

Consumer Perception and Patronage of Nigerian-Made Consumer Electronics

Fred Ojochide Peter; Harry Lydia Ineba Decster; Oluwaseun Oluwadamilare Oluwasanmi; Ilevbaoje Olohije Ruth

^{1,3}Department of Business Management, School of Management and Social Sciences, Miva Open University, Abuja, Nigeria.

²Department of Business Administration, School of Business and Social Sciences, Landmark University, Omu-Aran, Kwara State, Nigeria.

⁴Department of Management, University of Nigeria, Nsukka (Enugu Campus), Nigeria

DOI: <https://doi.org/10.51583/IJLTEMAS.2026.150600050>

Received: 12 June 2026; Accepted: 17 June 2026; Published: 04 July 2026

ABSTRACT

In Nigeria, locally manufactured consumer electronics face low patronage due to consumer perceptions regarding value, risk, quality, and innovativeness, despite government initiatives promoting domestic products, with imported alternatives dominating the market, highlighting the need to understand the psychological and behavioral determinants of local product adoption. This study examines the influence of consumer perception on the patronage of Nigerian-made electronics, aiming to identify factors that encourage initial purchase, actual purchase behavior, and repurchase intention. A descriptive quantitative research design was employed, targeting adults aged 18 years and above residing in Surulere, Lagos State, with a sample of 305 respondents selected using convenience sampling. Data were collected via structured questionnaires measured on a five-point Likert scale and analyzed using SPSS, incorporating descriptive statistics and linear regression to examine relationships between perception dimensions and patronage outcomes. Results indicate that perceived value positively and significantly influences patronage intention ($\beta = 0.358$, $p < 0.001$), perceived risk negatively affects actual purchase behavior ($\beta = -0.290$, $p < 0.001$), and perceived quality positively predicts repurchase intention ($\beta = 0.346$, $p < 0.001$), demonstrating that consumer perceptions play a pivotal role in both initial and repeat patronage of Nigerian-made electronics. The study concludes that enhancing perceived value, mitigating perceived risk, and maintaining consistent product quality are critical strategies for increasing adoption and loyalty, and recommends that manufacturers implement value-based marketing, robust after-sales support, and continuous quality improvement, while policymakers should support initiatives that promote domestic products and build consumer confidence.

INTRODUCTION

Today, consumers are exposed to a variety of options, and their attitudes toward products made locally are essential for any business to understand and become a key factor in their decision to make a purchase or not (Kotler & Keller, 2020). Perceived value, risk, quality and innovativeness of made-in-Nigeria products, especially consumer electronics, are important factors that affect patronage of local products. Knowing these perceptions is critical to recognise not only the problems but also the opportunities that stem from the competition of locally produced goods with goods that are from outside the country, but are perceived as more reliable and better quality (Aufegger, 2021). Consumer perception is vital to marketing and brand strategy, and has a significant impact on the buying process. Perceived value, also known as cost-benefit ratio, is very important in the adoption of favourable attitude towards Nigerian electronics products (Aufegger, 2021). However in a price sensitive economy such as Nigeria, consumers have their own priorities and tend to prioritize utility at reasonable prices, which means it is important for the local manufacturers to have products that fit into both affordability and quality.

In addition, perceived risk is a crucial factor in consumer decision-making that involves uncertainties or negative consequence of a purchase, as explained by Jun (2020). The Nigerian electronics market has all the usual features of the perception of risk, which typically involves product durability, reliability and after-sales service. Consumers tend to gravitate towards foreign brands due to issues like warranty uncertainty and the fear of premature failures. Warranty uncertainty and the fear of premature failures often lead consumers towards foreign brands, which are presumed to have more robust support structure. It is important to tackle these risks, as it establishes trust and increases market share for local brands. Another factor that affects purchasing behavior is perceived quality, which is consumers' evaluation of the overall level of product quality. In Nigeria, local electronics are often thought to be less well designed, less efficient and less lasting than established foreign brands (Aaker, 2014). Overcoming these stereotypes through improved production standards, innovative designs, and effective marketing strategies is crucial for enhancing consumer confidence and patronage. Likewise, the innovativeness level, which entails the degree of new features and modern designs features in electronics products influences consumers attitude towards Nigerian-made electronics (Osinachi & Segun-Falade, 2024). In spite of the challenges of infrastructure and small scale research and development budgets, local manufacturing brands can add innovations to their products like energy-saving equipment designed to address Nigeria's power woes to make it more attractive to consumers.

