AN ASSESSMENT OF THE MARKET ACCEPTABILIY OF MADE-IN-NIGERIA TEXTILE PRODUCTS: A CASE STUDY OF SELECTED TEXTILE COMPANIES

BY

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DEDICATION

This research is dedicated to the less privileged Nigerians who cannot afford quality clothes.

DECLARATION

I, Yusuf Yakubu hereby declare that this research was wholly conducted by me. All sources of information, and where applicable other writers' views have been duly acknowledged in form of footnotes.

Y. YAKUBU

DATE:- 2nd October, 1998

CERTIFICATION

This research work entitled **An assessment of the Market Acceptability of Made-in-Nigeria Textile Products** "A case study of selected Textile companies has been certified as having met the requirement for the award of Master of Business Administration (MBA) Degree of the Ahmadu Bello University, Zaria.

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PREFACE

Textile Products are produced all over the world to serve a variety of purposes. They are so important that they touch on all aspects of human endeavour.

Nigeria is a participating country in the production and sales of textiles and since the commencement of modern textile industry in the country, the "Apparel" class of textile products has been its emphasis. Along side with foreign options however, the teaming population of Nigeria, majority of whom are highly uniformed, has been contending with all sorts of apparels produced by local textile companies.

For quite sometimes now, a lot of rumpus has been going on over the quality of these products, but little work seem to have been done to ascertain the truth about quality of locally manufactured textiles and the degree of consumer satisfaction or dissatisfaction with products.

It is as a result of this glaring absence of checks and balances and lack of ample proof of persistent rumour over the standard of locally produced textile products that this present research was conceived. The main objective being to document what consumers feel and say about the products and to what extent they like and accept the products.

This research work hopes to serve as a guide to Nigerian textile manufacturers on what to do to improve the quality of their products so that they can be more acceptable to consumers. This thesis will also be of benefit to textile marketers generally and higher institutions and research organisations.

ABSTRACT

From time immemorial textiles have been produeed all over the world primarily (as wears) to cover man's nudity as a natural phenomenon, and to protect the body against harsh weather and other external aggressions such as insect bites etc.

Today, the purpose of textile manufacture has shifted greatly from covering the body to suitability for comfort, style, fashion, arts, social stratification and other specialised uses.

This study has investigated the market acceptability of made-in-Nigeria Textile products of selected textile companies.

Parameters such as quality (design, aesthetic appeal, handle, durability etc), prices, distribution and promotional efforts to market the products formed the bases for the investigation.

Information related to these parameters were sou reed from observation, questionnaires and interviews of randomly selected textile staff, distributors, retailers and consumers of the products. The data were carefully examined and analysed.

The outcome of the findings revealed that made-in-Nigeria Textile products are only of moderate quality as against the expected high quality (measure of the international quality Assurance) which is what makes textiles acceptable all over the world. This has consequently led to low market acceptance of the products.

Solutions to this problems have been highlighted. Suggestions and recommendations aimed at enhancing the acceptability of locally produced textiles have been made and conclusion of the entire study drawn.

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The place of clothing has for a long time been identified as among the leading three basic needs of human beings namely, food, clothing and shelter

Coming second after food, clothing, and indeed textile products in general play a significant role in the entire human endeavor, from playing in the sand to walking on the moon. It is such importance that has informed concerted efforts over the years for the manufacture, sale and use of the textiles products.

The art of textile manufacture has been known to man from the beginning of civilization, and so is its trade. However, over the years there has been an upsurge in the production and demand for textile products owing largely to increased newly discovered and developed raw materials (particularly synthetic fibers), sophisticated technology and the rising need for comfort, style and beauty.

The basic raw material for a textile product of any type is the 'fiber'. Textile fibers are classified into two broad categories Viz.: (a) Natural fibers e.g. cotton, silk, wool etc. (b) man-made fibers (MMF) which are sub divided into two namely, (1) Regenerated (MMF) e.g. Viscose rayon, cellulose acetate, cellulose triacetate etc. (2) synthetic (MMF) e.g. Nylon, polyester, Polypropylene, acrylics etc.

The fibers is converted into the finished textile product by various processes (techniques). The fundamental and principal are spinning, weaving, dyeing and finishing. Fibres could also be spun knitted and finished or oriented, reinforced and finished depending

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on the intended end use suitability. These varied processes coupled with the emergence of abundant raw material which hitherto have been scarce have resulted in the large production of textile products of different kinds, qualities and applications leaving the consumer with a choice.

In any given circumstance, however, once there are options, there must be a criterion or criteria for making a choice out of the options available. In the case of textile products, the criterion (or criteria as the case may be) could be quality, price, durability, comfort, personal interest or need. The rate of consumption of textiles of a particular society or nation is further influenced by the cultural and religious belief of the people, their economy, social status and weather of the environment.

Given this understanding, it is ideal or only appropriate that the manufacturer produces to suit the need and interest of the consumer. This could be achieved if the manufacturer first finds out what the consumer wants before producing. Whether this important marketing concept is employed by the manufacturers of made-in-Nigeria textile products is what the research is attempting to find out through assessing the market acceptability of made-in-Nigeria textile products of selected Textile companies. Although made-in-Nigeria textiles products are many, emphasis shall mainly be on apparels.

1.2 STATEMENT OF THE PROBLEM.

Textile products could safely be classified under industrial goods as "raw and processed materials.

Different methods, techniques, strategies, in short, approaches have been employed by different industrial goods manufacturers and marketers principally to gain a sizeable

portion of the market. The marketing of textile products world over, certainly as unique as its manufacture is basically the same. However, the demand for textile products just as any other product being it industrial or consumer goods is to a large extent affected by the geographical location, cultural and religious inclinations of the people and their style / fashion, consciousness and sensitivity.

Nigeria, and indeed most African countries is characterised by diverse cultural and religious beliefs in addition to different perception of dressing by the different regions of the country. These and other important factors such as quality, availability and affordability could influence the demand and market for made-in-Nigeria textile products. The problem is, how can the local textile products meet the demand and satisfying needs of the teaming population of Nigeria and even nations outside Nigeria. There are complaints here and there about the relatively poor quality and in some quarters scarcity of made-in-Nigeria Textile products. This affects the marketing of these products. In addition, government polices, activities of smugglers, stiff competition and attitudinal habits of Nigerians adversely affect the productivity and growth of Nigeria textile companies. This research is geared towards finding lasting solutions to the stated problems with a view to increasing the acceptability of made-in-Nigeria textile products.

1.3 PURPOSE OF THE STUDY

The purpose of the study is to assess the level of acceptability of made-in-Nigeria textile products. That is, to find answers to the research questions through the application of scientific procedures. In order words, the man aim of the study is to point a direction towards improving the market acceptability of made-in-Nigeria Textile products. This could

be achieved by finding out reasons for low performance of the products in the market.

Having assessed the level of acceptability through its finding, the study intends to suggest to Nigerian Textile companies what to do to create high demand for their products.

Based on the outcome of its findings, the study also hopes to advises the government either to encourage, or discourage (as the case may be) the marketing of foreign textile products. At the end of the study and based on the recommendations of the research work, both Nigerian textile manufacturers and the Government shall be equipped with adequate information concerning the market acceptability of made-in-Nigeria Textile products. This, accordingly, will afford both parties to know the appropriate and desirable steps to take to boost marketing of locally made textile products.

1.4 RESEARCH QUESTIONS:

The research aims at finding solution to the following research questions.

(a) What factors affect the acceptability of made-in-Nigeria Textile products?

(b) Do made-in-Nigeria Textile products sell locally more than their foreign counter parts or vice-versa?

(c) Do made-in-Nigeria Textile products have any significant market abroad?

(d) What problems do made-in-Nigeria Textile products encounter in the local market?

(e) Why do Nigerians like or dislike made-in-Nigeria Textile products?

(f) What is the implication of Government policies on the marketing of locally made textiles?

(g) Are there foreseeable remedies to problems associated with the acceptability of made-in-Nigeria Textile products.

To answer the above basic research questions, the following hypotheses have been formulated.

1.5 HYPOTHESES:

HYPOTHESIS 1: Quality differences and attitudinal habits are two important factors which are responsible for poor patronage of made-in-Nigeria Textile products by consumers.

ASSUMPTION: Made-in-Nigeria Textile products are of inferior quality to foreign ones, and Nigerians have negative attitude towards textile products made-in-Nigeria. These two factors combined together, result to low patronage of made-in-Nigeria Textile products.

HYPOTHESIS 2: Low prices of made-in-Nigeria Textile products compared to those of their foreign counter-parts, results in higher of the former locally.

ASSUMPTION: Locally made textile products are chapter than foreign ones and this is responsible for higher sales of the former locally .

HYPOTHESIS 3: High quality (though expensive), ready availability of foreign products make them attract a greater segment of the market than locally produced textiles.

ASSUMPTION: Quality and price are significant factors, which stimulate the consumers interest in a product 'Nevertheless, consumers emphasize quality more than price.

HYPOTHESIS 4: Government polices, competition and activities of smugglers are among leading factors which adversely affect the marketing of made-in-Nigeria Textile products.

ASSUMPTION: The market acceptability of made-in-Nigeria textile products will be high if the Government bans importation of foreign textiles, and curb the activities of smuggles which will consequently lead to less competition in the local market.

HYPOTHESIS 5: Liberalised Government policies, improved marketing strategies and intensive promotion will increase the market acceptability of textiles made-in-Nigeria.

ASSUMPTION: Restricted Government policies and proper and effective application products, pricing, distribution stragies etc will bring about high acceptance of made-in-Nigeria textiles.

HYPOTHESIS 6: Nigerian like made-in-Nigeria textile products and their interest in these products could be stimulated further if their qualities are improved and they are sold at affordable prices.

ASSUMPTION: Given the best quality products and sold at affordable prices Nigerians' interest will shift over to made-in-Nigeria textile products completely.

1.6 SCOPE AND LIMITATION OF THE STUDY

Since the process of amnufacture sales, and usage of textile apparels are basically the same all over the world, the study shall cover selected textile companies in Northern Nigerian and selected markets in Nigeria

The research shall involve randomly chosen number of sales personnel of the selected textile companies selected distributors, retailers and consumers (both in the markets and in-house).

For the fact that 'Apparels' are the most widely used textile products in Nigeria and everywhere else, they are the chosen textile product on which the research shall be carried out.

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Due to financial and time traints and difficulty in reaching respondents (especially textile staff) the entire personnel of the selected textile companies, distributors and retailers of their products as well as consumers of the textile products could not be reached.

Again for financial reasons and difficulty in administration, the number of questionnaires distributed was limited to four hundred (400).

1.7 RESEARCH DESIGN AND METHODOLOGY

1.7.1 TYPE OF DATA

The sources of data shall be the textile companies, Distributors and retailers of their products and consumers of such products. These are primary sources. Therefore, the type of date that shall be employed for most part of the work will be primary data. However secondary data (information obtained from text books, journals etc) shall be used, particularly in the literature to a certain extent.

1.7.2 METHOD OF RESEARCH

The method to be adopted for the research is the survey method. This shall consist of methods of gathering data from a large group of respondents who themselves constitute a sample. It will involve individual people as the units of analysis. The respondents shall be asked questions rainy through questionnaires and interviews.

1.7.3 RESEARCH POPULATION

The research shall involve six hundred respondents carefully and randomly drawn from selected textile companies, distributors and consumers of textile products in the research area.

1.7.4 SAMPLING PROCEDURE

Out of the six hundred respondents that shall be involved in the research three hundred and sixty (360) shall be randomly selected from the consumers. Two hundred and forty (240) consumers will fill the questionnaires while the remaining one hundred and twenty (120) shall be interviewed.

Representative samples of one hundred and sixty(160) distributors and retailers shall be slected out of this number, one hundred will complete the questionnaires and Sixty shall be interviewed.

The remaining eighty (80) respondents that make up the total population shall be drawn from textile staff of the selected textile companies. While twenty (20) shall be interviewed, sixty (60) will fill the questionnaires.

1.7.5 METHOD OF DATA COLLECTION

Mainly, the questionnaires and interview methods and to lesser extent the observational method shall be employed to gather data for this study. The direct observational methods, closed ended questionnaires and structured interviews shall be administered to ensure validity and reliability of results.

1.7.6 DATA ANALYSIS

To answer the basic research questions and in order to provide meaning full solution to the research problem, simple statistics methods of percentage calculations shall be used for most of the analyses. This will provide for easy deduction of findings.

1.8 SIGNIFICANCE OF THE STUDY

The significance of this study is in manifolds

First and foremost, it will unfold to Nigerian textile manufacturers the problems with their products (if any) with regards to market acceptability.

Secondly, it intends to determine the position of locally made textile products vis-a-vis their foreign counter-parts in the markets, in addition it will bring to light what stuff Nigerian textile products are made of and this will enhance the role played by the textile companies as a vital sector of the Nigerian economy.

Thirdly, it will suggest methods of improving the acceptability of made-in-Nigeria textile products to the manufacturers as well as the Government.

This information in necessary as it has direct bearing on the economy of the nation, given the fact that the textile industry is the largest employer of labour after government, not only in Nigeria but all the world, and clothing is one of the fundamental necessities of man.

If well accepted, increased production of locally produced textiles will boost the Nigerian economy generally, in terms of sourcing and utilisation of saw materials, labour and marketing activities of buying, selling, transportation, pricing etc.

Last but no the least, the study hopes to offer remedial solutions to problems of market acceptance of made-in-Nigeria textile products locally and internationally.

1.9 DEFINITION OF TERMS

For a better understanding of the research work, it is necessary to define the following production and marketing related terms

1.9.1 ACCEPTABILITY

The positive attitude towards a product or service which results in its purchase.

1.9.2 CONSUMER

An Organisation or individual that buys and uses goods and services.

1.9.3 DISTRIBUTION

The various activities necessary to transfer goods from the producer to the consumer or user. Such activities include the movement an storage of goods as well as promotional, financial and legal activities involved in the transfer of ownership .

1.9.4 DISTRIBUTOR

An intermediate in a two channel level of distribution who buys directly in bulk from the manufacturer or act as an agent to the manufacturer and sells in bulk to retailers.

1.9.5 DYEING

Process of imparting colour onto textile materials.

1.9.6 MADE-IN-NIGERIA TEXTILE PRODUCTS

Textile products that are made, produced or manufactured in Nigeria by Nigerian textile companies e.g Nigerian lace, Top wax, Super wax, Real wax, Super print, Blankets, Napkins, Tissue papers, Tarpaulins, Jute and Polypropylene bags, Carpets etc.

1.9.7 MANUFACTURER

A firm or industry that produces goods from the raw material to the finished Product either for use or consumption.

1.9.8 MARKET

The set of all actual and potential buyers of a product; Gathering or a place for the sale of goods and services.

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1.9.9 MARKETING

Getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotion.

The performance of business activities that direct the flow of goods and services from the producer to the consumer or user.

1.9.10 MARKETING MANAGEMENT

The analysis, planning implementation and control of programs designed to create, build and maintain mutually beneficial exchanges and relationships with target markets for the purpose of achieving organisation objectives.

