AN EVALUATION OF THE BEHAVIOUR OF CONSUMERS TOWARDS MADE IN NIGERIA TEXTILE MATERIALS (2001-2005)

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BEING A PROJECT SUBMITTED TO POST GRADUATE SCHOOL

AHAMDU BELLO UNIVERSITY ZARIA, IN PARTIAL FULFILLMENT OF

THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF

BUSINESS ADMINISTRATION (MBA)

DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF ADMINISTRATION
AHAMDU BELLO UNIVERSITY

NOVEMBER, 2006

DECLARATION

I declare that the work in the project entitled "AN EVALUATION OF THE BEHAVIOUR OF CONSUMERS TOWARDS MADE IN NIGERIA TEXTILE MATERIALS (2001-2005)" has been performed by me in the Department of Business Administration Ahamdu Bello University. The information derived from the literature has been duly acknowledge in the text and a list of references provided. No part of this project was previously presented for another degree or diploma at any University.

_____	_____	_____
Name of student	Signature	Date

CERTIFICATION

This is to certify that this project titled "An Evaluation of the Behaviour of consumers Towards made in Nigeria Textile Materials (2001-2005) written by Aminu Yusuf Sani, meets the regulations governing the award of the degree of master of Business Administration (MBA) of Ahmadu University, Zaria and it is therefore approved for its contribution to Knowledge and literary presentation.

Mr. A.J.C. Onu Chairman Supervisory Committee	Signature	Date
Dr. M.N. Maiturare Head of Department	Signature	Date
External Examiner	Signature	Date
Dean Postgraduate School	Signature	Date

DEDICATION

I dedicate this work to my PARENTS.

ACKNOWLEDGEMENT

All praise be to Allah for giving me opportunity to see through the course.

My profound gratitude goes to my employer PHCN Plc, for given me the opportunity to undertake the programme. My immeasurable thanks goes to my supervisor Mr. A.J.C Onu whose useful advises and corrections made the project/thesis a reality. Once again thank you. My gratitude also goes to my friends Abdulqadir M. Abdulrazak Sani, Munnir Idris, Hamisu Helwa and Marcus Garvey Orji, indeed it is a wonderful Forum.

ABSTRACT

Recently the Nigeria Government banned imports of all printed fabrics in order to protect its own ailing industry. The government said it took the decision in order to protect the market against dumping when exported goods are sold below their normal value. In this regards, this research study was carried out with the aim of critically evaluating the behaviours of consumers towards made in Nigeria textiles materials within the period of 2001 to 2005, in order to identify the reasons for preferences of consumers in Nigeria for foreign made textiles to locally made textiles.

The findings of the study revealed that there is a significant relationship between the price of textile materials and choice among foreign or local products. That though it does not mean that foreign textile are cheaper entirely, but they are moderately priced in relations to their qualities and durability. Furthermore, there is a relationship between the quality of textile and the choice of consumers in Nigeria. Also income status influences the choice and patronage of Foreign textiles and local textiles materials in Nigeria.

The study comprises of five chapters and data used were mainly primary and secondary data. And for the purpose of analysis the tools employed were the percentage and chi-square methods.

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CHAPTER ONE

1.0 *INTRODUCTION*

1:1 *BACKGROUND TO THE STUDY*

Since 1914, when the amalgamation of southern and northern Nigeria took place, Nigerians were taught or made to believe that our cultural heritage or norms were not good, and as such we should abandon them and take to those of our colonial master Britain, The effect of this indoctrination has gone deep into the society so much so that its impact on our ways of thinking, and mode of dressing is enormous.

Before the amalgamation, Nigeria's different ethnic groups had their own ways of dressing, using the local materials, such as calico, Akwete, Sanyan Gwado, hides and Skins, and so forth. Though the change from Calico hides and skin, etc to cotton and refined wool materials as clothing is a well come development.

The majority of cloth used now is produced with cotton or synthetics woven into fabric in large textile mills. Generally, consumers in Nigeria prefer foreign goods to made in Nigeria goods, the case of textile materials follow the same trend.

The foreign textiles (Swiss-made, china made, Indian made, Korean made and Holland made) has dominated the Nigerian textile market. Imported textiles are of high quality and highly price. The majority of the middle and

upper class citizens use foreign textiles for their clothing. Nigerian made textiles is patronized by the lower class citizens only due to its lower cost and cannot afford the highly priced foreign textiles.

Recently the Nigerian Government banned imports of all printed fabrics in order to protect its own ailing industry. The number of local textile factories in Nigeria fell to just 40, a quarter of the number in the mid 1980s.

The government said it took the decision in order to protect the market against dumping when exported goods are sold below their normal value. It's a matter of the survival of Nigeria. We, Government officials, will now wear made in Nigeria textiles" said Jerry Gana, the then information minister (http: //news/bbc. Co.UK/2/hi/business) [1].

The ban he said will help to develop the Nigerian economy through:

- Creating more employment opportunities when the textile industry within the country is revived.
- Improving the optimum usage of resources within the country.
- Self-reliance and independence.

This study will evaluate the behavior of consumers towards made-in Nigeria - textile materials within the period 2001 – 2005

1.2 ***STATEMENT OF THE PROBLEM***

A major problem that has bedeviled Nigeria in her effort to develop her industrial sector is the apparent preference by Nigerians for foreign made goods. The most immediate manifestation of this problem is the seemingly intractable problem of smuggling in the face of various attempts by governments of Nigeria to curtail the indiscriminate importation of consumer goods. Some of the major attempts to check this discrimination against locally made goods include the ban on certain imports, the concerted promotional appeals to Nigerians to patronize Nigerian made goods in radios and televisions.

In spite of these. And other efforts, the problem has largely remained unsolved. The consequence has been a decline in various local industries, with the most adversely affected being the textile industry. Employment in this industry decreased from 137,000 jobs in 1997 to 57,000 in or by almost 58 percent in a period of seven years. The figure has gone further down between 2003 and 2004. This problem is compounded by the wholesale and uncritical adoption of the word trade organization (WTO) rules by the despotic Abacha military dictatorship in 1997. The situation remained unchanged even during the regime of General ABUBAKAR Abdulsalam. (Vanguard, 08/04/2006) [2].

Poor quality of locally manufactured goods and snub appeals contribute to the problem of the textile industry in Nigeria. Some locally manufactured, goods are inferior in quality compared with their foreign counter parts.

No amount of patriotic slogans about made in Nigeria goods has been able to correct this trait in Nigerian consumers. It has persisted to the extent that many retailers in Nigeria use the foreign tags or labels as a selling tool especially in justifying high product prices.

Discrimination by Nigerian consumer is greatest in the textile industry. Nigerians, tend to ignore locally made materials in preference for imported materials. This negative attitude towards home made products contribute to the economic development of advanced countries and relegate cultural heritage of the country in various fields of arts to the background[3].

1.3 RESEARCH HYPOTHESIS

A hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher. For example it may be a tentative statement about relationship, between two or more variables as stipulated by the theoretical framework or the analytical model [4]

Hypotheses are guides for the investigator in the entire process of research endeavor and they keep the researcher on the main line of his study. They tend to serve as assume answer to his principal questions, the

correctness of which he assess in the course of the study. Hence, for the purpose of this research to be achieved, the following hypothesis will help in verifying the research, statement.

HYPOTHESIS I

^{H}O1. Consumers do not exhibit favorable or positive behavior towards made-in Nigeria textile materials.

^{H}a1: Consumers exhibit favourable or positive behavior towards made-in-Nigeria textile material.

HYPOTHESIS II

^{H}O2. Consumer's perceptions of made-in-Nigeria textile materials do not influence their behaviour towards the products.

^{H}a2. Consumer's perception of made-in-Nigeria textile materials influence their behaviour towards the products.

1:4 ***OBJECTIVES OF THE STUDY***

The primary objective of this study is to evaluate the behavior of consumers towards made in Nigeria textiles materials within he period of 2001 to 2005. To achieve this the following secondary objectives will also be considered.

(a) To identify the reasons for preferences of consumers in Nigeria for foreign made textiles to locally made textiles.

(b) To identify the problems being faced by consumers in choosing between foreign and locally made textile materials.

(c) To examine the impact of the preference for foreign textiles on Nigerian economy.

