

Effects of Perception on Consumer Purchase Intention of Traditional Textiles in Ogun state, Nigeria

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ABSTRACT

Aims: To identify perceived product attributes influencing consumer purchase intention; determine the relationship between shopping experience and consumer purchase intention and examine the influence of product understanding on consumption of traditional textiles in Nigeria textiles industry.

Study design: Descriptive survey research design was used for the study.

Place and Duration of Study: Itoku and Asero Adire International market, Abeokuta, Ogun State, Nigeria between September and October, 2018.

Methodology: The population of the study comprises all the customers of traditionally made textiles in Itoku and Asero Adire International market from which 158 respondents were selected through purposive sampling technique. Only 127 questionnaires that were correctly filled were used for the study. Data collected were analyzed using descriptive statistics, confirmatory factor analysis and multiple regression model.

Results: Findings from the study showed that textile quality, accessibility (shopping convenience), acceptability, price, packaging, texture, availability and designs with Eigen values of .615, .692, .777, .673, .614, .679, .659, and .620 respectively were the product attributes influencing consumer purchase intention. Furthermore, results showed that consumer shopping experience ($R^2=0.304$; $P=.001$) and product understanding ($R^2=0.355$; $P=.000$) were positively correlated with consumer purchase intention.

Conclusion: The study concluded that made-in-Nigeria traditional textile's attributes, shopping experience and understanding of the product are major determinants of consumers purchase intentions in the textile industry in Nigeria.

KEYWORDS: Perception, Shopping Experience, Consumer Behaviour, Embroidery Work, Traditional Textile

1.0 INTRODUCTION

Preference for foreign goods and services among consumers in Nigeria is becoming worrisome especially when considering its impacts on survival and profitability of local firms. This menace cut across almost all sectors or industries in Nigeria ranging from processed foods, beverages, cleaning agents, household materials, agro allied, cement, beer and footwear among others. This development is more noticeable in the textile industry in Nigeria and has led to drastic reduction in sales growth in the industry. The perception of most customers in Nigeria is that imported or foreign made goods are superior to locally made in terms of quality. In order to survive in view of keen competition between locally manufactured textile products and foreign made, many local firms have resulted to claiming foreign origin for their products.

Several studies on product's country of origin have indicated that consumers usually have many options to choose from when it comes to product consumption [1]; [2]; [3]. Findings of these studies indicated that proper understanding of products' country of origin is an important factor in understanding consumer purchase decisions. Furthermore, these studies have shown that product's country of origin have become an evaluative criterion by consumers when making purchase decisions [4]; Parameswaran & Pisharodi in [5]. Furthermore, Erickson, Johansson and Chao in [6] argued that product's country of origin creates halo effect. Similarly, the authors averred that product's features evaluation and customer's attention to product is largely influenced by product's country of origin. A related study by Wright in [7] has shown negative effect of country stereotyping on consumers' attitudes towards the product manufactured in such a country. Government in Nigeria in its efforts to encourage patronage or consumption of locally made products banned importation of certain set of products which include textiles materials. Generally, this development was borne out of consumer perception and evaluation of quality differentiation between goods that are manufactured locally and those from foreign countries in terms of performance and expectation. According to Zeithaml in [8] customer perceptions of product quality can be explained in terms of customer assessment of the overall performance of the product or service. Customer evaluation of the overall product quality is a function of the gap between customer expectations and perceived product performance. When product performance exceeds consumer expectations, the consumer is satisfied hence becomes delighted.

In a study conducted by [9] on the analyses of Nigerian consumer perception on foreign product, it was found that consumers in Nigeria perceived products manufactured in foreign countries as more reliable and technologically advanced. In addition, the study revealed that Nigerian consumers perceived foreign made products to be more competitively priced and stylish than Nigeria made. A similar study was conducted by [10] on consumer perception of global versus local brands; the Indian car industry. The study revealed that the consumers, who possessed globally recognised brands, preferred their car brands to locally made. This incidence may not be unconnected with factors such as global presence, worldwide reputation, and perception of being a foreign made.

