AIM ASSESSMENT OF LABEL CONTENTS ON MADE-IN-NIGERIA CONSUMER GOODS: A CASE STUDY OF AKWA IBOM STATE

BY

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A THESIS

SUBMITTED IN PARTIAL FULFILMENT DF THE REQUIREMENTS FOR THE DEGREE OF MASTERS OF EDUCATION

IN

HOME MANAGEMENT

DEPARTMENT OF VACATIONAL AND TECHNICAL EDUCATION
FACULTY OF EDUCATION
AHMADU BELLO UNIVERSITY,
ZARIA

DECLARATION

I hereby declare that this Thesis has been written by me and it is a true record of my own research work. It has not been presented in any previous application for any higher degree.

DEDICATION

This work is dedicated to the following:

Itoro

Udeme

Imaobong and

Samuel.

CERTIFICATION

This thesis, titled AN ASSESSMENT OF LABEL CONTENTS ON MADE-IN-NIGERIA CONSUMER GOODS: A CASE STUDY OF AKWA IBOM STATE written by ENOH SAMUEL INYANG meets the regulations governing the award of the degree M.Ed. Home Management of Ahmadu Bello University, Zaria. It is approved for its contribution to knowledge and literary presentation.

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ACKNOWLEDGEMENT

I wish to acknowledge the help I received through discussions and shared experiences, from my lecturers, colleagues, friends, relations and resource persons in various fields of work. All other citations in this work have been acknowledged by way of reference.

Special thanks go to Dr. (Mrs.) N. Molokwu, my supervisor for sparing endless, useful hours of her time, which she would have devoted to her own family and profession, in studying and criticising the manuscript for clarity of statements and logical presentation.

I am grateful to Dr. J. A. Olorunmaiye for reading the entire manuscript and making useful suggestions that have helped in the completion of this work.

My appreciation goes to Mr. N. Umoette of Nutrition Unit, Akwa Ibom State Ministry of Health and Mr. S.O. Agwu, Deputy Director, Standard Organization of Nigeria, Akwa Ibom State, for making available to me, much needed information on product labelling regulations in Nigeria.

I am equally grateful to my brothers, sisters and mother for their assistance. Of special mention is sister Nse who always undertook to care for my family during the periods I spent in school.

I am indebted to Dr. T. Nenty for his technical advice and assistance in analysis of the data, and the authorities of the University of Cross River State, Uyo for the opportunity accorded me to pursue the study. The cooperation of all the respondents in the work is also appreciated.

Mrs. Ekaete Ike deserves special thanks. She had stood by me solidly when I needed assistance most. Also acknowledged is Alice who accepted to type the work for me.

Finally, I wish to express my heartfelt gratitude to my husband - Samuel, and children - Imaobong, Udeme and Itoro, for their untiring encouragement, patience, love, financial, moral and spiritual support throughout the entire period. Their unflinching concern gave me the fortitude to persevere to the end.

ABSTRACT

The study was undertaken to investigate the content of label information which food processors, soap and cream and garment makers in Akwa Ibom State display on their goods. The influence of variables like educational achievement, job experience, business size and type on the labelling practices of these producers was also investigated Producers in the study were drawn from the registers of Ministry of Trade and industries, Better Life Centres, National Association of Small Scale Industrialists and Rural Development Centres through stratified random selection techniques. Consumers were selected through random procedure.

Information was collected from the 780 consumers and 76 producers through the use of pre-tested questionnaires. Data so got were analysed using frequency distribution and associated percentages.

The results showed that label information most often displayed was the brand on all categories of goods. Other aspects of label information like content, usage and care directives, life span where applicable, caution producers' identity were minimally displayed. It was also evident that food processors showed higher sense of commitment to labelling than other groups of producers. Some producers did not seem

to realize the need for comprehensive label information on consumer goods. In addition, it was shown that labels for consumer goods were designed by people who did not understand requirements for good labels.

Certain variables were shown to influence labelling standards of these producers. In the case of food processors, long years of experience contributed positively to provision of comprehensive label information. Medium scale ventures dlso gave more information than small scale; while corporate ventures provided more information than proprietory ones. Level of education was not shown to exert positive influence on food producers. In the area of garment production, neither level of education nor years of experience was shownto positively influence producers' labelling practices. country to the practices of food processors, small scale end proprietory ventures provided more information than medium scale and corporate business. For soap and cream makers, neither long years of job experience nor level of education had positve experience on standard of labelling. Like garment makers, medium scale and corporate ventures provided more label information than either small scale or proprietory ones.

On the basis of these findings some appropriate recommendations were made.

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Chapter 1

INTRODUCTION

1.1 Background of the Study

The world is characterised by a number of changes. These include social, political, economic and technological changes. In the pre-industrial world, consumer goods were mostly utilized around the areas of production and many families were self-sufficient. As technological advancement set in, most families changed from being production units to consuming units. This situation became prevalent because improvement in technology enabled large scale production of goods thereby creating surplus in supply. The surplus, as explained by Schewe and Smith (1976), could therefore be conveniently acquired by those who might not be keen in producing by themselves.

Reliance on goods and services provided by others has also been brought about by change in social status of women. Their entry into labour market has greatly curtailed their chances of engaging in home production activities as a result of time constraint. As Walters (1972) pointed out, the working wife needs processed goods that would enable her to conveniently discharge her employee's role. Thus, technological advancement and

increased family needs combine to encourage the production and availability of a wide variety of consumer goods. These range from work simplification devices to convenience foods, cosmetics, clothing items and other goods and services.

Changes in lifestyle as noted in the Western world by Walters (1972), Schewe and Smith (1976) and Paulucci (1979) equally hold true in Nigeria. Most families, especially in the urban centres, rely heavily on goods and services provided by others. The awakening of the Nigerian citizenry to the need for self reliance, following the present government (1985 - 1992) policy on self-reliance, has encouraged positive steps in the area of local production of assorted consumer goods. This singular act has led to the proliferation of local consumer goods in the market in contrast to what obtained before the Structural Adjustment Programme (SAP) of the present regime.

The present day consumer is faced with a wide range of goods out of which to make a choice. To be able to achieve family and personal goals through the use of available resources, the consumer must adopt consistent policies in the use of these resources. Planning the use of these goods involves decision making as to what goods to acquire, the characteristics to be desired in each good, and the method of acquiring them. These considerations, according to Nickle et. al. (1967) might prompt the

consumer to ask the following questions: "am I building a pool of technical information to enable me select all the items I need and want? What kinds of general information can help me regardless of the particular items I need and want?". Questions such as these emerge because it is generally accepted that a well informed consumer is a better consumer - better able to have control over his purchasing decisions, better able to look after himself and better able to play his part in the balance of market between buyer and seller. This view is shared by Wingate et. al. (1964), Hanes (1964), Upward (1979), Williams (1982) and McNeal (1982).

The Nigerian consumer has the same questions to answer in his attempt to make the best use of the wide array of available resources. For the consumer to become better informed, the much needed facts must be placed at his or her disposal. It is in line with this idea that modern consumerism has aimed at providing information to increase buying intelligence of the consumer through relevent information as well as increasing use of available information. According to Warmke (1972) these devices stress the need for product labelling, greater clarity in instructions that accompany a product, honest and relevant advertisements, pre-shopping advice and point of sale information.

With such a wide range of information devices, the consumer is free to select sources that prove most reliable to him. Research works, as reported by Williams (1982) show that advertising is the most often encountered information source. Also most consumers believe that advertising is not particularly useful in making intelligent choice. This fact therefore necessitates the call for more dependent information strategy for the benefit of consumers.

1.2 A Brief Description of Study Area

Akwa Ibom is one of the two States created on 23 September, 1987. Before then, it was part and parcel of Cross River State. It situates in the extreme south eastern portion of the country, sharing borders with the Cameroun on the east, the Atlantic Ocean on the south, Rivers and Abia States on the west and north, and Cross River on the eastern portion respectively. By the 1991 census figure, just released by the National Population Commission, Akwa Ibom has a population of 2,300,000 people and covers a landmass of 7,246 square kilometers with series of creeks. It consists of twenty-four local government areas with Uyo as the State Capital. The larger proportion of its enlightened population consists mainly of Civil Servants. But with the recent inward-

looking, self-reliance policy of the Federal Government, some of the erstwhile public servants have diverged into private business in the areas of commerce, industry and agriculture. This stance has greatly changed the outlook of the State and its people making them more productive and enterprising than ever before.

1.3 Statement of the Problem

The changes noted earlier have led to availability of a wide range of locally produced consumer goods like soap and creams, wearing apparels and accessories, for instance, handbags, shoes, ear-rings and necklaces; sanitary wares, floor mats and carpets among other items. The consumer is therefore left to choose from a wide range of locally produced consumer goods. Campbell (1976) reported that most people are concious of brand names but are often uninformed about the qualities they desire in the product. Most of the products one finds in the Nigerian market today carry brand names, which according to Tate (1975) are grossly inadequate information device. Where the consumers are not provided with sufficient information, they are forced to use products they may not know how to handle for maximum benefit. For instance, those who patronize ready-to-wear garments may have to rely on trial and error laundry procedures that can damage the materials and render them unfit for future use.

Consumers who buy flour like ROYAL KOBO Flour, Cassavita, Maizolena, Tempovita and others that flood the market today, may neither know how to prepare them for food, nor know the nutrient contents of these products. In situations like these, the uninformed consumers are exposed to numerous hazards.

In realization of the need for provision of comprehensive information to consumers, Major General Yakubu Gowon in 1971 through Decree No. 56, set up the Nigerian Standard Organization (NSO) now renamed Standard Organization of Nigeria (SON). This organization is charged with the responsibility of regulating business practices in Nigeria for the benefit of both the consumers and producers. The setting up of the Food and Drug Administration (FDA) is another attempt of the government to protect its citizens against unwholesome practices of businessmen. These organizations have formulated specific guidelines to be followed in labelling of consumer goods.

From the interaction of the researcher with other people, there seems to be a general dissatisfaction with the level of information consumers are provided with. Ukpeh (1987) indicated that consumers were grossly disappointed with product labels. Ogbeide (1988) reported a case where Etukudo, the then Director of Standard Organization of Nigeria (SON) gave the verdict that Dicon Salt Ltd. was marketing industrial salt which it falsely

labelled as table salt. The problem of this study, therefore, is to determine the extent to which producers of local consumer goods in Akwa Ibom State comply with labelling specifications.

1.4 Objectives of the Study

The following objectives were drawn up for the study:-

To assess the type of label information producers display on their products.

To determine whether producers' educational achievements have any effect on producers' labelling standard.

To assess whether job experience has any influence on the labelling standard of producers.

To determine whether business size does influence the labelling standard of producers.

To assess whether the labelling standard of producers is effected by the type of business in existence.

1.5 Research Questions

What label information do producers provide on their products?

In what way does educational achievement of producers effect their labelling standard?

To what extent does job experience of producers influence their labelling standard?

In what way are producers affected in their labelling exercise by the size of business they operate?

What effect has business type on the labelling practice of producers?

1.6 Significance of the Study

Following discussions with Standard Organization of Nigeria director and Food and Drug Administration Officials in Akwa Ibom State, the researcher came to the conclusion that, so far, there has been no attempt by the government agencies to examine how local products are labelled. This study will therefore serve as a record of the type of label information producers in the State provide to users of their products. In the educational sector, the facts of this research can form the basis on which curriculum on consumer related education can be planned with a view to getting the people better informed on what they should fight for as of right.

