

TITLE PAGE

MARKETABILITY OF MADE IN NIGERIA TEXTILE

BY

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CERTIFICATION

This is to certify that this research project was originally carried out by Ozonwu Uchechukwu Lillian of the Department of Marketing with Registration Number: PG/MBA/05/45367.

It has been read and approved by the supervisor and submitted in partial fulfillment of the requirement for the award of MBA Degree in Marketing.

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DEDICATION

This work is dedicated to god, my dad and mum for their support, my siblings Chioma, Onyi, Eby and Ugo for helping me to carry out this work successfully.

ABSTRACT

It was in recognition of the fact that a favourable attitude towards locally manufactured textiles is needed for the Nigeria textile industry to survive the present intense competition with foreign textile, that this research work was born. The work is a study of the Marketability of made-in-Nigeria Textile.

The research is aimed at analyzing various factors that influence consumer response to made in Nigeria Textile. It was also aimed at finding the consumer perception of quality, price, colour and design of made in Nigeria textile.

The study was expected to help the locally textile industry identify areas in their production and marketing activities that need to be reviewed and improved upon. Data were collected using structured questionnaires and interview guides from consumers. Secondary data were collected from journals, publications and related works.

A sample size of 384 respondents was used for the study and the chi-square statistical tool was used in the analysis of primary data at 5% level of significance.

The study revealed that consumers still perceive made-in-Nigeria textile as being of relative lower quality and price than that of foreign textiles.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY.

Nigeria is the largest country in black Africa with a population forecast of 150 million people broken into 36 states with Abuja as the capital. With this population and clothing being a basic need of life, it is evidently clear that Nigeria constitutes a very large market for clothing items . Textile Materials.

The local textile needs is presently being met by locally manufactured textiles, cheap textiles dumped in the country as well as high quality textiles entering through unofficial trade.

In 1990, there were 175 textile factories operating in Nigeria but today we have 42 epileptic operators. Only 12 of these can boast of operating at 30% capacity. Among these, 4 textile factories produce embroidery lace materials as part of their product brands. This further establishes the inadequacy of the local supply of textile products in Nigeria.

For instance, over \$760 million worth of embroidered lace materials/textiles exported from South-East Asian countries to sub-Saharan Africa annually, at

least 75% of this export is consumed in Nigeria. In other words, Nigeria imports over \$540 million worth of lace fabrics yearly. The Nigerian embroidery lace Co. Ltd. AF print Group Ltd., Bhojsons, Empec Industries Ltd and Kaduna Textile Mills, which are the major local producers of these products cannot meet the demand, with an average annual output of \$281 million, when Nigeria annual demand estimate for embroidery lace alone totals \$821.5 million. Textile Watch(2004).

In 1990, the Nigeria textile industry was the largest in Africa after Egypt and South Africa. The industry which currently accounts for less than 25% of manufacturing value has gone through various phases of growth. In 1960s, the investment and savings policies induced steady growth which gave rise to an average of 12.5% growth rate in the 1970s. The recession of the early to mid 1980 dealt with the industry and took its toll. The cumulative Textile Production (1972 . 2000) declined from 4271 to 171.1 in 1984 and 112.8 in 2003. The industry recovered in the late 1980s achieving an annual growth rate of about 67% between 1985 and 1991, with the embroidery lace alone accounting for about 20% of the recorded growth.

The industry was the largest employer of labour in the manufacturing sector within these periods. Capacity utilization integration programme embarked upon by many firms in the industry in compliance with the

government policy issued on that in the mid 1980s was a positive contributing factor. Thus the level of domestic sourcing of raw materials witnessed a steady improvement from 52% in 1987, 57% in 1998 to 64% in 1991.

However, this improved performance was not universal among the firms in the industry. The embroidered lace Fabrics or textile had the reverse experiences. The few producers of lace textiles who were producing less than 20% of the total textile output in 1980 dropped to 12% in 1994 and less than 8% in 2003. This decline could be traced to the quality and quantity of the type of cotton used. For other types of textile production the level of local raw materials usage increased because they can be obtained locally while that of the lace material can only be imported.

As at May 29th 2003, the 42 Textile firms in Nigeria were operating 1,020,345 spindles and 57,451 yarns. This marginal output can only meet 32.5% of the annual domestic demand which still confirms that there is a large market for textile products in Nigeria. The textile exports constitutes less than 17 of Nigeria total exports despite the fact that Nigeria has a cotton based textile industry.

According to Funsho(2002),Local textile needs presently is being met by local industry,cheap textiles dumped in the country as well as high quality

fabrics entering the country through unofficial trade UK Holland, Austria, Japan, China, Spain etc.

This situation worsened in 1994 when the Abacha regime liberalized the textile industry and subsequently in 1997 when the Federal government in a bid to comply with the world trade Organisation agreement to which it was a signatory lifted the ban on importation of textiles materials literally turning the country into a dumping ground.

The Obasanjo regime in a bid to revive the textile industry in October 2002 placed a 4 year ban on importation of textiles. This move was aimed at controlling the intense competition with imported textiles.

Despite the fact, that Nigeria has favourable trade agreements, its exports declined whilst imports increased dramatically leading to a situation that the Nigerian textile industry had a market share study of about 34% in the home market, a market share of only 34.2% of the domestic market, it is evidently clear that Nigeria textile product market constitutes a promising potential market. However, it is imperative to identify these factors that are responsible for the low acceptance of locally or domestic manufactured textile products.

Definitely, Nigeria has many of the prerequisites, needed for developing a successful textile and clothing industry. It has a huge growing domestic

demand, availability of well priced raw material, huge population of young and relatively skilled labour force and a well established tradition in textiles.

The nagging question comes up, why is the textile industry not receiving enough patronage despite its huge potentials? According to Assael (1994), It is the customer who actually determines what a business is and his willingness to buy goods and services converts economic resources into wealth.

As our society undergoes rapid changes and becomes more affluent, newer social forces make consumers spend a greater part of their income in ways remarkably different from what took place in the past. Consumers want the advantage of affluent and the latest services that technology and business can offer. Achumba (1998).

It becomes imperative that the Nigeria textile industry realize that customers of today are more informed, they know what they want and can no longer afford to waste their hard earned money on any fabric. Hence players in the textile industry should study the market properly to ensure that their products gain enough patronage in the Nigerian market.

Having this in mind it is pertinent to appreciate the fact that survival depends very much on the textile industry seeking ways to improve so as

to gain better patronage from the Nigerian market. Hence a favourable consumer attitude must be won to survive the present competition.

It therefore becomes necessary to understand consumers' attitudes, internal and external factors that inform their response to made in Nigeria textiles as well other factors that militate against the growth of the Nigerian textile industry.

It is against this background that this research on marketability of Made in Nigeria textiles was born to investigate on the factors that led to the locally manufactured textiles not having enough patronage from the Nigerian market.

The research is therefore aimed at investigating the factors that influence consumer response to made in Nigeria textiles. Such knowledge could assist the local textile industry to make necessary adjustments so as to gain better patronage in the Nigerian market.

1.2 STATEMENT OF THE PROBLEM.

Over the years, the local textile industry have continued to witness the closure of one textile factory after another while the few existing ones operated below capacity .

For instance the closure of Kano textile factory in Gwammaja Kano and the Kaduna textile mill KTL which were established in 1949 by the then Sardauna of Sokoto Alhaji Ahmadu Bello.

These were established as a result of his vision to industrialize the region. The target was that the textile mills would use the abundant cotton produced by farmers in the region. Kano as a result became a textile-marketing city and Kaduna also developed into a textile city as other factories and support services such as spinning and weaving industries blossomed. Marketers of Kaduna Made Textiles mainly African prints also carved a niche for themselves selling these products locally and exporting to neighbouring countries.

Sadly in the past decade, we watched with concern as one textile factory after the other closed shop. The latest factory that closed last year was the United Nigeria Textile UNTL which used to produce fine wax that was a good match for any imported brand. The closure of textile factories was not limited to Kaduna, but was repeated in Funtua, the headquarters of cotton production belt, Kano the commercial center of Northern states and Lagos the nation's business capital.

The question lingers what were the causes of these closures? Records show that between 1992 and 2006, out of 170 Textile companies about 149 were reported to have shut down.

Over the years, the Nigerian consumer have developed a taste for foreign textiles, going to the market places one cannot fail to notice how consumers regard foreign products as having a better quality than locally manufactured ones. With the trade liberalization policy, the country have experienced unrestrained imports of all kinds of textile materials. This has led to a very strong competition by both foreign and local textile products, each seeking to gain a higher patronage from the Nigerian consumer.

How can Made in Nigeria textiles gain a better patronage? What are the problems leading to these closures and how can they be addressed to prevent further closures, revive the existing ones and encourage investment in local textile production.

The research is therefore aimed at addressing the above mentioned points, it is believed that such knowledge will assist the local textile industry in gaining a better patronage from the consumers.

1.3 OBJECTIVES OF THE STUDY.

This research therefore aims at;

- Identifying the factors that are responsible for low patronage of Made in Nigeria textiles.
- Identifying the factors militating against the growth of the local textile industry.
- Identify the factors that influence consumer response to Made in Nigerian textiles.
- Proffer solutions on how to solve the problems militating against Made in Nigeria Textiles.

1.4 RESEARCH QUESTIONS.

The prevailing situation as narrated above raises some crucial questions:

- What is the consumer's perception of the quality of made in Nigerian textiles in relation to that of foreign textiles.
- What is the consumer's perception of the price of made in Nigeria textiles as compared to that of foreign textiles.
- Which is the most influential / critical factor in consumers patronage of textile materials.

1.5 RESEARCH HYPOTHESIS:

The following hypothesis were postulated to guide the research,
Ho1: Consumers' perception of the relative quality of made in Nigeria textiles has no impact on their patronage of made in Nigeria textiles.

Ho2; : Consumers' perception of the relative price of made in Nigeria textiles has no impact on their patronage of made in Nigeria textiles

1.6 SIGNIFICANCE OF THE STUDY .

In view of the foregoing aspirations, this work seeks to examine consumer attitudes towards %made-in-Nigeria+ goods. An attempt will be made to determine the image of %made-in-Nigeria+ goods as seen by consumers and to explain the factors contributing to that image.

It is hoped that the result of the study will contribute in no small way to an understanding of the influences affecting %Made-in-Nigeria+ goods in the market. Such an understanding should conceivably help all who are involved in Textile Industry development to make better decisions.

It is hoped that the findings of this study would give manufacturers of locally manufactured textile the knowledge of how to make local textiles more marketable through winning a favourable consumer response to its products.

1.7 LIMITATIONS AND SCOPE OF THE STUDY.

This work is an attempt to research into the problems and prospects of marketing made in Nigeria goods with particular reference to textiles products. The study will be based on relevant data gathered within Enugu and Lagos metropolis.

Internal and External factors impair marketing local products. This study will be however, limited to marketing mix elements, product, price, promotion and place. Time posed a serious problem to the researcher as the researcher have very busy work schedule to attend to.

1.8 DEFINITION OF TERMS.

CONSUMERS; These are final users of goods and services. They may or not be the buyer of the goods and services.

CONSUMER BEHAVIOUR; Engel et al described consumer behaviour as consisting of those acts of individuals directly involved in obtaining using economic goods and services including the decision processes that proceed and determine these acts.

CONSUMER RESPONSE; This is the mental or physical activity a consumer makes to a stimulus situation.

DEMANDS; Human needs backed by buying power.

MARKETS; These are individuals and organizations who are the actual and potential buyers of the product or service.

TEXTILE; Woven materials mainly used as clothing.

TEXTILE INDUSTRY; Industries manufacturing woven materials mainly used as clothing.

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CHAPTER TWO

LITERATURE REVIEW

INTRODUCTION

This chapter is aimed at identifying, reviewing, analyzing and appraising previous studies, works, theories, opinions and comments that have some significance to the study.

The study was reviewed under the following sub heading;

- Study of consumer behavior in general to give a theoretical framework of the study.
- Factors influencing consumer response to a product.
- The concept of made in Nigeria goods.
- Factors influencing consumer purchase of made-in-Nigeria textile.
- A general review of the state and size of the local manufacturing textile industry.
- Problems of the Nigerian textile industry.

2.1 THE CONCEPT OF CONSUMER BEHAVIOUR

Ifezue (1997) opined that product-buying motives may be defined as all impulses, desires and consideration of the consumer which induces the purchase of goods and services.