1:5 *SCOPE OF THE RESEARCH*

This research study is limited to the behavior of consumers towards made- in- Nigeria textile materials, within the period 2001-2005.

Efforts were made to determine the reasons for the preference or otherwise since the ban on importation of textiles in Nigeria. The research will cover a period of five years (5) beginning from 2001 to 2005.

1.6 *JUSTIFICATION OF THE STUDY*

This research work has become more pressing and highly justified as Nigeria is on the threshold of industrial revolution. It is also note worthy to mention the fact that such study has hitherto been rarely undertaken. The rate of smuggling textile materials, into this country is alarming. Thus, the little foreign reserve the country has are being siphoned to foreign countries thereby providing employment opportunities for countries abroad. Where as, one of the major problems currently facing the country is unemployment. Hence, if the textile industry in Nigeria enjoys good patronage at home, the firms in this

industry will operate with full capacity, thereby creating job opportunities for the citizens.

This research is also necessary because it will serve as a good reference material for future scholars and research and even to Nigerian policy makers.

1:7 ***LIMITATIONS OF THE STUDY***

Just like any other human endeavor, this research work entails a lot of constraints. But the two major constraints or limitations the researcher encountered are: -

(a) Time constraint limited the areas covered by the researcher.

(b) The researcher Encountered a lot of difficulties in gathering information, for many consumers took the researcher to be a custom official or secret security intelligence agent.

1:8 ***PLAN OF THE STUDY***

This research work consists of five chapters. The first chapter consists of the Background of the study, the statement of the problem objective of the study, Justification for the study, the research hypothesis, plan, scope, and limitations of the study and definition of relevant key terms.

In. realization of the need for adequate theoretical background, the second chapter deals with the review of existing literature. The literatures consists of information's gathered from written sources such as textbooks, magazines, journals and websites / Internet.

The third chapter presents the research methodology adopted. Hence it describes methods of data collection and data analysis techniques adopted for the successful completion of the research work.

The fourth chapter's deals exclusively on the data presentation and analysis. This contains the major work done by the researcher.

Finally, the fifth chapter ends the study by giving a summary and conclusion, and making the necessary recommendations for better performance in the industry.

1:9 ***DEFINITION OF RELEVANT TERMS***

EVALUATION: To assess or form an idea of the amount, quality or value off somebody or something.(Hornby,A.S.2001).

CONSUMER BEHAVIOR: this is defined as the dynamic interaction of affect and cognition, behavior, and the environment by which human, beings conduct the exchange aspects of their lives. (Peter.J.P and Olson.J.C, 2005)

MARKETING: This is the process of planning and executing the conceptions, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objectives.(AMA,1985)

TEXTILE: A type of cloth or woven fabric.

ATTITUDE: It is defined as a person's overall evaluation of a concept. In other words, it is a way of thinking or feeling about someone or something.(Peter.J.P and Olson.J.C.2005)

IMPORTATION: Action of bringing goods or services into a country from aboard.

PREFERENCE: opportunity of Prior choice or claim, a greater liking – giving of priority or advantage to one person, object over others.(Hornby,A.S,2001)

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CHAPTER TWO

LITERATURE REVIEW

2:0 INTRODUCTION.

The purpose of this chapter is to review some related literatures and conceptual framework of various scholars and authors of the subject matter of marketing and consumer buying behavior. The literature review will however be related to textile industry in Nigeria.

2:1 ***THEORETICAL FRAMEWORK***

The Chartered Institute of Marketing defined marketing as "The management process responsible for identifying anticipating, and satisfying customer requirements profitably" (CIM, 2001) [1],

On the other hand, The American Marketing Association (AMA) see marketing as "The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange, and satisfy individual and organizational objectives" (AMA, 1985) [1].

These two definitions both agree on the points that:-

- Marketing is a management process
- Marketing is about giving customers what they want
- Marketing identifies and anticipates customer requirements.
- Marketing fulfils customer requirements profitably.

- Marketing offers and exchanges ideas, goods and services.

Definitions of marketing are moving away from the single exchange, seller focused perspective adopted by the CIM and AMA definitions towards more socially relevant and relationship oriented definitions that are considered to reflect the reality of modern marketing. Although relationship marketing overtime focuses on customer's needs and attitudes as important points of concern, it can also embrace social and ethical concerns as well as issue more directly related to the series of transaction like our research topic. A definition that includes the important element of both AMA and CIM definitions, but still embraces the evolving relationship orientation is the one offered by Gronroos (1997) [2,] "According to him marketing is to establish, maintain and enhance relationships with customers and other partners at a profit so that the objectives of the parties involved are met. This is achieved by mutual exchange and fulfillment of promises",

Furthermore, interest in ethnical issues and a socially responsible approach to marketing has risen for some times. In the 1970's, for example Anderson and Cunningham (1972) [3], put forward the idea of the society conscious consumer" while Kinnerar, et at (1974) [3], focused specially on the " ecologically concerned" consumer and what we would now label "green issues". Concern with such issues gathered pace through the 1980s and continued into the 1990s as its became clear that business ethics were

becoming increasingly important to an increasing number of consumers and that there was thus a link emerging between "good" ethic, market share and profitability (Mintzberg, 1983, strong 1996) [3] . In parallel with this, authors have also examined the role of corporate and personal ethics in managerial decision- making as part of the wider field of corporate social responsibility (CSR) in a variety of domestic and international business contexts (for example murphy and Laczniak, 1981; Hunt and Vitell, 1986 and 1993; Almond et al, 1997) [3] .

Consumer social responsibility (CSR) suggests that organizations should not only consider their customers and their profitability, but also the good of the wider communities, Local and global within which their exit".

It is this good of the wider communities that Nigerian government seems to be emphasizing on when on the 3rd October 2002 it bans textile imports, according to the statement issued in order to protect its own willing industry: [4] .

2:2 ***CONSUMER BUYING BEHAVIOR***

The American Marketing Association defines consumer behavior as "the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives" [5] In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also

includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments, from other consumers, advertisements, price information, packaging, product appearance and even government legislation's such as Ban on importation of textile materials.

It is important to recognize from this that consumer behavior is dynamic, involves interactions, and involves exchanges.

Consumer behaviour is dynamic because of the thinking, feelings and actions of individual consumers. For example, the Internet has changed the way people search for information about products and services. The fact that consumers and their environments are constantly changing highlights the importance of ongoing consumer research and analysis by marketers to keep abreast of important trends. The dynamic nature of consumer behaviour makes development of marketing strategies an exciting yet, difficult task. Strategies that work at one time, or in one market may fail miserably at other times or in other markets.

Consumer behaviour involves interactions among peoples thinking, feelings and actions, and the environment. Thus marketers need to understand what products and brands mean to consumers, what consumer must do to purchase and use them and what influences shopping, purchase and consumption [6].

Further more, consumer behaviour involves exchanges between human beings. In other words, people give up something of value to others and receive something in return. Much of consumer behaviour involves people giving up money and other things to obtain products and services, that is exchanges between buyers (consumers) and sellers (marketers). In fact, the role of marketing in society is to help create exchanges by formulating and implementing marketing strategies [7]

2:3 ***CONSUMER DECISION MAKING PROCESS***

Even thinking about your own experiences as a consumer is enough to help you to appreciate the variety of goods that people purchase, the individuality of each purchasing episode and the complexity of the influences affecting the final decision. Never the less, there have been many attempts to create models of consumer decision making of greater or lesser complexity and detail that try to capture the richness of the experience, such as those proposed by Howard and sheth (1969) and Engel, Kollat and Black well (1978). The Engel, Black Well and Miniard (1990) model presented here, although more concise and simpler in its outline, provides a framework that still allows us to consider, through discussion, many of the more complex elements. It traces the progress of a purchasing event stage by stage from the buyers point of view, including the definition of likely information needs and a

discussion of the level of rationality and analytical behaviour leading to the eventual decision [8]. Let us consider each stage in turn;-

- ***Problem Recognition***

In trying to rationalize the decision- making processes, problem recognition is a good place to begin. After all, if you are not aware that you have a problem how can you decide to purchase something to solve it? More functional purchases, such as replenishing stocks of washing powder or petrol, may be initiated by a casual glance at current stock levels. Other purchases may be triggered by a definable event. If for example, the exhaust falls off your car, you will soon become aware of the nature of the problem and the kind of purchase that will provide the remedy. These are very practical and straightforward examples, but not all situations are quite so self-explanatory. Where psychological needs are involved, the problem recognition may be a slow dawning or may lead to a sudden impulse, when the consumer, realizing that the current position or feeling is not the desired one, decides to do something to change it through a purchase.