1.7 Scope and Delimitation

This study was limited to labelling of locally produced consumer goods. The goods studied included

processed foods and beverages, ready-to-wear garments, and soaps and creams only. The researcher decided to concentrate on locally produced goods because of the current trend in the country's self actualization zeal which has led to the proliferation of products which hitherto were imported. This situation has led to the existence of large consignments of local products in the Nigerian markets. The researcher's decision to concentrate on only three categories of consumer goods namely, ready-to-wear garments, soaps and creams as well as processed food items is based on the believe that these items form a very good representation of products bought on very regular basis by individual families.

1.8 Assumptions

For the purpose of the study, it was assumed that clothing items, foods, soaps and creams form a fair representation of consumer goods in common use in every home.

It was also assumed that data collected will adequately measure labels on the selected consumer goods.

Chapter 2

REVIEW OF RELATED LITERATURE

Consumer welfare is attracting considerable attention, a situation which arises from the fact that technological advancement, social and economic changes have led to availability of a wide array of consumer goods and change in lifestyle. The consumer is thus faced with having to make intelligent selection of goods that will meet his daily needs. As McNeal and McDaniel (1982) have pointed out, the consumer needs to be knowledgeable to be able to make intelligent choice.

There are several sources from which consumer knowledge can be gained. These include advertising, labels, point of sale information, opinion of friends and personal experience among others. Different Governments and interest groups have attempted to regulate the type of information that is made available to the consumer. In this study, the focus is on the adequacy of labels and label regulations.

The issue of product labelling, has been a source of concern to various Governments, individual citizens as well as organizations. This is because it is believed that the consumer can get a lot of useful information from labels as opposed to what advertisement supplies.

The review of related literature covered the following sub-headings:

2.1 Advertisement

2.2 Usefulness of labels

2.3 Types of labels

2.4 Foreign labelling regulations

2.5 Labelling regulations in Nigeria

2.6 Consumers' reaction to existing labels.

2.1 Advertisement

Schwartz (1973) considered advertising as a means of communicating commercial messages to prospective buyers. Hanks (1979) believed it to be a practice or means of bringing one's wants or business into public notice, especially by paid announcements in periodicals, television or the radio. In his own contribution, Baker (1985) considered advertising to be a means of creating awareness and conditioning perception. In addition, it suggests subjective associations and benefits which will prove determinant when there is an apparent disparity between two or more competing alternatives. Advertising subtly informs the consumer with a view to winning patronage, sometimes against consumer's objective judgement. It is said to be the procedure most widely used by producers. This view is shared by Williams (1982) Bush and Houston, (1985) as well as Baker, (1985). This popular medium is criticized for being deceptive and

downright dishonest, capable of leading consumers to buy goods they do not wish to buy or really need. Such a situation, according to Louis (1974), McGwan (1978) and Williams (1982) is made possible by producers using advertising to present misleading and untruthful statements or by creating wants, needs or desires that might otherwise not exist in the mind of the consumer. In his contribution, Schwartz (1973) considered advertising to be insulting to consumer's intelligence. This criticism was directed to such television commercials that "picture housewives ecstatic over detergents; members of opposite sex overwhelmed by the appeal of users of various preparations and similar exaggerated reactions to everyday products."

Furthermore, advertising is said to create discontent. This is done by over-emphasizing the happiness to be obtained from material things, thereby inducing people to want what in reality they do not need. Such act, Schwartz (1973) went on, of constantly portraying images of people enjoying "the good life" on television and the magazines may become so frustrating that it incites the poor to anti-social actions.

As reported by Banzhalf III (1970) it was the realization of harmful effects of deceptive advertising on the public that prompted law students of George Washington Law School in the United States of America to mount campaign against deceptive or misleading advertising.

Repeated protests prompted the American Federal Communication Commission to establish duty on advertising licence in 1960, as a means of eliminating deceptive advertising through the radio and television commercials. Banzhalf concluded that though several legislations were made against misleading advertising, the practice still persisted in America.

2.2 Usefullness of Labels

It is widely believed that modern technology is a major factor that has changed the pattern of living of the entire world. As reported by Warmke et. al. (1972), in the past, there was little need for standards or grades. This was because practically all foods, clothing and other basic necessities were prepared and made at home. Consumers simply bought raw materials from which to make the things they needed. By then processed goods and ready-to-wear clothes were practically unknwon. Purchasers could see what they were buying and in some cases, they even tested the food before buying. There were few choices to make for usually the merchants had only one kind of furniture, coffee or shoe for sale.

He went on to say that the situation is different in the present world. Most of the food items, drugs, clothing materials and other items needed are ready to be used. Merchants keep in stock a wide variety of each kind of commodity from which we can choose what appeals to us.

Many commodities like food and drugs come in packages so that we do not actually see them until they are taken. In the present world of complexities, therefore, labels can serve a number of purposes both to the producer and the consumer.

Labels mean different things to different individuals. Its uses in this write-up was restricted to:

a) the producer; and

b) the consumer.

2.2.1 Usefullness of Labels to the Producer

i. Labels give identity to the product and producer, thereby serving as a medium of communication between the producer and the consumer. This fact as explained by Schwartz (1973); Craige (1973) and Bush and Houston (1985), is done by assigning specific names to specific products. Such names are constantly displayed on similar items each time they are produced. In the same way, producer's identity is always reflected on the product.

ii. Labels are also used as promotional device to help sell the product. As explained by Schwartz (1973), this is achieved through the arrangement, type of illustration, and colour choosen to attract the consumer's eyes and encourage his recognition of the article in the midst of other items. In this way, the producer stands to gain from consumers' choice,

iii. Schea and Smith (1980) believed that labels act as image booster. According to them, in the United States of America, the tag of Brooks Brothers' suit symbolizes success while an unknown label carries no special image. "Though the actual quality of both suits may be good, Brooks Brothers can get a premium for its apparel because of its image". Del Monte Company in the United States of America is also reported to have "got a jump on its competition" for being the first company to introduce nutrition labels in its food industry.

iv. Labels can protect manufacturers from their competitors. Wingate et. al. (1964) and Kinder, (1968) said that once a particular brand name has been used on a particular product, no other product is allowed to bear the same name. This fact is supported by a clause in the Federal Government of Nigeria Act on Trade Marks. As contained in the 1965 Nigerian Gazette supplement, by this Act, the registration of a person as proprietor of a trade mark in respect of any goods shall, if valid, give or be deemed to have given that person the exclusive right to the trade mark.

2.2.2 Usefullness of Labels to the Consumer

Labels can serve as information source to consumers in many ways, amongst which are:

i. Through labels consumers get to know about a product's components and characteristics. Gross and Crandall (1972) explained that since there are large numbers of items which are packaged and the numerous characteristics which are not recognisable even when the article can be examined, informative labels can tell one about the product make-up and peculiarities. Warmke et. al. (1972) have it that where there are several qualities as in foods, grades tell about the level of quality. Udugwu (1988) said that technology while helping to improve the husbandry of animals and crops has led eventually to change in the biochemistry of the hybrid. For this reason he went on, good nutrition label will help the consumer to know the characteristics of the product.

ii. In the words of Fynn (1969) and Craige (1972) the consumer can get to know how to use a particular product through reading of its labels. In addition how to handle or keep the product in good condition can be obtained from labels. The Nigerian Industrial standards (NIS), 150, (1982), equally supports the same idea.

iii. According to Wait and Cassady (1976) and Warmke (1972), labels can warn against hazards in improper use of items. In addition they can prescribe antidotes or first aid treatment in case of accident arising from use of products.

iv. Labels according to Warmke et. al. (1972) and Nigerian Industrial Standard (NIS) 121/80, can act as guarantee of product approval to the safety, quality, use, content, or other characteristics as may be specified by regulating agencies. An example, can be seen in the American Gas Association distinctive seal which is indicative of the safety of the association's appliance.

v. Adequate labelling helps the consumers in identifying the producer. In the case where the consumer has a complaint to make, he knows where to direct it to. Horn (1968) and Hinder (1968) explained that where producer's name and address are reflected on the label, return of unsatisfactory good or complaints to the producer is much facilitated.

vi. Consumers can get to know about the "shelf-life" of an article so as to guard against a product that has gone stale. Bran and Law, (1972), Waite and Cassady, (1976) consider this to be a useful aspect of consumer information.

vii. Horn (1968) believed that labels can help consumers to shun deceptive business practices by refusing to buy an article that carries no informative labels. Though it is desirable to supply label information for consumers' use, too much information can lead to impulsive buying. According to Williams (1982) this can be seen in cases when the display of unit pricing induces consumers to switch to larger, more economical sizes because they can compare prices. In this case the savings made through impulsive buying can be pardoned.

2.3 Types of Labels

Labels have been accepted as true channels of information and protection for the consumer in addition to acting as boost and protection for manufacturer. These labels have been generally classified into four models, namely:

2.3.1 Brand Name

In this case, just the product brand is reflected. Some clothes carry the brand lebel "SAINT MICHAEL". Other examples are "veritable Real Wax 206" as found on made-in-Nigeria wrappers or'Intorica' on imported george wrappers or "Yellow Label Tea". According to Campbell (1976), brand labelling was widely used prior to 1941. Though brand helps

to identify a product, Stanton (1981) strongly believed that brand name is seriously limited for not supplying sufficient information to the consumer.

2.3.2 Grade Labels

Grade labels come in different forms and shapes. Based on the recommendation of the National Retailer Council in America, some grade labels according to Campbell (1976) bear a grade, letter, word number or score indicating product rank in compliance with established grade standards. Corn and wheat are grade labelled 1 and 2, while canned peaches are grade-labelled A, B, and C. This method is used by some food processors and distributors. In this case, the product carries the grade rating along with whatever supplementary information is required by law.

2.3.3 Descriptive Labels

In this case, the product is described to include several standardized information. It is more comprehensive than either the brand name or grade. According to Warmke (1972), descriptive labels for food would reflect the following:

i) Style of pack

ii) Degree of maturity of the food

iii) Number of units in the can

iv) The quantity in terms of servings

v) The size of the can

vi) Description of raw products and the method of processing.

vii) Suggested methods or way of serving.

2.3.4 Informative Labels

Informative labelling gives simple, adequate information on quality, use and product care. It includes data supplied by descriptive and grade labelling along with other useful information. As Hanes (1968), and Horn (1968) put it informative labels should reflect the following:

a) Performance - what it will do, for instance, the degree of colour permanence; shrinkage or stretchage; resistance to water, wind, perspiration, light, heat; seam shipage, breaking strength, power text, power consumption and upkeep cost.

b) Composition - kind and quality of fibre, metal, leather, ceramics, petroleum products, bone, plastics, cement, drugs, ingredients of food products.

c) Construction - how it is made, size, weight or volume, number of yarns per centimenter, hand or machine made, cut, molded or stamped.

d) How to care for it - to reflect detailed washing or cleaning instructions, precautions to be observed in storage or cleaning, oiling and greasing, polishing or refrigeration.

e) Recommended uses - purposes for which it is most suitable, receipies.

f) Open dating for perishable food and drug items - This should reflect:-

i) The last date the product may be sold by a retailer.

ii) The date of manufacture, processing or final packaging.

iii) The date after which the food and drug item will no longer be of optimum quality.

g) Brand name of product and that of manufacturer or distributor.

2.4 Foreign Labelling Regulations

Over the years and in different communities, it became abundantly clear that consumers needed to be protected against fraudulent practices of manufacturers and their distributors. In the words of Aderson (1975) and Campbell (1976) the increasing use of advertising, a device which is rather more persuasive then informative, creates demands for products not actually needed. This in effect has led to exploitation of the consumer. Secondly, the growth of large Corporations exercising monopoly by setting their own standards of goods and price makes the

consumer no longer able to choose effectively among competitive suppliers.

