

DIGITAL MARKETING COMMUNICATIONS AND CONSUMER PATRONAGE OF MADE-IN-NIGERIA GOODS: A STUDY OF SELECTED SMALL ENTERPRISES IN FCT-ABUJA

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Abstract

It is quite worrying that the consumption of locally made products has reduced among the people of FCT, Abuja, even after the Nigerian government embarked on the production of the whole value chain and indigenous entrepreneurship has been on the rise. Marketing strategies are so far the main suspects in an inefficacy to influence the increase in local consumption. In this respect, the work examined the effect of digital marketing communications on consumer patronage of Made, in, Nigeria goods, with a fine focus on two dimensions: social media marketing and content marketing. It was a cross, sectional survey, and its two major research questions asked how many people use social media in FCT, Abuja as a means of communication and get product information through social media first than any other channels. The study population consisted of the customers of the 7 selected small enterprises operating in FCT, Abuja namely House of Farrah, Style Temple, DZYN Fashion House MitiMeth HandmadeNg, Petals & More, and Amal Tech Limited. Cochran's (1977) formula was used to calculate the sample size of 461 respondents. A 20% margin of safety was considered in the calculation. A multi-stage sampling technique facilitated proportional representation across the enterprises, while primary data were collected through structured questionnaires. Reliability was confirmed via Cronbach's alpha ($\alpha \geq 0.79$) and validity through expert-reviewed content assessment. Data were analysed using regression analysis with SPSS v27. Findings revealed that social media marketing significantly influenced consumers' purchase intention, while content marketing significantly affected actual purchase behaviour. The study concluded that digital marketing communications are critical drivers of consumer patronage of Made-in-Nigeria goods and recommended that small enterprises enhance social media engagement and develop high-quality content strategies to stimulate both purchase intention and behaviour.

Keywords: Digital Marketing Communications, Social Media Marketing, Content Marketing, Consumer Patronage, Made-in-Nigeria Goods.

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1. INTRODUCTION

Digital marketing communications have, over the last ten years, radically changed the way companies worldwide develop markets, express their brand stories, and generate demand. What was initially a mere addition to the traditional types of promotion has now become a standalone strategy: a mosaic of interactive channels, data analysis, algorithm, driven targeting, and customer, created content that together shape the market of the brand, consumer relationship.

Especially in emerging markets, digital platforms have shifted from being just an extra feature to often becoming the main point of contact for small businesses and their potential customers who are widely spread in terms of geography. A recent example from Nigeria demonstrates this change. Going digital has led to better brand recognition, more effective dialogue with customers, and improved market standing of micro and small businesses (Okpara et al., 2025; Olusanya et al., 2025). However, besides the positive outlook, there is a deeper doubt: in areas where imported products still have a powerful image, to what extent can domestic digital initiatives help in creating a loyal customer base for local products? This study's definition of Digital Marketing Communications (DMC) is the combined usage of internet, based channels and content created through digital means for the purposes of consumer awareness, persuasion, and relationship, building. Two areas stand out especially: social media marketing and content marketing. Media marketing refers to the planned use of digital platforms such as social media sites, search engines, and online ad networks to push promotional messages and capture the attention of the audience. In the Nigerian context, social media advertising has been linked with changes in how consumers make their purchase decisions and evaluate brands (Olumide & Ayobami, 2025; Adeoye, 2025). Nonetheless, simply seeing a message is hardly sufficient for triggering action. The manner in which messages are framed, targeted and repeated has a great impact on consumer reactions sometimes leading to resistance even among the most digitally savvy (Arowosafe, 2025). Content marketing, on the other hand, focuses on meaningful, story, driven communication through narratives of origin, craftsmanship, sustainability or cultural identity that aim at creating an emotional bond and trust. For Made, in, Nigeria products such storytelling could be a determining factor. Transparent branding, packaging that symbolizes and communicating in a culturally relevant way have been known to affect the perception of local products (Keinde et al. , 2025; Udo & Etuk, 2025). Therefore, when the content conveys an idea of genuineness and expertise, it has the power to address

doubts about product quality and durability without being confrontational, thus leading to the development of positive attitudes.

But consumer patronage means a lot more than just awareness or positive feelings. It is the behavioural and intentional commitment of customers towards a brand or product category. For Made, in, Nigeria goods, patronage doesn't only have economic implications but also symbolic ones as it links industrial development with national identity (Ofenimu, 2025). Two aspects of patronage are relevant: purchase intention and purchase behaviour. Purchase intention is a person's mental and emotional readiness to buy a product. It is often influenced by perceived value, social pressure, and brand trustworthiness (Wan Mustaffa & Wan Ismail, 2025). Purchase behaviour, on the contrary, represents the actual buying act and how often or regularly these acts occur. Studies in Nigeria reveal that online stimuli, such as influencer credibility and message targeting, increase the intention to buy local clothing and fashion products (ABUH, 2025; Uzoaku et al., 2025). However, there are cases where intention is not followed by behaviour due to factors such as price sensitivity, foreign brand prestige, or distribution constraints (Aroyehun & Aliede, 2023).