However, the impetus to go into a purchasing decision making routine comes from the consumer. The consumer identifies or recognizes the problem, independently from the marketer, and looks for a solution. But marketers can use the marketing mix elements to influence the choice of solution. It is also

possible, however, for marketing mix to bring a problem to the consumer's attention.

If one was to be cynical, one could accuse them (marketers) of deliberately creating problems in order to stimulate purchase. There is of course, a significant difference between being aware of a need or problem and being able to do something about it. Many needs are latent and remain unfulfilled, either because consumers decide not to do anything about it now, or because they are unable to do anything. We might all feel the need to wear Holland's wax, but we must not only be willing, but also financially able, problem recognition, if it is to lead anywhere, therefore, requires both the willingness and the ability to fulfill the emerging need.

Whether the problem recognition is stimulated internally (i.e. Originates within the consumer) or externally (i.e. is triggered by marketing or other pressures), there are still several stages left in the decision making process.

- ***Information Search***

Defining the problem is one thing, but defining and implementing the solution is something else. The questions to be answered include what kind of purchase will solve the problem, where and how can it be obtained, what information is needed to arrive at a decision and where that information is available, in some cases, consumers will actively search out relevant information with a view to using it in making decision, but they can also acquire

information passively, storing it away until it is needed. Thus, blotch et al (1986) [9] distinguished between ongoing search (browsing and strong for future reference) and purposeful search with a particular objective in mind. Daily, consumers are exposed to wide range of media all designed to influence awareness and recall of particular products and services.

Whatever forms the information search takes; the data gathered are useless until they are evaluated. However, it is likely that many consumers proceed to evaluation with a minimum of information that furthermore may be too partial, biased or poorly structured for the decision that needs to be made. This is bound to influence the quality of the eventual decision.

- ***information Evaluation***

The questions that often arise is on what criteria do one evaluate the information gathered?

An online search could generate over 1000 entries to sift through and even typical yellow pages could provide up to 10 pages of exhaust system dealerships, featuring over 100 potential outlets within reasonable traveling distance. If one have had no previous experience of any of them, then he have to find a means of differentiating between them. One may unlikely to investigate all of them, since that would take too long, and so one may draw up a shortlist on the basis of those with the biggest feature entries in yellow pages, those whose names pop up first in an internet search, or those who

also advertise prominently in the local press or on television, such advertising may emphasize the advantage of using a particular outlet, pointing out to the consumer what the appropriate evaluative criteria are (speed, friendliness or price, for example) location may also be an important factor some outlets are closer to home or work than others.

In all evaluation processes, the consumer narrows down from a wide list of potential options to an evoked set (Howard and Sheth, 1969) [10] a final shortlist for serious appraisal. Being a part of the consumer's evoked set, and staying there is clearly important to the marketer, although it is not always easy. Sutton (1987) [11], for instance, found that it was easier for a new product or brand to enter the evoked set than it was for an existing one that had been considered previously, but rejected.

Generally, what actually happens is that without necessarily being conscious of it, the potential buyer constructs a list of performance, criteria, then assessing each supplier or available brand against it. This assessment can be based on objective criteria, related to the attributes on the product and, its use (price, specification, service) or subjective criteria such as status, fit with self-image or trust of the supplier.

- ***Decision***

The decision may be a natural outcome of the evaluation stage, if one supplier is noticeably more impressive on all, the important criteria than the rest. If the choice is not as clear cut as this, the consumer may have to priorities the criteria further, perhaps deciding that price or convenience is one overriding factor. Three factors affect consumer purchase intention, namely – Attitude of others, Anticipated situational factors and unanticipated situational factors.

Post-Purchase Evaluation

Whatever the purchase, there is likely to be some level of post purchase evaluation to assess whether the product or its supplier lived up to the expectations raised in the earlier stages of the process. Particularly if the decision process has been difficult or if the consumer has invested a lot of time, effort and money in it, then there may be doubt as to whether the right decision has actually been made. This is what Fastener (1957) [12] labeled "cognitive dissonance " meaning that consumers are psychologically uncomfortable" trying to balance the choice made against the doubts still held about it. Such dissonance may be aggravated where consumers are exposed to marketing communication that sings the praises of the features and benefits of the rejected alternatives.

Generally speaking, the more alternatives that have been rejected, and the more comparative attractive those alternatives appear to be, the greater the dissonance. Conversely, the more similar to the chosen product the rejected alternatives are, the less the dissonance.

2:4 ***DETERMINANTS OF CONSUMER BRAND CHOICE***

The Howard Sheath model of consumer behavior as regards to evoked set, suggest the following about consumer purchase decision process as it concerns imported and locally manufactured textiles. Non specific motives such as the desire for bodily protection and beauty direct the consumer's consciousness to the desirability of textile materials as a product class faced with making a choice from the evoked set made up of some alternatives in the product class, the consumer attempts to satisfy his more specific motives through the application of decision mediators. The consumer's evoked set, which in this case is made up of two broad sets of alternatives imported and locally made textiles is constructed on the basis of his previous familiarity with textile materials, his motives and his learning process. On the other hand, the mediators are established through learning and experience.

LEARNING THEORIES

Perception and memory are closely linked with learning. Marketers want consumers to learn from promotional material, so that they know which product to buy and why, and to learn from experience of the products, so that they will buy it again and pass on the message to others.

Learning has been defined by Marguis, H (1961) [13], as: "The more or less permanent change in behaviour which occurs as a result of practice'.

This implies from a marketing perspective, that the objective must not only be for the consumers to learn something, but also for them to remember what has been learned and to act on it. Therefore, advertising materials, for instance are carefully designed to maximize the learning opportunity. Humor, and other methods of provoking an emotional response to an advertisement, can help a message to stick because the recipient immediately becomes more involved in the process. Similarly, associating a product with something familiar that it evokes certain emotions can allow those feelings to be transferred to product. For instance, in Nigeria, printing the portrait of president Olusegun Obasanjo and His party (PDP) Logo on Local Textile fabrics will evoke emotions of his admirers, party, supporters and His political sycophants and this feelings could be transferred to the fabrics.

Most buying decisions are functions of learning experiences acquired in problem solving situations. Consumers repeat the purchase of a product and

brand if they have learned that the product is best for them. The learning pattern is quite complex. However, to understand behavior, one must understand how consumers learn.

COGNITIVE DISSONANCE

A theory of cognitive dissonance has been proposed by Festinger, L. (1970) [14] to explain one aspect of consumer behavior. This theory states that it is normal for individuals to behave in a manner that is consistent with their strongly held beliefs or attitudes and to avoid situations where their potential actions would be inconsistent or dissonant with these beliefs and attitudes so that they become consonant with their behavior.

CONSUMER CHOICE BEHAVIOUR

Several variables could be ascribed as factors that affect the choices consumers make. Such may include attitudes, preferences and images., however, when several alternatives among brands, product qualities exist the consumer simply repeats a response that proved satisfactory in previous similar situations.

No real choice is made, no conflict is experienced and no intervening variables are at work.

Consumer choices are made in various ways, ranging from complex, conscious decision-making process to easy quick judgments. But, generally, consumers make choices that fall between these two extremes. Often two sets of factors are at work.

(a) Values, goals, or motives by which alternatives are evaluate, and

(b) Attitudes about the alternatives that relate them to the values.

The importance of value in consumer choice manifest itself in decision making for instance, in a choice between two products, (foreign and Locally made textiles) the concept of time each will last may be consciously or unconsciously salient. The two products may be evaluated positively or negatively depending on the past experiences of the customer. If the customer has had pleasant experiences with one of the two product brands, the effect will have a positive effect and unpleasant experiences will have a negative effect.

In other words, the effect depends on the amount of positive or negative rewards previously associated with the value.

