Nigeria as a growing economy in the sub-Saharan Africa always witnesses the importation of electronic products from many parts of the world. However, these products (television, radio, mobile phone etc.) are viewed differently, notably in terms of quality and performance, depending on their countries of origin and product rationalisation. Hence the need to explore buyers and sellers purchase intentions for imported electronic products in selected markets in Ibadan, Oyo state, Nigeria.

This study adapted In-depth interview (IDI).Non-probabilistic sampling methods which include snowballing, purposive and accidental sampling method were employed for the study. The sampling methods were used for selection of respondents while qualitative method was adopted in the collection and analysis of the data. Primary data were used in carrying out this study. A total number of 43respondents were interviewed.

The presentation of results and analysis of data were based on thematic data analysis, verbatim quoting and content analysis was used for the secondary data. It was observed that consumers use intrinsic and extrinsic cues in purchasing any electronic product. It was also noted that the need to be socially identifiedas an updated individual is one of the major motivating factors that guide the purchase intention and stimulates rationalization of a particular electronic product, also the western level of acceptance have a great influence in the way most consumers rationalize and accept a product. The study also discovered that most of the interviewees did not have a particular strategy towards rationalisation for electronic product they intend to buy; they were of the opinion that what triggers their intentions to buy an electronic product is based on necessity, their desire to acquire the product.

The study concludes that importation of electronic product is expanding based on local demands and this is affecting the sales of homemade product. This study therefore recommends that effective strategies should be put in place promoting ‘made in Nigeria’ electronic products. The study also recommends global regulating agencies and the local bodies in charge of enforcement should put in a place framework and working policy that would redefine and protect the Nigeria electronic importation industries from promoting sub-standardisation.