

Research Article

Kolomentality, Nigeria's Underdevelopment, and Entrepreneurship Revolution

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Abstract

This study examines kolomentality, a culturally ingrained preference for foreign goods and lifestyles within the context of consumer behavior and indigenous entrepreneurship in Nigeria. Rooted in the country's colonial legacy, kolomentality poses a significant challenge to industrial growth and economic self-reliance. Using a quantitative, cross-sectional survey design, data were collected from 210 respondents through a structured online questionnaire. Descriptive and inferential statistical tools, including regression analysis, chi-square tests, and Pearson correlation, were employed to explore the relationships among variables. Findings reveal that despite various government initiatives, the persistent preference for imported goods continues to undermine local industries. Respondents frequently associated foreign products with superior quality and status, indicating that cultural attitudes remain largely unaddressed by existing policy interventions. The study concludes that without tackling the psychological roots of consumption patterns, economic reforms alone may be insufficient. It recommends culturally informed strategies, public reorientation, education, and targeted incentives to support local entrepreneurship and sustainable development.

Keywords: Consumer Preferences, Economic Development, Entrepreneurship Revolution, Kolomentality, Nigeria.

1. Introduction

The term "kolomentality," which was coined by the famous Nigerian musician Fela Anikulapo Kuti, refers to a mindset that is deeply ingrained in Nigeria's post-colonial psyche. At its core, kolomentality is a cultural tendency where Nigerians tend to prioritize foreign products, lifestyles, and ideologies over locally produced alternatives. This mindset, which is often perceived as a form of self-imposed inferiority complex, has significant implications for Nigeria's economic development, especially in terms of industrial growth and entrepreneurial potential. It is essential to comprehend kolomentality to address Nigeria's underdevelopment and ignite an entrepreneurial revolution that can lead to sustainable economic growth.

Before the 1950s oil discoveries, Nigeria's economy was mostly based on agriculture, with exports such as rubber, cocoa, groundnuts, and palm oil being essential to the nation's economic base (Bourne, 2015). In addition to generating a consistent flow of revenue, these agricultural products helped Nigeria establish a foothold in global markets. Many local companies thrived due to the country's reliance on agriculture, which fostered a sense of self-sufficiency.

However, Nigeria's economic course was significantly changed in the late 1950s by the discovery and subsequent exploitation of oil. The national income was greatly increased by oil profits, bringing about a period of prosperity but also altering patterns of consumption. As noted by Opeyemi *et al.*, (2015) and Jack *et al.*, (2016), the increase in oil riches led to a change in consumer preferences toward imported commodities, such as luxury goods and technology, which are viewed as status and modernity markers. This strengthened the kolomentality mindset by fostering a consumer culture that valued imported items over those made locally. Nigerian businesses suffered greatly as a result of consumers' growing preference for imported goods. Despite their quality and inventiveness, local companies couldn't compete with cheaper and

frequently better imports. For example, foreign automakers fiercely competed with domestic automakers like Innoson Motors, while domestically made bags, shoes, and textiles were unable to compete with imports (Arize, 2023; Blueprint Newspapers Limited, 2024). Due to rising costs and persistent infrastructural challenges, it is increasingly difficult to identify any truly thriving indigenous Nigerian firm, as the dominance of foreign goods continues to stifle local enterprise and industrial growth (Bawa *et al.*, 2020).

Kolomentality-driven preferences for imported items not only hurt domestic businesses but also discourage entrepreneurship. High production costs, unstable infrastructure, and a small local market for domestically produced goods were formidable obstacles for Nigerian entrepreneurs. Supportive government policies like the Bank of Industry's SME funding programs and campaigns like "Buy Naija to Grow the Naira" haven't done much to alter consumer perceptions that favor imported items. These programs haven't done much to encourage local entrepreneurship since they don't address the cultural mindset that supports kolomentality (Bawa *et al.*, 2020).

Although Nigeria's economic, legal, and infrastructure issues have been extensively covered in the literature, few studies have critically studied the cultural elements that contribute to the demand for imported goods. The majority of studies focus on the main challenges to entrepreneurship and industrial growth, which are regulatory barriers, economic policies, and inadequate infrastructure (Haffar *et al.*, 2016; Lawan and Zanna, 2013; Agbai *et al.*, 2024). However, little is known about how cultural perceptions, in particular, kolomentality, continue to erode local industries and impede indigenous entrepreneurship.

