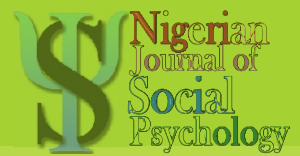


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Consumers' Hedonic Shopping Value, Self-Image Congruence, And Luxury Consumption Tendency as Predictors of Purchase Intention for Foreign Products Among Shoppers in Abakiliki City

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Abstract

Understanding consumers' behaviour and especially purchase-related behaviour targeted towards foreign products consumption among consumers in developing nations has been a subject of key interest in recent times. Consequently, the present study investigated the impact of consumer Hedonic Shopping Value (HSV), Self-Image Congruence (SIC), and Luxury Consumption Tendency (LCT) as predictors of Purchase Intention for Foreign Products among shoppers in Abakiliki City of Ebonyi State. A total of five hundred and ten (510) shoppers (270 males, and 240 females, mean age = 31.20yrs, SD = .86) participated in study. Four instruments were used for data collection namely: Hedonic shopping value scale, self-congruity scale, luxury consumption tendency scale and consumers' purchase intention scale. Hierarchical multiple regression analysis with stepwise modeling was employed to test the hypothesis. The results revealed that HSV significantly and positively predicted PIFP. Furthermore, SIC was found to be a significant negative predictor of PIFP. However, LCT failed to significantly predict PIFP among the shoppers. Implications of the findings for managerial and industrial practices were emphasized and discussed. Limitations of the study were also highlighted and future research directions recommended.

Keywords: *Hedonic shopping value, self-image congruence, luxury consumption tendency, purchase intention for foreign products*

Introduction

Recently, competition among brands is becoming more complicated and the local brands are now facing with stiff competition to make sure their products can be accepted by the locals as well. Many foreign brands are now made available to local consumers and the effect is greater in developing countries. Although research on foreign brands have been widely noted in the literature (Bearden & Etzel, 1982; Yip, 1995), there is still a lack of research on consumers' purchasing motives for foreign brands across different product categories as well as various individual difference variables, especially in emerging economies like African countries. However, studies have been conducted in different regions of the world with the intention of understanding what actually affects consumers' purchase intention of foreign products (Haque et al., 2011; Mostafa, 2016).

According to Ajzen (2008), purchase intention is defined as the willingness stored in human memory that will lead to an action in perfect time. Intention is considered as a form of motivation that consistently predicts human behaviour toward a certain activity. Traditionally, the term intention is defined as the antecedents that stimulate and drive consumers' purchases of products and services (Hawkins et al., 2010). Purchase decision has also been defined 'as a situation in which consumer is propelled to purchase a product according to certain conditions' (Morwitz et al., 2007) or consumer's willingness to purchase a product or brand or to continue or to increase the usage of the product or brand. In other words, it is "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Walgre et al., 1995).

Li (2017) suggested that purchase intention is closely related to actual buying behaviour, meaning that purchase intention can judge how likely a consumer has purchased a product. Consumers tend to buy specific brands because they feel the brand offers good quality and good performance (Le et al., 2013). Research on the relationship between the means of the variable purchase intent and actual purchase behaviour found that purchase intention and actual purchase behaviour are closely related (Voonna et al., 2011). Purchase intention may be the possibility that consumers can buy a good one; in general, purchase intention is widely used in assessing the effectiveness of future consumption of consumer (Hu & Shiau, 2015). According to Zeinab and Fereshteh (2016), consumers are faced with many situations that can make them abandon the purchase at any time; once purchase decision has been made, all kinds of situations potentially arise and hinder the buying behaviour of consumers (Blackwell et al., 2001).

Previous studies have examined a number of factor and its effects on consumers' purchase intention for foreign products. These factors include: perceived quality, perceived prestige, perceived value, and the influence of significant others (Batra et al., 2000; Chen & Chang, 2012; Siew, 2000; Singh at al., 2003; Tsiotsou, 2005, Wu et al., 2014; Yee & San, 2011). However, the objective of the present study is to investigate the effects of consumers' hedonic shopping value, self-image congruence, and extravagant lifestyle as predictors of consumers' purchase intention for foreign products.

