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PREDICTORS OF CONSUMERS' ATTITUDE TOWARD MADE-IN NIGERIA CLOTHING IN RIVERS STATE, NIGERIA

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Abstract

The inclination of consumers to purchase domestically manufactured goods is vital for the expansion and sustainability of manufacturing in a free market economy such as Nigeria's. Domestic manufacturers have a significant challenge due to the abundance of imported brands of items, particularly clothes, many of which have successfully positioned themselves as dominant players in the worldwide market. This research aims to contribute to the expanding body of literature on customer attitudes by examining consumers' impressions of Nigerian-made clothes. A quantitative research was conducted in Rivers State, Nigeria, where adult customers who purchase clothes made in Nigeria completed a standardized questionnaire that included Likert scale items. The size of the sample was 536. Result of data analysis using structural equation modelling technique show that the extent of availability of made-in Nigeria clothing in the Local market, the extent of brand awareness and familiarity with made-in Nigeria clothing, Country of origin influence and consumer's sense of pride were significant predictor variables of consumers' attitude towards made-in Nigeria clothing. The Study recommends among others that the manufacturers association and government is required to set up enlightenment and promotional campaign programme aimed at educating and persuading Nigerians to buy made-in Nigeria goods and clothing in particular.

Keywords: Consumers' Attitude, Product Availability, Brand Awareness & Familiarity, Country of Origin, Consumers' Sense of Pride, Made-in Nigeria Clothing.

Introduction

The concept of attitude holds significant importance in consumer behavior theory since it establishes a connection between individuals' cognitive processes and their behavioral responses. It has played a crucial role in attempt to comprehend human social behavior. According to Kraus (1995), the fundamental premise upon which the attitude concept is founded is the notion that attitude assumes a prominent, influential, guiding, molding, or anticipating function in shaping real-world behavior. Marketing managers heavily rely on attitudinal surveys to ascertain customers' preferences and reactions towards different marketing elements, such as goods, brands, and commercials, as stated by Grewal, Mehta & Kardes (2004), Lee & Labro (2004), and Pieters, Wadell & Betra (2010).

Corporations and technology organizations offer substantial financial resources and innovative services, which are highly sought after by individuals (Achumba, 1998). If local garment producers encounter competition from imported items in the local market, they may need to devise strategies to maintain a competitive edge. This is due to the phenomenon of globalization and the proliferation of global marketplaces, which has expanded the possible customer base to encompass not only domestic but also local and international customers.

The global convergence of customer tastes and preferences across several product categories has been facilitated by advancements in transportation, education, and communication technologies, such as the Internet and worldwide television networks. According to Safu and Walker (2006), there is a growing need among consumers in less developed nations for items that possess the ability to compete with those available in more developed nations. With this growing global consumer education, sophistication and perceptiveness of the modern-day consumers in Nigeria, coupled with the availability of foreign product substitutes in the Nigeria market, competition among products particularly of clothing has been intensified. Consequently, governments, trade associations, companies and public spirited individuals and organizations have become keenly interested in consumers' attitudes toward home made products and problems posed by foreign competition.

Domestic producers encounter a significant challenge due to the proliferation of foreign brands of products, particularly clothing, many of which have achieved a very desirable position in international markets. In the context of a developing country such as Nigeria, where the industrial sector is still in its nascent phase, this assertion has particular validity. The Nigerian government has been actively engaged in promoting a positive perception of domestically produced goods for an extended period of time. In 1984, the Nigerian government implemented the Nigeria Enterprise Promotion Decree, which was subsequently modified with the aim of mitigating the potential for foreign hegemony in the nation's economy. The Decree aimed to reduce the impact of foreign forces on the economy and encourage the preservation of indigenous profits and the creation of jobs. Multiple trade events and exhibits were held to showcase Nigerian-made products, while the federal government also endeavored to advertise and endorse Nigerian-made clothes. The government has employed various budgetary methods, such as import restrictions, high tariffs, stringent foreign exchange controls, and complete prohibitions on specific items, in similar efforts. Considering the aforementioned factors, including the depreciation of the naira and the difficulties in importing foreign-made items, it is logical to infer that the Nigerian market, particularly the Nigerian apparel industry, would have been our main source of purchases. Despite being unlawfully imported into the country and sold at exorbitant prices, there appears to be a significant and persistent demand for imported goods.