1.9.11 MARKETING MIX

The particular blend of controllable marketing variables that the firm uses to achieve its objectives in the target market.

1.9.12 PRICE

Amount of money for which a product is bought or sold. Or "The sacrifice made by the consumer for consumption of the "Quality" in the product.

1.9.13 PRODUCT

Anything that can be offered to a market for attention, acquisition, use or consumption; something that is viewed as being capable of satisfying a need or want it includes physical objects, services persons places, organisations or ideas.

1.9.14 QUALITY

Degree of excellence, "Fitness for purpose," value attached to any product which may serve as a source of stimulation to the consumer to make him/her demand for the product.

1.9.15 RAW MATERIALS

The fundamental and basic needs of an industry for the manufacture of a product; The starting material for the production of a product.

1.9.16 RETAILERS

Any business or person involved in selling goods services directly to the final consumer.

1.9.17 **SPINNI NG**: The process of converting fibre into yarns (threads).

1.9.18 **WEAVING** : The process of converting yarns into fabrics (cloths).

1.10 ABBREVIATIONS

ATL_ Arewa Textiles Limited.

DGT_ Dangote Textiles Plc.

FTL_ Funtua Textiles Limited.

GKY_ Gaskiya Textiles Plc.

KTL_ Kaduna Textiles Limited.

MAN_ Manufacturers Association of Nigeria.

MNTP_ Made-in-Nigeria Textile Products.

NNIL_ Northern Nigeria Investments Limited.

NNDC _ Northern Nigeria Development Company.

NUTGTWN_ National Union of Textile Garments and Tailoring workers of Nigeria.

NTM - Nigerian Textile Mills

UNT PLC - United Nigerian Textiles PLC

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

After a thorough and exhaustive search, it has been found that not much study has been carried out on the acceptability of made-in-Nigeria Textile products (henceforth called MNTP). Broadly speaking, literature in this field is scarce. This indicates that research on the acceptability of MNTP is a new field and this particular study could be a pioneering work in this area.

However, a lot has been said and written in respect of marketing of Made-in-Nigeria goods generally and MNTP in particular. In this regard, most of the literature shall be centered on marketing of made-in-Nigeria Textile product.

For a proper understanding of the topic under consideration namely "An assessment of the market acceptability of Made-in-Nigeria Textile products," the historical development and goals and objectives of Textile companies in Nigeria have been reviewed. The operating marketing environment, buying motives and habits of Nigerians, common marketing strategies employed by Nigeria Textile companies , market performance and factor militating against the marketing of MNTP are other prominent topics discussed in this chapter.

2.2 HISTORICAL DEVELOPMENT OF TEXTILE INDUSTRIES IN NIGERIA

2.2.1 THE ART OF TEXTILES IN NIGERIA BEFORE THE ADVENT OF THE MODERN TEXTILE INDUSTRIES.

The art of textiles worldwide dates back to the era of the early man and, in Nigeria from time immoral.

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Cotton which in the single most important textile fibre (raw material) has been cultivated along side other cash crops in Nigeria for many centuries ago. It is on record that cotton has been a staple of Hausa land for general centuries. Cotton was produced in abundance in areas such as Kano, Katsina, Zazzau and Zamfara[35]. Leo Africanus an European traveller, during his visit to the suddan in 1513-1515, reported having seen numerous cotton farms and confirmed that cotton was produced in large quantities by farmers in rural Kano[36].

According to Mukhtar (1994), the antiquity of cotton production in Kano and neighbouring areas as an industrial crop suggests the ancient origins of cotton trade and textile production. Cotton, which was traded locally and over long distances was purchased by over long distance was women who used it as a raw material for the spinning of various types of threads.

The art and craft of spinning cotton into yarns using the traditional spinning mechanism (the distaff) is a common practice all over Nigeria.

In Kano and other areas of Hausa-Land, spinning was done by women. In the 19th century women, both young and old did engage in this industry. The industry was commonly practiced in almost all house holds. So common was spinning that the instruments of production of the industry were a necessary part of bridal wealth in Kano[44].

In 19th century Kano, spinners in kano Emirate produced three main types of threads. These threads were 'abawa', a very thick but weak thread; 'arafiya' a fine thin and strong thread and 'tsaniya' a silk thread. The silk thread, however, was not made from cotton but from cocoon of the Anaphe catapillar (month) locally called yayan tsaniya 'These' Yayan

tsaniya were collected boiled, filtered and spun into silk threads. All these forms of thread were used by the weaving industry for stitching and embroidery.

According to shea (1994), the history of weaving in Africa is thousands of years old, and pieces of woven threads have been found in the tombs of the pharoabs in Egypt, shea pointing out that the great variety of weaving methods in Nigeria, however, suggests very strongly that the techniques were independently developed in Nigeria a number of tribes in different communities and not borrowed from outside. This does not, however, exclude the likelihood that some groups have gained from observing the techniques of others [46].

In a related development Mukhtar (1994) reported that weaving was a very important and wide-spread craft in precolonial Kano. Speaking further, he said, "even during the colonial period there were more weavers in each district than any other craft group."

Table 1: Figures of census of craftsmen conducted in 1924 and 1925 for Ungogo and Tudunwada districts.[44]

UNGOGO	1924	TUDUN WADA 1925
Blacksmith	64	213
Buthchers	32	280
Dyers	106	429
Leatherworks	15	95
Weavers	773	1,840

Source: N.A.K, M.L.G 525/1924, Ungogo District Assessment and N.A.K S.N.P 2909/1925, Tudunwada District report, Kano Emirate.

The following are a few examples of the many and varied traditionally woven clothes in Nigeria using mostly the vertical horizontal and narrow band handlooms. Gwado, majanyi

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-Hausa names for traditionally woven bed spread and baby back-support respectively. Aso-oke - Yoruba type of hand loom made fabric mostly worn on big occasions and ceremonies. Gandu - Higgi royal gown made from hand woven cotton fabric. Kano, bida, Okene, Akwete, Abeokuta, Adamawa and Lantang are very notable areas where varied and elaborate traditional handloom fabrics are produced in Nigeria as reported by Eicher (1976).

There have been developed over the centuries many different kinds of dyes and art of dyeing in Nigeria [46] most popular is the pit (indigo) dyeing practiced all over Nigeria notably in Kano, sokoto, Zaria, Bida and Ilorin in Northern Nigeria and Ogbomosho, Ibadan, Oyo, Ondo, Abeokuta and especially around Osogbo (often known as home of dyeing) in Southern Nigeria[3] Eicher (1976) however, stated that, it is not known when Nigerian people began practicing the craft of indigo dyeing, but the importance of dyeing in the ancient Yoruba area is illustrated by the fact that it was practiced everywhere, even in the smallest villages even family compound had a dyeing yard behind it or close to it (Tie and dye, Batik (resist) dyeing are other methods commonly employed to produce varieties such as Adire, hand stitched Alabere etc other textile crafts include embroidery, Applique drawn work etc[13]. Yard behind it or close to it.

Shea (1994) also acknowledged the fact that dyers in Nigeria have used different plants as the source of the dye, and the technology has also differed some what from area to area. Tie and Dye batik (resist) dyeing.

In much of Nigeria, the traditional method for finishing cloth before it was sold or worn was to beat it with a very heavy mallet. This is not done by the same beater who beat Sluni into dyed cloth. This beating in done to make the cloth smooth and soft, and in the

process the garment is folded and beaten so that it lies neatly[46]. As a result of the abundance of traditional textiles in Nigeria the following observations were made.

Venice and Judy (1980) observed that, the visitor of Nigeria is ordinarily impressed at first by the textiles. The tremendous variety, beauty, flamboyance colours, textures, elegance and style are immediately striking. And wade and wade (1989) noted that, good cloth is treasured throughout the country and many who acquire cloth might do so for the future.

Similarly shea (1994) reported that women and men sometimes store impressive amounts of cloth as well as finished clothing and it is not unusual for people to have clothing which belonged to their grandparents or which are even older than that. The national passions for beautiful textiles is the result of many centuries of development and of considerable investment in time, energy, enterprise, ingenuity and capital in developing what is now, and has been, one of Nigeria's most important companies- Textiles.[46]

In summary it suffices to say that the variety of Nigerian textiles is rivaled only by the variety of technologies which have been developed to produce these impressive attacks, these technologies have developed over many centuries, and they have varied from area to area within the country as well as overtime. However, partly because of the desire for variety, the development of new technologies has largely been accretional - that is a new technology is often welcomed and employed alongside older technologies. As put by shea (1994), very seldom have older technologies been discarded altogether, as many ancient procedures are still practiced in parts of the country alongside modern techniques.

2.2.2 THE EMERGENCE OF MODERN TEXTILE INDUSTRIES IN NIGERIA

The modern textile industry in Nigeria is relatively young compared to the textile companies of developed and industrialised countries. The first textile mill was established in the early 1950s and the industry began a somewhat confused and explosive growth a few years later. The problems of the industry have multiplied since those easy beginnings [45].

There seem to be a disagreement about the very first fully automated textile industry to be established in Nigeria. While some literatures indicated that it was Nigeria Textile mills Lagos, others opined that it was the Kannson singlet factory, also established in Lagos. Many more literatures have, however, reported Kaduna textiles limited to be the pioneer textile factory established in Nigeria.

According to one news paper report (date unestablished) as narrated by Elesho of the National Union of Textile Garment and Tailoring workers of Nigeria (October, 1995), the first real textile manufacturing concern in Nigeria dates back to the era of the 'Kanson singlet factory' originally established at the present site of University of Lagos and later transferred to Ikorodu. Gunilla and Andrae (1980) stated that Kaduna Textiles limited, the second oldest textiles mill in Nigeria, began production already before independence in 1960. This report was, however, short of mentioning the first textile mill in Nigeria.

Belau (1997) reported the Kaduna textiles limited (hence forth referred to as KTL) which is situated at the industrial area of Kaduna south along textiles road, as the first textile manufacturing establishment in Nigeria and was incorporated in November, 1955, but actual production commenced in February, 1957.

The National Union of Textile Garments and Tailoring workers of Nigeria (hence forth referred to as NUTGTWN), in its trade union Education handbook (1998) stated that, Nigeria's textile industry is the third largest in Africa, next only to Egypt and south African. The oldest mills are Kaduna Textiles limited (KTL) established in 1957 and Nigerian textile mills (NTM) Ikeja, Lagos, established in 1962. In a similar report, Elesho (1998) pointed out that modern processes of producing textile fabrics based on employment of advanced technology and well delineated industry started in the 1950s with the incorporation of Kaduna textiles in November, 1955. Elesho in the same report stated that Norsprin - now Nortex was established in 1962 United Nigerian Textiles Plc (UNTPLC) in 1964 and Zamfara textiles in 1963.

From the ongoing, it in apparent that there are more consistent claims on Kaduna textiles limited as being the first modern textile industry in Nigeria and for this research, KTL is adopted as being so.

A brief history of some selected textile companies are given below.

Processes involving the act of spinning and weaving in Nigeria dates back to about 15th century. But modern processes of producing textiles fabrics based on the employment of advanced technology and well delineated industrial processes started in the 1950s with the incorporation of Kaduna Textiles Limited (KTL) in November, 1955. Production actually commenced in February 1957 with one shift and by July 1958, the company had developed into one with three shifts. By 1960, the company had about 2,700 workers producing 50 million meters of baft and shirting [41].

Belau (1997) reported that from inception, KTL entered into a Twelve year managing Agency agreement with DWS, a wholly owned subsidiary of David white head and sons (Holding) limited of the United Kingdom appointing them the site and exclusive managing Agent. The managing Agent was to receive 2% of the cost of any plant expansions it implemented , or its services in planning each expansions or buying equipment and supplies as commission, in addition to a management fees. This agreement was extended in December 1968, but backdated to October, 1967 to include all purchase made by the managing Agent on behalf of the company.

Sincere in a production department, there exists a marketing department in KTL. Belau (1997) is reported as saying "The marketing department of KTL, also called the commercial department, is headed by the marketing manager. The chief Accountant also comes under this department and they all report directly to the Assistant General Manager. The warehousing and purchasing unit is also under the commercial department".

Table 2: KTL's Organisational arrangement of the marketing department as at 1997.

ASSISTANT GENERAL MANAGER		
COMMERCIAL DEPARTMENT		
Warehousing/Purchasing Marketing Unit	Chief Accountant	Sales And Marketing Manager
Commercial Manager	Store Controler	Financial Assistant

As from early 1980s during the emergence of austerity measures, the company witnessed a turbulent operational and management crises which lasted for more than a decade. By October 1991 Kaduna Textiles Limited was already on the road of decline due to lack of appropriate technical and managerial capability, deficient environment and an unhealthy industrial relation atmosphere which has made the company to lose its credibility with customers and suppliers alike. The government of the Northern states under the auspices of Northern Nigeria Development company (NNDC) decided that the company should be placed under the direct management of the investor-manager, churchgate companies (Nigeria) limited to reliabilitate and resuscitate the company so as to save it from total collapse. As at November, 1998 the company is once more in full operation under a peaceful atmosphere.

According to Tony (1997), Arewa Textile mills which was established in 1956 was officially opened in November 1957, with a production capacity of 288 looms in one mill, producing Baft, drills and shirtings.

In 1971 the company commissioned a project for the extraction and weaving of polypropylene which produced about 10,000 yards of sacking and bailing material per week. By the end of 1989, Arewa Textiles mills had 2,214 looms and was producing about 8 million yards of cotton cloth per week. As at (1997) ATMs had 4,755 work force made up of 15 various departments with weaving department having the highest number of 1,575 workers.[Tony] This report was also given by Gbenga (1997). who pointed out that, the company which had an initial capital investment of 3 million pounds in 1956, is a public liability company and is jointly financed by three financial institutions namely:-

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Northern Nigeria investment limited (NNIL)	20%
Northern Nigeria Development Company (NNDC)	40%
David whitehead and sons (Holdings)	40%

Reporting further, Gbenga stated that ATMs has not experienced much loss since inception and, it has always ploughed back the profit it realised with having to sell shares to the public, in spite of the fact that it always faces stiff competition from other mills.

It has been argued that the shirting, drills and bafts produced by KTL is much superior to those produced by ATMs However, users of their products are of the unanimous opinion that ATMs printed materials are rated most superior of all the prints in the Northern zone. In relating the history of united Nigerian Textiles (UNT) plc Magaji (1997), said that United Nigerian Textiles Limited (UNTL) was incorporated in Nigeria on 7th May, 1964 and commenced operation at the beginning of 1965.

The company started as a finishing plant importing grey fabric as its man raw material. Following Federal Governments policy on backward integration in June 1967). It established both spinning and weaving departments to produce the hitherto imported loorn state grey fabric from locally cultivated cotton. In the same year, UNTL acquired a controlling interest in Zamfara Textiles companies Limited (ZTIL) at Gusau. This enhanced the steady supply of the much needed baft for its then highly efficient finishing plant producing highly sophisticated wax in the country and indeed in West Africa.