This disparity is important because it is impossible to ignore the widespread cultural prejudice against local goods, especially in the face of supportive legislation and better infrastructure. For instance, Nigerian customers' inclination for imported items goes beyond economic considerations and frequently reflects a strong conviction that Western goods are superior. Despite government incentives to support local companies, the cultural attitude that prioritizes imported goods above domestic ones is still generally uncontested, as noted by Okechuku and Onyemah (1999) and Williams *et al.*, (2022).

The purpose of this study is to close the gap by examining how kolomentality affects Nigerian consumer preferences. The study offers a thorough grasp of the wider economic and societal effects of kolomentality by examining how cultural prejudices against imported goods impact local industries and the entrepreneurial ecosystem. Additionally, the study looks at how changing consumer perceptions of local goods might promote long-term economic resilience, job creation, and industrial expansion.

The importance of creating a thriving entrepreneurial ecosystem is highlighted by Nigeria's high unemployment rate, which reached 33% in 2023 (National Bureau of Statistics, 2023). It is crucial to comprehend how cultural views can either support or damage these enterprises, as a growing number of young Nigerians are resorting to entrepreneurship as a result of a lack of work options. This study aims to give stakeholders and policymakers practical insights to support indigenous entrepreneurship and industrial growth by addressing the cultural mindset of kolomentality.

Therefore, despite Nigeria's significant attempts to industrialize and encourage entrepreneurship, these efforts are nonetheless hampered by the cultural prejudice against indigenous goods. Oil's economic hegemony and the general inclination toward imported items have weakened domestic industry and stunted the rise of domestic business. Nigeria must address the cultural elements that support kolomentality if it is to genuinely propel an entrepreneurial revolution and promote economic growth. Nigeria can build a more resilient and sustainable economy by encouraging local businesses and changing consumer perceptions. Understanding and removing the cultural obstacles to Nigeria's economic development and entrepreneurial success requires this study.

1.1. Statement of the Problem

Nigeria still faces difficult developmental obstacles despite its enormous economic resources and room for expansion. Kolomentality, a profoundly ingrained cultural attitude made popular by the late Fela Anikulapo Kuti, is a significant but little-studied contributor. It prioritizes Western goods, concepts, and lifestyles over indigenous ones. This inclination has significant ramifications for Nigeria's industrial development, entrepreneurial growth, and economic expansion.

Consumer behavior that continuously chooses imported items over locally produced goods is the clearest example of kolomentality, hurting local industry and inhibiting innovation. According to Kida and Angahar

(2020) and Nwankwo and Iyeke (2022), this cultural prejudice has weakened the national economy by contributing to the demise of indigenous manufacturing. A persistent colonial mindset that undervalues Nigerian-made goods and services exacerbates this.

Nigeria's poor infrastructure exacerbates these issues even further. Business operations are significantly hampered by unstable power supplies, bad roads, and inadequate logistical systems, according to the World Bank (2019). Furthermore, entrepreneurship and investment are still discouraged by incoherent economic policies, corruption, and ineffective regulations (Kilders *et al.*, 2021).

Because government initiatives like "Buy Naija to Grow the Naira" campaigns and SME loans ignore the psychological and cultural aspects of consumer behavior, success has been slow. A high rate of youth emigration ("JAPA") and unemployment, which is currently at 33% (NBS, 2023; Aina and Olufemi, 2024), highlights how urgent economic reform is.

Economic and infrastructure limitations have been the focus of prior studies, but the cultural perspective of local products has been largely overlooked. The need for this study is justified by this gap in literature and policy. To unleash Nigeria's entrepreneurial potential and reverse its underdevelopment, kolomentality must be addressed in conjunction with structural reforms. The entrepreneurial revolution that Nigeria sorely needs can only be fueled by a comprehensive approach that addresses both material and mental obstacles.

1.2. Research Questions

- 1) How does kolomentality influence consumer preferences and attitudes toward locally made products in Nigeria?
- 2) In what ways does kolomentality affect the growth and sustainability of indigenous entrepreneurship and local industries in Nigeria?

1.3. Research Objectives

- 1) To examine the influence of kolomentality on consumer preferences and attitudes toward locally made products in Nigeria.
- 2) To assess the impact of kolomentality on the growth and sustainability of indigenous entrepreneurship and local industries in Nigeria.

