

**ANALYSIS OF WORKING CLASS WOMEN'S EXPECTATIONS AND POST
PATRONAGE SATISFACTION WITH TAILORING SERVICES IN ADAMAWA
STATE, NIGERIA**

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MAY, 2019

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**A DISSERTATION SUBMITTED TO THE DEPARTMENT OF HOME
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MAY, 2019

DECLARATION

This dissertation titled “ANALYSIS OF WORKING CLASS WOMEN’S EXPECTATIONS AND POST PATRONAGE SATISFACTION WITH TAILORING SERVICES IN ADAMAWA STATE, NIGERIA” is carried out by me in the Department of Home Economics, Faculty of Education, Ahmadu Bello University Zaria. The informations obtained from the literature have been duly acknowledged. No part of this dissertation was previously presented for another degree or awarded at this or any other institution.

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Date

CERTIFICATION

This dissertation entitled “ANALYSIS OF WORKING CLASS WOMEN’S EXPECTATIONS AND POST PATRONAGE SATISFACTION WITH TAILORING SERVICES IN ADAMAWA STATE, NIGERIA” meets the regulations governing the award of master’s degree of the Amadu Bello University Zaria, and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

This dissertation is dedicated to my father Mr. Salihu David Dawi

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ABSTRACT

This study analyzes working class women's expectation and post patronage satisfaction with tailoring services in Adamawa State, Nigeria. Survey research design was adopted for the study. Four objectives, four research questions, as well as four null hypotheses were developed for the study. One of the objectives of the study is to determine the relationship between accurate body measurement based on proportion expected by working class women from tailoring services for Post Patronage Satisfaction in Yola Metropolis; where working class women and tailors constitute the accessible population for the study. The population comprises of 256 tailors and 1225 working class women, Purposive sampling, was used in selecting 120 respondents. A 40 items questionnaire was developed by the researcher which consisted of 20 covers expectations and 20 covers satisfaction was used for data collection for the study. The instrument was pilot tested in Samaru, Cronbach Alpha reliability coefficient was used to test the internal consistency of the instrument. Person product moment correlation (PPMC) was used in testing the null hypotheses of the study at 0.05 level of significance. The statistical computation was done using Software Package for Social Sciences (SPSS, version 21). One of the findings of the study indicated that the working class women expectation on body measurement has relationship with Post Patronage Satisfaction with tailoring services in Yola metropolis. The result indicated that the respondent has agreed, based on the cumulative mean of 2.9391 which is greater than the bench mark of 2.50. Based on the hypotheses tested there is relationship between body measurement and Post Patronage Satisfaction, and p-value of 0,000. The p-value (0.000) was less than 0.05, this is indicating that there is significance relationship between body measurement and Post-Patronage Satisfaction. Some of the recommendations based on the findings of this study is that tailors should put more effort to meet expectations of working class women on body measurement of garment since their expectation influence post patronage satisfaction, Tailors in the study area should be well acquainted with latest styles in other to meet the use of clients as it will influence perceived post patronage satisfaction with the tailoring services in yola metropolis, Tailors ought to strive hard to keep to promises made to customers on garments finishing to enhance post patronage satisfaction of working class women with tailoring services in yola metropolis.

OPERATIONAL DEFINITION OF TERMS

DJELLABA: Djellaba is a big long loose-fitted unisex outer robe with full sleeves, worn in the Maghreb region of North Africa

POST PATRONAGE SATISFACTION: is said to be when customers (working class women) are satisfied with services offered by providers (tailors) which make customers (working class women) to return to repatronize the producers.

PUCKERING: is an undesired pleat as a result of excess fabric which appear in sewing together two pieces of cloth which may open with age.

STITCH DENSITY; refers to the total number of loops in a measured area of fabric and not to the length of the yarn in a loop. It is the total number of needle loops in a given area such as ten square centimeters.

CHAPTER ONE INTRODUCTION

1.1 Background to the Study

Tailoring is the art of designing, cutting, fitting and finishing clothes. The word Tailor comes from the French “Tailleur” and meaning to cut and appear in English Language during the fourteenth century. In Latin, the word tailors was originally called “Sartor” meaning patches or menders, hence the English “Sartorial” or relating to tailor, tailoring or tailored clothing (Kim and Darnhost, 2010).

Tailoring also refers to the business process of making clothes with the use of technical skills and styles for individuals and society. The service of a tailor is important because humans need to wear clothes. Thus, the rapid increase of population provides important opportunity for the tailoring sector to thrive. In as much as clothing is one of the essential needs of man, there are expectations and satisfaction that comes with it, every customer that wants to sew a dress is concerned with the style, quality of material and how the finished work will improve the individuals image.

The tailor’s functions in taking accurate body measurements includes, interpret clothing style, construction of adequate garment to meet taste of the customer, ability to adhere to client choice of style, use appropriate stitches and seams, proper finishing of garments and gaining confidence of the customer through meeting expectations. The clients of tailors are the people that patronize the tailors to make dress and these people include the working class women.

The working class women are those who work for paid jobs and are away from home for over five hours and not less than five days in a week. The working class women can also be said to be those gainfully employed fifteen or more hours per week. The working class women used in the present study are the female secondary school teachers in Yola metropolis of Adamawa state, Nigeria. These working class women needs a number of

clothing to cater for their personality and different functions during the day. This makes the working class women patronage tailors to satisfy their expectations. Quality, styles, accurate measurement, qualitative design especially on long lasting fabrics as well as neat finishing are the expectations every working class woman looks out for in terms of dressing, although this differs from individual taste and preference. For this reason, working class women are always on the look for reliable tailors who can deliver the services they aim to achieve in garment making.

Patronage is the power to confer favours for providers and receivers/clients to form a network through which access to various resources are obtained. Post patronage satisfaction may be conceived as a measure of the extent to which service delivery efforts brings about a customer's return to re-patronize an organization due to the customers met expectation. Post patronage could also be negative, which in turn makes the customer not to return back to re-patronize due to unmet expectation.

The working class women expects accurate body measurement proportionate to their body size, adhering to their styles of choice, constructing appropriate garments to meet their taste, use of appropriate stitches and seams as well as proper and neat finishing from their tailors. When the above mentioned are not met up with, there is dissatisfaction leading the change of tailors instead of coming back to re-patronize them. The satisfaction of a working class woman plays significant role in patronage of tailor, because if the tailor offers services to the expectation of the working class woman, there is a high chances of her coming back to the tailor. This therefore, means that services offered to the working class woman must be of high standard and meet up to the required expectation at all times.

The researcher during the conduct of the present study discovered there is always disagreement between working class women and tailors, the tailors are not meeting up

with the working class women expectations on the dress made probably because the garment is not seating well on the body, furthermore, the sleeve, waistline and hip area could be too tight or too loose, all these could bring dissatisfaction on the working class women. The inappropriate fit could be due to the tailor's lack of skill on how to take body measurement that is based on body proportion. Forster (2014) stated that, body measurement should be taken to ensure a good fit, you must first of all look at the most important part of the fitting process which is to thoroughly observe the body before taking accurate body measurement. Getting a good fit is choosing the right styles for individual. Good styles are clothes that women want to wear, the comfortability and lifestyles are required, but tailors fail in several ways by not taking the accurate and proportioned body measurement and eventually the styles are not fitting. Survey by the researcher on some garment making workshop reveals that the rate at which tailors spoil fabric given to them to sew are really on the increase. Many incident occurs with sewn garment, this is because tailors are too eager to finish so many works in one day and so they collect too many clothes from clients and keep under the table and make fake service delivery dates. Working class women expectations is that tailors should posse's qualities such as reliability, responsiveness, assurance and empathy.

Reliability is concerned with an outcome of a service. Reliability is a key in meeting customer expectations which is to deliver the result as promised. Tailor fail in proper service delivery in the sense that they make clothes not to working class women's expectation. The employed women expects tailor to make cloths that fits the body accurately and proportionately. The design should come out according to working class women's desire and the finishing should look clean. Nevertheless, tailors fail to create time for fitting before final finishing and this affects post patronage.

McDougall and Levesque (2000) argued that post patronage satisfaction occurs when customers are satisfied with products and services offered by providers and producers, which warrants customers to come back for more. Customer satisfaction plays significant role in post patronage of goods and services, in the sense that if goods and services offered are up to expectation, then there is every tendency for high level of customer satisfaction. On the other hand, be that as it may, poor services or products results in low satisfaction. In the same vein, the ability to satisfy consumers is one of the greatest tasks for service providers (Bassey, Okon & Umorok, 2011). It takes much to guarantee customer's satisfaction. It therefore means that services or product offered must be of high standard and meets the required expectations at all times. Standards and expectations differ for different category of people. In every society, there are classifications that distinguish one person from the other.

In view of this categorizations or classifications, there are certain expectations that are required from people in each category. In respect to this, working class women are considered a class that demands qualitative services and products especially in the world of fashion. When it comes to fashion, women stand out significantly and constitute a large percentage of patronage. According to Bassey et al (2011), Women constitute a group of people in the society who engage in meaningful activities in various spheres of human endeavors. The working class women are not completely under the control of circumstances that can impede their progress and standards. Women, possess certain characteristics, which to a large extent enable them to contribute meaningfully to the development of the society. Also, large populations of these women are literate, capable of communicating and interacting at the same level with their male counterparts. This category of women exhibits certain level of social relevance in the society with high demands and expectation. One of such area that they have high expectation for is in

fashion. This is because women and fashion cannot be separated and apart from that, throughout history, fashion has greatly influenced the “fabric” of societies all over the world. What people wear often characterizes who they are and what they do for a living. Women’s involvement in fashion has a long history (Heskett, 1997). Fashion is an area that women pay particular attention to. Thus, to a large extent their social status, caliber and personality depend on it. In view of this the research intends to carry out a research on the analysis of working class women’s expectations and post patronage satisfaction with tailoring services in Adamawa State, Nigeria. From the highlighted variables, this study was conducted to analyse working class women’s expectation and post patronage satisfaction with tailoring services in Yola metropolis.

1.2 Statement of the Problem

Over the years tailoring business has contributed immensely to the economy of Adamawa state and Nigeria as a whole in terms of creating jobs and reducing the rate of unemployment. Adamawa state is vibrant in tailoring services with teeming population of skilled tailors. In spite of this, the issues of poor service delivery leading to low customer satisfaction has been recorded. Some of those affected by the poor service delivery are working class women. Research shows that bulk of complains come from female working class women who are concerned about the inability of tailors to meet the increasing demands and high expectations. The working class women complained about fitting, styling, and finishing.

The increasing number of working class women accompanied by increasing interest in fashion, make most working women admire garments worn by their colleagues and try to copy the style through their tailors. In a situation where the tailors are unable to come out with exact style meant for the fabric, working class women resolve to patronizing another tailor instead of coming back again. The researcher has also had the opportunity

to witness the disagreement arising in a tailor's shop with a customer. The disagreement came as a result of changing style by the tailor, the shape of the garment is not fitting, there was puckering and the stitch is not dense.

The researcher also observed that when working class women give instructions on how tailors should bring out the styles, designs, finishings, the tailors takes the body measurement and yet they don't produce to the women's satisfaction. Therefore the researcher wants to establish whether expectations of the working class women are actually met.

1.3 Objectives of the Study

The major objective of this study is to analyze working class women's expectation and post patronage satisfaction in tailoring services in Adamawa. The specific objectives include:

1. to determine the functions of accurate body measurement in meeting the expectation of working class women and post patronage satisfaction with tailoring services in Yola Metropolis;
2. to determine the relationship between the expected styles by working class women and post patronage satisfaction with tailoring services in Yola metropolis.
3. to determine the relationship between garments finishing expectation of working class women and post patronage satisfaction with tailoring services in Yola Metropolis.
4. to determine the relationship between garments design expectation of working class women and post patronage satisfaction with tailoring services in Yola Metropolis.

1.4 Research Questions

The following research questions were raised for the study.

1. To what extent does accurate body measurement expected by working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?
2. To what extent does expected styles of working class women relates to post-patronage satisfaction in Yola metropolis?
3. To what extent does garments finishing expectation of working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?
4. To what extent does garments design expectation of working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?

1.5 Research Hypotheses

On the basis of the research questions, the following hypotheses were formulated:

- H₀₁:** Expected body measurement of working class women has no significant relationship with Post- patronage satisfaction with tailoring services in Yola metropolis.
- H₀₂:** Expected garment styles of working class women has no significant relationship with Post-patronage satisfaction with tailoring services in Yola metropolis.
- H₀₃:** Expected finishing of garment of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis.
- H₀₄:** Expected garments design of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis.