As much as there is an increase in the volume and quality of textile production in the Nigerian textile industry, many Nigerian still purchase and use a lot of imported clothing. This may be so because of the perception of the consumers about homemade textile products. While many studies have been conducted on textiles generally, researchers seem to have not paid enough attention to determining the possible effects consumer perception of homemade may have on consumption of traditional textiles in Nigeria.

In view of the above, this study intends to;

- (i) identify perceived product attributes influencing consumer purchase intention of traditional textiles in Nigeria;
- (ii) determine effect of shopping experience on consumer purchase intention of traditional textiles in Nigeria; and
- (iii) examine effect of product understanding on consumer purchase intention of made in Nigeria textiles.

1.1 Hypotheses

Ho₁: There is no significant effect of shopping experience on consumer purchase intention of traditional textiles in Nigeria.

Ho₂: There is no significant effect of product understanding on consumer purchase intention of made in Nigeria textiles.

2.0 MATERIAL AND METHODS

2.1 Literature Review

Perception according to [11] is the process of attaining awareness or understanding of the environment by organizing and interpreting sensory information. Perception in the opinion of [11] involves signals in the nervous system. This signals result mainly from physical prompting of the sense organs. In the view of [12], perception can be explained as the procedure by which a person selects, arranges and interprets stimuli. In turn the stimuli are filtered and adjusted with a view to becoming a person's own view of the world. Though exposed to the same stimuli, in the same environment, two persons' experience are unlikely to be the same. Mason and Bequette in [13] argued that manner consumers perceived a product performance is more important than its actual performance. The authors further argued that determining product's attributes -positive or negative - that meet customer expectation should be of paramount consideration to marketing managers. Succinctly put, perception involves understanding how the consumer views or positions a product or service in his mind. In view of this, a careful blend of

colour, sound, taste, touch or smell will help in stimulating demand. Customer perception is shaped by product/service quality, price and image. These three variables determine to a large extent firm's strategy and its performance as well as customer perception of the firm and its offering.

In a highly competitive business environment such as textile industry in Nigeria, it is normal for customers to compare values of different products before making purchase decision. The firm that wins is the one perceived by customers to have delivered the best value based on customer's judgment [11]. Knowing customers' perceptions of the firm and its product/service largely helps in determining the direction in which the business is going. According to [12] the customers' view of a business and its image is influenced by interactions between customers and the business. A positive and mutual interaction between customers and the firm enhances its image and how its product is positioned in the mind of the customers; that is customers' perceptual view of the firm and its offering.

Awareness of product's country of origin has been found to significantly affect consumers' purchase intention. For instance, in a research by Reiersen in [14] on consumers' perceptions on quality, it was found that product's country of origin has significant effect on general products and other classes of products. Also, [4] compared the effects of product attributes and country of origin associations on consumers' product evaluations. The study revealed that consumer quality perception has a close link with awareness of the country of origin of a product. A related study by Maheswaran in [15] revealed that favourable perceptions of country of origin of a product by customers led to favourable consumer perceptions of product's attributes and this in turn led to favourable evaluation of the product by consumers.

Several factors have been identified as determinants of consumer purchase decision and these have been summarized by [16]; Jarvenpaa and Todd in [17] into four main construct of consumer perception. These are product perception, shopping experience, perceived risk and product/service quality. Product perception also called product understanding [18] or product value [19] is determined by product price, product variability and product quality. Price is the amount of money paid by a customer to take possession of the product. It is the cost of purchasing a product or the value attached to a product. On the other hand, quality is explained as the overall excellence or superiority of the product based on consumer perception. Also product quality perception is the ability of a product to satisfy or meet consumer expectation in comparison with other competitive products (Monroe & Krishnan in [20]. It is the consumer evaluation of a product's outstanding value and performance. Therefore, perceived product quality can be explain as the customer's view or judgment of the overall performance or superiority of a product with the available alternatives [21].

