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The Entrepreneurial Challenge of Consumption Complex Syndrome (CCS) in SSA's MDG - Evidence from Nigeria

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The private sector entrepreneurship affirmed as an engine of growth, job/wealth creation and poverty reduction, is bedeviled with a myriad of challenges in Nigeria. This paper focuses on Consumption Complex Syndrome (CCS), a variant of pro-foreign consumption, and its implication for indigenous entrepreneurship and poverty reduction, within the ambits of MDG 1. Using experiments in the footwear industry, the study sampled 200 consumer-respondents and established a high prevalence of CCS – a state of consumers' mind that consistently predisposed them to foreign-labeled products, even when the domestic ones were ironically preferred in a Blind Brand Experiment (BBE). Conscientious policy implementation, partnership arrangements and massive attitude-change campaigns and demonstrative BBE experiments are recommended.

JEL Codes: I32, L67 and M31

1. Introduction

The Millennium Development Goals (MDGs) originating from the UN Millennium Declaration, asserts that every individual has the right to dignity, freedom, equality, and a basic standard of living. The MDGs were meant to operationalize these ideals by setting targets for ultimate poverty reduction within a fifteen-year timeline.

The Millennium Declaration was, however, only a part of the origins of the MDGs, which came about from not just the UN, but also other development institutions, including the Organization for Economic Cooperation and Development (OECD), the World Bank and the International Monetary Fund (IMF). UN's 50th anniversary led to a major report entitled "*We the Peoples: The Role of the United Nations in the 21st Century,"* which led to the Millennium Declaration.

This initiative, acceded to by 192 member-nations and some 23 international organizations in 2000, is evidently the most topical global issue till date. Christened the Millennium Development Goals (MDGs), the eight-point initiative, also dubbed 'Goals' is ultimately aimed at encouraging development by improving social and economic conditions in the world's poorest countries by 2015 (MDG 2011).

With the MDGs in its last trimester, the sub-Saharan Africa (SSA) is reputedly off-track, lagging behind all other regions (Teunissen & Akkerman 2005; Addison et al.

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2005; Mistry 2005; Klopper 2007). In fact, the MDG Report, 2010 (on poverty) comparing proportion of people living on less than US$1.25 a day in this region in 1990 and 2005 showed a marginal difference in poverty status of 58 and 51 percent respectively (MDG 2011). Sub-Saharan Africa, comprising 47 countries, generally refers to the area of the African continent which lies south of the Sahara. Usually called "the Black Africa," it excludes the Arab world or North Africa.

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This study is focused on the lingering challenge of indigenous entrepreneurship towards poverty alleviation in the MDG 1 in Nigeria: the most populous nation in SSA. Documented report showed that owing to weak domestic real sector, Nigeria had not fared any better in the MDG benchmark, and will most likely miss the target by 2015 (Jonathan 2010). Concentrating on the private sector acclaimed as the true engine of growth, job and wealth creation (World Bank 2011), the paper examined the prevalence of Consumption Complex Syndrome (CCS) in domestic products patronage (using the footwear industry), and its incidence on indigenous entrepreneurship, and MDG's poverty reduction.

The rest of this study is organized in four core sections of literature review, methodology, analysis and findings/conclusion.

1.1 Statement of the Problem

Unbridled pro-foreign consumption is a major setback to indigenous entrepreneurship and therefore poverty reduction initiative. Following the exposure of Nigerians to foreign products, first by colonialism, and later by the wave of globalization and global media, Nigeria's penchant for all manner of foreign brands of products (FOS 2004) had remained a national worry. With the consequent crippling of the real sector, Nigeria's probability of halving her level of poverty by 2015, by about 49 million people (Onabolu 2011; Jonathan 2010) is slim. This is because a trade-deficit economy leads to BOP imbalance, increased indebtedness, de-industrialization, unemployment, loss of national identity and poverty (Kousari 2005).

Nigeria had pursued MDG-inspired economic reforms to improve macroeconomic management and widen space for real private sector activity. However, dating back to the Structural Adjustment Program (SAP) in 1986, government had shown marked desperation and frustration in battling consumption-fuelled import-mania and smuggling (Ndulu et al. 2005; Adenekan 2011; Eshalomi 2011), which costs Nigeria an estimated N750 billion annually. The "Prohibition List" in 2004 (which included footwear) had failed to boost import substitution (Frimpong 2005). Between January and March, 2005, different banned products of 3,185,689 metric tons were brought into Nigeria as against the 2,960,986 metric tons of imports of the corresponding period in 2004 (Fadeyi 2005). With price and quality bandied as the pro-foreign attributes, preliminary investigations however showed that not only were the home-made shoes cheaper than the foreign ones, their quality was comparably high (due to "tropicalised finishing"), since most of the inputs were equally imported (Obuzie 2008).

