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THEORY OF PLANNED BEHAVIOUR AND BAKERS PURCHASE INTENTION OF DOMESTICALLY GROWN WHEAT FLOUR IN NIGERIA.

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ABSTRACT

In the bakery industry, it has not been fully established how the theory of planned behaviour influence bakers purchase and usage of flour from domestically grown wheat in Nigeria. The objective of the study was to investigate how attitude, subjective norm, and perceived behavioural control influences bakers purchase intention of domestically grown wheat flour in Nigeria. Descriptive research designs were adopted to solicit data from respondents. The population were registered bakers in south east Nigeria and sample size was determined using Taro Yamane formula which gave 312. The descriptive statistics was used for bio-data analysis while Multiple Linear Regressions was applied to test hypotheses with the aid of (SPSS) 23. The findings show that attitude and subjective norm has a significant positive influence on bakers purchase intention of flour from domestically grown wheat in Nigeria while perceived behavioural control do not have positive influence on bakers purchase intention. We recommend that Nigerian government should support local farmers to ensure the availability of local wheat to enable bakers to continue patronizing Nigerian grown wheat.

Keywords: Attitude, Perceived Behavioural Control, Subjective Norm, Purchase Intention, Domestic, Wheat

1. INTRODUCTION

The application of the theory of planned behaviour (TPB) to predict and understand how individuals behave the way they do is still a debatable issue. TPB is among the sustained social psychological theories with tendency to predict human behaviour. TPB is an offshoot of The Theory of Reasoned Action (TRA) developed by Ajzen and Fishben (1975) which introduced the construct Perceived Behavioural Control (PBC). The fundamental assertion is that behavioural choices are as a consequence of a reasoned process influenced by attitudes, subjective norms and perceived behaviour control (Smith et al., 2007). These variables influence the behaviour largely because of behavioural intention. TPB advocate that the major elements that influence individual's behaviour are the stage of person's motivation to wish towards obsession, this propensity is what shape actions. Again, Intention on its own is shaped from motivation that influence a behaviour, whereas behaviour is determined on how much the individual desires to do an act or doing something that represents one's aspiration, the link on these three elements forms individual's behaviour towards a particular issue, beginning from sensitivity towards an act, subsequently developing concern that can be perceived from the wish to perform an act that is determined by green issue and an action on what is discussed. Ajzen (1991) identified three major dimensions that determine the development of individual actions; attitude, subjective norm and perceived behavioural control. These TPB elements can predict the tendency of an individual action. Attitude towards behaviour is seen as the stage of preference for good or bad of an individual performing an act. The higher a person appreciates an act, the higher the person will perform confidently towards the act and repeatedly, however, the higher someone detest an act, the lesser the propensity to understand or acquire it. Subjective norm is an external factor that manipulates individual's attitude towards a substance. Perceived behavioural control is described as insight of the point of complexity and simplicity in determining actions. Arguably, the theory of planned behaviour affirm that positive attitude

towards an act that is being resolved and the lesser one's reliance on the force of the situation and the higher the capacity to manage what is discussed, the higher the tendency to perform action base on logical reflection.

Wheat (*Triticum aestivum*) is an essential industrial and food grain. It ranks second amongst the most major cereal crops in the globe, after rice (Najafi, 2014). As a staple food, wheat is consumed in different ways in basically every home, restaurants and hotels all over the country. In addition, wheat is the main raw material in the Nigeria flour mills. The flour produced from wheat is used for production of bread, confectionaries, biscuits and other snacks. Nigeria is the most populous nation in Africa. It comprise about half of West Africa's population and has a population of about 178.5 million people (World Bank, 2015). Agriculture contributes about 42% of gross domestic product (GDP) in Nigeria (First Securities Discount House, Nigeria economic outlook, 2013-2017), providing employment to about 70% of the labour force (International Fund for Agricultural Development, 2012), accounting for over 70% of the non-oil exports and most importantly, providing over 80% of the food needs of the country (Ahmed, 2014; Adegboye, 2004).

Federal Government of Nigeria in an attempt to make Nigeria self-sufficient in wheat production has put in place several measures to achieve such. These measures include launching of several agricultural programmes and establishing several institutes aimed at motivating the interest in domestic production of wheat. Some of the agricultural programmes were the National Cereal Research Institute (NCRI) in 1974, National Seed Service (NSS) in 1975, Operation Feed the Nation (OFN) in 1976, Agricultural Development Projects (ADP) (1975), National Grain Production Programmes (NGPP) and Accelerated Wheat Production Programme (AWPP), etc. Furthermore, the federal government of Nigeria, at different times, raised the tariff on wheat importation in order to protect local producers against massive imports of wheat.

However, stiff competition among brands has become more complicated as the number of foreign brands increase. Consequently, many imported wheat compete with domestically or local grown wheat and this is more common in developing economy such as Nigeria. Research into the underlying psychological reasons that drive purchase decisions is worthy of investigation, as this can help understand why consumers in developing countries choose to purchase foreign products. Further insight into consumers' purchasing intentions can help improve the strategic positioning of the local products.