There are wider economic benefits that accrue to patronage of local made consumer electronics such as industrial development, job creation, minimizing imports, and the development of national pride. However, these benefits are dependent on overcoming the 'perceptual hurdles' which prevent consumers from accepting local products. In this study, consumer perceptions in terms of value, risk, quality and innovativeness are identified as variables that influence consumer patronage of Nigerian consumer electronics with recommendations to enhance consumer adoption and boost the growth of local manufacturing industry.

LITERATURE REVIEW

Consumer Perception

Consumer perception is the process by which consumers choose, process and interpret information to make an evaluation of a product or service (Taherdoost et al., 2023). It is affected by intrinsic factors like previous experience and beliefs, and by extrinsic factors like culture and social norms. The attitudes of locally produced electronics that were formed in Nigeria has a strong influence on the adoption or rejection of such product. Perceptions are influenced by advertising, packaging, and positioning of the brand, and positive experiences lead to trust. But, individual characteristics like age, income and education also play a role in the evaluation process, with young consumers valuing innovation more highly than durability. Other factors like cultural bias towards imported goods also affect judgment of local products (Inoni et al., 2024). Effective communication, based on the benefits of the product, can change perceptions. It is essential for manufacturers in the area to grasp these influences if they hope to expand their markets.

Perception and Consumer Behaviour

Consumer perception is a factor that affects behavior, directly affecting product choice, recommendation, and repurchase (Bigne et al., 2020). Value, quality and innovation perceptions will increase patronage when positive and limit engagement when negative. Perception acts as a mental barrier to the processing of marketing stimuli, like product information or peer endorsements. In Nigeria, consumers' perception of the local electronics is low, which causes them to prefer imports. Knowing about perception-behavior relationships allows interventions to be tailored to address the adoption improvement. Overcoming these perceptual obstacles will help local brands improve customer satisfaction and market share. Consumer perception is also a factor contributing to post purchase evaluation and has a bearing on long term engagement. Consumer attitudes are changing, and these insights underscore how important strategic marketing is to change that.

Role of Perception in Buying Decisions

The process of perception affects each of the five stages of the decision-making process—from awareness through post purchase evaluation. The consideration set of consumers is formed by early perceptions due to

marketing messages and society narratives. The alternatives are compared for choice, and satisfaction leads to loyalty. Positive experiences with Nigerian-made electronics promotes repeat buying and recommendations. Unmet expectations, on the other hand, create negative word of mouth and a drop in patronage. In high-involvement products, such as electronics, perceptions of value, quality and innovativeness are particularly important. Manufacturers can improve consumer acceptance by adjusting their product's offering to consumer expectations. This knowledge can be used to create strategies for cultivating long-term patronage.

Consumer Patronage and Loyalty

Consumer patronage is defined as consumer involvement, measured by frequency of use, quantity, and brand loyalty. Patronage: Perception about quality, value, and risk associated with Nigerian made electronics, and initial purchase, subsequent use. Negative stereotype overcoming and the provision of high-performance builds loyalty (Onyedikachi et al., 2022). The more often they return, the more they will drive word of mouth and market growth. Factors such as cultural, economic and social influences also influence patronage, which includes the notion of perceived prestige, income level, affordability, and peer influence (Abubakar, 2019). An awareness of these factors can assist manufacturers in formulating strategies to encourage home product use. This loyalty gives a boost to the growth and competitiveness of the local electronics market.

