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Editor'sNote

This volume presents a focused and contemporary contribution to business and entrepreneurship education, with strong empirical evidence drawn largely from universities, and related contexts across Nigeria, and beyond. The articles explore emerging themes such as artificial intelligence integration, e-learning, entrepreneurship training, curriculum relevance, pedagogical innovation, and enterprise development within higher education systems. The collection reflects the growing intersection between technology, pedagogy, and entrepreneurial outcomes, while also addressing practical concerns such as poverty reduction, market sustainability, and small business performance. The institutional coverage highlights the University of Calabar, University of Cross River State, and other affiliated academic and professional environments, reinforcing the regional relevance and broader applicability of the findings.

The journal invites scholars, researchers, and practitioners to contribute high-quality manuscripts that advance knowledge in business education, entrepreneurship, digital transformation, and related disciplines. Submissions that offer empirical rigor, theoretical advancement, and practical relevance to developing and global education systems are particularly encouraged.

CONSUMPTION BEHAVIOUR TOWARD MADE-IN-NIGERIA COSMETICS AMONG FEMAL UNIVERSITY STUDENTS: EXAMINING THE INFLUENCE OF ORIGINALITY, EMERGING TRENDS, AND COST

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Abstract

The increasing globalization of trade and the influx of foreign cosmetic products into Nigeria have continued to challenge the competitiveness and sustainability of locally manufactured cosmetics. Despite government policies aimed at promoting indigenous products, many Nigerian consumers still demonstrate preference for imported brands. This study examined the influence of originality, emerging trends, and cost on the consumption of made-in-Nigeria cosmetics among female students in the University of Calabar, Nigeria. The study adopted a quantitative cross-sectional survey design. The population comprised 581 female students drawn from Business Education and selected non-Business Education programmes in the College of Education, University of Calabar. Data were collected through a structured questionnaire and analyzed using descriptive statistics, multiple regression analysis, and Analysis of Variance with IBM SPSS Statistics version 27. Findings revealed that originality significantly influenced the consumption of made-in-Nigeria cosmetics ($\beta = 0.42$, $p < 0.05$), while cost exerted the strongest influence on consumption behavior ($\beta = 0.51$, $p < 0.01$). However, emerging trends did not significantly influence consumption behavior ($\beta = 0.18$, $p > 0.05$). The study concluded that female students' consumption behavior toward made-in-Nigeria cosmetics is largely determined by affordability and perceived originality rather than social trends. The study recommended improved quality control, strategic branding, competitive pricing, and stronger institutional support for indigenous cosmetic manufacturers to enhance consumer confidence and market competitiveness.

Keywords: consumer behavior, made-in-Nigeria cosmetics, originality, cost, emerging trends,

female students

Introduction

The cosmetics industry constitutes an important component of contemporary economies because of its contribution to employment generation, entrepreneurship development, industrialization, and national economic growth. In Nigeria, the cosmetics sector has experienced remarkable expansion due to increasing urbanization, evolving beauty consciousness, changing lifestyles, and rising demand for personal care products. Despite this growth, locally manufactured cosmetics continue to face significant market challenges arising from consumers' preference for imported alternatives. This situation has continued to generate concern among policymakers, manufacturers, and scholars because of its implications for indigenous industrial growth and economic sustainability.

This study was anchored on the Theory of Planned Behavior developed by Icek Ajzen (1991), which explains that attitudes, subjective norms, and perceived behavioral control significantly influence behavioral intentions and actual behavior. The theory is relevant because female students' perceptions regarding originality, affordability, and emerging trends may influence their decisions to consume locally manufactured cosmetics.The study was further supported by the Consumer Decision-

Making Model developed by Roger

Blackwell et al. (2001), which explains that consumers evaluate alternatives before making purchasing decisions. Similarly, the Howard-Sheth Model developed by John Howard and Jagdish Sheth (1969) emphasizes that consumer purchasing behavior is influenced by psychological and social factors.

Developing economies seeking sustainable growth are expected to minimize excessive dependence on imported products through effective utilization of local resources and promotion of domestic industries. Consequently, products manufactured within

Nigeria are commonly classified as made-inNigeria products, including locally produced cosmetics. However, the purchasing behavior of consumers toward locally manufactured goods remains largely influenced by perceptions relating to quality, affordability, originality, and reliability. Lego (2022) observed that consumers in economies characterized by high poverty levels tend to adopt stringent purchasing decisions that prioritize products capable of satisfying their needs within their limited financial capacities.

