



ORIGINAL RESEARCH

Assessment of the Purchase Preferences of Nigerian Consumers Regarding Domestic and Foreign Products Sold in Community Pharmacies: A Case Study of Lagos State, Nigeria

Mohammed E¹, Ezike AC^{2*}, Ahmed IB¹, Okafor UG³, Ogidan O³ and Aderinola FM¹.

¹Pharmacists Council of Nigeria, Headquarters, Plot 7/9 Idu Industrial Area, Abuja, Nigeria;

²Department of Pharmacology and Toxicology, Faculty of Pharmaceutical Sciences, University of Nigeria, Nsukka, 410001, Enugu State, Nigeria; ³Pharmacists Council of Nigeria, Lagos Zonal Office, Medical Compound, off Edmund Crescent, Yaba, Lagos, Nigeria

Address for correspondence:

Prof. Adaobi C. Ezike

Department of Pharmacology and Toxicology, Faculty of Pharmaceutical Sciences, University of Nigeria, Nsukka, Enugu State, Nigeria

Email: adaobi.ezike@unn.edu.ng

To cite this article: Mohammed E, Ezike AC, Ahmed IB, Okafor UG, Ogidan O and Aderinola FM. Assessment of the purchase preferences of Nigerian consumers regarding domestic and foreign products sold in community pharmacies: A case study of Lagos State, Nigeria. *Journal of Basic and Social Pharmacy Research*, 2022;2(5):40-50

ISSN: 2705-3245

ABSTRACT

Background: Currently, consumers worldwide are exposed to and have more opportunities to choose from an extensive variety of foreign and domestic products.

Objective: This study examined the purchase behaviours of consumers in Lagos State regarding locally manufactured and foreign medicines and other products sold in community pharmacies.

Methods: A cross-sectional study among clients of community pharmacies in Lagos State was deployed. Data were collected using semi-structured questionnaires containing both open-ended and closed-ended questions, in electronic Google Forms®, and analysed using Microsoft Excel®

Results: Majority of the consumers (60.1%) prefer to purchase foreign products stocked in a community pharmacy, 27.4% domestic products, while 12.1 -13.2% were neutral. More consumers prefer to purchase locally manufactured herbal products (local vs foreign) (56.9 vs 46.6%) and beverages (56.4 vs 55.9%). More consumers prefer to purchase foreign medicines (foreign vs local) (68.6 vs 58.2%), other medical products (50.4 vs 32.5%), toiletries (49.7 vs 46.7%), and cosmetics (55.4 vs 43.9%). In decreasing order of significance, cost, availability, and prescription, determined their preference for local products; while quality, prescription, and experience with the product determined their preference for foreign products. However, some consumers purchase local products due to patriotism (18.2%) and ethnocentrism (10.8%).

Conclusion: Nigerian consumers prefer foreign medicines, cosmetics, and toiletries to locally manufactured ones as they believe that they are of superior quality, and they are willing to pay a higher price for them. There is need to properly regulate, strengthen, and support local industries to ensure manufacture of good quality products and boost the economy.

Keywords: Community pharmacy; Consumer choice; Domestic products; Foreign products; Purchase preferences

INTRODUCTION

Currently, consumers worldwide are exposed to an extensive variety of foreign and

domestic (locally manufactured) products. Strong enabling factors responsible for this trend include advances in information, communication, technology and

transportation; globalisation; new and emerging markets; and change in market economies¹⁻³. Globalisation has enabled free flow of goods, services, ideas, persons, and information across nations^{1,4}. Consequently, consumers have greater opportunities to make a choice between imported and locally manufactured products.

Numerous studies have shown that various factors influence consumers' purchase decisions e.g., product's country of manufacture, features, brand name, price, availability, advertising campaigns, and performance; family and friends; and ethnocentrism^{5,6}. In most developed countries, ethnocentrism has been observed, as consumers show bias towards products manufactured locally while developing countries experience the reverse⁴. Often times, consumers in most developing countries seem to value and admire foreign products and regard such products as a status symbol. On the other hand, foreign products are often seen to threaten the local products and impose western cultures, leading to a loss of cultural identity, and neglect of local industries^{7,8}.