It is against this background that different governments have sought to protect the consumers by directly enacting trade edicts or indirectly by setting up specific bodies that have the duty of regulating commercial practices. In the United States of America, Britain, Australia, and France for instance, several laws aimed at protecting the consumers have been passed. Of interest in this work are such regulations that relate to labelling of products like food, textile goods, cosmetics and drugs.

2.4.1 Regulation on Drug Labelling

As reported by Waite and Cassady (1976), the American Food and Drug Act of 1939 stipulated that labels on any packaged drug must:-

i. bear the name and address of the manufacturer or distributor and statement of quality must be readable;

ii. carry on packages containing narcotic or hypnotic substances, the statement - "WARNING - may be habit forming";

iii. bear adequate directions for use and adequate warning against misuse;

iv. where drugs are subject to deterioration, have printed warning to that effect;

v. list all active ingredients where the druge are unofficial;

vi. reveal any difference in strength, purity or quality from the official standard, where the drug is official.

2.4.2 Regulation on Cosmetic Labelling

The United States of America Federal Law also touched on cosmetics. Wingate (1976) reported that the law specified that:-

i. cosmetics must be accurately labelled with caution against misuse;

ii. such labels must not claim exaggerated benefits to be derived from use of cosmetics;

iii. the label itself must bear the name and address of manufacturer and an accurate statement of the weight or contents of the package;

iv. cautionary labelling, where necessary must be adopted. For instance, CAUTION - this product contains ingredients which may cause skin irritation on individual - must be placed "on poisonous coal tar hair dyes".

2.4.3 Regulation on Food Labelling

The American Food and Drug Administration Acts - several laws have been enacted with respect to food labelling. A few of such laws are:-

a) The Wiley Food and Drug Act, 1906. Among other things, the act stipulated that, a food was deemed misbranded if:-

i) it was an imitation or offered for sale under distinctive name of another article;

ii) it was labelled or branded so as to deceive or mislead the purchaser;

iii) correct statement of contents in terms of weight or measure did not appear on a packaged item;

iv) the package or label bore any statement, design or device regarding ingredients or added substances that are fake or misleading.

Mixtures sold under their own distinctive names were required to bear on the label only the name of the food and place of manufacture. Imitations, blends and compounds were to be identified as such on the labels.

This law, as Kinder (1968) pointed out, had some flaws and enforcing it was made difficult for these reasons. In the first instance, there were no definations for foods or standards for foods that had the force of law. Secondly, foods that had their own distinctive brand names were free

from the law. Thirdly, fines for violation were small that payment was not a serious penalty.

b) The 1939 United States of America Commercial Law equally regulated pro uct labelling with regards to food. As specified in the law:-

i) All dietary foods must be informatively labelled as to vitamins, minerals or other dietary properties.

ii) In foods for which no definitions or standards of identity has beer prescribed, (except for spicies, colouring or flavouring in which case they may be simply designated as such) ingredients must be named.

iii) Labels on foods, except butter, cheese and ice cream, must declare artificial colouring and chemical preservatives.

iv) Open dating for perishable food items must be indicated. This was to reflect one or more of these three clauses (a) the last date a product must be sold by a retailer; (b) the date of manufacturing, processing or final packaging must be reflected; (c) the date after which the food will no longer be of optimum quality must also be reflected. These facts are reported by Bran and Law, (1972); Waite and Cassady (1976).

2.4.4 Regulation on Textile Goods Labelling

With respect to textile goods, the United States Federal Trade Commission enacted series of laws under the Textile Fibre Product Identification Acts to regulate different fibres. The following are some examples as reported by Wingate (1964); Horn (1968) and Stanton (1982):

Wool Product Labelling Act 1939

This act required that fibres used in wearing apparels as well as in household textiles should be identified on labels attached to the articles.

Fur Product Labelling Act 1952.

The law specified that all furs imported into the United States must be noted on the label which must be 1¼" by 2½" in size. An example of such label is given below:

DOE FURS, INC

DYED SQUIRREL

FUR ORIGIN

RUSSIA

ITEM NUMBER 13

Textile Fibre Product Identification Act (TFPIA) 1960

This act covered such fabrics that were not included in the first two acts. This was at the instance of President Eisenhower. The following were to be reflected:-

i. The generic names of fibres contained in the fabric in order of prominence.

ii. Percentage of each fibre present unless those under 5%.

iii. Name or symbol of the product manufacturer.

iv. If imported, the name of the country of production or processing.

v. Sometimes the cloth count (i.e. the number of yarns per inch).

Fibre Filled Mattresses

Since the quality of mattress is affected by hair type, TFPIA requires that the percentages of each type of hair be stated, for instance, 25% hog hair and 75% horse hair.

Shoe Labelling Act 1962

This law demands that labels should be firmly fixed until the ultimate purchaser has bought the item. All parts of the shoe are expected to be labelled. In compliance with the TFPIA, the following are some examples of labels on textile goods:-

a) Label on foundation garments e.g.

long-line bra

CUPS 60% nylon Rigid Elastic 55% Rubber

31% acetate panel panel 27% acetate

9% rubber 100% nylon 18% polyster.

b) Typical synthetic fibre blends used for floor coverings:-

100% Acrilan acrylic	(70% orlan acrylic) (30% verel acrylic)
80% Acrilan acrylic 20% verel modacrylic	55% orlan acrylic 45% wool.
70% orlan acrylic 30% wool	79% Acrilan acrylic 21% Verel Modacrylic.

Federal Hazardous Substances Labelling Act 1960

This American law specified that:

i) Labels must warn of the hazards of using products.

ii) Labels must contain directions for precautionary measures.

iii) Labels must describe antidotes or first aid treatment in case of accident.

2.4.5 Removal of Labels

The American Federal law also touched on removal of labels. According to the law, it is an offence for anyone to alter, mutilate, destroy, obliterate, or remove any label or sticker required by the act to be placed on any dangerous caustic or corrosive substances, if such substances are to be sold or used within the State of Columbia. Violation of the law attracts a penalty of fine not more than $200 or imprisonment of not more than 90 days or both (American Food and Drug Administration Monograph).

Equally, in Britain, according to Millo (1974) the Food and Drug Administration has established labelling guidelines for use on processed food items. In Australia too, the same obtains as reported by Fyson and Batsford (1972).

2.5.1 Labelling Regulations in Nigeria

In Nigeria, the food and Drug Administration (FDA) has made attempts to control the type of information that is displayed for consumers use. According to the organization;

i. It is forbidden for anyone to sell any food that is represented on the label or is advertised to the general public as a treatment, or preventive cure for any disease.

ii. It is forbidden for anyone to label, package, treat, process, sell or advertise any food in a manner that is false or misleading or is likely to create a wrong impression as to the quality, character, value, composition, merit or safety.

iii. Furthermore, no person shall, where standard has been prescribed for any food, label, package, sell or advertise any article in such a manner that the substance or artic · does not comply with the prescribed standard.

Failure to comply with these regulations carries penalty of being prosecuted and punished under the law. (Monograph - Food Standards Legislation in Nigeria, 1979).

On the issue of penalty for contravening labelling provisions, it can be observed that the clause is indecisive. The nature of penalty to be imposed is not indicated and such a situation does not pose any serious threat to producers.

The Food and Drug Administration of Nigeria also has sets of specifications to govern labelling on specific food items. One or two examples are presented below:-

2.5.2 Specifications for Tomato Puree Labelling

The following information should be displayed:-

i. The list of ingredients in descending order of proportion.

ii. The net content in the metric system of measurement.

iii. The code number indicating the batch number and date of manufacture.

iv. The word "salt added" where common salt is added as provided under sub-section 4.1 of these regulations.

v. The words 'sugar added 10% 'and' product not intended for direct consumption where sugars are added as provided under sub-section 4.2 of these regulations.

vi. The name and address, including the country of origin of the manufacturer or packer, distributor, importer or vendor and trade mark, if any.

vii. The language used for the declaration shall be English. If the language on the original label is not English, a supplementary label containing the mandatory information in English shall be used instead of relabelling (FDA 1974).

2.5.3 Regulation for Fruit and Soft Drinks Labelling

i. For non-flavoured or natural fruit-based soft drink, the name shall reflect the nature and substance of the drink, while flavoured soft drink must be declared so as not to deceive an intending purchaser into believing that the soft drink contains real fruit juice.

ii. No pictural device may be printed on the label unless the soft drink contains at least 5% V/V of fruit juice.

iii. The label shall indicate to intending purchaser whether the product is a crush, squash, cordial or comminuted citrus drink.

iv. List of ingredients, excluding water, in descending order of the amounts present.

v. The net content of the drink in centilitres.

vi. The name and address, including country of origin of the manufacturer, packer, distributer, importer or vendor and trade mark, if any.

vii. The language used for the declaration shall be English. If the language on the original label is not English, a supplementary label containing the mandatory information in English shall be used instead of relabelling (FDA 1974).

The interesting aspect of these regulations is the provision made for using different languages, including local to facilitate communication with those who may not understand English. The Nigerian Standard Organisation (NSO) otherwise known as Standard Organisation of Nigeria (SON) also in its capacity has prescribed standards to be adopted in labelling certain consumer goods. The following are few examples of selected goods:

2.5.4 Standard for Wheat Flour

Labelling - In addition to the provision of the Food and Drugs Act and regulations on the labelling of food, the following specific provisions shall apply:

i. The name of the food shall be white flour or whole meal flour or entire wheat flour or self-raising.

ii. List of Ingredents - a complete list of obligatory ingredients shall be declared on the label in descending order of proportion.

iii. Net contents shall be declared by weight in the metric system measure.

iv. The name and address of the manufacturer of the product shall be declared.

v. The country of origin of product shall be declared.

vi. The Nigerian Industrial Certification Mark if the manufacturer is a licensee shall be affixed. (NIS UDC 633.13.664.

NIS 121:1 1980 NSD - Federal Ministry of Industries - Enugu).

2.5.5 Revised Standard for Liquid Milk - Part I - Cow Milk

Each container of milk shall be labelled so as to give the appropriate designation.

i. Whole milk if content complies with specification;

ii. UHT Milk if the content complies with description;

iii. Net weight/volume in grams or litre;

iv. Minimum fat content;

v. Mode of preservation

Untreated, if raw

Pasteurized, if the content complies with section 2.4.

Date of collection, bottling or packing

Expiry date or "Best Before" date

Name and address of manufacturer, packer

importer/exporter

Country of origin (NIS 183; (1984) UDC 637.1;

NSD - Federal Ministry of Industries, Enugu).

2.5.6 Revised Standard for Soft Drinks

Labelling - The containers shall clearly bear the particulars given in sub-section 1 - 5. Every letter or word on the containers as required in the sub-sections shall be printed in dark block type upon a light coloured background and shall be in uniform colour and size, but the initial letter in any such word may be larger than the other letters in the following order:

i. Name and address of the manufacturer or his registered trade mark;

ii. Name of drink;

iii. Minimum net content in centilitres;

iv. Name and quantity of fortificant, if claim is made for its presence;

v. Date of manufacture or "Best Before" date

(UDC 663.8.48 NIS 217/85).

2.5.7 Specification for Plastic Bowels made from Polythene

Marking: Each bowl shall be embosed with the following information:-

i. Manufacturer's name and trade mark and country of origin.

ii. The NSO certificate mark when the manufacturer is a licensee.

iii. Capacity in litres.

iv. A line indicating capacity level.

v. Informative labelling - each bowl shall be supplied with an informative label containing at least the following instruction:-

Keep away from excessive heat. (NIS 22 (1973) UDC 621 642.1.687 742.2 NSU. Federal Ministry of Industries).

