PROBLEMS ASSOCIATED WITH GLOCALIZATION OF LOCALLY MANUFACTURED PRODUCTS OF NIGERIA: The Role of the Media Technology

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Abstract

The concept of Glocalization is the act of designing products or services to benefit a local market while at the same time, developed to suit a global patronage (www.investopedia.com, 2020). But in Nigeria where the political, socio- economic climate, business terrain, the level of insecurity is high and technological development is still at its low ebb when compared to advanced nations, local manufacturers of products find it difficult to strive well. Developing market for local products on a global scale has been downplayed by these factors that are beyond the local producer. The specific objectives of this research paper were to; Find out the factors that prevent the glocalization of locally manufactured products of Nigeria, Identify the role of the media technology towards enhancing the glocalization of Nigerian manufactured products. The theoretical framework for this paper are the Framing and Uses and Gratification theories. The methodology for this paper was based on survey with the questionnaire as instrument for gathering data. The scope of the study was on the manufacturers and business merchants/ owners within Onitsha, Anambra State, Nigeria. The reason being that, it is a business hub. The population of study for Anambra State for this paper is 4,177,828 (NPC, 2016) with its sample size of approximately 400 derived from using Taro Yamene Formula. The paper concludes thus, the Nigerian government and Nigerians as a people have not created an enabling environment for the glocalization of its locally manufactured products especially outside the shores of Nigeria. As a result therefore, the study recommended that, the Nigerian mass media should create programmes that can help to sensitize and mobilize the average Nigerian towards embracing the idea of glocalization for its locally manufactured products in order for it to have markets locally and globally.

Keywords: Glocalization, locally- manufactured products and the media technology

Introduction

According to Oxford dictionary of New Words, 'Glocalization is a noun that takes the shape of telescoping global and local to make a blend'. Wordspy cited in Mohammad (2013) states, 'glocalization is the creation of products or services intended for the global market but customized to suit local cultures'. Glocalization is a child of necessity that brings opportunities and pressure for manufacturing firms in emerging markets to become more innovative and aim at an improved height in other to have a good competitive position (Obi, 2000).

Glocalization (a 20th century concept) can best function on the level of technological development of a specific area or country in concern for the specific product or service (Craig, 2008). Such is seen from the countries of the Western world who are tapping daily from the benefits of Glocalization as a result of their technological advancement in the manufacturing sector. This is not the same case with Nigeria that is undoubtedly facing a number of challenges that have to do with the undermining the gains of globalization and technological development.

Most developing countries, with specific reference to Nigeria, have very weak capacities to take advantage of global markets as they are still grappling with recession, technological backwardness, corruption and high level of insecurity. With all these problems, it becomes difficult to fully utilize the opportunities and benefits of globalization in these developing countries. For instance, multinational corporations like (KFC chicken, MacDonalds, FeDex) entertainment industry and news stations like CNN are using their advanced technological base (mostly information technologies) to overpower and even control other less developed countries (Nwodu, 2018).

In line with that line of thought therefore, Craig (2008), stated that, 'Glocalization is an historical process whereby localities develop direct economic and cultural relationships to the global system through information technologies, bypassing and subverting traditional power and hierarchies in national governments and markets'. Wayne (2000) adds that, Glocalization is marked by the development of diverse overlapping fields of global linkages creating a condition of pan-locality.

Technological development is generally regarded as a catalyst for national development. This is because it offers among other things, the necessary support for change, in all the major sectors of the economy. Therefore, it is unarguably the prime source of change, innovation and adaptions required for improving production method needed to propel growth and development economically (Kwanashie, 1998). The mass media technology is one among other areas of importance when technological development of a country is discussed (Okigbo, 2019).

Nigeria as a country, a third world for that matter cannot state that it is a technologically developed country compared with those countries of the Western hemisphere like the United States, where, means of production are better resulting in high productivity, and their mass media technology that transcends cultures is used to attract markets from far and near. Hence the need for this research paper which hopes to use this medium to educate Nigerians and local manufacturers on the role that the media can play.