Despite the yearning to be self-reliant, Nigeria depends on imported goods and services to meet the needs of the people due to limited capacity to produce capital and consumer goods. Most African countries including Nigeria, do not have the capability to produce the medicines they need^{9,10}. Consequently, they rely on foreign drug companies to fulfil the medicine needs of their citizens¹⁰. Medicines used in Nigeria are mostly imported and distributed through not well organised and controlled channels both in the public and private sectors¹⁰.

A community pharmacy, also called retail pharmacy is a healthcare facility that provides pharmaceutical services to a specific community. Community pharmacies operate as a variety of entities from independently owned to corporately owned chain pharmacies. Community pharmacies are located in main streets and major roads, malls, and in rural areas. In a community pharmacy, medicines and other pharmaceutical products

are supplied, dispensed and sold according to the law¹¹⁻¹³. Other products that may be stocked in some community pharmacies in Nigeria are beverages, cosmetics and toiletries.

There is limited information on Nigerian consumers' purchase preferences for locally manufactured or foreign medicines and other products stocked in community pharmacies, and the determinants of their choice. This study assessed the purchase behaviours of consumers in Lagos State regarding locally manufactured and foreign products sold in community pharmacies, viz. medicines, herbal products, beverages, cosmetics and toiletries.

METHODS

Study design

A cross-sectional study among consumers/clients of community pharmacies in Lagos State, Nigeria was conducted.

Study location

The study location was Lagos State (6.5227°N, 3.6218°E), the economic hub of Nigeria. Lagos State, situated in the Southwest geopolitical zone of Nigeria, is currently made up of 20 Local Government Areas (LGAs). The study was conducted in community/retail pharmacies located in various urban, semi-urban and rural communities in 18 LGAs of Lagos State. Two remote and difficult to access LGAs - Epe and Badagry were conveniently excluded.

Sample size and sampling procedure

The respondents were the clients (consumers) of sampled community pharmacies who visited the pharmacy while the researcher was there. The sample size was calculated as 5 clients per pharmacy to be a minimum of 3520. The minimum number of community pharmacies to be visited was calculated to be approximately 704 using the Cochran formula¹⁴:

$$n = z^2 (pq)/e^2 \dots\dots\dots \text{Equation 1}$$

Where n = sample size,

z = standard error corresponding to 99% confidence level (= 2.576),
 p = standard deviation (= 0.5),
 q = 1-p, and
 e = acceptable sample error, margin of error (confidence interval) (= 3%), i.e., e = 0.03,

subsequently, a modification of the Cochran formula for sample size calculation in smaller populations¹⁵: $n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$ Equation 2

where n = sample size, n₀ = Cochran's sample size recommendation (1,843.271), and N = population size (1138).

According to the Register of Pharmacists Council of Nigeria (PCN), 1,138 community/retail pharmacies were registered in Lagos State as of December 31, 2020 (PCN, 2021)¹⁶; this formed the population size. Community pharmacies to be surveyed (704) were selected using a multi-stage sampling method. In stage one, the number of community pharmacies to be surveyed in each LGA was selected by purposive sampling method and their location in the LGA (urban, semi-urban, rural). In stage two, simple random sampling was used to select the community pharmacies in each location.

Inclusion criteria

The respondent must be a client of the community pharmacy who visited the pharmacy while the researcher was there; 18 years and above; and be willing to participate in the study.

Data collection method

Data were collected from the respondents by administration of pre-tested semi-structured questionnaires containing both open-ended and closed-ended questions, in electronic Google Forms®. The questionnaire had three sections: Section A - Socio-demographic characteristics with four questions; Section B – Consumers' preference for local or foreign products with eleven questions/statements; and Section C – Perceptions about locally manufactured and foreign products purchased

in community pharmacies with eleven questions/statements.

The questionnaires were administered by the researchers and research assistants who visited the community pharmacies.

Data analysis

Since electronic questionnaire was used, all responses were visible on the Google® spreadsheet on submission. The data in the Google® spreadsheet was then downloaded into Microsoft Excel® worksheet, from where a total of 3527 responses were harvested. Data were analysed using Microsoft Excel® 2016 and presented as frequency (f), percentage (%), or mean and standard deviation as appropriate.