A crucial factor that may be relevant in determining consumers' intension for the purchase of foreign products is the consumers' hedonic shopping value. Babin et al. (1994) defined shopping value as the outcome of a shopping experience. They proposed two fundamental dimensions of shopping values, which are hedonic and utilitarian benefits of a shopping trip. Shopping is normally characterised by both values but with different weight depending on the shoppers, products, shopping condition and their interaction (Chung, 2015).

Moreover, consumers can perceive both hedonic and utilitarian shopping values at the same time in one shopping experience (Babin et al., 1994). Consumers perceive utilitarian value from purchasing what they need while simultaneously perceiving hedonic shopping value from the enjoyment of the shopping experience itself.

Babin et al. (1994) defined hedonic shopping value as the potential entertainment and emotional worth of the shopping experience. Overby and Lee (2006) describe hedonic shopping value as an overall assessment of experiential benefits such as pleasure and entertainment. Hedonic shopping value is more subjective and personal than utilitarian shopping value (Babin et al., 1994). Hedonic shopping value derives from exploration and entertainment (Davis, 2013). Consumers regularly seek pleasure rather than task completion from a shopping experience. Increased arousal, fun, fantasy fulfilment, entertainment, freedom and escapism all indicate a hedonically valuable shopping experience (Babin et al., 1994). Moreover, shopping activity can provide hedonic shopping value with or without purchase (Chang, 2001; Irani & Hanzae, 2011). The emotional and psychological worth of the purchase is reflected through hedonic value derived from the shopping experience. Entertainment, having fun, joy and/or the excitement of shopping, or the escape from everyday activities that is provided by the experience are examples that result in hedonic value (Hirschman & Holbrook, 1982).

The reasons for hedonic shopping were highlighted and evaluated by Arnold and Reynolds (2003) under six headings (adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping). Adventure shopping refers to shopping for stimulation, adventure and the feeling of being in another world. Social shopping refers to the enjoyment of shopping with friends and family, socializing while shopping, and bonding with others while shopping. Gratification shopping refers to shopping for stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself. Idea shopping refers to shopping to keep up with trends and new fashions, and to see new products and innovations. Role shopping refers to shopping which reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others. Value shopping refers to shopping for sales, looking for discounts, and hunting for bargains (Arnold & Reynolds, 2003).

Another key factor that is likely to influence consumers purchase intention of foreign products is their self-image congruence with the products. Self-image congruence (Self-congruity) is the extent brand personality and self-concept are compatible. It is "the match

between the product's value-expressive attributes (product-user image) and the audience's self-concept" (Johar & Sirgy, 1991, p. 24). Brand personality is "the set of human characteristics associated with a brand" (Aaker, 1997, p. 347). Self-concept, according to self-congruity theory, influences consumer behavior in a way that results in the purchase of a product (Johar & Sirgy, 1989). For consumers, brands have symbolic attributes, which construct the brand-user image, meaning how would a typical user of this brand look like and behave. To decide if they like the brand, individuals try to match their own perceived image with that of the typical user. This is called "self-image congruence". If these two have a lot of things in common, the individual will have a positive attitude towards the brand. Everybody has a particular identity, preference and habit that they are aware of. And once their "self" is set, individuals tend to protect them (Kressmann, et al., 2006).

An understanding of self-congruity theory relies heavily on a grasp of the term self-concept, which is considered "a meaningful mode of market segmentation" (Kassarjian, 1971, p. 413). Self-concept refers to the "totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg, 1979, p. 7). Or alternatively, self-concept can be thought of as a collection of self-schemas made up of generalizations about the self (Barone, Shimp, & Sprott, 1999).

Self-concept has been divided into various components by different authors. Some early researchers broke it down into two components: actual self-concept and ideal self-concept, the former defined as how one believes he or she is in reality, and the latter defined as how one would like to be rather than how one believes he or she actually is (Sirgy, 1982; Dolich, 1969). Self-concept continued to evolve in the literature, and most now treat self-concept as having four components: actual self-image, ideal self-image, social self-image, and ideal social self-image (Johar & Sirgy, 1991; Sirgy, 1982). The first two components remain consistent in definition, while social self-image refers to the beliefs one has about how he or she is viewed by others, and ideal social self-image denotes the image one aspires others to have of him or herself (Johar & Sirgy, 1989).