The term domestic or local has diverse definitions, and research has revealed that consumers attach different meaning in explaining what domestic or local means to them on the bases of where they live and the types of foods available to them (Roper, Rumble, Ma, & Irani, 2015). Based on consumers' locations, a certain products may or may not be grown in their state or region; though, consumers are eager to expand their definition of "domestic or local" to include the closest accessible area to purchase the product (Roper et al., 2015). Trivette (2015) added that domestic or local could further be defined by physical location and personal connection.

Consumers these days have many alternatives of the same products, each with specific features to satisfy different preferences of each individual. What precisely influences consumers' purchase decisions is what motivated the study of consumer behaviour; it is important to understand what consumers want in a product and what factors influence them to purchase a product.

In the Nigeria context, minute or no significant study has been undertaken to explore the influence of the theory of planned behaviour on bakers purchase intention of flour from domestically grown wheat in spite of the current boost on domestic wheat production in Nigeria and the government concentration in the direction of home grown wheat and usage in flour mills within the country, consequently, a major inquisition query emanate, whether the theory of planned behaviour influences bakers purchase intention of flour from domestically grown wheat. It is anticipated that the inquisition query will offer indebt insight of the baker's buying behaviour holistically and may perhaps be used as a direction to develop national usage of home grown wheat flour amongst bakers.

From the above premise, the following questions arise: Do TPB influence bakers purchase intention of domestically grown wheat flour in Nigeria? The objectives of the study are;

1) To ascertain the influence of attitude on bakers' purchase intention of domestically grown wheat flour in Nigeria.
2) To investigate how subjective norm influence bakers' purchase intention of domestically grown wheat flour in Nigeria.
3) To examine the influence of perceived behavioural control on bakers' purchase intention of domestically grown wheat flour in Nigeria.

2. LITERATURE REVIEW

Theory of Planned Behaviour

Theory of planned behaviour remains essential social cognitive model that tends to elucidate discrepancy in consumer actions (Ajzen, 1991). According to Ajzen (1991) behavioural intentions can be seen as the factor that articulates the motivation of individuals to carry out a particular action. TPB is a theory that determines and predicts intention in the consumer actions. TPB was propounded by Ajzen (1991) which was the extension of the Theory of Reasoned Action (TRA) (Ajzen 1985 1991). This theory establishes that an attitude towards the actions, subjective norms, and perceived behavioural control sway buying intention. The Theory of Planned Behaviour explains that, the consumers' intention to execute their actions determines his or her performance of definite actions (Alam & Sayuti 2011). TPB over the years has been used to study safety related behaviours for instance motorcyclists using helmets (Ali, et. al., 2011), and occupational health-related actions (Colemont and Van den Broucke, 2008). Earlier studies have revealed that TPB present an outstanding model to discover indicators of intention to purchase local products for instance, environmentally friendly vehicles (Afroz et al., 2015; Emsenhuber 2012; Moons & De Pelsmacker 2012), and determinants of Halal purchase intention (Afendi et al., 2014). Ajzen, (1991) discovered that TPB is appropriate to give details on behaviour which necessitate planning, such as private enterprise. In this study, the authors are more concerned on baker's intention to purchase and use domestically grown wheat flour for bread production in Nigeria. It intends to investigate how TPB components influence bakers purchase intention of domestically grown wheat flour in Nigeria.

Attitude

Attitude is an action that is habitually carried out by individual, on the premise of their viewpoint to implement the certain behaviour (Ajzen 1991). Attitude is also the assessment of performance a particular action concerning the mind-set on action, such as acquiring goods and services (Blackwell et al., 2006). Furthermore, attitude facilitates the prediction of consumer actions towards purchase intention. In addition, attitude directs the consumer potential actions for consumption and improves the relationship if they had the knowledge (Glasman & Albarracín 2006). Attitude is seen as a vital component in manipulating consumer intention in purchasing local products for the reason that individuals with high positive attitudes seem to comprise better reason to purchase local products. The discovery above confirmed that strengthen Ajzen (1991) attitude is an essential component in interpreting and explaining individual actions. Intention replicates potential action. According to Alam and Sayuti, (2011) there is a considerable and positive relationship between attitude and intentions to purchase local products. The research further shows that theory of planned behaviour model can explain 29.1 percent of the difference in the intentions to purchase local products. Attitude is believed to have a direct relationship with intention behaviour (Afendi et al., 2014). We therefore predict that attitude will have a significant positive influence on bakers purchase intention of domestically grown with flour. To this end, we hypothesis that;

$H_{1.}$ Attitude has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.