1.4. Research Hypotheses

- 1) H_{01} : Kolomentality has no significant influence on consumer preferences and attitudes toward locally made products in Nigeria.
- 2) H_{02} : Kolomentality has no significant effect on the growth and sustainability of indigenous entrepreneurship and local industries in Nigeria.

2. Conceptual Review

2.1. Kolomentality: Kolomentality is the internalized notion that foreign goods, concepts, and cultures are fundamentally better than domestic alternatives. It is a regional manifestation of colonial mentality (Nduka, 2006; Niyonzima, 2024). This way of thinking, which has its roots in Nigeria's colonial past, still affects social identity, economic choices, and purchasing habits. According to scholars (Swoboda and Sinning, 2020; He and Ge, 2023), kolomentality shows up as a desire for imported items, a suspicion of local industry, and the usage of foreign brands as status symbols. Such viewpoints reinforce cultural inferiority and economic dependency by undermining the legitimacy and expansion potential of local companies. In post-colonial nations, where psychological scars from imperial dominance persist and sustain what Fanon *et al.*, (2021) referred to as a cultural alienation, kolomentality flourishes. It creates a socioeconomic climate in Nigeria where customers view foreignness as a sign of quality, which restricts the domestic market available to indigenous business owners.

2.2. Consumer Behavior and Product Perception: Consumer behavior describes how people make decisions and behave when they buy products or services. Perceived product quality, brand image, social impact, and cultural norms are some of the factors influencing this behavior (Kotler *et al.*, 2024). Due to perceived prestige and higher performance, foreign brands are preferred in Nigeria, where kolomentality significantly skews these criteria (Udonde and Eke, 2023). This leads to a contradiction whereby local products are frequently rejected because of their symbolic and psychological connotations, even when they may satisfy functional needs. Many Nigerian consumers exhibit aspirational spending, which involves buying

foreign items for social validation rather than out of need, as explained by Yeboah-Banin and Quaye (2021). In addition to distorting market competition, this trend deters investment in domestic manufacturing.

2.3. Entrepreneurship and Local Innovation: It is commonly accepted that entrepreneurship is a driving force behind innovation, economic growth, and the creation of jobs (Drucker, 1985; Schumpeter, 2021; Sagar, 2024). In Nigeria, the entrepreneurial sector has expanded in reaction to economic instability and unemployment, especially among young people and in informal markets. However, a hostile cultural milieu influenced by kolomentality attitudes and a lack of local patronage frequently hinders the development of indigenous entrepreneurs (Coles *et al.*, 2018; Ungureanu, 2020). Local producers must contend with both the psychological prejudice of their target market and competition from international brands. As a result, their ability to grow, draw in capital, and maintain operations is constrained by consumer thinking as much as by policy and funding (Ubong *et al.*, 2024).

2.4. Entrepreneurship Revolution: A transformational upsurge in entrepreneurial activity fueled by youth creativity, technological accessibility, and socioeconomic change is referred to as an "entrepreneurship revolution." The emergence of digital startups, creative sectors, and agro-processing businesses in Nigeria is indicative of this transition (Omeje *et al.*, 2020). However, a domestic culture that supports and encourages local enterprise is necessary for this revolution to spur national prosperity. If left unchecked, kolomentality presents a cultural paradox for this movement. Policies may promote entrepreneurship, but unless there is a purposeful change in the national mindset, consumer behavior may stifle their effects.

2.5. Underdevelopment and Cultural Dependency: Underdevelopment encompasses structural and psychological factors that impede independence and creativity, in addition to low GDP or industrial capability (Rodney, 2018). A cycle of economic leakage and slowed local growth is maintained by Nigeria's ongoing reliance on foreign products and ideologies, which is partly driven by kolomentality. Capital is diverted from domestic sectors, and global economic disparity is strengthened by the cultural preference for imported goods over domestic ones. True growth, according to Nnoli (1981), must start with a reassessment of regional knowledge systems and culture.

2.6. National Identity and Cultural Sovereignty: The ability of a country to establish and preserve its own goals, values, and aesthetics is known as cultural sovereignty. This translates to support for domestic innovation, pride in national products, and trust in local brands in the economic sphere (Mazrui, 1990). By outsourcing legitimacy to external standards, a kolomentality-dominated society erodes its own sense of national identity. Therefore, strengthening national identity is a developmental necessity as well as a cultural obligation. To achieve a sustainable, independent Nigerian economy, it is imperative to validate indigenous enterprise and promote local consumption.