Scoring system

Responses to questions in Section C were scored on a five-choice Likert scale as: strongly disagree - 1, disagree - 2, neutral - 3, agree - 4, strongly agree - 5. The mean (M) and standard deviation (SD) of the responses were determined using Microsoft Excel®. The average of the five-point scale, M=3.00 was used as a cut-off point; thus, M ≥ 3.00 indicated agree, whereas below 3.00 disagree.

Ethical considerations

The study was approved by the Lagos State University Teaching Hospital Health Research Ethics Committee, No: LREC/06/10/1708, and was carried out according to ethical guidelines stipulated by the Committee. All participants provided written and signed informed consent.

RESULTS

Socio-demographic characteristics of the consumers

An analysis of the socio-demographic profile of the respondents showed that 77.5% were 18-40 years, 50.7% (f = 1787) had first degree as the highest educational qualification, while few (0.5%) (f = 16) had no formal education (Figure 1).

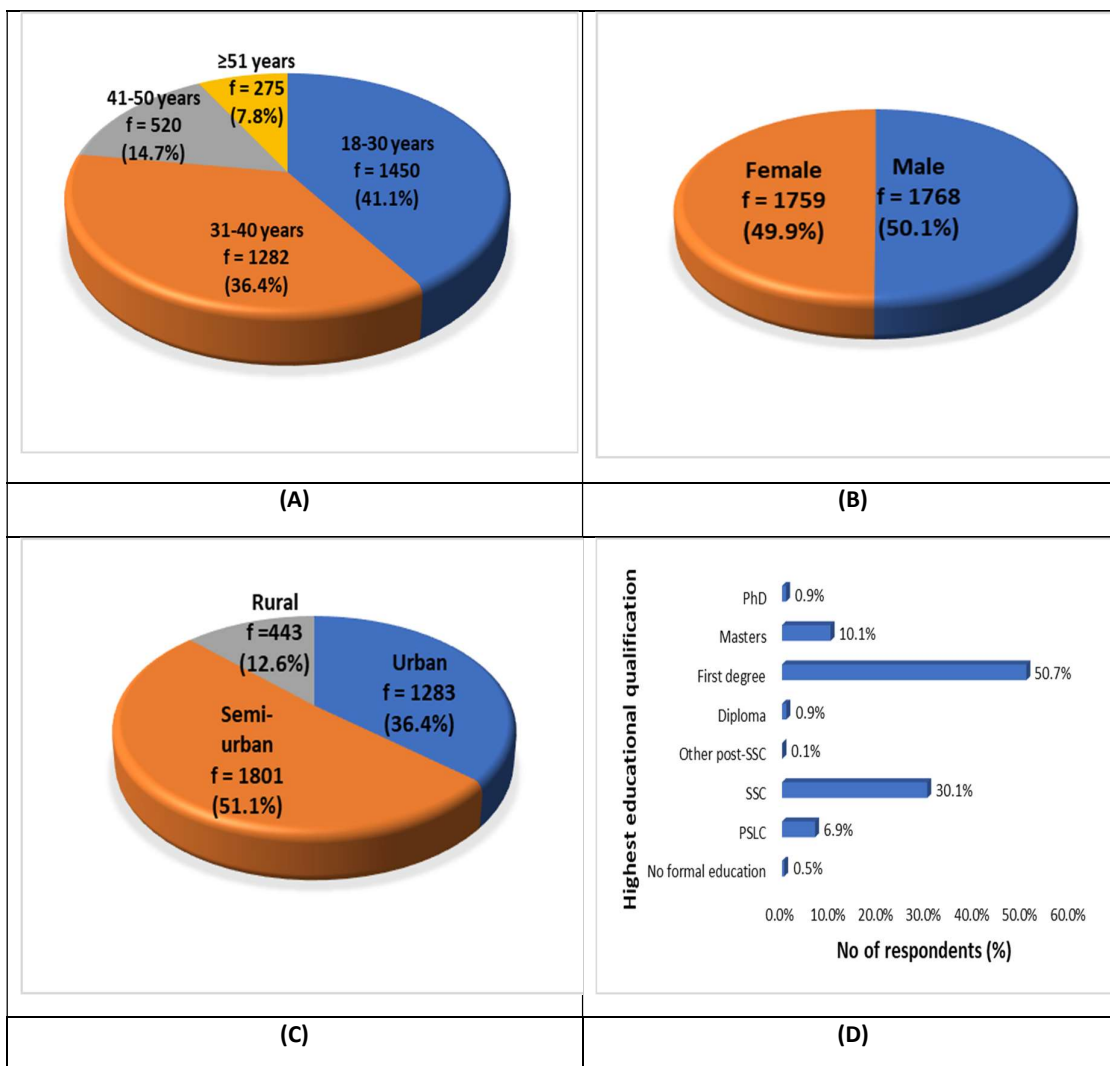


Figure 1: Socio-demographic profile of the respondents showing: Age distribution (A), Gender distribution (B), Area of residence (C), Highest educational qualification (D)
Key: PSLC, Primary School Leaving Certificate; SSC, Senior School Certificate

Consumers’ preference for local or foreign products

A majority of the consumers (55.4%) consider a product’s country of manufacture before purchase, and 94.4% said they use foreign products. Analysis of the results further showed that 60.1% prefer to purchase foreign products stocked in a community pharmacy, 27.4% prefer local ones. Reasons for preference of foreign products include superior quality; guaranteed efficacy; tested, trusted and reliable. Respondents that were neutral said that their choice of products is guided by some factors such as National Agency for Food and Drug Administration

and Control (NAFDAC) number on the product showing the quality is assured by the regulatory body, types of medicines [e.g., some prefer foreign medicines of a particular category (e.g., antidiabetics) in addition to local products that have seal of quality], and recommendation of the pharmacist. Among the respondents, 52.4% stated that they would prefer to buy a foreign product if priced the same as a domestic one.