Subjective Norms

Subjective norms one of the components of the Theory of Planned Behaviour which refers to the pressure from family and friends to perform an action (Ajzen 1991). It is also the perceived social forces that persuade consumers to take actions in a particular way (Alam & Sayuti, 2011). Subjective norms can also be seen as group or environmental force that impinges on individual whether to exhibit a particular action (Ajzen, 1991). Chang, (1998), Shimp and Kavas, (1984), and Vallerand et al., (1992) in their study discovered a significant relationship between subjective norms and intention. Lada et al. (2009) sustained that subjective norm also positively influence intention. Subjective norm performs an essential function where relatives, friends and associates are person's vital referral point (Afendi et. al., 2014). Previous researches have shown that social pressure from relatives and friends has consequence on purchasing intentions (Kelkel 2015; Moons & De Pelsmacker 2012). Also Kassim, et al., (2016) pointedly enumerated the significance of mass media and external communication in influencing intention towards a product, which can be measured as part of social norms. Moons & De Pelsmacker, (2012) believe that consumers varies in attitude towards purchase intention of local products, where attitudes and subjective norm perform significant responsibility to execute intention (Lada, et. al., 2009). Several, studies have found considerable affiliation between subjective norms and purchase intention, for example in Islamic takaful products (Md Husin & Ab Rahman 2016); positive relationship for subjective norms and purchase intention for halal products (Lada, Tanakinjal & Amin 2009). Consequently subjective norms have been proven to be a strong factor that could affect consumer purchase intention. Base on the foregoing, it is expected that subjective norm will positively in influence bakers purchase intention of domestically grown wheat flour. The hypothesis is formulated thus,

$H_{2.}$ Subjective norm has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.

Perceived Behavioural Control

Perceived behavioural control can be seen as the component that may impinge on the performance of action (Azjen, 1991) which may be classified into two parts. One is self-efficacy which can be explained as individual's personal assurance in his or her capacity to execute an action. The second part, known as facilitating condition, which means the presence of resources that is required to employ in an action (Tan and Teo, 2000). PBC is also seen as complexity in executing an action (Ajzen 1991). A number of studies have attempted to explain the relationship between perceived behaviour control and purchase intention (Gopi & Ramayah, 2007; Kim & Chung, 2011). Alam and Sayuti, (2011) did not found perceived behavioural control as vital predictor on behavioural intention of purchasing local product. While Kim and Chung, (201l) established that perceived behavioural control is a vital determinant that

influences intention. The study also validate that perceived behavioural control has a positive relationship which states that the larger impact of control in explaining inconsistency in behaviour is not strange. The higher the individuals thinks it is under his control to make decision on buying local products, the higher possible the willingness to perform the action. (Afendi et al., 2014). The perception regarding how complicated it is to carry out the given action is a matter of cheaper and presence of that local product (Ajzen, 1991). Ajzen, (1991) acknowledged that perceived behavioural control is controlled by individual's attitude about the influence of both situational and internal factors to make possible the performing of the action. Hence perceived behavioural control that relates to impediment has surmounted and assists to develop the important relationship with purchase intention. It is believed that perceived behavioural control will positively influence bakers purchase intention of domestically grown wheat flour. We therefore hypothesis that:

H_3. Perceived Behavioural Control has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.

Purchase Intention

Purchase intention is one of the behavioural variables in marketing studies that give details in consumer decision making process (Khalid et al. 2017). Sun et al. (2014), believe that cultures and subcultures in consumption behaviour have control on consumer's purchase intention. Intentions will not be portray as an attitudes (Khalid et al. 2017). Consequently, intention can be expressed as, "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour" (Eagly & Chaiken 1995). Therefore, intention is acknowledged as a determination to perform an action of purchase (Schiffman & Kanuk 2010). Purchase intention is performed when the product is equivalence with the consumer personal-image or thinks themselves (Khalid et al. 2018). Accordingly, purchasing domestically grown wheat mirror their ethnocentrism. Purchase intention is an essential issue that draw consumer to make final conclusion on the type of purchase decision, buy a good product and advertising strategy (Hartmann & Apaolaza-Ibanez 2012). In view of Rezvani et al. (2012), purchase intention is seen as an act of taking a decision that exhibits a person's character in terms of particular products. However, prior study by (Esa & Mohammad Shah 2013) establishes that, government initiatives, customer knowledge, peer pressure and attitude towards behaviour are the most influential factors that impact purchase intention. Ajzen (1991) recommended that, the idlest theory to predict purchase intention is the Theory of Planned Behaviour. On this note the components of the theory, attitude, subjective norms, and perceived behavioural control are behavioural beliefs that determine consumer purchase intention. Theory of Planned Behaviour (TPB) is a well-known theory that is capable to explain consumer purchase intention. However, Ajzen (1991) pointed out that, Theory of Planned Behaviour is developed with an avenue to add new constructs that will enhance the explanation of the consumer purchase intention. Hence, the current study employed the theory of planned behaviour to explain the purchase intention, the essence is to investigate what influence bakers purchase intention to purchase domestically grown wheat flour in Nigeria.