According to [22] and [23] customer shopping experience is influenced by effort, life style compatibility, playfulness, social interaction, convenience and consistency. Effort according to [23] is the amount of time and energy expended by customers in locating a product and making a purchase. Life style compatibility is the congruence between consumer's life style and his or her shopping habits. Playfulness is the exciting, enjoyable and pleasurable feelings consumer has when making a purchase. Social interaction is the communication or contact between the consumer and other people while shopping. This may include joining group discussion, soliciting user experiences, inquiring about price variability, etc. A customer with positive shopping experience is likely to be satisfied and this may influence his/her value perception and eventual re-patronage intention.

[24] classified shopping experience into two; that is, the experience from salesperson's encounter which include salesperson's efforts, social engagement, problem resolution, relational distance and time committed to make sale; and non-interpersonal factors which are unexpected acquisition and value. On the other hand [25] identified thirty-eight shoppers' experience attributes which can be categorized into nine. These attributes are layout, exhibition, design and architecture, extra facilities, courtesy, getting out, music, mood and hanging around. From the shopper's standpoint, [26] identified comfort, entertainment, diversity, mall essence, convenience and luxury as some of the factors of attraction to any mall. To [27] a shopping mall attractiveness will depends on its appeal, convenience, provision of amenities, ambience or atmospheric condition, employees, parking and seating places. The relative importance of other attributes like toilets, smells, parking space, security and store size cannot be over-emphasised. Combining the above definitions, [11] opined that shopping experience is largely influenced by set of all services and policies that relate to store-atmosphere and customers. This includes social interaction, sales staff efforts, sales staff commitment and relevant policies provided to please or attract customers.

Understanding consumer behaviour is important to have a grasp of the perception of consumer purchase intention of traditional textiles in Nigeria. According to Bauer in [28] consumer behaviour is risk-taking because it is difficult for consumer to ascertain the outcome of using the products at the point of purchase. Hence, the consumer bears a certain risk as there is risk in every purchase either as a first time buyer or a repeat buyer. The risk may be higher for the first time buyer because the consumer has not tried the product before. For a repeat buyer, the consumer may not be sure if the product's performance would be the same with the previous experience. According to [29] the perceived risks are associated with the idea that consumer behaviour is a goal-oriented activity and that purchase of a product is connected to this goal. The consumer tolerable expectation level is largely determined by product performance in accordance with the set goal. With the high level of inflation in Nigeria occasioned by the recent economic recession, many buyers are becoming more rational in their purchases. Consumers want value for their money and may need to save over a certain period, to be able to acquire a certain product; consumers of traditional textiles are not an exception. Efforts are being made by consumers to

reduce the perceived risk involved in consumption of traditional textiles which most of them perceived as being inferior or of low quality compared to the foreign-made. Previous research has identified several factors, such as product brand (Fournier in [30]), product quality [31], product functionality and price [32] as factors influencing consumer purchase intention.

In this study, traditional textile is perceived as fabrics usually handmade, woven or designed using materials sourced from immediate environment which may be worn for day-to-day activities, ceremony or religious purposes. Traditional textile is an aspect of culture expressed in clothing which distinguishes a people from others. Ogun state is one of the 36 states in Nigeria mainly of Yoruba extraction and it is well known for its various aspects of traditional textiles works such as indigo dyeing, embroidery and hand weaving fabric by both men and women using horizontal and vertical looms respectively. *Adire* which is **Indigo dyeing** is generally produced and used by *Yorubas* of the south-western Nigeria but has become specialized work of the *Egbas* in Ogun state, Nigeria. Indigo dyeing clothing comes in different colours, designs and sizes; and can be sewn into different styles and shapes (native or English). Nearly all ethnic groups in Nigeria use the indigo dyeing. Based on technique of production, it comes in various forms such as *adire eleso* (tie and dye) and *adire eleko* (cassava paste resist). Printing which is another art of fabric decoration is practiced along with dyeing activities among traditional cloth weavers.