Values strongly influence consumer behaviour and even through the specific situation may dictate slightly different actions, over all there is much similarity in consumer, behaviour within a given culture, such as in tastes, methods of shopping, and so forth.

ATTITUDES

Attitude has been defined by Hilliard et al (1975) as: “An orientation, towards or away from some object, concept or situation, and a readiness to respond in a predetermined manner to these related objects, concepts or situations [15].”

Thus in marketing terms, consumers can develop attitudes to any kind of product or service, or indeed to any aspect of the marketing mix, and these attitudes will affect behavior. All of this implies that attitudes play an important part in influencing consumer judgment, whether through perception, evaluation, information processing or decision-making. Attitudes play a key role in shaping learning and while they are fluid, evolving over time, they are never the less often difficult to change.

Williams (1981) [15] in summarizing the literature, described attitudes as having three different components as

(a) Cognitive

(b) Affective

(c) Co native

-Cognitive attitudes relate to beliefs or disbelieves. Thus, I believe that margarine is healthier than butter. This is a component that the marketer can work on through fairly straightforward advertising. Also for example repeating the message- Buy made in Nigerian Textiles, importation kills Local industries

and results to employment of Nigerian Youths, may well establish an initial belief in the mind of the people of Nigeria.

- Affective attitude related to feelings of a positive or negative nature, involving some emotional content.
- Conative attitudes relate to the link with behavior; thus attitude X is considered likely to lead to behavior Y. This is the hardest one for marketers to predict or control, because so many things, can prevent behavior form taking place, even if the cognitive and affective attitudes are positive.

SELECTIVE PERCEPTION

Perception represents the way in which individuals analyze, interpret and make sense of incoming information, and is affected by personality, experience and mood. No two people will interpret the same stimulus (Whether it is a product's packaging taste, smell, texture or its promotional messages) in the same way. Even the same individual might perceive, the stimulus differently at different times. For example, seeing an advertisement for food when one is hungry is more likely to produce a positive response than seeing the same advertisement just after a heavy meal. Immediate needs are affecting the interpretation of the message [16].

The way people perceive information about products, stores etc, affects their attitudes.

PERSONAL EXPERIENCE

People come into contact with objects in their environment everyday. Some are familiar while others are new. We evaluate the new and re-evaluate the old and this evaluation process assists in developing attitudes towards objects.

PERSONALITY

Personality consists of all the features, traits,, behaviors, and experiences, that make each of us distinctive and Unique. Our personalities lie at the heart of all our behavior.

Personality is a factor that determines consumer brand choice. Personality determines how people process their direct experiences with objects. How aggressive, dominate-subservient, introverted- extroverted a person is affects what kind of attitudes he or she forms towards objects.

GENDER

Market segmentation on the basis of sex is a very common phenomenon in practical marketing. For example, ready-made apparels, shoes and cosmetic are often tailored to the needs of a specific sex group or the other.

But, although a great deal of marketing activity is concerned with providing goods or the other for biological reasons, most markets are related to sociologically develop sex differences in which men or women could essentially be the purchaser.

The role of sex assumes great importance in the case of textiles, for two major reasons.

(a) First, male generally dress differently from females

(b) Second, women appear to have a fuller wardrobe made up of more expensive colorful clothes.

Consumer brand choice is a function of multiple variables. The marshalling economic model of consumer behaviour sees man as an economic man, “Felicific calculus” who in seeking his best interest, strenuously and meticulously calculates the costs and benefits of alternatives on the basis of rational considerations such as price, quality, and durability. The influence of price is peculiar and does not appear to be as direct as that normally depicted in the economists downward sloping demand curve for normal goods. In the absence of any objective basis for judgment of quality, we use price as better, when no differences exist with those carrying a lower price, and when the higher priced items are objectively inferior. But when there is a remarkable difference in quality, higher – priced items are rejected. Opinions or assumptions among Nigerians are that locally made textiles are inferior to, but

more expensive than imported ones. If this is indeed the case, the Marshalling model leads us to expect a general preference for imported textiles based on quality and price.

But marketers usually dismissed the economic model as absurd figment of ivory tower imagination", essentially because it omits the behavioral essence of the buying situation. This criticism, however does not detract from the highly predictive and explanatory power of this model especially in the purchase of high cost consumer durables and industrial goods. Consequently, we as marketers generally recognize the simultaneous impact of economic and socio- cultural factors on household purchase decisions especially in Africa. The family, social class, peer groups and ethnic and status considerations play a vital role in some purchases. They often operate on the consumer in the form of "band-wagon" and "snob" effects.

The relative impact of rational and non-rational considerations may be moderated by the sex and formal educational level of the consumer concerned. For example, education may imply greater sophistication in the consumer decision process. And greater consumer discrimination between brands on grounds of quality and price.

Since consumers especially those with minimal education are often unable to make optimal purchase decisions.

2:5 ***MAJOR FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR.***

The following are significant factors that influence consumer behaviour viz: membership of various social class, cultural, religious and economic groups.

SOCIAL CLASS;

Social class is a form of stratification that attempts to structure or divide a society. Social classes are divisions of the total society into which individuals and families can be placed.

In Nigeria and Africa in general, membership in any particular social class is determined by factors, such as; occupation, wealth, income, education, power and prestige. Occupation is said to be the best predictor of social lass membership.

Generally, members of each social lass tend to be homogenous in attitudes, and behaviour. In other wards, people of the same social class tend to dress alike, live in the same neighborhoods, have similar attitudes and opinions and shop in the same shop.

The major characteristic found among the upper and middle lass of Nigerians, for instance, includes:

- More urban identification; they love to live in big cities of Abuja, Lagos, Kaduna Portharcourt, Kano etc.
- Stresses rationality; they are too conscious of their behaviour; easily makes one believe they know what they are doing.
- Greater sense of choice making.
- Self confident, willing to take risks.
- Sees him or herself tied to national happenings.

REFERENCE GROUPS

Reference groups are any groups whether formally or informally constituted, to which an individual either belongs or aspires to belong, for example professional bodies, social or hobby-oriented societies, or informal, vaguely defined life style groups (I want to be a Yuppie). There are three main types of reference group, each of which affects buying behavior and these are membership groups, Aspirant groups and Dissociative groups [17.] Membership groups; - are the groups to which the individual already belongs, whether they are conscious of it or not. In buying clothing, for example, the purchaser might think about the occasion for which it is going to be worm and consider whether a particular item is suitable. There is great concern here about what other people will think. Buying clothes for works is severely limited by the norms and expectations imposed by colleagues (a membership group) and bosses (an

aspirant group ?), as well as by the practicalities of the workplace. Similarly, choosing clothes for a party will be influenced by the predicted impact on the social group who will be present; whether they will be impressed; whether the wearer will fit in; whether the wearer will seem to be overdressed or underdressed; or whether anyone else is likely to turn up in the same outfit. Thus, the influence of membership groups on buying behaviour is to set standards to which individuals can confirm, thus consolidating their position as groups members. Of course, some individuals with a strong sense of opinion leadership will seek to extend those standards by exceeding them and challenging the norms with the expectation that others will follow.

Aspirant groups: are the groups to which the individual would like to belong, and some of these aspirations are more realistic than others. An independent professional single female might aspire to become a full-time housewife with a husband and three children, and the house wife might aspire to the career and independent lifestyle. Peoples desire for change, development and growth in their lives is natural, and marketers frequently exploit this in the positioning of products and the subtle promises they makes.

DISSOCIATIVE GROUPS;- are groups to which the individual does not want to belong. Clearly, these dissociation are closely related to the positive

influence of both membership and inspiration groups. They are simply the other side of the coin, an attempt to draw closer to the “desirable” groups while differentiating oneself from the undesirable.

His reference groups in various ways influence a person. The reference groups expose him to possible new behavior. They also influence his attitudes and self- concept because of his desire to “fit in “ And they may create pressures for conformity that may affect his product an brand choices. However, the type or brand of product used is strongly influenced by reference groups. In other words, in buying a dress, it is not the dress decision per se that is influenced by reference groups but its style and the label that are the key.

WORK AND SOCIAL GROUPS.

Work and social peers exert pressure upon individuals to conform to particular norms and standards. These norms and standards provide the benchmark for acceptable behaviour influence, the development and modification of attitudes. This is often expressed in subsequent product preference.

