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Globalization, Transportation and Marketing of Goods Made in Africa: The New Paradigm

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Abstract: Globalization has brought compelling changes to the world transport systems and ways through which domestic goods are marketed. The main objective of this research is to determine the effect of globalization and transport mode on the marketing of goods made in Africa and the difference in consumer choice for imported products and domestic goods. A 10-item validated structured questionnaire was administered to 300 civil servants of selected parastatals from five states in Nigeria. The feedback statistics showed that a total number of 280 (93.3%) questionnaires were retrieved and 20 (6.7%) were rejected. The results obtained were subjected to analytical procedures of correlation and multiple regression. The study used clothing as research sample to test the effect of globalization and transportation mode on consumer preference for imports over local products and vice-versa. It was found that globalization and chosen transportation mode have a significant effect on marketing of goods made in Africa and on consumer preference. The resultant effects were numerous including capital flight, development of new markets, transport-induced costs, etc. The study recommends governments in Africa to re-orient the African population to appreciate and patronize domestic goods, and implement appropriate modern transportation systems, and ICT tools to promote domestic goods.

Key words: Globalization, global market, domestic goods, imports, new paradigm, Africa

1. Introduction

Globalization has undoubtedly brought a new paradigm and compelling changes to existing philosophies, belief, and practices of people of diverse races, tribes and nations in the world. The basic philosophy of globalization is to turn the world into a single empire [1]. It is also obvious that with the advent of innovations in transportation and telecommunication systems, the world is becoming a global village. For instance, [2] assert that the world is shifting from self-contained national economies by removing barriers to cross-border trade and investments. This is done by connecting distance, time zones, homogenized languages and national differences, cultures and business systems through technological, economic, educational and political globalization. The world is shrinking due to advances in transportation and telecommunication technologies, cultures are becoming similar (if not identical), economies are becoming more interdependent, and national economies are being integrated into a globalized system.

In a related study, [3] identified four basic aspects of globalization, which include trade and transactions, flow of capital and investments, people's migration and dissemination of knowledge across nations of the world. According to [4], globalization processes are influenced by business, economic, social-cultural resources and even the natural environment. Similarly, [5] also supports the claim that the degradation of the physical environment in African continent is caused by the activities related to globalization. However, [6] believes that acculturation enriches human knowledge, harmonizes relationships and interaction among people of different countries. From this perspective, globalization is not a negative phenomenon. However, globalization is also considered to be a process of strategically positioning Western cultures in the hearts of the Africans, an act of introducing the capitalist ideology to the world and inferiorizing African goods and culture. This is a competitive strategy since Western and African cultures are competitors with imbalanced bargaining powers in favour of the West [7].

The new paradigm is causing ripples across nations in the world, especially in Africa, which is a consumer continent. Overall, [7] concludes that global culture has reduced the wealth of African countries. The importation of new political process and democratic governance system are eroding and destroying the age-old cultures, political structures and governments in Africa. In another study, [8] opines that globalization leads to free movement of products, services, capital, people, information and technologies across economic and political borders worldwide. The authors also argue that social polarization, cultural status and economic structures are expanding to the extreme due to effects of globalization. In this respect, [9] sees the concept of social polarization as working against the cultural status in Africa. The choice of consumption of goods made in Africa seems to be affected by the actions and processes of globalization (global market, transportation, information and communication technology – ICT).

This study presents a different perspective of investigating the general effects of globalization and transportation on African cultures [5,6].

1.1 Specification of the Problem

Globalization processes and activities of globalization facilitate the marketing and promotion of products/services produced by Western countries (developed countries) and imported to Africa. The use of means of transportation and telecommunication enables expanding the Western economies across the globe. Consequently, it turns out to be influencing the cultures of Africa in the areas of making consumption decisions on which type of product to buy and consume in favour of Western products in comparison with goods manufactured in Africa and services provided by the Africans.

The Africans tend to prefer imported goods over domestic products. The notion of self-esteem seems to be connected with a person wearing white people´s clothes – suit, jeans, T-shirts, wedding and night gowns, etc. and eat European meals - indomie, spaghetti, takeaway rice; in ShopRite and in modern restaurants, they even speak the Queen's English. Does this confirm the views of some scholars that American culture is changing or even replacing the cultures of the Africans? The study submitted thus examines the effect of globalization and transportation on marketing of goods made in Africa: the new paradigm.