It is important to mention embroidery work which can be stitched either by hand or machine on men's long flowing garment called *agbada*. It could be very ostentatious or simple designs. The long flowing garment is mostly used by the rich and nobles such as kings, chiefs, politicians and compound heads. A unique characteristic of this so called *agbada* which outer side is hand-weaving and the inner side is indigo dyeing (*Adire*) is that both sides can be worn as the wearer wishes.

There are different types of **hand woven fabrics** which names are derivatives of colour of thread used. The most common of these fabrics are *Etu*, which is indigo-dyed; *Alari* is wine-coloured; *Sanyan* is cream or light brownish coloured; *fuu* is white which symbolises purity and is mostly used by traditional worshippers while *waka* is multi-coloured fabric. These fabrics are used for different purposes. They may be used for day to day activities, ceremonial and religious purposes [33]

2.2 Theoretical Framework

The theoretical underpinning of this study is consumer perception theory propounded by [33]. Consumer perception theory provides a simple premise for understanding how consumers' perception of a product or service influences their purchasing behaviour. Almost everything around consumers including the sensory organs and all forms of promotion mix influence consumer behaviour. Consumer perception theory is divided into three parts viz; self-perception, price-perception and benefit-perception. Self-perception holds that individuals become aware of their own attitudes and emotions as well as other

internal states to a certain extent by inferring them from personal observations of their own behaviour. Also, self-perception theory explains how individual develops an understanding of their own behaviour. Self-perception by customers relates to values and motivations behind consumer buying behaviour [34].

2.3 Conceptual Framework

Fig. 2.1 shows the conceptual framework indicating the relationship between the independent variable (product perception) and dependent variable (purchase intention), and the direction of the hypotheses. Product perception is perceived as a function of shopping experience and product understanding. Also shopping experience is a function of sales force efforts, life style, social interaction, convenience and consistency while product understanding is perceived as a function of product price, quality and variety. In addition, consumer purchase intention is measured in terms of branding and functionality. A positive relationship is expected between the independent and dependent variables.