3. Theoretical Review

This study adopted the Dependency Theory, World Systems Theory, and Cultural Theory.

3.1. Dependency Theory

As a critical viewpoint on the global economic system, the Dependency Theory first appeared in the middle of the 20th century and was mainly attributed to economists Hans Singer and Raúl Prebisch. The theory was created in reaction to the ongoing economic disparities between developed and developing countries, and it holds that the global economic system is set up in a way that keeps developing countries economically dependent on developed countries, perpetuating inequality and underdevelopment. According to dependency theory, there are "core" and "periphery" regions in the world. Periphery countries are less developed and rely on the core for investment and trade, whereas core countries are industrialized and economically developed. This split produces a situation in which the peripheral nations supply the core with inexpensive labor and raw materials in exchange for capital and manufactured commodities. According to the hypothesis, developing nations' terms of trade gradually worsen. Economic dependency is exacerbated as they import manufactured items and export raw resources, resulting in a decrease in the value of their exports in comparison to the cost of their imports.

3.2. Relevance of Dependency Theory to Kolomentality

The economic exploitation that occurs naturally in trade ties between core and periphery nations is referred to by this term. Developing countries' reliance is strengthened by the fact that they frequently pay more for manufactured goods while receiving lower rates for their raw materials. The term "kolomentality," which was first used by Nigerian musician Fela Kuti, describes a cultural mindset in Nigeria that prioritizes

Western goods and ways of life over indigenous alternatives. This cultural tendency serves as a helpful lens through which to view Nigeria's economic and entrepreneurial difficulties, and it reflects the economic dependencies outlined by Dependency Theory.

3.3. Cultural Reflection of Economic Dependence

3.3.1. Preference for Foreign Goods: A deeper level of economic dependency is shown in Nigeria's pervasive preference for foreign goods. Nigerian consumers tend to think that imported goods are better, even when there are local alternatives. This cultural preference is consistent with the idea of economic reliance in the Dependency Theory, which holds that local industries find it difficult to compete with imported items because of their perceived prestige and quality (Bawa *et al.*, 2020).

3.3.2. Impact on Local Enterprises: The prevalence of foreign goods in Nigeria poses serious problems for local enterprises. Businesses like Aba-made shoe makers and Innoson Motors have had difficulty gaining market share against foreign rivals. Local industries suffer in a market that favors imported goods, a circumstance that is similar to the unequal exchange outlined in Dependency Theory (Balogun, 2020).

3.4. Economic and Industrial Implications

3.4.1. Industrial Decline: Local industries have declined as a result of consumers' preference for imported goods. At first, Nigeria's economy seemed to benefit from the oil boom of the 1970s, but it also encouraged a change in consumer behavior toward imported luxury goods. Local industries' ability to grow and survive has been hampered by this change, which has increased their reliance on imports (Arize, 2023).

3.4.2. Entrepreneurial Difficulties: Many Nigerians have turned to entrepreneurship as a result of the country's high unemployment rates and unstable economy. However, there are major obstacles for entrepreneurs due to the widespread demand for imported items and the absence of support for domestic firms. This dynamic supports the claim made by Dependency Theory that local economic development and entrepreneurial innovation are suppressed by economic dependency (World Bank, 2025).

3.5. Cultural and Social Dimensions

3.5.1. Social Prestige: Kolomentality affects social norms and cultural values in addition to economic ones. Many Nigerians show a predilection for Western ways of living, especially the greater social standing that comes with imported goods and experiences. The wider economic dependence, where indigenous customs are devalued in comparison to imported alternatives, is reflected in this cultural conformity to Western standards (Udonde and Eke 2023).

3.5.2. Impact on Local Heritage: Local customs and products lose value when foreign commodities and lifestyles are preferred. Western alternatives frequently eclipse traditional Nigerian customs and goods, illustrating a cultural aspect of economic reliance that impedes industrial and cultural advancement and sustains underdevelopment (Ubong *et al.*, 2024).

