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Foreign Brand Admiration, Product Perceived Quality and Consumer Behaviour in Nigeria

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Abstract

This study examined the relationship between Foreign Brand Admiration, Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria. The study adopts a correlation research design and employs a questionnaire to collect primary data from 494 respondents in Jigawa, Kaduna, Kano, Katsina, and Kebbi States in 2023. In the process of collecting data, 600 questionnaires were distributed equally to respondents in the five states out of which 545 were returned. 51 of the returned questionnaires were rejected. Therefore, there is response rate of 82%. The study employed formula for calculation of the sample size of an unknown population to arrive at 384 respondents, but in order to avoid non-response biasness, the study increased the sampling size to 600. Structural Equation Modelling (SEM) regression technique is employed for the analysis of the data using SmartPLS 4 statistical software. The study is supported by Reasoned Action Theory. The findings show that the Product Perceived Quality has a positive significant impact on Consumer Behaviour while Foreign Brand Admiration could not influence Consumer Behaviour. The study conducts relevant reliability and validity tests to ensure the consistencies of the constructs. The study contributes that Foreign Brand Admiration influenced Consumer Behaviour of rice consumers in Nigeria and this provides implications for marketers and policymakers in Nigeria.

Keywords

Foreign Brand Admiration, Product Perceived Quality, Consumer Behaviour

1. Introduction

Consumer Behaviour in the context of rice customers refers to the process by which individuals or households make decisions about the purchase, consumption and disposal of rice. Rice is a staple food in many parts of the world, and its

consumption is influenced by various factors such as Income and Xenocentrism. Food crops are among the several things imported by Nigerians for consumption each year. It was reported by Business Day newspaper in November, 2022 that Nigeria spent about 464.5 bn Naira in 6 months on food imports while it was argued that Nigeria imports food up to 41% despite local production pushed by the President Muhammadu Buhari administration as stated in their report. One of the main food crops imported is rice, which is the most consumed staple in Nigeria. It is estimated that Nigeria imported $8.84 M in Rice, becoming the 144th largest importer of Rice in the world according to The Observatory of Economic Complexity (García & García, 2022). This could perhaps be of utmost concern to economist and any other related discipline since importation endangers the nation's economy. There are several factors that could influence consumer behaviour where prominent among them is xenocentrism. Xenocentrism is the disproportionate and unreflected attention that consumers accord foreign products, ideas, or values. It is characterized by Foreign Brand Admiration, Product Perceived Quality and Product Country Image. While Consumer Behaviour is the actions of the consumers in the marketplace and the underlying motives for those actions.

Conscious of the threat of the prevailing high level of Consumer Xenocentrism to Nigeria's food security, the Buhari administration banned import of rice into the country in 2015 and has been promoting cultivation and processing of the crop to achieve self-sufficiency through several intervention programmes such as the Anchor Borrowers' Scheme and Presidential Fertilizer Initiative. Even though these measures have brought about considerable improvement in the production, processing and packaging of local rice, the industry in Nigeria is faced with several challenges; among them are poor perception of product quality of local rice, consumers' obsession with imported rice and favourable impression of foreign countries where rice is imported. According to the most recent statistics from Statista (2022), Nigeria is among the top four rice-importing countries in the world and the largest in Africa. Statista recorded that Nigeria in 2020-2021 imported 1.8 million metric tons of rice. Although, the number dropped by 18.2 percent when compared to the 2.2 million tons in 2017-2018, it increased to about 2.5 million metric tonnes in 2022; this high ranking is a clear indication of the rise of foreign rice consumption in the country which called for the attention of this study on rice consumer behaviour.

Researches have been carried out on some of the factors that could influence Consumer Behaviour which include Foreign Brand Admiration (Camacho et al., 2020; Mandler, 2019; Sulhaini, Junaidi Sagir, & Sulaimiah, 2020; Swoboda & Sinning, 2020; Yu, Zhou, & Huang, 2022), Product Perceived Quality (Hanslim, Jaya, & Prasetyawati, 2020; Hoe, 2018; Konuk, 2019; Sinurat, Heikal, Simanjuntak, Siahaan, & Nur, 2021; Zhong & Moon, 2020). These factors, Foreign Brand Admiration and Product Perceived Quality, are components of xenocentrism.

To address the issue at hand therefore, this study hypothesized that:

1) Ho1: There is no relationship between Foreign Brand Admiration and Con-

sumer Behaviour among rice consumers in Nigeria.