1.6 Significance of the Study

The findings of this study will be beneficial to clothing designers, working class women, tailors and stakeholders in the fashion industry as well as Non-Governmental Organization (NGO) with basic informations on entrepreneurship.

Tailors will benefit from the findings of this study in the sense that a clearer picture of the essence of post patronage satisfaction and its importance in business sustenance and development would be pointed out. The findings of this study will assist clothing designers to understand the expectations of customers (working class women) in articulating the designs placed on fabrics and will also improve their knowledge on the importance of service delivery basically prompt delivery, the tailors and fashion designer will get assess to this work through the chairman of tailors association, Yola chapter who will be given a copy of the work.

To working class women, the findings would bring about better ideas on styles, shapes and garment finishing expectations for their post patronage satisfaction. And will also enlighten them on how to properly deal with tailors. The study would create knowledge baseline on attitude, ethics and motivations of tailors in order to enhance the understanding of how these factors affect service delivery through libraries where this work will be on the shelves.

Apart from contributing significantly to the body of knowledge in home economics, this study would be beneficial to Institutions where clothing and textile is studied. Also, stakeholders in the fashion industry, saddled with the responsibilities of formulating policy and regulation, will have first-hand knowledge on tailoring and post patronage satisfaction through this study which will be uploaded in the internet and other research libraries within the area.

Furthermore, there are non-governmental organizational agencies that assist young entrepreneur especially in setting up skills acquisition businesses who can also benefit from this study. This study would go a long way in creating a platform for sensitization and awareness on the need for tailors to be diligent and trustworthy in their daily business dealings especially with working class women.

1.7 Basic Assumption

This research was based on the following assumptions:

Working class women experience challenges from tailors which leads to low post patronage in Yola metropolis.

1. Working class women's post patronage satisfaction affects tailoring business in Yola Metropolis.
2. There will be measures taken to enhance post patronage satisfaction of working class women in tailoring in Yola Metropolis.

1.8 Delimitation of the Study

This study was limited to Yola metropolis. This is because, there is increase of tailors and fashion designers as well as working class women who constitute the population of this study. It was also delimited to Yola metropolise as the state capital to represent the state as a whole. The present study was also delimited to secondary school female teachers who have ten years and above experience and are not less than forty five years of age. Also, in conceptual terms, this study was delimited to analyzing post patronage satisfaction and expectation as it affects working class women (teachers) in Yola metropolis.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

In this chapter, related literature on analysis of working class women's expectation and post patronage satisfaction with Tailoring services in Adamawa State are reviewed. The literature is presented under the following sub headings.

- 2.1 Theoretical Framework
- 2.2 Conceptual Framework
- 2.3 History of Tailoring Business
- 2.4 Body Measurement
- 2.5 Garment Design and Styles
- 2.6 Garment Finishing
- 2.7 Working Class Women
- 2.8 Post Patronage Satisfaction
- 2.9 Nexus between Working Class Women and Post Patronage Satisfaction
- 2.10 Review of Relate Empirical Studies
- 2.10 Summary of the Reviewed Literature

2.1 Theoretical Framework of the Study

One of the underpinning theoretical frameworks that explain the phenomena under study is Expectation Disconfirmation Theory (EDT) by Oliver (2010) borders on customers satisfaction with the services rendered to him/her. Expectations Confirmation Theory (ECT), otherwise known as Expectations Disconfirmation theory (EDT) posits that expectations, coupled with perceived performance, lead to post-purchase satisfaction. This effect is mediated through positive or negative disconfirmation between expectations and performance. If a product outperforms expectations (positive disconfirmation) post-purchase satisfaction will result. If a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied.

The theory was first popularized by Oliver (1980) in his work, “Effect of Expectation and Disconfirmation on Post-exposure Product Evaluations - an Alternative Interpretation” but did not gain much attention not until after Oliver (2010) put it forward in a another paper as a cognitive model to explain satisfaction decision before it gained prominence within psychology and marketing field where it was first used as well as adopted across other fields.

The EDT implies that consumers purchase goods and services with prepurchase expectations about anticipated performance. The expectation level then becomes a standard against which the product is judged. That is, once the product or service has been used, outcomes are compared against expectations. If the outcome matches the expectation, confirmation occurs. Disconfirmation occurs where there is a difference between expectations and outcomes.

2.1.1 Assumptions of Expectation and Disconfirmation Theory (EDT)

According to Oliver (2010), the EDT is based on four primary constructs: expectations, perceived performance, disconfirmation of beliefs, and satisfaction. Expectations refer to the attributes or characteristics that a person anticipates or predicts will be associated with an entity such as a product, service, or technology artifact. Expectations are put forward as fact to directly influence both perceptions of performance and disconfirmation of beliefs and indirectly influences post-purchase satisfaction by way of a mediational relationship through the disconfirmation construct.

Perceived performance refers to a person’s perceptions of the actual performance of a product, service, and technology artifact. According to ECT, perceptions of performance are directly influenced by pre-purchase expectations, and in turn directly influence disconfirmation of beliefs and post-purchase satisfaction by way of a mediational relationship through the disconfirmation construct. Disconfirmation of beliefs refers to

the judgments or evaluations that a person makes with respect to a product, service, and technology artifact. These evaluations are made in comparison to the person's original expectations. When a product, service, and technology artifact outperforms the person's original expectations, the disconfirmation is positive, which is put forward to increase post-purchase satisfaction. When a product, service, and technology artifact underperforms the person's original expectations, the disconfirmation is negative, which is put forward to decrease post-purchase satisfaction (i.e., to increase dissatisfaction).

Post-purchase satisfaction refers to the extent to which a person is contented with a product, service, and technology artifact after having gained direct experience with the product, service, and artifact. Expectation confirmation theory put forward that satisfaction that is directly influenced by disconfirmation of beliefs and perceived performance, and is indirectly influenced by both expectations and perceived performance by means of a mediational relationship which passes through the disconfirmation construct.

2.1.2. Relevance of Expectation and Disconfirmation Theory (EDT) to the Study

Taking into cognizance, the four constructs – expectations, perceived performance, disconfirmation of beliefs, and satisfaction – of the EDT, it would be quite beneficial to the study as it relates to the expectations of customers before patronizing a particular tailor and their conclusions or resolve after patronage, whether it encourages them to keep patronize or find a replacement.

In the aspect of expectations, everyone has a preconceived notion and belief of what to expect when patronizing a particular product and service, which is not different from the expectations of a customer from a fashion designer. These expectations may include how the tailor treats potential customers, charges for garment sewing and design and the mode of payment (before and after finishing sewing the garment), catalogue of garment designs

and styles taking into cognizance the body shape of customers, how tailors handle the customer's material in terms of making it enough to cater for the style chosen by/for the customer, how tailors deliver on the garment design chosen by the customer, how the garment finishing that will make the garment more fitting and durable, how tailors package the customer's garment and makes it ready for pickup as well as how tailors abide by the time frame given to the customer to deliver the finished garment.

Through these expectations arises the perceived performance of the fashion designer by the customer because it is quite certain that all the aforesaid expectations cannot be met by the fashion designer. For instance, the fashion designer may be very adequate at bringing out the best garment design from the style given, while bad at keeping to deadlines, vice-versa. Some tailor may be bad at being able to manage the customer's cloth and still be able to deliver the given garment design on time while some may be bad at promoting customer relations in terms of insulting the customer when it comes to the issue of payment. All the aforesaid perceived performance adds up to determine the customer's confirmation or disconfirmation of beliefs that is when customers weighs the expectations and the performance of the fashion designer and aids the customer to make decision on continuing to patronize a particular tailor or to find a replacement more amenable. In essence, the meditational relationship between these constructs which is intertwined determines the satisfaction of the customer and subsequent patronage of the tailoring services. Experience has helped in narrowing down the fact that, these potential customers base their decision to keep patronize a particular tailoring services or find a replacement on the constructs of EDT which makes it a perfect theoretical underpinning to analyze the topic understudy.

2.1.3. Limitations of Expectation and Disconfirmation Theory (EDT)

Many of the studies conducted using EDT have used predictive expectations as the comparative standard. However, there is inadequate research evidence on whether consumers use only predictive expectations in their post-purchase product evaluations, whether they use other standard(s) which they bring into the consumption experience (e.g., minimum tolerable level, desires, ideals), or other standards that may emerge after the purchase (e.g., what others have received). This explains that customers may decide to continue patronizing the tailoring services provided the tailor knows how to deliver on designs (as was briefed through referral before deciding to try out the tailor) and decide to forgo other shortcomings as far as perceived performance like expensive prices, meeting up with deadline is concerned.

Individual expectations may defer and that may be the parameter used by each customer when patronizing a particular tailor. For instance, customers that are not too particular about garment design and style may decide to keep patronizing a particular tailor, so far the tailor can always come up with garments that are wearable, while customers may prefer to keep varieties of tailor at hand considering that they cut across criteria like meeting up with deadlines, not too expensive, understands the taste and style, knows how to manage garments, amongst other criteria.

2.2 Conceptual Framework

2.2.1 History of Tailoring Business

The art of tailoring business dates to the early middle Ages. Some of the earliest tailors were linen armoires by trade, meaning they created costume, padded linen garments that were worn under chain mail to protect the wearer from the chafing associated with heavy armor. From this occupation, the earliest tailor's guilds were born in Europe. Tailoring

began to diversify in Western Europe, between the 12th and 14th centuries. Before this time, garments were generally made from a single piece of cloth and were created for the sole purpose of covering or concealing the body; individual style was of no particular interest to a garment's maker or wearer. During the Renaissance, the traditional loose robes worn by both sexes began to be shortened, gathered, tightened, and sewn together in shapes that somewhat resembled the actual human frame. Prior to this, clothing was not purchased; everything was made in the home, which meant that those who had more skill with needle and thread were well ahead of the game by the time that personal style began to emerge (Song and Ashdown, 2010).

The knowledge and art of tailoring business, of cutting and sewing cloth the two basic aspects of constructing clothes from a pattern developed slowly and gradually in Europe between the twelfth and fourteenth centuries. The Oxford English Dictionary's first reference to the word "tailor" gives the specific date of 1297; and certainly by that date tailoring guilds, as well as those of weavers, and cloth merchants were well established in Europe.

During the Middle Ages clothing had been regarded as a means of concealing the body. But with the Renaissance came the accentuation of the human form. The loose robe, that standard uniform of the medieval period so easily constructed from a single piece or two of cloth was shortened and tightened and eventually cut, pieced, and sewn together in attempts to bring into prominence the contours of the human form. This was the birth of tailoring business and, in fact, of fashion. These attempts at re-constructing the human body in fabric called for a growing expert skill and division of labor. Soon the cutter (the one who makes the pattern) and tailor (the one who does the sewing) joined other craftsmen as important members of the community. Until this time the cloth had been the distinguishing feature of garments, and the wearer took most of the responsibility for the

design and, in most cases, the actual production of his own clothes. But little by little, the tailor took on equal importance with the weaver, and gradually came to overshadow him. Master tailors in the growing towns eventually became responsible for the clothing needs of society and the art and science of tailoring became a highly specialized, complex and jealously guarded craft (Boyer, 1996).

According to Boyer (1996), English tailors particularly those in London, now came to dominate the fashion scene. First, the English had evolved a style for masculine clothing that was a subtle blending of landed gentry, sporting attire, and bourgeois business wear produced in the tremendous wake of the Industrial Revolution. Secondly, aristocratic court clothing had not been constructed so much with a concern for fit as it had with concerns for decoration, fabric, and color. But when the shift away from ornamentation and ostentation began to occur, fit became the criterion of dress for men. We take it for granted today, but the idea of “fit” as a criterion for men's clothes is a fairly recent one. It is an idea calling for great skill in execution. The English tailor was trained to use woolen cloth, and over years of experimentation and practice he developed techniques for "molding" the cloth close to the body without exactly duplicating the true form of the wearer. In short, the tailor could now actually develop a new aesthetic of dress: he could mimic the real body while at the same time "improving" and idealizing it! It was no longer a question of voluminous yards of flowing silken brocade. Men became “gentlemen” (itself a 19th century term) and frowned upon gaudy display in favor of discretion, simplicity and the perfection of cut. It was, in terms of fashion, the culmination of that radical turn taken in mid-17th century: the Modern had finally arrived! And the Modern was the tailor's art.