In 1976, UNTL conceived the idea of establishing a textile factory to produce materials quite different from the conventional products of both Kaduna (UNTL) and Gusau (ZTIL) factories. This was successfully incorporated and established in 1977 at Funtua

under "our policy of even spread". Funtua Textiles Limited (FTL) now produces high quality be - sheets, pillow cases and a blend of cotton / polyester fabrics which could be put into other uses.

In 1980, UNTL, bought off Northern spinners (NORSPIN) and, on its premises a subsidiary UNITEX Limited and an associated company SUPERTEX Limited were set up. UNITEX is a spinning plant which produces yarns for the sole consumption of UNTL and SUPERTEX limited is a finishing plant producing wax prints. However it (supertex) has recently embarked upon backward integration.

UNTL is now a group of six companies, spread over five states namely, Kaduna, Katsina, Zamfara, Sokoto and Lagos with its products being distributed throughout the country. It also makes special products for export to the neighboring ECOWAS countries as well as the United state of American (U.S.A).

THE INDUSTRY AS A WHOLE

The Textile industry in Nigeria is a little over 40 years old [39]. It in primarily engaged in the process of spinning, wearing knitting dyeing printing and finishing. Other intermediary processes of production include washing, blowing, cone winding, design and engraving, colour mixing packaging, singeing mercerising etc.

The industry is labour intensive engaged in the production of shirting, baft, yarn, superprint, realwax, lace, suiting materials, local jacquard, guinea brocade, carpets, sports wears, towel, stockings, blankets, bedsheets, jute and fishing nets etc. Raw materials are cotton, chemicals, dye stuff, polymer polypropylene wrapp, paraffin wax stanch hydrogen peroxide, Alkali etc[41].

The Textile industry grew and prospered until the second half of the 1970s, when it then started to decline till now due to a combination of factors such as competition from cheaper and superior imported/smuggled products, a shift in taste to synthetic and synthetic/ cotton blends of textile products, lack of management - initiatives, resourcefulness and foresight, rising cost of labour and raw materials etc[38].

According to Tony (1997), there are about 200 textile companies in the country presently. A different source Elesho (1998), however reported that, today, there are 113 organised textile companies in the country distributed as follows:

TABLE 3: Distribution of organised textile companies in the country

Kaduna /Jos /Zaria /Ilorin	18
Kano	18
Eastern Area (Asaba, Onitsha, Aba, Sapele and PortHarcourt	8
Lagos	69

Source: Elesho Textile workers House

The distribution of the companies is influenced by factors such as proximity to sources of raw material, markets, source of capital and political considerations among others.

Such companies located in Kaduna, Jos, Zaria, Kano, and to a less extent Ilorin can be said to be influenced by the availability of cotton in the area which is an important raw material for the industry. companies located in Lagos area are influenced by the existence of market and proximity to sources of capital (Lagos being the most developed commercial centre in the country). The existence of a developed transportation net work as railways makes it possible to transport cotton from the North at cheaper cost, while proximity to ports makes

it possible to import chemicals at relatively cheaper cost. The combined effect of this accounts for the high concentration of textilecompanies in Lagos accounting for 61% of companies in the sector.

In the case of the companies in the east, they are influenced by the combined factor of political consideration and availability of market. A company like Aba Textiles PLC that was a joint venture between Indian head mills incorporated at Masauchusset (USA) and the forms eastern Region of Nigeria can be said to be partially influenced by political consideration.

PRODUCTION INDICES

The trend of growth in the textile industry in Nigeria in terms of spinning capacity has been on the increase in the past three decades. The industry has witnessed a ten fold growth in its spinning capacity in less than 30 years from about 71,000 spindles in 1962 to 732,000 spindles in 1989, and an eight fold growth in its weaving capacity over the same period, from 2,016 looms in 1962 to 25,277 looms in 1989[39].

Elesho (1998) reported that the industry which has investment of ₦30 billion with installed capacity of 1.7 billion meters of cloth per annum and 250,000 workers operate at 40.3% capacity utilisation as at June 1996. This approximate employment in the industry at 100,925 workers and production level of 686,290,000 meters of cloth. In 1995, the industry attracted total investment of ₦219.61 million for the first half of 1996, it attracted investment of ₦104.64 million.

Average annual output based on reports of manufacturers' Association of Nigeria (MAN) between January 1993 to June 1996 is ₦557.43 million. Average yearly output

represented by turnover over based on idependent survey of nine companies covering the period 1990 - 1996 is ₦1,017,952,927.18. Average annual turn over for big companies such as UNT plc and Afprint are as high as ₦3,721,532,000.00 and ₦2,540,807,667.67 respectively.

TABLE 4 Industrial Performance 1993 - 1996

Period	Capacity Utilisation (%)	Output (₦ million)	Investment (₦ million)
Jan - June '93	36.37	881.19	-
Jan - June '93	39.28	1,445.51	-
Jan - June '94	32.32	994.32	60.59
Jan - June '94	40.12	1,373.42	-
Jan - June '95	35.12	2,511.13	49.32
Jan - June '95	41.25	2,915.52	170.29
Jan - June '96	40.37	3,535.94	104.64

Source: MAN Half-Yearly Economic Review.

Obinna (1998), also reported that present capacity utilisation of the industry is 48.6%, producing about 146,000 metric tons of yarns. The Textile worker June, 1998 reported that, today, textile has grown to be the second largest subsector of the manufacturing sector with about 198 textile and allied companies with a total investment of ₦30 billion and annual turnover of ₦20 billion. At full capacity the industry is capable of employing 20,000 workers producing 1.4 billion meter of cloth produced from 21,00 looms. Installed spinning capacity in 300,000 metricons turns per annum.

The unguarded spectacular expansion in the industry backed by little or no market research and projection, may in part be responsible for some of the trouble in which the industry finds itself today. Shortage of stable cotton produced in Nigeria, rising cost of raw materials, minimum wage legislation are leading factors affecting the industry according to manufacturers. Because of these problems they say, their products fail to compete favourably in the market against / with the cheaper and superior imported struggled foreign products.[39]

Commenting on the problems of the industry the Textile workers June (1998) reported that, a major problem that seems to be holding the textile industry back are external factors such as constraining marketing situations compounded by government economic policy direction. The combined effects of all these the paper added, has led not only to increasing cost of production but also unfavorable competition with foreign made products. Take for instance the case of libralisation of trade. This particular policy has legitimised smuggling as well as narrowing the local market. Even rag can now be imported without restriction. Of course, rags may not be imported but fabrics produced at rag value such as under situations of child, slave or forced labour, as is the case with goods produced in the free trade zones known as Export processing Zones (EPZ), will be imported which attract very low prices, lower than the production cost of made-in-Nigeria fabrics. This undermines what ever coping strategy the companies are marking the paper added.

At the moment government's involvement in the aspect of ownership and control of textile companies in Nigeria is minimal. As compared to the 1960s through to the mid 1980s, ownership is predominantly joint venture between Asians (Chinese, Japanese and Indians) and Lebanese on one hand and Nigerians on the other. The foreign partners provide technical and managerial expertise.

TABLE 5: Turnover of the Companies for the period 1990-1996.

Company	1990	1991	1992	1993	1994	1995	1996
UNT/Plc	939,625.00	1,514,830,000	2,607,990,000	3,454,791,000	3,991,922,000	9,820,034,00	not rleased
Arewa	171,148,270	202,210,191	89,333,834	559,319,468	703,56,178	1,018,649,082	1,246,754,727
Zamfara	129,246,747	162,844,729	246,765,825	364,459,860	404,700,000	1,200,000,000	not released
Funtua	71,846,526	94,653,762	142,414,865	257,111,155	351,000,000	656,000,000	not released
Unitex	n.a.	147,210,492	227,156,376	251,400,000	134,500,000	above 1 b	not released
Abatex	n.a.	n.a.	145,249,000	268,985,000	107,293,000	313,989,000	not released
Afprint	n.a.	n.a.	n.a.	n.a.	1,775,423,000	2,679,000,000	3,168,000,00
Enpee	n.a.	n.a.	n.a.	n.a.	361,370,000	645,220,000	384,020,000
Asaba	n.a.	n.a.	n.a.	n.a.	486,784,000	1,090,000,000	not released

n.a not available
* - fiture is for the first half of the year
Sources: (company's Reports and Newspapewr reports.

Just like the industry depends on foreign technical and managerial expertise, so also it depends on foreign technology largely from Europe and Japan. Also apart from cotton, most other inputs such as chemicals, dye-stuffs etc are imported Even cotton, there are indications that locally produced cotton alone cannot meet the requirement of the industry. Because of the high import component, the industry is said to be import - dependent.

From the foregoing discussions it is clearly understood that all the various processes of textile manufacturing have been in existence in Nigeria before the advent of modern (fully automated) technology. From growing the cotton (major raw material) itself, notably in Northern Nigeria where the plant has a favourable growing condition - even distribution of rainfall, abundant sunshine in addition to large expanse of arable land and abundant labour, to spinning, weaving and finishing textile crafts which have been in practice long time ago throughout the geographical spread of the country. As from the middle of the 19th century modern textile companies were established with more sophisticated technologies that surpassed the traditional methods. From then these companies have continued to grow and expand at a steady rate, although, with some difficulties. Numerically their number grew from less than ten before Nigeria independence to about 200 today 38 years post independence. In sophistication and versatility, a good number of them rank equally to the best textile companies in modern times. Today the textile sub-sector is the largest sub-sector of manufacturing in the nation's economy. Second only to food and beverages in terms of capital investment and output. Contributing to labour 16.1% of the manufacturing sectors VAT.

With regards to manufacture, although the modern techniques have far dominated the industry, the traditional manufacturing processes (still very much in existence) are widely practiced especially in the less urbanised areas. And Nigerian traditional manufactured textiles are equally still greatly valued and esteemed among Nigerians and beyond.

2.3 *GOALS AND OBJECTIVES OF TEXTILES INDUSTRIES IN NIGERIA*

The goals and objectives of Nigerian Textile Companies though stated in different ways by different companies are basically the same. According to (UNT) Plc Anual report (1997) the united Nigerian Textile limited Kaduna in 1964, has it as its main goal since inception to satisfy its numerous and valued customers and remain among the nation's biggest image makers in the Textile manufacturing industry, Magaji (1997) in a survey of the marketing problems of Nigerian manufacturing industry stated the objectives of UNT Plc as follows:

a. To design the product to meet the specific requirements of both local and international market.

b. To produce good quality textiles to their customers at a cheaper rate.

c. To be able to satisfy their customers needs and render sound services to the nation.

d. To be able to maximized profit and at the same time provide high quality products to the customers.

On the whole the main thrust of the textile manufacturing companies in Nigeria is the production of cotton and blended fabrics for the home market, whereas the main objective of the establishment of mechanised companies in the country is making available an import

substituted alternative source of textile goods for the popular. This saves foreign exchange which is ever becoming scarce.

Secondly, textile companies play a vital role in the achievement of all round industrial take-off in a companies country such as Nigeria.[23] For example Afprint established in 1966 with a printing mill to process imported cloth under took a major investment in spinning and weaving in 1972, engaged in backward integration and established Afcott Yola in 1986 for farming and processing cotton. Afprint undertook another step in backward integration in 1987 by promoting Aflon to produce yarn using rotor spinning technology. Aflon has subsequently emerged as a major exporter of yarn. Unrelentlessly the group established sunseed Zaria, in 1997, an integrated oil mill project, identical to Afcott, which will produce 14,000 tons of vegetable oil, 35,000 tons of oil cake per annum and gin which will produce 15,000 tons of unit per year. [47] Afcott and sunseed operate an extension program involving about 20,000 farmers who cuttivate 26,000 hectares of cotton. Quoting the company Obinna (1998), reported it as saying "Our extension farmers are provided with a comprehensive range of services, starting from land sourcing and cultivation to the provision of loans and inputs".

The above stated expansions and diversification has been achieved by a policy of continuous investment in various priority sectors of the economy which is among the leading goals of the Nigerian textile companies.

2.4 THE MARKETING ENVIRONMENT FOR MADE-IN-NIGERIA TEXTILE PRODUCTS.

To facilitate understanding of the marketing environment for made-in-Nigeria textile

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products it is necessary to highlighting, the nature and functions of market

According to American marketing Association-AMA (1960), marketing is a business function concerned with the performance of activities "that direct the follow of goods and services from the producer to the consumer or user. Heskelt said marketing is "a process in a society by which the demand structure for products, services or ideas anticipated are controlled through their conception, promotion, exchange and physical distribution."

While (AMA) conceives marketing as distribution of goods and services, Heskelt believes marketing starts even before production. The most acceptable definition of marketing in recent times however, is that of Kotler who says marketing is analysing organising planning of activities with a view to satisfying the needs and wants of a chosen customer groups at a profit. This definition points out that marketing not only takes place before production but works through achieving both the aspirations of consumers and those of the business as well.

The American marketing Association definition has been criticised and considered absolute by marketing scholars of recent times for two reasons. First the performance of marketing activities is no longer the exclusive preserve of business organisations. for example political parties advertise and charitable organisations solicit for funds, while religious denominations canvass for converts. The second inadequacy of the definition is that it implies marketing starts only after goods and services have been produced and end after they have been sold.

Nowadays most marketers first conduct marketing research to find out the needs of their customers in order to know the right product to make and in what form. The marketing

manager sometimes, after the sale of the commodity, tries to ensure that the product satisfies the customer. The manager does this by providing after - sales services such as transport, guarantees, repairs and maintenance.

In consonance with the above observation contemporary marketing may be defined as "*consisting of individual and organisational activities aimed at facilitating and expediting* exchanges with a set of dynamic environmental forces.[31]

This definition implies that:

1. Marketing activities may be performed not only by business organisations, but by individuals and non-business organisations e.g. a new general manager has to be able to market himself to his subordinates so that they will willingly accept his instructions.
2. Marketing consists of activities aimed at ensuring that the right product is available to the right customer at the right place at the right time and at an affordable price.
3. The ultimate goal of marketing is to bring about an exchange of things of value (goods and services) between the product and consumer e.g united Nigerian textile plc through marketing activities exchange cloths for the consumers money, "The primary basis for marketing exists if and only if, two or more parties (persons or organisations) possess things of value to other(s)[32]
4. Marketing starts ever before the products to be sold are produced and should continue after exchange until the consumer is satisfied that the product has met his needs.
5. Things of value other than goods and services, may be the objects of exchange kolter (1972). Organisations (such as clubs, banks etc and persons-such as celebrities and

political candidates,) may be "marketed". Places such as resort centres and factory sites may also be marketed. Social causes and programmes such as "smoking is dangerous to health" "we cloth the world"' are being marketed.

6. Marketing takes place within a dynamic environment. The marketing programmes of any person or organisation are contained by factors outside the control of the marketing manager such factors which include: technological changes, competition, culture, politics, government laws and regulations and socio-economic policies affect an organisations marketing activities to a large extent. Analyzing the later definition Agbonifor (1989) noted that marketing is a perversive and complex series of activities whose outcomes affect, not only the fate of the marketing organisation, but the welfare of consumers and society in general.