Some of the consumers (38.2%) indicated they could recognise a locally manufactured product, while 40.5% could recognise a foreign product by visual inspection. Characteristics that enable them to visually

identify if a product is domestic or foreign are manufacturer's details including name, address, and country of origin and the quality of packaging and label. Majority of respondents said that products with poor quality features such as appearance and packaging, and sparse information on the leaflet were locally manufactured; while foreign products had superior features.

More consumers prefer to purchase locally manufactured herbal products (local vs foreign) (56.9 vs 46.6%), and beverages (56.4 vs 55.9%). More consumers prefer to purchase foreign medicines (foreign vs local) (68.6 vs 58.2%), other medical products (50.4

vs 32.5%), toiletries (49.7 vs 46.7%), and cosmetics (55.4 vs 43.9%).

Cost, availability, prescription, recommendation by the pharmacist, experience with the product, and quality in decreasing order of significance determine their preference for local products. While quality, prescription, experience with the product, recommendation by the pharmacist, confidence in the product/manufacturer, and availability in decreasing order of significance determine their preference for foreign products. However, some clients of community pharmacies purchase local products out of patriotism (18.2%) and ethnocentrism (10.8%) (Table 1).

Table 1: Consumers' preference for local or foreign products

Question/Statement	Response	
	Frequency (f)	%
Do you consider a product's country of manufacture before purchase?		
Yes	1955	55.4
No	1572	44.6
I prefer to purchase locally manufactured products stocked in the community pharmacy to foreign ones		
Yes	966	27.4
No	2136	60.6
Neutral	425	12.1
I prefer to purchase foreign products stocked in the community pharmacy to locally manufactured ones		
Yes	2120	60.1
No	941	26.7
Neutral	466	13.2
Why do you prefer foreign products to locally manufactured ones?		
Superior quality	1996	56.6
Guaranteed efficacy	907	25.7
Tested, trusted and reliable	502	14.2
Authentic/genuine	506	14.4
Availability	550	14.3
Good and robust customer complaint management system in the country of manufacture	205	5.8
Can you recognise locally manufactured products by visual inspection?		
Yes	1346	38.2
No	2181	61.8
If yes, what are the characteristics you look out for to enable you make a decision?		
Poor and inferior packaging	764	21.7