3.6. World Systems Theory and Cultural Theory

3.6.1. World Systems Theory: Sociologist Immanuel Wallerstein's World Systems Theory builds upon Dependency Theory by classifying nations into core, semi-periphery, and peripheral sectors. This theory offers a more comprehensive framework for comprehending Nigeria's economic situation in the global economy. It highlights the global economy's hierarchical structure and the economic disadvantages faced by peripheral nations like Nigeria in a system controlled by core nations. Nigeria's persistent difficulties in the industrial and entrepreneurial sectors can be explained by applying World Systems Theory because of its peripheral location and economic reliance on core nations (Williams, 2024).

3.6.2. Cultural Theory: Cultural theory studies how economic behavior and development are influenced by cultural attitudes and values. By discussing how kolomentality influences local business and molds consumer preferences, it enhances the Dependency Theory. Cultural theory explains why Nigerian customers might favor imported goods over local, high-quality alternatives and how these cultural choices influence the larger economic dynamics that Dependency Theory explains (Geertz, 1973).

A strong framework for comprehending how kolomentality impacts Nigeria's economic and entrepreneurial environment is offered by dependency theory. It draws attention to the cultural preferences and economic dependencies that underpin local industries' underdevelopment and the difficulties Nigerian entrepreneurs face. The analysis is further enhanced by incorporating World Systems Theory and Cultural Theory,

providing a thorough understanding of the relationship between cultural attitudes and economic dependencies. To address these problems and create a more encouraging atmosphere for regional businesses and entrepreneurs, as well as to promote Nigeria's sustainable development, both cultural and economic changes are needed.

4. Empirical Review

Udonde and Eke (2023) empirically investigated the influence of consumer perception on the patronage of made-in-Nigeria fabrics within Uyo, Akwa Ibom State. The primary objective was to evaluate how consumer perceptions, particularly perceived risk and perceived quality, affect consumer purchasing behavior. Employing a survey research design, the study utilized structured questionnaires distributed to a sample of 354 customers selected through accidental sampling, allowing ease of access to participants. Data analysis was conducted using simple linear regression to determine the strength and significance of relationships between variables. Findings indicated a significant positive relationship between consumer perception and patronage, with perceived risk and quality emerging as key determinants influencing purchasing decisions. Based on these insights, the study recommended that fabric vendors prioritize customer feedback and align their offerings with consumer preferences, particularly regarding product origin and quality, to enhance market acceptance and customer loyalty. These findings offer valuable implications for local brand positioning and market competitiveness.

Kilders *et al.*, (2021) empirically investigated the influence of consumer ethnocentrism on food purchasing behavior in Nigeria, an area previously underexplored within the Sub-Saharan African context. The study aimed to determine the prevalence of ethnocentric attitudes among Nigerian consumers, assess how socio-demographic variables influence these tendencies, and examine the role of country image and food safety perceptions in shaping the frequency of purchasing imported food products. A total of 2,250 Nigerian respondents participated in the survey, with data collected using the validated Consumer Ethnocentric Tendencies Scale (CETSCALE). Findings revealed a significant presence of consumer ethnocentrism, particularly influenced by income, education, and concerns about food safety. The impact of ethnocentric attitudes varied by product category and was closely linked to the perceived image of the country of origin. The authors recommended the implementation of clear country-of-origin (COO) labelling and strengthened traceability mechanisms, supported by governmental regulation, to enhance consumer trust and influence buying preferences.

Balogun (2020) conducted a study to analyze the impact of foreign-made goods on the Nigerian economy over ten years (2009–2019). The objective was to examine how the influx of imported goods influences economic performance and consumer behavior in Nigeria. Employing a survey research design, data were collected through structured questionnaires administered to a sample of 272 respondents selected from a population of 850 in Sokoto South Senatorial District, using Taro Yamane's formula. The analysis revealed that the dominance of foreign-made goods has adversely affected the Nigerian economy, contributing to industrial decline and increased dependency on imports. The study concluded that unless proactive policies are adopted, Nigeria risks becoming a dumping ground for foreign products, with long-term economic consequences. Accordingly, the study recommended stricter government restrictions on imports and greater promotion of locally made goods. It also emphasized the need for domestic industries to improve product quality to enhance global competitiveness.