Inherent limitations in the extant government measures in improving the attitude to and patronage of home-made products, hence create employment and reduce poverty, lie in the fact that they seem to have failed in addressing one of the complexities of the consumers' mind bordering on *Consumption Complex Syndrome* – a state of the consumer's mind that consistently predisposes him to foreign products, even when the domestic ones are ironically preferred in a blind brand experiment. The syndrome encourages imports/smuggling, at the expense of domestic real sector.

1.2 Objectives of the Study

The main objective of this study is to explore the prevalence of consumption complex syndrome in Nigeria, and its implication to the MDG's Poverty Reduction. Specifically, it intends to:

1. Determine whether consumption complex plays any significant role in purchase behavior, thereby crippling the domestic real sector and jeopardizing the poverty reduction.
2. Using the footwear industry, measure the market attitude strength index toward home-made products, and compare it with that for foreign brands.
3. Establish whether a typical Nigerian consumer can distinguish objectively between home-made and foreign brands of products (shoes), in a blind brand experiment.
4. Make relevant recommendations for positive attitudinal change to the products of indigenous enterprise in Nigeria.

1.3 Research Hypotheses

Working towards the above objectives, the following hypotheses are hereby formulated in their null structure:

Ho_1: There is no significant difference in the attitude strength between home-made and foreign products (shoes), such that domestic entrepreneurship is unaffected by imports.

Ho_2: There is no significant difference in preference pattern between home-made and foreign products (shoes), in a blind brand experiment.

Ho_3: Consumption complex is not a significant determinant of brand choice between home and foreign products.

1.4 Significance of the Study

Poor attitude to home-made products is a major source of worry to government (Nenadi 2005) and indigenous entrepreneurship (Mike 2011). A palliative would therefore be significant. Hopefully, the indigenous real sector in Nigeria will witness a renewed demand-driven vibrancy, leading in turn to employment, MDG's poverty reduction and improved living standards.

Government is expected to benefit immensely from the resultant attitudinal change, as the emerging vibrancy in the indigenous real sector would increase revenue via tax. Pressures on domestic currency and the external reserves should also ease off. Consumers' mind would be disabused from the subconscious enslavement inherent in consumption complex, where mere labels of country-of-origin remain the extant measure of quality.

This study will expectedly add to the existing stock of knowledge in the realms of consumer behavior, and country-of origin effects (COE).

1.5 Limitations and Assumptions

The study is obviously limited by the fact that only MDG 1 (Poverty Reduction), and the footwear (shoes) industry in Aba, Nigeria, were the central focus.

Again, to minimize ambiguities, the following assumptions are made:

i. Poverty is implicated in all the MDGs, such that its reduction will have a huge favourable multiplier effect on the overall MDG.
ii. We assume that only the top-quality home-made shoes will be used in the BBE comparison with foreign ones. This is because the foreign brands are known to be of high quality and international standard.
iii. A pro-foreign Nigerian consumer, who cannot differentiate home-made shoes from foreign ones in a blind brand experiment, has a consumption complex syndrome, all things being equal.
iv. Given that import of shoe components is permitted, the resultant shoes are home-made so long as they are assembled, coupled and finished in Nigeria.

2. Theoretical Constructs

2.1 Millennium Development Goal (MDG 1: Poverty Reduction)

MDG 1 is the first of eight goals targeted for actualization by 2015. Seeking to eradicate extreme poverty, its specific targets include (MDG 2011):

1A: To halve the proportion of people living on less than a US$1 a day.
1B: To achieve decent employment (for women, men and youths).
1C: To halve the proportion of people who suffer from hunger.

2.2 Pro-Foreign Attitude: An Evolution

Existing stream of literature on consumers disposition to foreign (or local) brands largely
focused on the country-of-origin effects (COE), the earliest study of which is traceable to Schooler in 1965 (Peterson & Jolibert 1995). Bilkey and Nes (1982) also published a vastly referenced article that affirmed this influence. Pro-foreign attitude and

consumption are exacerbated by colonial experience, mass media and the internet (Okechuku & Onyemah 1999).