CULTURE;

Culture can be described as the personality of society within which an individual lives. It manifests itself through the built environment, art, language literature, music and the products society consumes as well as through its prevalent beliefs, value systems and government .18. Culture is also the sum total of behavior response made by large groups of people when the are faced with similar problems. Culture represents ideas, values and attitudes governing the behavior of a member of the group. The growing new baby learns the set of values, preferences, and behaviors in a society through the process of socialization involving the family and neighborhood.

Each culture contains subcultures, which provide specific identification and socialization for its members. These subcultures may be nationality groups, religious groups, racial groups, and geographical groups.

It is important to note that in the present day Nigeria, religious and geographical groups play a significant role in most of our activities.

An indication of our cultures orientation toward achievement from a marketing perspective is the importance of certain symbols in our society. Because achievement often has a materialistic aspect to it, owners of certain products are granted with the stamp of having arrived. for example a v-boot Mercedes Benz or jeep car tells something about the achievements to its owner, as does a large house in the right neighborhood. So also is the

constant appearance of Ibo woman from the south eastern Nigeria often with Holland's wrapper or clothing granted with the stamp of :A Big Madam.

RELIGION;

Most Nigerians are religious, and they embrace Islam, Christianity and traditional religion. There are just a few elite who generally claim to be atheists. Buying behaviors and mode of dressing among Nigerians are often generally dictated by the tenets of their faith. For instance, a responsible Muslim woman from the north in line with her religion is expected to cover her head with hijab, so is a Christian woman expected to tie wrapper that will go down beyond her knees, with head scarf to cover the head.

2:6. *THE DEVELOPMENT AND STATE OF TEXTILE INDUSTRY IN NIGERIA.*

Textile materials are an integral part of every person's daily life. They provide the basis for clothing, for home furnishings and for various domestic fabrics used in the home. Textiles are encountered in almost every aspect of human daily life.

Textile fibers and their use predate recorded history . Archeological evidence indicates that textile of fine quality were made thousands of years before written records cite their existence. The history of textiles is an integral

part of the history of civilization. The legendary fig leaf of the Garden of Eden was supplemented by textiles body coverings and textiles assumed a place importance in the home.

Every civilization possessed both ingenuity and desire to enhance appearance and environment.

These factors contributed, over the centuries to the development of complicated fabrics and ultimately to enormous technological expansion.

The industrial revolution of the sixteenth and seventieth centuries transferred the processing of fibers and manufacture of fabrics from the home and small cottage shop to the factory.

Mechanization gained importance and gradually the textile industry expanded. Cotton and wool were especially affected their growth and production became the concerns of governments through out the world. Tariffs were levied, wars fought and regimes topple because of the political social and economic pressures that accompanied industrial advances in the production, marketing and application of textiles.

Until the 20th century the textile industry depended on the sources and forces of nature combined with the ability of people to utilize these sources in producing all the textile fibers available to the human race. The first manufactured fibred was rayon, and it was developed, marketed, and made into a practical reality in the early 1930's. The decades of the 1960's a 1970's

brought major changes in the manufacturing process and in equipment involved in the production of yarns and fabrics.

The textile industry is one of the oldest established industries in Nigeria. Efforts towards the manufacturing of textile in Nigeria began in the early 1960,s, although there had been several cotton spinning mills scattered all over the country with a majority of them in the Northern and eastern parts of the country. The mills thrived on the production of finished cotton textile goods such as sewing thread and hair plaiting threads.

Under and outerwear Fibres were produced locally, and were readily available then, 19.

There are several business houses of various sizes and description concerned with the marketing of textile materials in Nigeria. For commercial; reasons majority of these textiles firms are concentrated in the big cities of Lagos, kano, Kaduna, Aba, Gusau, Benin, to mention but a few. Some of the best known names in the industry include United Nigeria textiles Limited, Aba Textile Mills, Afprint Nigeria, Arewa Textiles, Nichentex Nigeria Limited, Western Textiles mills Limited, Infact, there are over 100 identified textile mills in Nigeria.

The industry's early history reveals domination by foreign entrepreneurs even though Nigeria is an important exporter of Cotton into the world market it is strongly believed that one industrialist, Cha Chi Ming, an

Asian and his associates are controlling a large share of the west, African Coasts textile Factories. The United Nigerian Textile Limited (UNTL) represents the Cha textile group in Nigeria, and is the holding company for Unitex Limited, Funtua Textile Limited, Zamfara Textile Industries Limited and the supertex Limited. Over 12000, people are in the employment of UNTL group in northern Nigeria. Their mill established in 1964 in Nigeria was their pioneer investment factory in Africa. The group is believed to collectively utilize 40% of total Nigerian cotton production as at Late 2001 and produces high quality African Prints, Java prints, Real Wax prints as well as polyester cotton prints and dyed, goods for Local consumption. Apart from their large quantities of exports to ECOWAS countries, they have started to export high quality gray cloth to the USA, Europe and Asia. The export to the USA was made possible by the then Law in the USA Sponsored by the Afro- American Caucus that granted some category of products duty – free entry into the American market as part of president Bill Clinton administration's package designed to free African economy [20]

Indeed, it has been generally felt that the ban on the importation of foreign made textiles into Nigeria, has shielded off foreign competition and has consequently created a healthy environment for the textile industry to thrive. But the fortunes of the textiles industry is still experiencing downturn. The rate of smuggling foreign textiles into the country has continued to increase, and

the market situation in Nigerian textile industry has continued to decline, putting most of the textile firms in the country in a serious financial squeeze. Many have folded up out rightly, while others resorted to the sad experience of retrenching their workers in order to remain afloat, as result which employment decreased from 137, 000 jobs in 1997 to 57,000 in or by almost 58 percent in a period of seven years and has continued to go down further [21].

2.7 ***THE ATTITUDE OF CONSUMERS TOWARDS MADE IN NIGERIA TEXTILE MATERIALS*.**

In Nigeria, textile Materials operates in a buyers market, because people can make choice among the foreign and Local Textiles.

Attitude plays a vital role in consumer choice making in the purchase of textile materials. The attitude of Nigerian Consumers towards made in Nigeria textile is relatively cognitive and affective. Cognitive here relates to beliefs or disbelieve, where as affective relates to feeling of negative or positive nature involving some emotional context.

The belief of Nigerians are that made in Nigeria textiles are of inferior quality and costly on one hand, and on the other it is a sign of achievement to use foreign made in Nigeria textile materials. Based on this believe the patronage of made in Nigeria textile materials is base on condition of cost, and prestige.

Cost here implies that those who cannot afford the foreign costly ones patronize the Local textile materials, when it is cheaper.

Prestige here implies that the consumer needs to be identified. This occurs when people went to be identified with an object, person or events. For instanced printing the approach of some one very important on a textile material will evoke impulse that results to purchases by his/he admirers or sycophants. Also a group of people could decide to adopt a particular colour or print of textile materials means of identification of friends or an association popularly called “Ashobi “ in Nigeria.

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CHAPTER THREE

3:0 RESEARCH METHODOLOGY

3:1 *INTRODUCTION*

This chapter examines the service of data for this, research work, the method of data collection, the scope and statistical techniques used during the course of the research and the method of data analysis.

3.2 *RESEARCH DESIGN*

A research design is a framework or blue print for conducting a research [1]. The purpose of a research design is to indicate what observation to make, how to make them, and how to analyze the quantitative aspects of the observations. This research study has been design in line with survey research method.

Survey research method helps in selecting and studying samples chosen from the populations to discover the relative incidence, distribution, and interrelations of sociological and psychological variables. [2] This approach is preferred to because it relied more on raw field data or primary data collection techniques.

3:3 *SOURCES OF DATA*

To probe deeply into this research topic, information was gathered from two traditional sources of research information. These are:

- Primary source and
- Secondary Source.

The primary sources of data were mainly questionnaire and in-depth interview. The questionnaire is a device for obtaining answer to relevant research questions by which the respondents fills by him selves or herself the questionnaire forms.

In –depth interview is a conversation between the researcher and the respondent with the purpose of getting certain information from the respondent.