Bawa *et al.*, (2020) investigated the determinants of consumer buying behavior with particular attention to the low patronage of locally made goods in Nigeria, which has contributed to the closure of several manufacturing firms. The study aimed to examine the influence of perceptual variables such as product quality, packaging, and price on consumer attitudes toward purchase decisions. Data were obtained from 119 respondents across Kaduna, Nasarawa, Plateau States, and the Federal Capital Territory using a structured questionnaire. The data analysis, conducted using SPSS version 20.0, revealed that product quality and packaging have a significant positive relationship with consumer purchase decisions. However, price showed a negative correlation, indicating that lower prices are more likely to encourage purchase. The study recommended public sensitization campaigns to enhance confidence in locally made goods and called for policies to restrict imports. It also emphasized the need for manufacturers to adopt quality materials and technologies to boost competitiveness and reduce production costs.

Jack *et al.*, (2016) explored the persistent underdevelopment in Nigeria, attributing it to colonial legacies that entrenched economic dependency and distorted production-consumption structures. The study focused on evaluating Nigeria's trade trends to demonstrate the disarticulation between its export-oriented

production and import-dependent consumption patterns. Grounded in dependency theory, the study adopted a qualitative research approach, relying primarily on secondary data through extensive library research. Content analysis was used in conjunction with descriptive tools such as tables and charts to support key arguments. The findings revealed that Nigeria's colonial economic structure continues to undermine its development, evident in its fragile industrial sector, food insecurity, and dependence on external capital and markets. The study concluded that such economic disarticulation poses significant challenges to national development. It recommended diversification from oil dependency, a renewed focus on rural development, and the promotion of intra-African trade to foster sustainable economic growth within a regional framework.

Epelle (2010) critically examined the impact of colonialism on Nigeria's socio-political and economic structures. Adopting a historical-political economy approach, the study argued that British imperialism entrenched exploitative institutions that undermined indigenous development and entrenched dependency. The work highlighted how colonial policies distorted pre-colonial social formations and economic systems, fostering systemic underdevelopment. It further drew attention to the continuing effects of neo-colonialism, emphasizing that post-independence Nigeria still grapples with external influences that constrain genuine growth. The study concluded by recommending institutional reforms and stronger state mechanisms to combat neo-colonial tendencies and reposition Nigeria on a sustainable development path.

5. Methodology

To investigate the relationship between kolomentality, the preference for imported goods over domestic ones, and its effects on consumer behavior and the growth of entrepreneurship in Nigeria, this study uses a quantitative, cross-sectional survey design. The research uses a structured questionnaire to collect data via an online Google form sent to respondents via WhatsApp and other social media platforms. Nigerian consumers and small company owners, especially those operating product-based enterprises, are part of the target demographic. To guarantee that every person has an equal opportunity to participate, a sample size of 250 respondents was chosen from this larger group using simple random selection, out of which 210 responses were obtained. To guarantee representation across age, gender, education, and geography, stratified sampling was also used.

Demographics, consumer preferences, kolomentality indicators, and the impact on entrepreneurship are the four sections that make up the questionnaire. To gauge their attitudes and actions about local versus international goods, respondents score statements on Likert scales. Both descriptive statistics (frequencies, means, and standard deviations) and inferential statistics, such as regression analysis to look at the predictive impact of kolomentality on entrepreneurial outcomes, Pearson correlation to find relationships between variables, and chi-square tests to evaluate relationships, were used in data analysis. For policymakers and stakeholders looking to support indigenous entrepreneurship in Nigeria, this study intends to offer practical insights by revealing how deeply ingrained attitudes regarding imported goods impact local markets and business sustainability.

6. Results and Discussion

6.1. Introduction

This section presents the analysis of data collected from 210 respondents using a structured questionnaire. It provides both descriptive and inferential statistical insights to address the research objectives:

- 1) To examine the influence of kolomentality on consumer preferences and attitudes toward locally made products in Nigeria.
- 2) To assess the impact of kolomentality on the growth and sustainability of indigenous entrepreneurship and local industries in Nigeria.

6.2. Descriptive Statistics

6.2.1. Demographic Profile

Out of the 210 valid responses:

- ☞ **Age Distribution:** The Majority are between 45–54 years (60) and 25–44 years (80), indicating mature, economically active participants.
- ☞ **Gender:** 128 respondents were male (61%), and 82 were female (39%).
- ☞ **Education:** Most participants held HND/BSc (95) or postgraduate qualifications (62), showing a well-educated sample.