So, rather than creating or producing products and later hard-selling them to consumer, the marketer must first find out what the consumer needs or

wants. The knowledge of who the consumer is, helps the marketer in finding out why, what, when and how consumers buy and the array of factors which influence them. We see from all these view points that the objective of consumer orientation is the delivery of consumer satisfaction. That is why a renowned marketing scholar, Philip Kotler, advocates, *looking at business with the eye of the consumer*. The societal and environmental concept preached that every businessman or organization owes an obligation to the society it operates. The concept calls upon marketers to balance company's profits, consumer wants satisfaction with society interests.

A quick look at the various concepts discussed, one can easily conclude that the concept mostly practiced by Nigeria markets is the selling concept. Most of them believe that consumers if left alone will not buy enough of their company's products, they therefore advertise and promote products just to dispose off company's goods without giving consideration to what the consumer actually needs.

The Consumer

All activities in any business must be focused on the consumer; any business unable to provide goods and services that will fulfill the needs and

satisfy the wants of consumers has lost its prime reason for existence. It will not survive in a competitive environment. Consumers judge business performance and determine business destinies by the manner in which they, the consumers, exercise their purchasing power.

The term "Consumer behaviour" has been viewed from many vantage points by various authors. A consensus seems to be a mirage. The study of consumer behaviour as "those acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that precede and determine those acts". This definition throws light to the subject matter, but does not give fuller meaning of the subject. However, Achumba (1996) respectively seem to have wider acceptance.

Achumba (1996) defined consumer behaviour as, "the activities people engage in actual or potential use of market items whether products, services, information or ideas". William (1982) defined consumer behaviour as, "all purchases related activities, thoughts and influences that occur before, during and after the purchase itself as performed by buyers and consumers of products and services and those who influence the purchase". The above definition embraces others and went further to include influences on the consumers.

The forces that influence the consumer are grouped into two: namely, psychological and environmental forces. The psychological forces consist of attitude, learning, perception, personality and self-concept. On the other hand, the environmental forces influencing the consumers comprise culture family, social class, group influence, economic; otherwise. Circumstances, socialization, education, promotional communication and price relationship.

Actually the study of consumer behaviour is concerned with the questions why do consumer behave the way they do? How does consumer learn about new products? How can consumers' impressions and opinions be modified?

Understanding consumer behaviour can enable manufacturers to better meet the needs of the consumer groups, which it attempts to serve. However, it is quite difficult to study and understand consumer behaviour because it cannot be subjected to scientific proofs or tests. The only alternative or procedure often used by behavioural scientists have been the use of deductive reasoning or judgment made from past experience of constant exhibition of a particular product.

Watson (1975) defined consumer behaviour as the way people act in exchange process. This definition has its core as the exchange process. It does not consider those activities that proceed the exchange process.

James Engel (1978) defined consumer behaviour as those acts of individuals directly involved in obtaining and using goods and services including the decision processes that determine these acts. This definition throws more light to the subject matter but in its entirety does not give a fuller meaning of the subject.

The definition of consumer behaviour by Loudon (1982) as the decision process and physical activity individuals engage in when evaluating, acquiring

and using economic goods and services, did not add much information to the earlier ones. However the definition given by Williams (1982) seems to gain wide acceptance. He defined consumer behaviour thus;

all purchase related activities, thoughts and influences that occurs before, during and after the purchase itself as performed by buyers and consumer of products and service and those factors which influence the purchase.

This latest definition embraces all the points mentioned by the other authors and goes further to include influences on the consumer.

However, the definition given by the American Marketing Association tends to summarize all the definitions. They defined consumer behaviour as the dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspects of their lives. This definition pinpoints at least three important ideas. These involve the idea that consumer behaviour is dynamic, that it involve interaction between effect and cognition, behaviour and environmental event and that it involves exchange.

First, the definition emphasis that consumer behaviour is dynamic. This means that individual consumer, consumer groups and society at large are constantly changing and evolving over time. This has important implications for the study of consumer behaviours as well as for developing marketing strategies.

In terms of studying about consumer behaviour, the study is usually limited to specific time periods, product and individuals or groups. In terms of developing

marketing strategies the dynamic nature of consumers behaviour implies that one should not expect the same marketing strategy to work all the time, across all products, markets and industries.

The second important point emphasized in the definition of consumers behaviour is that it involves interaction between the effect, cognition, behaviour and environmental events. This means that in order to understand consumer and develop superior marketing strategies, we must understand what they think (Cognition) feel (affect), what they do (behaviour) and the things and places (environmental events) that influences what consumers think, feel and do.

A final point emphasized in the definition of consumer behaviour is that it involves exchanges between human being.

Marketing executives on their part have often sought to understand the concept of consumer behaviour by carrying out research into knowing what the wants of consumers are, why they want a particular product, where how and when they need these products. Such knowledge gathered according to Fojt. m (1994) enables industrialist to monitor their production to suit the consumers desire at any point in time.

2.2 Factors Influencing Consumer Response to a Product:

Consumer purchases are influenced strongly by cultural, social, personal and Psychological characteristics.

In making decisions as to what to or not to buy, these four characteristics come to play on his personality or disposition these internal and external influences are responsible for the purchase decisions he makes. They influence him as he passes through the buying decision process.

CULTURAL INFLUENCES:

Culture is defined as the complex of values ideas, attitudes and other meaningful symbols created by people to shape human behavior as they are transmitted.

A consumer decision on clothing materials to purchase could be influenced by his/her culture. For instance the current fashion trend could affect a consumer's choice of clothing material as he attempt to be culturally acceptable.

A man's culture is usually identified by his style of clothing and an individual in order to be culturally identified and accepted adopts a particular clothing style that depicts his or her culture mostly in various situations such as traditional ceremonies etc.

MOTIVATION

A person has many needs at any given time, some are biological arising from states of tension such as hunger, thirst or discomfort, others are psychological arising from the need for recognition, esteem or belonging.

Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes motive when it is aroused to a sufficient level of intensity. A motive is therefore a need that is sufficiently pressing to direct the person to seek satisfaction.

LEARNING:

Learning is defined as changes in behaviour arising from past experience. It occurs through the interplay of drives stimuli, cues, responses and reinforcement. For example a consumer drives for high esteem becomes a motive when it is directed towards a particular stimulus object. In the case of a piece of rayon lace materials, her response to the idea of buying the piece of material is conditioned by surrounding cues.

Cues are minor stimuli that determine when, where and how the person responds. Seeing a friend wearing that particular clothing material is a cue that can influence the consumer's responses in buying the piece of rayon lace materials.

Assuming she buys the piece of materials, if the experience is rewarding. She will probably buy more of the material next time.

BELIEFS AND ATTITUDES:

A belief is a descriptive thought that a person has about something. These beliefs may be based on real knowledge, opinion or faith and may not carry an emotional charge.

People have attitude regarding religion, politics, clothes, music, food etc. attitudes describe a person's relatively consistent evaluations feelings and tendencies toward an object or idea attitudes put people into a frame of mind of liking or disliking things, or moving towards or away from them.

SOCIAL INFLUENCES

Consumer's buying decisions are influenced by the people in the buyer's life and we refer to such influence as social factors, social factors include reference groups and family. They influence behaviour in two ways: provide behavioural standard and norms as well as represent sources of information for decision making.

REFERENCE GROUPS:

Include those groups that can influence a person's attitudes, opinion and values such as close friends, neighbours, fellow students, family and so on.

2.3 The Concept of Made in Nigeria Goods

~~%~~ Made-in-Nigeria+ goods can be said to be goods manufactured in Nigeria by manufacturing companies based in Nigeria using mainly locally sourced materials.

From inception there have been goods locally processed or manufactured in Nigeria. However, these goods were given recognition in the early 60s when Aba based local entrepreneurs started imitating and producing shoes that could be compared with imported ones. It is also on record that prior to this breakthrough in entrepreneurship there has been resounding success in local art work e.g. the bronze work of the ancient Benin Kingdom, the fire works of the Awka craftsmen, the carvings of the ancient Oyo Empire etc.

Agriculture has been our main stay as a nation but proceeds from farm are primarily unprocessed staple food such as cassava, cocoa, palm products, etc. From the above, it can be said that the earliest effort of Nigerians on Micro industries was that of ~~%~~ made-in-Aba+ products in early 60s; little wonder then inferior and substandard goods of the 60s were tagged ~~%~~ Aba-made goods+. It was so until the 70s when the indigenization/ enterprises promotion decree of 1972 was promulgated. This decree saw Nigerians at the helm of affairs controlling multinational companies. These companies were producing goods that cannot be compared with that of their parent companies.

Consumers now saw the needs to differentiate products, thus the name 'made-in-Nigeria' goods came into being. As at today, all goods manufactured or processed in Nigeria are classified as 'made-in-Nigeria' goods.

The explanation usually given for the ban on importation of goods borders on the protection of the indigenous industries and a check on the foreign exchange drain which unbridled importation of goods engenders. The aim is to force, albeit subtly, the consumers to patronize home made goods. How successful this aim has been achieved is very controversial depending on which side of the argument one finds oneself. But if the experience had during the made-in-Nigeria permanent exhibition of 1979 is anything to go by, then the government still has to find solution to the apparent apathy towards home made goods.

The objective of the made-in-Nigeria exhibition was to create a sense of awareness for the manufacturing industries in Nigeria so that their products could be patronized like those of advanced countries which are imported into the country. Abimbowo (1979) During the exhibition it was observed that people did not visit the site of exhibition.

What is responsible for this attitude of Nigerians towards goods made in the country? Has the nature of the products any part to play? Is it a case of prophet not being accepted in his home land?

Attitude is defined as the learned predisposition to respond in a favourable or unfavourable manner to any given attitude object. Attitudes refer to the stand an individual upholds and cherishes about objects, issues, persons, groups, or institutions. Having an attitude means that the individual is no longer neutral towards the referents of an attitude. He is for or against, positively inclined or negatively disposed in some degree toward them . not just momentarily, but in a lasting way, as long as the attitude in question is operative.

The problem of whether an individual will change his attitude depends on how he categorizes a communication and the communicator.

Made-in-Nigeria products can be classified into three groups namely:

(a) Goods transplanted into Nigeria. Examples are Coca Cola, Fanta, Guinness Stout.

(b) Goods adapted for Nigeria. Examples are Textiles and ready made garments.

(c) Indigenous products. Examples include native drinks, agricultural products and Akwete cloth.

Productivity, from the foregoing implies management of the relationship between quality and quantity to ensure better business performance. Literally, business performance may be defined as the degree of market-shareholding by a business.

As we are aware, quality is a relative term and the basis for comparison of made-in-Nigeria goods with imported goods should therefore be in relation to the degree of conformity of either goods with the relevant Nigerian industrial standards/Nigerian quality benchmarks. There is no denying the fact that in the recent past, ignorance and ego contributed to preference of imported goods to made-in-Nigeria goods by Nigerian consumers. During this era, most Nigerian importers colluded with some foreign exporters and flooded our markets with substandard goods to the detriment of the economy. Besides this, Standards Organization of Nigeria (SON) and other regulatory agencies were then, not fully involved in port operations. However, the situation is different. Quality awareness and bringing order or sanity in the importation business are assured today. Our economy should be better for this.

With the increasing awareness on quality issues by consumers coupled with the curbing of activities of the economic cankerworms, the stage is set for Nigerian business to effectively implement quality tools for better

performance of their products in relation to imported goods. Better performance of goods is synonymous

2.4 FACTORS THAT INFLUENCE MADE-IN- NIGERIA TEXTILES.

Export Market Problems and Prospects.

Michelin has recorded success in the export of tyres made in Nigeria. When they began to explore the idea of exporting %made in Nigeria tyres+to other countries, they met with skeptical reactions from quarters where it is believed that %made in Nigeria+ goods will not be acceptable on the international market.

However, they have succeeded because of the quality of their tyres. Currently they export truck tyres from Port Harcourt to South Africa, Morocco, Algeria, Egypt, and Lebanon, and Tanzania to name a few countries.

The Michelin's experience brings to light some important facts that the Nigerian business community must recognize:

1. To be truly competitive in today's business world a company must establish and/or maintain international standards.
2. This is very important in the areas of:
 - a. Quality of products and services.

b. Quality of men and materials.

2. A direct off-shoot of the first point is that a good quality product no matter where it is made will appeal to customers wherever they are. ~~MA~~ Made in Nigeria+ goods will sell anywhere, if they meet the quality standards and needs of the target customers.

However, in going forward, we must not fail to point out some areas of difficulty:

b. Cumbersome Administrative Processes.