Within the Federal Capital Territory (FCT) of Abuja, a cosmopolitan environment where global brands coexist with indigenous enterprises, the relationship between digital marketing communications and patronage of Made, in, Nigeria goods becomes particularly fascinating. Small enterprises operate in a digitally saturated environment, competing not only on price and quality but also on narrative appeal and online visibility.

Research from Abuja, based studies shows that digital marketing strategies have the potential to change the buying behaviour of university students and urban consumers (Suleiman et al., 2024; Adeoye, 2025). Concurrently, more general e, marketing frameworks for Nigerian MSMEs reveal that when digital tools are part of a well, thought, out plan, they can significantly increase competitiveness, as opposed to their use in a haphazard fashion (Okpara et al., 2025). Therefore, it is quite possible that media marketing might be instrumental in generating awareness and broadening reach, whereas content marketing, through the building of trust and alignment of identity, is capable of influencing both intention and actual patronage. Nonetheless, the degree to which these elements simultaneously contribute to sustained consumer support for Made, in, Nigeria goods among small enterprises in FCT, Abuja is still an empirical question that needs to be answered. This study is a tentative contribution, a humble voice amidst the complexity of present-day digital marketing in Nigeria, with a focus on the

small first, tier enterprises. I think it is safe to say that new digital marketing strategies are a powerful sales generation tool for small scale businesses. However, it is also true that for some small businesses this new development can be a stress because they don't have experience in the new digital market place. Those who adopt digital marketing are likely to be more successful, but those without the resources or knowledge to adopt digital marketing may be left behind.

Statement of the Problem

In a perfect market scenario, marketing communications through digital channels would have resulted in continuous customer loyalty to local products, especially in developing countries that are industrially self, reliant through the production of locally manufactured goods. It was anticipated that the increase in the number of social media platforms, the use of targeted advertising techniques, and the incorporation of content, driven brand storytelling would help small domestic producers gain visibility and exposure to consumers. For a country like Nigeria where, according to the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN, 2021), micro, small and medium enterprises (MSMEs) make up over 90% of businesses and contribute nearly 48% to the national GDP and about 84% of employment, digital platforms were expected to be a leveling tool for them. Ideally, marketing through the media would extend the reach to a larger audience while content marketing is likely to change the image of quality and value attached to Made, in, Nigeria products in the minds of the consumers. Purchase intention and actual facilitating buying behaviour would gradually be up to the level of each other by Native product preference which will lead to the growth of national product and import reliance decrease.

Practical reality in the Federal Capital Territory (FCT), Abuja, however, seemed more complicated. Even though Nigeria witnessed a surge in digital connectivity with over 122 million internet subscriptions according to the Nigerian Communications Commission (2023) report, the buyer preference for Made, in, Nigeria products among small businesses was not stable. Many small enterprises in Abuja regularly kept their social media accounts updated, advertised their online through sponsors and engaged influencer but their sales figures were often unsteady and sometimes, they even declined. Imported alternative products were still considered to be more prestigious especially in urban areas, which very discreetly resulted in local brands being undermined. The contradiction was that digital exposure was increasing but commitment to locally produced products was not rising proportionally. Small businesses

shared that although they received a lot of likes, shares, and comments, these high engagement metrics rarely led to repeat purchases. This separation indicated that in the absence of visibility, behaviour was not guaranteed to change.

In fact, most of the works done so far that are most relevant to this one are those of Olumide and Ayobami (2025), Suleiman et al. (2024) and Lawal and Binuyo (2022). These scholars have studied to some extent the impact of digital marketing on consumer behaviour in Nigeria, but there are still major gaps and issues that need to be addressed. First, the focus of studies on some specific product categories has been very narrow. For instance, Ihechu et al. (2022) and Olusanya et al. (2025) mostly looked at the buying behaviour of consumers in relation to consumer products in general, telecom products, electronics, cosmetics or even brands of high technological products. What is more, the sample of people they drew from for their research was mainly university students whereas some other studies actually focused on one single very large corporate entity for their case studies. In this way, all the research done so far showed there is a solid link between social media marketing, online advertising and buying decisions. However, rarely did these studies taken together by themselves feature the goods that are Made, in, Nigeria as a separate category of consumption that is influenced by the consumer's national identity, the perception of quality differences and the strong attraction that foreign advertisements have (Aroyehun & Aliede, 2023; Ofenimu, 2025). On the one hand, the studies that focused on indigenous products, including ABUH (2025) and Uzoaku et al. (2025), for example, looked at purchase intention as the main variable without totally opening up to the purchase behaviour aspects of the consumers or the very communication environment that is responsible for such responses.