Technology by Hornby (2002) is a scientific knowledge, used in practical ways, especially in the designing of new machines, machineries and equipment. Oxford Learners Dictionary defines technology as the practical application of science to commerce or industry. In addition, the Centre for Global Development (CGD, 2020). Glocalization is the indication of a growing

importance of continental and global levels of productivity that is occurring together with increasing salience at local and regional levels.

Robertson Roland who is regarded as the father of glocalization (1997) during a conference titled 'Globalization and Indigenous Culture' stated that, 'it is the simultaneity or co- presence of both universalizing and particularizing tendencies'. A point to note here is that, glocalization is particularly an advancement from operating only locally to globally through technological development, hence the adjective, GLOCAL- 'reflecting both local and global considerations' (Robertson, 1997).

Glocalization is operational in the world of education, media, business and economy, as well as the community at large (Barry, 2002). Barry (2002) identified Glocalization as the practice that links market that are geographically dispersed and culturally distinct. Through Glocalization, products can be designed to suit the local cultures of another climes without difficulty. In this regard it is seen as an act that breaks cultural diversity (Glocal Forum, 2004). Robert (1997) adds that through glocalization, local people and authorities are involved with dictating how a finished product will look not minding the sponsors or the fund raisers for the product.

Contextually speaking, the concern of this research paper is to study how the problems associated with glocalization for Nigerian locally manufactured products and possible solutions through the mass media technology. Through media technologies and the advancements in machineries for production, local and global manufacturers have strategized means of glocalizing their products to suit the global market, thereby enhancing their profit base. With these aforementioned steps, there will be more room for local products to be known and purchased.

Statement of the Problem

Glocalization is indeed a good concept that can only ply well on a technologically advanced society or economies that is taking up the challenge to develop technologically. The problem facing the glocalization of Nigerian manufactured products are for obvious reasons resulting from corruption, low governmental support/ empowerment, low technical know- how in the operation of the mass media that would have helped to advertise and place the product well before the target audience and the high spate of violence and insecurity.

Despite these problems, there is the need to help to embrace glocalization of Nigerian products for it to have a markets all over the world and not just for local consumption alone.   It is as a result of these problems that are suppressing the positive growth of the glocalization of Nigerian locally manufactured products that lead to this study which is out to identify the role of the media technology in proffering solutions that will enhance the glocalization of Nigerian products.

Objectives of the Study

The main objective of this research paper was to assess the Problems associated with the Glocalization of Nigerian manufactured products and the role of the media technology.

Other specific objectives were to:

1. Find out the factors that prevent the glocalization of locally manufactured products of Nigeria.

2. Identify the role of the media technology towards enhancing the glocalization of Nigerian manufactured products.

Research Questions

The following research questions guided the study:
1. What are the factors that prevent glocalization of Nigerian locally manufactured products?
2. What are the roles that media technology can play in enhancing glocalization of Nigerian locally manufactured products?

Review of related Literature

Glocalization

Matheus (2016) refers to Glocalization as the set of global activities that can be replicated to gain the aspect of the locals. He added that, glocalization, ensures a scenario where the user or consumer of a product is familiar with the product. Glocalization has been described by authorities in various write ups as the adaptation of international products around the particularities of a local culture in which they are sold. It is also seen as the practice of conducting business according to both local and global considerations.

Glocalization is seen as a subset of globalization in that where glocalization stops, that is where globalization continues from (Peter, 2015). Just like the words of Muhammad (2013), the term glocalization is, 'a consequence of globalization in that hardly any cultures can be seen as isolated or unconnected from the global processes.'