The logistics of actually getting the products to the country of export can be very cumbersome, because of the rigor, and the complex administration at our Nigerian Ports. This leads to failure in meeting the customers' delivery deadlines, which is unacceptable in international trade.

c. Theft:

There are recorded cases of theft where the containers arrive the port of destination with fewer exported commodities.

d. Multiple levies, high duties & tariffs.

One major problem for manufacturers is the issue of multiple taxation and hidden costs of doing business. There are many levies/tariffs/indirect and

direct taxes, all of which cumulatively place a heavy burden on manufacturers as they result in increased cost.

Problem of Price Elasticity:

In reality, price elasticity vary according to the direction of price changes, a brand's price position, and the magnitude of the price change. Buyers, in general, are more sensitive to perceive price increases than to perceive price decreases. In practical terms, the difference in relative price elasticity between price increases and price decreases means its easier to lose sales from current buyers by increasing price than it is to win sales from new buyers by reducing price.

Problems of Promotion

Researchers have made important advances in understanding both consumer and competitive response to advertising and promotion. Researchers have also quantified consumer response to promotion in terms of brand switching, repeat purchase, stock piling and consumption. Ailawadi (1998) investigated the extent to which advertising attracts new users and retains loyal customers

A major problem inherent in marketing local products is inadequate advertisement. Alego (1992) Review of related literatures suggest that most local footwear manufacturers depend on an advertisement and publicity to bring their products to the knowledge of consumers and to create the desire for their products. Empirical findings also suggest that personal selling and sales promotion are less common in marketing locally made products.

Problem of product

Previous studies have shown that Nigerians have unfavourable attitude towards home made goods because of the perception that local made goods are inferior in quality to imported substitutes Aire (1973). Researches have also shown that poor product packaging negatively affects marketing home made goods. Sobowale (1997). Postulates that enhancing a product with a feature or premium that is of little or no value to many customers even without raising the price may actually decrease the popularity of that product.

It has however been confirmed that there is no correlation between income, age and education on one hand and the desire to buy home made goods, (Okechukwu (1983).

Product is defined as a set of tangible and intangible attributes including packaging, colour, price manufacturers prestige, which the buyer may accept as offering want satisfaction, Stanton (1994).

Problem of Distribution

In recent years, distribution channels traditionally seen as the economics dark continent and the neglected side of marketing+ have received increased attention. According to one well-published study, wholesaler-distributor sales are expected to grow in real terms at faster than the economy through the mid 1990s, Another empirical study found that only 24% of industrial marketers sell solely direct to end users, while 76% use some types of intermediary channels, McGraw-Hill Study (1985).

Researches have also shown that because most local firms in footwear industry are either small or medium scale enterprises, they lack the ability to effectively distribute their products, hence rely on agents and middlemen Sobowale (1997) and Saha (1983) both of them agree that a major problem facing local manufacturers is logistic problem. Indeed, studies have repeatedly found distinct absence of planning and evaluation procedures for channels decision, as a result, marketers responding to their organizations internal structures and performance measurements, also

tend to make distribution decisions on an incremental product-by-product basis, McVey (1961).

Report on the sixth Nigerian Economic Summit (1999) also included logistics and transportation problems as factors that militate against the growth of marketing in Nigeria.

Distribution channel is the route taken by the title to the product as it moves from the producer to the ultimate consumer or industrial users, Stanton (1994).

Country of Origin Effects:

The literature in the field of international marketing supports the notion that information on the country-of-origin of products affects the decision-making process of both final consumers and industrial customers alike. Decision-makers may exhibit biases in that they either favour domestic products over imports or view imported products as better/worse than domestic ones simply based on their origin. Empirical studies indicate there are a number of underlying reasons for the impact of country-of-origin information, ranging from country stereotypes (positive and negative) playing a role in consumer product evaluation process to individuals outright rejection of foreign-made goods because of their concern for the well-being of the local economy Bilkey (1982).

Research also showed that when consumers are asked directly how they feel about products from a specific country they may express very positive views, yet in the context of actual purchasing decision process they do not act consistently with these positions. Empirical studies from various international markets indicate that under normal supply/demand conditions in the market (when a wide range of domestic and foreign-mode brands are available in any given product category), consumers will generally prefer domestic products. Primarily due to their patriotic feelings. Terpstra (1988). Consequently, it is not only important how consumers perceive products of a specific country of origin, but how domestic products are perceived relative to parallel imports within the same product category.

Although national reputations for technological superiority, product quality, design and value naturally vary from country to country, consumers tend to generalise their attitudes and opinions across a wide range of products from a given country. This stereotyping may also result from the attitudes of the consumers towards the people of that country, familiarity with the country and its products, and the background of the consumers, such as their demographic characteristics and their cultural characteristics. Mass media, personal experiences and the views of national opinion leaders may also shape the reputation of a country as a producer.

Research has shown that in the developing countries for example, there exists a particularly strong bias against locally manufactured goods. Other researches postulate that the degree of bias towards a range of products from the same country may be vastly different depending on the product under consideration or perceived quality Okechukwu (1994). Country of origin is usually communicated by the term ~~Ma~~ Made in (name of country)q

Country of Origin Effects on Nigerian Consumer Choice

Buy domestic promotions in various countries often urge the citizens to help domestic workers whose jobs are threatened by imports. Federal government of Nigeria has made several moves towards ensuring that made-in Nigeria goods are promoted. Some of these moves paved way for the Nigerian Enterprises Promotion decree. This decree was mainly promulgated to ensure that foreign control over Nigerian economy was reduced. One of the plans was to encourage the purchase of domestic or locally made goods or the import - substitution strategy. The import - substitution strategy is a means of replacing imported goods with domestic alternatives. Instead of taking to importation, small-scale businesses were encouraged to produce goods locally, which can be used as replacement for the imported product. Import substitution may also include importation of component Parts and assembling them locally. Examples of import

substitution industries in Nigeria include Volkswagen Assembly plant, Peugeot Automobile of Nigeria etc.

In the late 1970s, the apathy of local consumers towards products produced locally for the market knew no bounds with consumers preferring foreign products over and above the locally produced ones Aire (1973).

The deregulation policies of the federal government following the Structural Adjustment Programme in the late 1980 ushered in the collapse of several local industries that could not face the onslaught from the deluge of imported products. Consequently, Nigeria became a trading rather than a production based economy. By 1995 with the tight economic situation experienced under Abacha regime, it became a little more difficult for the importation of finished goods into Nigeria as exchange rate hit the roof.

Elite consumers that had developed tasty appetite for foreign products suddenly became the leaders of the local ones. Nigeria once again unconsciously started shifting towards local production. Cottage industries started springing up in the areas of pure water packaging, food processing, cosmetics, textiles, shoes, etc., but now they are being discouraged and many are folding up. The advent of civilian administration caused national borders to be wide open as free trade is embraced and products like peppermint, toothpaste, soaps, detergents are now being imported from

Malaysia, Indonesia and India. The implication of this is that the attitude of Nigerians toward locally made goods will again be lowered.

As noted earlier, past studies Aire (1973), Kalegha (1983) and Okechukwu (1999) had revealed that the Nigerian consumers possessed a negative attitude towards made-in-Nigeria goods. Okechukwu (1999) showed that Nigerian made goods (cars and TV.) were rated lowest by Nigerians when compared with alternatives from overseas (Germany, Japan and South Korea). Following this finding, there have been serious moves by the government to reverse the situation, It mounted buy domestic campaigns aimed at persuading the citizenry to look inwards to solve their problems and buy domestic goods. They stressed that buying foreign goods will endanger the livelihood of domestic workers. Many other cues are being employed to motivate purchasers to select domestic goods instead of imported goods.

In addition to earlier indicated factors that influence consumer behaviour, certain marketing and economic factors influence consumer purchase of made-in-Nigeria textiles.

In reviewing the market and attitude of Nigeria consumers towards made-in-Nigeria textiles, the researcher wishes to review these marketing and economic factors in relation to its effect on consumer response to made-in-Nigeria textiles.

PRODUCT QUALITY AND CONSUMER RESPONSE TO LOCAL TEXTILES :

Ifezue (1997) opined that product buying motives be classified into two broad categories . emotional and rational.

Rational motives he explained are those forces, which induces consumers to purchase after carefully going through a rational process of thought. These rational motives include quality, flexibility, durability, price etc. hence quality can be said to be one of the rational motives that influence consumer purchase of a product.

Nnabuko (1998) asserted this by explaining that in evaluating a product for purchase buyers view products as bundles of attributes that do things for them and normally consider product attributes such as quality, price, durability, prestige etc. Achison (1999) defined quality product as that item that is fit for the intended purpose for which that product is commonly bought, as it is reasonable to expect having regards to any description applied to them.

David (1987) identifies eight factors that determine quality. These factors include performance, Reliability, durability serviceability, features, Aesthetics, conformance and perceived quality. However the relative importance of these factors will depend on the item being purchased. In the

case of textile material the factors that determine quality could rest on durability, aesthetic.

There is a popular belief that the qualities of locally manufactured goods is lower than that of imported ones. An observable fact of much consumption activity in Nigeria is the consumers' preference for imported goods.

Various studies have shown that consumers see quality of a product as a critical influencing factor in their purchase habit.

Korie (1994), Study on consumer preference of new products in the market, A case study of flash blue detergents. The results indicated that the quality of any brand of detergent has relationship with brand preference.

Nwankwo (1994) In his research on consumer preference for different brands of malt drinks in Enugu metropolis. The results showed that the quality, which is measurable by the taste of the malt drink brands constituted a major factor which determines consumer brand preference for malt drinks.

Ogbuokiri (1996) in her studies on attitude of consumers towards locally manufactured footwear. She found out that consumers have a negative attitude towards locally manufactured footwear. This she found out was linked to the perceived quality of made in Nigeria footwear as well as its low prestige.

Textiles goods is not left out in this issue of poor quality. Ugwu (1989) in his research on consumer patronage to General cotton mills Limited Onitsha. His result showed that quality constitute a strong influential factor affecting the customer patronage.

In his recommendations, he stressed on the need for the company to take cognizance of trend in consumer taste and aim at acquiring equipment to enable the textile mills to enhance their product mix and design,

Ahamefule (1994), Research on the problem of small indigenous manufacturing companies; A case study of Nigerian Garment manufacturing company Aba.

The result obtained indicated that the foreign imported singlets are superior to those manufactured in the country. Nwafor (1994) investigated on preference of foreign goods to locally produced ones in Enugu. A case study of General cotton mills limited Onitsha. In his findings, prominent among the reason why consumers prefer foreign materials is poor quality of made-in-Nigeria textile.

Amadi (1999) in her study titled "An Appraisal of consumers attitude towards Nigerian made textile goods. She noted that consumers are not sensitive to the purchase and use of Nigerian made prints because of its poor quality.

Product price and consumer response to local textile

Price according to Achison (2000) is regarded as the value of the product measured in terms of standard monetary unit. From the seller's perspective it is the value he places on the commodity and to the buyer it is the amount he perceives he will pay.

This means that price is usually related to the total cost and the value of the product. From buyer's perspective, price must be viewed against product quality, delivery and supplier's service. Very often the value of the product is related to buyer's sensitivity to price. According to Green (1964) price sensitivity varies with purchases over time and from one set of circumstances to another. The authors observed that price difference must be significant enough to overcome a buyer's anxiety about product quality, service, reliability as he strives to ensure that he purchases the product at the right price.

In the case of locally manufactured textiles it has been established by various findings that the price of locally made textiles is relatively lower than that of foreign textile. Agboola (1996) in his research on consumer response to the quality and design of made in Nigeria textile as a result of its relative low price. In the same vein Ugochukwu (1994) in his research on consumer preference for shoes; A comparative study of consumer's attitude towards locally made and imported shoes. He found out that

consumer only prefer to go for locally made shoes if the price of the shoe is lower than the imported ones of the same quality, the relatively lower price of locally made textiles would had been advantage to local manufacturer if it is equally associated with high quality or of the same quality with that of imported ones.

Some are of the different opinion that the relatively lower price of local textile leads to perceived poor quality as most consumers tend to associate price with quality. Hence a lower price indicates a lower quality.

Others believe that price does not always reflect quality and rather believe that only actual usage can be used to evaluate the quality of a textile material.

With the recent economic recession in the country consumers are now forced to consider the relatively lower price of made-in-Nigeria textiles in their purchase of textile materials.

Impact of Beliefs and Attitudes on Consumer response to Made-in-Nigeria Textiles.