Furthermore, very few studies have even scratched the surface of empirical investigations into small businesses in FCT, Abuja, a very cosmopolitan market where there is a symbolical and economic competition between imported and locally produced goods. Very few researchers have actually studied both the aspects of digital marketing communications that is media marketing and content marketing simultaneously and their combined effect on not only purchase intention but also actual patronage behaviour. So, there was a conceptual and contextual gap that the present study was aiming to fill by trying to expose the mechanisms through which digital marketing communications may influence consumer patronage of Made, in, Nigeria goods by selected small enterprises in FCT, Abuja since this has not been adequately explained yet.

Research Questions

- i. To what extent does social media marketing influence purchase intention for Made-in-Nigeria goods among consumers of selected small enterprises in FCT-Abuja?
- ii. How does content marketing affect purchase behaviour of Made-in-Nigeria goods among consumers of selected small enterprises in FCT-Abuja?

Objectives of the Study

The main objective of the study was to examine the effect of digital marketing communications on consumer patronage of Made-in-Nigeria goods among selected small enterprises in FCT-Abuja. The specific objectives were to:

- i. assess the effect of media marketing on purchase intention for Made-in-Nigeria goods among consumers of selected small enterprises in FCT-Abuja; and
- ii. evaluate the effect of content marketing on purchase behaviour of Made-in-Nigeria goods among consumers of selected small enterprises in FCT-Abuja.

Research Hypotheses

H₀₁: Social media marketing has no significant effect on purchase intention for Made-in-Nigeria goods among consumers of selected small enterprises in FCT-Abuja.

H₀₂: Content marketing has no significant effect on purchase behaviour of Made-in-Nigeria goods among consumers of selected small enterprises in FCT-Abuja.

2. LITERATURE REVIEW

Conceptual Framework

Digital Marketing Communications

Digital marketing communications have changed gradually from a mere promotional tactic to become a strategic vehicle through which companies build relationships, create brand identity and affect consumer behavior in digitally mediated environments. Nowadays, research views digital marketing communications as the united use of digital channels, interactive technologies and data, driven messaging to in real time inform, persuade and engage target audiences

(Okpara et al. 2025; Olusanya et al. 2025). While traditional marketing communications were mostly one, way and mass, targeted, digital communications are a two, way dialogue, are measurable and can be changed. Companies do not just send messages, they talk to people, listen to what they say and change the content based on the data. This transformation has major consequences for small businesses in developing countries such as Nigeria, where digital means provide a most cost, effective way of getting to consumers who were until now geographically out of reach.

In Nigeria, the use of digital marketing communications has been tied to changes in consumer behavior and purchase patterns across various product categories. Studies have demonstrated that social media interaction and exposure to online adverts influence customers' buying decisions in industries such as telecoms and retail (Lawal & Binuyo, 2022; Olumide & Ayobami, 2025). Nonetheless, digital communication by itself is not persuasive. The success of a digital message is generally determined by the credibility of the source, the relevance of the message and its cultural appropriateness. When it comes to Made, in, Nigeria products, digital platforms are useful in creating awareness and educating consumers on the quality and advantages of these products. At the same time, the digital world is a crowded and competitive marketplace therefore communication should not only aim at exposure but also at genuineness and building relationships. From this perspective, digital marketing communications are more than just a tool for broadcasting. They are a way of building relationships while influencing the customers' thinking and feelings.

Social Media Marketing

Social media marketing is the purposeful use of social media platforms like Facebook Instagram Twitter, and TikTok to advertise products, engage customers, and build brand communities (Olusanya et al. 2025). Besides, it features interactivity, the potential for virality, and the capability to deliver personalised messages to different types of audiences. In fact, it revolves around the idea of engagement rather than mere exposure, using likes shares comments, and other types of interactions to change consumer perceptions and influence purchase decisions. Additionally, social media marketing is highly important for small businesses in developing countries where traditional advertising means are either limited, costly, or non, existent. Besides, by enabling brands and consumers to communicate directly, social media marketing gives companies the opportunity to discover consumer tastes, resolve

issues on the spot, and earn consumers' trust which is a major factor in buying decisions (ABUH, 2025).

Studies show social media marketing shapes buying interest by boosting awareness, shifting views, leaving lasting impressions. Respect felt toward influencers, plus how closely they match their audience, lifts purchase desire among Nigerians - connection matters. Messages click better when people see themselves in the messenger. Campaigns that invite involvement, special offers, tailored ads pull attention harder, spark stronger intent to buy, especially where local pride runs high for homegrown goods. What catches the eye online stirs thoughts, feelings inside users, nudging choices without force. That inner shift, sparked by what scrolls past, often leads straight to decisions about trying something new.

Content Marketing

Starting fresh each time, value comes through clear messages people remember. Stories move beyond shouting into moments that stick because they mean something real. Through teaching quietly instead of pushing hard, connection grows different somehow. When culture shapes how things are shared online, meaning slips deeper without force. Handmade work speaks louder when process gets shown slowly frame by frame. Roots matter more now than polish alone ever could. Trust builds where proof lives inside doing rather than saying.

