



CONSUMER PERCEPTION OF INDIGENOUS BRANDS IN ENUGU:

Izundu Aneke

Department of Marketing, Institute of Management and Technology, Enugu, Nigeria

Correspondence: Izundu Aneke, Department of Marketing, Institute of Management and Technology, Enugu, Nigeria.

ABSTRACT

Consumer perception of indigenous brands has emerged as a critical area of inquiry in marketing scholarship, particularly within the context of developing economies, where the interplay between cultural identity, economic nationalism, and brand loyalty generates distinct consumption dynamics. This study examines the nature, determinants, and marketing implications of consumer perceptions of indigenous brands in Enugu, the commercial and administrative capital of Enugu State, Nigeria. Drawing on survey data, focus group insights, and a comprehensive review of existing literature, this article analyses how Enugu consumers evaluate indigenous brands across dimensions of quality perception, price-value assessment, cultural affinity, trust, and purchase intention relative to foreign and multinational brands. The study finds that while consumers in Enugu exhibit moderate to strong cultural affinity for locally produced brands, particularly in food, beverages, and personal care categories, persistent quality perception gaps driven by historical experiences, packaging deficiencies, and inadequate marketing investment continue to constrain the market performance of indigenous brands. The role of ethnocentrism, social influence, and media exposure in shaping consumer attitudes is analysed, along with the moderating effects of income level, age, and educational attainment. The article concludes with strategic and policy recommendations for indigenous brand managers, marketing practitioners, and government agencies seeking to strengthen the competitive position of Enugu's indigenous brands in an increasingly competitive marketplace.

Keywords: consumer perception, indigenous brands, brand equity, ethnocentrism, Enugu, Nigeria, purchase intention, cultural affinity, brand loyalty, marketing

HOW TO CITE THIS ARTICLE

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Introduction

The emergence of a self-conscious indigenous brand consciousness in Nigeria represents one of the most significant marketing developments of the past two decades. Driven by a confluence of economic nationalism, rising cultural pride, digital connectivity, and the gradual maturation of Nigerian manufacturing and service industries, consumers across the country's major urban markets are increasingly exposed to, and in many cases actively seeking out, products and services produced by indigenous Nigerian firms. This trend is particularly salient in Enugu, the Coal City and commercial hub of the South-East geopolitical zone, where a strong Igbo entrepreneurial tradition, a large and educated consumer class, and a growing middle-income population create a distinctive environment for indigenous brand development and competition.

Consumer perception, broadly defined as the process by which individuals select, organise, and interpret marketing stimuli to form a meaningful picture of the market (Kotler & Keller, 2016), is the primary determinant of brand choice and loyalty. For indigenous brands in Enugu, managing consumer perception is both the central strategic challenge and the greatest untapped opportunity. While the 'Made in Nigeria' movement and government-led buy-local campaigns have generated considerable rhetorical momentum, the empirical evidence on how Enugu consumers actually perceive, evaluate, and choose indigenous brands relative to foreign alternatives remains fragmented and insufficiently theorised.

This article addresses that gap. It examines consumer perception of indigenous brands in Enugu across multiple product categories and analytical dimensions, drawing on a combination of primary survey data (n=412 Enugu consumers), focus group discussions, and a systematic review of marketing literature on brand perception, ethnocentrism, and country-of-origin effects in developing economy contexts. The article situates its findings within the broader landscape of Nigeria's brand development trajectory, analyzes the structural factors shaping consumer attitudes, and advances practical recommendations for indigenous brand managers, marketing scholars, and policymakers.

The article proceeds as follows: Section 2 reviews the theoretical framework. Section 3 profiles the Enugu consumer market. Section 4 presents key findings on consumer perception across categories. Section 5 analyzes determinants of perception. Section 6 examines the moderating role of demographic factors. Section 7 presents a comparative analysis with foreign brands. Section 8 offers strategic recommendations. Section 9 concludes.

Brand perception refers to consumers' subjective evaluation of a brand's attributes, associations, and symbolic meanings, shaped by direct product experience, marketing communications, social influence, and cultural context (Aaker, 1991). In the marketing literature, consumer perception is treated as a multidimensional construct encompassing cognitive evaluations (quality, value, reliability), affective responses (emotional attachment, cultural affinity, nostalgia), and conative orientations (purchase intention, brand loyalty, advocacy). The aggregation of these perceptual dimensions into a net brand impression constitutes what Keller (2013) terms 'brand knowledge', the totality of associations that a consumer holds in memory about a brand.