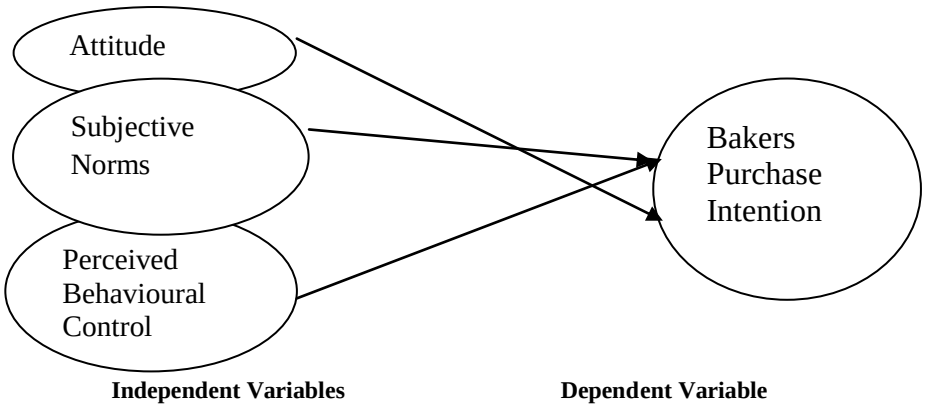

Fig. 1: the proposed conceptual framework adopted and modified from Theory of Planned Behaviour. Ajzen (2005),

3. METHODOLOGY

The study adopted descriptive research designs to enable it solicit data from respondents. Primary data was the main source of data, i.e. data collected directly by the researchers to solve the research problems. Population according to Sekaran (2003) is seen as a group of people, events, or items that interest the researcher to be studied. The population of the study comprises all the registered bakers in south east Nigeria. According to Ejiofor, Nkamnebe, and Otika (2019), the registered bakers in the study area were 1410. To ensure coverage of the study area, the researchers applied quarter sampling technique in the study. Sample is part of a population that reflects the chosen part of the population (Sekaran, 2003). Furthermore, the sample size was determined using Taro Yamane formula for finite population Yamane, (1967).

$$n = \frac{N}{1+ N (e)^2}$$

$$n = \frac{1410}{1+ 1410 (0.0025)}$$

$$n = \frac{1410}{4.525}$$

$$n = 312$$

The sample size for the study was 312.

Questionnaire structured in 5 point Likert scale form ranging from 5 strongly agree to 1 strongly disagree was the major instruments for data collection. The study adopted and modified already validated instruments from theory of planned behaviour scale and purchase intention as applied by Alam and Sayuti (2011). The factor analysis was applied to confirm the internal reliability of the instruments while discriminant validity analysis was conducted to ascertain the validity of the instruments. The descriptive statistics was used for bio-data analysis while at the inferential level of analysis; Multiple Linear Regression was applied to test the hypotheses. All the analyses were executed with the aid of Statistical Package for Social Science (SPSS) 23.

Table 3.1: List of Constructs

Variables	Items	Author
Attitude	I like the idea of purchasing domestically grown wheat flour I think purchasing domestically grown wheat flour is a good idea I have favorable attitude toward domestically grown wheat flour	Alam and Sayuti (2011),
Subjective Norms	People who influence my behaviour would think that I should buy domestically grown wheat flour. My close friends think that I should purchase domestically grown wheat flour Most people who are important to me think I should purchase domestically grown wheat flour	Alam and Sayuti (2011),
Perceived Behavioural Control	I am certain I can purchase domestically grown wheat flour Purchasing domestically grown wheat flour is within my control I have resources, time and enthusiasm to purchase domestically grown wheat flour There is enough opportunities for me to purchase domestically grown wheat flour	Alam and Sayuti (2011),
Purchase Intention	I will consider purchasing domestically grown wheat flour I will buy domestically grown wheat flour on a regular basis in the future I think it will worth it if I purchase domestically grown wheat flour	Alam and Sayuti (2011),

4. DATA ANALYSIS

A total of 312copies of questionnaires were distributed handy to bakers in the study area, 190 copies were returned and usable. The response rate represents 61.3% which is fairly good for this type of study.