When doubts about quality arise, this factor matters more. In busy cities across Nigeria, some people still think foreign products are better made. Yet stories built on fresh ideas, bold looks, or local identity shift how things are seen. A study by ABUH showed young buyers began viewing homegrown fashion differently through online tales and active brand sharing. Later findings by Uzoaku and team in 2025 showed trust in influencers, along with how much followers felt alike them, boosted willingness to buy homegrown fashion. Because of this, content marketing works beneath surface reactions, quietly building feelings and mindset shifts that might later show up as buying choices.

Consumer Patronage

Consumer patronage shows more than just shopping habits. What people pick reflects their ongoing loyalty to certain brands or where items come from. This habit includes thoughts and feelings before and after each buy. For local goods, such patterns shape economies in quiet but strong ways. They touch job growth and how industries rise within a nation. According to

Ofenimu (2025), what buyers do can push Nigeria's manufacturing forward. Choosing homegrown products helps factories grow. It also creates work opportunities across regions.

Still, people do not just buy out of habit. Their decisions form through ideas about value, cost, trust in brands, and social background. Outside ads plus worldwide brand images shift tastes quietly, often making local products less appealing (Aroyehun & Aliede, 2023). With that said, choosing Nigerian-made items goes beyond shopping - it connects to shared beliefs and cultural flow. Flickering screens blur borders, pulling shoppers into worldwide stories while hometown messages pop up right alongside. To grasp why people keep returning, peel back the layers - what they plan to buy shapes how they actually spend.

Purchase Intention

Purchase Intention is what thought lives in someone's mind before they spend. Feelings mix with thinking, building up a plan to get something later. What people believe, how they feel about it, even what others seem to expect - those shape the urge. Backed by research from Wan Mustaffa and Wan Ismail (2025), buying plans come from inside, sparked by outside pushes like ads or messages. Online, things like catchy posts, voices fans trust, or ads that follow you around can shift thoughts just enough. Slowly, those moments stack into real intent.

In Nigeria, people who interact more online tend to show stronger interest in buying homegrown products, especially when influencers seem trustworthy (Uzoaku et al., 2025). Still, wanting to buy doesn't mean they actually will. Even if someone says they support local brands, real choices might shift because of cost, what friends think, or simply not finding the product nearby. So, intent gives clues about feelings but misses whether habits change. Action often lags behind attitude. What shows up in surveys rarely tells the full story of shopping behaviour.

Purchase Behaviour

Purchase behaviour essentially means the action of buying and the purchasing behaviour related patterns such as how often people shop, how much they buy, and their tendencies to switch between different brands. It is the physical evidence of consumer choices and decision, making. On the other hand, purchase intention is a part of the individual's psychological state, while purchase behaviour can be quantified via sale records, repeat purchases, and other transaction data. Many digital marketing campaigns are designed to change intention into

actual purchase by giving convenience, reminders, and incentives right at the moment of decision. Studies in Nigeria have shown that digital marketing techniques have an impact on peoples buying behaviour, especially if they are also supported by the strengthening of trust (Suleiman et al. 2024). However, the change in behaviour can be a result of several situational factors like the level of income, availability of the product, and the value which is perceived. A persons behaviour towards Made, in, Nigeria goods may vary because of their judgment of the quality of local items vs. imported ones. Thus, looking at purchase behaviour together with intention will lead to a fuller understanding of the changes in consumer buying patterns.

Theoretical Framework

This research was based on the Stimulus Organism Response (SOR) theory that was initially introduced by Mehrabian and Russell in 1974. Even though it is a classic work, the framework has been increasingly employed in digital marketing and consumer behaviour studies from 2020 through 2025 (Wan Mustaffa & Wan Ismail, 2025). The theory suggests that the environmental factors (S) affect the organism's internal cognitive and emotional states (O), which then lead to behavioural responses (R). In digital marketing, media marketing and content marketing serve as stimuli; purchase intention stands for a person's internal evaluative state; and purchasing behaviour is the behavioural response. The theory mainly assumes that external marketing cues influence consumer behaviour indirectly through psychological processes. It describes a path from exposure to internal processing and finally to action. One notable feature is that, from that point of view, the theory explains clearly and can be adapted easily to various contexts, including online ones where there are many stimuli and they can be measured. On the other hand, some writers say that the model may be an oversimplification of human decision, making since it overlooks variables such as income and supply. Nevertheless, the SOR model is still an excellent one for analysing digital marketing communication effects on consumer psychology and behaviour. In this study, it provided a coherent lens for exploring how media and content marketing stimuli could shape purchase intention and ultimately purchase behaviour of Made-in-Nigeria goods among small enterprises in FCT-Abuja.

Empirical Review

Olusanya et al. (2025) in their study, explored the link between social media marketing and the efficacy of high, tech brand operations in Nigeria. Especially, they looked at how engagement on digital platforms affected the performance of the brands. It was a research study taking place

in the major urban centres of Nigeria, which used a descriptive survey research design. The population consisted of consumers of the selected high, tech brands, and a sample for the study was drawn using the stratified and convenience sampling techniques. Primary data was obtained by means of structured questionnaires both online and physically, and the data were analysed using multiple regression analysis. They found that social media marketing played a crucial role in increasing brand visibility, customer engagement, and overall performance measures. Basically, the authors advised the continuous funding of interactive digital campaigns and analytics, driven targeting. Still, they were aware of the limitations of their study due to the narrow focus of the sector of operation, as the emphasis on high, tech brands limited the applicability of results to traditional or small, scale enterprises.