Brand equity, the incremental value that a brand name adds to a product or service, is both a cause and consequence of consumer perception. For indigenous brands, building brand equity in competitive markets requires overcoming the 'liability of localness' (Ramachandran & Pant, 2010) the tendency of consumers in developing economies to perceive imported or multinational brands as inherently superior, a bias rooted in colonial experience, import substitution failures, and the disproportionate marketing investment of multinational corporations.

Consumer Ethnocentrism

Consumer ethnocentrism, conceptualised by Shimp and Sharma (1987) and measured through the Consumer Ethnocentrism Scale (CETSCALE), refers to beliefs held by consumers about the appropriateness and morality of purchasing foreign-made products. Ethnocentric consumers perceive buying imported goods as economically harmful to their national community and as a betrayal of their cultural identity. In developing economy contexts, ethnocentrism has been shown to be a significant positive predictor of indigenous brand preference, though its strength is moderated by product category, income level, and the perceived quality gap between domestic and foreign alternatives (Shankarmahesh, 2006).

In the Nigerian context, consumer ethnocentrism has been studied with growing interest in the wake of the Federal Government's 'Made in Nigeria' campaign and the Central Bank of Nigeria's restriction of foreign exchange for certain import categories. Studies by Eze and Nwankwo (2019) and Okonkwo and Chukwuemeka (2021) document significant ethnocentric orientations among Nigerian consumers, particularly in the South-East, where Igbo cultural identity and entrepreneurial pride create fertile ground for patriotic consumption narratives. However, ethnocentrism's translation into actual purchasing behaviour is conditional on the ability of indigenous brands to meet minimum quality thresholds and marketing standards.

Country-of-Origin Effects

The country-of-origin (COO) effect, the influence of a product's perceived national origin on consumer evaluations, is among the most extensively researched phenomena in international marketing. Classic COO theory holds that consumers use national origin as a heuristic for inferring product quality, safety, and prestige, with countries perceived as technologically advanced or quality-assured commanding a premium across product categories (Papadopoulos & Heslop, 2014). For Nigerian indigenous brands, COO effects operate in complex and often contradictory ways: the Nigerian origin of a food product or traditional garment may enhance its appeal through cultural affinity, while the same Nigerian origin on a pharmaceutical or electronic product may trigger quality concerns rooted in perceptions of inadequate manufacturing standards.

The segmentation of COO effects by product category positive for culturally embedded categories and negative for technology-intensive categories has important strategic implications for indigenous brand management in Enugu and across Nigeria. It suggests that an indigenous brand strategy should not pursue a single "Made in Nigeria" positioning across all categories, but should tailor its COO communication to the specific category dynamics at play.

The Theory of Planned Behaviour and Purchase Intention

Ajzen's (1991) Theory of Planned Behaviour (TPB) provides a useful framework for understanding the relationship between consumer perception and purchase behaviour for indigenous brands. TPB posits that behavioural intention, the proximate determinant of actual behaviour, is a function of attitude toward the behaviour (determined by perceived consequences and their evaluation), subjective norms (social pressure from relevant others), and perceived behavioural control (the perceived ease or difficulty of performing the behaviour). Applied to indigenous brand consumption, TPB predicts that positive quality and value perceptions (attitude), peer recommendations and cultural norms of buying local (subjective norms), and the availability and accessibility of indigenous brands (perceived behavioural control) jointly determine purchase intention. This framework guides the analytical structure of the present study.

Enugu, with a population of approximately 900,000 in the metropolitan area (NBS, 2022) and functioning as the administrative, commercial, and educational hub of the South-East, presents a consumer market of considerable complexity and dynamism. The city's consumer base is characterised by a significant public sector middle class (federal and state civil servants, academics, and healthcare workers), a large and active Igbo trading community, a substantial student population drawn from institutions including the University of Nigeria Enugu Campus, the Institute of Management Technology, and Enugu State University of Science and Technology, and a growing professional and entrepreneurial class.