Table 4.1: Demographic Characteristics of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Sex:	Male	75	39.5	39.5	39.5
	Female	115	60.5	60.5	100.0
	Total	190	100.0	100.0	
Age :	20-29 years	17	8.95	8.95	8.95
	30-39 years	35	18.42	18.42	27.37
	40-49 years	66	34.7	34.74	62.11
	above 50 years	72	37.9	37.89	100.0
	Total	190	100.0	100.0	
Education:	O'Level	25	13.2	13.2	13.2
	First Degree	127	66.8	66.8	80
	Masters Degree	35	18.4	18.4	98.4
	Ph.D	3	1.6	1.6	100.0

	Total	190	100.0	100.0	
Years of Baking:	0-9years	27	14.2	14.2	14.2
	10-19years	60	31.6	31.6	45.8
	20-29years	80	42.1	42.1	87.9
	30 and above	23	12.1	12.1	100.0
	Total	190	100.0	100.0	

The analyses of demographic characteristics of the respondents show that female are more in number among the bakers 115 (60.5%), while male are 75 (39.5%). On the age distribution, it was observed that older bakers 50 and above are more in the bakery business 72 (37.9%), followed by those in the age bracket of 40-49 (34.7%). Those in the age of 30-39 represents (18.4%) of the respondents while younger bakers in age group of 20-29 represents 17 (8.9%) of respondents. The level of education shows that 25 (13.2%) hold O'level result while majority of the bakers hold first degree 127 (66.8%) furthermore, 35(18.4%) hold masters degree and 3 (1.6%) are Ph.d holders. The response show that those who have operated bakery business above 30years are 23(12.1%) and those within 20-29years are 80 (42.1%) also those who have stayed in bakery business within 10-19years are 60(31.6%) while 27(14.2%) represents those who have stayed in bakery business for 0-9years. The above result implies that majority of the respondents are knowledgeable, experienced and reasonable to answer the research questions.

Table 4.2: Responses on Attitude

Attitude Items	**Strongly Agree**		**Agree**		**Undecided**		**Disagree**		**Strongly Disagree**	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Attitude	97	51.1	59	31.1	5	2.6	18	9.5	11	5.8
Attitude	68	35.8	77	40.5	8	4.2	30	15.8	7	3.7
Attitude	57	30.0	77	40.5	10	5.3	22	11.6	24	12.6

On item 1, I like the idea of purchasing domestically grown wheat flour, 11(5.8%) strongly disagree; 18(9.5%) disagree; 5(2.6%) are undecided; 59(31.1%) agree while 97(51.1%) strongly agree. On item 2, I think purchasing domestically grown wheat flour is a good idea, 7(3.7%) strongly disagree, 30(15.8%) disagree, 8(4.2%) were undecided, 77(40.5%) agree, while 68(35.8%) strongly disagree. On item 3, I have favorable attitude toward domestically grown wheat flour 24(12.6%) strongly disagree, 22(11.6%) disagree, 10(5.3%) were undecided, 77(40.5%) agree, while 57(30.0%) strongly agree. From this analysis, it is clear that the majority of the respondents are in agreement with these dimensions of the research model.

Table 4.3: Responses on Subjective Norm

Subjective Norm Items	**Strongly Agree**		**Agree**		**Undecided**		**Disagree**		**Strongly Disagree**	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Subjective Norm	66	34.7	72	37.9	6	3.2	31	16.3	15	7.9
Subjective Norm	80	42.1	45	23.7	4	2.1	11	5.8	50	26.3
Subjective Norm	77	40.5	69	36.3	16	8.4	19	10.0	9	4.7

Table: 4.3. above shows that 66(34.7%) and 72(37.9%) respondents agreed with the statement that people who influence my behaviour would think that I should buy domestically grown wheat flour and 6(3.2%) were neutral while 31(16.3%) and 15(7.9%) totally disagree with the statement. However, the statement: My close friends think that I should purchase domestically grown wheat flour, 80(42.1%) and 45(23.7%) respondents supported the statement. 4(2.1%) were indifference while 11(5.8%) and 50(26.3%) respondents did not agree with the statement. On the statement, most people who are important to me think I should purchase domestically grown wheat flour, while 77(40.5%) and 69(36.3%) agreed 19(10.0%) and 9(4.7%) disagreed on the statement and 16(8.4%) was indifference.

Table 4.4: Responses on Perceived Behavioural Control

Perceived Behavioural	**Strongly Agree**		**Agree**		**Undecided**		**Disagree**		**Strongly Disagree**	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%

Control Items										
Perceived Behavioural Control	57	30.0	84	44.2	12	6.3	20	10.5	17	8.9
Perceived Behavioural Control	75	39.5	50	26.3	10	5.3	32	16.8	23	12.1
Perceived Behavioural Control	75	39.5	50	26.3	10	5.3	36	18.9	19	10.0
Perceived Behavioural Control	91	47.9	55	28.9	4	2.1	25	13.2	15	7.9

The table above shows that respondents strongly agree and agree on the statement that I am certain I can purchase domestically grown wheat flour 57(30.0%) and 84(44.2%) respectively while 20(10.5%), 17(8.9%) respondents disagree with the statement, 12(6.3%) respondents were indifferent. Again, 75(39.5%) and 50(26.3%) respondents agreed on the statement Purchasing domestically grown wheat flour is within my control, 10(5.3%) were indecisive, however, 32(16.8%) and 23(12.1%) disagreed with the assertion. I have resources, time and enthusiasm to purchase domestically grown wheat flour, 75(39.5%) and 50(26.3%) respondents agreed respectively while 36(18.9%) and 19(10.0%) respondents did not support the statement but 10(5.3%) respondents were neutral. Furthermore, on the statement, there is enough opportunities for me to purchase domestically grown wheat flour, while 91(47.9%) and 55(28.9%) agreed on the statement 25(13.2%) and 15(7.9%) disagreed and 4(2.1%) were indifference.