Owing to its adverse impact on indigenous entrepreneurship and national economy, policies and programs are conceptualized and executive to grapple with it. From Australia's "Buy Australian," Nigeria's "Buy Naija," Uganda's "Gifted by Nature," South Africa's "Proudly South African," to Ghana's "Buy local," these campaigns are meant to instill pride in nationhood (Elliot & Cameron 1994; Nworah 2006; Njoku 2004; Opoku & Akorli 2009).

2.3 Concept and Prevalence of Consumption Complex Syndrome (CCS)

Consumption Complex Syndrome (CCS) is a state of the consumer's mind, which predisposes him to favor and prefer foreign-labeled products, without a consistently justifiable reason. CCS is usually perpetuated by "Made-In" labels that indicate its country of origin (Peterson & Jolibert 1995), which may differ from its country of manufacture (Okechuku & Onyemah 1999). These labels are mere extrinsic product cues, which have no direct bearing on product performance.

The prevalence of various manifestations of CCS is well documented. Studies in China (Sklair 1994), Vietnam (Shultz, Pecotich & Le 1994; Ger et al. 1993), Democratic Republic of Congo (Friedman 1990), Zimbabwe (Burke 1996; Dakin & Carter 2010), Ghana (Opoku & Akorli 2009), Mozambique (John & Brady 2009), Ethiopia (Belk 1988), Niger (Arnould 1989) and Nigeria (Oyeniyi 2009; Okechuku & Onyemah 1999; Ekeng & Ewah 2010; Shenge 2010; Achumba 1998; Njoku 2004) are replete with this evidence.

Beyond the merit of choice democratization inherent in CCS, its demerits range from fake labeling (Opoku & Akorli 2009; Gilley 1996), collapse of indigenous and domestic industry (Ugwu 2005; Eshalomi 2011, Mike 2011), increased unemployment (Amaefule 2011; Njoku 2004; Okechukwu & Onyemah 1999), loss of national identity (Nworah 2006), pressure on the exchange rate, loss of government revenue owing to smuggling (Adenekan 2011), and vulnerability of economy.

This study adopted the experiment approach. This makes it unique from previous studies cited above. It also brought in the issue of consumption complex syndrome – an uncharted terrain of consumer behavior - to the fore.

2.4 Theories of Country-Of-Origin Effects

Several models offer explanations to the disposition of consumers to or against foreign products. They could be summed up as theories of:

a. Superiority: This suggests that consumers see non-local brands as a determinant of quality and brand desirability (Elliot & Cameron 1994). This theory is reported to hold sway mostly in developing economies (Belk 1988; Okechuku & Onyemah 1999; Papadopoulos & Heslop 1990).

b. Ethnocentrism: This theory unearthed a psychological notion of pride in consumers, which leads them to prefer products and brands from their own country (Sharma et al. 1995; Nagashima 1970; Lillis & Narayana 1974; Bannister & Saunders 1978; Toyne & Walters 1989).

c. Affinity/Animosity: In situations where no domestic substitutes exist to permit ethnocentrism, Watson and Wright (2000) discovered that consumers resort to foreign products from countries to which they have a cultural affinity. On the other hand animosity against a country (historical, political, cultural and other factors) negate this preference (Riefler & Diamantopoulos 2007; Keenam & Pokrywczynski 2009; Bahaee & Pisani 2009b).

d. Transition: Ger et al. (1993) showed that non-utilitarian product attributes such as status display, are more prepotent in developing countries where interpersonal relationships are of prime importance. This is because of the economic transition, income disparities and high status mobility which find expression in the tendency to claim differential status through the exotic foreign brands one consumes (Batra et al. 2000; Kottak 1990; Arnould 1989).

e. Missing Link - Consumption Complex: Review of existing literature has little explanation for a situation where consumers have no objectively verifiable and consistent rationale for preferring foreign brands (irrespective of origin). Consumption Complex Syndrome is put forth here to encapsulate this phenomenon.

3. Methodology

3.1 Scope/Design

This study focused on MDG 1 (which transcends others), and the shoes industry in Aba, Nigeria (a major hub in the indigenous footwear subsector). The latter's "Bakassi lines" in the Ariaria International Market, has the second highest concentration of members in the Footwear Group of the Manufacturers Association of Nigeria (MAN), plus the largest members in the footwear informal sector (Obuzie 2008).

Our research design was intended to:

1. Study a sample of shoes manufacturers in the domestic "Footwear (also called Bakassi) Lines" in the Ariaria International Market, Aba, Nigeria.
2. Study a sample of consumers/users of shoes in Aba.
3. Conduct a blind-brand experiment on various shoes' loyalty, manipulating branding (an independent variable) and monitoring its effect on shoe choice (dependent variable).