There have been tremendous innovations in these past hundred years in fashion and the art of tailoring: sewing machines now do the work on straight seams better than could be

done by hand; new fabric technology has history produced more comfortable cloths; fashions have adapted to more leisurely, climate-controlled lifestyles. But tailoring is still, and likely to remain so, an art. It has not been brought down to the level of a science. The tailor still believes in making personalized clothing, statements of fashion for the individual, as he always has done. Even since the invention of ready-made, cheaply-produced clothes in the middle of the last century, the demise of the tailor has been predicted. Like the panda and the whooping crane, it has been said, the march of modern life is against him. Mega-international corporations seem to own everything, calculatedly obsolete gimmickry) abounds, and Coca-Cola now sells clothing as well as soft drinks by the millions of units. But craftsmen have indeed managed to survive in this age of the mass-produced and quickly thrown away, even to prosper. There is still a clear need for the uniquely personal and individual in our lives. In this age of the shoddy and the quick, the vulgar and the mass-consumed, tailors can still be counted on to champion uniqueness and quality. It is the hallmark of their tradition (Boyer, 1996).

2.2.2 History of Tailoring in Nigeria

Lindqvist (2013) observed that historically, dressing evolved on very little cutting. Wrap cloth such as the Indian Sari, the Roman Toga, or the Arabic Hajik were rectangular woven Pieces of fabric that remained undefined in shape until dressed and recreated each time were worn. Lindqvist (2013) equally stated that ancient wraps and drapes developed zirmments. Garment cut from rectangular pieces of fabric have the same principles for a Japanese Kimono, a European chemise, or an Arabic djellaba. The rectangular cut fabric hangs from the shoulder with an opening cut for the head and has smaller rectangular pieces attached to the side of the fabric, forming the sleeves. It was noted that pieces were rarely shaped and when the fabric is cut, it is primarily done in straight lines and that the use of darts to shape the garment after the body was rarely ever seen in these

garments. The cloth is cut apart, although not cut into shapes following the form of the body due to the high of the labour intense weaving process. In this way, very little or no fabric is wasted in the making of the garment. Also observed, the garments were not tightly fitted to the body and the individual fit, when there is one, was usually achieved by the use of belts gathering the fabric towards the body.

In Nigeria, the history of garment making is the same. Rectangular fabrics such as “Akwuette”, “Aso Oke”, “Godo”, woven from the local loom are also worn around the body by wrapping it round the waist or the chest or shoulder region as the case may be depending on different culture and ethnic group in Nigeria. The fabric making of the garment are non figurative in relation to the body. It then implies that, the rectangular pieces of fabrics of the sleeves might just as well be used to cover the legs.

Kinley (2010) stated the relationship among themes were also found, physical fit was likely to affect aesthetic and functional fit, clothing ponches and mantles developed into Djallabas, tunks and kaftans and consequently shows different prepositional positions of where to join the fabrics by seams. He observed that wrap clothing developed as fabric were with seams at the shoulders, leaving an opening at the front. The poncho developed into a garment pulled over the head with seams joining the fabric along the sides of the body. The mantle developed into a garment where the fabric is wrapped over the shoulders, open at the front and then joined along the sides the same way as the Kimono. Tailoring business in Nigeria is quite lucrative and has been adjudged to be one of the leading entrepreneurial businesses in Nigeria with big names attached to it. However, to become a tailor in Nigeria, there is a need to undergo compulsory apprenticeship under a master for a minimum of two years to maximum of five years before you can be qualified to be called a professional tailor ready to set up shop after graduating from the apprenticeship. Nonetheless, the tailoring business in the country is plagued with many

challenges as the number of potential customers from babies, teenagers, adults, working class people and old people that needs the services of the tailor is larger than the number of tailors in the country, even though, some people prefer English attires to native ones, there is still business for the tailor as some people would prefer for their English wears to be custom-made. The tailoring business is quite competitive even with complains of nothing being able to meet up with perceived performance and expectations of the customers.

2.2.3 Measures Taken to Enhance Tailoring Business

Ernest, North and Kotzé (2003), conducted a research to analyze the method of enhancing tailoring business through their analysis the study identified measures which helps tailors to have good idea towards enhancing their business and to set future action plan in accordance with their conception towards the business by;

- 1. Developing a specialty:** From simply knowing your desired area of concentration tailors must find areas they want to specialize in for instance they may focus on men, women and children cloth to build up their potential for better service delivery. Other markets could include those surrounding figure skaters, people with special needs, pregnant woman, babies and pets. If possible, tailors should deliver products or services for the client at the agreed time in other to retain their client. If you know who needs your service, how best to serve them and how to successfully reach them, you should find success more quickly to mastering their job.
- 2. Attending shows: events and festivals.** Sell directly to your market by having a booth at functions they attend. Booths range in price from the extremely affordable to the very expensive. Visit the event website or contact the organizers to learn pricing. To find events catering to your niche market, go online at

Chamber of Commerce and Visitor Bureau sites. Also refer to web forums and discussion groups.

3. **Associating with potential clients:** Learn where they are physically and on-line and make an appearance. Be friendly; engage them in conversation. Give them a business card and, if appropriate, make a quick call or write a note to let them know you enjoyed the meeting.
4. **Considering selling products on-line as well as locally:** Sites with easy storefront setups include Etsy, Amazon, eBay and Yahoo. Another option is to host your own website. If you choose to build an on-line store, consider writing blogs to drive traffic to your site. Be sure to include words that potential clients might commonly use when looking for someone with your expertise. Highlight your services and/or products on your page. Provide links to your on-line store.
5. **Marketing their sewing business:** Start small, work with people you know and provide excellent service and quality. Some of the most effective marketing is word of mouth and displaying your talent by making dress that are satisfactory to customers “working class women”. Utilize traditional marketing avenues such as press releases, paid advertising and social media.
6. **Cutting down prices if possible:** If you are buying materials from retail establishments, consider buying from wholesale companies and notion suppliers. This may include contacting manufacturers or importers directly. Also, resources such as Worldwide Brands and Alibaba.com provide access to thousands of wholesalers. Typically, buying wholesale will save you 40 percent off retail prices.

7. **Standing out from the competition:** Provide timely service, free pickup and shipping and high quality workmanship. Consider other ways to bring more value to your service verses other similar businesses.

2.3 Body Measurement

McKinney (2010) stressed that after the body is measured and the wearer wears it, he/she should work, sit and go through a normal range of body motions to examine whether the measurement was appropriately taken precisely in the direct position and with an equal amount of tension on the tape as inaccurate measurement will cause an unnecessary amount of fitting and re-cutting after the garment is tacked together. Measurement must be taken so as to ascertain the size of the figure and to determine the proportion of the various parts of the figure. He further suggested that fit should be measured by a set of criteria standard of fit and a general observation of shape of the figure should be made before taking the measurement to note any variations from normal, sloping or square shoulders. Also, the posture of the figure, whether normal, erect or stopping, the side view, the front and back views should be noted, as these give better indication of the posture and proportions. A piece of tape tied around the waist of the figure to define the exact location of the waist is very important before taking the measurement. This will help greatly because it is normally difficult to assess the position of the waist accurately especially at the back.

The measurement could be taken over a dress if it is fitting or over underclothes. Taking of measurement has an order which. McKinney (2010) insisted that measurement must be evaluated in the same order each time to avoid omitting any part of the body proportion and allow ease when measuring, when drafting the pattern. The basic blocks were drafted in this study and thereafter adapted into different pattern and personal measurement used. Forster (2014) said that accurate body measurements are of vital

importance for obtaining the best result in clothing construction. Besides good fitting, correct measurements can also contribute towards saving time in constructing a garment. Taking body measurement is a responsible task, which should be undertaken with great care. It could be taken directly from a person for whom the garment is made for or on a standard dress form of intended sizes. Personal measurements are required not only for dress making but also for buying readymade garments. For the purpose of clothing construction, it is important for a dress maker to have adequate knowledge about the correct method of taking and recording body measurements, equipment required for it and other important points to be considered before taking the measurement.

2.3.1 Points to be considered while taking measurements

According to Forster (2014), the points to be considered while taking body measurements are:

1. A good quality measuring tape should be used for taking body measurements. The long metal end of the tape is used for taking vertical measurements and the rounded metal end, for taking horizontal measurements.
2. The person taking the measurements should stand straight, but in a natural pose and preferably in front of a mirror. A well-fitted foundation garment should be worn while taking measurements.
3. Another person is needed to take another's measurement not oneself. Basic lines of the body are to be taken into consideration while measuring body parts.
4. Before body measurements are taken, a cord or tape is fastened around the waist and left until all measurements have been completed. The tape should be kept parallel to the ground while taking girth measurements like bust, waist, hip, etc.
5. The accuracy of several measurements depends on this exact waistline location. Add to these measurements the suggested amount of ease.

6. The amount of ease needed varies with the type of fabric used. More ease is needed for woven fabrics than knits, only normal amount of ease will be utilized in this studio exploration since printed fabrics are 100% cotton.
7. A proper order and certain sequence should be followed in taking the measurements to make it more systematic.

2.4 Garment Design and Styles

Bryne (2001) stated that garment design is generally considered to have started in the 19th century with Charles Frederick Worth who was the first designer to have his label sewn into the garments that he created. Before the former draper set up his fashion house in Paris, clothing design and creation was handled by largely anonymous seamstresses, and high fashion descended from that worn at royal courts. Worth's success was such that he was able to dictate to his customers what they should wear, instead of following their lead as earlier dressmakers had done. The term couturier was in fact first created in order to describe him. While all articles of clothing from any time period are studied by academics as costume design, only clothing created after 1858 is considered as fashion design. It was during this period that many design houses began to hire artists to sketch or paint designs for garments. The images were shown to clients, which was much cheaper than producing an actual sample garment in the workroom. If the client liked their design, they ordered it and the resulting garment made money for the house. Thus, the tradition of designers sketching out garment designs instead of presenting completed garments on models to customers began as an economy.

The design on cloth or garment in Africa started as a symbol of ethnic identity for people who put on the cloth using “embroidery” as a stamp of African aesthetic. The history of embroidery in Nigeria dates back to centuries, and it has become integral part of Nigerian dressing. Among the Nupe and Hausa, research has proved that embroidery has been a

long tradition and it is used on many types of garments, from Hausa farmers' cloths to riding robes and ceremonial apparels (Heritage, 2007). Three types of stitches are primarily used. They are the chain stitch, the buttonhole stitch and couching. The stitching is done with either imported or silk thread on either imported or hand-woven cloth. Embroidery on cloths differs both it is quite prominent during the 90s to use in identifying the cultural or ethnic affiliation of the wearer of the garment or clothing.

Globalization and technology has made its way into clothing and garment design as sophisticated tools like computer assisted programs are used for garment designs before it is made on a cloth and even the advent of digital cameras, social networking sites like Facebook, Twitter, Instagram, Fashion blogs, Fashion Trends websites, Style magazines, smart phones have made garment designs within the Nigerian populace more prominent as tailors who have access to these tools can easily use it as a point of references for their customers to show the style or the customer could make her preferred style available to the tailor from these mediums.

However, the garment design or style chosen by either the customer or a tailor is largely dependent on the fabric and occasion where the garment is been worn to. Fabrics most popular in Nigeria include Dutch wax, Holland wax, African print, or African wax prints (Ankara), Aso-oke, Adire, Batik, Nigerian wax, Atiku, Brocades (Guinea brocade or Sheeda in hausa), Chiffon, Lace (Tulle, Cord, Paper, Guipire, Sequine, Beaded, Jute, George, French), Silk, Velvet, amongst others (Okeke, 2017), also opined that Ankara can be styled by combining it with lace, silk, plain cotton, chiffon, tulle or embroidered with stones/beads. Nonetheless, there are also other styling materials like button, nets, peplon, amongst others that can be used for styling women garments.

2.5 Garment Finishing

Garment finishing is very important because a customer's satisfaction depends on it. Besides that, garment finishing is also a part of garment design which makes the fabrics quality more pronounced as well as pleasing to the customers. In tailoring, garment finishing entails these steps but not limited to it.

a. Stitches

The term stitches refers both to the thread interloping or Interlocking used to make seams. It is the joints between two pieces of fabric that are sewn together. Stitches help determine the functional aesthetic performance of a garment. Their durability, comfort and attractiveness are important performance considerations determined by the end use and design of the garment. The type of fabric used, and the location and purpose of the stitches cost considerations also affect the choice of stitches.