Poor appearance of product	159	4.5
Sparse information about the product in the leaflet	207	5.9
Poor and inferior product container/pack	687	19.5
Can you recognise a foreign product by visual inspection?		
Yes	1430	40.5
No	2097	59.5
If yes, what are the characteristics you look out for to enable you make a decision?		
Proper and superior packaging	1364	38.7
Superior seal	1006	28.5
Superior product container/pack	1356	38.5
Superior and proper labels	1211	34.3
Detailed information about the product in the leaflet	763	21.6
Do you use foreign products?		
Yes	3330	94.4
No	197	5.6
If a foreign product and a product made in Nigeria are priced the same, would you prefer the Nigerian product?		
Yes	1849	52.4
No	1678	47.6
I usually purchase locally manufactured products in the following categories (Select all that apply)		
Medicines	2052	58.2
Other medical products (surgical materials, vaccines, etc.)	1149	32.5
Herbal products	2007	56.9
Beverages	1988	56.4
Cosmetics	1547	43.9
Toiletries	1646	46.7
I usually purchase foreign products in the following categories (Select all that apply)		
Medicines	2420	68.6
Other medical products (surgical materials, vaccines, etc.)	1779	50.4
Herbal products	1643	46.6
Beverages	1973	55.9
Cosmetics	1953	55.4
Toiletries	1753	49.7
What factors determine your choice of local over foreign products? (Select all that apply)		
Cost	1901	53.9
Availability	1422	40.3
Prescription	1263	35.8
Recommendation by the pharmacist	1091	30.9
Experience with the product	1204	34.1
Quality	1067	30.3
Information from others who used the product	746	21.2
Patriotism	643	18.2
Confidence in the quality of product stocked in the pharmacy	518	14.7
Confidence in the product/manufacturer	507	14.4
Intuition	468	13.3
Product marketing/promotion	422	12.0

Preference for locally manufactured products (ethnocentrism)	381	10.8
Absence of an alternative	11	0.3
What factors determine your choice of foreign over locally manufactured products? (Select all that apply)		
Quality	2287	64.8
Prescription	1631	46.2
Experience with the product	1456	41.3
Recommendation by the pharmacist	1346	38.2
Confidence in the product/manufacturer	944	26.8
Availability	940	26.7
Preference for foreign products	866	24.6
Confidence in the quality of product stocked in the pharmacy	850	24.1
Information from others who used the product	805	22.8
Cost	674	19.1
Product marketing/promotion	584	16.6
Intuition	541	15.3

Perceptions about products purchased in community pharmacies

An analysis of the consumers' perceptions about products purchased in community pharmacies showed that they disagreed that some Nigerians buy foreign products for acceptance in a particular social group (M = 2.8). Nevertheless, they agreed that Nigerians are more likely to pay a price premium for a foreign than local product (M = 3.4).

Most of the clients believed that made in Nigeria products are of low quality, hence

inferior, compared to foreign products which are regarded as superior (M=3.5). They disagreed that Nigerians prefer domestic products to foreign ones (M=2.2), and dislike to purchase foreign products because it hurts the economy and causes unemployment (M = 2.2). About 41.9% strongly disagreed, while 21.0% disagreed that Nigeria has proper, robust and efficient complaint handling systems to allay fears of consumers on the purchase of domestic products (Table 2).

Table 2: Consumers' perception about locally manufactured and foreign products purchased in community pharmacies

Statement	M	SD	Remarks
Some people buy foreign products so that they can be accepted in a particular social group	2.8	1.4	Disagree
Currently, consumers in Nigeria are more likely to pay a price premium to purchase products made by a foreign firm than that manufactured in Nigeria by a Nigerian firm	3.4	1.3	Agree
Consumers in Nigeria may perceive lesser risk in buying products from countries with a high reputation	3.5	1.2	Agree
Consumers in Nigeria will prefer products manufactured overseas by a foreign firm if the product's price/quality mix is perceived to be significantly superior to that of a familiar product manufactured by a Nigerian firm	3.6	1.2	Agree
Most Nigerians believe that made in Nigeria products are of low quality, hence inferior	3.5	1.3	Agree
Consumers in Nigeria perceive foreign products as superior	3.6	1.4	Agree
I perceive Made in Nigeria products as inferior	2.9	1.4	Agree
I perceive foreign products as superior	3.0	1.4	Agree
Nigerians prefer domestically manufactured products to foreign ones	2.8	1.3	Disagree