Belief is simply the descriptive thought that a person has about something and this has a significant impact on individual perception and their behaviour.

Schewe (1986) explained attitude as feelings about product brands, retail outlets etc. he stressed that it is important for markets to remember

that all attitudes can develop only after consumers have learnt that an object exists and what its attributes are. These attitudes he explained are formed by perceiving information about an object and evaluating the information.

Infact consumers attitude towards a product come from their assessment of the products ability to satisfy their requirement as expressed in the evaluative criteria. Most products in Nigeria suffer from rejection and low demand as a result of consumers belief and attitudes.

Most authors believe that these beliefs and attitudes are as a result of evaluation of past experience by the consumer in relation to consumption of local products.

Sanyo (1996) made a similar point when he asserted that preference for foreign made goods is the outcome of experiences gained over a period of years on locally produced goods. The unwashable fabric, the early consumed electric bulb, the matches that would not produce sparks have all played their role in turning the mind of the Nigerian consumers against goods produced in the country.

He however adds that there are many home made goods, such as cement, soap, which compare favourably in quality but this notwithstanding the poor image of the inferior products tend to rub off on other locally

produced goods irrespective of their qualities. The resulting effect tends to discourage the consumption of made-in-Nigeria products.

In the case of consumers' attitude to made-in-Nigeria textile it can be argued that consumers' attitude could be due to outcome of experience gained over a period of time with usage of both foreign and local textiles. In line with various studies reporting on consumers' complaint of the poor quality of locally manufactured textiles. It is pertinent to note that the Nigerian consumers have been able to come up with learned dispositions about local textiles and hence developed a negative attitude towards locally manufactured textiles.

2.5 General Review of the state and size of the Nigerian Textile Industry:

Here the researcher reviewed the variety of textile materials produced by the local textile industry. A review of the raw materials employed in the production process, the production techniques employed by these local textile firms as well as every other issues bordering on the marketability of made in Nigeria textiles.

Nigeria is the largest country in black Africa with a population forecast of 150 million people broken into 36 states with Abuja as the capital. With this population and clothing being a basic need of life, it is evidently clear that

Nigeria constitutes a very large market for clothing items . Textile Materials.

The Gross National Product (GNP) or GDP of Nigeria and the per capita income can without question sustain a vibrant textile industry to satisfy the domestic market and export if possible. Ironically, this is not the case.

In 1990, there were 175 textile factories operating in Nigeria but today we have 42 epileptic operators. Only 12 of these can boast of operating at 30% capacity. Among these, 4 textile factories produce embroidery lace materials as part of their product brands. This further establishes the inadequacy of the local supply of textile products in Nigeria.

For instance, over \$760 million worth of embroidered lace materials/textiles exported from South-East Asian countries to sub-Saharan Africa annually, at least 75% of this export is consumed in Nigeria. In other words, Nigeria imports over \$540 million worth of lace fabrics yearly. The Nigerian embroidery lace Co. Ltd. AF print Group Ltd., Bhojsons, Empec Industries Ltd and Kaduna Textile Mills, which are the major local producers of these products can not meet the demand, with an average annual output of \$281 million, when Nigeria annual demand estimate for embroidery lace alone totals \$821.5 million. Textile Watch (2004).

In 1990, the Nigeria textile industry was the largest in Africa after Egypt and South Africa. The industry which currently accounts for less than 25% of manufacturing value added has gone through various phases of growth. In 1960s, the investment and savings policies induced steady growth which gave rise to an average of 12.5% growth rate in the 1970s. The recession of the early to mid 1980 dealt with the industry and took its toll. The cumulative Textile Production indeed (1972 . 2000) declined from 4271 to 171.1 in 1984 and 112.8 in 2003. The industry recovered in the late 1980s achieving an annual growth rate of about 67% between 1985 and 1991, with the embroidery lace alone accounting for about 20% of the recorded growth.

The industry was the largest employer of labour in the manufacturing sector within these periods. Capacity utilization integration programme embarked upon by many firms in the industry in compliance with the government policy issued in the mid 1980s was a positive contributing factor. Thus the level of domestic sourcing of raw materials witnessed a steady improvement from 52% in 1987, 57% in 1998 to 64% in 1991.

However, this improved performance was not universal among the firms in the industry. The embroidered lace Fabrics or textile had the reverse experiences. The few producers of lace textiles who were producing less

than 20% of the total textile output in 1980 dropped to 12% in 1994 and less than 8% in 2003. This decline could be traced to the quality and quantity of the type of cotton used. For other types of textile production the level of local raw materials usage increased because they can be obtained locally while that of the lace material can only be imported.

As at May 29th 2003, 42 Textile firms in Nigeria were operating 1,020,345 spindles and 57,451 yarns. This marginal output can only meet 32.5% of the annual domestic demand which still confirms that there is a large market for textile products in Nigeria. The textile exports constitutes less than 17 of Nigeria total exports despite the fact that Nigeria has a cotton based textile industry.

The Nigeria Textile Industry represents:

A strategic non oil industry for Nigeria, though under developed but a potential investment and industrialization in sub-Saharan African.

The 3rd largest textile industry, in Africa after Egypt and South Africa. The world largest but singular consumer of lace products of annual demand of about 32.8% of the global output.

In the year 2000, Nigeria Textile Industry produced about 500 million meters of all types of fabrics. In 2002 they produced 72% of the West African, production with the embroidered lace contributing only 12%.

Despite the fact that Nigeria has favourable trade agreements, its exports declined whilst imports increased dramatically leading to a situation that the Nigerian textile industry has a market share of about 34% in the home market, it is evidently clear that Nigeria textile product market constitutes a promising potential market. However, it is imperative to identify these factors that are responsible for the low acceptance of locally or domestic manufactured textile products.

Definitely Nigeria has many of the prerequisites needed for developing a successful textile and clothing industry. It has a huge growing domestic demand, availability of well priced raw material, huge population of young and relatively skilled labour force and a well established tradition in local textiles. The evidence of this is provided by the existence, in every textile sub-sector of companies that market the highest world standards. Unfortunately these companies are strained by a number of factors.

Textile Mills in Operations.

Mills in Operation: Equity ownership and management varies from 100% Nigerian owned and managed to 100% foreign owned and managed by

Asian and Lebanese owners. The majority of the mills have been created through direct foreign investment.

Employment: At present, the sector employs directly about 57,000 persons.

Size of the Industry in the Sub-Saharan Context: Nigeria's installed short stapling spinning capacity has a share of 24%, open and spinning of 31% of the sub-Saharan installed capacity. In shuttleless loom, Nigeria's share is 35%, in shuttle looms, it is 29%.

Production: Nigerian fabric production in the year 2002, represented 72% of the African production.

Production Focus: the textile industry primarily produces African prints both in real wax and imitation wax prints. The sector is characterized by little product differentiation.

Product: Traditional African Prints, colour and designs do not show big variation between companies. The background colours are in deep and bright shades. The finished width of the fabric for all prints is 46.+ The sewing operation by local tailor shops.

Product Presentation: Prints are offered in 6 or 12 yard pieces which are labeled for the clients, brands and names are printed on the hem of the piece

Markets: Prints are namely sold in the domestic markets, some of the companies also export to the ECOWAS and CEMAC countries. Some companies have wholesale distributors and others sell directly to the final point of sale.

Export: Direct exports to the EU are namely in the form of yarn. Some suiting and shirting materials are also exported. It is however estimated that more than 50% of the APS and wax production are exported to ECOWAS and CEMAC countries.

Size and Degree of Integration: Almost all the Nigerian companies which are in operation have a size which offers economy of scale. There are only a few stand alone operations. Most of the companies are integrated with spinning weaving . processing operations.

Cotton: Nigerian cotton has a medium staple of length which is not only suited for printed fabrics but also for many fabrics which could be made into garments if the cotton is not contaminated.

Polyester: Fabric and filaments are produced at about a rate of 25,000 tons/year (50% of capacity).

Major Cost Drivers for the Sector: The major cost drivers in a textile industry include:

The cost of cotton

- The cost of power

The cost of labour

- The cost of dye stuffs and chemicals

- The cost of capital

Nigeria has the most important printing industry in West Africa. Nigeria dominates the market with more than 75% production. The printed fabrics products in West Africa is concentrated in ten countries and is estimated to have a volume of approximately 700 million linear meters per year.

2.6 Problems of the Nigerian Textile Industry:

The uncertainty in the home markets of the Nigerian textile industry can also be illustrated by the fact that the industry has not participated in the recent global trends, which all the successful textile countries follow. The global trends show that major textile producing countries offer a wide range of fabrics, which on the other hand gives a certain degree of protection to the industry. Production facilities are relocated to selected low cost locations to remain competitive.

There is increased recognition of the importance of garments in the textile value chain as well as the importance of technical textiles. There is also huge world export markets for cotton yarn, gray fabric, processed fabric

and made ups to the extent that total export market in US dollars is about \$31 billion per year.

Constantly, Nigerian products is almost a mono-product industry which can easily be attacked with the import of one product only (African prints). Nigeria does not participate in world production allocation, even after the opportunity offered by AGOA. There is particularly no garment industry, therefore there is no demand for fabrics from Nigerian textile industry other than African Prints. Nigerian exports for cotton yarn has dropped to 4000 metres.

It is evidently clear that practically no dyed fabrics other than African prints are exported by Nigeria to other African countries while such high value added products as made ups and garments are missing in Nigerian exports.

Labour: Despite Nigeria's teeming population and high level of unemployment, the average hourly cost of wages are very much above the level paid in other reference countries. When coupled with the relatively low labour productivity, it becomes clear that Nigerian labour costs in addition to the other input costs adversely affect the competitive positioning of Nigerian textile industry.

Cost of labour has risen strongly in recent year and the textile industry is now bound by national union agreements on textile workers remuneration and conditions. These conditions limit operatives working hours to 40 hrs per week with hefty overtime premiums for additional Saturday and Sunday working. These conditions mean in effect that almost all textile companies only work a 3-shift system for 5 days per week (Monday . Friday). Overtime pay is used to cover additional hours on Saturday and Sunday. The Sunday take-up is usually low at around 50% - 60% turnout. This is quite unique for a developing country. in all major textile producing countries employees work for 7 days a week on a 4 shift basis without overtime payment.

Cost of Power: In Nigeria, grid electricity is available only through the state monopoly provider PHCN. Companies usually have partially or completely no power so they rely on their own power generators. With the current incessant high prices, diesel generating electricity costs have risen sharply. It can be seen that Nigeria has the highest power cost in comparison with the other reference countries. For an oil producing country, this is an aberration and an intolerable situation.

Water: There is water everywhere in Nigeria, yet water is not available to the industry at attractive rates especially in the North where raw water has to be supplied by tankers to some of the mills usually at high cost.

Currency of Technology: Going by the level of technology which is indicated by the age of technology which is installed in a country, that of Nigeria is very low.

When that of India and China range from 38, 29 to 74, 69% respectively for spindle and shuttles looms. For spindles and shuttles looms, Nigeria scores miserable 3.8 and 8%.

When other countries have from 3% to 18% special funds available for technology up gradations, Nigeria has no such funds.

Cost of Cotton:

“ Cotton prices in Nigeria, in common with the international situation, have risen sharply over the last year.

“ Prices paid in 2003 for ungraded Nigerian cotton bought in the local market ranged from 140 . 155 Naira per KG of cotton lint. (50 . 55 cents/LBS).

“ At these levels and taking account of the ungraded nature of the available

cotton, textile manufacturers do not enjoy any local cotton price advantage anymore.

Dyes and Chemicals:

“ Reactive dyes attract at present a 20% duty, which is very high. To bring it to a level of 5% would make it be globally competitive.

Working Capital:

“ In textiles production generally the working capital cycle can be quite long. In Nigeria however, the cycle is much longer than elsewhere.

“Producers have to buy the cotton crop for cash usually before it is even harvested in order to ensure supplies. Since there is only one crop per season (November . February) producers also have to buy up the entire years supply during this period and hold stocks for up to 7 months.

“ When selling the yarns and fabrics, producers also have to extend credit to their customers of around 45 days. This means that working capital is turned-over only between 1.5 . 2.0 times per year.

“ In other countries cotton is often bought on generous credit terms and supplies can be secured in the local Spot Market significantly reducing working capital needs.

Cost of Finance:

“ The problem of a long working capital cycle is made much worse in Nigeria by the cost of short-term financing. This costs from 20.5% per year.

“ This adds very significantly to producer costs and places Nigeria at a competitive disadvantage against textile producers elsewhere in the world who enjoy much lower working capital needs and cheap finance to fulfill their needs.