The secondary sources, on the other hand, are mainly appropriate books and publications from which relevant portions are used. These involved data obtained from existing sources of information such as journals, textbooks, magazines, Newspapers and websites.

3:4 *STUDY POPULATION AND SAMPLE SIZE*

Population is the aggregate of all the elements that share some common set of characteristics and that comprise the universe of the purpose of the research problem. The population parameters are typically numbers.

Information about population parameters may be obtained by taking a census or a sample. A census involves a complete enumeration of the elements of a population. The population parameters can be calculated directly in a straight forward way after the census is enumerated .The population for this study is the entire textile consumers in Nigeria.

A sample on the other hands is a subgroup of the population selected for participation in the study. Sample characteristics, called statistics are then used to make inferences about the population parameters. The inferences that link sample characteristics and population parameters, are estimation procedures and tests of hypotheses [3].

Because of the nature of this study, the sample size for the purpose of data collection was limited to adults selected randomly from different zones of Nigeria. Thus, a total of 200 adults randomly selected from the six geopolitical zones of Nigeria- South East, North East, South West, North West, South South and North central, which constitute the population.

3:5 ***METHODS OF DATA COLLECTION***

The instruments used for the collection of data for this study were questionnaire, in-depth- inter view and consultation of documentary services.

The questionnaire was used because of the economy it offers in terms of time, an effort, and its ability to demand for data in uniform manner, from all the respondents. The questions were open-ended.

The consultations of documentary materials especially textbooks and Internet websites was to supplement the data collected through questionnaire. Flexibility and instant supply of data by the respondents was a major advantage of the in-depth interview method adopted for the research study.

The interview was structured. However the respondent's answers to some of the questions triggered off other questions outside the structure.

3:6 *METHODS OF DATA ANALYSIS*

Analysis could be defined as the ordering and breaking down of data into constituent parts. It involves searching for trends and patterns of associations and relationships among data.

The techniques for data analysis for this research are the simple descriptive percentage method of analysis and chi-square methods. The percentage method comprises of respondent that responded for or against a particular question in relation to the overall respondents expressed as a percentage in order to see the pattern of response.

The chi-square method is used in testing the hypothesis concerning the differences between a set of observed frequencies of a sample and a

corresponding set of expected or theoretical frequencies. It is represented by the following formula:-

$$X^2 = \frac{(Fo - Fe)^2}{Fe} \quad \text{or} \quad \frac{(O - e)^2}{e}$$

Where X^2 -= Chi - Square

FO =Observed Frequency

Fe =Expected Frequency.

The Ninety-Five (95%) confidence intervals is used. Where computed value is greater than critical value at 0.05 Level of significance we reject the Null hypothesis and accept the alternative and Vice Versa.

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CHAPTER FOUR

4:0 *DATA ANALYSIS AND PRESENTATION*

4:1 *INTRODUCTION*

This chapter is presenting the analysis and interpretation of the data collected from respondents. We shall present in tables the responses from the questionnaire administered. Two hundred (200) questionnaires were administered and One Hundred and ten (110) were returned,.

Lastly, Chi- Square test method is used to define the statistical relationship between the variables in the hypothesis formed.

4:2 *PRESENTATIONS OF DATA*

TABLE 4.2.1; SEX

RESPONSE	**NO OF RESPONSE**	**% OF TOTAL**
MALE	50	46%
FEMALE	58	54%
TOTAL	**108**	**100%**

Source, field Survey 2006

TABLE 4.2.2 ;AGE

RESPONSE	**NO OF RESPONSE**	**% OF TOTAL**
14-20	8	7
21-40	55	51
41 and above	45	42
TOTAL	**108**	**100%**

Source, field Survey 2006

TABLE 4.2.3: CULTURE/TRIBE

RESPONSE	**NO OF RESPONSE**	**% OF TOTAL**
HAUSA	42	43
YORUBA	17	16
IBO	46	39
ANY OTHER	3	3
TOTAL	108	100%

Source, field Survey 2006

TABLE 4.2.4: ***Which of these textile materials do you prefer ?***

RESPONSES	**SEX**	**NO OF RESPONSES**	**% OF TOTAL**
LOCAL TEXTILES	MALE	8	7.4
	FEMALE	7	6.5
FOREIGN TEXTILES	MALE	42	39
	FEMALE	51	47.22
TOTAL		**108**	**100%**

Source, field Survey 2006

Table 4.2.5: What influences your choice in purchase of textile materials?

RESPONDENTS	**NO OF RESPONSES**	**% OF TOTAL**
Quality	30	28
Brand name	10	9.3
Colour	10	9.3
Price	20	18.52
Texture	15	13.89
Promotion	5	4.63
Group influence	18	16.67
TOTAL	**108**	**100%**

Source, field Survey 2006.

TABLE 4.2.6: How do you rate the price of Locally Made textile materials?

RESPONDENTS	**NO OF RESPONSES**	**% OF TOTAL**
Highly priced	64	59.3
Moderately priced	38	35.2
Low Priced	6	5.6
TOTAL	***108***	***100%***

Source, field Survey 2006.

Table 4.2.7; Does your income influence the Type of Textile Materials you purchase?

RESPONDENTS	**NO OF RESPONSES**	**% OF TOTAL**
Yes	93	86.
No	15	14.
TOTAL	108	100%

Source, field Survey 2006.

Table 4.2.8:What in your Opinion are the reasons for the apparent non acceptability of Locally made textile materials Despite the ban on foreign textile Materials?

RESPONDENTS	NO OF RESPONSES	% OF TOTAL
Price	20	18.5
Quality	30	27.78
Attitude	10	9.3
All of the above	48	44.4
	108	***100%***

Source Field Survey 2006

Table 4.2.9: What brand of textile Fabrics do you prefer?

RESPONDENTS	NO OF RESPONSES	% OF TOTAL
Super Prints	8	7.4
Veritable Wax	10	9.3
Georges	20	28.18
Dutch Prints	40	37
English Wax	30	28.
Total	**108**	**100%**

Source: Field Survey 2006

Table 4.2.10: Assuming the quality of Nigerian Textiles is improved to match that of imported ones will you be willing to pay any price for it as you will if it were imported?

RESPONDENTS	NO OF RESPONSES	% OF TOTAL
Yes	82	76
No	26	24
Total	**108**	**100**

Source Field Survey 2006

4:3 DATA ANALYSIS

In the literature, attempts have been made to explain or evaluate the attitude of Nigerians towards made-in Nigeria textiles, especially why people of Nigeria prefer foreign Textiles materials. To this Five major variables have been formulated and tested in this study to see whether they can explain the behaviour of consumers towards made in Nigeria textiles.

The formulated variables based on the hypothesis of this study are;

* (1) Income level
* (2) The quality of the products
* (3) The sex of consumer
* (4) The ethnic Group of consumers, and

* (5) The price of the products.

Two hundred consumers have been asked about their opinion on these variables. Out of the 200 questionnaires distributed that cut across various Nigerian tribes, religion and social class, 110 were returned, that is a response rate of 55% was achieved. But only 108 of the total received where useful; (54%). Their answer were analyzed using Chi-square method to determine the level of their association with consumer's behavior /preference. The analyses are presented and interpreted below..

The table 4.2.1 indicate that majority (54%) of the respondents are female, and only 46% are Male. It can be inferred then that their opinions are reliable since women consumes textile materials in Nigeria more than men. Majority of the respondents are between the ages of 21-40 years as could be seen from the table above., it also indicated that 93-% of the respondents are mostly adults who can make purchase decisions independently minded.

From the table, 4.2.2 it could be seen that the respondents cut across all the 3 major ethnic groups of Nigeria. That means various cultural backgrounds are represented.

Table 4.2.3 shows that majority of the respondents (86%) prefer foreign textile materials to that of made – in – Nigeria. Out of 50 males in the sample of consumers, 84 percent (42) of them prefer foreign textile materials to Local Materials. While out of 58 females, 87.9 percent (51) of them also prefer

foreign textile materials. It thus means that both sexes have high tastes for foreign textile materials.

The table 4.2.5 shows that several factors influences the choice of textile material consumers in Nigeria such as quality, Brand name, colour, price, texture, promotion and Group influence. But Majority of the respondents (28%) Opened that quality influences their choice more. Price also is another factor that influences consumer choice representing 18. 52%. This confirms the Opinions and assumptions of scholars and authority in our literature Review that quality and price are thee major factors influencing the consumer purchase decision for textile materials in Nigeria.