Relationship Between Perception and Patronage

Empirical research suggests that there is a direct link between consumers' perception and patronage. Positive value, quality and innovativeness perceptions drive repeat and initial purchase (Li et al., 2021; Oyebola, 2023). On the other hand, engagement is inhibited by perceived risk or poor assessment. Branding, quality assurance and marketing helps to bridge the perception gap which promotes adoption of Nigeria-made electronics. Firms that are aware of implicit biases and successfully convey benefits can reinforce their market share. Consumer perception is therefore a means of gaining competitive edge. Better perceptions also lead to brand loyalty, repeat sales and word of mouth. These factors highlight the need to grasp the concept of perception in emerging markets.

Theoretical Framework

Theory of Planned Behavior (TPB)

Attitude, subjective norm and perceived behavioral control (PBC) are the three components of the Theory of Planned Behavior which describe behavior (Ajzen, 1991). Attitudes are a reflection of product quality, value, and innovativeness. Subjective norms are based on society expectations and acceptance of domestic products. Perceived behavioral control is related to the consumer's perception of risk and his/her capacity to make purchase decisions. TPB is especially relevant when studying adoption in emerging markets such as Nigeria where culture and economic factors affect adoption. TPB models can be used to align marketing strategies to predict and influence the consumer's behaviour. It gives a structure for understanding the relationship between perceptions and purchase intent and behaviour.

Perception-Behavior Theory (PBT)

Perception-Behavior Theory argues that the perception automatically elicits behavior without deliberate, conscious effort (Bargh et al., 1996). Environmental prompts like advertising, packaging and social validation can trigger consumer operations (Bargh & Chartrand, 1999). Negative sentiment towards products from Nigeria can prevent people from buying products, whereas positive experiences and branding can change this. PBT also sheds light on impulsive buying, the phenomenon observed in the electronic world, where immediate reactions are based on perception rather than reasoning (Dijksterhuis & Bargh, 2001). When combined with TPB, PBT gives a deeper insight into the relationship between perceptions and both deliberate and spontaneous purchases.

METHODOLOGY

This study was a descriptive quantitative research design which was used to investigate the influence of consumer perception on patronage of Nigerian made consumer electronics. Use of descriptive approach was

suitable because data collection and analysis of the consumers' attitudes, behaviors, and perceptions could be conducted in a real-world setting. The quantification of responses allowed the identification of patterns and relationship between perceived value, perceived risk, perceived quality and consumer purchase behavior, which revealed the factors driving the local product adoption.

The study population consisted of adults (18 years and above) of Surulere Local Government Area of Lagos state, Nigeria. Surulere is a socio-economically diverse urban area which makes it ideal for capturing a broad spectrum of consumers' voices. The estimated population in Lagos State, the economic hub of Nigeria is about 15 million of which about 60% are adults. The adult population in Surulere is estimated at 300,000 which includes students, workers, entrepreneurs and retired citizens. This population was deemed sufficient for providing representative information on consumer attitudes towards locally produced electronics.

The number of respondents required was calculated using Taro Yamane formula using margin of error 0.07 and this gave the computed sample size of about 305 respondents. Given the nature of the study, the inability to access the entire population and the need of the data for practical purposes, a non-probability sampling technique called convenience sampling was used. The researcher was able to collect data from easily accessible adult respondents and still ensure a diversity of socio-demographic characteristics. Perceived value, perceived risk, perceived quality, perceived innovativeness, and consumer patronage behavior were measured by using a structured questionnaire with closed-ended items using a five-point Likert scale. The questionnaire was piloted by experts for clarity and content validity and also tested for reliability using Cronbach's Alpha which ranged between 0.588 to 0.862, showing acceptable internal consistency of the constructs in the questionnaire.

The data obtained was analyzed with SPSS Version 20. Descriptive statistics were used to describe the respondents' characteristics as well as the distributions of the responses, and inferential analysis was used to examine the relationships between the dimensions of consumer perception and patronage behavior through linear regression. Ethical aspects were carefully addressed throughout the study, informed consent was given, a voluntary participation was made and confidentiality was ensured. The procedures ensured that the study yielded reliable, valid and ethical findings, which would enable the understanding of the influence of consumer perception on patronage of Nigerian-made electronics.