The process of glocalization is so important for companies, manufacturers and marketers of products alike. As a result, for any company or manufacturer not to adapt to this trend, it simply means that the company/ manufacturer will be left out of business (Mohammad, 2013). Glocalization however operates taking cognisance of certain prerequisites. According to (www.Glocalforum.org), the prerequisites for glocalization are as follows:

1. Return of traditional diplomacy
2. Peace and development
3. Centrality of cultural issues
4. Municipal governance
5. Resource management
6. Civil society democratization
7. Public funds
8. Private resources
9. Financial mechanisms
10. Innovative sectors
11. Capacity building

Glocalization is a very important concept in the scheme of things between the manufacturer or marketer of a product and the local or the foreign consumer. This relationship is there as such gives the manufacturer the peaceful coexistence needed in other to enjoy good comparative advantage for his product as well as giving the consumer the traditional diplomacy and the enablement to showcase their prowess in the handling of products that they need (Glocalforum,2004).

The concept of glocalization is of great value in the globalised world of today (Glocalforum, 2004). But to further understand glocalization, it is good to understudy some of its core values (Mohammad, 2013).

a. Collaboration- To enhance the means of achieving glocalization for Nigerian products, many people must work together to achieve common objectives concerning the products.
b. Communication strategy- Implementing a common strategy, directed with the media in order to bring various publics or targets together such as youth, women, businessmen, professionals, members of volunteer organizations towards realising a glocal vision as regards a product.
c. Pragmatism- Advocacy of a glocal perspective should be about placing values on what makes a product to sell well before the consumer.

These features of glocalization aids in the realisation of the glocal vision. In bringing glocalization to fruition, one should not undermine the role of local actors as they contribute immensely to the modelling, making and acceptance of the glocal vision of a manufacturer of a product.

Locally – manufactured Products of Nigeria

Products are those objects of value that can be produced for sale in recognition of pristine value in a given environment or market. Products are made to satisfy one type of need or the other in any given context or time (Jim, 2006). Any good idea, method, information, object or service created as a result of a process and serves a need or satisfies a want is described as a product (www.businessdictionary.com).

Every environment manufacture products or brands that can typically sustain its people's needs and at the same time meant for export to other parts of the world. For instance, in the United States of America (USA), we have products like Burger or Sandwich made from fries, ketch up and the rest of it while in Nigeria, we have meals like bread and bean cake or akara as our own sandwich.

These are two different products from two different climes in the world today and it satisfies the consumer while the producer of the product is profiting. This ought not to stop here. The introduction of glocalization of products helps to make these products go across countries borders.

The notion of glocalizing a product therefore does not necessarily mean only packaging just for the sake of exporting. This is so because it involves the manufacturer of the product to take into consideration, the lifestyle and culture of the people and the foreign community where he or she is taking the products in other to have good comparative market both locally and internationally.

In order for a manufacturer or marketer of a product to have enhanced sales, it is good to create good products and position them well in the minds of its target audience; whether potential or active ones. (www.businessdictionary.com).

Glocalization of Nigerian products

Since glocalization uses technology to advance in the quality and quantity of production of a product to meet the standard of the global customer and the local consumer, it then means that the manufacturer, has to consider the local culture and lifestyle of the new environment where his/ her product is going to if it is a local product while at the same time, making it marketable in the local market so as to enable room for a high profit margin.

Nigeria, a country in the third world is still grappling with issues like poor digital technological advancement in the media sector, poverty, bad leadership, greed, corruption, ideological or religious differences and negative stereotyping from indigenes and non- Nigerians about products from Nigeria as exemplified by the way Nigerians patronize products from abroad (Senator Ben Murray Bruce on NTAi Live, 2018).

Local products like native soap, charcoal, pap, palm oil, dried fishes, pepper, pumpkin leaves, spinach or green leaves as commonly known, bitter leaves, periwinkle, crayfish, Kola nuts amongst others are local foods produce that an average Nigerian can buy from any local market. But when it comes to processing these local products into canned foods with machines for instance, it has been a great challenge due to poor technological development and the negative ideology that 'we cannot do it' in many sectors of the economy (Senator Ben Murray Bruce on NTAi Live, 2018).