Table 4.2.6 indicate that respondents are of the opinion that Locally made textile materials are highly priced. 64% of them affirm this, while only 38% opined that they are moderately priced.

From the table4.2.7, it is obvious that income status influences the choice of textile materials of consumers. 86 percent of the respondents agree with this. The assumption is well founded due to the poverty level in Nigeria. It is believed that seventy percent (70%) of Nigerians live in abject poverty, in such circumstances; there is no how income will not influence their preference of textile materials.

Table 4.2.8 indicates that respondents agree that price, quality and attitude are the reason for non acceptability of locally made textile materials.

Majority (28%) agrees that quality is the most single reason for that followed by price. This confirms the assumption that even if the price and quality of Nigerian textile materials are the same with the foreign counterpart, the attitude of Nigerians is still a factor to contend with in the preference of foreign textiles materials. Attitudes are set of beliefs and values and Nigerians have been made to belief that foreign goods are superior to Local ones.

As could be seen from table 4.2.9, majority of respondents (37%) prefer Ducth prints, this is popularly called Hollandaise in Nigeria. This preference is followed by that of English Wax (28%) and Gorges (18.5%). Only Simple minority (9.3%) and (7.4%) prefer veritable Wax and super prints respectively which are made in Nigeria fabrics. These confirms the assertion in table four, that Nigerian Consumers preffer foreign textile Materials to that of Locally made, even though their prices like Dutch prints and English Wax are ex[pensive more than the locally made veritable wax and super print.

From the table 4.2.10 majority of respondents (76%) agree that if quality of Nigerian Textiles is improved to match that of imported ones they will be willing to pay any price for it as they will if it were imported. This indicates that quality is the significant factor why Nigerian consumers prefer and still buy foreign textile materials despite the ban placed on importation of such materials.

4:4 *TEST OF HYPOTHESIS*

At this stage of the research work our major hypotheses earlier stated in chapter one will be tested, to determine why despite the ban on importation of foreign textile materials Nigerians still prefer foreign textile materials. In this regard the hypotheses have centered on the relationship between income of Nigerian consumers, quality of products, price of product, culture and tribes, and sex of consumers to the preference of foreign textile materials.

Chi- square method is used for testing of hypothesis.

Sex and Consumers Choice

In a survey of 108 consumers (50 males and 58 females) the result is as tabulated below.

PREFERENCE	**MALE**	**FEMALE**
Foreign textiles	42	51
Local Textiles	8	7

Source Field Survey 2006

Male		***Female***		
0	E	0	E	RI
42	43	51	50	93
8	7	7	8	15
50		58		108

Where O = Observed Valves

E = Expected Values Obtained by using the formula :

$$\frac{Cj}{G} \times \frac{Ri}{1}$$

Where CJ = Column Total of approved values for Jth Column, J.

G = ground total of observed values

Ri = Row total of observed values

V. = Degree of freedom.

0	E	0-E	$(0-E)^2$
42	43	-1	0.02
51	50	1	0.02
8	7	1	0.014
7	8	-1	0.013
			0.31

v = (2 - 1) (2 -1)

= 1

X^2 at 0. 05 = 3.841

X^2 calculated =.31

Hence $X^2 c < X^2$ 0.05

That means there is no significant association between the sex of consumers association between the sex of consumers and the preference for foreign or local textile materials. The implication of this is that sex of a consumer does not determine whether or not to prefer foreign to Local textile materials. Hence, in Nigeria both males and females are alike with regards to their decision on foreign textile materials.

It can be concluded therefore that sex has no relevant in deciding the preference of consumers for either foreign textile materials or local textile materials. (Compare table 4.2. 1 and Table4.2. 4).

PRICE AND CONSUMER CHOICE

The consumer's perception about the price of textile materials can determine their choice or preference. In a survey of 108 consumers the result shows that;-

Preference	**Highly priced**		**Moderately priced**				**Low priced**
Foreign Textile	9		31				0
Local textile	55		7				6
	0	E	0	E	0	E	R1
	9	23.7	31	14.1	0	2.2	40
	55	40.3	7	23.9	6	3.8	68
Cj	**64**		**38**		**6**		**108**

0	**E**	**0-E**	**(0-E)2**
9	23.7	-14.7	9.12
31	14.1	16.9	20.3
0	2.2	-2.2	2.2
55	40.3	14.7	5.4
7	23.9	-16.9	12.0
6	3.8	2.2	1.27
			50.29

V =3-1 (2 -1)

= 2

X^2 0.05 = 5.991

X^2C = 50. 29

Hence $X^2 C > X^2$. 05

This indicates that there is a significant relationship between the price of textile and choice for foreign or Local textiles materials. It does not mean that foreign textiles are entirely cheaper but, that they are moderately priced in relation to their qualities, and durability. In the case of Local textile, it is believe to be (costlier) highly priced when compare with its quality and durability. Thus, scholars have noted that locally made textiles are inferior to, but more expensive than imported ones.

Since this is the case, one can conclude that price is a determining factor for the preference and patronage of foreign textiles (Compare Table 4.2.6).

Culture/ Tribe and Consumer's Choice.

The culture of a consumer can determine his/her choice of foreign or local textile materials.

In a survey of 108 consumers of different ethnic groups in Nigeria the analysis shows.

Preference	Yoruba		Ibo		Others		Hausa		
	0	E	0	E	0	E	0	E	R1
	15	14.6	41	39.6	2	2.6	35.	36	96
	2	2.4	5	6.4	1	0.4	7.	6	15
Cj	**17**		**46**		**3**		**42**		**108**

0	**E**	**0-E**	**$(0-E)^2$**
15	14.6	0.4	0.01
41	39.6	1.4	0.05
2	2.6	-0.6	0.14
35	36	-1	0.03
2	2.4	-0.4	0.07

5.	6.4	-1.4	0.03
1	0.4	0.6	0.9
7	6	1	0.2
			1.43

V = 4-1 =3

X^2 .05 = 7.815

X^2 C =1. 43

Hence X^2 C < X .05

It was found, that there is no significant relationship with regards to choice among foreign and Local textile materials by ethnic groups. In examining the relationship further, it can be seen that all the ethnic groups prefer foreign textile materials. The highest percentage was that of the Ibos, followed by the Hausas and Yoruba's, while other tribes ranked the least.

This is an indication that whatever the tribe of Nigerian consumers, there is a high preference for foreign textile materials to Local ones. Thus, it can be concluded that culture. Tribe is not a determining factor for preferring foreign to Local textile materials by Nigerians.

QUALITY AND CONSUMER'S CHOICE:

The consumer's perception about the quality of textile materials can determine their preference and patronage. The following is the result of survey of 108 consumers.

PREFERENCE	QUALITY		NO QUALITY		
	0	**E**	**O**	**E**	**R1**
Local Textiles	1	12.1	15	3.9	16
Foreign Textiles	81	69.1	11	22.1	92
Cj	82		26		108

O	**E**	**O – E**	**$(O – E)^2$**
			E
1	12.1	-11.1	10.2
15	3.9	11.1	31.6
81	69.1	11.9	2.0
11.	22.1	-11.1	5.7
TOTAL			49.4

V = 2 – 1 = 1

$X^2.05$ = 3. 841

$X^2 C$ = 49. 4

Hence X^2 C > X^2 .05

It was found using the above result that there is a significant relationship between the quality of the textile product and the choice of consumers for foreign and Local textiles. Since calculated Chi – Square is greater them the tabulated at 0.05 level interval. This explains the perception of Nigerian consumers that the high prices of foreign materials is a sine qua non (An indispensable Condition) for their high quality and thus prefer them to Local ones (compare table 4.2.6 ,4.2.8 and 4.2.10).

4:5 ***SUMMARY OF FINDINGS***

After the analysis of the data collected and testing of hypotheses formed, the result arrived at have bring out the importance of this research study.

The result of the hypotheses tested revealed the following.