2.5.8 Specification for Bleaching Solution for Domestic Use

Marking and Storage: Each container shall be marked as follows:-

i. The name and address (premises not post office box number) of the manufacturer and his registered trade mark, if any.

ii. The volume of the material in the container.

iii. Date Code.

iv. The chemical name of the active ingredient.

v. Directions for use including dilution and caution.

vi. The words, "store away from light and heat".

vii. The NIS Certification mark, if the manufacturer is a licensee.

NIS 150 (1982) UDC 677.826:661. 43:667.11).

2.5.9 Revised Standard for Cocoa-based Beverages

i. The name of the food shall be clearly and boldly written on the container.

ii. A complete list of ingredients in descending order of proportion, alkalizing and neutralizing agents, emulsifiers and flavouring agent shall be declared under generic or specific names.

iii. The net contents shall be declared by weight in the metric system and shall be in accordance with the weights and measures Act of 1974.

iv. The name and address of the manufacturer, packer or distributor shall be declared.

v. Lot identification - Each container shall be embosed or otherwise permanently marked, in code or in clear, to identify the producing factory and the lot.
(NIS 221 (1985) UDC: 633.74, 663 914 Federal Ministry of Industries - Lagos. Standard Organisation of Nigeria (SON).

2.6 Consumers' Reaction to Existing Labels

As Louis (1974) has pointed out, labelling can be used either to inform or deceive customers. He went on to say that manufacturers in their sales effort, are often tempted

by the latter. This fact is confirmed by Kinder's (1968) report of series of complaints consumers in America once put up against manufacturers and distributors. The complaints included the following:-

i. Required information was not prominently displayed by manufacturers.

ii. Comparitive shopping was difficult because weight content was not in even units of weight, but in fractions such as 13 3/8 ounces.

iii. The picture on packages were frequently deceptive.

iv. Moreoever, the suggested number of servings was often deceptive.

v. Still more, they complained that meaningless adjectives qualified quantity. Examples of these are "giant, small, medium, large and family-size packages".

The complaint further explained that quite often, the family size in one brand was not larger than the medium package in another brand, and the cost of content did not always decrease as size of package increased.

It was in response to these complaints as Kinder (1968) reported, that "The Fair Packaging and Labelling Act (Hart Act) 1967 was enacted in the United States. The Act made it mandatory for every consumer commodity to bear a label that:-

i. Identifies the commodity;

ii. Carries the name and business address of manufacturer, packer, or distributor;

iii. Is printed in standard size established in relation to the area of the principal display of the package and uniformity for all packages of substantially the same size.

iv. Bears statement of weight generally so placed that the lines of printed matter are parallel to the base on which the package rests as it is designed to be displayed.

v. In no way qualifies the statement of quantity, such as statement that package holds a "jumbo pound".

vi. Bears statement of weight in conspicuous and easily legible type in distinct contrast by typography, layout, colour, embossing or molding - with background.

vii. Defines the size of serving in terms of weight, measures or numerical count when the label suggest the number of servings a packet will provide.

viii. Accurately states the net content:-

a) In uniform location upon the principal display panel;

b) In terms of weight, measure, or numerical count;

c) In fluid ounces, as well as the largest whole units and fractions thereof for all packages of one gallon or less;

d) In pounds and decimal fractions thereof if a random package;

e) In avoirdupois ounces, as well as pounds and fractions thereof or pounds and ounces for all packages weighing four pounds or less except random package. A random package is one of a lot of packages of a commodity with varying weights or no fixed weight patterns such as fruits and vegetables.

Alongside the mandatory provision, there was the discreationary provision that empowered the American Secretary of Health, Education and welfare and the Federal Trade Commission to issue regulations to:

i. Establish standards for size characterizetions as, "small", "medium", and "large", but not to regulate the size of package or to limit the number of packages that may be used in packaging a commodity.

ii. Regulate the use of printed statements on package or label that imply that the commodity is offered in retail sale at a price lower than the usual retail price, that is regulate the use of terms like "cents off" and "economy size".

iii. Regulate the listing of ingredients in decreasing order of prominence except that a trade secret need not be divulged.

iv. Prevent the non-functional-slack-fill of packages of consumer commodities.

The question still arises as to whether these authorities went beyond the pages of printed matter in trying to enforce the provisions of the law.

Warmke (1972) held the view that it is impossible to rely on the existing grade designations without knowing what the grades mean. He went on to say that much of the terminology means one thing to the seller but another to the buyer. Until uniform grade standards have been established and used for a particular product, it is impossible to rely on the existing grade designations without knowing what the grades mean. In a situation where buyers and sellers speak different language, grade designations are of very little value, he concluded.

Apart from the discrepancy with the grading system, the use of brand name alone constitutes a source of problem. As Stanton (1981) has pointed out, brand name is seriously limited for it does not supply sufficient information to the buyer. Campbell (1976) reported that, brand name was widely used prior to 1941. This clearly points to the fact that, there have been serious cases of product labelling inadequacy. Still more, in the words of Campbell (1976) disadvantaged people often buy first items presented; and

are conscious of brand names but are often uniformed about features of the product. Williams (1982) report of a research conducted in the United States or America, indicated that 50.2% of respondents, relied on brand experience in making their purchase decision. Nickle et, al. (1976) equally reported on brand name purchase reliance in establishing life-style aspirations.

There are also reported cases of inadequate information on some ready-to-wear garments. According to Tate (1975), consumers in Britain had complained of scanty information, with respect to care and fabric type, on children's garments.

In the Nigerian scene, similar complaints have been put up. Udugwu (1988) is of the view that there are cases of inadequate labelling of products. He pointed out that mere writing of product ingredients, as in the case of orange drink does not give enough information. He upheld that the consumer should be told of what he stands to lose or gain by eating a particular food item. He suggested that the orange drink would have a better label if the following information is included:-

Serving size (1 pt. oz, half pt. (236mls)

Serving per container

Calories 116

Protein 0gms

Carbohydrate - 29gms

Fat - 0gms

Contains less than 2% of RDA protein

Vitamin A, Thiamine, Riboflavin, Niacine,

Calcium and Iron.

Such information, he concluded, would help the consumer know what he gains by drinking half pint of orange juice.

Finally, cases of mislabelling have been recorded in various communities. Kotschever (1975) and Campbell (1976) reported that in the United States of America, there existed reported cases as reflected in Notices of Judgement of the United States Food and Drug Administration with regards to drugs, foods and cosmetics. Here in Nigeria, recent events have pointed to the practice of mislabelling. According to Etukudo's verdict as reported by Udugwu (1988) Dicon Salt Limited was marketing salt that was not "qualified to be labelled table salt because it really is industrial salt, unfit for human consumption". This verdict was based on laboratory analysis of the salt put out for sale by the said Company.

In summary, it is clear that labels have a variety of uses both to the consumer and the producer. Sometimes, they are used to inform at other times to deceive the consumers. Various forms of labelling are in existence. In different countries, their use has legal backing. Even with such backing, consumers have had cause to voice out their complaints against being misinformed through the use

of these labels on consumer products. In Europe and America these consumer complaints had prompted the various governments to adopt measures that were intended to safeguard consumers against exploitation of producers.

Chapter 3

RESEARCH PROCEDURES

This study was undertaken to assess the nature of product labelling specifications and labelling practices among producers of local consumer good in Akwa Ibom State. This Chapter is discussed under the following headings:

3.1 Research Design

3.2 The Population

3.3 Sample selection

3.4 Instrument for Data Collection

3.5 Data Collection Techniques

3.6 Data Analysis Techniques.

3.1 The Design of the Study

The study was designed to assess the labelling practices of Nigerian producers in the areas of food, soap and cream and garments. The influence of variables like educational achievement, job experience, business size and type on producers' labelling practices was also investigated. The procedure adopted for data collection was the descriptive survey method relying heavily on questionnaires.

3.2 The Population

The study involved two major groups: the producers and consumers from Akwa Ibom State. According to the 1991 provisional census figures, Akwa Ibom State has a population of about 2.3 million people. As shown in the records of

the State Ministry of Trade and Industries, many manufacturers in different fields have registered with the State government. From the records of National Association of Small Scale Industralists (NASSI) Akwa Ibom State branch, there are also some manufacturers registered with the organization. The Rural Development Department in the State Ministry of Social welfare, Youth and Sport is yet to complete its compilation of small scale manufacturers. Also the Better Life Programme in all Local Government Areas of the State consists of people who engage in local production of assorted consumer goods. From all the records there were a total of one hundred and five producers in the areas of foods, ready-to-wear garments and soaps and creams. The pattern of their distribution was as follows:-

Establishment	Food Processors	Garment Makers	Soap/Cream Makers
Ministry of Trade and Industries	10	4	8
National Association of Small Scale Industrialists (NASSI)	12	11	7
Rural Development Department	4	3	5
Better Life Programme (Women Development Centre)	6	20	15
Total	32	38	35

3.3 Sample Selection Procedure

Producers involved in the study were selected using stratified random selection procedure. Only producers in the areas of food, soap and cream and garments who are registered with the Ministry of Trade and Industries or those who are members of the National Association of Small Scale Industrialists (NASSI) Akwa Ibom State branch or members of Rural Development and Better Life Programmes in the State were selected. Information concerning these categories was collected through contact with the appropriate authorities of each establishment. Through this process, the researcher had a total of one hundred and five (105) subjects made up of 32 food processors; 35 garment makers and 38 soap and cream makers across the entire State.

Consumers in the study were randomly selected from the educated class. A total of one thousand (1,000) consumers were served with questionnaires. The pattern of distribution is reflected in Appendix II. The consumers were selected from randomly sampled offices and private work places. This number chosen from the over two million people was based on the premise of Nwana (1981) that where the population runs into several thousands, a less than 5% representative sample should be selected for study. He explained that there was a greater chance of obtaining, reliable and valid results using a small sample from a population that exhibits little variability than using a

larger, unwieldy sample size.

3.4 Instrument for Data Collection

Questionnaires were used for data collection. These were formulated by the researcher using as guide the objectives of the study, extensive literature review as well as personal observations made on foreign goods like imported ready-to-wear garments, canned milk and packaged food items and cosmetics. The questionnaires were then subjected to scrutiny by three experts in the areas of Home Economics, Research methodology and statistics. Following that the instrument was then pre-tested through pilot study, on a sample identical with that used for the study. This was to ensure both construct and content validity of the instrument. Necessary corrections were made following observations from the pilot study.

One of the corrections was the splitting of producers' questionnaires into three component sets namely:

i. Questionnaire for Food Processors. This was a 10 item questionnaire in sections A and B. Section A tested demographic variables while section B tested labelling practices of the processors. See Appendix III.

ii. Questionnaire for Soap and Cream Makers. This was also a 10 - item piece in two sections like the first set testing both demographic variable and labelling practices. See Appendix IV.

iii. Questionnaire for Garment Makers. This was a nine - item questionnaire also testing demographic variables and labelling practices. See Appendix V.

This became necessary because when the questionnaires were all lumped into one big booklet, producers felt ill-at-ease turning the pages of the booklet to locate sections that were relevant to them. Secondly, the divisions became necessary because there are slight variations in the type of information that is to be displayed on each category of consumer goods.

Demographic variables built into producers' questionnaire were years of experience on the job, business size and type as well as highest educational qualification of the producers. The questions were organized in the checklist mode where respondents picked their responses from given options. Questions to draw out producers practices consisted of categorical statements that respondents were to answer to by ticking the statements that corresponded with their practices. There were also questions in the check list pattern for producers to select from.