Anyakoha and Eluwa (2010) defined stitching as the process of passing threaded needle and thread in and out of a material to make a specific designs called stitches. They observe that stitches are used in clothing construction to join two or more pieces of fabric together, make decorative designs on articles, mend tear in clothes. They also state that there are three types of stitches, the temporary, the permanent the decorative stitches. They observe that temporary stitches are those stitches that hold pieces of fabric together temporarily.

b. Seam Quality

A seam is a joint between two pieces of fabric and is defined as 'the application of a series of stitches or stitch types to one or several thicknesses of material'. From the definition, there are two major components of seam which include stitches and materials in the form of fabrics. Seam quality is thus influenced by two main factors which are the fabric mechanical properties and sewing parameters (Seif & Hiji, 2015).

c. Seam Appearance/Puckering

Ukponmwan, Mukhopadhyay and Chattererjee (2000) noted that puckering is an unacceptable waviness in appearance along the seam length that occurs immediately after seam construction or that may develop after several washing and drying processes. The Oxford English Dictionary defines seam puckering as ‘a ridge, wrinkle or corrugation of the material or a number of small wrinkles running across and into one another, which appear in sewing together two pieces of cloth’. Bharani, Shiyamaladevi and Mahendra-Gowda (2012), stated that there are several types of seam puckering which can affect the quality and performance of seam. They are divided into three categories – Displacement puckering, Tension puckering, and Feed puckering.

i. Displacement puckering is one of the most common seam puckers. This type of seam puckering is caused by the structural jamming of the yarns in the fabric, due to the compactness of the yarn and the yarn position in the fabric being disrupted during the sewing process due to the insertion of needle and thread, from their original position as the needle and thread penetrate the fabric. The fabric has to make space for the thread by an extension process along the line of the seam but at the other side of the seam, no extension is made and this makes the fabric buckled and produces seam puckering. Displacement puckering occurs more when sewing with higher count fabrics, finer fabrics and also thicker sewing thread. Stitch size also plays an important role in the occurrence of structural jamming. Lower numbers of seam can be considered lower quality because the stitch tends to snag and be exposed to higher abrasion. A higher number of seam gives better strength to the sewn fabric but in cases of structural jamming of the fabric with the sewing thread, puckering occurrences can clearly be seen. It is also suggested sewing in the bias direction whereby the possibility of puckering can be reduced. This cannot be done all the time due to varying designs of the garment and also the patterns

printed on the fabric. Another alternative is to use finer thread but finer thread has the possibility of higher extensibility which can lead to puckering due to sewing tension. Because of this, a suitable selection of seam and sewing thread must be considered according to the fabric types and end product in order to reduce the occurrence of puckering (Glock & Kunz, 1995; Dobilaitė & Juciene, 2006).

ii. Tension puckering is caused by thread tension during sewing. Stitch quality involves the balance of force on the threads that form the stitch and also the degree of compression on the fabric created by the threads as a stitch is formed. Too much tension given to the thread, makes the thread to be overstretched, making the thread to return to its original length after relaxation process and compress the fabric to produce seam puckering known as tension puckering and also create an unbalanced stitch (Dobilaitė & Juciene, 2006). If the tension is too low, the seam cannot hold together firmly, especially under stress, and can be easily pulled apart.

Tension puckering is likely to happen with synthetic sewing thread which has a greater elongation during the winding process and then, when the sewing thread is in a relaxed state, it tends to pull the fabric and can cause puckering. Tension puckering can be avoided by using consistent quality sewing thread and also a properly adjusted sewing machine.

iii. Feed puckering ; Feed puckering is also known as ‘inter-ply shift’ and can occur when there is high friction between the presser foot of the sewing machine and the top of the fabric when sewing two plies of fabrics together. High friction makes the fabric top or bottom layers, to move at different rates and cause puckering. Differential fabric stretch can also cause puckering on one side of the seam and this usually happens when piecing together two different types of fabric. Slowing down the sewing process and reducing the pressure help reduce the occurrence of seam puckering. Alternatively, most

garment manufactures adopt machine feed systems such as differential bottom feed and adjustable top feed systems that can be adjusted for smooth sewing for any type of material or seam. The appearances of all these puckers are the same and cannot be differentiated until some investigations are done in order to identify the causes of puckering. The investigation requires information on selected sewing parameters and also fabric mechanical properties.

Beyond that, garment finishing goes beyond tailoring and designing of fabrics with accessories but also includes post-garment finishing steps like ironing the garment, folding it in predetermined area and packaging it using business customized packages like paper bags, polythene bags or hanged and packaged.

2.6 Working Class Women

As with many terms describing social class, working class is defined and used in many different ways. The most general definition, used by Marxists and socialists, is that the working class includes all those who have nothing to sell but their labor-power and skills. In that sense it includes both white and blue-collar workers, manual and mental workers of all types, excluding only individuals who derive their income from business ownership and the labor of others (Gale, 1998).

Hence, working class women (WCW) refer to women who have paid employment outside the home and maintain standard working hours in their place of employment whether at federal, state or local level or private sector. Examples of working class women in Nigeria includes civil servants who work as secretaries, directors, personal assistant, managing director, coordinators, school principals, analysts, school teachers, etc.

2.7 Post Patronage Satisfaction

Post Patronage Satisfaction may be conceived as a measure of the extent to which the service recovery efforts of the firm meets or exceeds the customers' expectation. In the view of Mansfield and Warwick (2000), Post Patronage Satisfaction is satisfaction after a problem with the service has occurred and the consumer has sought redress with the marketer (i.e. satisfaction after a problem-resolution experience). Service failures may upset or annoy customers. What actually causes customer dissatisfaction and complaint behaviour however, is failure to immediately and effectively address service failures (Chang, et al, 2008).

Ensuring that customers get fair treatment in the event of service failure does not only bring about Post Patronage Satisfaction, it also induces loyalty behaviours. The effect of perceived justice in service recovery on customer satisfaction has been established by previous studies. Wirtz and Mattila (2004) indicate that recovery outcomes, procedures and interactional treatment have a joint effect on post-recovery satisfaction. Complaints handling must be constructive, positive and professional (Zairi, 2000), mainly because it can generate information for quality improvements and have a great impact on customer retention (Stauss & Schoeler, 2004).

The benefits of regaining the confidence of service customers through effective complaint handling may outweigh the cost of doing so since service recovery provides a major opportunity for organizations to generate satisfied customers. Mistakes and failures seem to be an inevitable part of a service delivery, thus, every opportunity an organization gets to create satisfied customers must be welcomed.

Firms strive to increase customer Post Patronage Satisfaction (Blodgett, 1994). Hence, the argument behind service recovery is the notion that if customers who experience service failures are not adequately assuaged, they may never return to the firm and may

become hostile (Anabila, Narteh & Tweneboah-Koduah, 2012). Typically, when a service failure occurs, the customer will expect to be compensated for the inconvenience in the form of any combination of refunds, credits, discounts or apologies. And where this expectation is not met, the firm stands not only to lose the customer but also referrals that may be made by that customer in the event of satisfactory service delivery and effective service recovery. However, no effort of the company is good enough unless it gets the customers' appreciation. Thus, it will be right to put forward the best way to gauge the efficacy of a service recovery effort is to view it from the customers' post patronage satisfaction.

In as much as it is the aim of every firm to deliver services that are devoid of defects, service failures have become almost inevitable in all service contexts even for firms who offer world-class service systems (Zeithaml, Bitner & Gremler, 2012); mostly due to differences in customers' service expectations and the variable nature of services.

2.8 Nexus between Working Class Women and Post Patronage Satisfaction

Working class women refers to women who have paid employment either in government or private sector. McDougall and Levesque (2000), explained post patronage satisfaction as, customers being satisfied with product and services offered by providers and producers which warrant customers to come back for more.

Working class women satisfaction by their tailors plays significant roles in post patronage in the sense that if tailors services are offered up to expectations, then there is every tendency for high level of re-patronage. This therefore means that service offered to working class women must be of high standard and meets the required expectations at all times. Standard and expectations differ for different category of people in every society, there are classifications that distinguish one person from the other. In view of this categorization, there are certain expectations that are required from people in each

category. In respect of this, working class women are considered a class that demands qualitative services and product especially in the world of fashion. When it comes to fashion, women stand out significantly and constitute a large percentage of patronage.

2.8.1 Working Class Women Expectations with Tailoring Services

The key aspect of customer satisfaction is to know customer expectations. Plutt (2011) explored that all the customers expect is the basic service that service provider is promising to deliver, i.e. fundamental service. Furthermore, Chattarama (2006) categorize customer service expectations into five service dimensions – reliability, tangibles, responsiveness, assurance and empathy. Reliability is concerned with an outcome of a service, whereas the rest of dimensions are concerned with service process. Reliability is a key in meeting customer expectations (i.e. deliver the result as promised. Service experience is perception of reality, with prior experiences being essential (Chang & Yeh, 2002). Thus, customer attitude towards the services depends on their beliefs about the features (or attributes) that they associate with the service (previous experiences, beliefs). This could help in understanding service in question to see its core elements and finding out where customer satisfaction may be created. For example, customers expect that basic elements and basic support processes work on continuously good basis, and excelling in them will increase customer satisfaction. Extraordinary services would put customer satisfaction on completely new level, adding value in meeting customer needs and expectations. Recovery processes could be most important if all other services have been provided on satisfactory level, bad experience can destroy customer satisfaction if not handled properly.

Understanding the importance and sources of customer satisfaction is important for any company in any industry to grow and remain profitable. Hence understanding and

managing satisfaction through service quality is essential. Quality is defined as 'fitness for use' and conformance to requirements and is described as acceptable to user of a product (Rayman, Burns & Nelson, 2011). They went further to states that body measurement, style or fashion, are what working class women needed from the tailors. On the other hand, Forsythe, Bethpresley, and Wilsoncaton (1996) claimed that, consumers evaluated, package after finishing and store image and through intrinsic cues including the design and style. Nonetheless, Forsythe et al (1996) described three dimension of perceived quality as sturdiness/durability involving garment seams, stitching, fabric construction, style and aesthetic like garment design, styling and overall performance and finally lasting/care like garment life and care required in the expectation of the customers.

Quality is one attribute that most consumers look out for in an apparel product, though it varies from individual to individual. Quality seams in sewn garments contribute to the overall performance of the garment in use. Poor quality seam makes a garment unusable even if the fabric may be in good condition. A number of studies reveal the interaction of various factors on seam performance. According to the American Society for Testing and Materials (ASTM) D6193-09 (1996), the characteristics of a properly constructed sewn seam are strength, elasticity, durability, security and appearance. These characteristics must be balanced with the properties of the material to be joined to form the optimum sewn seam. Other factors also influence the achievement of these characteristics in a properly constructed sewn seam. Such factors include type and weight of fabric, seam type, type of needle, thread type and size, and stitches per inch (stitch-density).

2.8.2 Importance of Garment Finishing Techniques on Post patronage Satisfaction

Seam is one of the important parameter and considered as basic requirements in the construction of apparel. Seam quality has great significance in the production of finished

apparel products. Consumers evaluate seam quality mainly based on the seam appearance and its durability after wear and care procedures. Various types of seams, stitches can be applied on finished fabrics (garments) with different stitch density having diverse effects on seam strength, quality in general and performance in particular. The probability of seam performance for different garment is also different depending upon its end use. As a result, analysis of seam performance can provide a more significant study of various elements influence the seam performance.

The quality of seam is generally evaluated by the manufacturers during product development and production. Further the quality level of the apparel requires the judgment of seam quality, strength and physical appearance. For some functional garments such as sportswear, the requirement of seam strength may be higher than the need for seam appearance, while for some apparel products such as night gowns, the appearance of the seam is of higher importance. There are many factors which affect the seam strength. Seam appearance and performance depends on the type of fabrics, threads, stitch type, type of seam and sewing conditions, which include the needle size, stitch density, the appropriate operation and maintenance of the sewing machines (Tarafdar, Kamarkar & Mondol, 2005).

However, the importance of Stitches Seam Quality on Post patronage Satisfaction can be achieved when tailors use stitches that are durable, dense and also thread that matches the color of fabric in making garment for their client (working class women). Post patronage can also be maintained by using various types of seams, stitches which can be applied on finished fabrics (garments) with different stitch density which have diverse effects on seam strength, quality in general and performance in particular.