Manufacturers of locally produced cosmetics therefore operate within a highly competitive environment characterized by product differentiation, fluctuating economic conditions, and changing consumer preferences. According to Akingbola (2024), customer value is largely influenced by price, quality, organizational capabilities, and consumers' expectations, all of which determine product competitiveness in the marketplace. Entrepreneurs involved in local manufacturing are equally exposed to numerous risks, including political instability, economic fluctuations, infrastructural inadequacies, and social uncertainties. These risks significantly affect production, marketing, profitability, and long-term sustainability of indigenous enterprises.

The Nigerian business environment has remained turbulent over the years due to persistent inflation, unstable exchange rates, inadequate infrastructure, erratic electricity supply, and declining consumer purchasing power. Bilkey and Nes (2019) noted that such unfavorable economic conditions weaken local

industries and create serious marketing difficulties for indigenous manufacturers. These conditions often result in irregular product supply, low product quality, fluctuating prices, reduced advertising capacity, poor marketing orientation, and negative consumer perceptions toward locally manufactured cosmetics (Aire, 2004; Kalegha, Okechukwu, & Soyeye, 2019).

The increasing globalization of trade and liberalization of the Nigerian economy have further intensified competition between imported and locally manufactured products. Akomolede and Oladele (2018) argued that Nigerian manufacturers are confronted with the challenge of ensuring business survival within an environment characterized by increasing production costs and declining consumer purchasing power. Consequently, many consumers continue to perceive imported cosmetics as superior to locally manufactured alternatives irrespective of price differences.In response to this challenge, the Nigerian government introduced several economic and industrial policies aimed at encouraging favorable consumer attitudes toward made-in-Nigeria products. According to Bilkey and Nes (2019), the Nigerian Enterprises Promotion Decree was designed to reduce foreign dominance, promote local retention of profits, stimulate indigenous production, and generate employment opportunities. Despite these interventions, many locally manufactured cosmetics continue to experience low patronage, thereby threatening the survival of indigenous cosmetic industries.

Consumer attitude remains one of the most significant determinants of purchasing behavior. Attitude refers to consumers‘ beliefs, perceptions, feelings, and predispositions toward products or brands, which ultimately influence purchase decisions and consumption behavior. Achumba (2016) maintained that consumer behavior involves the processes through which individuals select, purchase, utilize, and dispose of products and services in order to satisfy their needs. Understanding consumer attitudes is therefore essential for explaining why individuals prefer particular products over others.Female university students constitute a highly important consumer segment within the cosmetics industry because of their exposure to fashion consciousness, digital media, peer influence, and evolving beauty standards. Their consumption behavior is often influenced by originality, affordability, social trends, product quality, and brand perception. Originality has become increasingly important because many consumers now seek products perceived as authentic, culturally relevant, and naturally formulated. Nigerian-made cosmetics are often associated with indigenous ingredients such as shea butter, black soap, herbal extracts, and coconut oil, which many consumers consider safe and environmentally friendly.

Cost also represents a critical determinant of consumer purchasing decisions, particularly among students with limited disposable income. Sobowale (2018) reported that some locally manufactured products remain relatively expensive despite expectations that domestic goods should be more affordable than imported alternatives. Iyanda (2019) attributed high local production costs to infrastructural deficiencies, transportation challenges, unstable energy supply, and distribution inefficiencies. Similarly, the Sixth Nigerian Economic Summit Report (2024) identified logistics and transportation problems as major constraints affecting marketing and distribution activities in Nigeria.In addition, emerging trends driven by social media platforms, influencer marketing, celebrity endorsements, and online advertising increasingly shape consumers‘ preferences and purchasing decisions. However, the extent to which such trends influence the consumption of made-in-Nigeria cosmetics among female students remains uncertain. Previous studies have shown that Nigerian consumers often demonstrate unfavorable attitudes toward homemade products due to perceived quality inconsistency and weak brand image (Aire, 2024; Kalegha, Okechukwu, & Soyeye, 2005).The

literature on international marketing equally supports the notion that country-of-origin information significantly influences consumers' evaluation of products and purchasing decisions. Bilkey and Nes (2022) argued that consumers may either favor or reject products based on stereotypes and perceptions associated with their country of origin. Such perceptions may affect consumers' willingness to patronize locally manufactured cosmetics.Despite increasing scholarly attention on consumer behavior and local product patronage, limited empirical evidence exists regarding how originality, emerging trends, and cost influence the consumption of made-in-Nigeria cosmetics among female university students in Cross River State, Nigeria. This gap necessitated the present study.