1.2 Objectives of the Study

i. To examine the effect of global market and transportation mode on marketing of goods made in Africa

ii To determine the effect of ICTs on choosing between imported goods and goods made in Africa

1.3 Research Hypothesis

Ho_1 : Global market and transportation mode has no significant effect on marketing of products made in Africa

Ho_2 : ICTs have no significant effect on choosing between imported goods and goods made in Africa

1.4 Literature Review

This section reviews relevant literature on the issue covering conceptual review, theoretical review and empirical review.

1.4.1 Conceptual Review of Globalization, Global Economy and Global Market

The concept of global village re-emerged due to constant creative destruction and innovations in information and communication technologies. Globalization has caused an undeniable shift from the usual practices – economic, political, cultural etc. to hybridization and homogenization of cultures and practices [2,5,10]. The effect of globalization is reflected in the homogenization of languages, marriages, dressing, behaviour, lifestyles, economic practices and cultures of diverse countries and regions in the world. The World Bank defines global culture or global economy as capitalism with infinite boundaries [11]. According to Appradurai's thesis, globalization perceives the world as an empire without an emperor – transnational cultural space and practices not associated with any national society. This economic fantasy has resulted in a disconnection between culture and economics, culture and politics [10,11].

Globalization is a process of creating a global economy not situated in a defined place. The global economy is regulated, controlled and managed by the drivers of globalization- transportation network, information and communication systems, bilateral and multilateral relationships and agreements, international trade and investments among nations of the world. The global economy involves combined economic interactions within and among communities of individual countries. Economic interactions in this context include international trade of goods and services, international flow of financial capital, investment made by multinational corporations and migration of people across national borders.

Is there any difference between a global market and a global economy? Based on cursory assessment, the characteristics of global economy are the same as those of the global market. In fact, the global economy and the global market are functions of semantics. The interactions and exchanges in the form of international trade, investments, people's migration and dissemination of information lead to the global market. Therefore, the global economy or global market creates the linkages between nations and regions that shape the world´s economic relationships and systems [10]. The global market is built to create opportunities, diversity, awareness, innovations, knowledge, and relationships that increase standard of living in a stabilized world. However, the formation and structure of this global economy or market are imbalanced. In their work, [13] revealed that the global economy has not brought the expected benefits to African nations. Rather, it has created global inequality and structural differences and gaps among the economies of the world [14]. According to [15], the financial market (bank and capital markets) is undergoing a radical revolution. That means that the financial environment is experiencing internationalization – global economic pressure for reforms. These are initiatives of the World Bank and the International Monetary Fund, IMF – the drivers of globalization. One such initiative that has failed

to provide the desired results for African countries is the Structural Adjustment Programme (SAP). Furthermore, [13] argue that these measures were formulated to protect and promote Western interests in Africa.

1.4.1.1 Transportation and the Global Market

The global market is fostered by global transportation systems [12]. The innovations in technologies have led to manufacturing of cargo airplanes, ships and trains that transport goods in large quantities from one destination to another. Airports and shipping are interconnected through the effects of globalization and global market. Globalization and technologies have made travelling from one country to another easier. Thanks to modern transportation networks and technologies, travellers can travel / cross the world in a few hours. Available markets and products seep into public consciousness through telecommunication networks. Trade and investments between two or more countries are dependent on these global networks. There is thus a specific relationship existing between the global market and global transportation networks, which are drivers of globalization. Export and import trade across countries are enhanced through the establishment of ports - seaports and airports as means of transportation of goods and persons.

Ports are considered to be the gateways for international trade [29,30]. Global transportation networks are tools for people's migration. The Africans migrate to Europe through the global transport networks established between countries. Investments in road networks, airports and seaports enhance international trade, economic growth and development of nations. They also contribute to the growth to global economy. It has been observed that investments in the transportation sector create employment opportunities for the jobless, improve local markets, decongest the ports, and increase revenue generation [29, 30]. There are diverse investment portfolios in the transport sector. The construction of port terminals, railways, roads, building of new seaports, and ancillary projects facilitate the exchange of goods and services in the global market. It follows that the modern transport systems energize the global market as a driver of globalization. What is more, previous obstacles to international trade have been removed by investments in global transport [2].