    2) Ho2: There is no relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria.

2. Review of Related Literature

To gain a comprehensive understanding of Products Perceived Quality and Foreign Brand Admiration and its implications for consumer behavior, it is essential to review the existing literature in this field. By synthesizing and analyzing the findings from previous studies, this literature review aims to provide a comprehensive overview of the current knowledge and identify gaps that warrant further investigation on Products Perceived Quality, Foreign Brand Admiration and Consumer Behaviour,

2.1. Consumer Behaviour

There is increased competition among countries as each aspires to sell more of its products and services to consumers across the globe in order to grow its economy and GDP. According to Drucker (1973) "Business enterprises are organs of society. They do not exist for their own sake, but to fulfil a specific social purpose and to satisfy a specific need of a society, a community, or individuals." Foreign companies also need loyal customers in their home markets (Rojas-Méndez & Chapa, 2020). Interestingly, businesses are increasingly concerned about the factors influencing consumers' purchase behaviour (Venugopal et al., 2022). To this end, organizations question why some consumers are contented and excited about purchasing foreign goods/services. On the other hand, they equally seek to understand why some consumers are resistant to patronising indigenous goods and services. The answer to this provides valuable insight into Consumer Xenocentrism. The prosperity of every business organisation largely depends on the satisfaction of its customers and consumers. Therefore, business success requires organisations to understand the behaviour of consumers (Bhalerao & Pandey, 2022). Furthermore, knowledge of consumer behaviour gives marketers invaluable insight into why consumers are not the same and do not behave in similar manner when buying products/services. On this note, consumer behaviour becomes critical in business and marketing as it aids the creation and retention of customers (Bhalerao & Pandey, 2022).

    Studies on consumer behaviour are complex due to changes affecting how consumers behave, especially in responding to changes in technology and economies. A consumer has been described as someone who buys or possesses the ability to purchase goods/services produced by a given business organisation (Achrol & Kotler, 2022). More so, human behaviour covers all individual thoughts, feelings and reactions. Consumer behaviour, as an essential concept in marketing, has been viewed as the mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services to satisfy needs and desires (Sichtmann & Wisenblit, 2019). Thus, some of the

literature on consumer behaviour include, Achrol & Kotler (2022); Chukwu et al. (2019); White, Habib, & Hardisty (2019).

2.2. Product Perceived Quality and Consumer Behaviour

The quality of a company's product has a substantial influence on consumer behaviour. Prior research has identified two distinct kinds of quality: objective quality and subjective (perceived) quality. Consumers' view of a product's overall excellence or superiority is referred to as "perceived quality", whereas "objective quality" is defined as the product's true technical superiority or excellence. The perceived quality of a product refers to how the consumers see the product in terms of its quality, this perceived quality can be influenced by various factors and the perceived quality of a product tends to vary from customer to customer and region to region.

The study conducted by Konuk (2019) offered evidence for the importance of perceived product quality on consumer behaviour. Other studies that established perceived product quality influence consumer behaviour include Hanslim, Jaya and Prasetyawati (2020), Hoe (2018), Sinurat, Heikal, Simanjuntak, Siahaan and Nur (2021) and Zhong and Moon (2020). In line with Bil, Mert and Murat (2022), Konuk (2018) and Noemie and Verplancke (2022). This study therefore argued that perceived product quality could positively influence consumer behaviour of foreign rice consumers in Northern Nigeria.

2.3. Foreign Brand Admiration and Consumer Behaviour

Some consumers tend to admire foreign product brands while others do not. Admiration of a foreign brand implies having interest in products or services that are rendered or produced in other countries. The admiration of a foreign brand might have an impact on the way customers behave. Literatures relating to the foreign brand admiration and consumer behaviour are reviewed where Yu, Zhou and Huang (2022) established that foreign brand products are more preferable to local brand products due to the consumers admiration of foreign products. Some studies established a positive relation between foreign brand admiration and consumer behaviour which include Swoboda and Sinning (2020), Mandler (2019), Camacho et al. (2020), Sulhaini, Junaidi Sagir and Sulaimiah (2020) and Li, Gao, Liu and Zhong (2020).