2.4.1 The Marketing Concept

The marketing concept as a philosophy of business was articulated in the united states of America in the late 1950s. Before then there were two dominant orientations, one preceding the other. The first was the product orientation. Here management reasoned that in order to make profits, a business organisation should seek to produce a well engineered well manufactured, and fairly priced product. The emphasis was on mass production of goods as a way of reducing costs. It was believed that a good product could literally sell itself. However, experience soon showed that mass production only led to excess products. Attention then shifted from the product to selling which was then solely relied upon to dispose of the excess created by mass production. Under the sales orientation, the emphasis was on selling techniques such as advertisement, sales promotion and the use of salesmen.

The inability of the sales orientation to solve the problem of glut eventually led to the emergence of the marketing concept which focuses on the needs of customer. The marketing concept advocates that the business organisation should take its direction from the market-place by seeking to identify and satisfy the needs of consumers. If this is done, the attainment of the longrun goals of the company is enhanced. This is so, since consumer patronage is a pre-requisite for the firms survival and for the achievement of its goals.[35]

2.4.2 Marketing Function

It is necessary to highlight marketing function to determine in later analysis whether those functions are performed by manufacturers and distributors/retailers of MNTP. Marketing functions are those economic activities which producers, middlemen and facilitating agents (such as transport and ware-housing firms) perform in order to expidite and consummate exchange. These include:

a. Product planning and development - this is the process by which producers identify the needs of consumers and select and develop products to satisfy them.

b. Buying - this involves searching for, evaluating and purchasing goods that will appeal to customers. . Elucidating the market concept, Agbonifoh (1989) is of the view that consumer patronage is a pre-requisite for the firms survival. According to him, the marketing concept presupposes that the profitable satisfaction of the needs of consumers can best be achieved by coordinating and integrating all the activities of the organisation. This minimises conflict and the concomitant dissipation of energies over unproductive activities. Of recent, there have been arguments that business organisations should not only seek the satisfaction of the needs of consumers but

should consider the overall welfare of society in all its actions. This broadened version of the marketing concept as reported by Agbonifoh, is called the social or *societal marketing concept. Marketing function is performed by all middlemen* who must decide what range and kinds of products to stock. Producers also make purchases to aid their production process.

c. Promotion - Every seller, either a producer or a middleman, makes some effort to communicate with consumers in order to inform them about the company's products and to persuade them either directly or indirectly to buy them. Major promotional activities include advertising, personal selling and publicity.

d. Pricing - this is the task of deciding what the buyer should pay for the product. It also includes decision regarding discounts which is done by both producers as well as middlemen.

e. Distribution - involves the movement of goods from the place of manufacture to the point of sale or consumption. It includes the handling and storage of the products until they are required by customers.

f. Risk-bearing - when producers produce in anticipation of demand and, whole salers and retailers buy and stock commodities on the assumption that consumers will be willing and able to buy them both producers and middlemen bear the risk that the goods may never be bought or that they may be purchased at a price much lower than that anticipated.

g. Standardisation and grading. In preparing goods for sale to consumers, it is necessary to sort them on the basis of weight, quality, size, colour and quantity standards. This

provides the consumer with choice of his desire.

f. Financing - producers help in financing the operations of middlemen in the same way that some wholesalers finance some retailers. when a producer or middleman sell on credit, he is financing the buyer. It is like loaning money to the buyer to buy the products on the agreement that he will repay the loan and the accrued interest at some specified future - date.

There are indications that some Nigerian textile companies do not perform most marketing functions. According to Umesi (1981), two weaknesses of the industry which makes it unable to complete favourably with its overseas competitors are:

1. Lack of marketing functions in changing the consumer tastes and
2. Lack of proper marketing skills in running the industry.

In a related development Gidado (1981) contended that marketing tries to solve the problem of needs of the people, and where these needs are not apparent, it should create one. Gidado stressed that the issue of communication and free movement (lack of transport, bad roads, rails etc) contribute to the problems of distribution of textile products in addition to other marketing problems of the industry. Lamenting further, Gidado pointed out that Nigeria has little or no statistical data which is necessary in planning of marketing strategies by textile companies. He argued that in addition to inadequate statistical data was lack of urban rural central planning which would have helped the industry in planning its growth and distribution channels in the appropriate direction. "Even where the plan existed it is never adhered to strictly," Gidado lamented.

2.4.3. The Marketing Environment

Marketing has been conceived of as being practiced in an environment that is in a constant state of flux.

Kotler (1972) says that this environment consists of "the totality of forces and entities that surround and potentially affect the marketing of a particular product". In this direction, Marking environment has been divided into two major categories viz:

(a) Internl Marketing environment (b) External marketing environment.

The internal marketing environment is made up of those variables or forces that are internal to the company but which are outside the direct control of the marketing manager. Notable among these factors are the goals, orientations, plans and actions of the production, personnel, finance, accounting and research and development departments. For example, unless the finance department is able to raise the needed funds, unless the personnel department can recruit well-trained and experienced marketing personnel and unless the production department can produce enough to meet demand and consumer's quality standards, the ability of the marketing department to perform might be in serious jeopardy.

The external environment is made up of variables outside the firm as a whole, and it is generally regarded as being outside the control of the marketing manager. This environment (factors) consists of economic technological, socio-cultural, competition, legal and political forces. Because they are outside the control of the marketing manager they are sometimes referred to as uncontrollable variables. However, many firms acting jointly, may in the long run be able to exert some influence on them. Examples of some forces in Nigeria that are of relevance to marketing are the austerity measures enshrined in the

economic stabilisation Act, 1982, inflation, scarcity of essential commodities, smuggling and unemployment.

These forces effect textiles to a considerable degree as noted by Arewa textiles.

The chairman ATL (1982) stated that, "in April, 1982, the Federal Government introduced austerity measures by means of the economic stabilisation (temporary provisions) Act, 1982. It is my view that these measures were necessary to revamp the economy, but inevitably will affect the performance and result of your company for sometimes to come. We must strive to improve our efficiency and cut down on costs so as to enable us pull through this trying period by an extra ordinary performance by every member of the company"

"For sometime now, your company has faced increasing difficulties in meeting its payment obligations to overseas suppliers on due dates as a result of the Central Banks slowing down of remittances in foreign exchange. This state of affairs will naturally put constraint on our ability to obtain essential supplies from foreign sources resulting in reduced flow of goods".

Speaking further, the chairman said, the future of textile industry in Nigeria is still bleak when one considers the stiff competition from smuggled goods that have flooded the market. The ever increasing cost of production resulting from labour costs and rising cost of cotton and imported chemicals and dyestuff has worsen the situation, he lamented.

In a related development, the chairman UNT Plc (1974), stated that the economic measures adopted by the government during the year 1994 severely affected the manufacturing sector leading to a decline in output, a situation widely blamed on insufficient

funding of the foreing exchange market and political instability. Although the policy measures of the government for that year were aimed at assuring real growth and pegging inflation, the measures remained largely unsuccessful. The reversal of deregulation by the reintroduction of fixed exchange and interest rates at ₦22 to one US dollar and 12 - 15% respectively gave rise to serious stress in the financial system. The increase of the pump price of petroleum products during the year combined with the harsh economic conditions rendered the purchasing power of the general populace very low and this had a direct bearing on the marketing of textiles. Commenting on marketing and export, the chairman said, right from the beginning of the year the market had remained dull for over eight months due to economic recession, social disturbances and high rate of inflation. Export trade was also disrupted by the devaluation of the CFA which made Nigerian goods less competitive in the neighboring countries.

The sudden devaluation of the CFA by 100% had an unfavorable effect on our export trade throughout the first eight months of the year".

However, in the last quarter when market forces in the neighboring countries eventually adjusted to the devaluation and people realised that our products were still highly qualitative, a tremendous improvement in sales were recorded, thereby scaling down much of the earlier loss incurred at the beginning of the same year. It became apparent from this development that quality products would always sell regardless of the state of the market [23]

The chairman Nichem Textile Companies Plc (1997) in a statement on the "operating environment" also observed that the Federal Government has committed itself to improve fiscal discipline, resulting in budget surplus and positive balance of payment, as well as

reduction in National debt, inflation and interst rate. The achievements, said the chairman, were at the expense of servicing fully local and external debt.

Economic growth was sluggish due to liquidity squeeze, high level of unemployment, high overhead costs, inadequate infrastructural facilities and declining consumer punchasing power which resulted in inventory of unsold goods. Among the key issues the organisation wants the government to address, as put by the chairman are:

(1) Enhancement of real disposable income to stimulate consumption led growth with the resultant multilier effect in the production sectors as this holds the key to rapid economic recovery.

(2) Efficient distribution of petroleum products around the country so that effective like mass movement of goods and services can be achieved to encourage production and consumption.

Still on the marketing environment for MNTP, Gbenga (1997) reported that the manufacturers of textile materials in this country have always pointed accusing fingers at external problems notably Smuggling and government policies as the cause of their problems. While some manufacturers are of this opinion, some believe that internal operations of the mills and their marketing practices are responsible for the eminent collapse of the textile industry and its progress.

Similarly, the Textile worker (1998) reported that, a major problem that seems to be holding the textile industry back are external factors such as constraining marketing situation compounded by government economic policy direction. The combined effects of these has led not only to increaseing cost of production but also unfavourable competiton with foreign

made products.

The list of report on the marketing environment for MNTP is endless and could not be exhausted under this heading, however, more would be discussed in relation to this under government policies as a factor affecting the marketing of MNTP.

Inspite of the seemingly ugly marketing environment for MNTP there is still some hope as claimed by the following reports.

The Textile worker (1983) reported that, the economic recession now ravaging the country unabetted may likely stay with us for a while. The recession has defied all forecasts by economic and industrial experts as to the dimension and probable duration. The various economic measures introduced by the Federal Government to revamp the economy have not yielded the desired results.

Despite the above analysis, we believe that the textile industry is not going to die. To start with, more textiles are being produced and consumed in Nigeria than ever before. Economic recession such as we have now can never be a permanent feature of our economic life. The world has witnessed it before in 1930s and it came to an end a few years later. Economic recession has come and it will go and the companies can pick up again".

According to Eburajolo, an executive director of AfPrint Plc while reporting in THISDAY (1998), "not even the seemingly crash of the scio-politcal system bothers the directors of the company. This is because they believe that Nigeria cannot collapse and that, when at the lip of the cliff, a typical Nigerian crisis will naturally settle itself.

Before the company's backward integration processes, Afprint, back in 1966, started with just a printing mill to process imported cloth, a major investment in spinning and weaving was undertaken in 1972. This investment marked Afrprint out as one of the largest textile mills in the country, as well as the beginning of a series of steps in backward integration.

Afrprint is now established in other priority sectors of the economy such as food, agriculture, agro-industry and exports. Apart from protecting the company from fluctuations in the economy, diversifcation also cushions Afrprint's performance against step variations in the industry. Other factors the directors of the company gave as what have lifted its performance above the harsh economy prevalent in the country include its export drive. In 1995, total exports by the group amounted to $8.5 million. Afprint contributed $0.9 million, Afcott $4.0 milion, while Aflon contributed $3.6 million. In 1996 the groups export rose to $9.3 million and in 1997 and 1998 $9.5 million and $8.0 million respectively.[49]

The result is that Afprint group is capable of meeting its entire foreign exchange requirement in-house and is relatively well protected against the risks of foreign exchange scarcity and fluctuations in exchange rate.[38]

Similarly the Textile worker Nov, (1995) reported that while many companies are struggling to survive the adverse effects of the economic crisis, UNT Plc has not only managed to remain afloat but has remained consistently a dominant figure in the textile subsector. Like all manufacturing concerns, UNT plc has had to contend with economic adversities like shortage of raw materials, scarcity and high cost of foreign exchange in the last one and half decade and particularly since the commencement of structural adjustment programme in 1986.

2.5 Buying Motives and Habits of Nigerians

Udell (1965) defined buying motives as "all those impulses, desires and considerations of customer" which induce the purchase of certain goods from centain firms. Buying motives put in another way by Theodare et al (1967) is described as "forces initiating behaviour".

From the two definitions, it is evident that both buyers and users are motivated by a variety of forces or influences and considerations, and it is the responsibility of marketers to learn as much as is economically feasible about the nature and importance of these forces.

Ifezue (1989), however said "buying motives explain why consumers buy whereas buying habits refer to how, when and where consumers buy".

Buying motives and habits of Nigerians with particular reference to textiles could better be explained via "product motives" and" patronage motives"

Product Motives

Consumers are motivated by a variety of forces and influences. And, a purchase can be made to satisfy at least a purpose and this purpose is the driving force behind each purchase and this is what is termed, according to Ifezue, as "product motive.

Hezue classified product motives into two major categories namely (a) emotional and (b) rational product motives.

According to him, emotional product motives are those forces which induce the consumers to purchase without giving much thought to the reason for and against the action. Such motives are arosed by non-rational process of thought like association of ideas. Explaining further, Ifezue pointed out that emotional motives orignate through apeals to the

feelings of consumers. and, that buying out of fear of being looked upon as very poor, desire to emulate others, desire for confort, affection, curiousity or fashion are all examples of emotional product motives.

For example if chelco blanket company advertise its blankets as the most comfortable for young, adult and infirm alike, and after watching or reading the adverntisement the consumer is moved and charmed by it, then he she/has developed a favourable emotional impression about chelco blankets and may buy them without rational thinking (reasoning) this indicates that the advert is successful. If however, the consumer, think about the claims of chelco in the advert before taking decision to buy, say "I do not need blanket during dry season or where the weather in humid such as Sokoto, Yola or Maiduguri, then there will be very little implied relationship between the advert and the feeling of the consumer.

Rational product motives on the other hand are those forces which induce consumers to purchase after carefully going through a rational process of thought i.e. (after considering the reasons for and against).

Rational products motives are arosed by appeals to reason and, Charles et al (1968) said that "it involves a conscious reasoning about a course of action, when an appeal is made to rational product motives the consumers are made to feel that they are reaching the buying decisions themselves, and primarily through a rational process of thought. To arouse such feeling it is absolutely necessary to present valid reasons indicating the rational for taking the action as suggested in ther appeal. For example, an adventsiement for UNT Plc super Java may stress durability high wash fastness i.e. (It does not fade easily) and having a good aesthetic appeal. The intention of the adventisement is to make the consumers to reason

along the same line and probably respond to a combination of rational appeals and come up with a decision that it is the right products to buy.

Patronage Motives

Patronage motives are those forces which induce consumers to cultivate the habits of patronising a a particular firm or firms.

Patronage motives may occur in different ways for instance, under the influence of a friend or peer groups who may tell you that a particular cloth e.g. Aso - Oke, or Arewa texitiles super print is a good product because.

(a) It is qualitative

(b) It is durable

(c) It is relatively cheap etc.

These elements whether real or imagined constitute patronage motives.