Table 4.5: Responses on Purchase Intention

Purchase Intention Items	**Strongly Agree**		**Agree**		**Undecided**		**Disagree**		**Strongly Disagree**	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Purchase Intention	99	52.1	49	25.8	8	4.2	21	11.1	13	6.8
Purchase Intention	70	36.8	59	31.1	11	5.8	28	14.7	22	11.6
Purchase Intention	88	46.3	61	32.1	3	1.6	29	15.3	9	4.7

Table4.5: shows that respondents 99(52.1%) and 49(25.8%) respectively supported the statement I will consider purchasing domestically grown wheat flour while 21(11.1%) and 13(6.8%) disprove the statement but 8(4.2%) respondents were indifferent. 70(36.8%) and 59(31.1%) respondents agreed on the statement I will buy domestically grown wheat flour on a regular basis in the future while 28(14.7%) and 22(11.6%) did not agree with the statement, however, 11(5.8%) respondent were indifferent. On the statement I think it will worth it if I purchase domestically grown wheat flour was strongly supported by 88(46.3%) and 61(32.1%) respondent respectively while 29(15.3%) and 9(4.7%) did not support it, but 3(1.6%) respondents were neutral.

Descriptive Statistics

The table below provided the descriptive statistics of the response to the constructs by respondents. It is also to verify the behaviour of the data and prepare it for inferential analysis. The outputs of the analysis are presented below.

Table 4.6: Descriptive Statistics

	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**	**Skewness**		**Kurtosis**	
	Statistic	**Statistic**	**Statistic**	**Statistic**	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
Attitude1	190	1.00	5.00	4.1211	1.19571	-1.400	.176	.890	.351
Attitude2	190	1.00	5.00	3.8895	1.16537	-.958	.176	-.150	.351
Attitude3	190	1.00	5.00	3.6368	1.35292	-.844	.176	-.574	.351
Subjective norm	190	1.00	5.00	3.7526	1.29993	-.860	.176	-.532	.351
Subjectivenorm1	190	1.00	5.00	3.4947	1.67379	-.610	.176	-1.374	.351
Subjectivenorm2	190	1.00	5.00	3.9789	1.14992	-1.119	.176	.383	.351
Perceived Behavioural Control	190	1.00	5.00	3.7579	1.24055	-1.008	.176	-.017	.351
Perceived Behavioural Control2	190	1.00	5.00	3.6421	1.44688	-.668	.176	-1.041	.351

Perceived Behavioural Control3	190	1.00	5.00	3.6632	1.41504	-.654	.176	-1.041	.351
Perceived Behavioural Control4	190	1.00	5.00	3.9579	1.32070	-1.106	.176	-.129	.351
Purchase Intention	190	1.00	5.00	4.0526	1.27548	-1.228	.176	.235	.351
Purchase Intention2	190	1.00	5.00	3.6684	1.39938	-.749	.176	-.833	.351
Purchase Intention3	190	1.00	5.00	4.0000	1.23443	-1.109	.176	-.028	.351
Valid N (Listwise)	190								

The analysis result indicate that all the variables have mean over 3 which represent positive response and conformity with the dimensions of the research model. On the other hand, the result presented standard deviations above 1 which show high indication of variation in the opinions of the respondents. The skewness of the items are mixed with very high values and very low values. Also the kurtosis show very high and very low or values below zero. This implies that there is a mix of peakedness and flattened values in the items. This problem of distribution was overcome by the fact that the sample used in this study was very high. Tabachinick and Fidell (2013) maintain that with reasonably large samples (200+ cases) skewness 'will not make substantive difference in the analysis.

Table 4.7: Discriminant Validity Analysis

The next table to present is the test of discriminant validity analysis with the aid of Pearson product moment correlations.

Correlations Matrix

		Attitude1	Subjective Norm	Perceived Behavioural Control2	Purchase intention
Attitude1	Pearson Correlation	1	.887**	.882**	.974**
	Sig. (2-tailed)		.000	.000	.000
	N	190	190	190	190
Subjective Norm	Pearson Correlation	.887**	1	.946**	.924**
	Sig. (2-tailed)	.000		.000	.000
	N	190	190	190	190
Perceived Behavioural Control2	Pearson Correlation	.882**	.946**	1	.905**
	Sig. (2-tailed)	.000	.000		.000
	N	190	190	190	190
Purchase Intention	Pearson Correlation	.974**	.924**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	190	190	190	190

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

According to Hair, Black, Babin & Anderson (2014) discriminant validity is seen as the degree to which two conceptually similar concepts are distinct. Hair et al. (2014) claim that the correlation should be low, indicating that the summated scale is adequately dissimilar from the other similar concept. The result of the Pearson product moment correlations matrix, presenting the correlations between the constructs applied in the current research model. The outputs also presented the correlations between the independent variables. The Pearson product moment correlations analysis shows that no correlation is up to 1 which indicates no collinearity. This implies that no variable need to be sponged as there is no collinearity among the variables. Also this is a good indication that the constructs have discriminant validity hence we move to reliability analysis.