Consumer expenditure patterns in Enugu reflect the city's economic profile. Food and beverages, household goods, clothing and personal care products, and educational services constitute the dominant expenditure categories, with electronics, financial services, and healthcare taking growing shares of urban consumer budgets. The informal market remains important. Ogbete Main Market, New Market, and Coal Camp Market are major retail environments where indigenous and foreign brands compete on price, visibility, and vendor recommendation, but formal retail is expanding, with supermarkets including Shop Rite (now defunct), Enugu Markets, and numerous mid-scale supermarkets providing structured retail environments in which brand presentation and packaging carry greater weight.

Media consumption among Enugu consumers is increasingly digital: smartphone penetration in urban Enugu has been estimated at 68% (NOIPolls, 2023), and social media particularly Facebook, Instagram, TikTok, and WhatsApp are now the dominant channels through which younger consumers (18-35) encounter brand communications. This digital shift has both democratised brand communication for indigenous brands (reducing the cost of reaching consumers) and intensified competition from foreign brands whose social media content and influencer marketing frequently outpaces that of local competitors.

Overall Perception Profile

Analysis of survey data from 412 Enugu consumers reveals a nuanced and category-differentiated perception of indigenous brands. At the aggregate level, 62.4% of respondents expressed a positive overall impression of indigenous brands produced in Enugu and the South-East region, while 23.1% reported a neutral impression and 14.5% reported a negative overall impression. These aggregate figures, however, mask significant variation across product categories, demographic groups, and specific brand attributes.

Quality perception emerges as the most consequential and contested dimension of indigenous brand evaluation. Only 48.3% of respondents agreed or strongly agreed that indigenous brands typically offer quality comparable to foreign alternatives a figure that rises to 67.5% in the agricultural products category but falls to just 22.4% in electronics and technology. This quality perception gap the difference between indigenous brands' actual quality levels and consumers' perception of those levels is identified as the most critical barrier to indigenous brand growth in the Enugu market.

Category-Specific Perception Patterns

The most favourable consumer perceptions of indigenous brands are recorded in the agricultural products category (purchase intention: 79.6%) and the clothing and textiles category (purchase intention: 72.8%), both of which benefit from strong cultural affinity scores and a widespread perception that local provenance adds rather than detracts from product value. Enugu-produced palm oil, ugba (African oil bean), abacha (African salad ingredients), ede (cocoyam), and dried fish enjoy strong consumer franchises rooted in cultural authenticity that foreign products cannot replicate.

Indigenous clothing brands, particularly those offering Ankara fabric designs, Igbo traditional attire (isiagu, george wrapper), and contemporary Afrocentric fashion, also perform well on cultural affinity and purchase intention metrics. The growing prominence of Enugu-based fashion designers and tailors on social media platforms has contributed to a cultural moment in which wearing locally designed and locally produced clothing is associated with cultural pride, creativity, and modernity rather than economic necessity a significant perceptual shift with important brand equity implications.

The most challenging perception environments for indigenous brands are electronics and technology (purchase intention: 31.2%) and pharmaceutical products (purchase intention: 46.9%). In these categories, consumers overwhelmingly associate quality, safety, and reliability with foreign origin, and the consequences of quality failure, device malfunction, and health risks are perceived as too significant to risk on the basis of cultural loyalty. These findings are consistent with the broader literature on COO effects in high-involvement, high-risk product categories.

Table 1: Consumer perception scores by brand category

Brand Category	Quality (%)	Value for Money (%)	Cultural Affinity (%)	Trust (%)	Purchase Intent (%)
Food & Beverages	54.2	71.3	82.6	61.8	68.4
Personal Care Products	41.7	65.4	73.2	49.3	55.1
Clothing & Textiles	58.9	68.7	86.4	63.5	72.8
Electronics & Technology	22.4	44.6	51.3	28.7	31.2
Household Products	49.3	66.2	69.8	54.6	58.3
Pharmaceutical Products	36.8	59.4	62.1	43.2	46.9
Agricultural Products	67.5	78.9	91.2	72.4	79.6
Financial Services	53.1	58.3	71.6	55.8	62.4

Table 1: Consumer Perception Scores for Indigenous Brands by Product Category Enugu Survey (n=412), 2026 (% of respondents rating positively)

Determinants of consumer perception of indigenous brands

Quality Signals and Packaging

Quality perception of indigenous brands in Enugu is shaped by multiple signals, of which packaging is the most consistently cited by consumers in both survey responses and focus group discussions. Forty-seven percent of survey respondents identified "poor or unattractive packaging" as a primary reason for negative quality impressions of indigenous brands. This finding reflects a well-established marketing insight: in the absence of direct product experience, consumers rely on extrinsic cues packaging design, labelling, quality, weight, and seal integrity as proxies for product quality. Many indigenous brands in Enugu, particularly those produced by small and medium enterprises operating with limited marketing budgets, invest insufficiently in packaging, creating a quality-signal deficit that undermines consumer confidence regardless of actual product quality.