3.2 Data

The collection of primary data was through interviews (with the shoe manufacturers), questionnaires (on consumer-respondents) and blind brand experiments (on the same consumers). The respondents who had earlier accepted and filled the questionnaires were studied further, by asking them to pick their preferred shoes from a collection of unbranded (i.e. brand-concealed) domestic and foreign ones. A pro-foreign respondent therefore, who decisively picked the right one (foreign brand) did not have the CCS. Otherwise, he or she did.

3.3 Sampling

1750 shops comprised the sprawling Umuehilegbu Industrial (Shoes) Market, popularly called the Bakassi Lines. This is broken down into 70 lines (or columns) of approximately 25 shops each (Obuzie 2008). Using the one-tenth rule (Ezejelue & Ogwo, 1990), 7 lines were drawn through random sampling. With each line having 30 shops, 3 shops were further selected. Consequently, 21 (7 X 3) shop-owners constituted the sample size, using simple random sampling (without replacement). The one-tenth rule is a popular sample size selection, which yields a credible outcome when thoroughly utilized (Ezejelue & Ogwo, 1990).

Again, 200 consumer-respondents were judgmentally sampled for the Blind Brand Experiment from Aba (comprising Aba North and Aba South municipalities). This size was informed by the average customer traffic per line, per hour, in an earlier pilot study in which approximately 28 customers were counted entering each line for purchases or enquiries per hour. This makes a total of 196 customers for the selected lines. However, the researchers rounded this off to 200.

3.4 Tools

Apart from descriptive tables and charts, hypotheses were tested using Kolmogorov-Smirnov D-test and Chi-Square Test. Kolmogorov – Smirnov (D)Test is used to test our preference hypotheses (Ho_1 and Ho_2), where some ordering is prevalent. It involves specifying the cumulative distribution function that would occur under the null hypothesis, and comparing that with the observed cumulative distribution function. The point at which the two functions show the maximum deviation is determined, and the value of this deviation is the test statistic (Churchill 1976), which is compared with its corresponding critical value. Where the test statistic is higher than the critical value, the null hypothesis is rejected. The D-test, utilized in hypotheses 1 and 2 can be summed thus:

$$D = \left| C - O \right| = \text{maximum, and}$$

$$\alpha_{0.05} = \frac{1.36}{\sqrt{n}} \quad \text{(for large samples)}$$

Where: C = Cumulative distribution function

O = Observed cumulative distribution function

n = Sample size

α = Level of significance

4. Analysis

Synopsis of data analysis includes:

4.1 Demography of Respondents:

The majority of respondents were aged between 25-31 (41%), applicants/students (49%), at least first-degree holders (45.2%), and single (58%).

Shoes Patronage Characteristics: 91.5% of respondents preferred foreign shoes. Again, the bulk of respondents preferred Durability (39%) in shoes, buys Not Too Regularly – 5 monthly – and claimed they could distinguish local from foreign shoes (98%).

4.2 Attitudinal Strength Indices (for Home and Foreign Shoes)

Comparing the attitude strength scores along the 0 - 400 continuum (see Table 1), home shoes have an unfavorable attitude score (359/400) - indicative of poor ratings on most shoe attributes - as against the foreign shoes' score (41/400).

4.3 Analysis of Manufacturers' Interviews

The manufacturers' interviews showed that most of them started business between 1980 and 1999, with majority of them in 1984 alone; they were unincorporated and owner-managed with less than 7 employees; most shoes components (except gum) were imported; daily output and sales range between 30-120 and 25-100 pairs respectively; smuggling (imports) is still a huge menace; Cameroun constitute their largest foreign clientele.

4.4 Test of Hypotheses

The three hypotheses earlier stated in 1.3 were tested thus:

Ho_1: There is no significant difference in the attitude strength between home-made and foreign products (shoes), such that domestic entrepreneurship is unaffected by imports.

