-in-Nigeria clothing.

Furthermore, results of the inter-correlation in Table 4.1 revealed that age is not significantly correlated to intention to purchase made-in-Nigeria clothing ($r^2 = -.05, p > .05$). To this end, it could be adduced that getting older does not influence consumers’ intention to purchase made-in-Nigeria clothing.

Table 2: Summary table of multiple regression analysis showing main and joint influence of age, sex, self-esteem, patriotism and attitude toward product quality on purchase intention

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>T</th>
<th>P</th>
<th>R</th>
<th>$R^2$</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI</td>
<td>-.04</td>
<td>-1.15</td>
<td>&gt;.05</td>
<td>.54</td>
<td>.28</td>
<td>74.92</td>
<td>&lt;.05</td>
</tr>
<tr>
<td>Self-Esteem</td>
<td>.22</td>
<td>6.73</td>
<td>&lt;.05</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patriotism</td>
<td>.39</td>
<td>11.22</td>
<td>&lt;.05</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The hypothesis stated that psycho-demographic variables (patriotism, attitude toward product quality, self-esteem and sex) will jointly and independently predict intention to purchase made-in-Nigeria clothing among students of Yaba College of Technology.

Table 4.2 shows that all the psycho-demographic variables (patriotism, attitude toward product quality, self-esteem and sex) jointly and significantly predicted intention to purchase made-in-Nigeria clothing ($F(4,805) = 74.92, p < .05; R^2 = .28$). This indicates a joint percentage prediction of 28%. The result also reveals that independently, self-esteem significantly predicted purchase intention ($\beta = .22, p < .05$), likewise patriotism ($\beta = .39, p < .05$). On the contrary, sex and attitude toward product quality independently did not significantly predict consumer’s intention to purchase made-in-Nigeria clothing ($\beta = -.04, p > .05$); and ($\beta = .06, p > .05$) respectively. Therefore, the hypothesis stated is partially accepted. This infers that sex, self-esteem, patriotism and attitude toward product quality when combined can influence consumer’s purchase intention of made-in-Nigeria clothing. It further shows that patriotism is the most important factor in purchase intention followed by self-esteem, then attitude toward product quality and finally, sex. However, of all these factors, only patriotism and self-esteem can significantly improve purchase intention on their own.

Table 3: Summary table of path coefficients showing the direct effect of the psycho-demographic factors: Self-esteem, patriotism, sex, attitude towards product quality on purchase intention of made-in-Nigeria clothing

<table>
<thead>
<tr>
<th>Path</th>
<th>Variables</th>
<th>Path Coefficients</th>
<th>$R^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sex</td>
<td>-.03</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Self-Esteem</td>
<td>.23**</td>
<td>.31</td>
</tr>
<tr>
<td>C</td>
<td>Patriotism</td>
<td>.37**</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Attitude towards Product Quality</td>
<td>.07*</td>
<td></td>
</tr>
</tbody>
</table>

NB: ** = p<.01;  * = p<.05

Table 3 shows the path coefficients (beta) which is a standardised regression coefficient for all the variables. It indicates the direction and strength of influence of sex, self-esteem, patriotism, attitude towards product quality on intention to purchase made-in-Nigeria clothing. The table also shows the joint percentage contributions of the psycho-demographic factors: sex, self-esteem, patriotism and attitude toward product quality on intention to purchase made-in-Nigeria clothing.

Discussion and conclusion

This study set out to contribute to the advancement of knowledge in the field of consumer psychology and to examine ways of looking inward in the purchase of clothing in particular and other goods in general. This is more so as the local manufacturers continue to suffer from inadequate patronage while the fortune of Nigeria is being exported in the form of high exchange rate during purchase of foreign brand goods. Specifically, the study was meant to delve into the role of some psycho-demographic factors in the purchase of made-in-Nigeria clothing and the extent to which attitude toward foreign brand clothing exert influence on them Deliberate effort was made and indeed achieved in making the study culture-relevant through the development and validation of culturally relevant measures of purchase intention, patriotism, attitude toward product quality and attitude toward made-in-Nigeria goods.