2.8.3 Challenges working class women face with Tailors

Most tailors operate their business in lackadaisical ways such as not keeping to agreement leading to disappointing the clients, misplacing fabrics, very poor finishing and holding back client's garment due to non-payment of fees, hence breeding challenges within the tailoring business for both the client and the tailor. Many people have stopped patronizing an average Nigeria tailor, because they simply cannot keep to their own words on deadline or professionalism in garment design and styling.

When clients take fabric to a typical Nigerian tailor, client knows full well that the cloth must have a deadline for pick up but tailors wouldn't even consider telling you to try out another tailor's shop, so that clients wouldn't be disappointed on deadline date but still collect your fabrics and add it to the enormous pile of other fabrics collected so far for sewing and delivery from other customers. The reason for this deception can be traced to the fact that, Nigerian tailors are very covetous when it comes to money, hence, rather than refer clients to someone else, tailors collect the cloth as income will definitely increase, even if it is at the expense of disappointing the clients

Nigerian tailors are also fond of not meeting up with client's desired expectation for garment design and style simply because they are too afraid to say that they cannot come up with such garment design for the customer but will later disappoint the customer with the garment outcome, hence, spoiling the fabrics or loosing post-patronage services from that customer. Also, some tailors measures clients just to fulfill regular routine, then give you any date that pops up in their head just to get out some advance deposit from the clients. At the end of the ordeal, the tailor forgets to keep to agreement that will earn him good reputation which brings increase in client return to re-patronize.

2.9 Review of Related Empirical Studies

This section reviewed some empirical directly related to this study.

Eonyou (2013) conducted a study on exploring consumers fit perceptions and satisfaction with tailors in Iowa State University in the Department Textile Science, the study had the following objectives;

- i. To assess young consumers over all satisfaction with apparel fit in general with tailors.
- ii. To assess young consumers perception of apparel fit in general.
- iii. To identify possible factors that young consumers consider in determining whether they are satisfied/dissatisfied with tailors.
- iv. To identify the consequences of dissatisfaction with apparel fit with tailors.
- v. To identify gender differences in consumer's perceptions and satisfaction regarding apparel fit with tailors work.

This study used a qualitative dominant mixed method design, which consisted mainly of qualitative, focus group phase with limited collection of quantitative data prior to the group interviews, 94 potential volunteers were recruited, 66 of the undergraduate students, 70% participated in a survey and focus group interview.

Paper-based survey was used to measure overall satisfaction with fit in general. The result revealed that young female and male consumers were somewhat not satisfied with fit in general with tailors. The result also showed no gender different in overall fit satisfaction, however, fit perceptions between male and female participants was different in detail, in terms of the degree of concern with physical, aesthetic and functional fit and the examples of social situation in which they cared about fit of apparel from tailors.

The study conducted by Eonyou (2013) is therefore, similar to this study because their emphasis was on satisfaction of clients with tailoring. On the other hand, the differences

between this work and the present study is that the work was conducted in school and also not in Nigeria. It did not also state the expectation of the clients clearly.

Amubode and Folade (2012) conducted a study on female consumer's expectations and post patronage satisfaction of tailoring services in Ibadan, Nigeria. The study investigated consumers expectations and post patronage satisfaction of tailoring services and delivery of garment makers among female residents of Ebere community, Apata, Ibadan. The study has the following objectives;

- vi. To identify the expected service quality of female consumers and post patronage satisfaction with tailoring services.
- vii. To identify areas where tailoring expectations are not met by female consumers with post patronage satisfaction.

Questionnaire was used for data collection and mean and t-test were used for the data analysis. The sample size of 201 female customers was used and the findings indicated that the mean score of consumers' expectations satisfaction is 2.85. The hypothesis revealed that there is no significant difference between consumers' expectation and post patronage perception ($t_{cal} < t_{crit} 0.05$) of tailoring services and delivery but it was recommended among others, that tailors/ dress makers should improve their skills and services.

The study conducted by Amubode and Folade (2012) is similar to this study because their emphasis was on tailoring service delivery for female consumer's expectations and satisfactions. It is however different from this study since it's not conducted in the same state and the characters of tailors and female consumers might not be the same.

Salim (2012) conducted a study on women's awareness towards good clothing in Faculty of Education, Home economics section, Alexandria University in Egypt. The objectives of the study were to:

- i. Identify the women's awareness with conception through her behavior with clothing to access her necessary needs and her feelings with full satisfaction as achieving her desires.
- ii. Identify the correlation between what women are doing and the supporting factors of the clothing process which is representing in the marketing.
- iii. Mixing elements that provides the cloth which women needs, consumer, suitable price, promotion, and distribution which depends on communication in channel that contributes in delivering these needs.

The study was conducted through a random sample selected from 250 of women; the result revealed 88.8% of the sample has good knowledge of how to select clothes wisely and 98.7% of women concern with clothes which is appropriated to customs and traditions during their shopping in addition to clothes which hide the disorder parts of the body. There is statistically significant relation between knowledge and educational qualification. Questionnaire was used for data collection. Mean and t-test were used for data analysis. The techniques used for the analysis was cronbach alpha coefficient, to determine the reliability of the instrument. The findings show that the objectives of the study were rated appropriate by the women.

The present study is similar to Salim (2012) study as its focus was on women awareness on clothing satisfaction and awareness and good shopping habits for clothes. Another similarity is the use of questionnaire, the previous study, however, differs from the present one, since the population of the study was awareness towards good clothing in Alexandria (Egypt) while this study used both women and tailors in Yola metropolis Adamawa State.

Weber (2005) conducted a study on tailoring expectations in Mumbai, India. The study investigates female consumers relationship with tailors. The research design adopted was

survey method. The population of the study was women and a tailor in Mumbai India, the sample size was (1260) women and (120) tailors selected using stratified sampling. The instrument used was a questionnaire validated through face validity procedure. The researcher personally distributed the questionnaire to the respondents. The questionnaires were scored using five libert rating scale. The mean scores statistics was used to test the generated Null hypothesis. The result showed that, tailors have a role to play in helping female to develop a good confidence in themselves through appearance.

The study conducted was concerned with bringing out new film costume designers, well connected to the fashion industry and what the female Bollywood actresses expects from the tailors. Mean score statistics was used to test the null hypothesis. The present study is however similar to the previous one since its focus is on tailoring expectations and the use of questionnaire in the study. The difference from the present study is the aspect of post patronage satisfaction and working class women in Adamawa State Nigeria.

Other study conducted by Cho (2001) who conducted a research on the influence of goods styles and clothing types for working class women. The study has the following objective;

- i. To identify the influence of good styles and clothing types for working class women in Southwest Virginia.
- ii. To identify the disparity, perception and conceptualization of good styles that satisfy women in Southwest Virginia.
- iii. To identify how practical approaches improve the satisfaction of working class women than verbal advertisement and theoretical approaches.

The researcher generated data from a sample size of three hundred (300) working class women. The instrument used for data collection was a structured questionnaire, tables

and percentages were used for data analysis. The study adopted quota and simple random sampling technique.

The findings on this research revealed a huge disparity between the perception and conceptualization of good styles satisfaction. The study by Cho (2001) showed that working class women satisfaction should be improved through practical approaches rather than verbal advertisement or theoretical approaches.

The study conducted by Cho (2001) was on the influence of goods styles and clothing types for working class women in southwest Virginia, it however differs from the present study since its focus was on good styles only. The present study is similar to the previous study as it focuses on consumer satisfaction. Another similarity is the use of questionnaire for the generation of data.

A research was conducted by Smith, Bolton and Wagner (1999) on a model of customer satisfaction with service encounters involving failure and recovery in America with the following objectives;

- i. To examine the model of customer satisfaction with service encounter involving failure.
- ii. To examine the model of customer satisfaction with service encounter involving recovery.

The research design adopted for the study as survey method, the population used selected customers in the study area. The sample size was one hundred and ten (110) customers who participated in a modeling programme. The instrument used for the study was structured questionnaire; the data collected was analyzed using mean and ANOVA. The results of the findings show that customer often reacts strongly to service failure, so it is critical that organizations recovery efforts be equally strong and effective. The authors develop a model of customer satisfaction with service failure/recovery encounters based

on an exchange framework that integrates concepts from both the consumer satisfaction and social justice, using principles of resource exchange, mental accounting and prospect theory. The finding also contribute to the understanding of these theoretical principles that explain customer evaluations of service failure recovery encounters and provides mangers with useful guidelines for establishing the proper fit between a service failure and recovery effort. This study is therefore, related to the present study because it talked about customer satisfaction. The study had both used survey research method. However, this study differs from the study at hand because it made emphasis on service recovery and failure.

2.10 Summary of Reviewed Related Literatures

The reviewed literature shows that women have general expectations when it comes to clothing and accessories also the study helps to simplify general conclusions that women have tailoring expectations in terms of fabric choice, garment design, management of the garment as well as the design that the tailor choose for them when given the liberty to. The study reviewed Expectation Disconfirmation Theory (EDT) as it borders on customers satisfaction with the services rendered. Expectations Confirmation Theory (ECT), otherwise known as Expectations Disconfirmation theory (EDT) suggests that expectations, coupled with perceived performance, lead to post-purchase satisfaction. The study also reviewed various literature related to the study scuh as the history of tailoring business, History of Tailoring in Nigeria, Measures Taken to Enhance Tailoring Business, Points to be considered while taking measurements, Garment Design and Styles, Garment Finishing, Nexus between Working Class Women and Post Patronage Satisfaction, Working Class Women Expectations with Tailoring Services, Importance of Garment Finishing Techniques on Post patronage Satisfaction and Challenges working class women face with Tailors. Empirical review shows that tailors should be conversant

of the needs of her client and their expectations. The reviewed literature shows that tailors/ dress makers should improve their skills and services. Hence, there is need for service providers like tailors to be careful with their customers so as not to cause dissatisfaction from the services they render. This study seeks to examine working class women in the North who utilize tailoring services because there is a flexible dress code for Northern civil servants as they are not too big on the corporate dress code in which is prominent in the Southern part of Nigeria. From the reviewed empirical studies, most of the researchers were focused on working class women expectation from tailoring services. But very few research has been conducted to find out the post patronage satisfaction of working class women in Adamawa State. This study intends to identified working class women's post patronage satisfaction with tailoring services in Adamawa State Nigeria.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents the research methodology used for this study under the following sub-headings

- 3.1 Research Design
- 3.2 Population of the Study
- 3.3 Sample size and Sampling Technique
- 3.4 Instrument for Data Collection
 - 3.4.1 Validation of the Instrument
 - 3.4.2 Pilot Study
 - 3.4.3 Reliability of the Instrument
- 3.5 Procedure for Data Collection
- 3.6 Procedure for Data Analysis

3.1 Research Design

The research design adopted is survey research method. The researcher adopted this design because; it is the most appropriate for collecting data on occurring issues/problems in the society. Wimmer (2003) explained that survey is appropriate because it provides the study with the opportunity to check on the incident, distributions and interaction of variables (demographic, information, attitude, motives, intentions). The type of research approach adopted in this research is the qualitative approach which involves the various modes of empirical inquiry that collects, analyze, and displays data in numerical rather than narrative form.

3.2 Population for the Study

The population for this study includes all tailors and working class women in Yola metropolis. There are twenty-two (22) wards in Yola metropolis, the total population of tailors were 256, and female secondary school teachers (FSST) were 1225 as reflected in

Table 1. The tailors in the population were those tailors working class women patronize in the study area but were not part of the respondents.

Table 1: Population for the Study

S/No	WARDS	NO. OF TAILORS	NO. OF FSST
1.	Target Junction	15	54
2.	Bekaji	6	74
3.	Damilu	5	43
4.	Nasarawo	9	57
5.	Doubeli	10	59
6.	Demsawo	8	76
7.	Dougirei	9	22
8.	Gwadabawa	10	38
9.	Jambutu	11	37
10.	Karewa	10	78
11.	Kofare	11	101
12.	Alkalawa	8	37
13.	Limawa	10	50
14.	Upper Luggere	5	65
15.	Majalisa	7	43
16.	Bachure	8	46
17.	Nyibango	5	38
18.	Nepa	6	67
19.	Malamre	4	73
20.	Rumde	5	57
21.	Yelwa	10	82
22.	Damilu (2)	5	29
	TOTAL	256	1225

Source: Chairman Tailors Association of Nigeria, Yola Chapter, State Ministry of Education, (2016)

3.3 Sample and Sampling Technique

Sample size refers to the part of the population that is picked. The researcher used purposive sampling technique in selecting the respondents. Teachers with ten years experience and are not less than forty five years of age were considered in this study, this is because they have experience and are matured enough to give reliable information. 120 working class women (teachers) were selected for the sample, this is because the population was large. Table 2 shows the breakdown of the sample.