“ Many companies also stated that banks impose many additional handling and bank charges, which significantly increases the cost of capital even further.

Long Term Loans:

“ A curious feature of the banking system in Nigeria is the fact that there is a total absence of Long-Term funding available to manufacturers from local banks.

“ Most loans available are for less than 12 months, with only the top companies occasionally being offered loan facilities for up to 3 years.

“ Most textile machinery has a service life of at least 10 years and internationally is usually financed with loans of more than 5 years duration.

“ Such loans as are available in Nigeria are again offered at interest rates

of 20.5% and upwards making it prohibitively expensive to invest other than by using ones own equity.

“ This is a key factor for the long-term under-investment that is evident in many companies. The very poor local market environment coupled with prohibitively expensive bank financing has deterred many companies from making critical investments, which would improve their productivity as a result such companies are becoming progressively less competitive.

Banking Sector Participation:

“ From discussions and experience, it is clear, that the banking sector in Nigeria is more focused on lending to traders and to certain preferred industrial sectors such as oil, telecommunications and food & drinks, than to textiles.

“ Banks are certainly reducing their lending exposure to textile companies generally in Nigeria, and where they are lending, preference is given to the larger textile producers who are seen by the banks as being the more secure investment.

“ Smaller companies find it increasingly more difficult to secure adequate lending facilities from commercial banks, and probably have to pay a further risk premium on top of the already high lending rates quoted.

“ Financial institutions should make credits available to industry at competitive rates for working capacity and long term financing.

Nigeria textile industry and competitive pressure.

In general, sample companies were clearly against liberalization policy pursued by the government. The companies have complained that global trade rules have not adequately taken into consideration the low level of industrialization. UNTL and Gaskiyatex show decreasing profitability and occasional losses for different financial years due to high competitive pressure.

As such, the managements of most of the selected companies reiterate that inability to make reasonable profit was the main reason why they could not expand and upgrade their production technology.

In another respect, the competitive difficulties of local textile companies are largely attributed to the deeply rooted belief among consumers that foreign fabrics are superior in quality.

The Nigerian textile industry is heavily dependent on imported machinery, dye stuff and other industrial supplies. The nation is yet to have a solid industrial base which will permit the production of industrial chemicals and equipments locally.

The human capital of the country is also inadequate to sustain productivity in the local industries. As a result, companies have to spend a lot of money to obtain and retain expatriate. Cotton being the main raw material in the Northern textile mills has incessantly become expensive in the market. For instance, as at 2001 the price per kg was between N80 to N90, and by early 2003 the price per kg had reached N140.

Again, the infrastructure necessary for modern production has been at best inefficient. Consequently, companies must undertake heavy investments in boreholes and electricity generating sets to provide their own water supply and back-up power. In addition, the tariff on power and water is being doubled almost annually. At ATM, the average bill of electricity and water is estimated at N12 million and 6 Million respectively. These together have made cost of production for the industry exceptionally high.

It is therefore worth mentioning that most of the textile companies that could not effectively adjust to lower international prices have either collapsed or have been in serious operational difficulties.

In view of the above, some of the management of the sampled companies, on the one hand, blame government for making them more vulnerable to (especially) %Asian Tigers+. They accuse government of not doing much to assist and safe guard local industries from unfair foreign competition and

provide investor friendly environment for local industries to thrive. On the other hand, others fault the management of the textile companies for their oblivion towards new business challenges. They claim that the inability of the companies management over the years to re-position and modernize their companies was essentially the root cause of their problems.

Third World Countries. Besides, companies in developed and other industrialized economies have certain advantages, particularly in overcoming some unfair international trade practices, over companies from smaller economies. For instance, Fink (2001) found that shipping costs were inflated by an average of 25 percent by the anti-competitive practices of shipping firms.

While rich economies can deal with this problem unilaterally, smaller economies are not as fortunate. Hence for the management of manufacturing companies to discharge their corporate responsibility effectively, certain factors need to be seriously considered.

CRITICAL SUCCESS FACTORS

Our observation reveals that many textile companies are embedded on sticky old concepts, which effectively inhibits new learning. As previous works clearly established sustained competitive advantage requires that

companies continually find new opportunities in markets and respond to emerging challenges.

On this back ground, this study establishes that certain factors contribute to the successes of those textile companies which exhibit high level of competitiveness. At the same time they explain why other textile companies remain rather noncompetitive.

These factors are discussed below:

Preparedness

We find that companies that attain high level of competitiveness are considerably aware of the need to overcome threats of liberalization and exploit the advantages of global market. In other words, companies that are able to achieve greater competitiveness in the face of mass influx of foreign products are also found to be exporters. They tend to achieve this by adopting new changes in their operations and business strategies. This finding corroborates the works of Julia and Yohoda (2002), which emphasize that adopting new patterns and anticipating changes is a core competence for business managers.

Economic of scales.

High volume is required to counter the operational efficiency and low overheads of foreign competitors. To this end, we find that competitive textiles companies tend to increase market share steadily. Although all textile companies grapple with increasing cost of production which invariably limits their ability to compete, those that adopt new methods of production are found to be less affected. Failure to increase sales volume is therefore a prima facie evidence of failure to compete in the global market.

Investment

In this study there are awesome evidences that size of investment matters as far as international Competition is concerned. We find that highly competitive companies such as former UNTL and ATM have larger investments and the least competitive company (Dangotex) has very small capital. Previous studies established that up-grading technology and skills on continues basis prepares companies for best (quality) performance and results. However, we observed that technology in the Northern textile industry is at best outdated.

Therefore, companies that were able to raise substantial capital to import modern production technology and expertise are found to have unique

competitive advantage. More specifically, these companies have gradually retrenched product lines believed to be inferior (prints) in quality.

Foreign Investment

Closely related to the above, this study finds that foreign investment, in particularly, Chinese, Indian and Lebanese capital plays significant role in the capital structure of textile companies in Northern Nigeria. This in turn makes those companies with substantial foreign capital to have more competitive advantage than those that operate solely with local capital. This has given credence to the finding of World Bank (2002) which argues that the spillover effect of FDI in terms of movement of tangible and intangible assets is particularly helpful to companies in the host countries.

Access to market

Presently product lines marketed by local textile companies were found to be quite limited. It is very difficult to explain why these companies failed to broaden the product line breadth. Yet those companies that achieve greater competitiveness were able to make up for this deficiency by producing different brands and marketing them through various channels. In fact, merger/acquisition is used as a strategic option of taking over key channels of distribution and popular brands.

Vertical Integration:

The ability of textile companies to provide their own ginneries, spinning, weaving, finishing/ processes and related services is found to be a powerful source of competitive advantage. Although Christensen (2001) observes that vertical integration is an advantage only when a company is competing for a new business (needs that have not yet been satisfied), we find that due to certain peculiarities (outdated technology, narrow product ranges and uncertainties of supply sources) that characterized the conditions of textile industry, over reliance on others could be deadly.

This explains why we have not found collaboration (outsourcing and resource sharing) to be a source of competitive advantage for the textile companies. However, we observed that if efficiency and reliability of supply from other companies is enhanced, outsourcing could be an important cost cutting strategy. Similarly, when the industry diversifies and modernizes, resource sharing could also be a valuable source of advantage.

Summary:

Observations and review of related literatures reveal that, at present, the Nigerian textile market is filled with foreign products of different varieties. Locally manufactured fabrics have to contend with the influx of foreign products in terms of price, quality and

otherwise. The High Performing Asian Economies (HPAE) which include China, India, Malaysia, and South Korea among others have succeeded in offering Nigerian buyers with cheap (sometimes sub-standard) products, thereby dominating the local textile markets.

However, sample companies have insisted that foreign governments usually subsidized exports to enable their companies compete favourably in terms of pricing.

Thus, there is absolute agreement among the management of the selected companies that the competitive environment is in fact intense.

Reports from UNTL and Gaskiyatex show decreasing profitability and occasional losses for different financial years due to high competitive pressure. As such, the managements of most of the selected companies reiterate that inability to make reasonable profit was the main reason why they could not expand and upgrade

Their production technology.

In another respect, the competitive difficulties of local textile companies are largely attributed to the deeply rooted belief among consumers that foreign fabrics are more superior than locally manufactured ones.

The Nigerian textile industry is heavily dependent on imported machinery, dye stuff and other industrial supplies. The nation is yet to have a solid industrial base which will permit the production of industrial chemicals and equipments locally. The human capital of the country is also inadequate to sustain productivity in the local industries. As a result, companies have to spend a lot of money to obtain and retain expatriate. Cotton being the main raw material in the Northern textile mills has incessantly become expensive in the market. For instance, as at 2001 the price per kg was between N80 to N90, and by early 2003 the price per kg had reached N140.

Again, the infrastructure necessary for modern production has been at best inefficient. Consequently, companies must undertake heavy investments in boreholes and electricity generating sets to provide their own water supply and back-up power. In addition, the tariff on power and water is being doubled almost annually. At ATM, the average bill of electricity and water is estimated at N12 million and 6 Million respectively. These together have

made cost of production for the industry exceptionally high. It is therefore worth mentioning that most of the textile companies that could not effectively adjust to lower international prices have either collapsed or have been in serious operational difficulties. In general, sample companies were clearly against liberalization policy pursued by the government. The companies have complained that global trade rules have not adequately taken into consideration the low level of industrialization of the Third World Countries. Besides, companies in developed and other industrialized economies have certain advantages, particularly in overcoming some unfair international trade practices, over companies from smaller economies.

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CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

INTRODUCTION:

This is a framework which specifies the method and procedures employed in carrying out the research. It specifies the sources of data, procedures for data collection, sample size determination, sampling procedure as well as method or technique employed in the analysis of the data.

3.1 SCOPE OF RESEARCH AND AREA OF COVERAGE

The research is conducted within Enugu metropolis to cover consumers of made-in Nigeria textiles only. Relevant data needed for the

research were collected from a selected sample of consumers using selected data collection instruments.

3.2 SOURCE OF DATA

Data needed for the research were collected from two sources; primary and Secondary sources.

A. Primary Sources

Oral interviews were conducted to illicit valuable facts from a cross section of consumers to help assess the overall consumer response to made-in-Nigeria textiles.

Questionnaires, being the main research instrument was carefully designed to assess the motivating factors attitudes and response of consumer to made-in-Nigeria textile.

B. Secondary Data

To acquire the secondary data, the following sources were consulted.

- a. Textbooks, Journals, Newspapers, Magazines
- b. Research projects related to the study
- c. Ministry of Commerce and Industry Enugu.
- d. Selected Textile Industries

- e. University of Nigeria Enugu Campus library
- f. Enugu State University of science and technology library.
- g. Relevant web sites in the Internet.

3.3 SELECTION AND CONSTRUCTION OF DATA COLLECTION INSTRUMENTS

Interview guides and questionnaires constituted the chosen data collection instrument.

The questionnaire was designed under an eight stages of questionnaire design process and was administered to selected sample of consumers.

This was to assess the factors that influence consumer response and attitude to made-in-Nigeria textiles.

The interview guide was used to administer interview to consumers and were carefully designed to help assess the overall consumer response to made-in-Nigeria textiles.

Z = At 95% confidence level the standard deviation is 1.96

P = 0.5

Q = 0.5

E = 0.05

$$n = \frac{1.96^2(0.5)(0.5)}{(0.05)^2} = 384.16$$

Hence the sample size is 384. thus 384 questionnaires was used for the study.

3.6 **SAMPLING PROCEDURE**

The researcher used a random sampling technique to administer the questionnaires as well interview consumer of made-in-Nigeria textiles within Enugu metropolis. This method allows that each member of the population (every possible sample of a certain size) an equal chance of being selected.

3.7 METHOD OF DATA ANALYSIS

Both descriptive and inferential statistical tools were employed analyzing the data obtained from the study.

For the presentation and description of data, tables and percentages were used to summarize the questionnaires. The inferential statistical tool employed to test the hypothesis formulated was chi-square since it involved relationship between two variables.

The following equation was used in computing the chi-square value.

$$X^2 = \frac{(F_o - F_e)^2}{F_e} \text{ Where } X^2 = \text{ Calculated chi-square value.}$$

F_e = Expected frequency

F_o = Observed frequency

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CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

INTRODUCTION

This study was designed to determine consumer response made-in-Nigeria textile. Consumer questionnaire were constructed and administered, out of 385 Questionnaires distributed to resident in different parts of Enugu metropolis, a total of 364 were returned.