1.4.2 Empirical Review

Researchers hold different views on the effect of globalization and transportation modes on consumer preferences for domestic goods, some of which are presented below:

Studies in Africa have shown a biased preference for goods made in Africa – established “Rules of Origin for Enhanced Intra-African Trade [16]. In an effort to promote goods made in Africa, 44 member states of the African Union met in Kigali in March, 2018 to set out measures to achieve this goal. One of the objectives is to build on existing work on the trade-industrialization nexus in Africa in response to the effects of globalization.

A study aimed at examining globalization in Africa was conducted in Nairobi, Kenya [13]. The authors conducted a survey to compare empirical studies as a tool to test their arguments. The results show that globalization is a topical issue in the economies of sub-Saharan Africa. It shall be noted that the unfavourable outcomes of structural adjustment programmes sponsored by IMF and the World Bank are measures to promote Western interests in Africa. It was also found that globalization has minimal benefit for African economies. Based on these findings, appropriate fiscal policy measures were proposed to actualize the benefits of globalization. Some authors believe that consumer preference for

imported goods over domestic goods shows that globalization has integrated various markets of the world [17]. The study confirms that globalization has had a significant effect on consumer preference of imported goods over local goods. However, average citizens find it difficult to differentiate imported goods from local goods in pharmaceutical stores in India. The author [18] confirms the statement that globalization is the inexorable integration of markets, nations (states) and technologies. [2] sees globalization as the integration of interdependent global economy. [14] investigate the impact of globalization on African countries. The study was conducted in China and used the KOF Globalization Index with a bias on African countries. According to the study, the concept of globalization was not new to researchers. The authors argued that the despite the prior promises of globalization, its benefits have not been universal and rather increased global inequality and structural gaps among economies of the world. The losses incurred due to globalization are higher when a survey-based approach is used. The study recommended that African governments should design socio-economic and socio-political policies to counter-balance the low economies status based on the inevitable trend of globalization.

[19] examine globalization and development in sub-Saharan Africa. The study found that the expected gains from international trade were limited, and there were adverse consequences for African economies. The restriction of foreign direct investments to the extraction of mineral resources and continued capital flight had reduced financial resources available for productive investments in subSaharan Africa. Prospects for economic development have been undermined by global competitive forces and premature trade liberalization. The paper recommended the African governments to implement reforms in order to enhance sustainable development of the region. Members of the international community should also provide financial support and policy space for African governments to consolidate these economic reforms.

[20] examine the impact of globalization on consumer behaviour in the Lubuskie province. The study acknowledges the concept of individualism in the global economy. The new concept of individualism pursues separate identity, peculiar behaviour, tastes, and consumption patterns. The study uses a survey design with a sample of 285 respondents. The results showed that consumers tend to appreciate novelty products as soon as they are available in the market. Also, individualism tendency is a product of globalization, allowing consumers to be provided a wide range of options.

In China, [21] conducted a study on globalization and culture perspective in Chinese retail market. The authors stated that the behaviour of consumers is becoming heterogeneous due to the dynamics in cultures and effects of globalization. The study applies Hofstede's framework of individual culture with materialistic effect to understand consumer behaviour in a processed food market. The results of multivariate covariance-based structure equation modelling showed that individual materialistic values are major determinants of consumer buying behaviour in the global economy. The study recommended that food processing retail market should focus on individual cultural values to promote sales.

A study of globalization and transport mode indicators conducted by [22] investigated globalization drivers on consumer likeness using a questionnaire survey distributed to 350 respondents across seven countries. The paper chose satisfaction, technology, price, quality and marketing variables to test consumer likeliness for chocolate. The study results showed that likeliness exists in consumer buying behaviour, and that satisfaction, technology, marketing and quality have significant impact on consumer's likeliness.

The study of globalization and income distribution in Pakistan was conducted by [23]. The study used econometric time series approach for the period 1972-2005.The results showed that opening up of

the economy into the international market (globalization) has a positive effect on the income distribution. The study concluded that to ensure sustained volume of trade, negative trade balance should be controlled by the government.