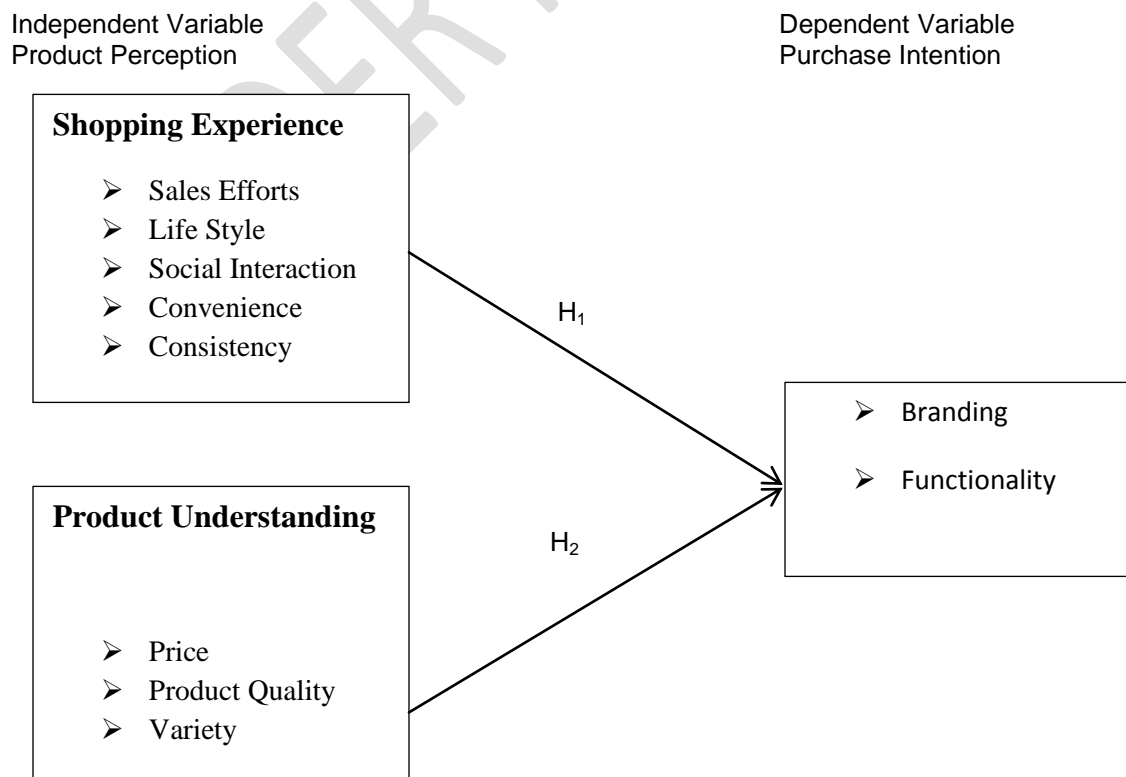


Fig 2.1: Model of product perception and purchase intention showing the relationship and direction of the study hypotheses.

2.4 Methodology

A descriptive survey research design was used for the study. The population of the study comprises all the customers of traditionally made textiles in Itoku and Asero Adire International market, Abeokuta, Ogun State, Nigeria from which 158 respondents were selected through purposive sampling technique. Only 127 questionnaires that were correctly filled were used for the study.

Primary data used for the study were collected through the use of a well-structured questionnaire specifically designed to achieve the objectives of the study. The reliability of the research instrument was established through the use of coefficient alpha (Cronbach Alpha) of .773 and Kaiser-Meyer-Olkin measure of sampling adequacy of 0.827. These imply that data collected were highly reliable and adequate.

Data collected were analyzed using descriptive statistics, confirmatory factor analysis and multiple regression model. Confirmatory factor analysis was used to achieve objective (i) while objectives (ii) and (iii) were achieved through multiple regression model.

The multiple regression model for objective (i) is given as:

$$SE=f(SEF, LS, SI, CON, COST)$$

Mathematically the model can be expressed as:

$$SE= a+ \beta_1SEF+\beta_2LS+\beta_3SI+\beta_4CON+\beta_5COST+e.....Eq 1$$

Where;

a = Constant

SE= Shopping Experience (Independent Variable)

SEF= Sales Efforts

LS= Life Style

SI= Social Interaction

CON= Convenience

COST= Consistency

$\beta_1 - \beta_5$ = Parameter Estimates

e = Error Term

Also, the multiple regression model for objective (ii) is given as:

$$PU=f(PC, PQ, VTY)$$

Mathematically the model can be expressed as:

$$SE= a+ \beta_1PC+\beta_2PQ+\beta_3VTY+e..... Eq 2$$

Where:

a = Constant

PU= Product Understanding (Independent Variable)

PC= Price

PQ= Product Quality

VTY= Variety

$\beta_1 - \beta_3$ = Parameter Estimates

e = Error Term

3.0 RESULTS AND DISCUSSION

3.1: Socio-Demographic Variables of Respondents

Table 3.1 showed the socio-demographic variables of the respondents. It showed that more females (61.4%) than male (38.6%) purchase locally made textile. Furthermore, the study revealed that majority of the customers; married (68.5%), ages 20-39 (88.9%), educational levels GCE, Ordinary level to B.Sc (89.0%) have intention to purchase locally made textile, while the frequency of shopping among the customers revealed that comparatively majority of them prefers shopping monthly (57.5%).