The fourth group of questionnaires was for consumers only. This was a 7 - item questionnaire consisting of four sections, namely:-

Section A: Demographic data of the consumers consisting of highest educational qualification; occupation yearly earnings and family size.

Section B: Questions designed to indicate consumers' experiences with labelling practices of food processors.

Section C: Questions to reflect consumers' experiences with labelling practices of garment makers.

Section D: Questions to elicit consumers' experiences with labelling practices of soap and cream makers. (See Appendix VI).

This mode of questioning corresponded with those already discussed under producers' category.

3.5 Data Collection Procedure

The identified producers and consumers were served with the appropriate set of questionnaire. Each questionnaire was accompanied by a letter soliciting the cooperation of the respondents. (See Appendix I). The respondents were given a period of one week to react to the questionnaire. At the end of the time, the researcher went back and collected the questionnaires. Those respondents who could not meet the target time were allowed extra time. Even with such flexibility there were still respondents who neither filled out nor returned the questionnaires. The following materials were available for analysis:-

a) Food Processors' Questionnaire: A total of 22 representing 68.75% of the 32 food processors initially served with questionnaires.

b) [illegible] questionnaire: a total of 32 representing 84.21% of the initial number of 38 served with questionnaires.

c) Garment makers' Questionnaire: 22 respondents representing 62.85% of the initial 35 respondents served with questionnaires.

d) Consumers' Questionnaire: 780 respondents representing 78% of the initial 1000 consumers served with questionnaires.

3.6 Data Analysis Techniques

Descriptive technique using frequency count and associated percentages were used. These were derived by calculating the observed frequency as a percentage fraction of the expected frequency thus:

$$\frac{\chi}{\chi_1} \times \frac{100}{1}$$

Where χ = observed frequency

χ_1 = expected frequency.

Chapter 4

RESULTS AND DISCUSSION

The study was directed at assessing the type of information producers often displayed on their product labels. The influence of such variables as educational achievement, job experience, of producers, business size and type on labelling exercise of producers was also examined. Data collected through questionnaires fell into four categories, namely:-

Consumers' questionnaires

Food processors' questionnaires

Soap and cream makers' questionnaires

Garment makers' questionnaires.

The data were analysed under the following sub-heads:

4.1 Demographic information on Consumers

4.2 Consumers' assessment of labels on processed foods

4.3 Consumers' assessment of labels on ready-to-wear garments

4.4 Consumers' assessment of labels on soap and creams

4.5 Demographic information on producers

4.6 Producers' Assessment of their labelling practices.

4.7 Discussion.

4.8 Implications of the findings.

4.1 Demographic Information on Consumers

The demographic variables of consumers included education, occupation, yearly income and family size. Following are the descriptions of the variables by percentage distributions.

Table 4.1.1: Frequency Distribution of Consumers by Highest Educational Qualification.

Qualification	Frequency Count	Percentage
Primary Six	54	6.92
WASC/GCE	180	23.08
T.T.C. II	75	9.62
NCE/OND	234	30.00
BA/HND	159	20.38
MA & Ph.D.	78	10.00
Total	780	100.00

Consumers were spread across various levels of educational attainment. Majority of them representing 30% of the group have had either the National Certificate in Education (NCE)or Ordinary National Diploma (OND) or State Registered Nuring Certificate (SRN); 23.08% have had the West African School Certificate (WASC) or General Certificate of Education - Ordinary Level (GCE O/L); 20.38% have had the Bechelor Degree (B.A.) or the Higher National Diploma (HND); 10% have had Masters Degree (M.A.) or Ph.D; 9.62% have had Teachers Grade II Certificate while a small proportion of 6.92% have had the First School Leaving Certificate.

Table 4.1.2: Frequency Distribution of Consumers by Occupation.

Occupation	Frequency Distribution	Percentage
Students/Applicants	189	24.23
[illegible]	[illegible]	[illegible]
Civil Servants	150	19.23
Self Employed	135	17.31
Medical Personnel	63	8.08
Legal Practioners	51	6.54
Finance	39	5.00
Total	780	100.00

Respondents were drawn from various occupational settings. As reflected in table 4.1.2; 24.23% were either students or applicants; 19.61% teachers; 19.23% civil servants; 17.31% self employed people; 8.08% medical practioners; 6.54% legal practioners while 5.0% represented people in financial institutions.

Table 4.1.3: Distribution of Consumers by Yearly Income.

Income Group	Frequency Distribution	Percentage
Low Income	315	40.30
Middle Income	309	39.62
High Income	120	15.39
No Response	36	4.61
Total	780	100.00

The result showed that majority of the respondents represented by 40.38% belonged to the low income group; this was closely followed by the middle income group represented by 39.62% while the high income group was represented by 15.39%. A small proportion of 4.61% did not indicate their yearly earnings.

Table 4.1.4: Frequency Distribution of Consumers by Family Size.

Family Size	Frequency Distribution	Percentage
Small	450	57.6923
Medium	222	28.4615
Large	87	11.1538
No Response	21	2.6923
Total	780	99.9999

Majority of respondents (consumers) 57.69; had small family size, 28.46; had medium family size, 11.15% had large families while a negligible proportion did not indicate their family size.

4.2 Consumers' Assessment of Labels on Processed Foods

On the issue of type of label information, consumers often found on locally processed foods items, the pattern of response was as reflected on table 4.2.

Table 4.2: Distribution of Consumers' Assessment of Food Labels.

Label Information	Expected Frequency	Observed Frequency	Percentage
Brand Name	780	702	90.00
List of Ingredients	780	305	39.16
Usage Directives	780	299	38.33
Storage Directives	780	200	25.64
Additives Used	780	184	23.58
Expiratory Date	780	80	10.26
Batch Number	780	67	8.58
Net Weight/Volume	780	115	14.74
Producer's Identity	780	436	55.80
Guarantee Seal	780	12	1.54

A total of 780 respondents indicated their experience regarding the nature of label information often found on assorted local foods. According to the result, majority of the respondents, 90%, said brand name of food products was most often displayed, a small proportion of 39.16% said they found list of ingredients on food items, 38.33% found usage directives, 23.58%, additives used, negligible proportion of 10.26% found expiratory date; yet a smaller proportion of 8.58%, batch number, 14.74% testified to finding net weight/volume of food products; 55.80% producer's identity. Lastly, only 1.54% often found a display of guarantee seal on locally processed food items.

Regarding the type of label information often found on ready-to-wear garments, four of the total number of 780 respondents were silent. The result presented was based on 776 respondents. The pattern of responses was as reflected on table 4.3.

Table 4.3: Consumers' Assessment of Label Type on Ready-to-Wear Garments

Label Information	Expected Frequency	Observed Frequency	Percentage
Brand name	776	423	54.51
Fibre content	776	360	46.39
Dress Sizes	776	315	40.59
Laundry instruction	776	300	38.65
Producer's identity	776	279	35.95

Majority of responderts 54.51% affirmed that brand name was often displayed on labels of garments; 46.39% said fibre content was often displayed; 40.59% said they often found dress size tag; 38.65% said cleaning instructions were often displayed while 35.95% said producer's identity was often displayed.

4.4 Consumers' Assessment of Labels on Soap/Cream

The questionnaire on soap and cream label was responded to by 776 out of 780 consumers that participated in the study. The response pattern was as presented in table 4.4.

Table 4.4: Consumers' Assessment of Types of Labels on Soap/Cream.

Label information	Expected Frequency	Observed Frequency	Percentage
Brand name	775	432	55.74
List of Ingredients in Correct Proportion	775	435	56.12
Usage Directives	775	405	52.25
Cautionary Label	775	165	21.29
1st Aid Treatment	775	234	30.19
Producer's name	775	318	41.03
Expiratory Date	775	255	32.90

From the result of the data analysis, more than half the respondents 55.74% said they often found a display of brand name on locally produced soaps and creams. A slightly higher percentage of 56.12% affirmed list of ingredient in their correct proportion was often displayed on soap/cream labels. Usage directives label was attested to by 41.03%; storage instruction, 52.25%; cautionary label by 21.29%; first aid treatment in case of product misuse by 30.19%; producer's identity was attested to by 41.03% of the respondents while 32.90% said they often found expiratory date on labels of soaps and creams.

4.5 Demographic Information on Producers

Demographic variables of producers covered in the study included highest educational qualification, job experience,

business type and size. Following is the description of variables by percentage distribution.

Table 4.5.1: Frequency Distribution of Producers by Highest Educational Qualification.

Qualification	Frequency				Percentage
	Food Producers	Soap/ Cream Makers	Garment Makers	Total	
Primary Six	0	4	2	6	7.897
WASC/GCE	9	6	10	18	[illegible]
T.C. II	8	6	2	16	21.0526
NCE/OND	12	4	6	22	28.95
BA/HND	0	12	2	14	18.42
MA & Ph.D.	-	-	-	-	-
Total	22	32	22	76	99.95

The result showed that a rather small proportion (7.89%) of producers in the study had only primary six certificate; 23.64% had WASC/GCE; 21.05% had T.C. II/GCE A/L. The largest proportion of 28.95% had NCE/OND while BA/HND holders made up 18.42%.

Table 4.5.2: Frequency Distribution of Producers's by Job Experience.

Time	Frequency				Percentage
	Food Processors	Soap/ Cream Makers	Garment Makers	Total	
Under 1 year	2	8	6	16	21.05
1 - 5 years	16	16	12	44	57.90
6 - 10 years	4	6	4	14	18.420
11 and above	-	2	-	2	2.630
Total	22	32	22	76	100.00

As shown on table 4.5.4, the producers had had varying length of experience on their job. Those who had spent less than one year made up 21.05%. Those who had operated for 1 - 5 years formed the largest proportion of 57.90%. Those who had been on the job for 6 - 10 years formed 18.42% while the smallest proportion of 2.67% consisted of those who had been on the job for more than 10 years.

Table 4.5.3: Frequency Distribution of Producers by Type of Business.

Type	Frequency Response				Percentage
	Food Processors	Soap/ Cream Makers	Garment Makers	Total	
Limited Liability	16	4	12	22	28.95
Propietory	16	26	8	50	65.79
No Response	-	2	2	4	5.26
Total	22	32	22	76	100.00

Considering the nature of business, a smaller proportion of 28.95% was operated as Limited Liability ventures while a greater proportion of 65.79% was propietory. A negligible proportion of the respondents (5.26%) did not indicate their nature of business as reflected in table 4.5.3.

Business size of the various categories of producers were also examined. This was considered in terms of small, medium and large ventures. The pattern of response is reflected in table 4.5.4.

Table 4.5.4: Frequency Distribution of Producers by Business Size.

Business Sizes	Frequency Response: Food Processors	Soap/ Cream Makers	Garment Makers	Total	Percentage
Small	8	20	10	38	50.00
Medium	12	12	10	34	44.74
Large	-	-	-	-	-
No Response	2	-	2	4	5.26
Total	22	32	22	76	100.00

The various businesses were operated in two categories as reflected in table 4.5.4. The largest percentage of 50% represented small scale ventrues, followed by 44.74% of medium category. There was none in the large scale category while 5.26% of the respondents did not indicate the size of their business.

4.6 Producers' Labelling Practices

Producers' labelling were viewed in two dimension namely:

(1) Production of labels.

(2) Producers' assessment of their labelling practices.

The section that follows is a reflection of the pattern of response on these two issues.

Table 4.6.1A: Frequency Distribution of Producers by Source of Label Knowledge.