Globalization, transportation and culture may also affect purchase behaviour [24]. The study administered questionnaire to 250 respondents. Independent sample t-test was used to analysed the data obtained. The results showed that consumer culture is affected by globalization. It also revealed that young consumers with high income (especially females) are more influenced by the activities related to the globalization.

A cross-sectional design and questionnaire were used to examine the determinants of consumer attitudes towards imported products in Tanzania to obtain data [25]. A sample of 200 respondents was used for the purposes of the study. The findings showed that consumer attitudes towards imported products were influenced by the sense of pride, advertising and marketing, local market destructions by import, brand name, group reference and lack of local substitutes for imported goods. The study recommended the use of promotion, labelling and brand name as strategies to attract local consumers to purchase domestic goods.

2. Data and Methods

The research methods used in this paper are Census and Sampling Techniques, which represent a primary method of data collection using questionnaire survey administered to selected respondents to obtain feedback. The results are then subjected to defined analytical procedures and interpretations. This research was conducted between 1 February 2021 and 30 September 2021 and the respondents were the civil servants in the thirty-six states of Nigeria, out of which a representative sample of five states were selected in accordance with [31]. The research sample included five states with the highest number of civil servants.

The study was conducted in selected secretariats where the majority of civil servants work in the capitals of five states (Delta, Edo, Rivers, Bayelsa and Cross-Rivers) in Southern Nigeria. Civil servants were selected as a sample of respondents because they are assumed to have knowledge necessary for answering the questionnaire. Primary data were collected from 300 respondents through census and sampling technique. The census sampling method enabled the researchers to distribute questionnaire to the first sample of 60 civil servants in selected State Secretariats. It means that 60 sets of questionnaires were distributed to each of the five selected secretariats. Out of the 300 sets of questionnaires administered, a total number of 280 (93.3%) responses were retrieved and 20 (6.7%) were rejected. The analytical tools used were correlation and multiple regression analyses.

2.1 Theoretical Review of the Network Society Theory

The study is based on the Network Society Theory proposed by [26] and reviewed by [27]. The Network Society Theory has some common features with the World system and the Global capitalist system and its dynamics. It is not the logic of capitalist development but that of technological change identifying myriad of processes referred to as globalization. These processes were emphasized by Manual Castells' ground breaking trilogy - the Rise of the Network Society in 1996, 1997 and 1998. Castells linked the notion of globalization to the new age of information. In his analysis, two separate processes lead to the rise of the Network Society in the twentieth century. First, the development of new information technology - computers and internet connectivity captured as the new technological paradigm. The

second was capitalism retooling using the power of technology to establish in a new system of information capitalism. He refers to this era of information technology as the 'New Economy' [27].

The need for interconnecting business, transport and trade or transnational activities in sports, education and religion supported the Network Society Theory in this study.

2.2 Model Specification

The key variables of interest in this study include Globalization and Transportation (GLZT), Information and Communication Technology growth (ICT), African made goods (AMG) [18]. Hence,

$$GLZT = \alpha_0 + \alpha_1 AMG + U_t \,, \quad [1]$$

$$GLZT = \alpha_0 + \alpha_1 AMG + \alpha_2 ICT + U_t \,, \quad [2]$$

where: *GLZT* is Globalization and Transportation

AMG is African Made Goods (measured in units)

ICT is Information and Communication Technology (measured in units of investments)

The above two models, each representing one objective, will be tested using correlation and multiple regression econometric tools of ANOVA from the results of the field survey through administered questionnaires.

3. Results

Table 1 Correlation Matrix of the Dimensions of Globalization, Transportation and Marketing goods. Source: [28]

	Global Market and transport network	ICTs	AMG (African Made Goods)
Global market and Transport network	1		
ICTs	.384**	1	
AMG (African Made Goods)	.456**	.495**	1

** Correlation is significant at the 0.01 level (2-tailed)

The correlation matrix analysis presented in Table 1 above shows that global market displays positive correlation with ICTs (r=384**, p< 0.01), AMG (r=456**, p<0.01). Similarly, ICTs show a significant positive correlation with global market and transport network, and African Made Goods.