Nigerian consumers dislike buying foreign products because it hurts the economy and causes unemployment	2.2	1.1	Disagree
Nigeria has proper, robust and efficient complaint handling systems to allay fears of consumers on the purchase of locally manufactured products	2.1	1.1	Disagree

M = mean; M<3 = disagree; M≥3 = agree; SD = standard deviation

DISCUSSION

The findings of this study demonstrated that though most Nigerian consumers prefer to purchase foreign products stocked in a community pharmacy, a greater proportion usually buy locally manufactured herbal products and beverages.

Majority of the respondents prefer to purchase foreign medicines for varied reasons including superior quality, availability and reliability. Earlier studies documented that most consumers in Africa and other developing regions of the world prefer foreign to locally manufactured medicines, as they believed that products from foreign developed countries were superior to those from developing countries^{17,18}. Furthermore, most African countries including Nigeria, do not have the capability to produce the medicines that they need; consequently, they rely on foreign drug companies to fulfil the medicine needs of their citizens^{9,10}. Pharmaceutical manufacturing industries in Nigeria produce limited categories of medicines, hence most available medicines are foreign¹⁰, this may contribute, albeit partly to the consumers' preference for the available and reliable foreign medicines. Some respondents were neutral as they have equal preference for both domestic and foreign products with 'NAFDAC number'. The National Agency for Food and Drugs Administration and Control (NAFDAC) is a parastatal of the Federal Government of Nigeria that has the mandate to regulate and control the manufacture, importation, distribution, sale, advertisement and use of drugs, medical devices, foods, chemicals, cosmetics and packaged water¹⁹. On confirmation of the safety and efficacy of a product, the 'NAFDAC number' is issued by the regulatory body. Each product has its unique

NAFDAC number which is printed on the pack. In effect, Nigerians are confident that a product with 'NAFDAC number' is genuine and of good quality, hence reliable.

The findings of the study also revealed that majority of Nigerian consumers prefer to purchase locally manufactured herbal products and beverages. As stated by the consumers, this may be partly because the quality of these products manufactured in Nigeria is excellent and has been maintained, tested and trusted over the years. This finding is in line with the observation that the Nigerian manufacturing sector is dominated by production of food and beverages^{20,21}. This indicates that local manufacturing companies, with the right support and enabling environment, could meet the needs of the populace. For some years now, domestic manufacturing industries have been facing a number of challenges which have largely contributed to inhibition of Nigeria's growth and development²². Nigeria is a low – middle income mixed economy and emerging market with a gross domestic product (GDP) growth rate of 3.23%, unemployment rate of 14.2%, and inflation rate of 15.98%²³. Despite the yearning to be self-reliant, Nigeria relies on imported goods and services to meet the needs of the people due to limited capacity to produce capital and consumer goods. There is need to properly regulate, strengthen and support local industries to ensure manufacture of good quality products and boost the country's economy.

Most of the respondents believed that made in Nigeria pharmaceuticals and other products are of low quality, hence inferior, compared to foreign products which are regarded as superior. This finding is similar to that of earlier research that demonstrated that the Nigerian consumer holds the 'Made in Nigeria' label in low regard relative to foreign

labels⁸. The consumers' choice of pharmaceutical products specifically medicines, has been found to be dependent on the literacy level and beliefs of the individual or those in their immediate or extended family network²⁴. These beliefs include the general assumption that medicines manufactured in developed countries are of better quality than those manufactured in developing countries. The consumers stated that quality consideration is a top factor that makes them buy foreign products; this suggests that they generally believe that foreign products are of assured good quality and superior to domestic ones.