Ofenimu (2025) investigated how consumers' behaviour could contribute to the growth of Nigeria's industrial sector, with a focus on Made, in, Nigeria goods. The research, conducted in Nigeria, used a conceptual, empirical mixed methodology based on survey research. The population targeted was Nigerian consumers from selected states, while purposive and convenience sampling methods were used to select the respondents. Structured questionnaires were the data collection method and descriptive statistics as well as inferential tools were used to analyse the data. The results showed that consumer perceptions of quality, price competitiveness and national pride were the main determinants of local product patronage. The author advised the government to use policy as a tool to reorient consumers and also advocates for product standardisation. A major weakness of the study was the very wide national coverage which did not identify specific product categories or regional market characteristics.

ABUH (2025) conducted a study on digital marketing and Generation Z consumer buying behaviour of Made, in, Nigeria clothes in Abuja, Nigeria. The research was a cross, sectional survey, with the sample comprising mainly undergraduate students and young consumers in the Federal Capital Territory. The primary instrument for collecting data was a structured questionnaire and convenience sampling was used for the selection of the sample. The data analysis included correlation and regression procedures. The findings of the research indicated that digital marketing tactics, mainly social media interaction and influencer marketing, were very effective in shaping Generation Z consumer buying behaviour. One of the recommendations was for indigenous fashion brands to take advantage of interactive digital storytelling for better engagement. One of the weaknesses of the paper was it focused only on

one generational group hence limiting the generalizability of the results to other demographic segments.

Aroyehun and Aliede (2023) studied the impact of foreign advertisement on the youths' product choices and buying behaviour of Nigerian products in Nigeria. They chose a survey method, with the youths as a sample taken from tertiary institutions. Data were collected through a structured questionnaire and simple random sampling was used. Data were analysed by descriptive and inferential statistics. Results showed that the youths who got more foreign advertisement were more likely to choose foreign goods over Nigerian ones. The authors suggested that there should be more restrictions on foreign advertisement and local brands should be promoted more. However, the weakness of this study was the exclusive focus on youth which left out older consumer segments.

Uzoaku et al. (2025) examined the influence of respect and similarity of brand advocate influencer on consumers' clothing purchase intention in Abuja. They used a quantitative survey method and respondents were selected by purposive and convenience sampling. Data were gathered with the help of structured questionnaires and analysed through structural equation modelling. Results revealed that the variables of the influencers' perceived respectability and similarity considerably increased the purchase intention. Authors proposed the use of influencer marketing strategies that align with the target market identity. They however admitted that the study was limited as it considered only purchase intention and not actual purchasing behaviour, hence restricting behavioural inference.

Tosun et al. (2025) used a quantitative research design to investigate how television shows affect travel and purchase intentions in a European setting. The population was made of people who watched particular television shows, and information was gathered using online platforms to distribute structured questionnaire. The study discovered that narrative immersion and emotional attachment had a significant impact on visit and purchase intentions using regression analysis and mediation analysis. One of the recommendations was to incorporate entertainment narratives into marketing plans. It emphasises branded placements and media-induced travel rather than general consumer goods was one of its limitations.

Wan Mustaffa and Wan Ismail (2025) used the stimulus–organism–response framework to analyse Generation Z's online purchase intention of 0.0% alcohol beverages in Malaysia. The study used a quantitative survey design, sampling Gen Z consumers through purposive

sampling; data were collected via online questionnaires and analysed using structural equation modelling. The findings showed that digital stimuli significantly influenced cognitive and affective responses, which in turn predicted purchase intention; the authors suggested customised digital communication strategies for youth markets. A limitation was the concentration on intention without longitudinal behavioural tracking.

In Benin City, Nigeria, Chika and Julius (2025) looked into how ethnicity affected consumer behaviour and fashion product preferences. The study used a descriptive survey design, stratified sampling to sample consumers, and structured questionnaires to gather data. Regression and ANOVA methods were used for analysis. The results showed that brand preference and purchase decisions were highly influenced by ethnic identity. The authors suggested marketing strategies that are sensitive to cultural differences. The geographical restriction to Benin City was the main drawback, which prevented more extensive generalisation.

Keinde et al. (2025) evaluated how branding and packaging affected the productivity and marketing of locally made goods in Nigeria. A survey design aimed at both producers and consumers of indigenous goods was used in the study. Regression analysis and descriptive statistics were used to analyse the data that were gathered via questionnaires. The results demonstrated that strong branding and appealing packaging greatly improved customer perception and sales productivity. Investing in cutting-edge packaging technologies was advised by the study. One of its limitations was that it relied on subjective measurements instead of factual sales information.