Knowledge of patronage motives may be very helpful to the marketer to achieve consumer loyalty especially, where retail prices of many stores tend to be the same. Marketers may then compete effectively on a non - price basis, to increase their total sales and therefore increase their profit.

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Buying Habits

Ifezue said that it is ot enough for the manufacturers and middlemen to know the buying motives of consume , they should be familiar with the buying habits of the consumers too. Buying habit has already been defined as how when and where consumers buy.

In order to find out how consumers buy the following questions may be asked.

(a) How does the consumer buy?

(b) Does he/she buy once a week, once a month? twice a year?

(c) Who takes the decison to buy

To find out where the consumers buy the following questions may be asked:

(a) Where do they buy their clothes? is it from house-to-house retailers, from boutiques, discount stores or from shops in the central market? or they purchase them direct from the manufacturers

(b) Does weather determine place of purchase.

As regards to when consumers buy textile materials, questions such as,

(a) when do they shop? at the end of the month, twice a month, three times a year or during festivals or during Sallah or Christmas only?

(b) Does the product respond to seasonal demand or is it consumed all the year round?

When these habits are known, marketing problems encoutered during marketing of textile products are put into clearer perspective. In particular, the planning of the promotional programmes should be greatly facilitated and improved.

Indeed, Richard et al (1969) are of the view that, the development and selection of sales representations promotional themes and media and distributive outlets may well hinge on the availability of such information. And Ifezua noted that if consumers are fond of buying impulsively or at the most accessible or convenient stores the manufacturers will seek for maximum exposure of their goods. However, if consumers are in the habit of emphasizing say quality inrrespective of price and are determined to search for it any where,

then the manifacturers may restrict their distributive outlets to one or too big stores in their domain of manufacture.

This anology however, in rarely applicable to textiles since clothing is a basic necessity of human beings and as such there is always a ready demand for it. And a society such as that of Nigeria affordability is what matters most.

From the ensuing discussion it is seen that there are different reasons why Nigerians buy textile products paramount among the reasons of course is that, clothing is a necessity, close to being compulsory for human beings to put on clothes. Other reasons could be for fashion, style, class distinction pride, cultural, peer influence, for future use, ceremonial purposes etc. Their buying habits and motives are manifested in their attitudes and desires.

For instance, Nigerias are seemingly vulnerable to style and fashion in vogue. At times. Nigerians buy very expensive wears not necessarily because there is the need for it but simply in order to be seen as having and belonging to the rich class. The motive behind such purchase is the satisfaction deriven from such feeling of opulency.

There are various communities in Nigeria in which people especially the elderly, purchase textile cloths for future use - say for anticipated turbaning ceremony or for burial purposes as the case may be. This rational motives was clearly indicated by Wade and Wade (1989), who noted that "good cloth is treasured through out the country and many who acquire cloth might do so for the future"

The influence of colleagues or peer groups is another far reaching reason for purchases especial among women who are in the habit of admiring one another and most of the time consumed by the outfit of their colleagues. This is a clear case of irrational

buying motive as the purchase is made not based on rational thinking but on the assumption that "it will equally be good on me and it will serve my purpose as it does to the other person.

Cultural reason is also a strong force which influences the buying habit and motif of Nigerian consumers, because there are situations where people seem to confine themselves to a particular type and make of dress as worn by their community folks. And there are reports that people would like to save and put on what was worn by their great grand parents or follow religiously by the 'custume' of their society. This was noted by Shea (1994), where he pointed out that, it is not unusual for people to have clothing which belonged to their grand parents or which is even older than that[37].

2.6 COMMON MARKETING STRATEGIES OF NIGERIAN TEXTILE COMPANIES

2.6.1 PRODUCT STRATEGY

A product has been defined by Kolter (1980) as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a need. It includes physical objects, services, persons, places, organisations and ideas.

A product could also bee seen as a complex of tangible and intagible attributes, incuding packaging, colour, price, manufactures' prestige, retailers, prestige and manufacturers and retailers services, which the buyer may accept as offering staisfaction of wants or needs[1].

"A product strategy on the other hand is deciding how to position each product or combination of products against competion. This involves deciding quality, prices and features to be added"[5].

Aaker (1992), said that "positionning means different things to different people, to some it means the segmentation decision; to others, it is an image question, to yet others, it means selecting which product features to emphasize".

A product has many associations which combine to form a total impression. The positioning decision involues the selection of the various associations to be built upon and made prominent.

POSITIONING BY ATTRIBUTES

Positioning by attribute is the most frequently used postioning strategy. It involves assocaiting a product with an attribute, a product feature or customer, benefit. Fopr example United Nigeria Textiles Plc and its associate company suppertex limited position its products by quality where adventisment slagon is "manufacturers of best Quality Textile Products". General Cotton Mill Ltd. also empasize quality and it positions its product by claiming that it is a producer of High Quality African Print.

Arewa Textiles Plc on the other and claims that they are "manufacturers of high quality super prints, assorted African prints, dress prints, plain and dyed goods, white shirting etc.

Some products have been positioned along more than two attributes simultaneously. Aaker, noted that it is always tempting to try to position along several attributes. However, positioning strategies that involve too many attributea can be most difficult to implement. In his words the result can often be a fuzzy, confused image.

POSITIONING BY PRICE/QUALITY

While many product categories emphasize service, features or performance with the attendant

high price, other brands emphasize price and value. It is not clear if most Nigerian Textile companies use this positioning strategy. It is, however, known that various textile products are graded as superior, less superior or inferior quality products and the prices of these products are guarded or determined by their quality,

Note: Quality in textile means many things ranging from fast colour (that which does not fade easily), aesthetic appeal, good designs and durability. etc. In most cases the prints e.g. super print, African prints etc. are of lower quality meaning less expensive or superior colour (chemicals) have been employed to print these products. Other quality aspects such as quality of yarns used, type of weave etc many contribute to the overall quality of the product. Therefore, it is logical that the low quality products will be priced lower and sold cheaper.

POSITIONING WITH RESPECT TO USAGE

Here attempt in made to associate the product with a user or class of users. Arewa Textiles Plc is a panticular example of a textile company that amploys this product strategy. The company does so by potraying pictures of beautiful women dressed in its products in any of its advertisement. As a matter of fact, the pictures of women dressed in the company's products is part of its symbol of production.

POSITIONING WITH RESPECT TO PRODUCT CLASS

Here, positioning involves product class association. For instance United Nigerian textiles Plc and Nichem Tex Companies Plc whose products are rated high among other textile companies in Nigeria can position their products such as Hollandais, Super Java, Borcades etc against their imported counterparts.

POSITIONING WITH RESPECT TO COMPETITOR

If this is effectively employed, it can be an excellent way to create a position with respect to an attribute espcially when the price quality pair is considered. Such positioning can be aided by comparative advertising, in which a competitor is explicitly named and compared on one or more attributes.

As good and effective this positioning strategy could be, the researcher has no available literature or knowledge of a textile company that has named its competitor in comparing the attributes of its products. This is so perhaps because the textile companies rarely advertise and in a situation where they do, the emphasis is on quality, and not on a particular competitor. Still on product strategy, Magaji (1977), reported that product strategy involves decison on, among other things, packaging, branding, product life - cycle and development of new products. Magaji noted that packaging is an important part of total product because apart from providing physical protection for the product it promotes it and makes handling more convenient.

Firms use branding to identify their products and differentiate it from products of competitors. It is important to both consumers and manufacturers and this importance lies in the fact that it allows repeat purchase of the product for consumers who identify products with the name of the manufacturers. Well known products (brands) allow the firm to escape some rigors of price competition and their apperance also become further advertisement.

The concept of product life-cycle is another very important aspect of product strategy. It is a well known fact that products go through four stages in their life-cycle. These stages are: Introductory, growth, maturity and decline stages. These stages are summarised as follows as given by Kotler.

During the introductory stage profits are almost none existent due to promotional and other introduction costs.

There is general slow growth in the introductory stage as a result of the following.

1. Delays in the expansion of produdtion capacity
2. Delays in making the product available to customers.
3. Customer reluctance to change established behaviour patterns
4. Small number of buyers who are attuned to innovations
5. technical problems
6. High cost of the product inhib its purchase.

During the growth stage the firm tries to sustain rapid market growth as follows.

1. Tries to improve quality and adds new feature and models
2. Vigorously searches out new market segments to enter
3. Seeks out new distribution outlets
4. Avert shifts emphasis from primary demand to select demand.
5. Sales will start to climb rapidly
6. Prices and promotion remain where they are or fall or raised slightly to meet competition.

The maturity stage normally lasts longer than the previous stage. Most products are in this stage of the product life-cycle. Here Level of sales starts to decline as some of the customers move towards other products and substitutes. The basic strategies here involve market modification e.g. search for new markets and segments and product modification e.g. qualify, style and feature improvement.

In the decline (saturation) stage the product reaches its potential among buyers and sales and profits start to decline until they come to zero. Sales decline for a number of

reasons (1) Technical advances give birth to new product classes or forms that become effective substitutes (2) Change in fashion or taste lead to buyer migration (3) The lower cost of imported product hurt the domestic producers. However, Nigerian textile manufactuers have always gave reasons why they fail to compete favourably with foreign textile products. The reasons are mostly centred around government policies.

2.6.2 PRICING STRATEGY

Kotler (1980), defined pricing strategy as "the task of defining the initial price range and planned price movement through time that the company will use to achieve its marketing objectives in the target market.

Pricing strategy has also been defined as:

(a) Deciding how to position price within the range of feasible prices.

(b) Establishing whether price will be used as active or passive elements in the manketing programme

(c) Setting the specific objectives to be accomplished by customer

(d) Establishment of policies and structure for guiding decision.

Pricing strategies have been categorised into three main classes as discussed by Kotler. According to him, they are:

(a) Cost - oriented pricing strategies

(b) demand - oriented pricing strategies and

(c) Competitor oriented pricing strategies

Cost - **Oriented Pricing Strategies** : Here it is stated that many firms set product prices largely on the basis of product costs. The most common examples of cost oriented pricing

are Mark-up pricing and cost- plus Pricing. In both cases price is determined by adding some fixed percentage to the unit cost. Mark-up pricing is most commonly found in the retail trades where the retailer adds predetermined but different mark ups to various goods. Cost - plus pricing is most often used to describe the pricing of jobs that are non-routine and difficult to "cost" in advance, such as constructing a textile processing machine.

Markups vary considerably among different goods. For example in a super market Markups could be 20 percent for dresses, 30 percent for costume Jewelry etc.

Another cost-oriented pricing approach is that of target pricing, in which the industry tries to determine the price that would give it a specific target of return on its total costs at an estimated standard volume.

Demand oriented pricing strategies

This calls for setting a price based on consumer perceptions and demand intensity, rather than on cost. Under this pricing strategy there are Penceived - value Pricing and Demand Differential Pricing

Many companies base their price on the products perceived value. The see the buyer's perception of value, not the seller's level cost, as the key to pricing. They use the non price variables in the marketing mix to build up perceived value in the minds of the buyers. Price is then set to capture the perceived value.

Perceived - value is in line with modern Market - positioning thinking. A company develops a product for a particular target market with a particular market position in mind with respect to price, quality and service. Thus it makes an initial decision on offer value and price. The company estimates the volume it can sell at this price. This suggests the

needed plant capacity, investment and unit costs. Management then figures out whether the product will yield a satisfactory profit at the chosen price and cost. If the answer is yes, the company goes ahead with product development. Otherwise, the company drops the idea.

Demand Differential pricing: Which is also called **Price discrimination** is one in which a product or service is sold at two or more prices that do not reflect a proportional difference in Marginal costs. Price discrimination takes various forms:

(a) *Customer basis. Here different customers pay different amounts for the same product* or service. This is applicable to textile products where one customer pays the price and another customer bargains and pays a lower price.

(b) Product - form basis. Here different versions of the product are priced differentily but not proportionately to their respective marginal costs.

(c) Place basis. This is a situation where different locations are priced differently, even though there is no difference in the marginal cost of offering the locations.

(d) Time basis. In this case different prices are charged seasonally, by the day, and even by the hour.

Competiton - Oriented Pricing Strategies

These are pricing strategies that occur when a company sets its prices based on what its competitors are charging. The company adopting this pricing strategy may seek to keep its prices lower or higher than those of its competitors by a certain percentage. They include: going - rate pricing and sealed - bid pricing.

Going - Rate Pricing: Here a firm tries to keep its prices at the average level charged by the industry. This pricing strategy is popular among companies for the following reasons.

(1) Where costs are difficult to measure, it is felt that the going price represents the collective wisdom of the industry concerning the price that would yield a fair return.

(2) It is also felt that conforming to the going-price would be least disruptive of industry harmony.

(3) The difficulty of knowing how buyers and competitors would react to price differentials.

Going-rate pricing primarily characterises pricing practice in homogeneous product markets, although the market structure itself may vary from pure competition to pure oligopoly. The firm selling a homogeneous product in a highly competitive market market has actually very little choice but to set the going-price. In a pure oligopoly, where a few large firms dominate the industry the firm also tends to charge the same price as the competition, although for different reasons. Since there are only a few firms, each firm is quite aware of the others' prices, and so are the buyers. The slightest price difference would attract business to the lower - price firm.

The Textile worker (1995) reported that virtually all textile firms have seen the need to adjust products prices as coping options. The publication revealed that the average increase in the prices of textile products since 1993 stands at 50% as some companies actually marked up prices by more than 10 times.

Sealed - Bid Pricing

This is a situation where firm compete for jobs on the basis of bids such as a particular textile design contract work - say, to be awarded by the government. The bid is the firms offer price, and it is a prime example of pricing based on the firm's own

expectations of how the competitors will price rather than on a rigid relation based on the firm's own costs or demand. The objective of the firm in the bidding situation is to get the contract, and this means that it hopes to set its price lower than that set by any of the other bidding firms. It is important to note here that the firm does not ordinarily set its price below a certain level. Even when it is anxious to get a contract in order to keep the plant busy, it cannot quote a price below maginal cost without worsening its position.

The above discussion is a general overview of pricing strategy as given by Kotler. Quite a good number of the strategies highlighted are employed by some Nigerian textile manufacturers.

According to Magaji (1997), one of the most difficult problems in marketing of company products is setting price for these products. It is often complicated by lack of adequate information on both demand and cost. Despite these problems the marketing Manager must find prices that will sell the product and still yield profit to the firm.

Reporting on United Nigerian Textiles Plc Magaji, noted that, the management is responsible for fixing the prices of product. And the key factors are put into consideration to determine the price of the final product. These factors are cost of production and market acceptance of the price. This is an indication that company pricing is a combination of cost orientation and market orientation. That is, to the cost of production input, usually each department puts together the cost incurred with a mark up eventually added before final prices are fixed.

UNT Plc products are in different sizes and are normally priced differently, depending on the output quality. Top Management is in charge of fixing discount given to

distributors while sales managers and sales force are incharge of sending quotation to bulk final users like the government institutions.

Magaji reported that the study revealed a difference between manufacturers price and retail price. In addition, the firm does not have control over its retailers in terms of pricing.