Cost and availability are top factors that make Nigerian consumers to purchase local products, indicating that most purchase local products because of limited funds. Also, some products manufactured domestically may be readily available unlike some foreign products which may not be in constant supply due to issues such as importation challenges. Several studies have shown that the dilemma of cost and affordability is a major factor among people in developing countries like Nigeria where 50 - 100% of medicines are paid for directly by the consumer²⁴. Out-of-pocket (OOP) payments, which includes cost of medicines, continue to be a major source of healthcare financing in Nigeria^{25,26}.

Consumers' attitudes in decision-making process prior to purchase of products is well established and documented^{5,6}. Socioeconomic-factors such as age, education, income level, gender and status of the consumer have been identified to influence a consumer's choice of any product⁴. Earlier studies have demonstrated that factors that affect the decision-making process and selection of medicines by consumers include the prescription given to the patient, the community pharmacist's opinion, the consumer's position or perception on that particular product, cost, affordability, perceived severity, safety, and efficacy²⁷. Furthermore, previous studies also demonstrated that quality, brand awareness and brand association, packaging, price, and advertisement influenced consumers'

purchasing behaviour towards cosmetic products^{28,29}. The results of this study are consistent with previously documented evidence of the factors that influence consumers' buying decisions.

CONCLUSION

Nigerian consumers prefer foreign medicines, cosmetics, and toiletries to locally manufactured ones, as they believe that they are of superior quality, and they are willing to pay a higher price for them. There is need to properly regulate, strengthen and support local industries to ensure manufacture of good quality products and boost the economy.

ACKNOWLEDGEMENTS

We are grateful to Pharmacists Council of Nigeria, for funding the research; to research assistants for supporting data collection; to Engr. Ekene C. Ezike for assistance in design of the electronic questionnaire and data analysis; and to all study participants.

The authors declare no conflicts of interest associated with this manuscript.

REFERENCES

1. Levitt T. The globalization of markets, Harvard Business Review, 1983: May-June, pp. 92-102.
2. Ohmae K. Managing in a borderless world, Harvard Business Review, 1989: May-June, 67(3):152-161 PMID:10292934.
3. Townsend JD, Yenyurt S, Deligonul ZS and Cavusgil ST. Exploring the marketing program antecedents of performance in a global company. Journal of International Marketing, 2004;12(4):1-24.
4. Upadhyay Y, and Singh SK. Preference for domestic goods: a study of consumer ethnocentrism. Vision, 2006;10(3):59-68. <https://doi.org/10.1177/09722629060100306>