Many Nigerians, according to Ogunnaike (2010), believe that things made in Nigeria are not up to par with those made abroad or imported. A number of regional manufacturers have taken a calculated risk by claiming their wares are imported in an effort to keep up with the competition. According to Nnamocha and Anyanwu (2000), the situation is such that instead of inscribing made in Nigeria on certain products, it is described as made in FRN, that is Federal republic of Nigeria, hoping that the consumers understands the abbreviation to mean France. Consumers had a higher propensity to purchase domestically manufactured goods that bore the stamps of origin in Spain, Great Britain, and other countries, as opposed to those that bore the stamp of being made in Nigeria. The indigenous

manufacturing sector in Nigeria has seen negative consequences as a result of the nation's customers' strong preference for imported goods. According to Ogunnaike (2010), the closure of several textile firms in Nigeria can be attributed to the lack of support for domestically produced textiles. During the period of this study, 42 out of Nigeria's 175 textile enterprises were epileptic. Only 12 of these can boost with operating at 30 percent capacity. Nonetheless, Bawa, Paul and Kalu (2020) stated that from the first quarter of 2016, Nigeria has continued to witness several economic challenges, such as severe fall in oil revenue, low investment flows, job losses, high cost of living and increase in importation as result of what it enjoys over locally made ones. This problem has not been pleasant for local manufacturers because they witness low patronage. This implies the need to have a thorough knowledge of the factors that influence consumers' attitude towards made-in-Nigeria products and clothing in particular.

Arora and Agarwal (2020) and Punjani and Kumar (2021) have conducted prominent academic studies investigating the association between customer views and purchase intention, uncovering a noteworthy link. Multiple studies have demonstrated that consumer impressions of domestically manufactured products are influenced by various factors, including the country of origin, pricing, and degree of involvement. Notable academics in this particular area of study are Priilaid, Sevenoaks, Itken, and Chisholm (2013), Ogbeide and Buwer (2013), and McCutcheon, Bruwer, and Li (2009). According to Ramdani and Belgiawan (2023), prior research has been conducted to investigate the influence of different design components on customers' impressions. Insufficient study has been conducted on emerging nations. The author's understanding suggests that there is a dearth of research examining consumers' attitude on garments manufactured in Nigeria, specifically in Rivers State, which is substantiated by both theoretical frameworks and empirical data. Therefore, this study focused on the analysis of consumers' attitude toward made-in Nigeria clothing in Rivers State, Nigeria. However, the study sought to determine the extent of the influence of availability of made-in Nigeria clothing, the extent of brand awareness and familiarity of consumers with made-in-Nigeria clothing, country of origin of the products, and consumers' sense of pride on consumers' attitude toward made-in Nigeria clothing in Rivers State.

Literature review and hypotheses

Functional theory of attitude

Kartz's (1963) functional attitude theory, as referenced by Perner (2010), elucidates the reasons behind individuals' attitudes, which are influenced by their personal traits and the specific situations they find themselves in. The rationales for altering one's attitude are subjective and contingent upon the extent of benefits derived from said attitude. Based on the concept, there are four aspects that might influence the evolution of ideas over a period of time. Utilitarianism posits that individuals are inclined to engage in actions that facilitate the achievement of their objectives and are less inclined to accept actions that impede their advancement. When a consumer expresses concern about how a product or service may impact their sense of self, their ego defenses are activated. The knowledge function is a crucial aspect of an individual's disposition, since it offers significance and context to one's experiences through cognitive processes. The expressive function of value enables customers to effectively convey their self-concept and core values, therefore influencing their perception of a product or service. Regrettably, the purpose of the information-seeking function is to provide structure in what seems to be a tumultuous and unpredictable setting. The core concept of this theory posits that in order to effectively alter one's attitude, it is important

to initially comprehend the role of attitude, which serves as a framework for comprehending and categorizing objects. There are several factors that influence individuals' attitudes towards Nigerian-made clothing, including the acquisition of knowledge, the preservation of one's self-esteem, the expression of personal beliefs, and the consideration of practicality.