Other studies that prove a relationship between foreign brand admiration and consumer behaviour include Long, Ahmed, Id, Aziz and Rahman (2022), Udegbe (2017), Xin and Seo (2020), Rojas-Méndez and Kolotylo (2022), Mahmood, Amma, Asghar and Mujahid (2021) and Dawetas and Diamantopoulos (2018). Against this background, this study argued that foreign brand admiration could positively influence consumer behaviour of foreign rice consumers in Northern Nigeria.

3. Theoretical Framework

The framework for this study is supported by Reasoned Action Theory which

suggests that a person's behaviour is determined by their intentions, which in turn are influenced by their attitudes toward the behaviour and their subjective norms (i.e., the perceived social pressure to engage or not engage in the behaviour). Attitudes are formed by an individual's beliefs about the behaviour and the outcomes that may result from it, while subjective norms are formed by an individual's perceptions of what others think they should do. In the context of consumer behaviour, the TRA has been used to study a variety of topics, such as purchase intentions, brand loyalty, and adoption of new products. For example, a study by Hwang and Chung (2019) examined the factors that influence consumers' intention to purchase organic food products. The results showed that consumers' attitudes toward organic food, subjective norms (i.e., the influence of friends and family), and perceived behavioural control (i.e., the extent to which they feel they can control their behaviour) all had a significant impact on their purchase intentions.

From the framework presented above, Foreign Brand Admiration and Product Perceived Quality are the independent variables of the study while Consumer Behaviour is the dependent variable.

4. Methodology Research Design

This study employed Survey Design as the most appropriate for collecting large amount of data from a given population using self-administered questionnaire (Tobi & Kampen, 2018). To express the relationship between the independents and the dependent variable therefore, the study considers the research framework seen in **Figure 1**. The population of the represents rice consumers in North-West Nigeria derived from Jigawa, Kaduna, Kano, Katsina and Kebbi States. The population of the study is unknown as there are many rice consumers in those states thus, the need for use of a sampling size techniques for unknown population (Yauck et al., 2021). To determine the minimum sample size that will achieve statistical strength and give a chance of correctly rejecting the null hypothesis when it ought to be rejected, this study used the following formula to calculate sample size for an unknown population size: $n = (z^{2} * p * q)/d^{2}$, which is employed in prevalence or cross-sectional studies to calculate the sample size of a qualitative variable (Charan & Biswas, 2013). In this formula, n represents the sample size, p standard deviation of the study variable or construct, q is $1 - p$ and d is the confidence interval. Based on past research or pilot studies $p = (50\%)$, $q = 1 - P$ (50%), and $d =$
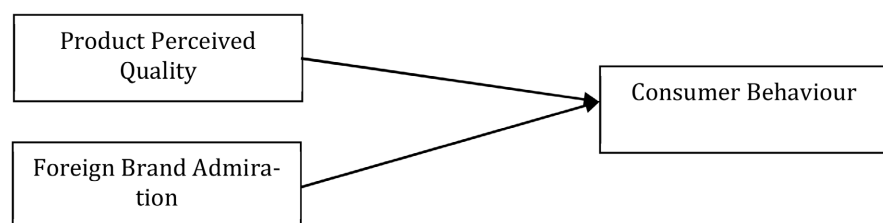
Source: The researcher.

Figure 1. Research framework.

95%. z is the Z-score or standard normal deviation equivalent at 95%. The Z score and the level of significance is 1.96 and 5% respectively.

When the formula is applied the sample size was found to be 323 using the following steps:

$$n = \left(1.96^2 * 0.5 * 0.5\right)\Big/0.05^2 = 384.16$$

Thus, this study used approximately 384 respondents as a sampling size since the population is not known. Based on that, simple random method of sampling was used for equal chance of being selected (Sekaran & Bougie, 2013).

To avoid any non-response bias, Moore, Durrant and Smith (2021) recommend more than 20% of the sample size thus, this study even consider 86% which is almost twice the sample size since the argument is the more the sample size the greater the accuracy for estimation. Hence, the total sample size is 600 which are distributed equally to the five states at 120 per state. Moreover, simple random selection procedure was employed for distribution of the questionnaires to the respondents in each state. Before you begin to format your paper, first write and save the content as a separate text file.