And when eventually some manufacturers do, the fear of not being patronised by Nigerians is still there as a result of negative ideology and stereotype that Nigerian products carries with it low status and its quality is low (punchng.org, 2017). In fact, Nigeria as summed up by Udeze (2005) is a dumping ground for foreign ways, ideas and cultures. With the proliferation of the mass media technology and the introduction of glocalization into the Nigerian manufacturing sector, there is the likelihood of enhancing preference for and boost in sales for made- in – Nigeria products within Nigeria and anywhere in the world.

The Mass Media Technology and its Roles

According to Isiote, Phillip- kpae & Dickson (2017), one of the indices by which a nation's growth and advancement can be measured is by her technological endowment and not her endowment in natural and human resources. They went on to state that, a nation's economic efficiency is determined, measured, compared, classified and ranked by its technological advancement like the mass media sector. It is said by different authorities that technology pertains to using industrial activities that will bring positive changes to man's natural environment (www.sciencepublishinggroup.com).

The word Glocalization is a combination of two words- 'Globalization and Localization'. The term is used to describe a product or service that is developed and distributed globally but it is also adjusted to accommodate the user or the consumer in a local market (www.investopedia.com>terms-glocalization-2020). In the same line of thought, Olaoye,(2008) and Onipede (2010) add that technology means the transformation of a theoretical idea to a practical skill in order to produce the objects of one's need.

Nigeria today ironically have become a dumping ground for all sorts of products and culture (Udeze, 2005) as a result of lack of technological growth and the zeal to use it to advance their lots making Nigerians lazy. This drawback became negatively affected the economic sector to

the extent that most items or products are imported from other climes and such 'unventurious spirit' have led to a state of not creating innovative ways that will help position our products well or produce good quality products that will attract high patronage.

As a result of these lukewarm attitude, it is a call to duty on the mass media to help to change the ideology of Nigerians and play their roles well more than ever before to help Nigeria to embrace technology in all of its sectors and not what we have now which is not fully utilizing the benefits of technology.

Mass media includes all the medium used for disseminating information to be communicated to diverse audience simultaneously. The mass media are so pervasive and important that we cannot live without it in our daily lives (Vivian, 2009). This is why Asemah (2011) states that some of the roles played by the media in the society like correlation, socialization, Agenda setting, status conferral, education, surveillance, advertising, gate- keeping, entertainment, motivation and integration functions are just so important that we cannot stay a day without enjoying its benefits (Asemah, 2011).

Asemah (2011) defines mass media as the technological devices used to disseminate information to large and heterogeneous audience. The mass media technological devices makes use of the radio waves to transmit its programmes as well for the receivers to receive transmitted message (Vivian, 2009).

The media cannot operate without transmitters, satellite systems, fibre optics, and any other heavy gear equipment to end messages across to its audience and at the same time, such messages cannot be received without technological devices like television, radio, mobile phones, and other media technologies.

In the words of Jennifer, (2005) mass media are so prevalent in industrialized countries and averagely noticed and used in developing countries. There is no standard or restrain on the number of audience to send the message to, that is why the word 'mass' is attached. He went on to state that, the Mass media are those means that are used to communicate information, ideas, pictures, videos, news, entertainment and so on to anonymous and heterogeneous audience (Vivian, 2009).

The audience can hardly live without the mass media as some of the primary functions played by the mass media are but not limited to: surveillance, correlation, education, entertainment, status conferral and so on.

The mass media has so much influence on the lives of the targeted audience especially when the media decide to frame the issue by giving it enough focus and space. Contextually speaking, using the mass media to send messages that will influence the mind set of manufacturers and consumers alike is important if Nigeria and Nigerians want to stand tall in world trade of products.

Empirical Studies

Some of the findings in this area of research includes the following works done by these researchers. One of them is the research carried out by Mohammad Shmsuddoha (2013) on the topic ' Globalization to Glocalization: A conceptual Analysis' which focused on how to strategize using technologically –propelled machines to have better quality products and digital media technology to advertise or sell products beyond local borders through the ideas of glocalization as propounded by Robertson Roland (1997).