Consumers' attitude

Marketers are faced with both possibilities and problems due to the thinking of customers. The absence of client feedback in the development of a marketing plan often leads to an unsuccessful campaign. Conversely, astute marketers leverage their understanding of consumer feelings to predict their future behavior.

According to Solomon (2008), in the field of marketing, an attitude refers to a lasting perception of a certain service or product. Customers' spending and purchase behaviors are influenced by their attitudes, which also serve to satisfy their own reasons. According to Palmer (2010), the customer attitude of an individual is comprised of their marketing-related thoughts, attitudes, and intentions towards a certain product or service. The perception or evaluation of a service or product by a consumer can be categorized as either positive or negative. Attitude acquisition occurs when we are inclined to behave in a manner that either supports or opposes a particular item. In the marketing context, every product and service is assessed based on an attitude.

Development of model and hypotheses

Product availability and consumers' attitude towards made in Nigeria clothing

Extensive scholarly study has demonstrated that the accessibility of products has a pivotal role in stimulating sales. Colon and Mortimer (2009), Stayinfront (2011), Hausman and Siekpe (2009), Lee, Kim, Pelton, Knight and Forney (2008), Moon, Chadee and Tikoo (2008), and Park (2003) together assert that marketers have dedicated substantial resources, both in terms of time and financial investment, towards ensuring the constant availability of products. The supply of things is contingent upon their availability, without any exceptions. Goldsmith (2002) and Moutinho and Bian (2011) have posited that the presence of a product on display has been widely believed to enhance engagement and subsequently stimulate the inclination to make a purchase. Conversely, marketers have astutely capitalized on limited inventory to induce a sense of urgency among customers, prompting them to make expedited purchases (Almados and Jain, 2010; Balachader and Stock, 2009). According to this strategy, customers are more inclined to engage in a purchase when they perceive the product to possess characteristics of scarcity and desirability. The aforementioned observation underscores the significance of the product's accessibility. According to Leon and Kanuk (2007), the economic factor that influences consumers' selection of foreign products is the degree of product availability. The presence of several international brands in our market enables customers to readily satiate their desires for imported items (Ogunnaike, 2010). Individuals exhibited a higher propensity to engage in cross-border trade when faced with limited domestic alternatives. The paucity of local alternatives increases the likelihood of purchasing foreign items. According to Okechukwu and Onyema (2008), as cited in Nanzia, Kalimang, Asiand, and Majula (2014), the prevalence of foreign trademarks across different product categories in some developing nations can be attributed to the absence of domestic manufacturing operations. The presence of imported items might provide a notable disparity when compared to the limited availability of local brands. The

degree to which customers are open to product developments is closely correlated with the range of options that are accessible to them within the market.

According to the experts, a significant proportion of shoe factories in the local area are classified as small or medium-sized enterprises. Due to their limited marketing acumen, several producers are compelled to rely on agents and intermediaries for the distribution of their products. This underscores the logistical obstacles encountered by farmers in the region.

Ha1: The extents of availability of made-in-Nigeria clothing have positive significantly influence on consumers' attitude toward purchase

Brand awareness and familiarity with made-in-Nigeria clothing and consumer's attitude towards purchase

It is usual practice to downplay the relevance of factors like brand familiarity and brand awareness when calculating brand equity. The capacity of consumers to remember, identify, and associate certain experiences with a specific brand is known as brand awareness (Aaker, 1996).

There are two main parts to brand awareness, and they are recognition and recall. When asked to name a brand, customers should be able to accurately identify it when presented with the opportunity; when given a category of products, they should be able to recall the name of a specific brand. Brand awareness, according to Hoeffler and Keller (2002), may be differentiated from both breadth and depth. One definition of "depth" is the ability to help consumers remember and identify a brand, while the other defines "width expression" as the ease with which consumers can link a brand to a product they buy. When a brand has both depth and breadth, consumers are more likely to associate it with buying Nigerian-made clothing. Basically, the product's level of brand awareness is raised. But the brand name is the main factor that determines brand recognition, according to Davis, Golicic, and Marquard (2008). According to Keller (1993), consumers' perceptions of a product's brand impact their purchasing decisions. Consequently, a good opinion of a product's brand enhances the success of marketing campaigns. Brand awareness is a major factor in determining the value of a brand and in shaping consumers' opinions and attitudes (Nguyen and Gizaw 2014). No exchange or conversation could take place in the absence of consciousness. As a result, it stands to reason that more conscious products will also enjoy more sales. The development of positive associations in consumers' minds is further aided by awareness. Therefore, brand recognition is measured by how much the brand is committed to customers' memories.