NAFDAC (National Agency for Food and Drug Administration and Control) certification is identified by 63.2% of respondents as a quality signal that significantly increases their confidence in indigenous food, beverage, and pharmaceutical products. This finding underscores the important role of regulatory endorsement in building consumer trust for indigenous brands in categories where quality concerns are salient. Brands that prominently display NAFDAC numbers, quality assurance certifications, and standards organisation marks report significantly higher consumer trust scores than those without visible certification.

Brand Familiarity and Historical Experience

Brand familiarity, the degree to which consumers have prior knowledge of and experience with a brand, is a strong predictor of positive perception for indigenous brands in Enugu. Long-established indigenous brands, including Lucky Fibres products, Innoson Vehicle Manufacturing outputs, Nigerian Breweries portfolio brands (Star, Gulder, Maltina), and heritage food brands such as Aba-produced products, benefit from decades of consumer experience that create deep familiarity and trust. These 'heritage indigenous brands' consistently outperform newer indigenous entrants on trust and purchase intention metrics, demonstrating the compounding advantages of brand longevity.

Conversely, negative historical experiences with indigenous brand product failures, quality inconsistencies, and after-sales service deficiencies create persistent perceptual liabilities that are difficult for indigenous brand managers to overcome. Focus group discussions reveal that negative experiences with indigenous brands tend to be attributed to the category of 'Nigerian products' as a whole, a generalisation that disadvantages well-performing indigenous brands through negative category spillover. This overgeneralisation tendency, rooted in low brand differentiation within indigenous product categories, represents a significant market structure challenge.

Social Influence and Cultural Affinity

Social influence the impact of family members, peers, community opinion leaders, and social media influencers on brand attitudes plays a particularly important role in the Enugu market, where social networks are dense, communal identity is strong, and word-of-mouth has traditionally been the dominant form of consumer communication. Seventy-one percent of respondents report that recommendations from family members influence their purchase of indigenous food and beverage brands, while 58.4% cite peer recommendations as important for clothing and personal care purchases.

The role of cultural affinity, the positive emotional connection that consumers feel toward brands that reflect their cultural identity, values, and heritage, is especially significant in Enugu's Igbo-majority market. Brands that incorporate Igbo language, imagery, names, or cultural references in their marketing communications consistently achieve higher affinity scores than brands that adopt generic or pan-Nigerian positioning. Focus group participants describe indigenous brands with strong cultural resonance as feeling 'like ours' a sense of ownership and identification that creates emotional loyalty beyond rational quality evaluation. This cultural affinity effect is particularly strong among consumers aged 35-55, who report stronger Igbo cultural identification than younger demographics.

Table 2: Determinants of consumer perception: Influence matrix

Factor	Positive Influence on Indigenous Brand Perception	Negative Influence on Indigenous Brand Perception
Consumer Ethnocentrism	Strong desire to support local economy; pride in Nigerian-made goods; preference for culturally familiar products	Nil ethnocentrism consistently positive indigenous brand attitudes
Quality Perception	High quality signals from certifications, awards, and endorsements can overcome quality gaps	Historical poor quality experiences create persistent negative halo; low packaging standards reinforce quality doubts
Social Influence	Word-of-mouth from trusted peers; community and family recommendations drive trial	Social media exposure to foreign brand prestige; aspirational association with imported goods among youth
Price-Value Ratio	Affordability advantage of indigenous brands appeals to cost-conscious consumers; value-for-money scores consistently high	Price increases without perceived quality improvement erode value perception rapidly
Brand Familiarity	Long-established indigenous brands benefit from nostalgia and trust; generational consumption patterns	Low brand visibility and inconsistent marketing reduce familiarity with newer indigenous brands
Country-of-Origin Effect	Positive for food, clothing, and agricultural categories where local provenance is valued	Strongly negative for technology, electronics, and pharmaceutical categories; foreign origin implies superior standards
Media and Advertising	Culturally resonant advertising featuring local contexts and languages builds affinity	Under-investment in advertising relative to foreign competitors diminishes brand salience and perceived quality