Another empirical work is that done by Isiote Nte Nathaniel, Phillip- Kpae Friday and Dickson Rachel on the topic 'Factors affecting technological growth in Nigeria and the way forward'. This work centralised on the government creating an enabling environment for Nigeria to grow technologically as that is what drives an economy forward.

Theoretical Framework

The theories for this study are the Framing and the Uses and Gratification theories.

Framing theory

Framing refers to a set of concepts and theoretical perspectives on how individuals, groups and societies organize, perceive and communicate about reality. Framing theory explains the inevitable process of selective influence over the individual's perception of the meanings attributed to words or phrases. Framing involves the organization of information or messages to give a predetermined focus, as frames give thematic account of events, issues and advertisements.

According to Gamson & Modigliani (1987, p. 143) cited in Dunu, Ukwueze & Ekwugha, (2015), 'frames are the central organizing idea or storyline that provides meaning'. Frames are the central organizing idea for making sense of relevant events that suggests what the controversy is about, the essence of the issue'. The general idea is that frames are an ever present discursive device that channels the audience as it constructs the meaning of particular communication acts (Dunu, Ukwueze & Ekwugha, 2015; pp. 195-196). Entman (1993, pp.52) offered a more detailed explanation of how the mass media provide audience with schemas for interpreting events and issues. To him the essential factors are; selection and salience. In his words, 'to frame is to select some aspects of perceived reality and make them more salient in a communicating text or graphics, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and treatment recommendation'

The framing and presentation of events, news, adverts and issues in the mass media can systematically affect how recipients of the news, trends, advertisements and issues come to understand these trends (Price, Tewksbury & Powers, 1995, pp. 4). This is more so as the mass media have the power to set an agenda that the people will follow (Elihu Katz; 1973 cited in Dunu, Ukwueze & Ekwugha, 2015; 196 & Entman (1993, pp.52).

The concept of framing suggests how something that is presented (the frame) influences the choices people make by setting the agenda in frames and making them salient (Elihu Katz 1973). Thus, framing theory centres on how the media draws public attention to certain topics, as it decides what people think about by selecting topics and presenting them through news analysis, advertisements, commentaries and editorials , using a particular language, tone and setting to convey a particular meaning. For instance, manufacturers of local products in Nigeria should use the media to advertise their products to the target audience in a way that, the Unique Selling Proposition (USP) of the product is emphasized upon so as to gain comparative advantage beyond Nigerian borders.

The media should therefore 'frame' trendy issues that revolve around encouraging Nigerians to accept the glocalization of products in other to increase the preference, sale and at same time, beef up quality of Nigerian products within and outside the country. In other words, the mass media should help influence the perception and ideology of the audience, consumers, manufacturers and Nigerians in general in a way as to 'teach' them to develop liking and preference for local products which will on the long run, breed pride for Nigerian products and enhance the economic standing of Nigeria among the comity of nations.

Uses and Gratification Theory

The public often have a wide range of media needs and interests. In addition, they always seek for ways and media channels that suit these desires. This theory which was propounded by three great researchers namely; Katz, Blumler & Gurevitch (1974), was based on ascertaining the kinds of gratifications the mass media audience receive from getting exposed to its contents and the mass media itself (Rosenberry & Vicker, 2009).

In order to better understand what the theory is talking about, these three researchers went on to describe five needs of the Uses and Gratification model (Rosenberry & Vicker, 2009 pp. 125) that the audience, categorically speaking can get from using the mass media.