Kolmogorov-Smirnov test (Churchill, 1976) was used here. The Kolmogorov-Smirnov (D) value is 0.40, with a critical value of 0.100 at 0.05 level of significance:

Table 1: Computation of Kolmogorov-Smirnov (D) Values for H_{01}

Attitude Subject	Attitude Score*	Observed Proportion	Observed Cumulative Proportion (O)	Theoretical Proportion	Theoretical Cumulative Proportion (C)
Home shoes	359	0.90	0.90	0.50	0.50
Foreign	41	0.10	1.00	0.50	1.00

*The methodology for the attitude scores is contained in the following page under *Measurement of Attitude Strength Index for Ho_1.*

Maximum absolute deviation (D) between observed cumulative proportion (0) and theoretical cumulative proportion (C) is: 0.90 – 0.50 = 0.40. At $\alpha =$ 0.05, critical value for D for large samples is:

$$= \frac{1.36}{\sqrt{n}} = \frac{1.36}{\sqrt{184}} = 0.100$$

Since the calculated D exceeds the critical value at 0.05 level of significance, the null hypothesis was rejected. Therefore, domestic entrepreneurship is adversely affected by imports.

Measurement of Attitude Strength Index for Ho_1

The Wilkie-Pessemier Multiattribute model (Wilkie & Pessemier 1973) was used here, thus:

$$A_S = \sum_{i=1}^{n} {}^{w_i}\!/_{I_I} - {}^{X_{ih}}\!/$$

Where:

A_S = Consumer attitude strength for shoes (home or foreign).
W_i = The weight of the various shoes' attributes.
Ii = Ideal rating of the different shoes on attribute i.
Xi = Respondent's belief (rating) about shoe's performance (home or foreign) on attribute i.
i = Relevant shoe attributes.
n = Number of attributes being considered.

$/Ii – Xi/$ = Absolute variance from the ideal shoe, of respondent's rating on each shoe attribute (home or foreign).

The parameters were derived thus:

n and W*i*: The attributes and their weights/rankings by respondents are shown in Table 2.

Table 2: Workings for n and W_i in Attitude Strength

N	Attributes *i*	Weight W_i (%)
1	Quality/durability	54.5
2	Style/design	18.7
3	Comfort	9.6
4	Packaging	7.6
5	Price	5.6
6	Finishing	2.5
7	Availability	1.5
	Total	100

I*i* and **X*i***: Ideal (I) and Actual ratings (X) are respectively got from the assumed "Excellent" rating and respondents' own ratings.

The actual ratings (X) ranged from Poor, Fair, Good, Very Good to Excellent, with their corresponding points from 1, 2, 3, 4 to 5 respectively.

The overall index for the attitude strength score between home and foreign shoes by the sampled respondents is summarized in Table 3.

Table 3: Attitude Strength Score for Home and Foreign Shoes

Shoe	Gross Attitude Strength Score	Net Questionnaire	Average Attitude Strength (A_S)
Home	66056	184*	359/400= (10%)
Foreign	7544	184*	41/400 = (90%)

* For multiple ticking on this question, 16 responses were invalid.

NB: A_S values are a relative measure, which were compared with the Best and Worst attitude scores. The Best attitude score therefore tends to zero, such that $I_i - X_i \Rightarrow 0$. For a shoe to have the best attitude strength score, it must be rated "excellent" (i.e. 5 points) on each attribute.

On the other hand, a shoe's worst attitude strength index (A_S) occurs when all shoe attributes are rated "poor" (i.e. 1 point) on each attribute, hence $A_{S} =$ [∑W*i* /5-1/] = 400.

Ho₂: There is no significant difference in preference pattern between home-made and foreign products (shoes), in a blind brand experiment.

Again, Kolmogorov-Smirnov (D) test was conducted. All respondents (200) were asked to pick their choice from the two pairs (Home and Foreign) after filling the questionnaire. Countries of origin were concealed. Table 2 shows the Kolmogorov-Smirnov (D) Test and our tabulated results from the shoe choices made by all the respondents in the course of BBE:

Table 4: Computation of Kolmogorov-Smirnov (D) Values for Ho_2

Origin	BBE Pref.	Obs. Prop.	Obs. Cum. Prop.(O)	Theor. Prop	Theor.Cum. Prop. (C)
Home	97	0.49	0.49	0.50	0.50
Foreign	103	0.51	1.00	0.50	1.00

.
D value is at an absolute maximum where 0.94 -0.50 = 0.01, and D calculated = 0.01.

At $\alpha =$ 0.05, critical value for D for large samples is:

$$= \frac{1.36}{\sqrt{n}} = \frac{1.36}{\sqrt{200}} = 0.096$$

The calculated D (0.01) is less than the critical value (0.096). The null hypothesis was accepted.

Ho_3: Consumption complex is not a significant determinant of brand choice between home and foreign products.

This hypothesis isolated and used only the responses of the pro-foreign consumers in the earlier BBE. Chi-square was the tool of analysis here.