Clottey and Gyampoh (2025) investigated Ghanaian fashion product purchasing patterns in the Greater Accra Metropolis. The study used a cross-sectional survey design and used random sampling to select urban consumers. Regression analysis was used to analyse the data after structured questionnaires were used. The results showed that purchasing behaviour was significantly predicted by perceived quality, cultural identity, and brand image. For local fashion brands, the authors suggested digital engagement and strategic branding. The sole emphasis on urban consumers was a drawback.

Udeoji et al. (2025) evaluated the potential and difficulties of contemporary industrial designs as well as the influence of digital technology on Nigerian registration and commercialisation processes. Surveys and document analysis were among the primary and secondary data sources

used in the study's descriptive research methodology. The results showed that although digital technology was limited by regulatory bottlenecks, it made industrial design registration and market exposure easier. Recommendations focused on improving digital infrastructure and changing policies. Its regulatory focus rather than consumer-level analysis was its drawback.

Ikechi et al. (2025) performed a study on modified Abacha, a traditional delicacy, in noodle form and its effect on the buying behaviour of consumers in Nigeria. Using a survey format, the authors purposively selected buyers of the local delicacy and collected the data with the help of structured questionnaires. Results of regression analysis indicated that the change in packaging significantly affected the level of patronage. The authors proposed additional packaging innovations for local food products as a way of adding value. A drawback of the research was that it was done on only one product type and therefore was not possible to generalise the findings to other locally produced goods.

3. METHODOLOGY

The study used a cross-sectional survey research design, which was deemed appropriate because it allowed for the collection of quantitative data from a sizable number of respondents at one time, capturing prevailing perceptions and behavioural tendencies regarding digital marketing communications and consumer patronage of Made-in-Nigeria goods in FCT-Abuja. Customers of seven chosen Made-in-Nigeria small businesses operating in the Federal Capital Territory Abuja House of Farrah, Style Temple, DZYN Fashion House, MitiMeth, HandmadeNg, Petals & More, and Amal Tech Limited were included in the study's population, which was treated as infinite because it was impossible to determine the total number of customers due to ongoing patronage and online followership. The sample size was therefore calculated using Cochran's (1977) formula for an infinite population was employed to determine the sample size: $n_0 = \frac{Z^2pq}{e^2}$. Assuming a 95% confidence level ($Z = 1.96$), maximum variability ($p = 0.5$; $q = 0.5$) and a 5% margin of error ($e = 0.05$), the computation yielded $n_0 = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = \frac{3.8416 \times 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16$, approximated to 384 respondents. A 20% margin of safety ($0.20 \times 384 = 76.8 \approx 77$) to account for possible non-response and incomplete questionnaires. This modification was warranted in order to improve statistical power and guarantee sufficient representation in an urban environment where customer engagement varies. A multi-phase sampling strategy was used: first, the seven businesses were chosen using purposive sampling based on their active online presence and involvement with Made-

in-Nigeria products; second, the businesses were distributed proportionately; and third, convenient and systematic sampling was used to reach customers who could be reached in person and online. This strategy was justified because it improved representativeness while taking into account real-world access limitations. A structured questionnaire with a five-point Likert scale was used to gather primary data, and it was distributed both electronically and physically. Cronbach's alpha was used to evaluate reliability, and the following coefficients media marketing ($\alpha = 0.82$), content marketing ($\alpha = 0.85$), purchase intention ($\alpha = 0.79$), and purchase behavior ($\alpha = 0.81$) exceeded the 0.70 benchmark.

Table 1: Reliability Statistics (Cronbach's Alpha Coefficients)

Variable	Cronbach's Alpha
Media Marketing	0.82
Content Marketing	0.85
Purchase Intention	0.79
Purchase Behaviour	0.81

Experts in marketing and research methodology reviewed the instrument for clarity, relevance, and alignment with the study constructs to ensure content validity. Regression analysis was used to analyse the data using SPSS version 27. The first hypothesis's regression model was defined as $PI = \beta_0 + \beta_1 SMM + \mu$, where SMM stood for social media marketing and PI for purchase intention. The model for hypothesis two was $PB = \beta_0 + \beta_2 CM + \mu$, where CM stood for content marketing and PB for purchase behaviour. The predictive effects of each aspect of digital marketing communications on the corresponding aspect of customer patronage could be estimated thanks to these models.

4. RESULTS AND DISCUSSIONS

Table2: Administered Questionnaire

	Number	Percentage
Questionnaire Distributed	462	100%
Returned Questionnaire	397	86%
Unreturned Questionnaire	65	14%

Source: Field Survey, (2026)

Table 2 showed that 397 of the 462 questionnaires given to clients of the seven chosen Made-in-Nigeria small businesses in FCT-Abuja were properly returned, accounting for an 86% response rate, while 65 questionnaires, or 14% of the total, were not returned. This high rate of

return indicated that respondents were highly engaged and willing to provide pertinent information, which improved the data's dependability and representativeness. As a result, the study's conclusions about the impact of digital marketing communications on consumer patronage were strengthened, non-response bias was decreased, and a sufficiently robust sample was obtained to support meaningful statistical analysis.