For example, a certain brand of foreign shoe may have a product-user image, here defined as the image associated with the expected or typical user of the product, as outgoing, youthful, and active user, and potential consumers may think of themselves as having the same qualities-they believe they are also outgoing, youthful, and active.

A third factor that may likely influence consumers' purchase intention for foreign products, is their tendency for luxury consumption. For centuries, people worldwide have satisfied themselves with the possession of beautiful goods. As a result, luxury products have

been the subject of intensive discussion and debate. Today, consumers have at their disposal a larger discretionary income than ever before. Income has increased throughout the hierarchy scale, but most dramatically in the highest social classes (Husic & Cicic, 2009). Current consumers are willing to offer considerably higher amounts of money for luxury products. Traditionally, luxury goods or status goods have been defined as goods for which the mere use or display of a particular branded product brings prestige to the owner, apart from any functional utility (Grossman & Sharpiro, 1988).

There are different views in literature on the definition and scope of “luxury”. The word “luxury” is derived from the Latin word “luxus” and according to its definition in Latin Oxford Dictionary, it refers to “soft or extravagant living, overindulgence” and “sumptuousness, comfort, abundance” (Christodoulides et al. 2008, p. 397). According to Vigneron and Johnson’s (2004) definition, the luxury refers to the highest level of prestigious brands that includes various physical and psychological values. From a different perspective, luxury goods are the products 95% of whom are only available to the 5% of the population and that have a limited supply (Savitha & Sathyanarayan, 2014). In this sense, luxury products trigger social differentiation.

The phenomenon of luxury consumption has drawn remarkable attention from researchers of consumer behavior. However, their attempts at understanding luxury consumption have been mainly restricted to brand-oriented and concept-oriented approaches. Put more simply, a great deal of previous research has focused on how consumers perceive brand luxuriousness (Hansen & Wänke 2011; Vigneron & Johnson, 2004), what makes a brand considered luxury (Kapferer, 1998), how big consumers’ attitudes toward the concept of luxury are (Dubois et al. 2001), what the antecedents and consequences of luxury consumption are (Amatulli & Guido, 2011; Husic & Cicic, 2009; Kastanakis & Balabanis, 2012), and what kind of personality the luxury brands have (Sung et al. 2015). However, Dogan, Ozkara, and Dogan (2018) considered luxury consumption as a trait by conceptualizing it as luxury consumption tendency.

Dogan et al, (2018) defined luxury consumption tendency as “the extent of an individual’s tendency toward the consumption of unique and expensive products/services, with their symbolic meanings that are arbitrarily desired for some reason such as to send a message to his/her surroundings, to display owned status to others, to promote the self, to render the self as distinct from its surroundings and to move toward higher social classes”. The authors evaluated luxury consumption tendency as a multidimensional construct comprising of the

following dimensions: Uniqueness, expensiveness, symbolic meaning, arbitrary desire, and belonging to an exclusive minority.

The main purpose of this study is to investigate to what extent purchase intention for foreign products can be predicted by hedonic shopping value, self-image congruence and luxury consumption tendency. Three research questions were formulated to achieve this aim:

1. Will Hedonic Shopping Value (HSV) significantly predict Purchase Intention for Foreign Products (PIFP) among consumers?
2. Will Self-Image Congruence (SIC) significantly predict Purchase Intention for Foreign Products (PIFP) among consumers?
3. Will Luxury Consumption Tendency (LCT) significantly predict Purchase Intention for Foreign Products (PIFP) among consumers?

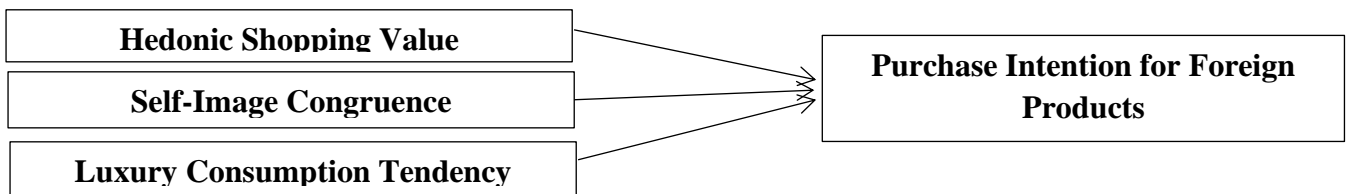


Figure 1: Research Model

Note: Arrows do not indicate causality, but only direction of predictive relationship.