- Sex of consumers does not determined whether or not to prefer and patronize foreign or local textile materials. Hence, in Nigeria both males and females are alike with regards to their decision on foreign textile materials. That means sex has no relevant in deciding the choice of patronage of either foreign textile materials or local textile materials.
- That there is a significant relationship between the price of textile materials and choice among foreign or local products. Furthermore, it does not meant hat foreign textiles are cheaper entirely, but that they are

moderately priced in relation to their qualities and durability. And in the case of Local textiles, it is believe to be (costlier) highly priced when compare with its quality and durability. That is to say price is a determining factor for the continuous patronage of foreign textile materials.

- That there is no significant relationship with regards to choice among foreign and local textiles materials by ethnic groups. That whatever the tribe of Nigerian consumer, there is a high preference for foreign textile materials to Local ones. That is, Culture/Tribe is not a determining factor for preferring foreign to Local textile materials by Nigerians.
- That there is a significant relationship between the quality of textiles and the choice of consumers in Nigeria. And that the perception of Nigerians are that the high prices of foreign textile materials is an indispensable condition for their high quality and thus, prefer them to Local textile materials.
- Finally income status influences the choice and patronage of foreign textiles and Local textile materials in Nigeria. Because most Nigerians are low-income earners, they prefer to buy the textile materials that will last longer.

CHAPTER FIVE

5:0 *SUMMARY, CONCLUSION AND RECOMMENDATIONS*

5:1 SUMMARY

This research work has continuously tried to critically evaluate the behavior and attitude of consumers towards made in Nigeria textile materials since the ban on importation of textiles.

The study tried to examine those factors that are responsible for the attitude and beahviour of textile consumers towards made in Nigeria textile materials. In this regard, the study formulated five various variables.

These variables evaluated the relationship between the decision of consumer's preference among foreign and locally made textile materials and the consumer's income, culture/ Tribe, sex quality and price were tested.

In chapter one, the research topic was introduced giving an insight into the nature of the study, the statement of the problem, research hypothesis, scope, and significant of the study.

Chapter two was for literature review with emphasis on consumer buying behaviours, consumer decision making process, Determinants of consumer brand choice, the major factors influencing consumer buying behaviour and the development of textile industry in Nigeria.

Chapter three was basically on research methodology adopted. It examines the services of data for the research work, the method of data collection and the statistical techniques used for data analysis.

Chapter four presented and analyzed the data collected from respondents. The total of 110 questionnaires returned were analyzed using percentage tabulation and chi-square method.

5:2 *CONCLUSION*

From this research findings it have been established that three variables proved to have significant relationship with consumers attitude of preference for foreign and locally made textiles despite Nigerian government campaigns. These include quality income and price. Quality was identified as major determining factors for the preference among foreign and local textile materials by Nigerian consumers.

Foreign textile materials were rated to have high quality and durability. Also, Nigerian consumers believe that there are outdated machineries in the Local textile mills and that is why their textile materials do not normally come out well after production.

Also price was found to be a determining factor while Nigerian consumers continue to patronize foreign textile materials. Nigerian consumers believe that locally made textiles have low quality and are highly priced. Thus,

they prefer to buy at any price the textile materials that are durable and have high quality. It was generally believed that the production costs of local textiles are high. This could be because the manufacturers have to import raw materials such as chemicals and spare parts. Nigerian consumers have the opinion that Local textile manufacturers are profit oriented at the expense of consumer's satisfaction. That is, the mills charge high prices for low quality textile materials. Also income plays a significant role in the determinant of consumer attitude to foreign textile materials. Those who seem to patronize made in Nigeria textile material's does so due to their income level, which could not afford them to buy foreign, produces.

On the other hand, the study identified two other variables that has no significant relationship with regards to consumer patronage of foreign textile materials. These are, sex and culture/tribe. Nigerians continuous preference for foreign against the local textile materials cannot be determined by sex, as both genders prefer foreign textile materials. Culture/ Tribe is also not a determining factor for the continuous preference of foreign textile materials against the Local Materials, as all the ethnic groups in Nigeria exhibit the same kinds of attitude in preference for foreign textile materials as against the Local materials.

5:3 *RECOMMENDATIONS*

Based on the above findings, some basic policy recommendation could therefore be made for future references.

1. The mere appeals to the consumers to patronize locally made textiles on sentimental or patriotic grounds should be supported by more far reaching policy actions. For example, smuggling should be checked through the imposition of stiffer penalties for offenders and more effective armed policing of our borders and international air and sea ports, so as not to turn Nigeria as a dumping ground of foreign textile materials.
2. Nigerian Government should through the tariff structure protect the Local textile companies by ensuring that its import duty favour Local textile mills.
3. The textile mills in Nigeria should make efforts to reduce price and /or improve the quality of their products to win consumers appeals. Prices can be reduced if average costs are reduced through expansion aimed at reaping economies of scale if they exist. The increased output can still find additional markets in other West African countries. Quality improvements should focus particularly on durability and dyeing.

4. There is need for central laboratory funded by all the textile factories, in the country to encourage research, quality control and idea utilization. Also, all textile mills in Nigeria should adjust to modern machinery and high quality cotton lint.

5. In Nigeria, textile materials operates in a buyers market, because, people can make choice among the foreign and local textiles. Therefore, consumer's satisfaction should be paramount to manufacturers than corporate maximization of profit. This could also be achieved by cutting down production cost and improving the quality of materials.

6. Each textile mill in Nigeria can seek distinctiveness through specialization by type of textile materials produced and market segmentation on the basis of use or need served. This would tend to assure each mill of a profitable market niche by reducing direct competition.

If these recommendations are applied, there will be a healthy environment for the local textile industry to thrive. Thus, shielding off foreign competition, and win the confidence and patronage of Local consumers in Nigeria.

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APPENDIX

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Dear Sir/Madam,

QUESTIONNAIRE ON EVALUATION OF THE BEHAVIOUR OF CONSUMERS TOWARDS MADE IN NIGERIA TEXTILE MATERIALS

This researcher is a student of masters in Business administration (MBA), Ahmadu Bello Univertsity,conducting a research on the above named Topic. Please you are requested to complete this questionnaire and be assured that everything you write shall be treated confidentially and be used purely for academic purposes, therefore you need not to mention your name.

Thanks for your cooperation.

Yours faithfully,

Sani Aminu Yusuf

QUESTIONNAIRE

Please tick “X” against the answer you choose for each question.

1. Sex

   (a) Male [ ]

   (b) Female [ ]

2. Age 14-20 years [ ] 21-40 [ ] 41 and above [ ]

3. Culture / tribe

   (a) Hausa [ ]

   (b) Yoruba [ ]

   (c) Ibo [ ]

   (D) Any other [ ]

4. Religion

   (a) Muslim [ ]

   (b) Christianity [ ]

   (c) Traditional [ ]

   (d) Any other [ ]

5. Which of these textile materials do you prefer?

   Local [ ] (b) Foreign [ ]

4. What influence your choice in purchase of textile materials.

(a) Quality [ ]

(b) Brand Name [ ]

(c) Colour [ ]

(d) Price [ ]

(e) Texture [ ]

(f) Promotion [ ]

(g) Group Influence [ ]

7. How do you differentiate between foreign textiles and Local textiles ?

(a) Colour [ ]

(b) Brand name [ ]

(c) Texture [ ]

(d) Quality [ ]

(e) Price [ ]

(f) All of the above [ ]

8. How do you rate the price of locally made textile material?

(a) Highly priced [ ]

(b) Moderately priced [ ]

(c) Lowly priced [ ]

(d) None of the above [ ]

9. Does your income influence the type of textile materials you purchase?

(a) Yes [ ] (b) No [ ]

10. What in your opinion are the reasons for the apparent non acceptability of locally made textile materials despite the ban on foreign textile materials?

(a) Price [ ]

(b) Quality [ ]

(c) Attitude [ ]

(d) All of the above [ ]

11. What brand of textile fabrics do you prefer?

(a) Nigerian Wax [ ]

(b) Georges [ ]

(c) Dutch prints [ ]

(d) English Wax [ ]

12. Do you normally make your textile choice at the time of purchase?

(a) Yes [ ] (b) [ ]

13. Assuming the quality of Nigerian textile is improved to match that of imported ones, will you be willing to pay any price for its as you will if it were imported?

(a) Yes [ ] (b) No [ ]