Table 2 Multiple Regression Analysis of Globalization and Transportation of marketing goods made in Africa. Source: [28]

model	Unstandardized coefficients B	sta. error	Standardized coefficient beta	T	Sig.
(constant)	8.577	1.702		5.458	.653
1 global market and transport network	.125	.087	.137	1.430	.007
ICTs	.156	.088	.171	1.711	.009

a. dependent variable: AMG

Table 2 shows that the p-value for the global market and transport network (0.007) is less than 0.05. Similarly, ICT p-value (0.009) is less than 0.05. This means that both independent variables (global market and transport network, and ICTs) are a significant predictor of the dependent variable (AMG).

Table 3 ANOVA. Source: [28]

model	Sum of squares	df	Mean square	F	Sig.
Regression	66.067	4	22.354	7.042	.000b
1 Residual	354.637	132	2.913		
Total	420.704	136			

a. dependent variable: made in Africa

b. predictors: (constants), global market and transport network, ICTs

Table 3 shows that the p-value for the F-statistics (0.000) is less than 0.05. This means that at least one of the independent variables (global market and transport network, ICTs) is a significant predictor of the dependent variable (AMG).

Table 4 Model summary. Source: [28]

model	R	R. square	Adj.R square	Std. error of the estimate
1	.402[a]	.163	.143	1.7903

b. predictors: (constant), global market and transport network, ICTs

Table 4 also showed that the extent the predictors of globalization and transportation caused a change in consumption patterns and preference for goods made in Africa. The R-squared value of 16.3 % brought about the change in the preference for imported goods over goods manufactured in Africa. The large shortfall (84.7) is due to other factors not measured in the study. Therefore, there is a need for further research on those potential factors.

4. Discussion of Results

The study focused on the globalization, transportation and marketing goods made in Africa - the new paradigm. The result of the correlation analysis (Table 1) of all indicators of globalization transportation and marketing products made in African showed positive values of correlation coefficients between the variables. This confirms the appropriateness of dimensions and measures of marketing of products made in Africa. The results of the multiple regression analysis (Table 2) confirmed the impact of globalization and transport network on marketing goods made in Africa. The two constructs of globalization and transport network affect marketing of products (goods) made in Africa: global market (B= .137, P < 0.01), ICTs (B= .171, P< 0.01) represent statistically significant effects on goods made in Africa.

The results confirmed the test results of H_1, which indicates that there is a statistically significant effect of global market/ transportation on marketing of domestic goods in Africa (p(cal) 0.007<p(crit) 0.05). These findings are in line with the studies by [17,18,2], according to which globalization and transport network has integrated various markets of independent countries and affected consumer preference for goods. However, average citizens cannot differentiate between imports and domestic products in pharmaceutical stores. In general, [19] argue that the gains expected from international trades were limited and have adverse consequence on African economies. [14] state that global market has caused global imbalance among economies of the world. This is confirmed by [13].

Similarly, the results of the H_2 test indicate that globalization (ICTs) has a significant effect on the preference of imports or local products made in Africa (p (cal) 0.009<p(crit)0.05). These findings are supported by [17,21,22] and indicate that the activities of globalization and transport network influence

consumer preference for imported goods over domestic products in Africa. [13] argue that outcomes from the Structural Adjustment Programme, SAP, were aimed at promoting Western interests over African economies. [19] state that globalization has created global competition, transport network and market disadvantageous to African nations. This was implemented through educational, economic, and technological globalization and accelerated by colonization and imperialism.

5. Conclusion

Based on the findings, the study concludes that marketing of goods made in Africa is affected by drivers of globalization (global market, transportation networks, ICTs). According to the findings of the study, globalization created global markets and modern transportation systems that favoured Western economies. It can also be noted that the policies of globalization and liberalization have not produced the expected gains for African nations. Global transportation networks facilitated export and import across the globe.

The study found that globalization has influenced the different preference of imported goods and local products made in Africa. Similarly, it was found that consumers prefer buying imported goods to domestic goods in Africa. This preference in favour of Western countries is reinforced by the effective use of quality and branding, transportation, information and communication technologies.

5.1 Recommendations

There is need to use modern transportation, information and communication technologies to promote domestic products in the global market, and the need to improve the quality, packaging and branding of domestic goods to reach international standards.

The study also recommends that the Africans should re-orient themselves to appreciate and patronize goods made in Africa. This will help to reduce the amount of capital flight and create job opportunities for the growing and teeming young population in Africa.

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