Table 3.1: Socio-demographic variables of respondents

Gender			Marital Status		
	Frequency	%		Frequency	%
Female	78	61.4	Single	38	29.9
Male	49	38.6	Married	87	68.5
Total	127	100	Widow/ Widower	2	1.6
			Total	127	100.0

Age			Shopping Frequency		
20-29 years	84	66.1	Daily	13	10.2
30-39 years	29	22.8	Weekly	19	15.0
40-49 years	10	7.9	Monthly	73	57.5
50-59 years	4	3.2	Occasionally	21	16.5
Total	127	100.0	Others	1	0.8
			Total	127	100.0
Educational Level					
GCE/SSCE	45	35.4			
OND/NCE	28	22.1			
BSc/HND	40	31.5			
M.Sc	5	3.9			
Others	9	7.1			
Total	127	100.0			

Source: Survey 2018

3.2 Perceived Product Attributes Influencing Consumer Purchase Intention

Table 3.2 showed the principal factor analysis of perceived product attributes influencing consumer purchase intention and their factor loadings. The result showed that eleven of the product attributes with factor loading greater than 0.45 [35] are the most important attributes influencing consumer purchase intention. The perceived product attributes and their factor loading are product quality (.615), accessibility (.692), acceptability (.777), price (.673), convenience (.521), packaging (.614), texture (.679), availability (.659), designs/patterns (.620), customization (.513) and variety of sizes (.576). This findings support the work of [9] who found that designs, styles, quality, branding, packaging and price influence consumer preference for products which country of origin is known to them. In addition, the result is in line with the work of [33] that pattern, shape and size of traditionally made textiles made it unique and contributes to national economy.

Table 3.2: Factor Analysis of Perceived Product Attributes influencing Consumer Purchase Intention

Product Attributes	Eigen Value
Quality	.615
Durability	.401
Accessibility(shopping convenience)	.692
Acceptability	.777
Price	.673
Convenience (weight, handling, etc)	.521
Packaging	.614
Texture	.679
Availability	.659
Designs/patterns	.620
Customization	.513
Variety of sizes	.576
Colour mixture	.409

Source: Data analysis 2018

3.3 Relationship between shopping experience and consumer purchase intention.

The result of the regression analysis in Table 3.3 (a & b) showed the existence of positive relationship between shopping experience and consumer purchase intention ($R = 0.551$). The coefficient of determination ($R^2=0.304$; $P=.001$) which showed the proportion of the variations in dependent variables (consumer purchase intention) attributable to the variations in independent variable (shopping experience) revealed that 30.4 % of variations in consumer purchase intention was attributable to the variations in shopping experience and this was significant at 5% level. The t-test of significance of 9.749 showed that the existing relationship between shopping experience and consumer purchase intention is a true reflection of each other. The F-statistics which showed the overall significance and goodness of fit of

the model showed that the model was a good fit ($F=13.269$; $P=.001$). Therefore, the independent variable was a good predictor of the dependent variable. This finding is consistent with the work of [36] who found that enjoyable shopping experience, providing lower prices; variety and early delivery had influence on consumer purchase intention.

Furthermore, results showed that out of the identified variance of shopping experience, four were statistically significant at 5 percent level and were positively signed. The direct relationship exhibited by the co-efficient of sales efforts, life style, convenience and consistency indicated that a unit increase in these factors led to 21.7%, 43.0%, 50.8% and 39.4% increase in consumer purchase intention respectively. Also, this study was consistent with the finding of [38] that responsiveness, assurance, tangible, convenience and empathy were the major factors influencing customer perception of service quality.

Table 3.3(a): Empirical results of regression analysis showing relationship between shopping experience and consumer purchase intention.

Model	Standardized Coefficients			
	Beta	Std. Error	T	Sig.
(Constant)		.510	8.924	.000
Sales Effort	.217	.074	2.791	.006
Life Style	.430	.043	5.301	.000
Social Interaction	-.038	.044	-.533	.595
Convenience	.508	.046	6.283	.000
Consistency	.394	.071	4.384	.000

a Dependent Variable; Experience

Table 3.3(b): Summary of regression analysis showing relationship between shopping experience and consumer purchase intention

Variables	t-value	R	R ²	Adjusted R ²	F	Sig. (2-tailed)
Shopping experience and Consumer purchase intention	9.749	.551	.304	.281	13.269	P= .001