Table 2: Sample of the Study

This table displays the sample of the study

S/No	WARDS	NO. OF TAILORS	NO. OF FSST SAMPLED
1.	Target Junction	1	5
2.	Bekaji	1	7
3.	Damilu	1	4
4.	Nasarawo	1	5
5.	Doubeli	1	5
6.	Demsawo	1	7
7.	Dougirei	1	2
8.	Gwadabawa	1	3
9.	Jambutu	1	3
10.	Karewa	1	7
11.	Kofare	1	10
12.	Alkalawa	1	3
13.	Limawa	1	5
14.	Upper Luggere	1	6
15.	Majalisa	1	4
16.	Bachure	1	4
17.	Nyibango	1	3
18.	Nepa	1	6
19.	Malamre	1	7
20.	Rumde	1	5
21.	Yelwa	1	8
22.	Damilu (2)	1	2
	TOTAL	22	120

(Source: field survey, November 2016)

3.4 Instrument for Data Collection

The instrument for data collection was questionnaire. The questionnaire was developed based on the objective of the study. The questionnaire was divided into two main sections, A and B. Section A sought information of bio-data of respondents while section B is also divided into two, part one covers expectation, part two covers satisfaction. Questions 1-5 answers research question one, questions 6-10 answers research question two, questions 11-15 answers research question three and questions 16-20 answers research question four. The instrument consisted items that solicit opinion on expectations of working class women and post patronage satisfaction with tailoring

services. This questionnaire was structured into four (4) point rating scales of strongly agreed (SA), Agreed (A), Disagreed (D) and Strongly Disagreed (SD) with corresponding value of 4, 3, 2, and 1 respectively.

3.4.1 Validation of the Instrument

Researcher gave copies of the questionnaire along with the objectives of the study, research questions and hypotheses to three lecturers who are not below the rank of a professor in the department of Home Economics, Faculty of Education, Ahmadu Bello University Zaria to check the face validity of the instrument. Their observation and suggestions was incorporated in the instrument, thereby making it valid and useful for the study.

3.4.2 Pilot Study

A pilot study was carried out in two schools in Samaru Zaria. The schools are government girl's secondary school Bassawa and government secondary school Samaru. This is because the tailors and working class women in Samaru have the same characteristics with tailors and working class women in terms of demand and expectations from tailors in Yola metropolis. Twenty (20) Teachers were given the instrument to answer within 1hr. 30minutes. The result from the pilot study was used to determine the reliability co-efficient of the measuring instrument.

3.4.3 Reliability of the Instrument

The reliability of the instrument was determined by the statistical data collected from the pilot study. Cronbach's Alpha reliability method was used to collect data. Pearson Product Moment Correlation (PPMC) was used to analyse the data and a result of 0.78 reliability co-efficient was obtained. This was considered reliable in line with Nworgu (2001) who recommended that a reliability estimate of 0.50 and above is significant for the instrument which is calculated as reliable and stable.(Appendix IV, p.81)

3.5 Procedure for Data Collection

The researcher got an approval letter of introduction from the Head of Department of Home Economics, Ahmadu Bello University, Zaria. The approval letter helped the researcher obtain permission from the principals of the schools involved in the study area. The researcher employed four (4) research assistants who were briefed and given details about the procedure for data collection. Questionnaire was administered to the working class women (teachers) in the selected area of the study by the research assistants. Three weeks was used to administer questionnaires. Questions one to five answered research question one, six to ten answered research question two, eleven to fifteen answered research question three, sixteen to twenty answered research question four.

3.6 Procedure for Data Analysis

The data collected were answered using mean and standard deviation. Spearman Rank Correlation Coefficient was used to test the entire null hypothesis at $p = 0.05$ level of significance, the inferential statistics level forms the basis to permit decision making on whether to reject or retain the null hypothesis after being tested. For research questions, a bench mark of 2.50 was considered as agreed, hence any cumulative below 2.50 was considered as disagreed. On the other hand, where the p-value was found greater than or equal to the alpha value ($p > 0.05$), the null hypothesis was retained. Where the p-value was found less than the alpha value ($p < 0.05$), the null hypothesis was rejected.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presents the analysis of the data collected from the study under the following heading:

- 4.1 Demographic data
- 4.2 Answering the research questions
- 4.3 Hypothesis testing
- 4.4 Summary of findings
- 4.5 Discussion of finding

4.1 Respondents Demographic Data

The demographic data was analyzed, and the analysis is contained in tables

Table 3 **Distribution of Respondents by Age**

Age	No of respondents	Percentage %
45-55	75	65.3
56-65	40	34.7
Total	115	100

The table 3 shows the information on the various ages of respondents. 75 (65.3%) of the respondents fall within the ages of 45 to 55 years of age and 40 (34.7%) are within the ages of 56-65. This indicated that most of the respondents between the ages of 45-55 years have high expectations from the tailors while those between 56-65 are comfortable with any styles provided by the tailors.

Table 4: Distribution of Respondents by Qualifications

Qualifications	No. of Respondents	Percentage
N.C.E	58	50.4%
B.E.d	50	43.5%
M, Ed	7	6.1%
Total	115	100%

Source: Result of fieldwork, 2017

Table 4 shows the qualification of the respondents. Fifty Eight (58) of the respondents representing 50.4% are NCE holders, fifty (50) of the respondents representing (43.5%) have B.Ed and seven (7) of the respondents representing (6.1%) have Masters Degree. This shows that N.C.E holders whom mostly of young age in the study have higher expectations in their clothing designs than the B. Ed and M.Ed degree holders who are mostly of older age.

Table 5: Distribution of Respondents Year of Experience

Years	No of Respondent	Percentage
10 – 15	26	22.6%
16 – 20	45	39.1%
21 – 25	29	25.2%
26 – 30	15	13.1%
Total	115	100%

Source: Result of fieldwork, 2017

The table 5 shows the years of experience of the respondents, twenty six (26) Respondents representing 22.6% have 10-15years of experience, forty five (45) respondents with 39.1% have 16-20 years of experience, twenty nine (29) with 25.2% have 21-31 years of experience and fifteen (15) with 13.1% have 26-30 years of experience. This information implies that all the respondents have experience based on the subject topic. This indicates that working class women who have long been in the service have high expectations from tailors, because they are more aware of their appearance which is believe to provide high esteem to teachers.

4.2. Answers to Research Questions

This section reports the result of the analysis of questionnaires

Research Question One: To what extent does accurate body measurement expected by working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?

Table 6: Mean ratings of Respondents on the extent to which garment body measurement Expected by working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis.

s/n	ITEMS	N	\bar{X}	SD	DECISION
1	Working class women expectations on body measurement leads to high patronage of tailoring services	115	3.2609	.7957	Agreed
2	Working class women have stopped patronizing particular tailors because simply tailors can't meet their expectation on body measurement	115	3.3478	.8170	Agreed
3	Tailors measure their client just to fulfill their regular routine, not to determine expected body measurement	115	2.5652	.7149	Agreed
4	Working class women expect tailors to listen carefully to their demand on body measurement before asking them to drop fabric	115	2.2609	.7957	Agreed
5	Tailors give materials of client to apprentice to sew thereby resulting to poor expectations on body measurement	115	3.2609	.7957	Agreed
CUMMULATIVE MEAN			2.9391		Agreed

Source: field work 2017

Table 6 shows the mean and standard deviation of responses of tailors and working class women on how body measurement relates with post-patronage satisfaction with tailoring services. The result indicated that the respondent have agreed that body measurement and post patronage satisfaction are related as indicated by a cumulative mean of 2.9391 which is greater than the benchmark of 2.50

Research Question two: To what extent does expected garment styles of working class women relates to post-patronage satisfaction in Yola metropolis?

Table 7: Mean ratings of Respondents on the extent to which expected garment styles of working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis

s/n	ITEMS	N	\bar{X}	SD	DECISION
6	The tailors are able to know the design like and dislike of the working class due to increase in post patronage expectation	115	3.2609	.79568	Agreed
7	Meeting expectation of working class women in term of different design help the tailors to get more client and enable customer's retention	115	3.3043	.90973	Agreed
8	Not Meeting the expectation of working class women on proper designs influences other customer's decision regarding the intention for switching to other tailors	115	3.0000	.98230	Agreed
9	Meeting expectation of working class women on choice of design increases confidence in both client and tailors which bring about good business relationship	115	3.3913	.92429	Agreed
10	Working class women expect tailors to sew elegant styles but tailors lack of knowledge of being able to copy from catalogue in the business could not have access to latest design	115	3.1304	.95073	Agreed
CUMMULATIVE MEAN			3.2174		Agreed

Source: Field Work 2017

Table 7 shows the mean and standard deviation of the opinion of working class women on whether styles of garment expected by working class women relates with their post-patronage satisfaction with tailoring services. The result revealed a cumulative mean of 3.2174. This implies that working class women have agreed that styles expectation of working class women to some extent relates with their post-patronage satisfaction with

tailoring services as indicated by a cumulative mean of 3.2174 which is greater than the bench mark of 2.50.

Research question three: To what extent does garments finishing expectation of working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?

Table 8: Mean ratings of Respondents on the extent to which garment finishing Expectation of working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis.

s/n	ITEMS	N	\bar{X}	SD	DECISION
11	Keeping promises on the time of garment finishing increase post-patronage satisfaction of working class women	115	3.0870	1.02225	Agreed
12	Post-patronage satisfaction in tailoring services increase when tailors prepare everything before the working class women come for collection	115	3.2174	.88637	Agreed
13	Use of special rapping ladder for customers in tailoring services increases post-patronage satisfaction of working class women	115	3.3478	.81696	Agreed
14	Customers entertainment while finishing germen lead to high post-patronage satisfaction of working class women	115	3.2609	.79568	Agreed
15	Lack of good manner displayed by tailors to customers before garment finishing lead to low post-patronage satisfaction among working class women	115	3.3913	.92429	Agreed
	CUMMULATIVE MEAN		3.2609		Agreed

Source: field work 2017

Table 8 shows the responses of questionnaire items 11 – 15 which sought to find out whether garment finishing to some extent relates with post-patronage satisfaction of working class women. The result revealed that, both the respondents that is tailors and working class women have agree that, garment finishing to some extent relates with post-

patronage satisfaction with tailoring services, having a cumulative of 3.2609 which is greater than the benchmark of 2.50.

Research question four: To what extent does garments design expectation of working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?

Table: 9: Mean ratings of Respondents on the extent to which garment design Expectation of working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis.

S/N	ITEMS	N	\bar{X}	SD	DECISION
16	Tailors gives date that pop in their heads but not minding to bring out expected design for the personality of working class women before the date.	115	3.4783	.71755	Agreed
17	Tailors usually charge working class women when their garments are to be designed higher than others thinking they are better off, but still keep their clothes for long in their workshop not delivering at expected time.	115	3.4783	.58261	Agreed
18	Most tailors view their job as work thereby carrying out in a very bad way like changing expected design for working class women.	115	3.4783	.58261	Agreed
19	Tailors don't examine working class women's fabric design before going ahead to cut.	115	3.3913	.70953	Agreed
20	Tailors keep to agreement by cutting at the expected grain line of fabric not minding the design on the fabric.	115	3.4609	.59658	Agreed
CUMMULATIVE MEAN			3.4574		Agreed

Source: field work 2017

Table 9 shows the responses of questionnaire items 11 – 15 which sought to find out whether garment design to some extent relates with post-patronage satisfaction of working class women. The result revealed that, both the respondents that is tailors and working class women have agree that, garment design to some extent relates with post-patronage satisfaction with tailoring services, having a cumulative of 3.4574 which is greater than the benchmark of 2.50.

4.3 Testing of Hypotheses

Four null hypotheses were formulated in chapter one to give statistical validation to findings from the research question of the study. This section reports the statistical result of tested hypothesis.