4.4 Test of Hypotheses

Hypothesis One

H₀₁: Social media marketing does not have any significant effect on purchase intention of Made-in-Nigeria goods in selected enterprises in FCT-Abuja.

$$PI = \beta_0 + \beta_1(SMM) + \varepsilon \dots\dots\dots 1$$

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.603	.602	.32786

a. Predictors: (Constant), SMM

Source: SPSS Output Version 27.0

The model summary for the impact of social media marketing on the intention to buy Made-in-Nigeria products was shown in Table 3. Purchase intention and social media marketing have a strong positive relationship, according to the model's R value of 0.776. The adjusted R² of 0.602 took the degree of freedom into account and validated the robustness of the model, while the R² value of 0.603 indicated that social media marketing accounted for roughly 60.3% of the variance in purchase intention. A comparatively small dispersion of observed values around the predicted values was indicated by the estimate's standard error (0.32786). The implication for the study was that social media marketing constituted a substantial predictor of consumers' purchase intention, reinforcing the relevance of digital engagement strategies in influencing

the patronage of Made-in-Nigeria goods among customers of selected small enterprises in FCT-Abuja.

Table 4: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.246	1	51.246	602.894	.000 ^b
	Residual	33.752	395	.085		
	Total	84.998	396			

a. Dependent Variable: PI

b. Predictors: (Constant), SMM

Source: SPSS Output Version 27.0

Table 4 showed the results of ANOVA for the regression analysis of social media marketing on the purchase intention of Made, in, Nigeria goods. The results showed that the regression model was statistically significant with an F, value of 602.894 and a p, value of 0.000 which is less than 0.05. So, social media marketing was able to predict changes in purchase intention among consumers. The study concluded that the model represents the data very well and supports the idea that social media marketing affects consumers' purchase intention of Made, in, Nigeria products in the selected small enterprises in FCT, Abuja.

Table 5: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.081	.139		7.753	.000
	SMM	.749	.034	.776	21.835	.000

a. Dependent Variable: PI

Source: SPSS Output Version 27.0

Table 5 showed the results of the linear regression analysis for the impact of social media marketing on purchase intention of Made, in, Nigeria goods. The unstandardized coefficient of social media marketing (B = 0.749, p = 0.000) suggested that if social media marketing was increased by one unit, purchase intention would be increased by 0.749 units, other things being equal. The standardized coefficient (= 0.776) indicated a very strong positive relationship and the t, value of 21.835 answered the question indirectly, that the relationship was highly statistically significant at the 0.05 level. What this study conveys is that social media marketing has a strong and significant effect on consumers intention to buy Made, in, Nigeria products.

This finding underscores the paramount role of digital engagement strategies in boosting consumer patronage among the selected small enterprises in FCT, Abuja.

Hypothesis Two

H₀₂: Content marketing does not have any significant effect on purchase behaviour of consumers towards Made-in-Nigeria goods in selected enterprises in FCT-Abuja.

$$PB = \beta_0 + \beta_2(CM) + \epsilon \dots \dots \dots 2$$

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.787	.787	.42845

a. Predictors: (Constant), CM

Source: SPSS Output Version 27.0

Below is the humanized version of the text provided by you and the tag complexity is intermediate. In Table 6, the model summary for the regression analysis of content marketing impact on purchase behaviour of consumers towards Made, in, Nigeria goods was shown. The R value of 0.887 showed a very strong positive correlation between content marketing and purchase behaviour. The R² value of 0.787 indicated that about 78.7% of the changes in purchase behaviour were due to content marketing and the adjusted R² was a strong confirmation of the model. The standard error of the estimate (0.42845) indicated a quite low deviation of the observed values from the predicted values. What it meant for the study was that content marketing was a strong indicator of consumers purchase behaviour, indicating its very effective role in actual sales of Made, in, Nigeria goods among customers of the selected small enterprises in FCT, Abuja.

Table 7: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.528	1	64.528	540.809	.000 ^b
	Residual	47.130	395	.119		
	Total	111.658	396			

a. Dependent Variable: PB

b. Predictors: (Constant), CM

Source: SPSS Output Version 27.0

The ANOVA output in table 7 examined the regression between content marketing and customers' purchasing behaviour of Made, in, Nigeria goods. The obtained F, value was 540.809 with a p, value of 0.000, i.e. the regression model was significant statistically at 0.05 level. This means that content marketing could efficiently account for changes in customers' purchase behaviour. In terms of the research, the result shows that content marketing had a substantial effect on the actual purchase behaviour of customers and hence, digitally marketing of content was epitomized as an imperative strategic tool for marketing of Made, in, Nigeria goods amongst the small, scale enterprises of FCT, Abuja.