Statement of the problem

One of the major challenges confronting indigenous industries in Nigeria is declining consumer demand for locally manufactured products. Despite the implementation of skill acquisition programmes and government interventions aimed at improving the quality of Nigerian-made products, many indigenous cosmetic producers continue to experience low patronage and declining profitability. Some local cosmetic enterprises have either closed down or reduced operations because of poor sales and inability to sustain production activities.The increasing patronage of imported cosmetic products among female students has further intensified the challenges confronting indigenous cosmetic manufacturers. Many consumers perceive foreign cosmetics as more original, fashionable, and effective than locally manufactured alternatives. Although locally produced cosmetics are often more affordable, issues relating to product quality, standardization, packaging, and brand perception continue to influence consumers' attitudes negatively.Furthermore, while emerging beauty trends and social media promotions increasingly shape consumer behavior globally, it remains unclear whether such trends significantly influence the consumption of made-in-Nigeria cosmetics among female students. Similarly, although affordability is widely recognized as an important determinant of consumer behavior, empirical evidence regarding the extent to which cost influences students' patronage of locally manufactured cosmetics remains limited.It is against this background that this study investigated the influence of originality, emerging trends, and cost on the consumption of made-in-Nigeria cosmetics among female students in the University of Calabar.

Objectives of the study

The study specifically sought to:

1. Examine the influence of originality on the consumption of made-inNigeria cosmetics among female students.

2. Assess the influence of emerging trends on the consumption of madein-Nigeria cosmetics among female students.

3. Determine the influence of cost on the consumption of made-in-Nigeria cosmetics among female students.

Null hypotheses

The following hypotheses guided the study:

1. Originality has no significant influence on the consumption of made-in-Nigeria cosmetics among female students.

2. Emerging trends have no significant influence on the consumption of made-in-Nigeria cosmetics among female students.

3. Cost has no significant influence on the consumption of made-in-Nigeria cosmetics among female students.

Research methods

The study adopted a quantitative crosssectional survey design. According to Creswell and Creswell (2018), survey designs enable researchers to examine relationships among variables and generalize findings within a defined population. The study was conducted in the College of Education, University of Calabar. The population comprised 581 female students drawn from Business Education and selected nonBusiness Education programmes during the 2024/2025 academic session. Data were collected using a structured questionnaire designed on a five-point Likert scale. The independent variables included originality, emerging trends, and cost, while consumption behavior served as the dependent variable. Data analysis involved descriptive statistics, multiple regression analysis, Analysis of Variance, and reliability testing using IBM SPSS Statistics version 27.

The model specification was expressed as:

Y=β0+β1X1+β2X2+β3X3+εY = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 +

\varepsilonY=β0+β1X1+β2X2+β3X3+ε

Where:

YYY = Consumption of made-in-Nigeria cosmetics

X1X_1X1 = Originality

X2X_2X2 = Emerging trends

X3X_3X3 = Cost ε\varepsilonε = Error term

Results

The results of the study were presented according to the research questions and corresponding null hypotheses formulated to guide the study. Multiple regression analysis was employed to determine the influence of originality, emerging trends, and cost on the consumption of made-in-Nigeria cosmetics among female students in the University of Calabar.

Research question 1

How does originality influence the consumption of made-in-Nigeria cosmetics among female students?

To answer this research question, regression analysis was conducted to determine the influence of originality on the consumption of made-in-Nigeria cosmetics. The result is presented in Table 1.

Table 1: Regression Analysis of the Influence of Originality on the Consumption of Made-inNigeria Cosmetics

Variable	Beta (β)	t-value	p-value	Decision
Originality	0.42	2.87	0.021	Significant

Significant at 0.05 levels

The result in Table 1 revealed that originality significantly influenced the consumption of made-in-Nigeria cosmetics among female students ($\beta = 0.42$, $p < 0.05$). This finding indicates that increased perception of originality, authenticity, and cultural relevance enhances female students' willingness to consume locally manufactured cosmetics.

Research question 2

What is the influence of emerging trends on the consumption of made-in-Nigeria cosmetics among female students?

To answer this research question, regression analysis was conducted to determine the influence of emerging trends on the consumption of made-in-Nigeria cosmetics.

Table 2: Regression Analysis of the Influence of Emerging Trends on the Consumption of Made-in-Nigeria Cosmetics

Variable	Beta (β)	t-value	p-value	Decision
Emerging Trends	0.18	1.31	0.187	Not Significant

The result is presented in Table 2.

Significant at 0.05 level

The result in Table 2 revealed that emerging trends did not significantly influence the consumption of made-in-Nigeria cosmetics among female students ($\beta = 0.18$, $p > 0.05$). The finding suggests that social

media trends, influencer endorsements, and contemporary beauty campaigns exerted minimal influence on students' purchasing behavior toward locally manufactured cosmetics.

Research question 3

How does cost influence the consumption of made-in-Nigeria cosmetics among female students?

influence of cost on the consumption of presented in Table 3. made-in-Nigeria cosmetics. The result is

Table 3: Regression Analysis of the Influence of Cost on the Consumption of Made-in-Nigeria Cosmetics

Variable	Beta (β)	t-value	p-value	Decision
Cost	0.51	3.94	0.001	Significant

Significant at 0.05 levels

The result in Table 3 revealed that cost significantly influenced the consumption of made-in-

Nigeria cosmetics among female students ($\beta = 0.51$, $p < 0.01$). This finding implies that affordability and pricing significantly determine female students' patronage of locally manufactured cosmetics.