RESULTS AND DISCUSSION

The study examined the influence of perceived value, perceived risk, and perceived quality on the patronage of Nigerian-made consumer electronics. Regression analyses were conducted to test the proposed hypotheses, and the results are summarized in Table 1.

Hypothesis	Independent Variable	Dependent Variable	R	R ²	β (Beta)	p-value
H01	Perceived Value	Patronage Intention	0.358	0.128	0.358	<0.001
H02	Perceived Risk	Actual Purchase Behaviour	0.29	0.084	-0.29	<0.001
H03	Perceived Quality	Repurchase Intention	0.346	0.119	0.346	<0.001

The results indicate that perceived value positively influences patronage intention, perceived risk negatively affects actual purchase behavior, and perceived quality positively predicts repurchase intention. All hypotheses were statistically significant at $p < 0.05$, supporting the theoretical framework and emphasizing the importance of consumer perceptions in driving adoption and loyalty for Nigerian-made electronics.

DISCUSSION OF FINDINGS

The findings of this study provide insights into the role of consumer perception in shaping the patronage of Nigerian-made consumer electronics. **Hypothesis One** tested the relationship between perceived value and patronage intention. Results indicated a positive and statistically significant relationship ($\beta = 0.358$, $p < 0.001$), suggesting that consumers are more likely to consider purchasing Nigerian-made electronics when they perceive

the products as offering good value. This aligns with previous research, which emphasizes that perceived value—defined as the trade-off between benefits and cost—significantly influences consumer attitudes and purchase intentions (Blut, 2024; Aufegger, 2021). In the context of Nigeria, where consumers are highly price-sensitive, products that balance affordability with functionality are more likely to be patronized. This finding reinforces the theoretical assertions of the Theory of Planned Behavior (Ajzen, 1991), where attitudes toward a product, influenced by value assessments, determine behavioral intention.

Hypothesis Two examined the effect of perceived risk on actual purchase behavior. The results revealed a negative and significant relationship ($\beta = -0.290$, $p < 0.001$), indicating that higher perceived risk reduces the likelihood of consumers purchasing Nigerian-made electronics. Perceived risk in this study encompassed uncertainties regarding product durability, reliability, and after-sales support, echoing the findings of Jun (2020) and Lăzăroiu et al. (2020) that risk perceptions can hinder consumer adoption of locally made products. These results suggest that despite potential interest in local products, concerns over functional reliability or lack of warranty may prompt consumers to opt for imported alternatives. The findings are also consistent with Perception-Behavior Theory, which posits that perceptions, particularly negative ones, can automatically inhibit consumer actions (Bargh et al., 1996; Dijksterhuis & Bargh, 2001). This underscores the importance for manufacturers to mitigate perceived risks through guarantees, product demonstrations, and robust customer support.

Hypothesis Three tested the influence of perceived quality on repurchase intention. The positive and statistically significant coefficient ($\beta = 0.346$, $p < 0.001$) suggests that high perceived quality encourages repeat purchases. This is in line with prior studies emphasizing that perceived quality, encompassing performance, durability, and design—directly affects loyalty and repeat patronage (Dangelico, 2024; Onyedikachi et al., 2022). Consumers who experience superior quality are likely to repurchase and recommend products to others, creating a reinforcing cycle of trust and brand loyalty. The finding highlights the critical role of consistent quality delivery in building long-term consumer engagement and mirrors the TPB framework, where positive evaluations of product attributes inform behavioral intentions (Ajzen, 2006).

The study confirms that consumer perception through value, risk, and quality plays a pivotal role in both initial and repeat purchases of Nigerian-made electronics. Enhancing perceived value can drive patronage intention, mitigating perceived risks can facilitate actual purchases, and ensuring high product quality can foster repurchase behavior. These findings contribute to the literature on consumer behavior in emerging markets and provide actionable guidance for manufacturers aiming to strengthen the market share of locally produced electronics. Furthermore, the results reinforce the application of TPB and Perception-Behavior Theory in understanding the psychological and behavioral processes underlying consumer adoption of domestic products (Bargh & Chartrand, 1999; Ajzen, 1991).

