

EFFECTS OF CULTURAL DIVERSITY, TRUST BUILDING ON CROSS BORDER TRADE: EVIDENCE FROM NIGERIA AND CAMEROON

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Abstract

The growing number of cross border trade in the world has ushered in the importance of multiculturalism and trust among people of different cultures. This paper examined the effect of cultural diversity, trust building on cross border trade. Literature on cultural perspectives, trust and cross border trades were reviewed to examine their effects on cross Border trade. A survey design was used to carry out the study. A purposive random sampling of 200 respondents were made from small and medium scale business operators from Nigeria and Cameroon as a source of data. The study used structured questionnaire to collect data from the respondents. ANOVA regression coefficient analysis was used to determine the effects of cultural diversity, trust building on cross border trade. The study reveals that cultural diversity and trust are significant factors and are having positive impact on business performances in cross border trade at 5% significant level, thus rejecting the preposition that cultural diversity, trust building has no significant and positive relationship on cross border trade.

Keywords: Cultural Diversity, Trust Building, Cross Border Trade, and Enterprise and investment.