4.1. Sources and Method of Data Collection

The method of data collection for this study is primary data where questionnaire is distributed to 600 respondents, that is 120 for each state with five Likert Scales which include (5) Strongly Agree, (4) Agree, (3) neutral, (2) Disagree and (1) Strongly Disagree. As earlier stated, the questionnaire used in the study was divided into two sections A and B. While section A is on demography, section B covered the variables of the study which are Consumer Behaviour, Product Perceived Quality and Foreign Brand Admiration. In the process, Consumer Behaviour has five indicators with acronyms of CONB 1 - 5, Product Perceived Quality has five indicators with acronyms of POPQ 1 - 5 and Foreign Brand Admiration has eight indicators with acronyms of FBAD 1 - 8.

4.2. Pilot Study

The researcher used 40 questionnaires to test the reliability of instrument by use of reliability values (Cronbach's Alpha Values) in analysing the Cronbach's Alpha Values for each variable under study which should not be less than 0.6 (Mohsen & Reg, 2011). The alpha values were derived by the use of Statistical Package for Social Sciences (SPSS) and are shown in Table 1 below. These 40 respondents are independent form the main analysis respondents.

Table 1 reveals that all the variables have Cronbach's Alpha Values above 0.6 mark recommended by Mohsen and Reg (2011). Therefore, all the variables in the instrument are deemed reliable.

4.3. Model Specification

In general Partial Least Square model could be specified using simple regression

Table 1. Reliability test.

Construct	Cronbach's Alpha Values
Consumer Behaviour	0.785
Product Perceived Quality	0.629
Foreign Brand Admiration	0.778

analysis, thus:

$$Y_i = \beta_0 + \beta_1 X_i + \varepsilon_i \tag{1}$$

Y_i = Dependent variable for correspondent i

X_i = Explanatory Variable for correspondent i

β_0 = Constant

β_1 = Coefficient of X_i

ε_i = Error term

Based on the model the study thus, become:

$$\text{CONB i} = \beta_0 + \beta_1 \text{POPQi} + \beta_2 \text{FBADi} + \varepsilon_i$$

where:

CONB = Consumer Behaviour

POPQ = Product Perceived Quality

FBAD = Foreign Brand Admiration

ε_i = Error term

β_0 = Constant

$\beta_1 - \beta_2$ = Coefficient of the independent variables

I = Cross sectional indicator.

4.4. Method of Data Analysis

Collected data was analyzed through the use of Structural Equation Modelling statistical techniques (SEM) with the help of Smart PLS4 software. Cheah, Thurasamy, Memon, Chuah and Ting (2020) reported that Smart PLS is widely used with greater interest as a technique of regression analysis. Smart PLS can help in developing a systematic and complete assessment while forming measures of solving some research problems. Smart PLS therefore, is suitable in this study due to its robustness and clearer display of interrelationship among tested variables of a study (Cheah et al., 2020). In addition, unlike other traditional techniques, the partial least square is effective for estimating regression from primary data and it takes into account endogenous regressors and overcome the issue of normality and multicollinearity (Darwin & Umam, 2020). Moreover, Arham, Norizan, Norizan, Arham and Ibrahim (2021) stated that partial least square approach has better properties in cross sectional data analysis provided the variables questionnaires.

5. Data Presentation, Analysis and Interpretation

The study considered distribution of 600 questionnaires to the rice consumers in

Kano, Jigawa, Kaduna, Kebbi and Katsina States of Nigeria. Meanwhile, a total number of 545 questionnaires were retrieved from the 600 initially distributed and 51 were rejected. 494 questionnaires so retrieved were valid with no missing value. Since it covers more than 82% of the distributed questioners therefore, is assumed sufficient for the analysis (Smith, 2015).

5.1. Demographic Profile of the Respondents

The data presented in the descriptive statistics are from the survey and these include gender, age, marital status, qualification and occupation as well as the percentage responses of the questionnaire returned from Jigawa, Kaduna, Kano, Katsina, and Kebbi States. For the purpose of clarity and ease of understanding, the data obtained from the field survey were presented in the tables below.

The gender of the respondents is evenly distributed between male and female. Table 2 below reveals that 394 representing 80% of the respondents were male while 100 of the respondents which represent 20% were female. This implies that majority of the respondents in Jigawa, Kaduna, Kano, Katsina, Kebbi States were more of male than their female counterpart.

5.2. Descriptive Analysis of the Latent Variables

This section of the study paid attention to descriptive statistics for the latent variables which include; Consumer Behaviour, Income, Product Perceived Quality, Foreign Brand Admiration and Product Country Image. Precisely, descriptive statistics described the latent variables in terms of their means and standard deviations as computed using Statistical Package for Social Sciences (SPSS) software version 21 and is represented in Table 3.