5. LeVine RA and Campbell DT. Ethnocentrism: theories of conflict, ethnic attitudes, and group behavior. New York, John Wiley and Sons Inc.;1972.
6. Hamzaoui L and Merunka D. The impact of country of design and country of manufacture on consumer perceptions of bi-national products' quality: an empirical model based on the concept of fit. *Journal of Consumer Marketing*, 2006;23(3):145-155.
7. Ogenyi O. Nigerian consumers' preferences for foreign and domestic products: examples of footwear and wristwatches. *AU Journal of Management*, 2004;2(2):28-34. <https://aujm.au.edu/index.php/aujm/article/view/100>
8. Okechuku C and Onyemah V. Nigerian consumer attitudes toward foreign and domestic products. *Journal of International Business Studies*, 1999; 30(3):611-622. <https://www.jstor.org/stable/155468?seq=1>
9. Foster SD. Improving the supply and use of essential drugs in Sub-Saharan Africa. Washington DC: The World Bank: Population, Health, and Nutrition Division, Population and Human Resources Department, 1990.
10. United Nations Industrial Development Organization. Pharmaceutical sector profile: Nigeria. Global UNIDO Project: Strengthening the local production of essential generic drugs in least developed and developing countries;2011. https://www.unido.org/sites/default/files/2011-04/Nigeria_Pharma%20Sector%20Profile_032011_Ebook_0.pdf
11. World Health Organization. WHO Consultative Group on the Role of the Pharmacist in the Health Care System (1988: New Delhi, India), World Health Organization. Pharmaceuticals Unit & WHO Meeting on the Role of the Pharmacist: Quality Pharmaceutical Services - Benefits for Governments and the Public. (2nd: 1993: Tokyo, Japan). The role of the pharmacist in the health care system: report of a WHO consultative group, New Delhi, India, 13-16 December 1988; report of a WHO meeting, Tokyo, Japan, 31 August - 3 September 1993. World Health Organization; 1994 <https://apps.who.int/iris/handle/10665/59169> [Accessed: 23rd September 2022]
12. World Health Organization. The legal and regulatory framework for community pharmacies in the WHO European Region. Copenhagen: WHO Regional Office for Europe; 2019. Licence: CC BY-NC-SA 3.0 IGO
13. Smith Y. Community pharmacy. *News Medical*, 2019. <https://www.news-medical.net/health/Community-Pharmacy.aspx> [Accessed: 23rd September 2022]
14. Cochran WG. Sampling techniques. 2nd ed. New York: John Wiley & Sons, Inc.; 1963.
15. Kothari CR and Garg G. Research methodology: methods and techniques. 3rd ed. New Delhi: New Age International Publishers; 2014: pp 162 – 170.
16. Pharmacists Council of Nigeria. A list of registered pharmacists and pharmaceutical premises in Nigeria. Pharmacists Council of Nigeria, Abuja, Nigeria; 2020.
17. Smaoui F, Kilani FA and Touzani M. Country-of-origin versus brand: consumers' dilemma when choosing between generic and branded drugs in emerging countries. *Journal of Product and Brand Management*, 2016;25(2):148–149. <https://doi.org/10.1108/JPBM-04-2014-0553>
18. Alemayehu C, Mitchell G, Nikles J, Aseffa A and Clavarino A. Views and perceptions about locally manufactured medicines in Ethiopia: a qualitative study of physicians, patients and regulatory authorities. *BMC Health*

- Services Research, 2018;18(1):624. <https://doi.org/10.1186/s12913-018-3410-5>
19. Pharmacists Council of Nigeria. 2009. A compilation of pharmacy, drugs and related laws and rules in Nigeria, 1935 - 2000. 2nd ed. Pharmacists Council of Nigeria, Abuja, Nigeria;2009.
 20. National Bureau of Statistics. Nigerian manufacturing sector: summary report 2010 - 2012. National Bureau of Statistics, Abuja, Nigeria; 2014.
 21. National Bureau of Statistics. Nigerian gross domestic product report Q4 2021. National Bureau of Statistics, Abuja, Nigeria; 2022.
 22. Bawalla OG and Ademolu AO. Industrial policies in the manufacturing sector and sustainable development in contemporary Nigeria. *The Nigerian Journal of Sociology and Anthropology*, 2017;15(1):103-117. DOI:10.36108/NJSA/7102/51(0170)
 23. Udegbe SE. Nigerian shoppers/consumers preferences for foreign and domestic products: case study of clothes and shoes. *Journal of Accounting and Marketing*, 2017;6:258. doi: 10.4172/2168-9601.1000258
 24. World Health Organization. How to investigate the use of medicines by consumers. https://www.who.int/drugresistance/Manual_HowtoInvestigate.pdf; 2004
 25. World Health Organization. Global Health Expenditure Database (apps.who.int/nha/database); 2022 [Accessed: 9th May 2022]
 26. World Health Organization. World health statistics 2022: monitoring health for the SDGs, sustainable development goals. Geneva: World Health Organization; 2022. Licence: CC BY-NC-SA 3.0 IGO [Accessed: 2nd June 2022]. <https://www.who.int>
 27. Albadr Y and Khan TM. Factors influencing community pharmacist decision to dispense generic or branded medicines; Eastern Province, Alahsa, Saudi Arabia. *Saudi Pharmaceutical Journal*, 2015;23(2):143–146. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4421022/>
 28. Anjana SS. A study on factors influencing cosmetic buying behaviour of consumers. *International Journal of Pure and Applied Mathematics*, 2018;118(9):453–459. <http://www.ijpam.eu>
 29. Lee JE, Goh ML and Noor MN. Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 2019;3(3):161–178. <https://doi.org/10.1108/PRR-11-2018-0031>