Brand awareness is vital in consumers' intention to buy since they are more likely to acquire a well-known and recognized brand (Keller, 1993; Macdonald and Sharp, 2000). Knowing the name of a brand increases the likelihood that a customer would recognize it within a certain category and go on to buy it (Percy and Rossiter, 1992). Customers' degree of familiarity with a brand may provide a foundation for how they rate that brand in the future, according to Hoyer and Brown (1990). There are some companies that may really make an impact on people, shaping their character and outlook. The extent to which consumers are familiar with a brand significantly influences their propensity to buy. Dodds and Grewal (1991) and Grewal, Monroe, and Krishman (1998) found that consumers choose to buy more popular brands because such brands have a larger portion of the market and are more positively reviewed.

When compared to awareness, familiarity is better. It is a way to gauge how well-informed customers are about the company, according to Adams (2012). There are a number of interconnected signals that consumers use while making product evaluations. If two identical items don't differ much in appearance, consumers are more likely to base their purchasing decision on the brand alone. The brand that has been mentioned positively in the past and appears to have better customer recognition will be given the benefits. There are several internal and external elements that impact people's views, including their own background. Some of the things that could increase one's familiarity with a brand are previous purchases or usage, exposure to advertisements or in-store displays, and general brand awareness (Sundaram & Cynthis, 1999). A customer's level of brand familiarity determines how comfortable and confident they are making a purchase from that company. When consumers feel safer purchasing the brand(s), they are more likely to do so (Baltas, 1997).

A person's level of brand familiarity will vary according to their level of acquaintanceship with the brand. Optimal brand loyalty, sometimes called "brand insistence," is characterized by a complete and total absence of consideration for buying other goods. What we call "Brand Preference" occurs when a customer has a favorite brand but isn't afraid to go out every once in a while. When people who are familiar with a brand choose not to buy it, this is called brand rejection. Because it makes the buying process easier and builds customer trust and confidence in the product, having a high degree of familiarity is obviously beneficial. Commercially promoted items may be well-known to certain people, but others may be completely oblivious to them since they aren't familiar with the brand or the product itself (Campbell and Keller, 2003).

Ha2: The extent of brand awareness and familiarity of consumers with made-in-Nigeria clothing have significantly influence on their attitude towards purchase

Country of origin & Consumers Attitude towards Made in Nigeria Clothing

Multiple marketing studies have examined the impact of a product's nation of origin on customers (Balabanis and Diamanlopolus, 2011; Liu and Johnson, 2005; Verlegh, Steenkamp and Meulenberg, 2005; Hong and Kang 2006, Maheswaran and Chen, 2006, Pappu, Quester and Cooksey, 2007). According to Wang and Lamp (1983), the COO impact is a significant and intangible obstacle that a product or service encounters when it enters a new market. Schneider (2005) and Chattalas, Kramer, and Takada (2008) have identified consumer stereotypes pertaining to a nation's economy, social and cultural frameworks, and comparative economic advancement as influential factors in consumer decision-making and product use. According to Ahmed and d'Astous (2007), information processing theory suggests that consumers employ a combination of internal and exterior signals while making purchasing decisions. According to Verlegh and Steenkamp (1999) and Usunier (2006), consumers tend to depend on the country of origin (COO) as an external attribute due to their limited understanding of physical features. Several studies have indicated that customers tend to hold a more unfavorable perception of items manufactured in developing countries in comparison to those produced in industrialized ones. Some of the research conducted by Kinra (2006), Hu et al. (2008), and Wang and Yang (2008) are among the notable contributions in this field. Italy is frequently associated with the field of shoe design, Scotland with the production of whiskey, and China with the efficient manufacturing of goods, among several other instances. The phenomenon where consumers tend to evaluate foreign-made products based on their own preconceived notions is referred to as the "country-of-origin effect" (Hamzaoui & Merunka, 2006). The perception of a

product among individuals in a country might vary depending on its degree of economic development, leading to either favorable or negative judgments. According to Betra, Ramaswamy, Alden, Steemkamp, and Ramachander (2000) and Kaynak, Kucukemiroglu, and Hyder (2006), Western products are often seen as being of superior quality compared to items from developing nations.