2.6.3 PROMOTION STRATEGY

Magaji (1997), said, promotion refers to all communication activities the appeal to tanget market. This include sales promotion, public relations personal selling, trade fairs and advertising.

Promotion entails the manketer to make the buyer know much about the product. Promotional activities are normally tailored towards a specific audience. To the marketer, it is not just to create awareness but also to ensure that there is a potential buyer. Through constant reminder, when there are many products the marketer by constantly advertising them make the name of the product and all other things about it stick to the mind of the consumer or buyer.

Tony (1997) quoted Lazer as saying "the communication process is concerned with the discrimination of stimuli and the perception impact, use and effectiveness of these stimuli". An effective market communication requires an integrated promotional system that reaches from the primary producer to the ultimate consumer" he added.

The major task of Marketing communication is to get people or market to progress from a state of unawareness, or even negative reaction towards a product or service to one of positive action.

There are five principal ways through which a company can communicate with its market.

(a) Through advertising (radio, television, newspapers, periodicals cinema tradefairs etc

(b) Through public relations activities

(c) Through selling

(d) Via merchandising (that is point of purchase promotion)

(e) Through packaging and branding[22]

With this concept of promotion Tony (1997) defined promotional strategy as "Messages sent by the manufacturer to his target market to inform propsective buyers (including intermmediates) about his products and persuade them to buy it, to develop positive attitudes towards the products and the company and to induce other changes in people's thinking and behaviour that will benefit him". Magaji (1997) indicated that, UNT Plc does not have any form of trade promotion aimed at improving relationship between the public and itself. However, the company uses prices of materials produced (as noted in display cases and show room in the company's premises) and calendar cloths for its promotion and public relation activities.

In a related development Belau (1997) reported that, despite the fact that KTL emphasized the use of television media and bill boards to advertise their products as a means of promoting the industry's activities consumers have complained of not seeing any of KTL's advertisement. Consumers said that KTLs advertising campaign is only done during trade fairs and exhibitions (e.g. Kaduna International Trade fair, All African Trade Fair etc), when other individuals from other parts of the nation or other countries participate, Belau, also

noted that Nigerian Textile companies generally do not design advertising campaigns specially for festive occassion (e.g. Sallah and christiams periods) in order to capture the bulk of sales during those occassions. The advertising is done quarterly and mostly in the Northern part of the country neglecting the other parts and as such they lose some of their consumers. This means that effective advertising is not properly conducted[22].

2.6.4 DISTRIBUTION STRATEGY

In the marketing mix, distribution is tagged place. Distribution according to Magaji (1997) refers to the various activities necessary for transfer goods from the producer to the consumer or use . This include physical activities such as movement and storage of goods as well as promotional, legal and financial activities in the transfer of ownership.

Put in other words, distribution is normally a system that is employed in getting goods to where there are buyers. It is one thing to produce goods and it is another thing to sell them. And it adds to the satisfaction that the buyer wants to buy. Therefore, generally, distribution creates time and place utility. By time utility it means it accords the buyer the opportunity to get the product at the time he needs it and where he needs it. Place utility implies that the product is provided within the environment the buyer may expect to buy it and thereby at the location where the product is available.

The distribution system comprises of many channels and levels and usually the marketing officer determines the channel and the number of levels (e.g. Zero, one, two or three levels) in each channel.

Distribution include both channels and physical distribution

Kotler (1980) defined distribution channel as "the set of all the firms and individuals that

take tittle, or assist in transfering tittle to the particualr good or services as it moves from the producer to the consumer"

In her study of the marketing problems of Nigerian manufacturing industry, Magaji reported that channel of distribution refers to the marketing channel and has been defined as "a path traced in the direct or indirect transfer of tittle to a product, as it moves from producer to ultimate consumer or user". Indepdent business firms that assist in the task are called channel members, middlemen or intermediates.

It has been stressed that the process of distributing goods and services from the producer to the buyer is an essential part of marketing. The manufacturer must consider the interest of the buyer and middlemen before making decision on the marketing channel.

Kotler has discussed several marketking channels of different lengths. These include:

(a) A zero level channel otherwise known as direct marketing channel. Here the manufactuer sells directly to the ultimate consumer without the interference of an agent or middleman. This marketing channel is commonly employed in the sales of industrial goods e.g. a textile processing machine.

(b) A one level channel. In this case one intermediate is involved in the marketing process. the selling intermediary is usually a retailer in consumer markets and it is often a sales agent of a broker in industrial markets. Most textile manufacturers use middlemen so as to rid themselves of much of the marketing tasks.

The Agents/middlemen perform the following tasks.

(i) They negtiate the transfer of legal title to the producer's merchandise

(ii) They negotiate with the merchant wholesalers

KASHIM IBRAHIM

(iii) They negotiate directly with retailers e.g. products sold through limited number of retail outlets.

(c) A two level channel. This contains two intermediaries. In consumer markets they are typically a wholesaler and a retailer, in industrial markets they may be a sales agent and a wholesaler. Companies that use this channel find it suitable because of the following reasons.

(i) It has a narrow product line

(ii) Retail outlets are many and widely dispersed

(iii) Available wholesalers are willing to carry the product and give promotional support

(iv) The product may not require any promotional support from wholesalers.

(v) The products are staples, and not subject to physical deterioration

(d) A three-level channel which contains three intermediaries. This is a situation where a third party (often referred to as a jobber) intervenes between the wholesalers and the retailers. the jobber buys from whole salers and sells to the smaller retailers who generally are not serviced by the large wholesalers.

There are several factors affecting the channel choice so, when making decisions management should take into consideration the market, its product its middlemen and the company itself.

Generally, when intermediaries are used in distribution strategy, prices are determined from their point of view. Margin must be provided to pay for agents function and to offer sufficient incentives to obtain their cooperation. Intensive distributions calls for more competitive pricing than with selective or exclusive distribution. It is pertinent to mention

here that each of the strategies discussed above is interdependent upon one another and affect some other. For example a change in the channel choice in likely to affect some other elements of marketing strategy of pricing promotion or both. Budgets on promotion will also have a lot of influence on pricing. The firm must therefore, be able to adjust the marketing mix elements at diffeent stages of a product llifecycle and proper coordination of the activities involved effected.

From analysis of the marketing problems of UNT Plc Magaji observed that effective distribution of goods to the ultimate consumer is the key to the success of any business organisation. And, that manufacturers aim is to move goods into the market immediately after production. UNT Plc, it was observed, presently lacks any form of distribution channel, so they depend on some distributors who bring in designs of textile to market the products for them. "This is a mockery of distribution strategy for a company that claims to have the interest of the entire country as its target market" lamented Magaji.

"The distribution system, is not completed. They sell to those that bring in these designs who are mostly located at Kano, Kaduna, Funtua and Foreign partners. These customers buy in bulk at a discount," Magaji observed. It was also revealed that UNT plc, export their products to other countries. The company tries to monitor the market situation and response by customers. They (customers) also indicated that if there is full utilisation of the marketing concpet then the Nigerian textile manufacturing industry will be able to eliminate waste of resources and efficient utilisation of capacity.

Also reporting on Arewa Texitile Mills, Tony (1997), noted that, a shift in the taste of Nigerians away from the company's product, poor distributive channel, improper pricing

of comapny's product and high cost of labour and raw materials are prime reasons among other factors responsible for the down turn in the acceptability of made-in-Nigeria Textile products.

2.7 FACTORS AFFECTING THE MARKETING OF MADE-IN-NIGERIA TEXTILE PRODUCTS.

2.7.1 QUALITY / PRICE SCARE

"Quality" and "price" have previously been defined as "Degree of excellence; "Fitness for purpose" value attached to any product which may serve as a source of stimulation to the consumer to make him/her demand for the product" and the "amount of money for which a product in bought or sold, or the sacrifice made by the consumer for consumption of the "quality" in the product respectively.

These definitions indicate that expected price and quality are inter-related. The quality of a product can not therefore be defined outside the context of its price.

Ejiofor (1989) is of the view that the quality of finished products of manufacture cannot be much better than the quality of raw material fed into the plant and machinery used in making them. When low quality raw material and supplies are fed into outdated equipment output will naturally be below expected quality level.

In terms of geographical origin raw materials fall into two broad groups; namely imported and local raw materials. It has been observed that some imported raw materials get into Nigerian ports in good condition but soon suffer deterioration due to prolonged temporary storage and careless handling at the ports. Even when they get to the factory, they may also deteriorate as a result of prolonged storage since many manufactures stock-pile

raw materials inventory to hedge against the vicissitudes of the nation's economic policies, supply bottlenecks and inadequacies of public utilities. Besides, inadequate storage facilities and exposure to weather lead to deterioration in quality. Local raw materials, like the imported ones, deteriorate in the face of prolonged and inadequate storage, careless, handing, and exposure to weather. This according to Ejiofor falls under direct material factors which is one out of a multiplicity of factors that adversely affect the quality of locally made goods notably textiles. Other factors as discussed by Ejiofor are human factors, infrastructural factors and market forces.

On plant machinery and equipment, it is widely known that at times foreign suppliers supply out - dated, but reconditioned equipment to their Nigerian customers. Many of these are supplied without appropriate, service agreements, or even users manuals. Frequent breakdowns and malfunctioning of the equipment lead to poor quality product.

HUMAN FACTORS

Quality is adversely affected due to problems created by such human factors as adulteration, inadequate standardization and grading. Specifically human factors include; lack of technical know how, bad management, questionable integrity etc.

Lack of Technical know-how Here, it has been observed that Nigerians have not yet imbibed the technological culture. As a result, even qualified technicians may fumble with sophisticated and modern equipment. In addition, considering the low level of literacy of the workers, many Nigerian workers are not qualified for the post which they are holding, unqualified workers operating on even the best raw materials produce substandard products.

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BAD MANAGEMENT

Just as many of the workers are unqualified, many managers and supervisors are also inexperienced. There is inadequate supervision. Managers and supervisors are often taken away from their factories to attend to organisational and extraorganisation problems like lobbying for contracts, chasing payments, arranging for connection or reconnection of the utilities etc. The under-managed workers naturally produce shoddy products.

QUESTIONABLE INTEGRITY

Today many Nigerians do not consider a place good enough to work in unless there are some immoral deals to milk, some ten percents to pinch, or some organisation to properties to pinch. New equipment may be stolen and replaced with old ones. Adulteration may be perpetrated to cover up diversion of materials and parts.

Bribery and corruption also affect product quality. These blind the culprit to supply deficiencies and worker inadequacies. Substandard materials and equipment supplied are eagerly, accepted by an official who had already bargained home his ten percent. Unqualified workers hired corruptly, and job-for-the-girls found for immoral reasons place incompetent people in position of authority and enthrone indiscipline. All these affect product quality adversely.

INFRASTRUCTURAL FACTORS

Infrastructural factors adversely affecting product quality in Nigeria fall into two broad groups; namely physical infrastructure, and marketing infrastructure. On physical infrastructure, the affect of unreliable utilities such as power failures, voltage oscillations, water shortages and impure water supply affect product quality, power failure can disrupt

production and damage electrical appliances and high voltage stand-by generators are not yet perfect substitutes in factories, since few of them can run continuously for 24hrs a day, seven days a week. In addition, most factories are high quality water uses. For instance textile companies are noted for using high volume and high quality water. The quality of the water being used can affect the quality of the product.

MARKET FORCES

Coming to marketing, Ejiofor opined that, one finds that while poor quality raw materials, parts and equipment, dysfunctional human influences, and inadequate supply of public utilities adversely affect the quality of locally made textiles, what makes the production of low quality products a foregone conclusion in inadequate competition.

For some time now, the Nigerian market has largely been a sellers market. Literally, whatever is produced is sold out within a short time. Improvement of product quality comes about through market research, rigorous quality control and drastic rejection of defective products. And these are expensive measures especially in the short run. So an over age profit - maximising investor may not see the need to adopt these measure unless forced into it by the result of these factors, Nigerian consumers and producers are fed with inferior quality and products (such as some textiles from Asian countries) and industrial goods and they easily shift to imported superior quality products at the slightest opportunity.

HIGH PRICES

Ejiofor observed that not only are many locally made goods of poor quality, but their prices are also high. And he stated that the high prices are brought about by a multiplicity of factors such as high material cost high cost, of utilities, high cost of distribution, high

labour cost and high profit propensity.

High Material Cost

It has been observed that most of the raw materials (e.g cotton dyes, chemicals etc) and parts used in manufacturing of textile products are imported. Certainly importation increases the cost of raw materials and equipment in Nigeria relative to those of the overseas manufacturer.

Paradoxically, however, many manufacturers still prefer importation to dependence on local supplies. Not only are many local supplies of inferior quality, but they are also inadequate (e.g cotton grown in Nigeria) and unreliable. A practising industrialist, Funso Longe, (1982) found that despite the much publicised importation problems, companies which rely on local supplies for raw materials are more adversely affected by the lagging supply situation, and the consequent increases in the supply of raw materials.

High Cost of Utilities

Unreliable supply of public utilities not only affect quality but also production costs. There is an increamental cost incurred by the average manufacturer in setting up a factory in Nigeria because of inadequate supply of public utilities. Due to lack of adequate infrastructure the Nigeria manufacturer may have to

(i) Rent or even build low cost houses for his workers

(ii) Construct and maintain a motorable road to his factory

(iii) Provide cars for many senior officers company buses for the workers and car and motor cycle loans for large number of the employees. The costs associate with all the above provisions are passed onto the consumer in the form of higher prices.

High Cost of Distribution

This arises as a result of high cost of vehicles, high cost of spare parts high insurance premiums, bad roads, reckless use of vehicles and incompetence of drivers. The long channel of distribution characterised by a chain of manufacturers or importers, distributors and attaches, wholesalers, retailers, and hawkers increases costs which are recovered through higher prices which the final consumer bears the brunt.

High Labour Cost

Labour costs in Nigeria are high due to low labour productivity. One major cause of the low productivity has been identified as inadequate supervision of the workers.

Longe said that "Many are the manufacturers and other employees who complain about the productivity of the Nigerian workers. I am pleased to inform you that I have proved to my complete and total satisfaction that majority of Nigeria workers can be as productive and dedicated as their Japanese counterparts, if only mangers in Nigeria will try harder to teach, achieve understanding, and motivate before attempting to lead subordinates unfortunately, many Nigeria managers cannot do these.

The conditions under which many Nigeria workers work, go to, and return from work affect their productivity. Frequent strikes by workers result in huge losses of man hours, losses which neither the worker who is usually paid for the period he was on strike, nor the company who makes the payment to avoid further trouble, are prepared to absorb. These are passed on to the consumer in higher prices.

The use of expatriate labour at higher levels also increases costs. Even though a technically qualified, more trustworthy and prestige conferring expatriate partner may be

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hired in the overall interest of the organisation the fat salaries, allowances and commissions paid to them increase short run costs.