To properly analyze consumer response to made-in Nigeria textile, comparative analysis was conducted to properly identify consumer response to made-in-Nigeria textile putting into consideration its competition with foreign textiles.

The data derived in the Questionnaire were presented in the tabular form. To properly analyze the tabulated data, cross tabulation was used to enable the researcher identify data, cross tabulation was used to enable the researcher identify the relationship between the variables. This is to further help in testing the hypothesis to determine whether a relationship really exist or not, in the tabulated data.

4.1 Presentation of data collected

Table 4.1 Return rate of the questionnaire

Number of Questionnaire Set out	Number returned	%
384	364	94%

Source: Field Survey 2009

According to Table 4.1 A total of 384 questionnaires were administered to consumers within Enugu metropolis. 364 out of the 384 questionnaires were returned.

Hence the return rate of the questionnaire was 94.7%. The high response rate of 94.7% was due to persistence of the researcher and probable interest the respondents have in the study.

Table 4.2 Age and Sex of the respondents

Sex	Respondents	Percentage	Age	respondents	%
Female	253	69.5%	16-30	165	45.3%
Male	111	30.5%	31-45	99	27.2%
Total	364	100%	49-59	74	20.3%
			60and above	26	7.2%
			Total	364	100%

Source: Computed from the questionnaire

The data on age and sex were also analyzed. All the respondents indicated their sex and age. From table 4.2. it can be seen that 253 (69.5%)

female and 111 (30.5%) of males constituted the consumer respondents. From the data on age 165 (45.3%) fell within the age bracket 16-30, 99 (27.2%) fell within the age bracket of 31-45, 74 (20.3%) fell within the age brackets of 46-59 and 26 (7.2%) fell within the age bracket of 60 and above.

Table 4.3 Educational attainment of respondents

	Educational Attainment	No of respondents	Percentage
1	First School Leaving Cet.	55	15.1%
2	WASC/GCE Level	126	34.6%
3	OND/NCE	98	26.9%
4	HND/BSC and above	85	34.4%
	Total	364	100%

Source: Field survey 2009.

Table 4.3 shows that 55 (15.1%) of the respondents possess first school leaving certificate as their highest academic qualifications. 126 (34.6%) possess WASC, SSCE, or GCE O Level Certificate 98 (26.9%). Have OND, NCE qualifications while 85 (23.4%) have HND, BSC or other higher qualifications.

Table 4.4 Type of made-in-Nigeria Textile Purchased

Type Purchased	No of respondents	Percentage
Veritable wax	86	23.6%

Lace Material	65	17.8%
Super Print	81	22.2%
Akara	52	14.2%
Adire	85	23.2%
Total	364	100%

Source: Field survey 2009

Table 4.4 Indicates that 86 (23.65%) of the respondents bought mainly veritable wax, 65 (17.8%) purchased lace material, 81 (22.2%) purchased mainly super prints, 52 (14.2%) purchased Ankara while 85 (23.2%) purchased Adire material.

The table showed that most of the respondents purchased veritable was popularly called Nigerian wax. This was attributed to the fact that its quality was much better than others such as supper prints, Akara material. Amongst the wax materials purchased were Nichen wax, Soso wax, UNTL wax etc.

The respondents attested to the fact that they are more durable as its colour does not fade with washing. In the super print category most of the respondents purchased GCM Superior prints manufactured by G.C.M Nigeria Ltd, Zamani super prints manufactured by Aswani textile industries Nigeria Ltd and UNTL super prints manufactured by United Nigeria Textile Ltd.

These super prints respondents claimed it did not run colour on first washing and lasted longer than other super prints which were usually condemned on first washing.

Table 4.5 Consumer rating of the quality of made-in- Nigeria Textile

Rating	No of respondents	Percentage
High	72	19.8%
Moderate	112	33.5%
Low	170	46.7%
Total	364	100%

Source: Field Survey 2009

From the table 19.8% of the respondents claimed that the quality of made-in-Nigeria textile is high, 33.5% rated that the quality as moderate while 46.7% rated the quality as moderate and 46.7% rated the quality as low.

This indicated that a higher percentage of the respondents rated made-in-Nigeria textiles as being of low quality. According to American society for Quality Control, Quality could be defined as the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. The implied needs of textile material could be said to be covering, fashion, beauty, aesthetics etc and product attributes of textile material include fine texture, durability etc.

Table 4.6 Consumer rating of the quality of Made-in-Nigeria in relation to that of foreign textile

Relative quality	No of respondents	Percentage
Higher quality	30	8.2%
Same quality	100	27.5%
Lower quality	234	64.3%
Total	364	100%

Source: Field Survey 2009

From the table 30 (8.2%) of the respondents rated made-in-Nigeria textile of higher quality than that of foreign textile, 100 (27.8%) rated the quality as the same with that of foreign textile which were more durable and lasts longer than local textile.234 (64.3%) rated it as being of lower quality.

These consumers judging from experience claimed that foreign textile never fade its colour on washing or usage and remains the same for a very long time despite constant washing and usage.

Table 4.7 Influence of Consumer's Perception of the relation quality of made-in-Nigeria textile

Consumer's perception	Encourages Purchases	Discourages Purchases	Indifferent	Total	%
Relatively Higher	30	-	-	30	8.2%

Relatively Lower	-	200(85.5)	34(14.5%)	234	64.3%
Same quality	80 (80%)	-	20(20%)	100	27.5%
Total	110	200	54	364	100%

Source: Field Survey 2009.

From the table 30 (80.2%) of the respondents that rated made-in-Nigeria textile as being relatively higher than foreign textile. They all claimed that this perception encouraged purchase of made-in-Nigeria textiles. Of the 234 respondents who rated it as being relatively lower, 34 (14.5%) claimed that it did not influenced their purchase in any way while 200 (85.5%) claimed it discouraged purchase of made-in-Nigeria textile. Of the 100 respondents who rated it as being of the same quality, 80 (80%) claimed it encouraged purchase while 20 (20%) said it did not affect purchase in anyway.

According to Kotler (2001), A motivated person is ready to act, how, the motivated person actually acts is influenced by his or her perception of the situation.

Table 4.8 Consumer rating of the price of made-in-Nigeria textile

Rating	No of respondents	Percentage
Higher	72	19.8%
Moderate	80	22%

Low	212	58.2%
Total	364	100%

Source: Field Survey 2009

From the table 72 (19.8%) of the respondents rated the price of made-in-Nigeria textile as high, 80 (22%) rated it as moderate while 212 (58.2%) rated it as low.

This indicated that a higher percentage of the respondents perceived price of made-in-Nigeria textile as being low.

According to Achison (1999) price is regarded as the value of the product measured in terms of the standard monetary unit. From the buyer's perspective it is the amount he perceives he will pay. Most of the respondents interviewed attributed this low price as synonymous to the perceived low quality of local textiles.

4.9 Consumer's rating of the price of made-in-Nigeria textile in relation to that of foreign textiles

Rating	No of respondents	Percentage
Relative higher	72	19.8%
Same price	80	22%
Relative	212	58.2%
Total	364	100%

Source: Field Survey 2009

From the table, 72 (19.8%) of the respondents rated the price as being relatively higher, 80 (22%) rated it as being as being of the same price than that of foreign textiles.212 (58.2%) rated it as being relatively lower than that of foreign textile.

Table 4.10 Influence of Consumer’s perception of the relative price of made-in-Nigeria Textile

Consumer’s perception	Encourages Purchases	Indifferent	Discourages Purchase	Total	%
Relatively Higher	-	15(20.8)	57(79.2)	72	19.8%
Same price	-	10(12.5%)	70(87.5%)	80	22%
Relatively Lower	200 (94.4%)	12(5.6%)	-	212	58.2%
Total	200	37	127	364	100%

Source: Field Survey 2009.

From the table 15 (20.8%) of the respondents that rated the price of made-in-Nigeria textiles as being relatively higher claimed that it did not

encourage their purchase of made-in-Nigeria textile, while 57 (79.2%) of the respondents that rated the price as being relatively higher claimed that they were indifferent. These group of respondents stressed that judging from the relatively higher quality of foreign textiles, they preferred purchasing the foreign textile since both quality and price discouraged their purchase of made-in-Nigeria textiles, of 212 respondents that rated the price of made-in-Nigeria textiles as being relatively lower (200(94.4%) claimed that this encouraged purchase as they bought made-in-Nigeria textile because it is relatively cheaper. This they attributed to the poor economic situation in the country were they have to sacrifice the need for a higher quality for affordability.

12(5.6%) claimed that it did not affect their purchase in any way. Of the 80 respondents who rated that they were the same price 10 (12.5%) claimed it did not affect their purchase while 70 (87.5%) claimed it discouraged purchase of foreign textile, they believed that the quality of made-in-Nigeria textile were lower but yet of the same price with that of foreign textile. Hence, as rational beings they purchased foreign textile rather than local textiles.

Table 4.11 Consumer’s Opinion on the performance of the quality of Made-in-Nigeria textile

Quality	No of respondents	Percentage
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Improving	208	57.2%
Same	101	27.7%
Reducing quality	55	15.1%
Total	364	100%

Source: Field Survey 2003

From the table 208 (57.2%) said that considering past and present purchases that the quality of made-in-Nigeria textile could be said to be improving. 101 (27.79%) claimed that the quality is still the same while 55 (15.1%) said the quality is reducing.

Table 4.12 Consumer's rating of the colour and design of made-in-Nigeria textile

Rating	No of respondents	Percentage
Very good	109	29.9%
Good	93	25.5%
Fair	68	18.7%
Poor	62	17.0%
Very poor	32	8.8
Total	364	100%

Source: Field Survey 2003

From the table 109 (29.9%) rated colour and design of made-in-Nigeria textile as being very good, 93 (25.5%) rated it as being good,

68 (18.7%) rated it as being fair, 62 (17%) as being poor and 32 (8.8%) as being very poor.

Table 4.12 Consumers' perception of the colour and design of made-in-Nigeria Textile in relation to that of foreign Textiles

Consumers' perception	No of respondents	Percentage
Better than	202	55.5%
Same	98	26.9%
Not better than	64	17.6%
Total	364	100%

Source: Field Survey 2003

The table indicated that 202 (55.5%) rated the colour and design made-in-Nigeria textiles as being better than that of foreign textiles, 98 (26.8%) rated it as being the same with that of foreign textiles while 64 (17.6%) rated it as not being better than that of foreign textile.

Table 4.14 Effect of the Colour and design of made-in-Nigeria textile to that of foreign textile on consumer response to made-in-Nigeria textile.

Consumer's perception	Encourages Purchases	Indifferent	Total	%
Than	172(85.1)	30(14.9)	-	202
	18(18.4)	80(81.6)	-	98
Better than	-	49976.5	15(23.4)	64
Total	190	159	15	164

Source: Field Survey 2003

Here the table indicated that out of 202 respondents that rated the colour and design of made-in-Nigeria textile as being better than that of foreign textiles, 172 (85.1%) claimed this encouraged purchase. These respondents claimed that made-in-Nigeria textile comes in variety of colour with very attractive design that were well suited for various styles.

30 (14.1%) said this did not affect their purchase in any way of the 64 respondents that rated it as not being better than that of foreign textiles.

Of the 98 respondents that claimed that the colour and design of made-in-Nigeria textile is the same with that of foreign textile, 18 (18.4%) said this encouraged purchase while 80 (81.6%) said this did not affect purchase in any way.

Table 4.15 influence of the current fashion on consumer response to made-in-Nigeria textile.

Influence	No of respondents	Percentage
Encouragement	202	71.9%
Indifferent	62	17%
Discourage Purchase	40	11%
Total	364	100%

Source: Field Survey 2009

From the table, 262 (72%) of the respondents claimed that the current fashion style encouraged their purchase of made-in-Nigeria textile.

This they attributed to the fact that the current fashion styles consisted of variety of ethnic/traditional styles which involved the use of local textiles in making it such as Adire, supperprint hence the need to conform to the current fashion style led to the purchase of these local textiles.

From the researcher's observation most young and older adults now wear a variety of traditional style made with these local textiles. These trend was noticed since the beginning of this millennium.

These can be attributed to the creativity of various Nigerian designers who have created a niche for African traditional styles by making use of our local fabrics to create a variety of attractive designs and styles and its adoption by many consumers.

According to Kotter (2001) A style is a basic and distinctive mode of expression appearing in a field of human endeavour, styles appear in homes, clothing and art. A style can last for generations, going in and out of vogue.

A fashion is a currently accepted or popular style in a given field.