In order to explain the description properly, Table 3 disclosed the statistical mean and standard deviation of the all the variables as the means falls within the

Table 2. Gender distribution of respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	394	80	80	80
Female	100	20	20	100
Total	494	100	100	

Source: Survey, 2023 Computed Using SPSS Version 23.

Table 3. Descriptive statistics.

Variable	N	Mean	Std. Deviation
Consumer Behaviour	494	4.7165	0.3729
Product Perceived Quality	494	4.8032	0.3334
Foreign Brand Admiration	494	4.7696	0.3474

Source: The researcher computation using SPSS Version 23 Software.

range of 4.5 and 5.0 with the standard deviation ranging from 0.3334 and 0.3729. From the said table Consumer Behaviour has a mean of 4.7165 and the standard deviation of 0.3729, this means that almost all the respondents strongly agreed on the foreign rice Consumption in Nigeria. Since the standard deviation is not far away from the mean therefore, the dispersion is said to be moderate. Thus, the stability of the respondents is not questionable.

From the above table which shows the correlations among the exogenous latent variables were obvious that there is absence of multicollinearity simply because all the coefficients of the correlation are far less than 0.8 therefore, the exogenous latent variables of this study happened to be independent.

5.3. Internal Consistency Reliability

To consider internal consistency and reliability therefore, Cronbach's alpha coefficient and composite reliability of coefficient is considered as instrument estimators of the internal consistency reliability of this study as suggested by Becker, Klein and Wetzels (2012); Hair, Hult, Ringle and Sarstedt (2014a); Sarstedt, Ringle, Smith et al. (2014). In addition, composite reliability coefficient is less biased compared to Cronbach's alpha coefficient in respect of reliability estimation (Hair et al., 2014b). In addition, composite reliability is seen as good contributor of internal consistency and for it to be achieved the study require a value of not less than 0.50 and that is termed as valid and sufficient for a given model as suggested by Tenenhaus, Vinzi, Chatelin and Lauro (2005). In line with the above argument therefore, this study represent the values of composite reliability and Cronbach's alpha of the model in Table 5. Meanwhile, the latent variable correlation which shows the strength and direction of the variables is presented in Table 4.

Table 4. Latent variable correlations.

	Consumer Behaviour	Product Perceived Quality	Foreign Brand Admiration
Consumer Behaviour	1		
Product Perceived Quality	0.572	1	
Foreign Brand Admiration	0.663	0.707	1

Source: Survey, 2023. Note: the values of diagonal values are the correlations between variables.

Table 5. AVE, composite reliability and Cronbach's Alpha.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Behaviour	0.770	0.772	0.845	0.522
Foreign Brand Admiration	0.832	0.835	0.872	0.462
Product Perceived Quality	0.814	0.816	0.871	0.576

Source: Survey, 2023 Computed Using SmartPLS 4 Software.

Since the composite reliability of the model are all greater than 0.70 therefore, that indicated that composite reliability coefficients of the research latent constructs are consistent and valid as it ranged from 0.772 to 0.906. In addition, the Cronbach's alpha of all the variables fall within the range of 0.770 and 0.879 and that signifies how consistent and reliable are the construct. Thus, the study continues.

5.4. Discriminant Validity

Discriminant validity can be seen as the differences that exist among the latent constructs in a given research (Hair et al., 2011). In addition, discriminant validity is achieved using AVE. This is as a result of comparison between the correlations coefficients of the latent variables and the square roots of the average variance extracted of the same variable (Tenenhaus et al., 2005). If the square root of the AVE of a given latent variable is greater than the correlation coefficients of the said variable then, discriminant validity is achieved.

Table 6 shows the values of the square root of average variances extracted falls between the range of 0.680 and 0.759 and the correlation were duly compared with the square root of AVE and they were all above the correlations values among the latent constructs. Therefore, the on-going research had sufficient discriminant validity.

In addition, discriminant validity can be obtained through comparison of the cross-loadings and indicator loadings of the study. Similarly, to obtain sufficient discriminant validity, all the existing indicator loadings have to be above cross-loadings values. Therefore, Table 6 demonstrated the cross examinations between reflective and loading indicators as in Chin (1998). Therefore, this indicated that, there is sufficient discriminant validity for future statistical analysis because the entire values of loadings indicator were above the values of cross loadings.