1. Needs related to strengthening information, knowledge and understanding also known as cognitive needs. For example; watching the paid commercials on television concerning a new product or on an improved quality in a particular service.
2. Needs relating to strengthening aesthetics, pleasure or emotional experience tagged affective needs. For example; seeking for an improved quality of a competitive product that will add to a consumer's status or class before friends.
3. Needs related to strengthening credibility, confidence, stability and status: which invariably combines cognitive and affective needs known as personal integrative needs. Some women report that getting advice from Oprah makes them feel stronger as they face their own problems.
4. Needs related to family strengthening contacts with family, friends and the world also called the social integrative needs. Through the glocalization of Nigerian products in a developed countries like London, it enhances ties and contacts breaking cultural diversity and geographical distance. Multinationals like Google, MacDonalds restaurant, Yahoo, Microsoft have all succeeded in glocalizing their products or services.
5. Needs related to escape and tension – release which weaken contact with self and social roles. Google for instance, make use of the set of staff who are employed locally in the domain of the subscribing country, in this case, Google will know how best to entertain the local audience and also meeting international standards.

This theory postulates that, the audience or consumers of the mass media messages are naturally free in their approach to media selection and application to the extent that, they select and use only the medium or media that can guarantee the satisfaction of their communication needs (Jude, 2015).

In this context, Uses and Gratification Theory was used to understand how the audience (consumers) and manufacturers use the mass media to derive specific information about the product of their choice that can satisfy their need (consumer) and how such product can get to the consumer whether within or outside Nigeria.

Methodology

Research design: The research design for this study is the survey. The population of this study is drawn from Onitsha, in Anambra State, a business hub in Nigeria. According to National Population Commission (NPC) statistics from the 2016 census, the population of Onitsha is 7,425,000.

Taro Yamane formula for determination of sample size was used to arrive at the sample which is;

$$n= \underline{N}$$

$$1+ N(e)^2$$

Where,

   N= total population

   n= sample size

   1= constant

   e= error margin/ unit= 0.05

7,425,000

$1+ 7,425,000(0.05)^2$

7,425,000

$1 + 7,425,000(0.0025)$

7,425,000

1+ 18562.5

7,425,000

18563.5

=399.9

Approximately 400.

The purposive technique was used to gather data from those who are manufacturers, business owners and marketers of products who have informed views of what it entails for their product to have good profit margin within Nigeria and at the same time been marketed globally, were administered the questionnaire.

The instrument of data collection was the questionnaire. The questions contained two parts with one embodying questions on respondents' demographic variables (sex, age, and occupation) and the other part, containing questions relevant to the subject matter. Copies of these questionnaires were administered with the help of research assistants.

Reliability and Validity of Instrument: To ensure validity and reliability, a pilot study was conducted by the researcher using few questionnaires. A pre-test was done through a pilot study using 20 respondents purposively selected from the population. The questionnaire was administered to 20 respondents who filled and returned the instrument, the researcher administered the same number of questionnaires to the same respondents after two weeks of the exercise. Analysis of their answers showed that there was no difference between the first and second exercise. This convinced the researcher of the instrument's reliability.

Techniques of Data Presentation and Analysis: Data collected through copies of the questionnaire were presented in tables while simple percentages were analysed to exclusively answer these research questions and present the results of the study in an understandable form.

Data Presentation and Analysis

Out of the 400 copies of the questionnaire distributed, 374 copies were returned which indicates a return rate of 93.5%.

The data gathered were presented in two sections; A and B

Section A- Demographic data

1. **SEX: male {   }   female {   }**
   Out of the 374 copies of the questionnaire that was returned, a total of two hundred and seventy one (271) representing 72.5% were males while one hundred and three (103) representing 27.5% were females. The reason for this wide disparity could be that men are more business- oriented due to the fact that, they have the time and are willing to take risks more than women who oftentimes combine motherhood and been business owners/ manufacturers which of course does not give room for full concentration on the business pursuit.

2. **AGE: 18- 25years {   } 26- 30years {   } 31- 35years {   } 36- 40years {   } 41 years and above {   }**
   From the data gathered, it indicated that, those respondents who are 41years and above were more in number with one hundred and nineteen (119) representing 31.8%, followed by those respondents within the age bracket of 36- 40 years with a total of one hundred and seven (107) representing 28.6%. The total number for the respondents remaining fall in to the following ranges; 31-35 years were sixty seven (67) representing 17.9%, 26- 30 years were fifty six (56) representing 14.9%, while those within 18 -25 years were twenty five (25) representing 6.7% respectively.