Stanton (1984) suggests that the length of a particular fashion cycle depends on the extent to which the fashion meets a genuine need, is consistent with other trends in the society, satisfies societal norms and value and does not exceed technological limit as it develops.

Also from the table, 62 (17%) of respondents said that the issue of current fashion did not affect their purchase of made-in-Nigeria textile while 40 (11%) claimed and current fashion style discouraged purchase of made-in-Nigeria textiles. These respondents did not adopt any traditional fashion.

Findings:- from this data analysis it can be deduced that the current fashion trend influenced the purchase of made in Nigeria textiles to a reasonable extent.

Table 4.16 Relative Influence of the various factor on consumer patronage of foreign and made-in-Nigeria textile.

Factors	No of respondents	Percentage
Colour and design	70	19.3%
Current fashion	58	15.9%
Quality	145	39.8%
Price	91	25%
Total	364	100%

Source: Field Survey 2009

From the table, 70 (19.3%) of the respondents claimed that the colour and design of a textile was the most influencing factor, 58 (15.9%) claimed that the current fashion was the most influencing factor. 145 (39.8%) claimed quality was the most influencing factor and 91 (25%) said price was the most influencing factor.

Table 4.17 Other factors influencing purchase of Made-in-Nigeria Textiles.

Consumer's perception	No of respondents	Percentage
Suitability of variety of styles	111	30.4%
Creativity	92	25.3%
Texture	76	20.9%
Availability	85	23.4%
Total	364	100%

Source: Field Survey 2009

From the table 111 (30.4%), respondents were of the opinion that in addition to quality, price, colour and design, suitability to variety of styles, influence their purchase of made-in-Nigeria textile 92 (25.3%) said the ability to creatively translate the fabrics to different styles in amazing ways influenced purchase, 76 (20.9%) said the texture influenced their purchase as its soft to touch and firm texture which makes it very fitting encouraged purchase while 85 (23.4) said its availability created the ease of purchase which encouraged purchased.

Table 4.18 Textile Preference of respondents

Preference	No of respondents	Percentage
Made-in-Nigeria	101	27.7%
Foreign	263	72.3%
Total	364	100%

Source: Field Survey 2009

From the table 101 (27.7%) preferred made-in-Nigeria textiles to foreign textiles, reasons for this preference was that it was relatively cheaper, suitable for various styles and its colour and design better than that of foreign textiles while 263 (72.3%) preferred foreign textiles because of its relatively higher quality and durability.

Table 4.19 Trend of consumer patronage of made-in-Nigeria Textile

Trend	No of respondents	Percentage
Buying more	263	72.3%
Buying less	101	27.7%
Total	364	100%

Source: Field Survey 2009

From the table 263 (72.3%) said that they were buying more of made-in-Nigeria because of its improved quality, attractive colour and designs and its suitability to a variety of styles.

While 101 (27.7%) said they were declining in purchase of made-in-Nigeria textile as their increased income made it possible for them to afford the costlier foreign textiles and the need for prestige associated with wearing foreign textiles also led to their purchasing less of made-in-Nigeria textiles, while others claimed that considering their present social class it was more acceptable and prestigious to dress in foreign textiles.

Research Question 1: What is the consumer's perception of the quality of made in Nigeria textiles in relation to that of foreign textiles?

Answer to questions 5 and 6 of the questionnaires provided data for this research question. The data collected were presented in table

4.6.

Consumer rating of the quality of made-in-Nigeria Textile in relation to that of foreign textile.

Relative Quality	No of respondents	Percentage
Higher quality	30	8.2%
Same quality	100	175%
Lower quality	234	64.3%
Total	364	100%

(Data obtained from table 4.6)

Here 30 (8.2%) of the respondents rated it as being of higher quality 100 (27.5%) rated it as being of the same quality while 234 (64.3%) rated it as being of a lower quality.

This indicated that 72.5% of the respondents perceived a significant difference in the quality of made-in-Nigeria textile in relation to that of foreign textiles while only 27.5% did not see any difference in their quality.

Finding: From this analysis, most of the consumers perceive a difference in quality of made-in-Nigeria textile from that of foreign textile, most of them perceiving the quality as being lower that of foreign textiles.

Research Question 2; What is the consumer’s perception of the price of made in Nigeria textiles in relation to that of foreign textiles?

Answer to questions 8 and 9 of the questionnaires provided data for this research question. The data collected were presented in table 4.9.

Consumer’s perception of the price of made-in-Nigeria textile in relation to that of foreign textiles.

Rating	No of respondents	Percentage
Relative higher	72	19.8%
Same price	80	22%

Relative lower	212	58.2%
Total	364	100%

(Data obtained from table 4.9)

Here 72 (19.8%) rated it as being relatively higher, 80 (22%) rated it as being of the same price while 212 (58.2%) rated it as being of a relatively lower price.

Findings: The data analyzed indicated that 284 (78%) of the respondents perceived a difference in the price of made-in-Nigeria textile and foreign textiles. Most of them i.e. 58.2% of the respondents perceiving it as being of a relatively lower price.

Research Question 3: Which factors or attributes is the most critical/influential in consumer's patronage of textile materials.

Answers to question 17 of the questionnaire provided data for this research question. The data collected were presented in table 4.16.

Relative influence of the various factors on consumer patronage of made-in-Nigeria and foreign textiles.

Factors	No of respondents	Percentage
Colour and design	70	19.3%
Current fashion	58	15.9%
Quality	145	39.8%
Price	91	25%
Total	364	100%

(Data obtained from table 4.16)

The analysis shows that quality, price, colour, design and current fashion were the 4 most common factors that consumers considered in purchase of made-in-Nigeria textiles.

From the table, 145 (39.8%) of the respondents said that they considered quality most in their purchase of textile material, this group of respondents claimed that the quality of a textile material is of utmost importance to them. They asserted that they would not compromise quality for any other thing such as price.

91 (25%) of the respondents said that as a result of a poor economic condition they considered price most. These respondents said they could compromise quality for price as long as the quality of the material is not completely bad. These group of respondents could be said to be price-sensitive, as a result of their income level and economic situation of the country. This group is believed might consider quality the most important factor if their income level and economic condition improve.

70 (19.3%) of the respondents said they considered the colour and design of a material the most important factor while purchasing textile materials. These groups of respondents said this consideration held as long as the textile materials in question was of reasonable quality.

58 (15.9%) said that they considered the current fashion style in their purchase of textile materials. These group could be said to be fashion

conscious consumers and always adopted the current fashion. Hence the need to conform to clothing style and fashion would lead to purchasing textile materials that depicted current fashion styles.

4.3 Test of Hypothesis

Chi-square was used at 95% confidence level to conduct the test of Hypothesis. The following steps were taken to reach our decision.

1. The contingency table was constructed.
2. The row and column totals were determined.
3. The expected number of observations (expected frequencies) was calculated for each of the entries.

$$E_{ij} = \frac{R_i C_j}{N} \quad \text{Where } i = 1, 2, 3, \dots, r$$

$$N \quad J = 1, 2, 3, \dots, c$$

E_{ij} = Expected value.

R_i = Total number in Row I

C_j = Total number in Column j

n = Total number of observations.

4. X^2 value was then calculated thus.

$$X^2 = \sum_{ij} \frac{(O-E)^2}{E}$$

5. The degree of freedom was determined $(d.f) = (r-1) (c-1)$
6. The tabulated value of the χ^2 based on the degree of freedom and the chosen level of significance (α) was read off.
7. Then a decision was taken based on the result.

Decision Rule; Reject Null Hypothesis (H_0) if $\chi^2_{cal} > \chi^2_{table}$.

4.3.1 Testing of Hypothesis 1 (Refer to Table 4.7)

H_0 : Consumer perception of the relative quality of made-in-Nigeria textiles has no significant impact on their patronage of made-in-Nigeria textile.

Impact of consumer's perception of the relative quality of made-in-Nigeria textile on consumer patronage of made-in-Nigeria textile.

Consumer's perception	Encourages Purchases	Indifferent	Total	%
Relatively Higher	30	-	-	30
Relatively Lower	-	200	34	234
Quality	80	1	20	100
Total	110	200	54	364

(Data obtained from table 4.7)

Calculation of the tabulated value of χ^2

Level of significance $\alpha = 5\%$ i.e. 0.05

The number of freedom is (R-1) (C-1) i.e. (3-1) (3-1) = 4 degrees of freedom

If $\alpha = 0.05$, the critical value of chi-square at 4 degrees of freedom is 9.49.

Calculation of Expected Frequencies for each cell

Note $\sum_{ij} = \frac{R_i C_j}{n}$

Where i = 1, 2, 3, ..., r

E_{ij} = Expected value

R_i = Total number in Row i

C_j = Total number in Row j

n = Total number of observations

$$E_{11} = \frac{30 \times 110}{364} = 9.065 \quad E_{12} = \frac{30 \times 200}{364} = 16.48$$

$$E_{13} = \frac{30 \times 54}{364} = 4.45 \quad E_{21} = \frac{234 \times 110}{364} = 70.71$$

$$E_{22} = \frac{234 \times 200}{364} = 127.75 \quad E_{23} = \frac{234 \times 54}{364} = 34.71$$

$$E_{31} = \frac{100 \times 110}{364} = 30.22 \quad E_{32} = \frac{80 \times 200}{364} = 43.96$$

$$E_{33} = \frac{100 \times 54}{364} = 148.35$$

table 4.2.0 Calculation of chi-square (χ^2) for Hypothesis 1

Cell Number	Observed value (O)	Expected value (E)	O-E	(O/E)²	$\frac{(O-E)^2}{E}$
1.1	30	9.065	20.935	438.27	48.347
1.2	0	16.48	-16.48	271.59	16.47
1.3	0	4.45	-4.45	19.80	4.449
2.1	0	70.71	-70.71	4999.9	70.709
2.2	200	128.57	71.43	5102.2	39.68
2.3	34	34.71	-0.71	0.504	0.014
3.1	80	30.22	49.78	2478	81.99
3.2	0	54.95	-54.95	3019	54.95
3.3	20	148.35	-128.35	16473. 7	111.64
TOTAL	364	364			428.25

Decision Rule: Reject Null Hypothesis (Ho) if $\chi^2_{cal} > \chi^2_{tab}$.

Since χ^2 calculated (428.25) is greater than χ^2_{tab} (9.49), **we reject Null Hypothesis Ho that consumer perception of the relative quality of made-in-Nigeria textile has no significant impact on their patronage of made-in-Nigeria textile.** Hence we accept the alternative hypothesis that there is a significant impact of consumer perception of the relative quality of made-in-Nigeria on consumer patronage of made-in-Nigeria.

Consumers' perception of the quality of made-in-Nigeria textile influenced their purchase of this textile material. This is as a result of the fact that consumers consider quality a very important factor in the purchase of textile materials.

4.3.2 Test of Hypothesis 11 (Refer to Table 4.10)

Ho: Consumers' perception of the relative price of made-in-Nigeria textiles has no significant impact on their patronage of made-in-Nigeria textiles.

Impact of consumers' perception of the relative price of made-in-Nigeria textiles on their patronage of made-in-Nigeria textile

Consumer's perception	Encourages Purchases	Discourages Purchase	Indifferent	Total
Relatively Higher	-	57	15	72
Relatively Lower	200	-	12	212
Same price	-	70	10	80
Total	200	227	37	364

(Data obtained from table 4.10)

Calculation of the Critical Value of χ^2

Level of significance $\alpha = 5\%$ ie 0.05

The number of freedom is (R-1) (C-1) e (3-1) (3-1) = degrees if $\alpha = 0.05$,
the critical value of chi-square at 4 degree of freedom is 9.49.

Calculation of Expected frequencies for each cell

$$E_{11} = \frac{72 \times 200}{364} = 39.56 \quad E_{12} = \frac{72 \times 127}{364} = 25.12$$

$$E_{13} = \frac{72 \times 37}{365} = 7.318 \quad E_{12} = \frac{212 \times 200}{364} = 116.48$$

$$E_{22} = \frac{212 \times 127}{364} = 73.96 \quad E_{23} = \frac{212 \times 37}{364} = 21.55$$

$$E_{31} = \frac{80 \times 200}{364} = 43.96 \quad E_{32} = \frac{80 \times 127}{364} = 27.91$$

$$E_{33} = \frac{80 \times 37}{364} = 8.13$$

Table 4.2.1 Calculation of chi-square (χ^2) for Hypothesis II

Cell Number	Observed value (O)	Expected value (E)	O-E	(O/E) ²	$\frac{(O-E)^2}{E}$
1.1	0	39.56	-39.56	1564.99	39.55
1.2	57	25.12	31.88	1016.33	40.46
1.3	15	7.318	7.682	59.013	40.46
2.1	200	116.48	83.52	6975.59	59.89
2.2	0	73.96	-73.96	5470.08	73.96
2.3	12	21.55	-9.549	91.18	4.23
3.1	0	43.96	43.956	1932.12	43.96
3.2	70	27.91	-42.09	1771.568	63.47
3.3	10	8.13	1.879	3.531	0.43
TOTAL	364	364			334

Calculated chi square = 334.