- ☞ **Occupation:** The majority were self-employed entrepreneurs (114), a critical demographic for this study.
- ☞ **Geographic Spread:** Respondents were mostly from the South West (92) and South East (43), ensuring national representation.

The sample is diverse and well-aligned with the study population (entrepreneurs and consumers), supporting reliable generalization within Nigeria.

6.3. Analysis of Research Objectives

6.3.1. Likert Mean Scores

Table 1. Likert mean scores and their interpretation.

Question	Mean score	Interpretation
Q6	4.00	Strong agreement that foreign products are of better quality
Q7	4.23	High belief in social respect from foreign brands
Q8	4.00	Trust in foreign over local products is strong
Q9	3.96	Foreign brands are seen as status symbols
Q10	2.56	Low preference for Nigerian-made products
Q11	2.89	Support for Nigerian businesses is weak/moderate
Q12	3.00	Neutral stance on local product value
Q13	4.44	Strong willingness to choose local if quality is matched

Respondents express strong kolomentality (Q6–9), and while they may *consider* local alternatives (Q13), general support and preference for local products remain weak.

6.4. Inferential Analysis

6.4.1. Chi-Square Test: Kolomentality vs. Preference for Local Products

- ☞ **Variables:** Q6 (foreign quality) vs. Q10 (buying Nigerian-made products).
- ☞ **Observation:** Respondents who *strongly agree* that foreign products are superior also tend to *disagree* with buying local products.
- ☞ **Chi-square Result:** Statistically significant association (χ^2 calculated > critical value at $p < 0.05$).
- ☞ **Decision:** Reject the null hypothesis.
- ☞ **Interpretation:** Kolomentality significantly influences consumer preference against Nigerian-made products.

6.4.2. Pearson Correlation: Kolomentality and Support for Local Business

- ☞ **Variables:** Q6, Q7, Q8 vs. Q11 (supporting local businesses).
- ☞ **Trend:** As agreement with kolomentality indicators increases, support for local businesses decreases.
- ☞ **Result:** Strong negative correlation ($r \approx -0.65$).
- ☞ **Decision:** A significant negative relationship exists.
- ☞ **Interpretation:** The more kolomental the consumer, the less likely they are to support indigenous brands.

6.4.3. Regression Analysis: Kolomentality → Entrepreneurial Growth

- ☞ **Dependent Variable:** Mean of Q14–Q20 (entrepreneurial impact).
- ☞ **Independent Variable:** Mean of Q6–Q9 (kolomentality index).
- ☞ **Finding:** Regression model shows $R^2 \approx 0.52$, indicating that kolomentality explains ~52% of the variance in perceived entrepreneurial challenges.
- ☞ **Decision:** Kolomentality is a significant predictor of perceived barriers to indigenous entrepreneurship.
- ☞ **Interpretation:** The stronger the foreign preference, the greater the perceived difficulty for Nigerian entrepreneurs.



6.5. Discussion of Findings

These results are consistent with past research by Bawa *et al.*, (2020) and Balogun (2020), which showed that support for domestic industries is weakened by ingrained prejudice against imported products. This study supports their findings that kolomentality has a detrimental effect on customer behavior and directly impedes the growth of local entrepreneurs. It's interesting to note that the general belief that foreign = better persists even if many respondents (Q13) would select local options if quality were equal. This

discrepancy between perception and possible conduct offers local businesses a chance to improve their branding, policies, and quality.

6.6. Hypothesis Decision

Table 2. Decision on hypothesis.

Hypothesis	Status	Reason
H ₀₁ : Kolomentality does not influence consumer preferences	 Rejected	Significant chi-square and negative correlation
H ₀₂ : Kolomentality does not affect indigenous entrepreneurship	 Rejected	Regression confirms predictive impact

7. Conclusion, Recommendations, and Suggestions for Further Studies

7.1. Conclusion

The purpose of this study was to look at how consumer behavior and the rise of indigenous entrepreneurship in Nigeria are affected by kolomentality, a culturally embedded preference for imported items. Data were gathered from 210 respondents in a variety of age groups, professions, and geographical areas using a quantitative, cross-sectional survey approach.

The results showed that kolomentality has a big impact on consumer preferences, making many Nigerians believe that foreign goods are better in terms of quality, prestige, and dependability. Even while some people are eager to prefer local alternatives when quality is comparable, this view results in less support for locally produced goods and companies. Furthermore, by restricting local market patronage and strengthening cultural prejudices, kolomentality attitudes were found to have a negative impact on the expansion and sustainability of Nigerian entrepreneurship. According to the study's findings, kolomentality poses a serious obstacle to Nigeria's economic independence and domestic industrial growth, and addressing it calls for changes in both culture and policy.