Chi-square, denoted X^2, is used here because of the nominal characteristics of the variables in $Ho_{3.}$ It is given by (Chisnall 1981):

$$X^2 = \sum_{i=1}^{n} \frac{\left(O_i - E_i\right)^2}{E}$$

Where O_i = Observed frequency in the data
E_i = Expected frequency, given the assumption of the null hypothesis.

Table 5: Chi-Square Test for Consumption Complex in a BBE*

Choices	Obs. Freq. (O_i)	Exp. Freq. (E_i)	(O_i-E_i)	(O_i –E_i)^2
Right Wrong Undecided	58 84 41	61 61 61	-3 23 -20	9 529 400
TOTAL	183*			938

*Only those with foreign preference were used here

∴ Chi-square (X^2) value is 15.37 and the critical value at 0.05 level of significance and degree of freedom (n-1 = 2) = 5.99.

Since the calculated Chi-square value (15.37) is greater than the critical value (5.99) at level of significance (0.05) and degree of freedom (2), the null hypothesis is therefore rejected.

5. Discussion of Findings, Recommendations and Conclusion

5.1 Discussion of Findings

This is discussed alongside the objectives stated for this study.

1. *The Place of Consumption Complex Syndrome (CCS) in Purchase Behaviour:* Consumption Complex played a significant role in the noticeable preference for foreign brands of shoes. This is because respondents ironically preferred the domestic shoes instead in a BBE. This justifies Objective 1.
2. *Attitude Strength Indices (ASI) for both home and foreign shoes*: Objective 2 seeks to measure ASI for both shoes. Our findings indicate that while the foreign shoes are 10 percent short of the perfect ASI, the home versions are merely 10 percent short of the worst. This poor rating for home-made shoes is as a result of the opinion of respondents on all attributes (tensile strength, abrasion resistance, colorfastness, cracking/bursting strength) of footwear.
3. *Ability to Objectively Distinguish Between Home-Made and Foreign Shoes in a Blind Brand Experiment:* 98 percent of respondents claimed they could distinguish foreign shoes from the home-mades. Only 32 percent, however, could make this distinction in a blind brand experiment. Therefore labels of origin rather than shoe attributes, influence patronage. This accounts for the widespread use of “Foreign Labels” on home-made shoes, as implicated in Objective 3.

5.2 Recommendations and Conclusion

To boost the domestic real sector’s potential in enhancing MDGs’ poverty reduction, the following recommendations are made:

1. The import prohibition of some categories of products (including shoes) intended to protect the domestic real sector, should be made more effective by the relevant government agencies, given its level of abuse. Affirmed the engine of growth by the World Bank, vibrancy in this sector will have a corresponding multiplier effect on employment, income and poverty reduction.
2. The use of foreign labels on home-made shoes needs to be legislated against. Partnership arrangements between local and foreign shoe investors should rather be encouraged, so as to derive "the benefits of both worlds."
3. A pan-Nigeria Blind Brand Experiment on home and foreign shoes should be conducted as a credible way to "mindful consumption" (Sheth et al 2011). This will empirically convince Nigerians of the landmark improvements in "Aba-Made" shoes, which are falsely labeled as and mistaken for foreign ones. These experiments should be more credible than mere mass-media "Buy-local" campaigns.
4. The Standard Organization of Nigeria (SON) is challenged to be more vibrant in setting and actually maintaining standards, even in shoes. A corresponding mark of quality might be a domestic shoe-maker's unique selling point, and a consumer's search cue.
5. Given that Consumption Complex Syndrome (CCS) was prevalent in shoes' purchase decisions in Aba, it is recommended that further BBE studies be conducted in other regions in Nigeria to ascertain the extent of spread of this syndrome among the major ethnic/religious blocs.

In conclusion, the challenges of domestic entrepreneurship in Nigeria, besides Consumption Complex Syndrome (CCS), are legion. Ranging from poor power supply, policy inconsistency and multiple taxation to poor spin-off incentives, domestic entrepreneurship stands a little chance of making the multiplier impact on MDGs' poverty reduction. Given MDGs' quest for "global partnership for development," opening up unbridled trade to become competitive in a CCS-driven purchase behavior, rather than being competitive before opening up trade, is suicidal (Kousari 2005). The new Ebele Jonathan-led government in Nigeria should immediately rise to the urgency of this consumption paradigm shift within its four-year tenure, which coincidentally ends in 2015 – the MDG target year of reckoning!

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