Knowledge Source	Frequency Response				Percentage
	Food Processors	Soap/ Cream Makers	Garment Makers	Total	
Fellow Businessmen	16	20	14	50	65.79
Government Official	4	-	6	10	13.16
Government Publication	2	12	2	16	21.05
Total	22	32	22	76	100.00

Producers' knowledge or information on how to label the products come from various channels. Majority of the producers 65.79% got the information through their fellow businessmen while smaller proportions of 13.16% and 21.05% got label information from government officials and government publications respectively.

Table 4.6.18: Frequency Distribution of Producers by Label Designer.

Label Producer	Frequency Response				Percentage
	Food Processors	Soap/ Creem Makers	Garment Makers	Total	
Artist	20	28	18	66	86.84
Self	2	2	2	6	7.90
Friend	-	2	2	4	5.26
Autopack Nig.Ltd.	-	-	-	-	-

Different agents were used by the producers in the production of product labels. Majority of the producers (86.84%) got artist to design the labels for them, while negligible percentages of 7.90% and 5.26% had their labels designed by self and friend respectively.

Table 4.6.1C: Frequency Distribution of Producers by Label Production Guide.

Guide	Frequency Distribution				Percentage
	Food Processors	Soap/ Cream Makers	Garment Makers	Total	
Other Labels	12	14	12	38	50.00
Government Guidelines	6	4	6	16	21.05
Friends' Suggestions	-	10	2	12	15.79
Own Initiative	4	4	2	10	13.16
Total	22	32	22	76	100.00

The study revealed that labels for the goods under study were produced using various guidelines. One-half of the respondents (50%) patterned their labels after other labels they had seen; about one-fifth (21.05%) patterned theirs based on government guidelines, 15.79% relied on suggestions from friends, while 13.16% trusted their own initiative in producing their own labels. This distribution is reflected in table 4.6.1C.

4.6.2 Producers' Assessment of their Label Content

The analysis in this section was done in three categories namely:

Assessment of label content by the various groups of producers - food, garment and soaps and creams.

Influence of variables like educational achievement, years of experience on the job, size and type of business.

Reasons for omission, if any, of certain label information by the various categories of producers.

4.6.2A Food Processors' Label Information

Food processors who participated in the study were those engaged in production of such food items as baby food, fruit drinks, alcoholic beverages, chocolate, bread, assorted flours from local cereals legume and tubers. Table 4.6.2A is a reflection of the nature of label information the 22 producers said they often displayed on their products.

Table 4.6.2A: Food Producers' Assessment of their Label Information.

Nature of Information	Frequency Distribution	Percentage
Brand name of Product	20	90.90
Proportional list of Ingredients	20	90.90
Batch number of product	18	81.82
Food Additives used	18	81.82
Date of Manufacture	12	54.55
Expiratory Date	12	54.55
Net content	18	81.82
Directives on product use	18	81.82
Storage directives	16	72.73
Producers' Identity	18	81.82
Guarantee Seal	8	36.36

The result of the study showed that 90.90% of the respondents indicated labels of their products often carried brand name and list of ingredients in their correct proportion, while 81.82% said both the batch number and food additives used in the products were often reflected. Regarding areas of [illegible] and expiration of the products, 54.55% of the respondents affirmed they often displayed such. Net content and usage directives were often displayed by 81.82% of the respondents. Storage directives were often displayed by 72.73%, producer's identity by 81.82% while guarantee seal was often displayed by negligible 36.36% of the respondents.

4.6.3 Influence of Certain Variables on Labelling Practices

Labelling practices of food processors were then examined in relation to their educational qualification, business size, type of business and years of experience on the job. The results of the findings are presented in tables 4.6.3 A, B, C and D.

Table 46.3A: Food Processors' Labelling Practices in Relation to Educational Achievement.

Educational Qualification	Brand Name		Net Content		Batch Number		Additives		Date of Manufacture		Expiratory Date		Storage Directives		Net Weight		Usage Directives		Producer's Identity		Guarantee Seal	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
MASC (2)	2	100	2	100	2	100	2	90	0	0	0	0	2	100	2	100	2	100	2	100	0	0
T.C. E (8)	8	100	6	75	6	75.	6	75	2	25	2	25	6	75	6	75	8	100	8	100	0	0
N.C.E. (12)	10	83.3	12	100	10	83.3	10	83.3	10	83.3	10	83.3	8	66.6	10	83.3	6	83.3	10	83.3	8	66.6

From the result as presented in table 4.6.3A, holders of National Certificate of Education showed more consistency in their product labelling by touching on all aspects of label information, WASC holders defaulted in three aspects while Teachers' Grade Two Certificate holders defaulted in one aspect of labelling. It could therefore be said that the level of education has a positive influence on labelling practice of food processors.

Experience on the job was shown to have a positive effect on labelling standard. As shown in table 4.6.3B food processors who had operated for less than one year gave very minimal information in contrast with processors who had worked for longer time.

Table 4.6.3B: Food Processors' Labelling Practices in Relation to Years of Experience.

Years of Experience		Brand Name		Net Content		Ingredients		Additives		Date of Manufacture		Expiratory Date		Storage Directives		Net Weight		Usage Directives		Producers' Identity		Guarantee Seal	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Under 1 yr.	(2)	2	100	0	0	0	0	2	100	0	0	2	100	0	0	0	0	2	100	2	100	0	0
1 - 5yrs	(16)	14	87.5	16	100	14	87.5	12	75	8	50	14	87.5	12	75	14	87.5	12	75	12	75	8	50
6 - 9yrs	(4)	4	100	4	100	4	100	4	100	4	100	4	100	4	100	4	100	2	50	2	50	2	50

In relation to type of business, the result in table 4.6.3C showed that operators of limited liability ventures and those of proprietory business performed at almost equal level with regards to product labelling. In this case the nature of business did not seem to be a factor that influenced labelling performance.

Table 4.6.3C: Food Processors' Labelling Practices in Relation to Business Type.

Business Type	Brand Name		Net Content		Batch Number		Address		Date of Manufacture		Expiratory Date		Storage Directives		Net Weight		Usage Directives		Producers' Identity		Guarantee Seal	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Limited (6)	6	100	6	100	6	100	6	100	6	100	2	33.3	6	100	6	100	4	66.6	4	66.6	0	0
Proprietary (16)	14	87.5	14	87.5	12	75	10	62.5	10	62.5	10	62.5	10	62.5	12	75	14	87.5	14	87.5	8	50

A comparison of business size showed that food processors of medium scale business gave more label information than small scale business food processors. This is reflected on table 4.6.3D.

Table 4.6.3D: Wood Processors' Labelling Practice in Relation to Business Size.

Business Size	Brand Name		Net Content		Batch Number		Volume		Date of Manufacture		Expiratory Date		Storage Directives		Net Weight		Usage Directives		Producers Identity		Guarantee Seal	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Small (8)	2	25	8	100	4	50	4	50	2	25	4	50	2	25	6	75	6	75	6	75	2	25
Medium (12)	12	100	12	100	12	100	12	100	12	100	8	66.7	12	100	12	100	10	83.3	10	83.3	6	50

4.6.4 Reasons for Non-Display of Certain Label Information on Processed Foods

Various reasons were given by the respondents for failure to display certain items of information on product labels. A few 9.09% talked of fear of extra cost detering them from displaying proportional ingredients list, batch number, date of manufacture, net weight/volume, storage directives and guarantee seal of the product. Another small percentage 9.09% said their desire not to reveal their trade secret made them not to display list of additives used as well as date of manufacture of the product respectively. Another group of respondents (9.09%) explained their lack of information on dates of manufacture, expiration and guarantee seal on the fact that they did not want to be exposed. Another group of respondents (9.09%) attributed non-display of expiratory date to lack of knowledge on expected life span of the products. A claim of consumers high demand for their product prompted another group (9.09%) not to display dates of manufacture, expiration and guarantee seal. Finally, another group (9.09%) explained that they did not consider it necessary to display usage directives, producer's identity and guarantee seal on the products.

4.6.5 Garment Makers' Assessment of Label Content

Table 4.6.5 that follows is a reflection of the pattern of response of garment makers regarding the type of information they displayed on their products.

Table 4.6.5: Frequency Distribution of Label Information by Garment Makers.

Type of Information	Frequency Count	Percentage
Brand name	18	81.82
Fibre content	16	72.73
Dress sizes	22	100.00
Laundry instructions	20	90.91
Producer's Identity	16	72.73

The analysis showed that 81.82% of garment makers often displayed brand name of their products, 72.73% the fibre content while 100% often displayed dress size. Laundry instructions were often displayed by 90.91%. Lastly, producer's identity was often displayed by 72.73%.

4.6.6 Garment Makers Labels in Relation to Some Variables

Garment makers were assessed in relation to their educational qualification, job experience, business size and type.

Table 4.6.6A: Garment Makers Labelling in Relation to Educational Qualification.

Highest Educational Qualification	Total No. of Respon-dents	Brand Name		Product Content		Dress Size		Laundry Instruc-tion		Producer's Identity	
		No.	%	No.	%	No.	%	No.	%	No.	%
Primary six	2	2	100	0	0	2	100	2	100	2	100
WASC	10	3	30	8	80	10	100	10	100	6	60
T.C. II	2	2	100	2	100	2	100	2	100	2	100
N.C.E./OND	6	4	66	4	66.6	6	100	6	100	4	66.6
B.A./HND	2	2	100	2	100	2	100	0	0	2	100

The result showed some consistency in the pattern of response by all level of qualifications in terms of such label information as dress size and laundry instructions. Holders of Teachers' Grade II Certificate consistently displayed comprehensive label tags than the rest. In other areas like brand name, fibre content, and producers identity, the pattern of response did not follow any specific system. It cannot be said that one educational group was more consistent than the other.

Table 4.6.6.B: Garment Makers' Labelling in Relation to Job Experience.

	No. of Respon-dents	Brand Name		Fibre Content		Dress Size		Laundry Instruction		Producers Identity	
		No.	%	No.	%	No.	%	No.	%	No.	%
Under 1 year	6	4	66.6	2	33.3	6	100	6	100	4	66.6
1-5yrs	12	10	83	10	83	12	100	12	100	8	66.6
6-10	4	4	100	2	50	4	100	2	50	4	100
11 and above	-	-	-	-	-	-	-	-	-	-	-

On the issue of years of experience there did not seem to be any advantage of prolonged experience on labelling information provided by the producers.

Table 4.6.60: Garment Makers' Labelling in Relation to Business Size.

Business Size		Product Brand		Fibre Content		Dress Size		Laundry Instructions		Producers Identity	
		No.	%	No.	%	No.	%	No.	%	No.	%
Small	10	8	80	10	100	10	100	8	80	6	60
Medium	10	8	80	6	60	8	80	10	100	4	40

Whether the business was small or medium did not seem to have remarkable effect on the labelling practices of the producers.

Table 4.6.60: Garment-Makers' Labelling in Relation to Business Type.

Business Type		Product Brand		Fibre Content		Dress Size		Laundry Instructions		Producer's Identity	
		No.	%	No.	%	No.	%	No.	%	No.	%
Limited Liability	12	8	66.6	8	66.6	12	100	6	50	6	50
Proprietory	8	8	100	8	100	8	100	6	75	6	75

From the result it could be said that business type did influence the type of labels that ready-to-wear garments carry. Proprietory business enterprenures consistently were found to provide more label information than the limited liability ones.

4.6.7 Reasons for Omission of Certain Information by Garment Makers

No reasons were advanced for any label information that was omitted.

4.6.8 Soap and Cream Makers' Assessment of Their Label Information

Respondents in this group were involved in the production of assorted goods. Those engaged in cream production formed the majority of 43.75%, followed by body cream producers of 25%; medicated toilet soap and detergents 12.5% respectively and lastly cleansing lotion producers 6.25%.