Test of Reliability

Table 4.8: Factor Analysis:KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	7245.798
	df	78

Sig.	.000

The first output in the factor analysis is the Kaiser-Meyer-Olkin (KMO) and Bartlett's test. As shown in table 4.8, the KMO Measure of Sampling Adequacy is .930 which is above the .5 benchmark. Values above .50 for either the entire matrix or an individual variable indicate appropriateness (see Hair et al., 2014). On the other hand Bartlett's Test of Sphericity is 7245.798 with 78 degrees of freedom with significant level of .000. As a rule of thumb, a statistically significant Bartlett's test of sphericity (sig. < .05) indicates that sufficient correlations exist among the variables to continue with the analysis. This means the factor analysis is reliable and dependable. The next output is the list of communalities.

Communalities

	Initial	Extraction
Attitude1	1.000	.890
Attitude2	1.000	.945
Attitude3	1.000	.951
Subjective Norm	1.000	.957
Subjective Norm1	1.000	.888
Subjective Norm2	1.000	.945
Perceived Behavioural Control	1.000	.941
Perceived Behavioural Control2	1.000	.941
Perceived Behavioural Control3	1.000	.936
Perceived Behavioural Control4	1.000	.952
Purchase Intention	1.000	.935
Purchase Intention2	1.000	.959
Purchase Intention3	1.000	.939

Extraction Method: Principal Component Analysis.

Hair et al (2014), recommends that a researcher may specify that at least one-half of the variance of each variable must be taken into account. Using this guideline, the researcher would identify all variables with communalities less than .50 as not having sufficient explanation. Based on the above and looking at the table of communalities we see that all the items loadings are well above the .5 threshold recommended. No item need to be eliminated in the subsequent analysis. The next included item in the factor analysis is the total variance explained.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.180	93.690	93.690	12.180	93.690	93.690
2	.373	2.867	96.557			
3	.161	1.236	97.794			
4	.078	.602	98.395			
5	.066	.507	98.902			
6	.033	.256	99.158			
7	.030	.233	99.391			
8	.021	.164	99.556			
9	.017	.132	99.688			
10	.015	.119	99.806			
11	.013	.097	99.903			
12	.010	.074	99.977			
13	.003	.023	100.000			

Extraction Method: Principal Component Analysis.

The factor analysis extracted 1 component which account for 93.690 per cent of the total variance explained. This fairly acceptable and further confirms that the factor analysis is dependable and reliable. This means that we can comfortably proceed with the further analysis of the data. The explained variance also show that the data collected for this study has good internal consistency hence we go on with the hypotheses testing.

Hypotheses Testing

Here we present the results of a multiple regression analysis used to assess the strength of the proposed model. The study developed three hypotheses in the model. All the hypotheses were tested using a multiple regression analysis with aid of SPSS version 23. The independent variables are attitude, subjective norms and perceived behavioural control while purchase intention is the dependent variable. The output of the analysis is shown below.

Table 4.9: Multiple Regression Output

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.983[a]	.966	.965	.23819	.475

a. Predictors: (Constant), Perceived Behaviour alcontrol, Attitude, Subjective norm

b. Dependent Variable: Purchase Intention

The Model Summary indicate that R .983 i.e. Multiple Correlation value representing the correlation between the actual scores of the dependent variable and the scores for the dependent variable predicted by the regression equation, the R squared .966 (which is Multiple Squared Correlation value that if multiplied by 100 can be understand as a percentage to indicate that the independent variables account for 96.6% of the variance in the scores of the dependent variable), the Adjusted R square .965 and the Standard Error of the Estimate .23819. The Durbin Watson is .475 which indicates that the data has no redundant variable.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	296.921	3	98.974	1744.565	.000[b]
	Residual	10.552	186	.057		
	Total	307.474	189			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Perceived Behavioural Control, Attitude1, Subjective Norm

The next is the ANOVA which has a F score of 1744.565 and is highly statistical significant at .000 below the .01 margin of error. This implies that the model was a good fit and that the coefficient of multiple correlations R is significantly different from zero.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.169	.063		-2.711	.007
	Attitude1	.759	.035	.711	21.451	.000
	Subjective Norm	.233	.050	.238	4.676	.000
	Perceived Behavioural Control	.059	.059	.057	.999	.319

a. Dependent Variable: Purchase Intention

The coefficients show that 2 out of the 3 variables are significant and the hypotheses should be accepted in the alternate form. Perceived Behavioural Control was not significant (β= .057; t = .999; P<.319), hence the hypothesis on that should be accepted in null form. Attitude has a highly significant influence on purchase intention of domestically grown wheat flour in Nigeria with (β= .711; t =21.451; P<.000) which imply that bakers attitude can influence his intention to purchase domestically grown wheat. Subjective Norm was found to have significance influence on purchase intention (β= .238; t = 4.676; P<.000) this imply that bakers are influence by perceived behavioural control to purchase domestically grown wheat flour.