Examining the literature on the impacts of COO should uncover a significant body of empirical research. Shooler's (1965) empirical study on COO revealed that customers assign varying degrees of importance to similar items based on their country of origin. Prior studies have shown that the Chief Operating Officer (COO) has an impact on individuals' perception of quality (Baldauf et al., 2009), their attitudes towards evaluations (Verlegh et al., 2005), and their perceptions of brands and goods (Chinnen and Sun, 2011; Sharma, 2004). According to Knight and Calantone (2000) and Ghalandari and Norouzi (2012), the country of origin (COO) has an impact on customer decision-making and their desire to make a purchase.

Ha3: country of origin of has a positive significant influence on consumers' attitude to purchase

Sense of Pride Consumers' Attitude toward made-in-Nigeria Clothing

Okechukwu and Oonyema (2008) assert that some developing countries employ the acquisition or utilization of imported commodities, such as clothing, as an indicator of their societal and economic standing. Imported products serve as physical representations of achievement and luxury for the affluent. The influence of prestige on consumer behavior in developing nations may surpass that observed in affluent nations, particularly in the context of purchasing items manufactured elsewhere. According to Ogunnaike (2010), the formation of customers' perceptions towards both local and multinational brands is influenced by many psychological factors.Certain individuals intentionally pursue situations that can distinguish them from others due to their exaggerated feeling of self-importance. Individuals frequently purchase distinctive merchandise in order to differentiate themselves from others, or to become the "one in town" as the adage suggests. A significant number of Nigerians seem to link these characteristics more closely with clothing produced abroad rather than those manufactured domestically.

Ha4: Sense of pride of the consumer has a significant influence attitude toward made-in-Nigeria clothing