Hypothesis one:

H₀₁: Expected body measurement of working class women has no significant relationship with Post- patronage satisfaction with tailoring services in Yola metropolis

Table 10: Spearman Rank Correlation Coefficient of Relationship between body measurements expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

			Body shape	Post patronage satisfaction
Spearman's rho	Body	Correlation Coefficient	1.000	.928**
	Measurment	Sig. (2-tailed)	.	.000
		N	115	115
Post patronage satisfaction	Post patronage	Correlation Coefficient	.928**	1.000
	satisfaction	Sig. (2-tailed)	.000	.
		N	115	115

****.** Correlation is significant at the 0.01 level (2-tailed).

Table 10, shows a result of Spearman Rank Correlation coefficient conducted to test whether significant relationship exist between body measurement expected by working class women and post patronage satisfaction with tailoring services. The result show that significant relationship exist between body measurement and post-patronage satisfaction of working class women, $r = 0.928$, $p < 0.05$. The result showed that positive strong relationship exists between body measurement expected by working class women and post patronage satisfaction with tailoring services.

Hypothesis two

H_{02} : Expected garment styles of working class women has no significant relationship with Post-patronage satisfaction with tailoring services in Yola metropolis

Table 11: Spearman Rank Correlation Coefficient of Relationship between Styles expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

			Styles	Post patronage satisfaction
Spearman's rho	Styles	Correlation Coefficient	1.000	.796**
		Sig. (2-tailed)	.	.000
		N	115	115
	Post patronage satisfaction	Correlation Coefficient	.796**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

****.** Correlation is significant at the 0.01 level (2-tailed).

Analysis in Table 11, shows a result of Spearman Rank Correlation coefficient conducted to test whether significant relationship exist between styles of garment expected by working class women and post patronage satisfaction with tailoring services. The result showed that there is significant positive and strong relationship between styles and post-patronage satisfaction of working class women as indicated by r value of 0.796 and p – value of 0.000. This means that the null hypothesis is rejected since p – value is less than 0.05.

Hypothesis three

H₀₃: Expected garments finishing of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis

Table 12: Spearman Rank Correlation Coefficient of Relationship between Garment Finishing expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

			Garment finishing	Post patronage satisfaction
Spearman's rho	Garment finishing	Correlation Coefficient	1.000	.788**
		Sig. (2-tailed)	.	.000
		N	115	115
	Post patronage satisfaction	Correlation Coefficient	.788**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

** . Correlation is significant at the 0.01 level (2-tailed).

Table 12 shows the result of Spearman Rank Correlation Coefficient used in testing the claim that no significant relationship exist between garment finishing and post patronage satisfaction of working class women. The result showed that significant positive and strong relationship between garment finishing and post-patronage satisfaction of working class women exists as indicated by r value of 0.788 and p – value of 0.000. This means that the null hypothesis is rejected since p – value is less than 0.05.

Hypothesis four

H₀₄: Expected garments styles of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis

Table 13: Spearman Rank Correlation Coefficient of Relationship between Garment Styles expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

			Garment style	Post patronage satisfaction
Spearman's rho	Garment style	Correlation Coefficient	1.000	.970**
		Sig. (2-tailed)	.	.000
		N	115	115
	Post patronage satisfaction	Correlation Coefficient	.970**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

****.** Correlation is significant at the 0.01 level (2-tailed).

Table 13 shows the result of Spearman Rank Correlation Coefficient used in testing the claim that no significant relationship exist between garment design and post patronage satisfaction of working class women. The result showed that significant positive and strong relationship exists between garment design and post-patronage satisfaction of working class women as indicated by r value of 0.970 and p – value of 0.000. This means that the null hypothesis is rejected since p – value is less than 0.05.

4.4 Summary of Major Findings

On the basis of the research questions raised and the null hypotheses tested, the following were the findings of the study:

On the basis of the research questions raised and the null hypotheses tested, the following were the findings of the study:

1. The respondents agreed that body measurement relates to some extent with post patronage satisfaction, as indicated by a cumulative mean of 2.9391 which is greater than the bench mark of 2.50. There was also significant relationship between garment styles and post-patronage satisfaction with tailoring services as indicated by $r = 0.796$, $p < 0.05$.
2. It was found that there was significant relationship between body measurement and post-patronage satisfaction with tailoring services as indicated by r – value of 0.928 and p being less than 0.05. It was equally found that working class women agreed that garment finishing to some extent relates with post-patronage satisfaction with tailoring services. This is as indicated by a cumulative mean of 3.2709.
3. It was found that working class women agreed that styles of garment to some extent relates with post-patronage satisfaction with tailoring services, as indicated by a cumulative mean of 3.2174. It was found that there was significant relationship between garment finishing and post-patronage satisfaction with tailoring services, as evident in the r value of 0.788 and $p < 0.05$.
4. It was also found working class women agreed that design of garment to some extent relates with post-patronage satisfaction with tailoring services, as indicated by a cumulative mean of 3.4574. There was also significant relationship between

garment styles and post-patronage satisfaction with tailoring services, as evident in the r value of 0.790 and $p < 0.05$.

4.5 Discussion of Major Findings

The results of the study revealed that working class women expectation on body measurement influence Post Patronage Satisfaction with tailoring services in Yola metropolis. The result indicated that the respondent have agreed that body measurement to some extent relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between body measurement and post-patronage satisfaction. The finding is in line with Forster (2014) who stressed that, essential measurement is taken precisely, in the direct position and with an equal amount of tension on the tape as inaccurate measurement will cause an unnecessary amount of fitting and re-cutting after the garment is tacked together. Measurement must be taken so as to ascertain the size of the figure and to determine the proportion of the various parts of the figure. The finding is in agreement with (Chang and Yeh) who found that the key aspect of customer satisfaction is to know customer expectations. Service experience is perception of reality, with prior experiences being essential. Thus, customer attitude towards the services depends on their beliefs about the features (or attributes) that they associate with the service (Previous experiences, beliefs). This could help in understanding service in question to see its core elements and finding out where customer expectation is high. Extraordinary services would put customer satisfaction on completely new level, adding value in meeting customer needs and expectations. Recovery processes could be most important as even if all other services have been provided on superior level, bad experience can destroy customer satisfaction if not handled properly. The findings are also in line with Amubode and Folade (2012) who recommended that tailors/dress makers should improve their skills and services.

The findings regarding the test of the four null hypotheses indicated that all the hypotheses were accepted based on the calculated value in relation to r-value, the result on table 13 showed a result that there is significant relationship exists between body measurement and post-patronage satisfaction of working class women $r=0.928$ and $p<0.05$. The finding from H_01 is in line with Chang et al. (2008) who reported that customer dissatisfaction is especially heightened when there is failure in the core service. It also hinges on the findings of Hoffman & Kelly (2000) as observed that core service failure is the main cause of customer defection and hostile behaviour.

It was also found that there is relationship between garment styles and post-patronage satisfaction of working class women with tailoring services in Yola metropolis. The result indicated that the respondent have agreed that garment styles to some extent relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between garment styles and post-patronage satisfaction. The findings is also supported by the work of Smith et al (1999) whose works contribute to the understanding of the theoretical principles that explain customer evaluations of service failure/recovery encounters and provides managers with useful guidelines for establishing the proper fit between a service failure and recovery effort. This could help in understanding service in question to see its core elements and finding out where customer satisfaction may be created. This finding is further in line with Forsythe et al (1996) who claimed that consumers evaluates the apparel products and formed impression of quality and value through the use of extrinsic cues such as brand name, price, package and store image and through intrinsic cues including the design, style, fabric type, fiber content and construction details. Nonetheless, Forsythe et al (1996) described three dimension of perceived quality as sturdiness/durability involving garment seams, stitching, fabric

construction, style and aesthetic like garment styling and overall performance and finally lasting/care like garment life and care required in the expectation of the customers.

Analysis of the tested null H_02 showed on table 8 that there is significant relationship between styles of garment and post-patronage satisfaction of working class women as indicated by r-value of 0.790 and p-value of 0.000. This means that the null hypothesis is rejected since p-value is less than 0.05. This finding from this hypothesis is in agreement with Nikbin et al. 2010 who reported that ensuring customers get fair treatment in the event of service failure does not only bring about post-patronage satisfaction, it also induces loyalty behaviours. The findings also hinges on the report of Stauss and Schoeler (2004) who stressed the need to maintain customers because it can generate information for quality improvement and have a great impact on customer retention.

The results of the study on garment finishing revealed that working class women expectation on garment finishing influence Post Patronage Satisfaction with tailoring services in Yola metropolis. The result indicated that the respondent have agreed that garment finishing relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between garment finishing and post-patronage satisfaction. The result is also in agreement with Weber (2005) which was concerned with bringing out new film costume finishing, well connected to the fashion industry and what the female expects from the tailors which revealed that tailors have a role to play in helping female participants to develop a range of productive films.

The result on table 9 showed that significant relationship between garment finishing and post patronage satisfaction exists as indicated by r-value of 0.788 and p-value of 0.000. This means that a null hypothesis is rejected since p-value is less than 0.05. This is in line with Chang and Yeh (2002) stating that customer's attitude towards the service depends on their beliefs about the features and attribute, that they associate with the service

(previous experiences, beliefs). This could help in understanding service in question to see its core element and finding out where customer satisfaction may be created. For example, customers expect that basic elements and basic support processes work on continuously good basis, and excelling in will not increase customer satisfaction but will keep it as it is.

It was also found that there is relationship between garment design and post patronage satisfaction of working class women in Yola metropolis. The result indicated that the respondent have agreed that garment design relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between garment design and post-patronage satisfaction. This is in line with Weber (2005), who said that, women have tailoring expectation in terms of garments design, management of the garment as well as the design that the tailors choose for customers when given the liberty to. The two studies gives a general conclusion on the relevance of expectations and perceived performance of a customer

The result on table 10 showed that significant relationship exists between garment designs and post patronage satisfaction of working class women as indicated by r-value of 0.970 and p-value of 0.000. This means that the Ho4 is rejected since p-value is less than 0.05. This is in line with Anabila, Narteh and Tweneboah-koduah (2012) typically narrated that when service failure occurs in the form of changing design on fabric, the customer will expect to be compensated for the inconveniencies in the form of any combination of refunds, credit, discounts and apologies and where this expectation is not met, the firm stands not only to lose the customer but also referrals that may come through that customer in the event of satisfactory service delivery and effective service recovery may not happen.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents summary, conclusion, contribution to knowledge and recommendations of the study.

5.1 Summary of the Study

The study analysed Working Class Women's Expectation and Post Patronage Satisfaction with Tailoring Services in Adamawa State, Niigeria. The research was conducted with four objectives which are to: determine the relationship between accurate body measurement expected by working class women and Post Patronage Satisfaction, determine the relationship between the expected styles by working class women and Post Patronage Satisfaction with tailoring services, to determine the relationship between garments finishing expectation of working class women and Post Patronage Satisfaction with tailoring services and to determine the relationship between garments design expectation of working class women and Post Patronage Satisfaction with tailoring services in Yola Metropolis. Four corresponding research question and hypotheses were raised, and tested in the study. Related literatures were reviewed on major variables in the study. Survey research design was adopted for the study and questionnaires was used as an instrument for data collection. The data instrument was divided into four sections having five items with reference to purpose statement of the study. The instrument was validated by three experts in the Department of Home Economics Education, Ahmadu Bello University Zaria. The population of the study consisted of 120 working class women and 22 tailors obtained from the 22 wards in the metropolis.

The questionnaire instruments were pilot tested on twenty working class women in Samaru Zaria, Kaduna State. The reliability of the instruments was determined through Cronbach Alpha level. The data collected from the target respondents were computed and

statistically analyzed using mean and standard deviation to answer the study questions. Spearman ranking was used to test the null hypothesis at 0.05 level of significant.

The finding of the study showed that:

1. working class women expectation on body measurement improves Post Patronage Satisfaction with tailoring services in Yola metropolis
2. there is significant relationship between garment styles and post-patronage satisfaction of working class women in Yola metropolis
3. there is significant relationship between garment finishing and post-patronage satisfaction of working class women
4. there is significant relationship between garment design and post-patronage satisfaction of working class women

5.2 Conclusion

Working Class Women's Expectation and Post Patronage Satisfaction with Tailoring Services in Adamawa State is crucial. The findings emanating from this study with reference to the four research questions and its null hypotheses revealed that there is significant relationship between body measurement, style of garment, garment finishing, and the design of the garment expectation of working class women and post patronage satisfaction according to the opinion of working class women regarding the four indices on which expectation and post patronage satisfaction with tailoring services were measured.