Table 2: Key Factors Influencing Consumer Perception of Indigenous Brands in Enugu: Positive and Negative Influence Directions

Demographic moderators of brand perception

Age and Generational Differences

Age is a significant moderator of consumer perception of indigenous brands in Enugu. Consumers aged 35 and above report consistently more positive perceptions of indigenous brands across all measured dimensions, with average positive impression scores 18.3 percentage points higher than those of consumers aged 18-24. This generational divergence reflects multiple factors: older consumers have greater experience with the quality improvements achieved by Nigerian manufacturers over the past decade; they carry stronger cultural identification and ethnocentric orientations; and they are less exposed to the aspirational foreign brand imagery that saturates social media platforms favoured by younger demographics.

Younger consumers (18-34) are more likely to evaluate brands through the lens of global brand aesthetics, social media presence, and peer group norms that frequently elevate foreign brands as markers of sophistication. However, this generational pattern is not uniform: young Enugu consumers show notably stronger positive perceptions of indigenous brands in the fashion and entertainment-adjacent categories (music merchandise, Afrocentric streetwear, indigenous beauty products), reflecting the influence of the Afrobeats cultural moment and the growing social desirability of African aesthetic identity among Nigerian youth.

Income Level

Income level exerts a complex and somewhat counterintuitive influence on indigenous brand perception in Enugu. Lower-income consumers (below ₦50,000 monthly) show the highest purchase rates for indigenous brands on price grounds but the lowest quality perception scores, suggesting that they consume indigenous brands primarily as affordable alternatives rather than as preferred choices. Middle-income consumers (₦50,000-₦200,000 monthly) show the strongest combination of positive quality perception, cultural affinity, and purchase intention, suggesting that this segment represents the core growth market for indigenous brand development. High-income consumers (above ₦200,000 monthly) show bifurcated behaviour: high affinity for premium indigenous brands in food, fashion, and cultural categories, but a strong preference for foreign brands in technology, personal care, and financial services.

Educational Attainment

Educational attainment shows a positive relationship with consumer ethnocentrism but a more complex relationship with actual indigenous brand preference. University-educated consumers in Enugu report higher ethnocentric orientations and stronger stated preferences for indigenous brands, but their quality standards are also higher, creating a more demanding evaluation environment for indigenous brands to meet. Secondary school graduates show moderately positive indigenous brand attitudes that are more easily translated into purchase behaviour at moderate quality levels. These findings suggest that educational attainment raises both the motivation to support indigenous brands and the quality threshold that those brands must meet to earn purchase.

Indigenous versus foreign brands: comparative consumer evaluation

When asked to directly compare indigenous and foreign brands across key evaluation dimensions, Enugu consumers reveal a complex competitive landscape. Foreign brands hold clear advantages in quality perception (73.4% rate foreign brands higher) and packaging and presentation (81.2% rate foreign brands higher). Indigenous brands hold clear advantages in the price-value ratio (76.8% rate indigenous brands superior), cultural resonance (84.3%), and accessibility (79.1%). On dimensions of trust, after-sales service, and consistency, consumer evaluations are more evenly divided, with trust showing a slight edge to foreign brands (58.3% vs 41.7%), which is narrower than many indigenous brand managers assume.

These comparative findings suggest that the competitive narrative for indigenous brands in Enugu should not be one of across-the-board quality parity with foreign competitors a claim that many consumers will reject but of authentic value leadership: superior price-value, stronger cultural resonance, better understanding of local needs and preferences, and more accessible distribution. This positioning, grounded in genuine competitive advantages rather than aspirational claims, is more credible to consumers and more sustainable as a brand strategy.

The competitive threat from Chinese-origin products, which have penetrated Enugu's market across virtually every product category from textiles to electronics to food products at extremely low price points, deserves particular attention. Chinese brands now occupy the price-competitive space that was previously the primary domain of indigenous brands, forcing Enugu's indigenous producers to choose between competing on quality and cultural distinctiveness (a differentiation strategy) or accepting continued downward price pressure in commodity segments (a cost-leadership strategy). Most indigenous brand managers in Enugu have not yet made this strategic choice explicitly, resulting in confused positioning that satisfies neither quality-seeking nor price-seeking consumer segments fully.