Method

Sample and Procedures

A total of five hundred and ten (510) consumers participated in the study. Convenient sampling technique was adopted in recruiting the shoppers from three randomly selected Shopping Malls (Rabban shopping Mall, International -Market shopping Mall, and kpirikpiri shopping Mall) all located in Abakiliki City, the capital of Ebonyi State. These participants were consumers who voluntarily gave their consent to participate in the study. The demographic composition of the sampled respondents revealed the following: Of the 510 respondents, 270 (52.9%) were males while 240 (47.1%) were females. The participants' age ranged from 20 to 60 years with a mean age of 31.20 and SD of .86. Four hundred and sixty (90.2%) of the respondents were single, whereas 50 (9.8%) were married. Two hundred and eighty (54.9%) of the respondents had O-level as their highest level of education, 80 (15.7%) had NCE/OND, 130 (25.5%) had degree/HND, 10 (2.0%) had masters, and 10 (2.0%) had Ph.D. A total of five hundred and fifty (550) questionnaires were initially distributed to the participants who were also requested to immediately respond to the questionnaire during their

shopping time and return same directly to the researcher. Out of the 550 copies of the questionnaires administered to participants, only 523 copies were returned representing a 95.1% response rate. Of these 523 copies returned, 13 copies were discarded due to improper completion leaving a total 510 copies that were used for data analyses.

Instruments

Four instruments were used for data collection namely: Hedonic Shopping Value Scale (Yu & Bastin, 2010), Self-Congruity Scale (Sirgy et al., 1997), Luxury Consumption Tendency Scale (Dogan, Ozkara, & Dogan, 2018), and Consumers' Purchase Intention Scale (Shah et al., 2012; Mostafa, 2016)

Hedonic Shopping Value Scale (Yu & Bastin, 2010)

Hedonic shopping value of the respondents was measured using a 15-item Hedonic Shopping Value Scale developed by Yu and Bastin (2010). The scale is divided into five dimensions namely: Novelty, Fun, Praise from others, Escapism, and Social interaction. Sample items include e.g. "I like to observe others in the store." Responses were structured on a five-point likert scale format ranging from 1 (strongly disagree) to 5 (strongly agree). The internal consistency reliability (Cronbach's Alpha) estimate obtained for the five dimensions ranged from .79 to .81 (Yu & Bastin, 2010).

The Hedonic Shopping Value Scale was revalidated by the researcher alongside other instruments used in this study through a pilot study involving one hundred and twenty (120) shoppers drawn from International -Market shopping Mall, Abakiliki, Ebonyi State. The result of the reliability analysis showed that the Hedonic Shopping Value Scale had a Cronbach's Alpha reliability coefficient of .92

Self-Congruity Scale (Sirgy et al., 1997)

Self-Congruity scale developed by Sirgy et al. (1997) was used to assess the self-image congruence of the study participants with a typical brand (made in Nigeria Innoson G-Wagon vehicle- labeled as brand X) and a typical user of the brand (the present governor of Anambra State: Prof. Charles C. Soludo). The picture of the brand and typical user was captured on the questionnaire to enable the respondents answer the questions. The scale is an 8-item self-report measure, with a 7-point Likert scale response format ranging from 1 (strongly disagree) to 7 (strongly agree). Sample items include: "This Brand X is consistent with how I see myself", "The typical user of brand X is a mirror image of me", "The brand X is consistent with how I would like others to see me". Sirgy et al. (1997) obtained a Cronbach's Alpha reliability

estimate ranging from .90 to .91 for the scale. The Cronbach's Alpha reliability coefficient obtained for this scale by the researcher was .92

Luxury Consumption Tendency Scale (Dogan, Ozkara, & Dogan, 2018)