The nature of information they often displayed on their products is reflected in table 4.8.

Table 4.6.8: Label Use by Soap and Cream Makers.

Nature of Information	Frequency Count	Percentage
Brand name	28	87.50
Proportional Ingredient list	24	75.00
Usage Directives	11	34.38
Cautionary Label	10	31.25
1st Aid Treatment	10	31.25
Batch number	6	18.75
Expiratory date	6	18.75
Producer's Identity	10	31.25

As shown in table 4.8, majority of the respondents 87.5% often displayed the brand name of their products, 75.00% respondents displayed proportional list of ingredients. Usage directives were often displayed by 34.38%, cautionary label and first aid treatment by 31.25% batch number and expiratory date by negligible 18.75% while producer's identity was often displayed by 31.25%.

4.6.9 Soap and Cream Maker's Label Assessed in Relation to Certain Variables

Soap and Cream Producers labelling practices were reviewed in relation to producers educational attainment, job experience, business size and type. The pattern of response was as follows:-

From the result, given in table 4.6.9A holders of Teachers' Grade II showed a consistent lower level of product content labelling than other categories. The fact that even Primary six Certificate holders provided more label content than Grade II Teachers' Certificate holders made it difficult to conclude that level of education had significant positive impact on the producers' standard of labelling.

Table 4.6.9A: Soap and Cream Producers Labelling Practices in Relation to Level of Education.

Qualification		Product Brand		Product Content		Usage Directive		Caution		First Aid Treatment		Batch Number		Expiratory date		Producers Identity	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Primary six	4	4	100	4	100	2	50	3	75	3	75	2	50	3	75	2	75
JHSC	6	6	100	4	100	4	75	4	66.6	4	100	4	100	3	75	6	100
T.C. II	6	4	66.6	2	33.3	2	33.3	3	33.3	3	50	2	33.3	2	33.3	4	66.6
WACE/GCE	4	4	100	4	100	2	50	2	50	2	50	2	50	2	50	2	50
BA/HND	12	10	83	10	100	10	83.3	8	66.6	8	66.6	0	0	0	0	4	33.3

Judging from the result, long years of production experience did not seem to have any positive influence on labelling practices of producers. Those who had been on for over ten years reflected only product brand usage directives and producers' identity thereby ignoring other vital information areas. Producers who had not been on for up to one year provided more information than those with longer years of experience. Producers with 5 - 10 years of experience and 1 - 5 years showed a more consistent labelling standard than the other two extremes, as their labels touched on all aspects of information.

This pattern of response is shown on table 4.6.98.

Table 4.6.98: Soap and Cream Producers' Labelling Practice in Relation to Job Experience.

Producers' Years of Experience	Product Brand		Product Content		Usage Directive		Caution		First Aid Treatment		Batch Number		Expire-Date		Producer's Identity	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1 year (8)	8	100	8	100	8	100	8	100	8	100	0	0	0	0	0	0
1 - 5 (16)	10	100	8	50	8	50	8	50	8	50	8	50	8	50	10	62.5
6 - 10 (6)	6	100	6	100	4	66.6	4	66.6	3	50	4	66.6	3	50	4	66.6
10 (2)	2	100	0	0	2	100	0	0	0	0	0	0	0	0	2	100

In relation to labelling and business size, the result showed that medium scale soap and cream producers provided more label information than small scale producers. This is reflected in table 4.6.9C.

The effect of business type on labelling was also examined. The result is portrayed in table 4.6.9D.

Table 4.5.5: Soap and Cream Producers Labelling Practice in Relation to Business Size.

Business Size		Brand Name		Content		Usage Directive		Caution		First Aid Treatment		Batch Number		Expiratory Date		Producer's Identity	
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Small	[illegible]	15	30	16	32	10	50	10	50	10	50	2	10	2	10	2	10
Medium	[illegible]	12	100	8	75	12	100	10	83.3	10	83.3	10	83.3	10	83.3	12	100

Table 4.5.30: Soap and Cream Producers Labelling Practice in Relation to Type of Business.

Business Type	Brand Name		Product Content		Usage Directive		Caution		First Aid Treatment		Batch Number		Expiratory Date		Producer's Identity	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Limited	4	4	100	4	100	2	50	0	0	0	0	0	0	0	4	100
Proprietor	26	24	92.3	27	84.6	20	76.9	18	69.2	18	69.2	10	38.4	10	38.4	14	53.8

From the result, it was evident that proprietory business enterpreneurs provided more label information than the businessmen in the limited liability sector. Information reflected on, product brand, content, usage and producer's identity ignoring areas like caution, first aid treatment, batch number and life span of the product. In effect, type of firm one could be said to affect product labelling standard of soap and cream producers.

4.6.1 Reasons for Omission of some Label Information by Soap and Cream Makers

Various reasons were also advanced for their non-display of certain information. Those who did not indicate proportional ingredient list said they did not wish to expose their trade secret.. Those who displayed no caution claimed their product was harmless so there was no need for possible first aid treatment in case of product misuse. Display of batch number was thought to be unnecessary so also expiratory date. Finally, those who did not display their identity said they preferred not to be known.

4.7 Discussion

All the consumers who participated in the study had at least the basic minimum education. This fact made it possible for them to read any written information,

including product labels. The producers equally had had formal education ranging from primary to university level. As a result, they two had been equipped such that they could understand the basic requirements for good labelling exercise. Majority of the consumers were involved in meaningful engagement outside the home. That meant that they might have been forced by circumstance of outside employment leading to time constraint, to patronise consumer goods provided by others.

Moreover the consumers all had households ranging from small to large. Their yearly earnings, also spread from small to large, with majority falling into the low income bracket. These facts could prompt them, especially in this era of severe economic hardship, to desire to derive maximum benefit from any financial expenditure to enable the families survive. Their scrutiny of product labels, could therefore, be one aspect of maximizing benefits derived from acquisition of consumer goods.

From both the consumers' and food processors' ratings of labels on locally processed food items, the most often displayed information was the brand name as reported by 90% of consumers and 90.0% of producers. This practice is similar to the situation that was reported by Campbell (1976) as being prevalent in the United States of

America in early 20th century. Though other types of information as list of ingredients, additives used, usage and storage directives, product life span, batch number and producers' identity were also displayed, their frequencies of occurrence were not as high as in the case of product brand.

The results showed that the level of label information provided by food processors might be associated with some variables like education, years of experience and size and type of business. Education for instance was shown to positively influence product labelling of food processors. The same pattern was noted with regards to years of experience where long time processors displayed more information than new comers. Whether a business was a one-man venture or a corporate one did not affect food-product labelling. Big businesses were shown to give more label information than small ones.

In the case of ready-to-wear garments, 54.5% of the consumers rated that brand name was the most often displayed information, while producers' identity was the least type of information on display. Producers' rating of their own label practice showed brand display frequency of 81.82% with dress size having the highest display frequency of 100%. From consumers responses, it was also found that product brand was the most frequently displayed information.

It was found that private businesses provided more label information than corporate ones. Variables like producers' educational attainment job experience and size of business did not exert positive or negative influence on labelling standard of producers. Where label information was omitted garment makers made no attempt to explain their attitude.

Regarding soap and cream labels, consumers' rating of brand tag stood at 55.74% with proportional listing of ingredients rated at 56.12%. This showed a slightly higher rating of 0.4% ingredient list against brand experience. The least often found label information was cautionary label, as reported by 21.29% of respondents. On the other hand, producers' rating showed that brand tag was the most often displayed information having frequency occurrence of 87.50% as against 75% ingredient list. The least displayed information as reported by producers themselves was batch number and life span of product. Thus, as in the case of processed food and ready-to-wear garments, the most popular practice among soap and cream makers was the display of product brand while other useful bits of information received less attention from the producers.

Educational attainment and years of experience on the job did not seem to postively influence soap and cream makers' labelling. Rather people with long years of experience provided less information than others. Medium scale and private businesses provided more information than either small scale or joint ventures.

Some of the uses to which labels can be put had been identified to include the following:

(1) Giving identity to both the product and its producer (Bush and Houston, 1985).

(2) Informing the consumer about product characteristics thus guiding in its selection (Warmke, 1972); (Ogogwu, 1988).

(3) Directing consumer on product use (Fynn, 1969).

(4) Warning about hazards in its use where applicable thus prescribing antidote or first aid treatment where necessary (Waite) and Cassady, 1976).

(5) Indicating product life span for safe use (Bran and Law, 1972).

(6) Helping the consumer to locate the producer whenever there is need for contact (Horn, 1958).

Given the labelling situation prevalent in the area of study, it is doubtful whether consumers can realize some of the uses to which labels can be put.

In their search for and subsequent use of local consumer goods, these consumers would be forced to rely mostly on previous brand experience and trial and error usage and care as earlier explained by Horn (1968). Such a situation where consumers are denied the right to accurate information in their product search may not guarantee pleasant consumption experience.

The producers in the study had attributed their non-display of comprehensive information on their products to various reasons. One of such reasons is the fear of incurring extra production cost. When one remembers that production cost is always passed onto the consumers, one wonders whether issue of production cost would be a good enough reason to justify denying potential consumers the right to accurate product information. Some producers attributed their non-display of product life span to their lack of knowledge about the shelf life of the food items they processed. This revelation should be a serious cause of concern to those who understand the implication of situations where consumers are left at the mercy of those who offer services, the technicalities of which they do not really understand. Also, a situation where food processors believed that it was not necessary to display usage directives, expiratory dates and batch number reveals a situation where issues that deserve serious consideration are often ignored.

4.8 Implications of the Findings

Seeing that local manufacturers do not always supply the much needed vital label information, there is need therefore for consumers to wake up and fight for their right. This could be done by formation of very active consumer pressure groups that would be alert in spotting producers' malpractices and bringing such to public notice. In addition consumers must learn to reject sub-standard goods as an alternative means of getting producers to comply with labelling specifications.

On the part of the producers, there is need for a more contentious attempt at product labelling. Those producers who do not know what information to supply should be bold enough to seek for assistance from the appropriate quarters.

Chapter 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

The study was undertaken to identify the content of label information producers of consumer good like processed food, soap and cream and garments in Akwa Ibom State often display on their goods. The influence of variables like education, job experience, business type and size on labelling practices of the producer's was also examined. Information was collected through pre-tested questionnaire administered on 76 producers and 780 consumers throughout the State. The questionnaires sought information on socio-economic characteristics of respondents and the content of label information producers often displayed on labels of selected locally-made consumer goods.

Data collected were analysed using frequency distribution and associated percentages.

The results of the analysis of processed food's labels showed that the most often displayed label content was brand name. This fact was revealed by both consumers and producers independently. Proportional list of ingredients ranked next according to consumers' rating while its display according to producers' response was

just as high as product brand. The label content that received the least attention according to the ratings of the two groups - consumers and producers - was guarantee seal. The life span of processed foods was also minimally displayed. By consumers rating, producers identity received average attention while the producers themselves claimed that they always, as in the case of product brand, indicated who the producers were.

Higher education and long years of experience on the job were shown to account for more comprehensive label content on food products. Medium scale businessmen also provided more label information than small scale businessmen. Whether the venture was corporate or personal did not affect the level of product labelling.

Some reasons were advanced by the producers for the lapses in product labelling. Among reasons identified were producers' desire to reduce production cost, maintain their trade secret. Their ignorance concerning expected life span of the products and producers feeling that some items of information were really not necessary.