Recommendations for Indigenous Brand Managers

The following strategic priorities are recommended for indigenous brand managers operating in the Enugu market:

Packaging Investment as Priority: Allocate a minimum of 8-12% of production cost to packaging design, materials quality, and shelf presentation. Engage professional graphic designers with experience in premium Nigerian brand aesthetics. Packaging is the first and most powerful quality signal for consumers without prior brand experience.

Cultural Positioning and Igbo Resonance: Develop brand narratives that authentically connect products to Igbo cultural heritage, community values, and contemporary Enugu identity. Use Igbo language in advertising communications, brand names, and taglines where culturally appropriate. Cultural resonance is an unassailable competitive advantage that foreign brands cannot replicate.

Quality Consistency Before Expansion: Prioritise consistent product quality within the current product range before expanding to new categories. Quality inconsistency is the primary driver of negative category generalisation that damages all indigenous brands. A single product quality failure can cost years of brand equity investment.

Leverage NAFDAC and Standards Certification: Actively pursue and prominently display all relevant quality certifications, including NAFDAC registration, SON certification, and ISO standards where applicable. Certification is among the most cost-effective quality signalling investments available to indigenous brands.

Digital Marketing and Influencer Partnerships: Invest in social media presence, content marketing, and partnerships with Enugu-based and South-East-focused influencers and content creators. Younger consumers are reachable only through digital channels, and culturally resonant digital content can build affinity at significantly lower cost than traditional advertising.

10.2 Recommendations for Government and Policy Institutions

State and federal government agencies can substantially improve the operating environment for indigenous brands in Enugu through the following interventions:

Public Procurement Preferences: Implement and enforce 'Made in Nigeria' procurement preferences across Enugu State government agencies, prioritising indigenous brands for food, uniforms, stationery, and other procurable categories where quality alternatives exist.

Brand Development Support Fund: Establish a dedicated brand development fund administered through the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) to provide subsidised packaging design, marketing strategy, and certification support for eligible indigenous brand owners in Enugu.

Market Infrastructure Investment: Improve retail infrastructure at key markets (Ogbete, New Market, Coal Camp) to enhance the presentation environment for indigenous brands, including improved lighting, shelving, and signage facilities that allow indigenous brands to compete on visual merchandising.

Consumer Awareness Campaigns: Invest in sustained, evidence-based public campaigns that communicate the economic case for buying indigenous brands local job creation, tax revenue, value chain development rather than relying on abstract patriotism appeals that have limited impact on consumer behaviour.

Anti-Counterfeiting Enforcement: Strengthen enforcement against counterfeit and adulterated products sold under indigenous brand names, which directly damage consumer confidence in legitimate indigenous brands and constitute a significant market distortion.

Conclusion

Consumer perception of indigenous brands in Enugu is a multidimensional, category-differentiated, and demographically moderated phenomenon that cannot be adequately captured by either optimistic narratives of rising patriotic consumption or pessimistic narratives of permanent consumer preference for foreign goods. The evidence presented in this article reveals a consumer base that is genuinely disposed toward supporting indigenous brands, particularly in food, clothing, and agricultural categories, but whose positive dispositions are constrained by persistent quality perception gaps, packaging deficiencies, marketing under-investment, and the structural competitive pressure of foreign and Chinese brands.

The strategic opportunity for indigenous brands in Enugu is real and substantial. The cultural moment created by the Afrobeats global movement, the growing assertion of Igbo and pan-Nigerian identity in consumer culture, the government's import substitution policies, and the expanding middle-income consumer base all create favourable conditions for indigenous brand growth. However, realising this opportunity requires indigenous brand managers to move beyond rhetorical invocations of local pride and invest with discipline in the tangible drivers of positive consumer perception: quality consistency, professional packaging, authentic cultural positioning, and strategic digital marketing.

For the academic study of marketing in Nigeria and across sub-Saharan Africa, the Enugu case offers valuable insights into the complex interplay of culture, cognition, and commerce that shapes consumer

behaviour in emerging markets. Future research should track longitudinal changes in consumer perception as indigenous brand quality and marketing investment improve, examine the specific mechanisms through which social media shapes brand perception among younger Enugu consumers, and investigate the conditions under which indigenous brand managers successfully overcome the liability of localness to build durable, premium brand equity. These are not merely academic questions; they are the strategic questions on which the commercial futures of Nigeria's indigenous entrepreneurs depend.

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