Luxury Consumption Tendency Scale developed by Dogan, Ozkara, and Dogan (2018) was used to measure the luxury consumption tendency of the respondents. It is an 18-item scale comprised of five dimensions namely: uniqueness, expensiveness, symbolic meaning, arbitrary desire and belonging to an exclusive minority. Responses on the scale was graded on a five-point likert scale format ranging from 1 (strongly disagree) to 5 (strongly agree). Sample items include: 1) "I buy a product/service since it is different from other products/services", 2) "I happily buy expensive products/services", 3) "I would buy a product/service if it has a luxury symbolic meaning for the people around me". The Cronbach's Alpha internal consistency reliability estimates obtained for the five dimensions of scale include: .87 (uniqueness), .80 (expensiveness), .88 (symbolic meaning), .85 (arbitrary desire) and .92 (belonging to an exclusive minority). The Cronbach's Alpha reliability coefficient obtained for this scale by the researcher was .67

Consumers' Purchase Intention Scale (Shah et al., 2012; Mostafa, 2016)

Purchase intention for foreign products was assessed with items adopted from the purchase intention scales of Shah et al. (2012) and Mostafa (2016). A total of four items were used to measure the purchase intention for foreign products in the present study. Items responses on the instrument were structured on a five point Likert format ranging from 1 (strongly disagree) to 5 (strongly agree). Sample items include: 1) "I intend to buy international products frequently", 2) "When I buy products, I often buy a foreign brand in a foreign language", 3) "Whenever available, I would prefer to buy international products." The Cronbach's Alpha reliability coefficient obtained for this scale by the researcher was .83

Design/Statistics

The researcher adopted a cross-sectional survey design. This is because more samples (cross-section) were drawn from the population at one time. Hierarchical multiple regressions were employed to test the hypotheses. The data were collated and analyzed with the aid of Statistical Package for Social Sciences (SPSS).

Results

The mean, standard deviation, and inter-correlations among the study variables are presented in Table 1. Table 2 contains the results of the hierarchical multiple regression of the predictor (hedonic shopping value, self-image congruence, and luxury consumption tendency) and criterion (purchase intention for foreign products) variables.

Table 1: Means, standard deviation and inter-correlations among the study variables

Variables	<i>M</i>	<i>SD</i>	1	2	3	4	5	6	7	8
1 Age	31.20	.86	-							
2 Gender	1.47	.50	-.24**	-						
3 Marital Status	1.10	.30	.76**	-.05	-					
4 Education	1.84	1.13	.63**	-.04	.63**	-				
5 HSV	51.69	11.69	-.25**	.17**	-.30**	-.16**	-			
6 SIC	34.51	11.22	-.03	.09*	.09	.09*	-.44**	-		
7 LCT	51.98	8.51	.11*	-.12**	.19**	-.01	-.28**	.12**	-	
8 PIFP	13.37	4.32	-.16**	-.13**	-.17**	-.32**	.50**	-.44**	-.07	-

Note: * $p < .05$ (two-tailed), ** $p < .01$ (two-tailed), $N = 510$; HSV: Hedonic Shopping Value, SIC: Self Image Congruence, LCT: Luxury Consumption Tendency, PIFP: Purchase Intention for Foreign Products.

Coding of Demographic Variables:

Gender: Male = 1, Female = 2; Age: 20-40 = 1, 41-60 = 2, 61 and above = 3; Marital Status: 1 = Single, 2 = Married, 3 = Separated, 4 = Divorced; Education: NCE/OND = 1, DEGREE/HND = 2, PGD/PGDE = 3, Masters = 4, Ph.D and Above = 5.

The demographic composition of the study participants in Table 1 revealed that the average age of the participants was 31.20 ($SD = .86$). Majority of the respondents had O-level as their highest level of education followed by degree/HND. A little above 90% of the respondents are single while none of the participants is separated or divorced. The result of the correlational analysis in Table 1 revealed that the demographic variables (age, gender, marital status, and education) all significantly and negatively correlated with purchase intention for foreign products. Whereas, hedonic shopping value ($r = .50$, $p < .01$) had significant positive correlation with purchase intention for foreign products. Furthermore, Self-image congruence ($r = -.44$, $p < .01$) was negatively and significantly associated with purchase intention. In addition, luxury consumption tendency did not significantly correlate with purchase intention.