Earlier works in this area have laid more emphasis on the effect of country of origin and ethnocentrism on purchase behaviour of consumers.
while largely ignoring individual purchase intention. From these observed shortcomings and stemming from literature, this study developed a conceptual framework to explain the role of psycho-demographic factors and attitude toward foreign brand clothing on purchase intention of made-in-Nigeria clothing.

The results of data analysis to a very large extent partially supported the proposed hypothesis which predicted that psycho-demographic factors (patriotism, attitude toward product quality, self-esteem, age and sex) will jointly and independently predict intention to purchase made-in-Nigeria clothing in that while sex, self-esteem, patriotism and attitude toward product quality jointly predict purchase intention of made-in-Nigeria clothing, attitude toward product quality and sex did not independently predict consumers' purchase intention. The implication is that the combination of patriotism, self-esteem, sex and attitude toward product quality can influence consumers in the purchase of made-in-Nigeria clothing even though such influence cannot be exerted on individuals especially with regards to sex and attitude towards product quality. This finding corroborates the views of Chandon et al. (2005) that purchase intention measures are imperfect predictors of behaviour. This may not be unconnected with the fact that varieties of reasons could alter consumer's initial desire. The authors in their measure of consumer purchase intention towards groceries, automobiles and laptops concluded that available evidence suggests that the stronger consumer buys the products being evaluated.

From the findings emanating from this study and also taking support in literature into consideration, the following conclusions are hereby made:

A major submission in this study is that patriotism, self-esteem, attitude toward product quality and sex directly and jointly influences intention to purchase made-in-Nigeria clothing. The implication of this finding is that a single factor is not enough to predict intention to purchase made-in-Nigeria clothing, rather a combination of factors will better enhance prediction.

The study has also confirmed that patriotism is a reliable predictor of intention to purchase made-in-Nigeria clothing.

Patriotism, attitude toward product quality, self-esteem and sex have direct joint causal influence on intention to purchase made-in-Nigeria clothing.

There is a causal relationship with patriotism and self-esteem on intention to purchase made-in-Nigeria clothing.

**Implications and recommendations**

This work has revealed the factors that influence consumers’ intention to purchase made-in-Nigeria clothing. Nigerian textile manufacturers have now found ways of enhancing their businesses by way of turning these factors to motivators.

Patriotism has been found to be a very reliable predictor of intentions to purchase made-in-Nigeria clothing. Therefore, if both the textile manufacturers and government can imbue Nigeria consumers with high patriotic sense, this will increase the consumers’ positive gravitation towards made-in-Nigeria clothing. The resultant effects would be employment generation and reduction in foreign spending.

Self-esteem is also found to have causal linkages with intention to purchase made-in-Nigeria clothing. Self-esteem is learnable, transferable and acquirable. The knowledge derived from this study can assist trade managers at governmental level and manufacturers' association of Nigeria to design and promote programmes that will cause Nigerians to acquire high individual and national self-esteem which will then manifest in purchasing made-in-Nigeria clothing.

Furthermore, attitude toward product quality was found to have an influence on intention to purchase made-in-Nigeria clothing. Thus, local entrepreneurs should improve on their production capabilities with a view to producing high quality clothing that would entice and/or encourage consumers to opt for their products.

The non-existence of causal linkage between sex and intention to purchase made-in-Nigeria clothing suggests that the biological make-up of the consumer does not influence what to buy especially with regard to the country of origin of the product. This has set local entrepreneurs on a good footing that clothing produced by them will not be discriminated against by either male or female.
In conclusion, this study was carried out in an educational setting and restricted to only one higher institution among the several institutions in Nigeria. Thus, a wider generalisation is hindered. It is suggested that future research should accommodate several higher institutions or even informal settings across the country so as to enhance generalisation. An attempt to control the cosmopolitan nature of Lagos should even be made.

References