7.2. Recommendations

In light of the results, the following recommendations are offered:

7.2.1. Consumer Reorientation Campaigns: To change consumer perceptions and highlight the benefits of Nigerian-made goods, the government, media, and influencers should support public awareness initiatives.

7.2.2. Support for Indigenous Brands: Local business owners should get financial assistance, training, and visibility platforms from the government and non-governmental organizations, especially in the areas of packaging and quality improvement.

7.2.3. Government Patronage: The Government of Nigeria, at all levels, should lead by example by actively patronizing locally made products. This includes the purchase and use of locally manufactured automobiles, garments, shoes, and other goods. A notable example is former Ghanaian President Jerry Rawlings, who consistently promoted local products, most notably Ghanaian Ankara, which has since gained international recognition.

7.2.4. Education and Curriculum Reform: To combat colonial mindsets early on, educational institutions should incorporate curricula that highlight entrepreneurship, local creativity, and patriotism.

7.2.5. Policy Incentives: Provide tax exemptions or certification benefits to customers and companies that actively support or buy locally produced goods.

7.2.6. Quality Assurance and Standardization: To close the quality gap that feeds kolomentality bias, local producers must concentrate on achieving and surpassing international standards.

7.3. Suggestions for Further Studies

Future researchers can build on this work by:

- ☞ Investigating the psychological underpinnings of kolomentality and its social reinforcement through qualitative research methods like focus groups or interviews.
- ☞ Examine kolomentality in particular industries (fashion, technology, food, etc.) to see how it impacts various sectors.

- ☞ Look at how influencer culture and digital marketing can either support or contradict kolomentality preferences.
- ☞ To determine whether educational or public policy changes can eventually lower kolomentality attitudes, do a longitudinal study.

Declarations

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Author Contribution: The study's conception, literature evaluation, methodology, data collection, analysis, and interpretation were all done by the author, Bello, Sunday Ade. In addition, he wrote and edited the manuscript, guaranteeing its uniqueness and intellectual integrity. The author performed all duties individually, including statistical analysis, policy recommendations, and theoretical framework.

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Questionnaire on Kolomentality, Consumer Preferences, and Indigenous Entrepreneurship in Nigeria

Dear Participant,

You are invited to participate in a research study on how *kolomentality* (preference for foreign products) influences consumer preferences and the sustainability of local entrepreneurship in Nigeria. Your responses will be kept confidential and used solely for academic purposes. Completing this questionnaire should take approximately 10–15 minutes.

Consent

Please tick the box to indicate your consent:

☐ I have read the information above and voluntarily agree to participate in this study.

Section A: Sociodemographic Information

Please tick the appropriate boxes.

1. Age

☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55 and above

2. Gender

☐ Male ☐ Female ☐ Other ☐ Prefer not to say

3. Highest Educational Qualification

☐ No formal education ☐ Primary ☐ Secondary
☐ Diploma/OND ☐ Bachelor's ☐ Postgraduate

4. Occupation

☐ Student ☐ Employed ☐ Self-employed/entrepreneur ☐ Unemployed
☐ Other: _____

5. Region

☐ North Central ☐ North East ☐ North West ☐ South East
☐ South South ☐ South West

Section B: Consumer Preferences and Kolomentality

Please tick the option that best reflects your opinion for each statement:

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
6. I believe foreign products are generally better in quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I feel more respected when I use foreign-branded products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I trust foreign goods more than locally made ones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I consider foreign brands as a status symbol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I prefer to buy Nigerian-made products when available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I support Nigerian businesses by purchasing their products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Local products offer good value for money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I choose local over foreign products if the quality is similar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section C: Impact on Indigenous Entrepreneurship

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
14. Local businesses struggle because of a preference for foreign goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Kolomentality discourages support for indigenous brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Kolomentality limits the success of Nigerian entrepreneurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Supporting local products helps Nigerian businesses grow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Preference for foreign goods hinders local industries from scaling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Promoting local products will benefit Nigeria's economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Entrepreneurs would thrive more if consumers preferred local products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank You!