Table 2: Hierarchical Multiple Regressions for the predictions of Purchase Intention for Foreign Products by Hedonic Shopping Value (HSV), Self-Image Congruence (SIC), and Luxury Consumption Tendency (LCT)

Variables	Beta (β)	T	R ²	R ² Δ	F Δ
Step 1					
Age	-.014	-.199			
Gender	-.143	-3.254**	.126***	.126***	18.256***
Marital Status	.066	.976			
Education	-.362	-6.442***			
Step 2					
HSV	.547	14.826***	.392***	.265***	219.822***
Step 3					
SIC	-.213	-5.490***	.426***	.034***	30.142***
Step 4					
LCT	.016	.433	.426	.000	.188

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; HSV: Hedonic Shopping Value, SIC: Self Image Congruence, LCT: Luxury Consumption Tendency, PIFP: Purchase Intention for Foreign Products.

Table 2 above shows the hierarchical multiply regression for the prediction of purchase intention for foreign products by hedonic shopping value, self-image congruence, and luxury consumption tendency. The demographic variables (age, gender, marital status and education) entered in first step of the regression model as covariates collectively accounted for 12.6% [$R^2\Delta = .126$; $F\Delta(4, 505) = 18.256$, $p < .001$] variation in purchase intention. However, gender ($\beta = -.14$, $p < .01$) and education ($\beta = -.36$, $p < .001$) both significantly and negatively predicted purchase intention for foreign products, whereas age and marital status did not significantly predict purchase intention.

Hedonic shopping value entered in step 2 of the equation significantly and positively predicted purchase intention ($\beta = .55$, $p < .001$). The variance in purchase intention explained on account of hedonic shopping value was 26.5% [$R^2\Delta = .265$; $F\Delta(1, 504) = 219.822$, $p < .001$].

The inclusion of self-image congruence in the third step of the equation significantly and negatively predicted purchase intention ($\beta = -.21$, $p < .001$). The variance in purchase intention explained on account of self-image congruence was 3.4% [$R^2\Delta = .034$; $F\Delta(1, 503) = 30.142$, $p < .001$].

The addition of luxury consumption tendency in the fourth and final step of the equation failed to significantly predict purchase intention. ($\beta = -.21$, $p = ns$). Accordingly, hedonic shopping value ($t = 14.826$) made the biggest positive contribution in predicting purchase intention, followed by self-image congruence ($t = -5.490$) while luxury consumption tendency ($t = 0.433$) made the least contribution.

Discussion

The current study explored the impacts of hedonic shopping value (HSV), self-image congruence (SIC), and luxury consumption tendency (LCT) as predictors of purchase intention for foreign products (PIFP) among shoppers in Abakaliki City shopping malls. The first finding of this study revealed that HSV significantly and positively predicted PIFP. The implication of this finding follows that an intensified desire for hedonic (pleasure) shopping is linked with an increase in PIFP. This finding is consistent with studies linking HSV to PIFP (Avcilar & Ozsoy, 2015; Bakirtaş et al., 2015; Chiu et al., 2014; Handayani et al., 2020; Nopnukulvised et al., 2019; Overby, & Lee, 2006). The reason for this outcome may not be unconnected to the pleasure and emotional value of shopping experience associated HSV. Accordingly, Babin et al. (1994) noted that HSV involves potential entertainment and emotional worth of the shopping experience. It suffices to say that the high intention linked with purchase of foreign products by consumers in a developing nation like Nigeria is mostly associated with the emotion and pleasure derived in the consumers' perception regarding foreign products. Accordingly, Nagashima as cited in Oyeniyi (2009) argued that consumers assess products based on the reputation, picture and the stereotype that consumers and businessmen attach to products of a specific country. That is, evaluation of a country linked with a particular product results in corresponding favourable and unfavourable assessment of the product by consumers. For example products from Japan elicit favourable perceptions of high quality (Gurhan-Canli & Maheswaran 2000b). Hence, consumers from a developing nation like Nigeria may have high intention for the purchase of foreign products based on the pleasure derivable in purchasing such product perceived to be of high quality. For instance, most consumers of rice in Nigeria, have always preferred foreign brand of rice because of the stereotype associated with the brand as high quality product (I.e. being stone free, neat, with big seed etc.).