Regarding these findings, the implications are that Tailors who do not have the needed skills cannot meet the expectation of the working class women. This can invariably affects subsequent post patronage with tailoring services in the study area. It also implied that if tailors are not given training on how to handle working class women, then, there is possibility that the working class women will stop patronizing them.

5.3 Contribution to Knowledge

This study contributes to knowledge in the sense that;

1. Meeting costumers expectations on body measurement brings about post patronage satisfaction and makes tailors to retain costumers
2. Tailor who are aquinted with latest styles retain costumers and make tailoring business strive ubsequently reducing unemployment rate
3. Costumers who were not satisfied with tailoring services on general garment finshing will stop patronizing a particular tailor.
4. Tailors and working class women develops good relationship on how to keep taioloring business moving.

5.4 Recommendations

Based on the findings of the study, the following recommendations were given:

1. Tailors should put more effort to meet expectations of working class women on body measurement of garment since their expectation influences post patronage satisfaction in Yola metropolis.
2. Tailors in the study area should be well acquainted with latest styles in order to meet the taste of clients as it will influence perceived Post Patronage Satisfaction with tailoring services in Yola metropolis.
3. Tailors ought to strive hard to keep promises made to customers on garment finishing to enhance post patronage satisfaction of working class women with tailoring services in Yola metropolis.
4. Tailors ought to strive hard to keep promises made to customers on garment design to enhance post patronage satisfaction of working class women with tailoring services in Yola metropolis.

5.5 Suggestions for Further Study

This study specifically dwelt on Analysis of Working Class Women's Expectation and Post Patronage Satisfaction with Tailoring Services in Adamawa State. The area covered were expectation and post patronage satisfaction of working class women with tailoring services in Yola metropolis of Adamawa state. There is need therefore to conduct a research on:

1. Analysis of Working Class Women's Expectation and Post Patronage Satisfaction with Tailoring Services in other states of the federation
2. Effects of Information and Communication Technology on Work output of Tailors in Adamawa state Nigeria.
3. Working class women perceptions of Tailoring services and its effect on customer subsequent patronage in North East state, Nigeria.

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Appendix I



DEPARTMENT OF VOCATIONAL & TECHNICAL EDUCATION
AHMADU BELLO UNIVERSITY ZARIA, NIGERIA.
FACULTY OF EDUCATION

VICE CHANCELLOR: **Prof. Ibrahim Garba** (B.Sc., M.Sc. (ABU) Ph.D (London) D.I.C)

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HEAD OF DEPARTMENT: **Prof. E.E. Adamu**, OND (Kad Poly), B.Sc (Hons) ISU (USA) PGDE (ABU) M.ED (ABU) Ph.D. (ABU)

21st October, 2016

Your Ref: _____
P14EDVE8036

Date: _____

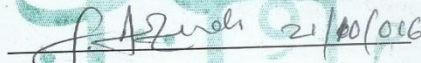
Our Ref: _____

Letter of Introduction

SALIHU SARAH - P14EDVE8036

This is to certify that the above mentioned name is a Postgraduate student (M.Ed Home Economics) in the Department of Vocational and Technical Education, Faculty of Education, Ahmadu Bello University, Zaria, carrying out a research topic: ***Analysis of Working Class Women's Expectations and Post Patronage Satisfaction on Tailoring Services in Adamawa State***

Please, kindly give her every assistance she may require.

 21/10/2016

Professor E.E. Adamu
HEAD OF DEPARTMENT

Appendix II

This questionnaire aimed at providing information on analysis of working class women's expectation and post patronage satisfaction with tailoring services in Adamawa state, Yola metropolis. Your responses to this questionnaire items will be treated confidentially.

SECTION A

Respondent's personal data

Instructions: please tick [] or fill in the blank appropriately.

1. Age: (a) 41-50 [] (c) 51-60 []
3. Marital status: (a) Married [] (b) Single [] (c) Separated [] (d) divorced [] (e) Widow []
4. Qualification: (a) NCE [] (b) B.ED [] (c) M. Ed []
Others specify.....
5. Years of work experience: (a) 10-15 yrs. [] (b) 16-20 yrs. [] (c) 21-25 yrs. [] (d) 26-30 yrs.

SECTION B: Part I

Working class women's expectations with tailoring services

Instructions

The respondent is required to tick where necessary and provide own views where required.

Level of Agreement/Disagreement					
Section B. Part I		SA (4)	A (3)	D (2)	SD (1)
1	Working class women expectations on body shapes measurement leads to high patronage of tailoring services				
2	Working class women have stopped patronizing particular tailor because simply tailors can't meet their expectation on body shaping				
3	Tailors measure their client just to fulfil their regular routine, not to determine expected body shape				
4	Working class women expect tailors to listen carefully to their demand on body shapes before asking them to drop fabric				
5	Tailors give materials of client to apprentice to sew thereby resulting to poor expectations on body shapes				
6	The tailors are able to know the styles like and dislike of the working class due to increase in post patronage expectation				

7	Meeting expectation of working class women in term of different styles have help the tailors to get more client and enable customer's retention				
8	Not Meeting the expectation of working class women on proper styles influences other customer's decision regarding the intension for switching to other tailors				
9	Meeting expectation of working class women on choice of styles increase confidence in both client and tailors which bring about good business relationship				
10	Working class women expect tailors to sew elegant style but tailors lack of knowledge of ICT in the business could not have access to latest styles				
11	Keeping promises on the expected garment finishing increase post-patronage satisfaction of working class women				
12	Post-patronage satisfaction in tailoring services increase when tailors prepare everything before the working class women come for collection				
13	Use of special finishing like trimmings, beads, stones in tailoring services increases post-patronage satisfaction of working class women				
14	Fixing all finishing's like zippers, buttons cutting unwanted threads on garments lead to high post-patronage satisfaction of working class women				
15	Lack of good manner displayed by tailors to customers before garment finishing lead to low post-patronage satisfaction among working class women				
16	Tailors gives date that pop in their heads but not minding to bring out expected design for the personality of working class women before the date.				
17	Tailors usually charge working class women when their garments are to be designed higher than others thinking they are better off, but still keep their clothes for long in their workshop not delivering at expected time.				
18	Most tailors view their job as work thereby carrying out in a very bad way like changing expected design for working class women.				
19	Tailors don't examine working class women's fabric design before going ahead to cut.				
20	Tailors keep to agreement by cutting at the expected grain line of fabric not minding the design on the fabric.				

SECTION B: Part II

Working class women's post patronage satisfaction with tailoring services

Section B. Part II		SA (4)	A (3)	D (2)	SD (1)
1	Working class women satisfaction on body shapes measurement leads to high patronage of tailoring services				
2	Working class women have stopped patronizing particular tailor because they are not satisfying their demands on body shape				
3	Tailors measure their clients just to fulfil their regular routine, not to determine their satisfaction on body shape of garment				
4	Tailors satisfy working class women by listen carefully on their demands of body shapes garments before asking them to drop fabric				
5	Giving working class women's fabrics to apprentice to sew make them not satisfy with the body shapes of garments				
6	The tailors are able to know the styles like and dislike of the working class due to increase in post patronage satisfaction				
7	Satisfying working class women in term of different styles have help the tailors to get more clients and enable customer's retention				
8	Satisfying working class women on proper styling influences other customer's decision regarding the intension for switching to other tailors				
9	Satisfying working class women on choice of styles increase confidence in both client and tailors which bring about good business relationship				
10	Tailors sewing elegant style for working class women help them to increase their knowledge of ICT in the business could have access to latest styles				
11	Keeping promises on the expected garment finishing's increase post-patronage satisfaction of working class women				
12	Post-patronage satisfaction in tailoring services increase when tailors prepare everything before the working class women come for collection				
13	Use of special finishing like trimmings, sequence, stones, beads in increases post-patronage satisfaction of working class women				
14	Fixing all finishing's like zippers, buttons cutting all unwanted threads on garments lead to high post-patronage satisfaction of working class women				
15	Lack of good manner displayed by tailors to customers on garment finishing lead to low post-patronage satisfaction among working class women				
16	Tailors gives date that pop in their heads just to get out some advance from clients and deny but not minding bringing out satisfied design for the personality of working class women before the date.				
	Tailors usually charge working class women when their garments are to be designed higher than others thinking they are better off, but				

17	still keep their clothes for long in their workshop not delivering for post patronage satisfaction.				
18	Most tailors view their job as work thereby carrying out in a very bad way like changing design for working class women post patronage satisfaction				
19	Tailors don't examine working class women's fabric design before going ahead to cut for post patronage satisfaction				
20	Tailors keep to agreement by cutting at the grain line of fabric not minding the design on the fabric whether it controls the tailors or not.				

Appendix III
Results of Data Analysis

Nonparametric Correlations

[DataSet6] C:\Users\Science Education\Documents\SARAH SALIHU.sav

Correlations

			BODY SHAPE	POSTPATRONAGE SATISFACTION
Spearman's rho	BODY SHAPE	Correlation Coefficient	1.000	.928**
		Sig. (2-tailed)	.	.000
		N	115	115
	POSTPATRONAGE SATISFACTION	Correlation Coefficient	.928**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

** . Correlation is significant at the 0.05level (2-tailed).

Nonparametric Correlations

Correlations

			STYLES	POSTPATRONAGE SATISFACTION
Spearman's rho	STYLES	Correlation Coefficient	1.000	.796**
		Sig. (2-tailed)	.	.000
		N	115	115
	POSTPATRONAGE SATISFACTION	Correlation Coefficient	.796**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

** . Correlation is significant at the 0.05 level (2-tailed).

Nonparametric Correlations

Correlations

			GARMENT FINISHING	POSTPATRONAGE SATISFACTION
Spearman's rho	GARMENT FINISHING	Correlation Coefficient	1.000	.788**
		Sig. (2-tailed)	.	.000
		N	115	115
	POSTPATRONAGE SATISFACTION	Correlation Coefficient	.788**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

** . Correlation is significant at the 0.05 level (2-tailed).

Nonparametric Correlations

[DataSet6] C:\Users\Science Education\Documents\SARAH SALIHU.sav

Correlations

			GARMENT DESIGN	POSTPATRONAGE SATISFACTION
Spearman's rho	GARMENT DESIGN	Correlation Coefficient	1.000	.970**
		Sig. (2-tailed)	.	.000
		N	115	115
	POSTPATRONAGE SATISFACTION	Correlation Coefficient	.970**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

** . Correlation is significant at the 0.05 level (2-tailed).

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
ITEM1	115	3.2609	.79568
ITEM2	115	3.3478	.81696
ITEM3	115	2.5652	.71488
ITEM4	115	2.2609	.79568
ITEM5	115	3.2609	.79568
ITEM6	115	3.2609	.79568
ITEM7	115	3.3043	.90973
ITEM8	115	3.0000	.98230
ITEM9	115	3.3913	.92429
ITEM10	115	3.1304	.95073
ITEM11	115	3.0870	1.02225
ITEM12	115	3.2174	.88637
ITEM13	115	3.3478	.81696
ITEM14	115	3.2609	.79568
ITEM15	115	3.3913	.92429
ITEM16	115	3.4783	.71755
ITEM17	115	3.4783	.58261
ITEM18	115	3.4783	.58261
ITEM19	115	3.3913	.70953
ITEM20	115	3.4609	.59658
Valid N (listwise)	115		

APPENDIX IV

Reliability Result: Case Processing of Instrument for the Pilot Test

Summary

		N	%
Cases	Valid	115	100.0
	Excluded ^a .	0	.0
	Total	115	100.0

a. List wise deletion based on all Variables in the procedure

Reliability Statistics

Cronbach's	Part 1	Value N of items	115 [\] a
	Part 2	Values N of Items	1 ^c 2
Correlation between Forms			.748
Spearman-Brown			.857
Coefficient			.857
Total N of items			2

a. The items is Scores

Summary Item Statistics

		Mean	Minimum	Variance	No of Items	Maximum	Range	Group Reliability
Item means	Part 1	8.852	8.582	.000	70 ^a			5.845
	Part 2	1.468	1.468	.000	40 ^b			
	Both Parts	5.025	1.468	50.00	2	8.582	7.114	
	Part 1	.000	1.798E +3 0	.000	1 ^a			
Inter-item Correlations	Part 2	.000	1.798E +3 0	.000	1 ^b	.		0.78
	Both Parts	.861	.861	.000	2	.861	.000	

a. The items is: Score: b. The items is: Group **The reliability index is 0.78**