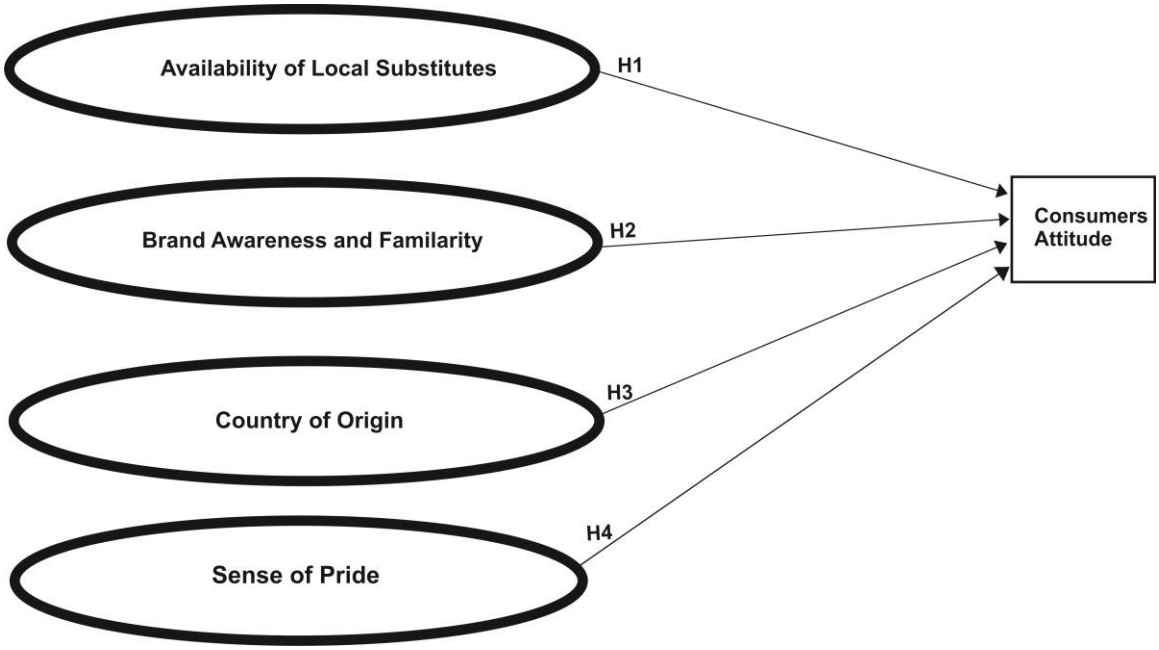

Figure 1: Conceptual Model and Hypotheses

Methodology

Sampling and data collection

This study was conducted in the year 2022, adopting a cross-sectional quantitative technique. A probability-sampling approach was employed to conduct a study among individuals who purchase Nigerian-made apparel in all 23 Local Government Areas (LGAs) within Rivers State. A standardized questionnaire was utilized for this purpose. A total of 678 surveys were used, consisting of 471 surveys provided through research help and 207 surveys collected from self-administered sources. The adequacy of the sample size for the analysis was determined. Consequently. Upon doing an assessment of the response rate, a total of 536 questionnaires were included in our study.

According to Podsakoff, Mackenzie, and Podsakoff (2012), cross-sectional surveys that use a single questionnaire to gather data on both independent and dependent variables may be vulnerable to common procedure bias. The Haman one-factor exploratory test was employed to examine the presence of systemic bias in the employed methodologies. Conventional process bias was shown to have no significant influence in this inquiry, since the test revealed that no one factor accounted for a major portion of the observed variance. The final sample, consisting of 315 individuals, is predominantly female, with 59% being female and 41% being male. Less than 2% of the overall sample consisted of respondent's aged 58 and beyond, whereas the biggest age group, comprising 34% (n = 180), fell between 28 and 37 years old. A total of 212 individuals, constituting 40% of the examined population, had attained a secondary education. When queried about their professional profiles, 25% of the participants (n = 135) reported being self-employed, whereas a mere 1%

indicated being retired. Out of the participants in the survey, 48% (n = 248) reported being married, whereas 35% (n = 189) indicated being single.

Operationalization of constructs

The variables included in this investigation were obtained from established literature and validated scales. The study's variables were categorized using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to allow participants to evaluate their level of agreement with statements on the elements that impact customers' attitude towards clothes produced in Nigeria. Hence, the instrument was divided into two main portions, namely A and B. The initial component of the survey requested respondents to furnish fundamental details pertaining to their personal characteristics, encompassing their age, gender, marital status, and job status. Section B was divided into four sub-sections (B1, B2, B3, and B4) in accordance with the objectives. Section BI presents a four-item statement to assess the potential impact of the availability of clothing made in Nigeria on customers' attitudes towards purchasing such items. In Section B2, we inquire about the extent to which consumers' familiarity with the brand impacts their inclination to purchase made-in-Nigeria clothes. In Section B3, we investigate the degree to which the country of origin influences their decision-making process about the purchase of made-in-Nigeria apparel. B4's call for answers focuses on the influence of national pride on consumers' views of Nigerian-made clothes.

Validity and reliability

In addition to conducting a full literature evaluation for content validity, convergent validity, discriminant validity, and scale validity, further validity checks were performed using the confirmatory factor analysis (CFA) technique as recommended by Gerbing and Anderson (1988). Gerbing and Anderson (1988) claim that the items that support each construct are considered unidimensional and dependable if the average variance extracted (AVE) for each substance inside the construct, as calculated by squaring the bolded values on the diagonal, exceeds 0.5. The data is displayed in Table 1. Convergent validity was established as evidenced by the significant loading of each question on the concept it aimed to measure ($P < 0.01$). Discriminant validity was ensured by employing the methodology proposed by Fornell and Larcker (1981). In order to achieve discriminant validity, it is imperative that the square of the average variance extracted (AVE) for each construct exceeds its corresponding inter-construct correlation coefficient. Fornnell and Larcker (1981) assert that the confirmation of discriminant validity may be achieved by examining the findings of the confirmatory factor analysis (CFA) presented in table 1. This analysis demonstrates that none of the inter-construct correlation coefficients exceed the square root of their respective average variance extracted (AVE). The values for the goodness-of-fit index (DFI), comparative fit index (CFI), incremental fit index (IFI), Tucker-Lewis index (TLI), and root-mean-square error approximation (RMSEA) are 0.88, 0.92, 0.91, 0.97, and 0.07, respectively. According to Fornell and Gerbing (1981) and Gerbing and Anderson (1988), all of the fit indices mentioned are within the acceptable range.