5.5. Path Coefficient for the Relationships

Going to hypothesis development earlier, the proposed hypothesis 1 predicted that there is no relationship between Foreign Brand Admiration and Consumer Behaviour among rice consumers in Nigeria. Thus, findings show a positive relationship as seen in Table 7 which has a parameter of $\beta = 0.262$. This means that an increase in Foreign Brand Admiration by one will increase Consumer

Table 6. Correlations between latent variables and square of their AVE.

	Consumer Behaviour	Product Perceived Quality	Foreign Brand Admiration
Consumer Behaviour	**0.722**		
Product Perceived Quality	0.572	**0.759**	
Foreign Brand Admiration	0.663	0.707	**0.680**

Table 7. Summary of hypotheses testing.

Hypothesis	Coefficient	T Statistics	P Values	Decision
Foreign Brand Admiration -> Consumer Behaviour	0.262	4.791	0.000	Rejected
Product Perceived Quality -> Consumer Behaviour	0.078	1.532	0.126	Failed to Reject

Source: The researcher computation using SmartPLS 4 software.

Behaviour among rice consumers in Nigeria by 0.262 and other factors remain constant. With the t-value of 4.791 and the p-value is 0.00 therefore, the relationship is said to be statistically significant since the t-statistics value is greater than the critical value which has value of 1.25 at 1% level of significant using two tailed test. That means that, there is sufficient evidence to reject the null hypothesis since there is an established relationship. Therefore, the null hypothesis that said there is no relationship between Foreign Brand Admiration and Consumer Behaviour among rice consumers in Nigeria is thereby rejected. Based on that, this study concludes that null hypothesis one is rejected.

On the contrary, in examining the second hypothesis also predicted that there is no relationship between Product Perceived Quality and Consumer Behaviour. The findings based on Table 7 shows no relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria thus, the parameter of $\beta = 0.078$ happened by chance. This also means that an increase in Product Perceived Quality by one will not have corresponding increase in Consumer Behaviour among rice consumers in Nigeria other factors remain constant. Since the t-value of the said relationship is 1.5317 and the p-value is 0.126 therefore, the relationship is said to be statistically insignificant since the t-statistics value is less than the critical region with the value of 1.75 at 10% level of significant using two tailed test also. That indicates that there is no sufficient evidence to reject the null hypothesis that is formulated on the said relationship, thus, the null hypothesis that said there is no relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria could not be rejected. Therefore, this study concludes that the null hypothesis could not be rejected considering the result obtained in Table 7.

Foreign Brand Admiration and Consumer Behaviour

The first research question focused on the extent to which Foreign Brand Admiration significantly affects Consumer Behaviour among rice consumers in Nigeria. To answer this research question, the first objective of this study is developed to determine the significant effect of Foreign Brand Admiration on Consumer Behaviour among rice consumers in Nigeria. Therefore, hypothesis H01: was formulated as: There is no relationship between Foreign Brand Admiration and Consumer Behaviour among rice consumers in Nigeria.

Thus, the PLS-SEM result in Table 7 shows that Foreign Brand Admiration is positively and significantly associated with Consumer Behaviour among rice

consumers in Nigeria. This can be observed from beta coefficient of 0.262, T-value of 4.791 and p-value of 0.000 which is significant at 1%. This implies that for every one increase in Foreign Brand Admiration, the Consumer Behaviour among rice consumers in Nigeria will increase by 0.262. Consequently, the result produce a basis to reject the first null hypothesis formulated which presumed that Foreign Brand Admiration has no significant effect on Consumer Behaviour among rice consumers in Nigeria.

This confirms by the empirical findings of the previous studies (Camacho et al., 2020; Mandler, 2019; Sulhaini, Junaidi Sagir, & Sulaimiah, 2020; Swoboda & Sinning, 2020; Yu, Zhou, & Huang, 2022), who also documented that Foreign Brand Admiration has positive and significant influence with Consumer Behaviour. In general, the result provides further support for the assertion of the Cognitive Dissonance Theory (CDT) where it suggests that individuals experience psychological discomfort when their beliefs and behaviours are inconsistent. To reduce this discomfort, individuals may change their beliefs or behaviour to align with each other. Thus consumers can this theory to justify their purchase decisions, even if they are not entirely satisfied with their purchase by confirming the positive influence of this resource on consumption which in the case of this study is Consumer Behaviour among rice consumers in Nigeria.