High Profit Propensity

While an overseas seller gives more emphasis to turn-over of sales, the Nigeria seller seems determined to recover all his investment in time, effort and worry on each transaction. Middlemen are particularly guilty of this practice. It is widely believed that many Nigeria middlemen don't fix prices on the basis of cost of production, or even what the market can take, but on the basis of the immediate pressing needs of the seller. This annoys the consumer, and frustrates the manufacturer. Commenting on this, Longe stated that "a major manufacturer found to its horror that the profit made by its distributors in one month was equivalent to the dividend earned by all its share holders for a whole years investment" This orientation towards immediate profit is also further illustrated by the reported earnings of many businesses. Until 1982 when more than 70 percent of the forty-one companies reporting interim or end-year results reported drops in profit margins, newspaper reports of annual performances of Nigeria companies usually read thus "X company increases annual profit by say, 60%" in the mid seventies, pay back period for many investments in Nigeria was as short as short as three years.

Ejiofor contended that the consumer exploitation has continued mostly because Nigerians are notorious price takers. The fact that all through the inflationary decade 1970-1980, despite the support given by the price control Board during the period, there was no single consumer bodycott of any commodity, is a poor commentary on the readiness of Nigerians to sacrifice immediate pleasures for long-term gains. One reason for this is the

inflationary state of the economy during which consumers continue to expect higher and rising prices. Secondly, where the consumer is not very informed, there is a tendency for him her to associate high prices with quality of products. Also each middleman in the distribution channel expects prices to be higher, and consumers to be prepared to pay for them. Nigeria consumers docility and insensitivity to price changes is indeed an irony.

The above literature on quality/price scare, though seemingly generally applicable to all made-in-Nigeria goods, is particularly more pronounced and has more effect on the textile and food manufacturing sectors.

2.7.2 FOREIGN OPTIONS

Ejiofor (1989) disclosed that one reason for the disinclination (unwillingness) of Nigerians to patronise locally made goods (especially textiles) is that their foreign counterparts are available "Given that foreign made textiles are superior in quality it would be the height of irrationality for a consumer or industrial buyer to patronise inferior goods. A rational consumer buys the best in the cheapest market and sells it in dearest Nigerian consumers should not be exceptions" Ejiofor contended.

Foreign textile products are made available in Nigeria either by deliberate government policies or by the dubious attitudes of smugglers. Governments liberalisation policy (by lifting ban on importation) which allows importation of textiles of all sorts is a major way by which foreign textiles are brought into the country. However, the Nigerian textile manufacturers are not insupport of neither are they happy with such a policy. They contend that allowing foreign textile products to flood Nigerian market will not only be unhealthy for marketing of made-in-Nigeria textile products but will spell doom to the textile companies

in the long run which would not be in the interest of the government and the Nigerian economy. The textile worker (1997), reported the chairman of textile manufacturers association of Nigeria (TMAN) Walid Jibril as saying that government policies threatens textile sector in African, Nigeria, others loose local markets to foreign competitors. According to the chairman in 1996 alone, over 30 textile companies were closed due to unfavorable market situation,. Commenting further the chairman said "the poor business environment deteriorated with aggressive trade liberalisation embarked upon by the government which threw the nations boarders open to all manner of fabrics including the substandard and used clothes from Asian countries".

In a similar report, the secretary of the National Union of Textiles Garments and Tailoring workers of Nigeria (NUTGTWN), Adams Ashimohle stated that the major problem facing the industry is that of competition with foreign fabrics mainly Asian products. This is compounded by the new government policy of trade liberalisation in the area of textile products he said.

Importation of fabrics, the union consistently argued, is capable of destroying billions of Naira investment in the fragile sector. According to the union "the textile industry in one of the sectors that holds the key for Nigeria in terms of export promotion". "This potential can only be realised if these companies are protected against the vagaries of imports and dumping from the outside world which in turn protect its own market in regional blocs. The union added that no country in the world leaves its companies unprotected in the face of unrestrained competition from abroad.

In another development, the current chairman, Textile manufacturers association of Nigeria (TMAN) (1998) Mr Victor Eburajolo at a meeting with the Minister of industry, Mrs Nike Akande and the textile companies disclosed that over 23,000 workers are to lose their jobs in textile companies nation-wide as the spate of closure hits the industry. This brings to a total of 83,000 workers who have lost their jobs since the Federal Government lifted the ban on imported textiles.

Eburajolo said these closures were indications that the local manufacturers cannot compete favourably with the influx of imported textile materials. The meeting with the minister he said, was to make the government reverse its decisions on imported textiles if the local companies are to survive.

According to him,"if the textile industry decides to dump production and go into trading by importing foreign textiles and selling it here, the machines will be bought by the Asian countries and they will in turn use these machines to mass produce and repackage it down here". Pakistanis and Indians, the chairman explained, came into the country with foreign fabrics which are of low quality and after studying and mastering Nigeria-made fabrics for four weeks "they went back to their country and started flooding the country with their own kinds of fabrics".

While stressing that they (textile manufacturers) were not against the liberalisation of the economy with a view to bringing foreign investors, he argued that they are ready to compete with their foreign counterparts provided "Government level the ground of play by putting all the necessary infrastructure in place".

Smuggling of foreign textile products into the country seem to be disturbing the local manufacturers more than the activities of licensed importers. As reported by Tony (1997) smuggling simply put is the importation of any foreign goods without the payment of dues and appropriate customs import duties'. Goods imported by this way have an advantage (by underselling the locally produced goods) in the market over locally produced goods which paid exercise duties. In the same reported, it was noted that stiff opposition and competition from cheaper and superior smuggled products is perhaps the most important and major problem facing the textile industry.

It has also been observed and reported that practically, all conceivable types of textiles goods are smuggled into the country and this makes it difficult to get an accurate data on the magnitude of textile smuggling in the country but a fair guess of how large scale the act is can be made by looking at the table below

Table 6: Demand rate by Nigerians of locally produced textile products and those smuggled into the country between 1989 - 1991 (%).

Product	Year		
	1989	1990	1991
Locally Produced Textiles	36.9%	28.3%	25.7%
Smuggled Textiles	32.7	41.4	53.3
Smuggled mill products	22.8	36.3	48.9

Source: Extracted from the National development plan Bulletin (1993).

The table indicates that there is a shift in taste of Nigerians from the locally produced textiles to smuggled goods therefore making the product of the industry to have unfavorable competitive power in the market. "A typical company faced with competition from cheaper

and superior smuggled products is Arewa Textiles" Tony reported. The textile worker (June, 1998) also reported that a major problem that seems to be holding the textile industry back are external situation compounded by government economic policy direction. The combined effects of these has led not only to increasing cost of production but also unfavourable competitions with foreign made products. The report said "take for instance the case of liberalisation of trade. This particular policy has legitimised smuggling as well as narrowing the local market.

In sum total, government deregulatory policy has legistimised smuggling, reduced competiting edge of locally produced textiles and has incapacitated the Nigeria textile industry.

2.7.3 CONSUMER HABITS / BEHAVIOUR

It is often argued that many foreign-made are not necessarily superior to their local counterparts to a large extent textiles and that the attachment to them is sentimental and so irrational. We concede that superiority may not exist in all cases. However, some of the recognised motives for buying any product are product motive and patronage motive which have already been dwelt upon in (2.4). These arise from past satisfaction with the price and quality of the product or the place of purchase of the product. These motives apply equally to locally made textiles as to foreign made ones. If Nigerians come to believe that foreign made products were superior in the past, superiority would be ascribed to all foreign-made products.

For centuries now, Nigerians have been used to accepting the superiority of the white man's product. And, it is not easy to erase the experiences of generations.

It is rational for Nigerians to view locally made products skeptically. Only through production of high quality products and marketing them efficiently at the price Nigerians are happy to pay would the prejudices be overcome.

While many Nigerian made goods are intrinsically of low quality, their is no doubt that there is a generally unhealthy attitude to these products. According to Enworom, this attitude is influenced by the Nigerian business environment, education, attitude of business owners, workers behaviours, inferiority complex, greed to get rich quick, smuggling, the quality of the products and industrial relations. The net effect is that some goods made locally are given the derogatory tag "Igbo-made" Aba-na-anya" Okirika" etc. So strong is the unfavorable attitude, that many venture-some manufacturers give foreign labels to their products in order to sweeten their market.

Despite this gloomy state of affairs the textile worker (1983) pointed out that the consumption behaviour of Nigerians over made-in-Nigeria textile has shown remarkable improvement in recent years.

2.7.4 GOVERNMENT POLICIES

Much has been said on Government Policies under foreign options (Lit. 2.6.2) as one of the factors affecting the marketing of made-in-Nigeria textile products. However, the following addition one necessary.

Since independence, various policies have been introduced by the Federal Government of Nigeria either to boost or revamp the economy or to achieve a higher standard of living of its citizenry on a progressive basis at the least cost.

Such policies include the Austerity measures introduced in April 1982, Ban on the importation of certain goods in 1983, structural Adjustment programme (SAP) OF 1986 Tradde Liberalisation polices of the 1990s etc. Virtually all these polices had and still have devastating effect on the textile industry

For instance, the Textile worker 1983 reported that "The economic recession now ravaging the country unabated may likely stay with us for a while. Economic recession is a worldwide monster which is threatening the economic and social existence of developed and developing countries alike".

The report continued, "Back here in Nigeria, the various severe economic measures introduced by the Federal Government to revamp the economy have not yielded the desired result. These measures include total ban on the importation of certain goods while others were placed under license. Thus, raw materials, spare parts, chemicals etc which are badly needed by the manufacturing sector are hard to come by. Evidently, the textile industry is one of the victims of this economic paralysis".

Similarly Garuba in New Nigerian, October 29, 1998 reported that Government policies in recent years have thrown the industry open to all kinds of security risks the most alarming and serious being the liberal policy on textile imports. Garba contended that this policy is not only contradictory but also very dangerous. It means that the government is helping the investor to catch a Tiger by the Tail. The government then leaves the investor at the mercy of the (by now) angry hostile and by all account merciless Tiger. When the Tiger inevitably kills the investor, he is then blamed for not being competitive enough.

Also the chairman of Textile Manufacturers Association of Nigeria TMAN (1997) said, if given the enabling environment, effective capacity utilisation, availability of dyestuff and auxiliary chemicals, reduction of high cost of manufacturing, reduction of water rate and electricity bills, we have confidence that our textiles can compete with other textile materials at a favourable price. In the same publication, it was reported that although lifting the ban on importation was part of the agreement signed with world Trade organisation (WTO) according to minister of finance, Chief Authority Ani, the Government however, promised considering some areas through which it can help the industry from collapse. Areas considered included, dumpings, introduction of computerised systems at various check points to monitor grams, quality and prices of foreign textiles. Also government will monitor goods on transit", the minister added .

Speaking on behalf of the National Union of Textile Governments and Tailoring workers of Nigeria (NUTGTWN) the sectary of the union said that since 1997 budget was announced most expansion policies of the textile industry have been dropped and production quality reduced rasing fresh fears of massive retrenchment in the sector.

It is apparent then that while the Trade liberalisation policy of the government throws the already porous borders wide open to smugglers who flood the local market with assorted foreign textile products which consequently undersell the locally produced textiles, the ban on importation policy makes acquisition of raw materials (cotton, dyestiff, chemicals etc) and spare parts of textile machines difficult which generally incapacitates the textile industry. This will no doubt affect the marketing of locally made textiles to a great extent.

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Can one then say that whatever policy the government introduces the textiles industry in one way or the other will be affected?.

2.8 MARKET PERFORMANCE OF MADE-IN-NIGERIA TEXTILE PRODUCTS

Inspite of the outcry of Nigerian textile manufacturers of stiff government polices, stiff competition against imported and smuggled foreign textiles, derogatory tag given to made-in-Nigeria textiles etc. there seem to be some evidence that made-in-Nigeria Textile products are performing well in the market. Such evidences are provided by the annual reports of some textile companies.

For instance, the chairman Arewa Textiles Limited in the company's Annual Report (1982) stated that "For sometime now, your company has faced increasing difficulties in meeting its payment obligations to overseas suppliers on due dates as a result of the central Banks slowing down of remittances in foreign exchange. This state of affairs will naturally put constraint on our ability to obtain essential supplies from foreign sources resulting in reduced flow of goods" But the companies turn over in that year was greater than the previous years (s)

Turnover

1981	1982
47,180,804	49,801,808

1980	1981
34,397,615	47,180,804

Profit for the year before taxation

1980	1981	1982
2,560,424	2,585,355	1,646,169

Commenting on the future prospect of the company the chairman said "The future of

Textile Industry in Nigeria is still bleak when one considers the stiff competition from smuggled goods that have flooded the market. The ever increasing cost of production resulting from labour costs and rising costs of cotton and imported chemicals and dye stuff has also worsen the situation"

"In conclusion, however, despite the stiff competition from smuggled goods, I am pleased to say that your company expects to maintain a high level of efficiency and its position as one of the leading textile manufacturing companies in Nigeria. This is assured by the managements constant concern to improve on our product quality and increased profitability".

Similarly UNT Plc Annual Report and Accounts (1994), reported the chairman as saying "Right from the beginning of the year, the market had remained dull for over eight months due to economic recession, social disturbances and high rate of inflation. Export trade was also disrupted by the devaluation of the CFA which made Nigerian goods less competitive in the neigbouring countries.

The sudden devaluation of the CFA by 100% had an unfavourable effect on our export trade throughout the first eight months of the year"

"However, in the last quarter when market forces in the neighbouring countries eventually adjusted to the devaluation and people realised that our products were still highly qualitative, a tremendous improvement in sales were recorded, thereby scaling down much of the earlier loss incurred at the beginning of the same year. It became apparaent from this development that quality products would always sell regardless of the state of the market

External Sales	1988	1987	
(₦'000)	497,169	317,116	
External Sales	1994	1993	change
(₦'000)	3,991,992	3,454,791	15.5%
Profit after tax and minority interest (₦'000)	1988	1987	
	26,889	19,002	
"	1994	1993	Change
	121,629	69,939	73.9%

"In conclusion I'm happy to note that the products of your company have attained a very high level of acceptance in both the domestic and international markets" the chairman said.

In a separate report on UNT Plc by the Textile worker (1995), it said the results of improved productivity are reflected in the company's annual reports. In 1993 the company recorded profit after tax of 55.6 million Naira and this improved slightly to 59.7 million Naira in 1994" This is however in contradiction with the table above.

The Textile worker, 1997, however reported that Nigerian share of West African Markets falls to 15%.

According to the chairman of Textile manufactures Association of Nigeria (TMAN) Walid Jibril, the countries inability to control the market in the subregion has to do with the devaluation of the French currency. This, the chairman said, reduced the purchasing power of the consumers especially with the increased cost of production "Prior to the devaluation of CFA we were controlling 45% of West African subregion" revealed the Chairman.

The employers chairman added that activities of Asian manufacturers also make it difficult for Nigerian Textile Manufacturers to stamp their authority in subregional market.