Table 1: Coefficient of inter-construct correlation and square roots of AVE

Variables	**1**	**2**	**3**	**4**	**5**
1	**0.88**				
2	-.48	**0.78**			
3	-.21	- .18	**0.84**		
4	.11	-.29	-.31	**0.82**	
5	0.13	0.09	-08	0.10	**0.72**

NOTE: The bolded values on the diagonal are the square roots of AVE for each construct

Result and hypotheses testing

The structural equation modeling approach was utilized in conjunction with the maximum likelihood estimation (MLE) method in AMOS software (version 18) to assess all the hypothesized associations simultaneously. The structural model of the hypothesized connection was executed and adjusted, yielding the following outcomes: RMSEA = 0.05, GFI = 0.87, CFI = 0.96, TLI = 090, and chi-square = 657.267 (d.f = 388.464, P = 0.004).

It became evident that enhancing the alignment between the data and the model might be accomplished by co-varying certain independent variables, resulting in the need for re-specification and modification. The model was considered satisfactory based on the data-to-model fit indices being within acceptable threshold values, as indicated by Schumacker and Lomax (2016) and Byne (2005). Subsequently, the route estimate of the projected link (figure 2) was examined.

The substantial route estimate between the availability of made-in-Nigeria clothes and buyers' attitude towards purchasing ($t = 3.724$, $p < 0.01$) provided support for Ha1. The study observed a significant and beneficial impact of customers' familiarity with the brand and its Nigerian-made clothes on their purchase attitude (H2) ($t = 3.384$, $P < 0.01$). The hypothesis of the study posited that customers' sentiments towards clothing created in Nigeria would be influenced by the country of origin (H3). We obtained evidence in favor of H3 ($t=3.684$, $P = 0.1$), as expected. A statistically

significant correlation (t = 2.97, P < 0.05) was observed between customers' sense of pride and their attitude towards clothes produced in Nigeria.