Null hypothesis one

Originality has no significant influence on the consumption of made-in-Nigeria cosmetics among female students.

To test this hypothesis, regression analysis was conducted. The result is presented in Table 4.

Table 4:Regression Analysis of the Influence of Originality on the Consumption of Made-in-

Nigeria Cosmetics

Variable	Beta (β)	t-value	p-value	Decision
Originality	0.42	2.87	0.021	Reject H_o

Significant at 0.05 level

To answer this research question, regression analysis was carried out to determine the The result in Table 4 revealed that the p-value associated with originality (0.021) was less than the 0.05 level of significance. Consequently, the null hypothesis was rejected. This implies that originality has a significant influence on the consumption of made-in-Nigeria cosmetics among female students.

Null hypothesis two

Emerging trends have no significant influence on the consumption of made-in-Nigeria cosmetics among female students.

Table 5:Regression Analysis of the Influence of Emerging Trends on the Consumption of Madein-Nigeria Cosmetics

Variable	Beta (β)	t-value	p-value	Decision
Emerging Trends	0.18	1.31	0.187	Accept H_o

Significant at 0.05 level

To test this hypothesis, regression analysis was conducted. The result is presented in Table 5.

The result in Table 5 revealed that the p-value associated with emerging trends (0.187) was greater than the 0.05 level of significance. Therefore, the null hypothesis was accepted. This implies that emerging trends do not significantly influence the consumption of made-in-Nigeria cosmetics among female students.To test this hypothesis, regression analysis was conducted. The result is presented in Table 6.

Null hypothesis 3

Cost has no significant influence on the consumption of made-in-Nigeria cosmetics among female students.

Table 6:Regression Analysis of the Influence of Cost on the Consumption of Made-in-Nigeria Cosmetics

Variable	Beta (β)	t-value	p-value	Decision
Cost	0.51	3.94	0.001	Reject H_o

Significant at 0.05 level

The result in Table 6 revealed that the p-value associated with cost (0.001) was less than the 0.05 level of significance. Consequently, the null hypothesis was rejected. This implies that cost has a significant influence on the consumption of made-in-Nigeria cosmetics among female students.

Table 7:Model Summary of Regression Analysis

Model	R	R^2	Adjusted R^2	Std. Error of Estimate
1	0.866	0.750	0.731	0.412

The regression model summary presented in Table 7 revealed an R^2 value of 0.75, indicating that originality, emerging trends, and cost jointly explained 75% of the variation in the consumption of made-in-Nigeria cosmetics among female students. This demonstrates that the independent variables possess strong explanatory power in predicting consumption behavior toward locally

manufactured cosmetics.

Discussion of findings

The finding that originality significantly influenced consumption behavior suggests that female students value authenticity, indigenous composition, and cultural relevance when purchasing cosmetics. This finding supports the assertions of Achumba (2016), who emphasized that consumers' perceptions and attitudes significantly influence product selection and purchasing behavior. The finding that cost emerged as the strongest predictor of consumption behavior corroborates the position of Sobowale (2018), who reported that affordability remains a critical determinant of purchasing decisions within developing economies. The result further supports Iyanda (2019), who identified production and distribution costs as major factors influencing consumer prices in Nigeria.Contrary to expectations, emerging trends did not significantly influence consumption behavior. This finding suggests that female students prioritize affordability and originality over social media influence and celebrity endorsements when purchasing cosmetics.

Conclusion

The study concluded that originality and cost significantly influence the consumption of made-in-Nigeria cosmetics among female students in the University of Calabar. Affordability and perceived authenticity were identified as the most important determinants of patronage, whereas emerging trends exerted minimal influence on consumption behavior. The study therefore established that strengthening product quality, affordability, and consumer confidence remains essential for improving the competitiveness and patronage of locally manufactured cosmetics in Nigeria.

Recommendations

1. Indigenous cosmetic manufacturers should improve product originality, quality, packaging, and standardization in order to strengthen female students' confidence and increase the consumption of made-inNigeria cosmetics.

2. Local cosmetic producers should adopt innovative marketing strategies, including digital branding, social media campaigns, and trend-based

3. promotional activities, to improve students' awareness and perception of made-in-Nigeria cosmetics.

Relevant Government agencies should provide subsidies, tax incentives, and infrastructural support to indigenous cosmetic manufacturers to reduce production costs and enhance the affordability of locally manufactured cosmetics for students and other consumers.

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