Summary of Findings

The collated data was analyzed using multiple regressions analysis with the aid of SPSS; the result shows that 2 out of the 3 hypotheses were accepted in the alternate form while one hypothesis was rejected. The study attempts to inquire about a new insight and also expand to the prior studies in the context of purchase intention of domestically grown wheat flour in Nigeria (Ejiofor, et al.,

2019). The current study is anchored on the Theory of Planned Behaviour with the sole aim of explaining how behaviour influences intention.

Base on the above, it shows that TPB is well accepted theory proficient to clarify substantial proportions of how behaviour influences intention. The importance of the main constructs, i.e. attitude, subjective norm, and perceived behavioural control, has been confirmed on many occasions (Ajzen, 1991).

H1: Attitude has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria

The results of data analysis as presented show that attitude has a significant influence on bakers purchase intention of domestically grown wheat flour in Nigeria. (β= .711; t =21.451; P<.000) and hypothesis one is accepted. Attitude influences purchase intention of bakers.

H2: Subjective norm has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.

The result also show that *Subjective norm* has a positive significant influence on bakers purchase intention of domestically grown wheat flour in Nigeria (β= .238; t = 4.676; P<.000) hypothesis two is accepted. This shows that subjective norm influences purchase intention of bakers.

H3: Perceived behavioural control has positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.

The output show that *perceived behavioural control* do not have significant positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria (β= .057; t = .999; P<.319). Therefore, hypothesis three is rejected. *Perceived behavioural control* does not influence purchase intention of bakers.

Table 4.4: Summary of Findings

	Hypotheses	**Results**
H_1	*Attitude has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.*	**Supported**
H_2	*Subjective norm has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.*	**Supported**
H_3	*Perceived Behavioural Control has a positive influence on bakers purchase intention of domestically grown wheat flour in Nigeria.*	**Rejected**

Discussion and Implication of Findings

The theory of planned behaviour discusses the innate behaviour of individuals and what influences intention towards a particular behaviour (Ajzen, 1991). TPB variables are among the best clue to understand and predicate human psyche and behaviour. The main intend of this study was to examine the positive influence of attitude, subjective norm, and perceived behavioural control on the bakers purchase intention of domestically grown wheat flour in Nigeria. The multiple regression analysis results show that attitude and subjective norm are good predictors of baker's intention to purchase domestically grown wheat flour. The output also show that perceived behavioural control do not have positive influence on bakers purchase intention of home grown wheat. Thus, marketers should consider this issue as a critical factor for consumer evaluation and purchase intention.

The study provided the understanding and clarification on the predictive nature of theory of planned behaviour in explaining what influence behaviour. The study provided useful information for Nigerian agricultural policy makers, local wheat farmers and flour millers in Nigeria to understand customers' perception about domestically grown wheat. Furthermore, the study will aid in the development of marketing strategies and government trade policies. The study explains what influence bakers to purchase flour from domestically grown wheat in Nigeria. The study contributed to the existing discussion on the theory of planned behaviour and purchase intention.

5. CONCLUSIONS

This study focuses on how attitude, subjective norm and perceived behavioural control influences bakers purchase intention of flour from domestically grown wheat. Theory of planned behaviour variables were the independent variables while bakers purchase intention was the dependent variable. Questionnaire was the main instrument used in the collection of primary data and the analyses was conducted using multiple leaner regressions with the aid of SPSS 23. The findings show that:

I. Baker's attitude has positive significant influence on purchase intention of flour from domestically grown wheat in Nigeria.

II. Subjective norm was established to have significant influence on purchase intention of flour from domestically grown wheat in Nigeria.
III. Perceived behavioural control was found not to have positive influence on bakers purchase intention of domestically grown wheat in Nigeria.

The study can concluded from the findings that attitude, and subjective norm have positive significant influence on bakers purchase intention of flour from domestically grown wheat in Nigeria. Attitude is considered as one of the behaviour that influences consumer purchase intention according to the findings of the study; we conclude that government agencies on agricultural products should appeal to the conscience of the bakers to continue purchasing domestically grown wheat in Nigeria. Furthermore, since purchasing domestically grown wheat is within the powers and decision of the baker to perform, we therefore, state that government should create incentive as a form of motivation that will encourage bakers continues use of local wheat. We conclude that Nigerian government should support local farmers to ensure the availability of local wheat so that bakers will continue patronizing it.

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