Product Perceived Quality and Consumer Behaviour

The second research question focused on the significant effect of Product Perceived Quality on Consumer Behaviour among rice consumers in Nigeria. To answer this research question, the second objective of this study is developed to determine the significant effect of Product Perceived Quality on Consumer Behaviour among rice consumers in Nigeria. Therefore, hypothesis H02: was formulated as: There is no relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria.

Thus, the PLS-SEM result in Table 7 shows that Product Perceived Quality is insignificantly associated with Consumer Behaviour among rice consumers in Nigeria. This can be observed from beta coefficient of 0.078, T-value of 1.532 and p-value of 0.216 which is insignificant. This implies that there is no relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria. Consequently, the result produce a basis which the study failed to reject the second null hypothesis formulated which presumed that Product Perceived Quality has no significant effect on Consumer Behaviour among rice consumers in Nigeria.

This confirms by the empirical findings of the previous studies (Hanslim et al., 2020; Hoe, 2018; Konuk, 2019; Sinurat et al., 2021; Zhong & Moon, 2020), who also documented that Product Perceived Quality has positive and significant influence with Consumer Behaviour. The study is also supported by the Cognitive Dissonance Theory (CDT) where it suggests that individuals experience psychological discomfort when their beliefs and behaviours are inconsistent. To reduce this discomfort, individuals may change their beliefs or behaviour to

align with each other.

6. Conclusion

The following conclusion is drawn based on the findings of the study. The study reveals that Foreign Brand Admiration has a significant and positive effect on Consumer Behaviour among rice consumers in Nigeria. This indicates that increase in Foreign Brand Admiration will lead to increase in Consumer Behaviour in favour of foreign rice for rice consumers in Nigeria and vice versa. However, the study could not establish any relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria. This indicates that there is no relationship between Product Perceived Quality and Consumer Behaviour among rice consumers in Nigeria.

6.1. Recommendations

In line with the findings and conclusions of this study, it is recommended that, the government should pay much attention to country's image which could guaranty quality assurance so that rice consumers in Nigeria could favour their local brands over foreign ones as their present behaviour tends to favour foreign rice since the parameter is positive and significant.

6.2. Suggested Areas for Further Studies

1) Future study should consider alternative forms of gathering information such as interview or even secondary data or both rather than questionnaire only.

2) The current studies examined three factors only. Potential researchers can add more variables such as ethnocentrism and also increase the period covered.

3) The same research can be conducted in other states of Nigerian Mistakes.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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Appendix A

Section A: Demography

<u>GENDER</u>

Male   {   }   Female   {   }

Section B: Questions

CONSUMER BEHAVIOUR

CODE	STATEMENTS	1	2	3	4	5
CONB1	I would buy a product (foreign Rice) just because it has status					
CONB2	I am interested in new products (foreign Rice) with status					
CONB3	I would pay more for a product (foreign Rice) if it has status					
CONB4	The status of a product (foreign Rice) is relevant to me					
CONB5	A product (foreign Rice) is more valuable to me if it has some snob appeal					

PRODUCT PERCEIVED QUALITY

CODE	STATEMENTS	1	2	3	4	5
POPQ1	There are very few local rice that are of equal quality to foreign rice					
POPQ2	I cannot think of any local rice brands that are as good as the foreign ones I purchase					
POPQ3	I trust more foreign rice than local, because the foreign are more experienced and have more resources					
POPQ4	In most types of rice, foreign brands outperform local brands					
POPQ5	I trust foreign rice more than the local rice					

FOREIGN BRAND ADMIRATION

CODE	STATEMENTS	1	2	3	4	5
FBAD1	I really like foreign brands (foreign Rice)					
FBAD2	For me, foreign brands are always special (foreign Rice)					
FBAD3	I always love foreign brands (foreign Rice) (passion)					
FBAD4	I always pay attention to foreign brands (foreign Rice) (attentive)					
FBAD5	For me, foreign brands are very tempting (foreign Rice) (tempting)					
FBAD6	To me, foreign brands (foreign Rice) deserve to be admired (admire)					
FBAD7	To me, foreign brands (foreign Rice) deserve to be praised (adorable)					
FBAD8	I cannot forget foreign brands(foreign Rice) (thinking)					