3. **OCCUPATION:** Self- employed (business owner/ sales, manufacturer) {   } Unemployed {   } Civil service employment {   }
   The data gathered indicates that, those who are self- employed were more in number than the others with a total number of two hundred and eighty three (283) respondents representing 75.7%, followed by those who are in the civil service with a total number of ninety one (91) representing 24.3%.

Section B -Research Findings

Research question 1- Find out the factors that prevent the glocalization of locally manufactured products of Nigeria.
In other to answer this research question, questions no. 8 and 9 on the questionnaire were used.

Question no. 8- Do you think that Nigeria is practising glocalization for its locally manufactured products like technologically advanced climes?

Yes {   } No{   }

Table 1

Response/ Options	No. of Respondents	Percentage
Yes	27	7.2%
No	347	92.8%
Total	**374**	**100%**

Source: Field work, 2020

Table 1 in page 55, indicates that the practice of glocalization is yet to be fully embraced by the people of Onitsha, Anambra State.

Question no. 9- What are the factors preventing the practice of glocalization?

Table 2

Factors preventing Glocalization	No. of Respondents	Percentage
Poor technological base	213	57%
Negative stereotype towards Nigerian products	91	24.3%
Poor Nigerian ideology	70	18.7%
Total	**374**	**100%**

Source: Field work, 2020

Table 2 above indicates that the factors preventing glocalization of Nigerian products are; poor technological base, negative stereotype towards Nigerian products and poor Nigerian ideology.

Research question 2: What are the roles that media technology can play in enhancing glocalization of Nigerian locally manufactured products?

In other to answer this research question, question no. 12 was used.

Table 3

Roles of the Media Technology	No. of Respondents	Percentage
Mobilization of Nigerians towards embracing glocalization	116	31%
Re-orientation of Nigerian ideology through the media	98	26.2%
Agenda- setting with emphasis on glocalization	31	8.3%
Educating manufacturers of local products in Nigeria on the need to glocalize their products through the media	75	20.1%
Educating Nigerians and non-Nigerians to shun negative stereotype of Nigerian products	54	14.4%
Total	**374**	**100%**

Source: Field report, 2020.

Table 3 shows that the roles of the mass media technology as stated on the table can help advance local manufacturers of products and business owners in Onitsha, Anambra State towards practicing glocalization.

Discussion of Findings

This study assessed problems associated with Glocalization of Nigerian manufactured products and the role of the media technology. The findings also indicates that the factors preventing glocalization of Nigerian products are; poor technological base, negative stereotype towards Nigerian products and poor Nigerian ideology.

This study also found out that some of the possible ways out of these factors that are preventing the glocalization of Nigerian locally manufactured products could be resolved with the media technology offering the following; Mobilization of Nigerians towards embracing glocalization,

re-orientation of Nigerian ideology through the media, Agenda- setting with emphasis on glocalization, educating manufacturers of local products in Nigeria on the need to glocalize their products through the media and educating Nigerians and non- Nigerians to shun negative stereotype of Nigerian products.

Conclusion and Recommendations

An average Nigerian ideology is that any product made in Nigeria apart from food products harvested locally from the farm are mostly inferior, substandard and not technologically processed with quality machines that will make the product to last the test of time.

Going outside Nigeria, the story is not so different due to negative stereotypes towards Nigerian locally manufactured products and the production of inferior products which Nigerian manufacturers are good at doing in other to maximize profits. These notions which are actualities made these researchers to carry out this study so as to help sensitize manufacturers, Nigerians and the rest of the world that there is need for the glocalization of local products of Nigeria in other to have good comparative advantage.

The study therefore recommends that, Nigerians should be sensitised through the mass media on the need to embrace new technology that will help advance products beyond the shores of Nigeria. Moreover, the media technology should be given full support by the government in the area of embracing digital advancement in this sector, as this step will help to correct the negative stereotypes about Nigerian products before the eyes of the world.

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