Regarding ready-to-wear garments, brand name was the most often displayed item according to consumers' assessment. Even where this was noted the frequency of display was just above average. Producer's identity was seen to receive the least attention, according to producers' ratings of their own percormance. Dress size

was displayed at every instance of production, followed by launder, instructions with brand name receiving the third place consideration. Among such variables as education, job experience business size and type, only business type had significant and positive influence on labelling performance of garment makers.

In the case of soaps and creams, consumers reported that proportional listing of ingredients was effected at a slightly higher dimension than the brand name. Cautionary label was the least indicated information tag. Producers responses indicated that product brand received the greatest attention followed by ingredient list. Cautionary label came second to the least in order of use. The larger the business, the more the label content displayed. Also private businessmen reflected more label content than corporate business enterpreneurs: education and years of experience did not seem to exert positive influence on labelling practices of producers.

5.2 Conclusions

Based on the findings of the study, the following conclusions have been arrived at:

Label content most often displayed by food processors, garment makers and soap and cream makers in the area of study was the brand name.

Food processors showed a higher sense of commitment in branding their products than both garment makers and soap and cream producers.

Display of life span of food items was not considered an important aspect of product labelling by producers in the study area.

Other label contents like usage or care directives, product components and others even though displayed, were not treated with the seriousness they deserve.

Some producers did not seem to realize the need for comprehensive label information on consumer goods.

Most consumer goods' labels were designed by people who did not quite understand the requirements for good labels. This fact was deduced from what was used as guide during label production and some of the reasons advanced by producers for omitting vital information from their products.

Variables like education, job experience business size and type did not influence the different groups of producers in the same way.

5.3 Recommendations

One of the basic human rights is the right to obtain needed information. Results of the study on labelling practices of producers of local goods have

shown that consumers have been denied the right of obtaining accurate information on some consumer goods. On the basis of this, the following recommendations are made:

5.3.1 For the government

Appropriate government agents should mount serious educational campaigns to enlighten local producers on requirements for proper product labelling. This could be achieved through seminars and conferences.

Follow up studies should also be carried out by the government agents to assess the level of performance of the local producers after they had been given the necessary orientation.

Sanctions and penalties should be prescribed and enforced on producers who fail to comply with government directives

Consumers also should be enlightened on their right to accurate product label information. This too could be achieved through seminars and conferences organized by such bodies as Better Life for Rural Dwellers; television and radio programmes.

5.3.2 For Future Research

Study should be conductec to determine how consumers usually react to inadequate product label information.

Work should be carried out to examine the content of label information on other local goods apart from the ones covered in this study.

A research should be conducted to determine what steps various government agencies have adopted so far to get local producers to observe and effect government regulations on commercial matters.

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APPENDIX I

DISTRIBUTION OF CONSUMERS BY STATE CAPITALS AND LOCAL GOVERNMENT AREAS

Location	Capital	No. of questionneires given out	No. Received
Uyo	Uyo	340	320
Ikot Ekpene	Ikot Ekpene	40	30
Abak	Abak	40	29
Eket	Eket	40	331
Etinan	Etinan	40	31
Oron	Oron	40	28
Itu	Itu	40	29
Ikono	Ibiaku Ntok Ökpé	40	27
Mkpat Enin	Mkpat Enin	40	30
Ikot Abasi	Ikot Abasi	40	29
Uran	Idu	40	27
Onna	Abat	40	28
Nsit Ubium	Ikot Edibon	20	12
Nsit Ibom	Afaha Offiong	20	13
Ukanafun	Ukanafun	20	10
Ekpe Atai	Odot	20	12
Ini	Odoro Ikpe	20	11
Okobo	Okpedi	20	14
Mbo	Enwang	20	10
Oruk Anam	Ikot Ibritam	20	11
Urue Offong/Oruko	Oruko	20	12
Etim Ekpo	Utu Etim Ekpo	20	11
Uquo Ibeno	Uquo	20	15
Essien Udim	Essien Annang	20	10
Total		1,000	780

APPENDIX II

Department of Vocational and
Technical Education,
Ahmadu Bello University,
Zaria.

Dear Respondent,

I am a student in the department mentioned above. I am undertaking a study on labels on locally produced goods. The findings of the study will be a pointer to what can be done to improve the welfare of consumers and local producers alike.

I, therefore, wish to request for your cooperation in participating in this study. Please respond to the attached questionnaire as honestly as possible.

I assure you that any information given will be treated with strictest confidence.

Thank you in advance for your effort and time expended in completing and returning the questionnaire in good time.

Yours sincerely,

Enoh S. Inyang (Mrs)

APPENDIX III

FOOD PROCESSORS QUESTIONNAIRE

Please you are NOT expected to write your name anywhere on this questionnaire.

SECTION A

In Nos. 1 - 7 kindly circle the answer that is most applicable to you from the list given at the end of each question.

1. State your highest educational qualification:
   a) Primary Six
   b) WASC/GCE OL/RSA/City and Guilds
   c) Teachers' Grade II
   d) NCE/OND/SRN
   e) B.A./HND
   f) M.A. and above.
2. For how long have you been in food processing business?
   a) Under 1 year
   b) 1 - 5 years
   c) 6 - 10 years
   d) 11 years and above.
3. What type of business is it?
   a) Limited Liability
   b) Proprietory.

4. What is the capacity of the business?

   a) Small Scale

   b) Medium scale

   c) Large scale.

SECTION B

5. How did you get to know that you should label your product?

   a) Through a fellow processor of food

   b) Through Government official

   c) By reading government publications.

6. who prepares your labels for you?

   a) Artist/Printer

   b) Myself

   c) A friend

   d) Autopack (Nig) Ltd.

7. What did you or the person use as guide?

   a) Other labels I have seen

   b) Government guidelines on labelling

   c) A friend's suggestion

   d) My own initiative.

8. Specify the type of product you make.

   The following types of information can be displayed on labels of processed and packaged food items, tick ( ) after each statement, the one you often display on your product.

9. a) Brand name of product

b) List of ingredients in the correct proportion

c) Batch number of product

d) Food additives used in the product

e) Date of manufacture

f) Last date product should be used

g) Net weight/volume of product

h) Directives for use of product

i) Storage directives of product

j) Manufacturer's name and address

k) Guarantee seal.

10. If there are items in No. 9 you don't often display, briefly state why you don't even bother about them.

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APPENDIX IV

SOAP AND CREAM AND POMADE MAKERS QUESTIONNAIRE

Please you are NOT expected to write your name anywhere on this questionnaire.

For Nos. 1 - 7 kindly circle the answer that is most applicable to you from the list given at the end of each question.

SECTION A

1. State your highest educational qualification.
   a) Primary six
   b) WASC/GCE OL/RSA/City and Guilds
   c) Teachers' Grade II/GCE Al
   d) NCE/OND/SRN
   e) B.A./HND
   f) M.A. and above.
2. For how long have you been in soap and cream and pomade business?
   a) Under 1 year
   b) 1 - 5 years
   c) 6 - 10 years
   d) 11 years and above.
3. What type of business is it?
   a) Limited Liability
   b) Proprietory

4. What is the capacity of the venture?

   a) Small scale

   b) Medium scale

   c) Large scale.

SECTION B

5. How did you get to know that you should label your product?

   a) Through a fellow soap and cream and pomade producer.

   b) Through government official and publication

   c) By observing other similar products.

6. Who prepares your labels for you?

   a) Artist/Printer

   b) Myself

   c) A friend

   d) Autopack (Nig) Ltd.

7. What did you or the person use as guide?

   a) Other labels I have seen

   b) Government guidelines on labelling

   c) A friend's suggestion

   d) My own initiative.

8. What type of product do you produce?

   a) Hair cream

   b) Body cream

c) Cleansing lotion

d) Detergent

e) Medicated toilet soap.

Each of the following information can be displayed on your type of product. Tick ( ) the one you always display on your product label.

9. a) Brand name of product

b) List of ingredients in their correct proportion.

c) Directives for use of product

d) Warning against possible harm from product misuse.

e) Possible first aid treatment in case of product misuse.

f) Batch number of product

g) Last date product should be used

h) Manufacturer's name and address.

10. If there are items in No. 9 that you do not often display on your product label, kindly explain the reason(s) for your omission.

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APPENDIX V

GARMENT MAKERS QUESTIONNAIRE

Please you are NOT expected to write your name anywhere in this questionnaire.

SECTION A

Kindly circle the answer that is most applicable to you from the list given at the end of each question.

1. State your highest educational qualification
   a) Primary six
   b) WASC/GCEOL/RSA/City and Guilds
   c) Teachers' Grade II GCE A1
   d) NCE/OND/SRN
   e) B.A/HND
   f) M.A. and above.
2. For how long have you been in garment making business?
   a) Under 1 year
   b) 1 - 5 years
   c) 6 - 10 years
   d) 11 years and above.
3. What type of business is it?
   a) Limited Liability
   b) Proprietory

4. What is the capacity of the business?

   a) Small scale

   b) Medium scale

   c) Large scale.

SECTION B

5. How did you get to know that you should label your product?

   a) Through a fellow garment maker

   b) Through government official/publication

   c) By observing other ready-to-wear garments.

6. Who prepares your labels for you?

   a) Artist/Printer

   b) Myself

   c) A friend

   d) Autopack (Nig) Ltd.

7. What did you or the person use as guide?

   a) Other labels I have seen

   b) Government guidelines on labelling

   c) A friend's suggestion

   d) My own initiative.

   Each of the following statements can be displayed on products like your own. (Tick ( ) the ones your often reflect on your product label.

8. a) Product brand name

   b) Fibre content of the garment e.g. 70% cotton and 30% polyster.

c) Dress size e.g. size 12, 14 or 16;
Small, Medium, Large.

d) Laundry instructions

e) Producer's name and address.

9. If there are items in No. 8 that you do not often display on your product label, kindly explain the reason(s) for your omission.

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APPENDIX VI

QUESTIONNAIRE FOR CONSUMERS

Please you are NOT required to write your name anywhere on the questionnaire.

SECTION A

Kindly select the answer that is most applicable to you from the list given at the end of each question.

1. Indicate your highest educational qualification.
   a) Primary six Certificate
   b) WASC/GCE OL/RSA
   c) Teachers' Grade II/GCE Al
   d) NCE/OND/SRN
   e) B.A./HND
   f) M.A. and above.
2. What is your occupation?
   Specify: .....
3. What is your yearly income?
   a) ₦1,000.00 - ₦5,000.00
   b) ₦5,001.00 - ₦12,000.00
   c) ₦12,001.00 and above.
4. What is your family size?
   a) 1 - 5
   b) 6 - 10
   c) 11 and above.

The following information should be displayed on each of the categories of products A, B, C. For each of the groups, tick ( ) the items you often find displayed on product label of locally produced item.

SECTION B

5. Processed Foods

a) The brand name of processed food

b) List of ingredients in their correct proportions.

c) Directives on product use.

d) Directive on how to store locally processed foods.

e) List of additives often used on locally processed foods.

f) Last date the product should be used.

g) Batch number of the locally processed foods.

h) Net weight/volume of the locall processed foods

i) Producer's name and address.

j) Guarantee seal.

SECTION C

6. Garments

a) Brand name on made-in-Nigeria garment.

b) Fibre content, e.g. 70% cotton, 30% polyster.

c) Dress size, e.g. size 12, 14 etc. or small, medium, large.

d) Cleaning/Laundry instructions.

e) Producer's name and address.

SECTION D

7. Soap and Cream

a) Brand name of locally made soaps and creams.

b) List of ingredients used in locally produced soaps and creams.

c) Storage directives.

d) Usage directives.

e) warning against possible harm from product misuse.

f) Possible first aid measure that should be taken in case of problem arising from use of local soaps and creams.

g) Producer's name and address

h) Last date for product use.