The second finding of this study revealed that Self-image congruence (SIC) was a significant predictor of purchase intention for foreign products (PIFP). This outcome corroborates previous research findings (Anggrila & Tunjungsari, 2021; Ibrahim, & Najjar, 2007; Tooray & Oodith, 2017; Sarwary & Chaudhry, 2015; Yu, Lin & Chen, 2013) which

reported that SIC significantly predicted purchase intention. Specifically, the result of this study indicated that SIC was a significant negative predictor of PIPF. For the present study, a sample of Innoson vehicle (G. wagon) locally produced in Nigeria was captured and shown to respondents in the questionnaire as a typical brand and a picture of the Current Governor of Anambra State (Prof. Charles C. Soludo) as a typical user of Innoson G. wagon. The data collected with the SIC questionnaire was used to evaluate respondents' self-image congruence with the Innoson vehicle brand as well as the typical user of the brand. The result of the study revealed that the respondents' SIC with the brand and/typical user significantly and negatively predicted purchase intention for foreign products. This implies that an increase in a consumer's SIC with the locally made brand will lead to a decrease or lack of intention for purchase of foreign products and vice versa. The reason for this outcome may be due to dissonance between the respondents' self- concept and the brand personality and/or typical user of the brand. This outcome suggests that majority of Nigeria consumers do not fancy locally made products. Accordingly, a study by Udegbe (2017) revealed that 92.32% of his study participants used foreign products and do not fancy products made in Nigeria. Furthermore, there is documented evidence that consumers show preference for products manufactured in some countries more than others (Iyer, & Kalita, 1997). For example consumers in Nigeria may prefer products from technologically advanced countries like United States, Japan and China etc. and will be willing to pay more for commodities from these countries in comparison to their locally made counterparts. Accordingly, Udegbe (2017) in his study reported that 86% of the consumers have intention to purchase foreign products while 14% would still go for the locally manufactured ones. He posited that the reason for the outcome is that many Nigerian consumers perceive made in Nigeria products as inferior and would rather go for supposed superior quality products imported from other countries.

The third finding of this study revealed that luxury consumption tendency did not significantly predict purchase intention for foreign products. This finding implies that the intention to purchase foreign product is not influenced by luxury consumption tendency. This result is in consonance with the findings of previous studies (Ali et al., 2016; Hung et al., 2011; Wang et al., 2021) which reported that luxury consumption did not significantly predict purchase intention for foreign products. The reason for this outcome may not be unconnected to the fact that luxury consumption/goods have always been linked with wealth, power and exclusivity usually recognized as fulfillment of non-basic necessities (Ali et al., 2016). Those who purchase luxury goods are usually wealthy individuals who live extravagant lifestyle and spend large sums of cash on unnecessary commodities and items so as to satisfy their ego and

showcase their affluence and exclusivity. Nigeria is a country of over two million people with more than half of the population living in multidimensional poverty (NBS, 2022), characterized by failing economy, high rate of youth unemployment, consistent galloping inflation of food items and other commodities, continuous devaluation of the naira, negligible minimum wage of workers etc. all of which have serious negative consequences on the disposable income of most consumers. Hence, most consumers in Nigeria barely have enough cash to feed themselves and their family let alone spending on unnecessary/luxury commodities, which explains why luxury consumption tendency failed to predict purchase intention for foreign products. The possible reason why most consumers in Nigeria may prefer foreign products to locally made ones may be mostly associated with high quality accorded foreign products and not as a way of consumers satisfying their luxury consumption tendency. This is because most imported/foreign goods are sometimes cheaper than the locally made ones, which presupposes that consumers' preference for foreign products is tied more to other reasons than for the purposes of luxury.