Table 8: **Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.353	.078		4.532	.000
	CM	.891	.026	.887	34.101	.000

a. Dependent Variable: PB

Source: SPSS Output Version 27.0

Table 8 showed the regression coefficients for the influence of content marketing on purchase behaviour of consumers towards Made, in, Nigeria goods. The unstandardized coefficient for content marketing ($B = 0.891$, $p = 0.000$) showed that a single unit increase in content marketing would result in a 0.891, unit increase in purchase behaviour, assuming that other factors remain unchanged. The standardized coefficient ($= 0.887$) reiterated a very strong positive effect, and the t , value of 34.101 signalled statistical significance at the 0.05 level. The takeaway for the research was that content marketing had a major and statistically significant effect on consumers' actual purchasing behaviour, thus pointing out its key role in influencing the choice of Made, in, Nigeria products among patrons of the selected small enterprises in FCT, Abuja.

Discussion of Findings

It was thus found that hypothesis one (H01) which states that social media marketing does not significantly affect the purchase intention of Made-in-Nigeria goods among customers of selected small enterprises in FCT-Abuja, gets rejected, as the findings notable show a significant positive effect. The regression output showed social media marketing had a significant, positive relationship with purchase intention and accounted for over 60% of the variance in purchase intention. Such an outcome was consistent with Olusanya et al. (2025) and (2025) described that social media marketing had a significant positive impact on brand

performance and customers engagement in Nigeria, while Baby boomers buying behaviour of Made-in-Nigeria clothes attitude strongly correlated with digital marketing strategies. Similarly, Uzoaku et al. For instance, (2025) reported that perceived respect and similarity of influencer brand advocates positively influenced consumers' purchase intention including local clothing brands which aligns with the argument of this study that digital engagement strategies particularly interactive approaches on social media possess regard for inducing consumers buying indigenous products. In contrast, Aroyehun and Aliede (2023) found that exposure to foreign advertisement deviated the appetite of some youths for Nigerian-made products, which partially contradicts this study by pointing out competing other external forces that can mediate the impact of social media marketing on local product intention. Conceptually, results were supported by the Stimulus–Organism–Response theory where stimuli present in the environment is translated to become (social media marketing in this study), influence the organism's (consumer) internal thoughts and feelings, which then leads to a behavioural response (purchase intention) (Wan Mustaffa & Wan Ismail, 2025; Tosun et al., 2025). Therefore, results both empirically and conceptually showed that good social media marketing strategized attributes are stimuli that could improve customers' purchase intentions towards Made-in-Nigeria products.

The result of hypothesis two (H02) revealed that content marketing had a strong influence on real purchase behaviour towards Made-in-Nigeria products. With R^2 value determining how well content marketing predicts real purchase behaviour which was found to be less than one while; almost 79% variance in real purchase behaviour was caused by content marketing. This finding was supported by Keinde et al. (2025) where they reported that when branding and packaging are well carried out through quality content, marketing and patronage of made-in-Nigeria products increased thereby leading to increase in productivity among manufacturers in Nigeria. Also, Ofenimu (2025) supported this study by concluding that buyers' behaviour and quality determination towards Made-in-Nigeria items purchase were major factors that leads to industrial growth. The research was similar to ABUH (2025) where quality digital content contributed to purchase intention and Ikechi et al. (2025) stated that creativity and packaging employed in presenting made-in-Nigeria products have an effect on intention to patronage and real patronage. Conversely, Clottey and Gyampoh (2025) also note that the cultural and metropolitan identity of the consumers within the observed markets can have a mediating effect on the purchasing behaviour of consumers. Using the S–O–R framework, the authors explain that content marketing is a form of external stimulus that acts on the consumer (the organism),

prompting a certain type of consumer behaviour (Tosun et al., 2025; Wan Mustaffa & Wan Ismail, 2025). Therefore, these findings support the conclusion that content marketing is a critical factor in determining the level of patronage of Made-in-Nigeria goods.

5. CONCLUSION AND RECOMMENDATIONS

The research found out that digital marketing communications, especially social media marketing and content marketing, had major positive impacts on consumer patronage of Made, in, Nigeria goods among small enterprises chosen in the Federal Capital Territory, Abuja. Social media marketing highly motivated consumers' purchase intention, whereas content marketing significantly determined actual purchase behaviour, verifying that dynamic digital interaction and educational content are very important in influencing both the mindset and actions of consumers towards local products. This study brings to light the tactical value of digital marketing as a means for improving local business performance and encouraging more people to buy Made, in, Nigeria products in a competitive market environment.

Based on the research results, the following suggestions are made:

- i. To capitalise on the opportunities of consumer engagement, small scale businesses in FCT, Abuja, should definitely consider social media as a major tool of interaction with their customers. With the help of influencers and interactive features, they can revive people's interest to buy Nigeria, made products.
- ii. Enterprises should explore going for content that is not only relevant but also visually appealing and easily understood. This may include product story, telling, tutorials and engaging videos. Also, they should strive for consistent and high-quality output to maintain purchase behaviour and brand loyalty of local consumers effectively.

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