Source: Data analysis 2018

3.4 Relationship between product understanding and consumption of made-in-Nigeria textiles

Table 3.4 (a & b) showed the result of regression analysis indicating the existence of positive relationship between product understanding and consumption of made-in-Nigeria textiles ($R=0.596$). The coefficient of determination ($R^2=0.355$; $P=.000$) which showed the proportion of the variations in the dependent variables explained by the variations in independent variable revealed that 35.5 % of variations in consumer purchase intention was explained by the variations in product understanding and this was significant at 5% level. The t-test of significance of 6.529 showed that the existing relationship between product understanding and consumer purchase intention is a true reflection of each other. The F-statistics which shows the overall significance and goodness of fit of the model showed that the model is a good fit ($F=28.262$; $p<0.05$). Therefore, the independent variable is a good predictor of the dependent variable. This finding was consistent with the work of [17] and [36] which revealed that consumer buying behaviour was influenced by textile colour, textile quality and availability of the fabrics.

Results further showed that all the identified variance of product understanding were statistically significant at 5 percent level and were positively signed. The direct relationship exhibited by the coefficient of price, product quality and variety indicated that a unit increase in these factors led to 13%, 29% and 54% increase in consumption of made-in-Nigeria textiles respectively. This study corroborated the findings of [39] that service quality has an impact on organisation's reputation as poor service provision invariably leads to negative perceptions.

Table 3.4(a): Empirical results of regression analysis showing relationship between product understanding and consumption of made-in-Nigeria textiles

	Standardized Coefficients

Model	Beta	Std. Error	T	Sig.
(Constant)		.412	6.529	.000
Price	.130	.049	1.890	.051
Product Quality	.294	.053	2.814	.006
Variety	.543	.061	8.348	.000

a Dependent Variable: Patronage

Source: Data analysis 2018

Table 3.4(b): Summary of regression analysis showing the relationship between product understanding and consumption of made-in-Nigeria textiles

Variables	t-value	R	R ²	Adjusted R ²	F	Sig.
Product understanding and consumption of made-in-Nigeria textiles	6.529	.596	.355	.343	28.262	P= .000

Source: Data analysis 2018

4.0 CONCLUSION AND RECOMMENDATION

The study highlighted various product attributes influencing consumers' intention to purchase traditional textile. Also the study explained the relationship among shopping experience, product understanding and consumer purchase intention. Understanding of this will serve as a guide to manufacturers and retailers of traditional textiles on implications of consumer shopping experience and product understanding in formulating appropriate marketing strategies towards enhancing customer patronage. In addition, the study showed that customers of varying gender, age, educational level and marital status purchased and used traditional textiles in Nigeria especially among the *Yorubas*. This implies that marketers of traditional textiles would best serve these varying classes of customers by segmenting the market with a view to providing textiles that satisfy each segment.

Furthermore, findings revealed that product quality, accessibility, price, acceptability, convenience, packaging, texture, availability, designs/patterns, customization and variety of sizes influence consumer purchase intention as indicated by their factor loading. With this, it is important that manufacturers and marketers of traditional textiles endeavour to improve on the quality, texture, designs/patterns and product customization to suit the need of customers with a view to enhancing customer attraction and retention in the sector. The result also revealed that charging competitive price, making traditional textiles more accessible and available in more different locations would be of great advantage in enhancing consumer purchase intention and actual purchase of traditional textiles among shoppers in Nigeria.

More so, findings from the study suggested that there was significant relationship between product understanding and consumption of made-in-Nigeria textiles. Therefore, the manufacturer of traditional textiles should pay special attention to improving on the sales efforts, product quality and availability of varieties with different colours so as to positively position their products in the minds of the customers, hence a favourable perception. From the results of the study, it was concluded that increased consumer shopping experience, product understanding and product attributes led to increased consumer purchase intention of traditional textiles in Nigeria.

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