Implications of the Study

Several implications and deductions can be made from the findings of this study which would be of benefit to future researchers, marketing managers, store owners, manufacturing industries and consumers of foreign and locally made products in Nigeria. The present study provides thorough insight into the factors that influence the purchase intention of foreign products in Nigeria. The first finding of this study revealed that hedonic shopping value (HSV) significantly and positively predicted purchase intention for foreign products (PIFP), which indicate that the intention to purchase foreign product is strongly and positively influenced by pleasure (hedonic) shopping. That is, consumers in Nigeria, derives pleasure in having the intent to purchase foreign product. This outcome has practical implications for store and marketing managers. Managers should market and present foreign products in a fanciful and attractable manner in such a way as to have an emotional effect on consumers, thereby increasing the likelihood of purchases. This type of shopping (hedonic) should be looked into by managers so that shoppers will not tilt towards utilitarian shopping alone (needs-based shopping) but also shop for the pleasure of it. Consequently, foreign products should be marketed and sampled in a conducive and pleasant environment to evoke the hedonic feeling of shopping among consumers thereby increasing the purchase intention for foreign products. Also shop owners and marketing managers can also promote made in Nigeria products by advertising and marketing the products to look attractable and pleasing to consumers.

The finding of this study also revealed that self-image congruence (SIC) significantly and negatively predicted purchase intention for foreign products (PIPF). This finding has important managerial implications. Firstly, marketing managers can make use of this information about Nigeria consumers' self-image congruence with made in Nigeria products to improve their marketing strategies concerning locally made products. Since it is empirically proven by the present and previous studies (i.e. Udegbe, 2017) that majority of consumers in Nigeria prefer and purchase more of foreign products, it is expedient for marketing managers to adopt an effective strategy to successfully market locally made products to Nigeria consumers so as to promote local manufacturers and at the same time grow the Nigeria economy.

Secondly, production managers of local industries can harness the information from this study to make their products attractive and of superior quality so as to encourage Nigerian consumers to patronize their products more. Since it has been established that there is lack of congruence between the self-image of Nigerian consumers and made in Nigerian products, it behooves on Nigeria manufacturing industries to devise an effective means of production such that their products will be affordable and appealing to consumers whose preference for foreign products are unarguably high.

The third finding of this study revealed that luxury consumption tendency (LCT) failed to significantly predict purchase intention for foreign products (PIFP). This finding has serious implication for marketing managers and shop owners. Shop owners are encouraged to procure foreign goods that are affordable but of superior quality as most Nigeria consumers are more interested in purchasing foreign goods not as way of satisfying their luxury consumption tendency but rather as means of acquiring and meeting their basic consumption needs. The finding of this study can also be useful to marketing managers in developing and utilizing a strategy that will be effective in marketing foreign products and creating the needed impression among the consumers that foreign products are affordable and of superior quality.

Limitations of the Study

This study has contributed to knowledge in no small way. This is one of the few studies that thoroughly examined the association between HSV, SIC, LCT and purchase intention for foreign products. However, there are limitations to the study. First, the study is cross sectional in nature and made use of self-report data which has implications for consistency bias and method variance. However, other methods of data collection, such as interviews (which might be difficult to conduct) should be explored to reduce the biases associated with self-report measures.

Second, the study only covered consumers from one state in South Eastern Nigeria which does not provide adequate coverage for generalization to the entire population of consumers in the country. Reproducing this research in multiple contexts with larger sample size could prove its general applicability. Finally, there may be other variables that play mediating and moderating roles in the association between the predictor variables (HSV, SIC, LCT) and outcome variable (PIFP) which need to be examined to shed more light on the links between the predictors and outcome.

Suggestions for Further Research

The limitations of the study are pointed out so that it can be interpreted correctly within the context of the study. The present study made use of sample drawn from one section of the population which makes the generalizability of these research findings difficult. Future studies needs to find out the extent to which these findings can be generalized to other contexts of diverse consumers in Nigeria.

The researcher noticed that there could be missing links between the predictor and outcome variables. Hence, it is highly recommended that future researchers who may be interested in uncovering the gray areas of this study to make use of different mediators and moderators for the better appreciation of the linkages.

Conclusion

The findings of the study revealed that HSV significantly and positively predicted PIFP, while SIC significantly and negatively predicted PIFP. In addition, the finding showed that LCT failed to significantly predict PIFP. These outcomes have meaningful implications for marketing managers, business owners, and manufacturing industries in Nigeria, who can tap from the resourceful findings of this study to meet the various demands of Nigerian consumers.

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