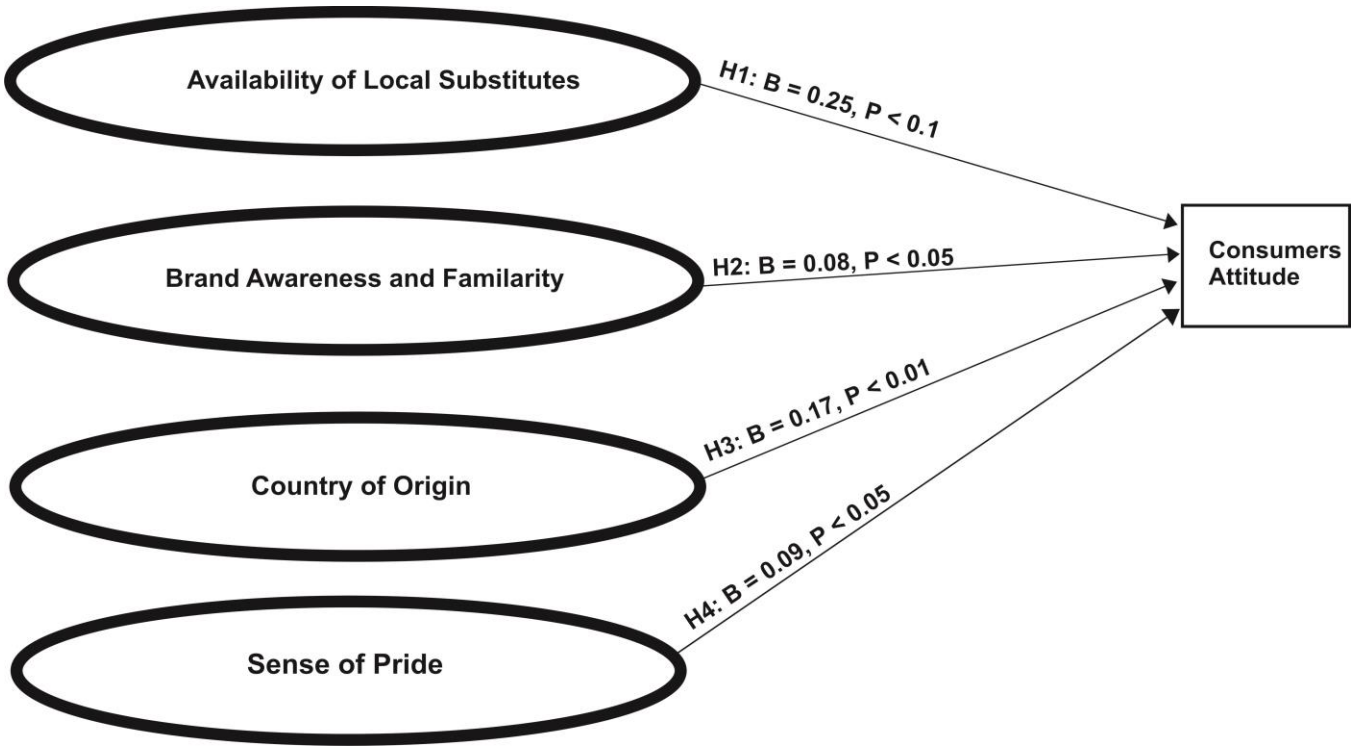

Figure 2: Structural Model with Path Estimate

Discussion

Our research indicates that the existence of Nigerian-made clothes has a significant and favorable impact on buyers' views towards making a purchase. This observation aligns with the conclusions made by Okechukwu and Onyema (2005), who observed that some emerging nations had limited proportions of local manufacturing. The restricted apparel and product category options available to customers in these nations can be attributed to the industry-wide dominance of multinational companies. The local footwear and textile sectors are predominantly controlled by small and medium-sized enterprises (SMEs), who have challenges in efficiently disseminating their products. As a consequence, they depend on intermediaries and representatives. According to previous studies conducted by Sobowale (1977) and Saha (1983), local production has significant logistical hurdles. In accordance with the findings of the aforementioned study, Leon and Kanuk (2007) assert that in situations when local alternatives are limited, consumers exhibit a higher propensity to select for imported commodities. Foreign products frequently benefit economically from the availability of a product.

The findings indicate that the amount of brand awareness and familiarity among customers has a substantial and favorable influence on their perceptions of Nigerian-made clothes. This finding corroborates our hypothesis that the level of customers' knowledge and understanding of a brand significantly impacts their attitudes and behaviors, and that the value of a brand is strongly determined by this level of comprehension. Consumers are more inclined to make a purchase when they possess prior knowledge and familiarity with the brand, indicating the influence of brand knowledge and familiarity on buy intention. Similar findings were reported by McDonald and Sharp (2000), Keller (1993), and Nguyen and Gizaw (2014).

The location of alternatives significantly influences consumers' perceptions of made-in-Nigeria clothes. This research implies that individuals have a higher propensity to purchase goods manufactured in industrialized countries such as the United States, as opposed to underdeveloped nations like Nigeria. An effective method for assessing clothes produced in different nations is by examining their "country of origin" (COO) impact. This study examines the influence of consumers' preexisting beliefs toward a certain nation. The correlation between a country's degree of economic growth and customers' favorable or unfavorable product impressions is evident. It is often considered that clothing produced in affluent Western countries is of higher quality compared to clothing created in less prosperous nations. This study corroborates previous research conducted by Chinnen and Sun (2011), Baldauf et al. (2009), and ghalandandari and Norouzi (2012), which has demonstrated that the nation of origin has a significant role in shaping customers' attitudes, preferences, and purchasing intentions towards Nigerian clothes.

The study found a substantial correlation between customers' pride and their opinions towards apparel created in Nigeria. This implies that individuals residing in less developed nations perceive the act of purchasing garments manufactured elsewhere as a manner to showcase their social status. Imported products serve as physical representations of achievement and luxury for the affluent. Okechukwu and Onyema (2008) found that customers in affluent countries are less susceptible to the impact of the prestige associated with foreign-made products or garments compared to consumers in destitute countries.

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