Decision Rule: Reject Null Hypothesis H_0 if $\chi^2_{cal} > \chi^2_{tab}$. Since calculated chi square (334) is greater than the critical value of the chi square ie χ^2_{tab} (9.49) **we reject Null hypothesis (H_0) that there is price of made-in-Nigeria textiles on their patronage of made in Nigeria textiles.** Hence we accept the alternative hypothesis that there is a significant impact of consumers' perception of the relative price of made in Nigeria on their patronage of made in Nigeria textile.

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CHAPTER FIVE

SUMMARY OF FINDINGS ,RECOMMENDATIONS AND CONCLUSIONS.

5.1 SUMMARY OF FINDINGS.

Having sourced the relevant data for this study using questionnaires, analyzing them and further using them to test the hypothesis formulated.

The following major findings were made and summarized as follows:-

1. Almost all the consumer respondents have at one time or the other used made in Nigeria textiles and this includes veritable wax. lace material, Super prints, Adire materials etc. Most of them purchased veritable wax popularly called Nigerian wax based on the claim that its quality is much better than others such as super prints.

2. There is a significant difference between the quality of made in Nigeria textiles and that of foreign textile. Most of the consumer respondents 72.5% of them perceived a significant difference in their quality .Most of them rating made in Nigeria textile as being relatively lower in quality
3. There is a significant difference between the price of made in Nigeria textile and that of foreign textiles. Most of them 78% of them perceive a significant difference in their prices. Majority of these respondents rating the prices as being relatively lower.
4. There is a significant difference between the colour and design of Made in Nigeria textile and that of foreign textile .204(55.5%) rated the colour and design of made in Nigeria textiles as being better than that of foreign textiles, 98(26.9%) rated it as being the same while 64(17.6%) rated the colour and design of foreign textiles as being better than that of Made in Nigeria textile.
5. Current fashion style influenced consumer purchase of made in Nigeria textiles. 262(72%) of the respondents claimed that the current fashion styles encouraged their purchase of made in Nigeria .62(17%) of the respondents said it did not influence the purchase while 40(11%) claimed that current fashion style discouraged their purchase of made in Nigeria textile.

- 6 Consumers's perception of the relative quality of made in Nigeria textile influenced their purchase of made in Nigeria textile. 30(8.2%) of the respondents that rated the quality of made in Nigeria textiles as being relatively higher claimed this perception influenced their purchase .Of the 234 respondents who rated it as being relatively lower, 34 (14.5%) said it did not affect their purchase of Made in Nigeria textiles. Of the 100 respondents that rated it as being of the same quality, 80(20%) claimed it did not affect purchase in any way.
- 7 Consumers's perception of the relative price of made in Nigeria textile influenced their purchase of made in Nigeria textile 15(20%) of the respondents that rated the price of made in Nigeria as being relatively higher claimed it did not affect their purchase of made in Nigeria textiles while 57(79.2%) of the respondents that rated the price as being higher claimed it affected their purchase .Of the 212(94.4%) claimed that rated the price as being relatively lower, 200(94.4%) claimed it did not affect purchase in any way. Of the 64 respondents that rated it as being better than foreign textiles 46(76.5%) claimed it did not affect purchase in any way while 15(23.5%) claimed it discouraged purchase of made in Nigeria textiles.

8 Quality ,price ,colour,design and style were the four common factors that consumers considered in their purchase of made in Nigeria textiles.

145(39.8%) of the respondents said that they considered colour and design most important factor in their purchase of textile materials.91(25.9%) said they considered colour and design most important factor while 50(15.9%) said the current fashion style was their major consideration while purchasing textile materials.

9 Quality was the most inducing factor in the purchase of foreign textiles while it recorded the least inducing factor in the purchase of made in Nigeria textiles.

Most of the respondents claimed that the colour,design and style of made in Nigeria textile was the most inducing factor in their purchase of made in Nigeria textiles.

10 According to the literature review findings, foreign and local textile materials use the same basic raw materials cotton in their textile production.

However in the spinning of cotton to produce yarn a high technology is required to produce high quality cotton. The difference now lies in the fact that most Nigerian textile do not employ this high technology in their production thus producing lower quality cotton material.

11. Most Nigerian textile firms still adopt out dated less efficient technologies in their production while foreign textile firms employ very recent modern sophisticated technologies.

This has invariably created a huge difference in the textile materials produced by local and foreign firms in terms of quality.

CONCLUSIONS:

Based on the following findings ,the following conclusions could be drawn.

1. The quality of made in Nigeria textile is lower than that of foreign textiles.
2. The colour and design of made in Nigeria textile could be said to compete favourably with that of foreign textiles.
3. The current fashion style that promotes and encourages traditional African style influenced the purchase of made in Nigeria textile positively.
- 4 Consumers perceived the quality of made in Nigerian textiles as being relatively lower and this discouraged their purchase of made in Nigeria textile to a large extent.

5 Most consumers perceive the colour and design of made in Nigeria textiles as being better than that of foreign textiles hence this encouraged their purchase to a great extent.

6 Quality was the most motivating factor in their purchase of foreign textile while it recprded the least inducing factor in their purchase of made in Nigeria textiles.

7 Most consumers foreign textile because of its higher quality and durability.

Recommendations

In addition to the empirical findings but based on the analyses of the critical focus areas, detailed recommendations should be made on the following:

. Local Market Environment and Governmental Policies: Smuggling seems to be a major set back in this area. The government should implement imports of African prints initiated by the Federal Government on September 1st 2002.

“ A temporary task force should be set up to monitor imports and smuggling activities and arrange seizures. Periodic assessments should be made to assess the progress made in implementing the ban.

“ Thus the first move to stabilize the home market is by protecting it from damaging impact of smuggling. The need for protecting the home market cannot be over emphasized as:

1. Production and employment would again rise.
3. Investors confidence would return.
4. Mills would modernize and expand
5. New product lines would emerge.
6. Capacity utilization will increase and.
7. New jobs will be created in cotton farming and textiles, and the sector would bounce back.
8. As applicable in the worlds textile producing countries, a sizeable, strong home market will protect the textile industry against vagaries of international export markets. It will also lead to competitive advantage due to economies of scale for the industry. The accompanying rapid growth of the domestic market will lead the nation's firms to invest faster, and build large, efficient facilities with the confidence that they will be fully utilized.
9. The quality levels in the home market will also set the benchmark for quality produced and exported by the country.
10. All these will finally lead to improved global competitiveness and resultant export performance for the nation.
11. Import Duties and Tariffs: Intended policy changes should be discussed before they are implemented to ensure a fair deal for

everybody in the industry. Import duties should be fair and protect all members within the value chains. Import duties should be used as temporary protection measures aimed to revive and develop the local textile industry.

12. Policy Frame Work: Granting of duty concessions/wavers to individual companies should be discouraged. Policies should be consistent and predictable for the industry. The policy frame work of other successful textile and garment producing countries have clear visions, with defined export targets. Provide important inputs such as wages, power and financing at competitive rates and a functioning infrastructure as obtained in China, Indonesia, India, Pakistan, Tunisia and Brazil.
13. Infrastructure: To remain competitive, the industry should be supplied at the officially priced fuel and diesel oil on a priority basis, for power and steam generation. Power supply should be supplied to the textile industry with competitively priced power on a continuous basis with little or no voltage fluctuation. The system should be de-bottlenecked to provide the industry with competitively priced inputs.
14. Cotton Supply: The cotton sub-sector has been in turmoil over the past years. Therefore the following areas deserve immediate consideration:

“ The contamination problem should be addressed with top priority
“ A coordinated marketing system should be put in place.
“ A new seed system should be put in place to undertake all the commercial aspects while the federal government provides extension support services.

15. The public and the private sector should collaborate in policy and legal frame work development.

16. A reliable input supply and credit system should be put in place for the interest of the small holders
• **Cotton market system should be re-instituted with cotton marketing centres re-established along with quality control and certification resuscitated.**

17. There is a need for a standing body, which represents all the stakeholders to develop and agree on a national road map for the cotton sectors revival.

**18. Export (EEG): Export incentive to be established for a reasonable period of time and “set in stone”
The 40% EEG should be made available to all textiles and garments and should be leveraged for export LED new capacity building.**

Banking Sector Participation:

“ Financial institutions should make credits available to industry at competitive rates for working capacity and long term financing.

Technology Up Gradation Fund (TUF):

“ The Nigerian textile industry with its obsolete equipment will need considerable funds to upgrade its production base and to reduce costs.

“ FGN should seriously consider to create a fund for low interest financing to mills willing to modernize or expand their plants.

Dyes and Chemicals:

Reduce input duty on reactive dyes to the barest minimum

Monitoring and Restructuring:

Along with the monitoring mechanism, a textile sector-restructuring unit should be established to manager the multiplicity of tax and problems related to the reviver of the textile sector including the cotton sector and the AGOA investment.

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APPENDIX 1

QUESTIONNAIRE.

Questionnaire on the study of marketability of Made in Nigeria Textiles.

**Department of Marketing
University of Nigeria**

Enugu Campus.

Dear Respondents,

I am a Postgraduate student of the Department of Marketing of the University of Nigeria Enugu Campus. I am conducting a research on the topic ~~%~~MARKETABILITY OF MADE IN NIGERIA TEXTILES.+

I am therefore soliciting your co-operation by answering the questions overleaf. Your answers, comments and suggestions will be kept confidential. Thanks for your co-operation.

Yours faithfully,

Ozonwu Uche

INSTRUCTIONS:

Kindly indicate your answers by making a tick (✓) in the boxes provided or comment in the appropriate spaces.

SECTION A

1. Sex: Male Female
2. What is your age bracket 18-30 46-59 and above.
3. Educational Status (a) FSLC (b) WAEC/GCE O LEVEL
(c) OND/NCE (d) HND/BSC and above.
4. Occupation held.....

SECTION B.

1. Have you bought any made in Nigeria Textile?
Yes No
2. If no, what is your reason for no purchase?
3. What type of textile materials do you buy ? State reasons.....
4. If yes to question 1 what type of made in Nigeria Textile do you purchase?
Veritable Wax Lace material Super print
Akara Adire .

5. What is your opinion of the quality of made in Nigeria textiles?

High

Moderate

Low

6. What is your opinion of the quality of made in Nigeria textile relation to that of foreign textiles.

Higher quality

Lower quality

Same quality

In what ways does your answer in 6 affect your purchase of made in Nigeria textiles.

7. Encourage Purchase

Indifferent

Discourages Purchase.

8. What is your opinion of the price of made in Nigeria textile?

High

Moderate

Low.

8. What is your opinion of the price of made in Nigeria textiles in relation to that of foreign textiles?

Relatively Higher

Same Price

Relatively Lower.

10. In what ways does your answers in 9 affect your purchase of made in Nigeria textiles?

Encourages Purchase

Indifferent

Discourages Purchase

11. Judging from your past and present purchase of made in Nigeria textiles would you describe the quality as improving?.....

12. What is your opinion of the colour and design of made in Nigerian textiles?

Very good Good Fair Poor

13. What is your opinion of the colour and design of made in Nigerian of made in Nigeria textile in relation to that of foreign textile?

Better than Same Not better than

14. In what way does your answer in 16 affect your purchase of made in Nigeria textile?

Encourages Purchase Discourages Purchase

Indifferent

15. Does the current fashion affect your purchase of made in Nigeria textiles?

Yes No and state reason ã ã ã ã ã ã ã ã ã ã ..

16. If yes to answer 15 in what way does it affect your purchase?

Encourages Purchase Indifferent

Discourages Purchase.

17. What is the relative influence of these factors in your purchase of textile materials (Local and Foreign) .

18. What other factors influence your purchase of made in Nigeria Textile?

19. Which do you prefer? Foreign Made in Nigeria and state reasons

20. Considering your past and present purchase of made in Nigeria textiles. Are you buying more or less of made in Nigeria textile and state your reasons?