CONCLUSION

This study shows that consumer perception plays a significant role in patronage of the Nigeria made consumer electronics. The results show that perceived value has a positive impact on the purchase intention, suggesting that products that present a good balance between affordability and usefulness will be of greater interest to consumers. On the other hand, perceived risk has a negative effect on actual purchase behavior, which indicates that if consumers feel they don't have as much confidence in the durability, reliability or after-sales services of the product compared to its imported counterpart, they may opt for the imported product. Furthermore, the perceived quality is found to have a positive impact on repurchase intention suggesting that the better a product is performing and designed, the more loyal its users will become and more likely they will be to return to the product.

The study validates the importance of increasing perceived value, reducing perceived risk, and maintaining the same levels of product quality as an important means of encouraging initial and repeat patronage. These insights offer practical suggestions for manufacturers who want to boost their market share and promote the use of locally produced electronics, as well as strengthen the theory of planned behavior (TPB) and the perception-behavior theory (PBT) in the context of consumer decision-making in emerging markets.

REFERENCES

1. Aaker, D. A. (2014). *Brand relevance: Making competitors irrelevant*. New York, NY: Free Press.
2. Abubakar, A. (2019). Cultural influences on consumer patronage of local products in Nigeria. *African Journal of Business Management*, 13(7), 205–216.
3. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
4. Ajzen, I. (2006). Constructing a Theory of Planned Behavior Questionnaire. Available at: <https://people.umass.edu/aizen/pdf/tpb.measurement.pdf>
5. Aufegger, L. (2021). Consumer perception and market adoption in emerging economies. *Journal of Consumer Research*, 48(3), 455–472.
6. Bargh, J. A., Chen, M., & Burrows, L. (1996). Automaticity of social behavior: Direct effects of trait construct and stereotype activation on action. *Journal of Personality and Social Psychology*, 71(2), 230–244.
7. Bargh, J. A., & Chartrand, T. L. (1999). The unbearable automaticity of being. *American Psychologist*, 54(7), 462–479.
8. Bigne, J. E., Andreu, L., & Hernandez, B. (2020). Consumer perception and behavior: Evidence from emerging markets. *Journal of Retailing and Consumer Services*, 54, 102036.
9. Blut, M. (2024). Perceived value and purchase intention in consumer markets. *Journal of Marketing Theory and Practice*, 32(1), 67–84.
10. Dangelico, R. (2024). Quality perception and repeat purchase behavior in consumer electronics. *International Journal of Consumer Studies*, 48(2), 214–228.
11. Dijksterhuis, A., & Bargh, J. A. (2001). The perception-behavior expressway: Automatic effects of social perception on social behavior. *Advances in Experimental Social Psychology*, 33, 1–40.
12. Inoni, O., et al. (2024). Cultural and demographic influences on consumer perception of domestic products in Nigeria. *International Journal of Consumer Studies*, 48(1), 77–90.
13. Jun, M. (2020). Perceived risk and consumer purchase behavior in emerging economies. *Journal of Retailing and Consumer Services*, 53, 102034.
14. Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson.
15. Lăzăroiu, G., Apostu, S., & Stoica, R. (2020). Consumer perception and adoption of domestic products. *Cogent Business & Management*, 7(1), 1823924.
16. Li, L., et al. (2021). Relationship between consumer perception and patronage behavior in emerging markets. *Journal of Consumer Marketing*, 38(5), 521–534.
17. Onyedikachi, I., Chukwu, P., & Obi, J. (2022). Consumer loyalty and repeat patronage in Nigerian markets. *African Journal of Business Management*, 16(4), 112–123.
18. Oyebola, T. (2023). Closing the perception gap: Strategies for promoting locally made products. *Nigerian Journal of Marketing Research*, 12(2), 45–61.
19. Osinachi, K., & Segun-Falade, A. (2024). Perceived innovativeness and consumer adoption of local electronics in Nigeria. *International Journal of Emerging Markets*, 19(3), 410–428.
20. Taherdoost, H., et al. (2023). Consumer perception in emerging markets: Theoretical and practical perspectives. *Cogent Business & Management*, 10(1), 2157004.