"Other factors include the dumping of textile goods by southern Asian Manufacturers at a rate cheaper than ours"

"However, the manufacturers are making effort to ensure that what they lost in West African sub region in gained through exportation of the products to other parts of the world", said the chairman.

"So far we have decided to look for more markets outside the areas we are operating. We have taken measures to improve on our qualities and export our gloss to America, Europe and Central Africa"

In another development, an executive director of Afprint Nigeria Plc, Mr Victor Eburajolo, in a presentation of the company's annual results said performance indicators of the company showed remarkable improvement between 1996 and 1998, especially in its profitability. Its profit margin which stood at 2.8 percent in 1996 was 9.5 percent in 1998; about 239.29 percent increase over the period.

The company's turn over shrank over the years. Turnover in 1996 stood at about ₦6.96 billion, ₦5.89 billion in 1997 and ₦5.27 billion in 1998; a development attributed to sale of a subsidiary that had high turnover but low margin. However, the reverse was the case interms of profitability. While its profit after tax stood at ₦200 million in 1996, it rose to ₦343 million in 1997 and further to ₦501 million in 1998. A 150.5 per cent increase between 1996 and 1998.

Despite these claims by the Textile manufacturers, Nigerian consumers make a lot of rumpus about made-in-Nigeria Textile products especially with regards to their qualities and their prices. The question then is, do consumers (both within and outside Nigeria)

purchase and make use of MNTP out of desire or due to lack of option particular in terms of affordability?

This is what the research investigation will reveal later.

Average annual profit for the industry based on the survey is ₦43,582,774.78. The averaged for UNT Plc is as high as ₦144,918,333.33. Table 7 above shows the profit recorded by the industry between the period 1990 - 1996. The figures show that average profit for the industry declined by 1.6% in 1993. 1994 recorded an increase of 6.92%. And by 1995, the industry recorded a sharp increase of 141.99%. Based on the performance of Arewa and Afpring, so far, the increase recorded in 1996 will not be less than 57%.

TABLE 7 : Profit of the companies 1990 - 1996.

Company	1990	1991	1992	1993	1994	1995	1996
UNT Plc	46.562.000	65.861.000	101,876.000	84,026.000	143.088.00	428.097.000	not release
Arewa	5,444.020	9.017.970	20,445.627	28,798.367	34.771.259	24.979.522	57.357.004
Zamfara	11,515.317	13,678.052	20,473,415	28,300.000	30.400.000	68,200,000	not release
Funtua	6,625.178	8,415.982	14,871,908	31,307,974	33,700,000	56.600,000	not release
Unitex	n.a	7.153.229	14,643,922	18,100,000	18,900,000	45.900,000	not release
Abatex*	n.a	4.000.000	27,000.000	65,096,000	4,450,000	57.990,000	not release
Afprint	n.a	22.304.000	39,019,000	n.a	42.950.000	72.000.000	95,000,000
Enpee*	n.a	n.a	n.a	7,700,000	11,500.000	28.160.000	20,880.000**
Asaba*	n.a	n.a	n.a	27,231.000	43,277.000	92.800,000	not release

n.a - not available
* -figure represent profit before tax
figure is for the first half of the year
Sources: Company's Annual Reports and Newspaper reports.

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 TYPE OF RESEARCH

To know what type of research is carried out here,it is important to highlight the various types of research. There are different types of research designs. These include: Historical, case study, survey, and experimental Research methods.

Historical Research

In some sense all research is historical, i.e. It is impossible to analyse data at exactly the same time as it is collected, and interpretation is based on past. Historical research therefore, is concerned with being able to understand and explain the present and predict the future, through an evaluation of available records of past events. It may take one of two forms. It may be concerned with an historical problems in management or it may be an historical approach to a current problem.

Case Study

This usually refers to a fairly intensive examination of a single unit. Such as a person, a small group of people or indeed a single company. Case studies involve measuring and studying what is there and how it got there. In this sense it is historical. It can enable us to explore, unravel and understand problems, issues and relationships. It cannot however, allow us to generalise, i.e. to argue that from one case study the results findings or theory developed apply to other similar case studies. The case study may be unique and therefore not representative of other instances. Case study may be used for exploratory studies or testing of hypotheses.

Survey method

Survey consists of methods of gathering data from usually a large number of respondents who themselves constitute a sample. This is the most widely used method in the social sciences. The purpose of a survey is not the collection of data per se, but the discovery of meaning in the data collected, so that facts and events can be better understood interpreted and explained.

Surveys may be used for descriptive, explanatory and exploratory purposes. They are chiefly used in studies that have individual people as the units of analysis, such as groups or interactions, it is necessary that some individual persons are used as respondents or informants. Survey is perhaps the best method available for describing a population too large to observe directly using research instruments like questionnaires, interviews etc.

Surveys can be conducted on all manners of topics to collect factual and attitudinal data. For example the nature and variety of financial accounting techniques employed, the use of behavioural science techniques, rate of adoption of management by objectives e.t.c.

Experimental Method

This research method is more suitable in most physical sciences where the researcher can control or vary all the variables at will. Experiments involve monitoring changes in the"output" if the input is varied. The relationship between taking action and "observing the consequences of variables" can be carefully studied and documented. In essence, the researcher seeks to vary one of several independent variables, whilst measuring the effects on the dependent variables keeping the intervening variables constant.

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Experiments are especially well suited to research projects involving relatively limited and well defined concepts and propositions.

3.2 METHOD ADOPTED AND ITS JUSTIFICATION

For our own purpose the method adopted to investigate the Market acceptability of made - in - Nigeria Textile products is the survey method. This is because it involves collecting data through asking people questions by self administered questionnaires and interviews. The respondents are a large number of people who themselves constitute a sample drawn from the entire population of Nigeria which on its own is too large to analyse.

3.3 THE RESEARCH POPULATION

A population of six hundred respondents was involved in this study. This was made up of carefully and randomly selected textile staff and distributors/retailers of six textile companies in the country, and consumers of textile products in the research area.

The sample chosen is believed to be a good and true representation of the entire textile companies and the entire people of Nigeria. This is so because textile processes all over the world are the same and the products are similar with slight variations in qualities and other properties. The clothing need of individuals is equally similar with differences perhaps only in taste and affordability. More so, Kaduna, Kano and Lagos are areas where textile companies are highly concentrated and expectedly have high markets for textile products.

3.4 SAMPLING

Having decided on the information and data to be collected, the simple random sampling technique was employed. The random sampling was carried out in Textile companies; central markets and residential areas of the research areas namely Kaduna,

Kano, Funtua, Zaria and Lagos. The sampling was done by randomly selecting individuals made up of textile staff, distributors, retailers and consumers out of a longer group to make up the required number. This allowed every member in the population an equal opportunity of being selected.

3.4.1 SAMPLING PROCEDURE

3.4.1.1 CONSUMERS

A total of three hundred and sixty (360) consumers were randomly selected from the research areas. Two hundred and forty (240) out of this population completed the questionnaires while the rest one hundred and twenty (120) were interviewed.

Majority of the consumers are learned persons who have a better understanding of the concept of quality, price and aesthetic properties of clothes. However, very few of the consumers interviewed are illiterates who were interviewed in local languages or through an interpreter, this allowed for general opinion.

3.4.1.2 DISTRIBUTORS AND RETAILERS

Representative samples were taken from all cadres of distributors and retailer to ensure the validity and reliability of response representatives. A total of one hundred and sixty (160) distributors and retailers were chosen out of which one hundred (100) completed the questionnaire and sixty (60) were interviewed.

3.4.1.3 TEXTILE STAFF

A total of Eighty (80) staff of the six selected textile companies formed the respondents of this unit of samples Sixty (60) out of this number filled the questionnaires while the remaining twenty (20) were interviewed.

In all, the total number of respondents involved in the research stood at six hundred (600).

3.5 RESEARCH INSTRUMENTS AND VALIDITY

The research instruments were basically observation, questionnaires and informal interview.

Adequate care was taken in constructing the questionnaires, observing textile processes and retailer - consumer business transaction as well as in interviewing using simple and relevant questions that helped in providing straight forward answers by respondents without much difficulties. The questionnaires covered the personal profiles of respondents such as qualification, status and experience of textile, staff, distributors/retailers and consumers.

3.6 SOURCES AND METHOD OF DATA COLLECTION

As has already been pointed out, the sources of data for this research work are the textile companies, distributors and retailers of their products and consumers of such products. These are primary sources. The methods used for collecting the primary data were observation, interviews and questionnaires.

3.6.1 OBSERVATIONAL METHODS

The direct observational method to get data on made-in-Nigeria textile products by observing the business activities or transactions between retailers and consumers directly at points of sales and purchases was used. As the transaction took place between the seller and the buyer, certain aspects of the products such as quality, price, the make and other properties such as appeal, durability, design etc. were discussed at the instance of the researcher. This enabled the researcher to get first-hand information about locally produced textile products sold in the market(s), designated areas such as super stores and boutiques as well as residential areas. Visits to the selected textile companies also enabled the researcher to see and observed manufacturing processes in progress where

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the raw materials the types of designs etc, were seen and the handle and body feed of the materials produced in these companies were felt. This was indeed a first hand information.

The direct observation was however, supplemented by indirect observation to some extent in that, some of the information gathered were not directly observed by the researcher but were obtained from, marketing and management staff of the companies.

According to some of the textile staff the researcher would not be allowed acess some things or certain areas himself because "apart from being complex they are designated as 'NO-GO' areas to external people".

3.6.2 QUESTIONNAIRES

The questionnaire is a device for obtaining responses to relevant research questions from a sample of respondents.

In the questionnaire, questions presented to all respondents are exactly of the same wording. The aim is to ensure that all respondents respond to the same questions with the purpose of getting the same type of responses or their individual opinion on the subject matter.

The closed - ended questions limited the respondents responses on the issues to what is provided as alternatives to select out of. This is to facilitate the analysis of the data to be developed.

An introductory letter stating the nature, genuity and significance of the research accompanied every questionnaire to enable the respondent comprehend and agree to cooperate with the research.

The filled questionnaires were then collected, some on the spot and others after some times.

3.6.3 INTERVIEWS

Interviews as data collecting techniques involve meetings in which the investigator directs questions on the subject matter and records the responses obtained. Interviews could be conducted through face - to - face interactions as well as on the telephone.

The interviews conducted in this research was the unstructured (informal) interview and not the scheduled (questionnaire oriented) interview. And it involved face - to - face interaction with the respondents where the researcher asked questions and recorded the answers on the spot. During the interviews, the respondents equally contributed questions and answers which really enriched the information needed for the investigation.

The informal interview supplemented the data collected through the questionnaires. And the responses received from both methods were in close agreement. The combined results of the two methods in addition to those obtained from other sources of information (secondary) such as textbooks newspapers, theses, organisations etc. Provide the overall data for this research.

3.7 METHOD OF DATA ANALYSIS AND INTERPRETATION

In trying to answer the basic research questions of this study, simple statistical methods of calculating percentages were used in most of the analyses. This provided for easy deductions of findings.

The data would be presented in tabular form.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

INTRODUCTION

This chapter is primarily concerned with the presentation and analysis of data; as well as the interpretation of the results obtained therefrom. The main focus of the analysis is to provide solutions to the research questions asked through questionnaires and interviews.

There was a high response from respondents. this could perhaps be due to the realisation of the significance of the research by the respondents which might have spurred them into active participation in the whole exercise. Another reason could be attributed to the researcher's personal effort in reaching the respondents during the administration and collection of questionnaires, interview and observation.

The results of the findings were quite impressive as it provided much of the expected answers to the research questions.

TABLE 8a: Number of questionnaires distributed and returned.

ZONE	RESPONDENTS		NO. OF QUESTION-NAIRE DIST.	NO. OF QUESTION-NAIRE RETURN
KANO	TEXTILE COMPANY	1. GASKIYA	10	8
		2. DANGOTE	10	8
	DISTRIBUTORS	KANO METRO-POLIS	5	5
	RETAILERS		15	13
	CONSUMERS		60	58
FUNTUA	TEXTILE COMPANY	1. FUNTUA TEXT LTD	10	9
	DISTRIBUTORS	FUNTUA METRO	5	4
	RETAILERS	POLIS	15	13
	CONSUMERS		30	28
ZARIA	TEXTILE COMPANY	-	-	-
	DISTRIBUTORS	-	-	-
	RETAILERS	ZARIA METRO-	20	18
	CONSUMERS	POLIS	30	30
KADUNA	TEXTILE COMPANY	1. UNT PLC	10	10
		2. AREWA(ATL)	10	10
		3. KTL	10	9
	DISTRIBUTORS		5	4
	RETAILERS	KADUNA METRO-	15	14
	CONSUMERS	POLIS	60	54
LAGOS	TEXTILE COMPANY	-	-	-
	DISTRIBUTORS	-	-	-
	RETAILERS	LAGOS METRO-	20	15
	CONSUMERS	POLIS	60	50
TOTAL			400	360

In analysing the data collected and interpreting the results, the following codes and abbreviations have been used.

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Textile Company	Code	Zone	Code
Gaskiya Textiles	GKY	Kano Metropolis	KNM
Dangote Textile	DGT	Funtua Metropolis	FTM
Funtua Textile	FTL	Zaria Metropolis	ZAM
United Nigerian Textiles Plc	UNI Plc	Kaduna Metropolis	KDM
Arewa Textiles	ATL	Lagos Metropolis	LAM
Kaduna Textiles	KTL		

Number of responses => No. (in Tables)
Percentage of responses => % (in Table)

All calculations of percentages are based on the total number of questionnaires returned by each textile company and from metropolis by distributors/Retailers and Consumers.

TABLE 8b: Total number of questionnaires returned by textile companies distributors/retailers and consumers in the various metropolis are shown below.

Textile Companies	Total no. of questions returned
GKY	8
DGT	8
FTL	9
UNT PLC	10
ATL	10
KTL	9
Distributors/retailers	**Total no. of questions returned**
KNM	18
FTM	17
ZAM	18
KDM	18
LAM	15
Consumers	**Total no. of questionnaires returned**
KNM	58
FTM	28
ZAM	30
KDM	54
LAM	50

4.1 TABLES OF RESPONSES TO QUESTIONNAIRES FOR TEXTILE COMPANYS

TABLE 9: *Company's response to questions related to capacity utilisation*

Questions/responses.	COMPANY											
	GKY		DGT		FTL		UNT PLC		ATL		KTL	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
1. What is the range of your plant capacity.												
(5-10) x 10^3 Spindles	-	-	-	-	-	-	-	-	-	-	-	-
(10-20) x 10^3 "	-	-	-	-	8	88.9	-	-	-	-	-	-
(20-30) x 10^3 "	-	-	1	12.5	1	11.1	-	-	-	-	7	77.7
(30-40) x 10^3 "	8	100	7	87.5	-	-	9	90	10	100	2	22.2
Above 40 x 10^3 "	-	-	-	-	-	-	1	10	-	-	-	-
2.What is your estimated annual production												
(5-10) x 10^8 meters	-	-	-	-	8	88.9	-	-	-	-	-	-
(10-20) x 10^8 "	-	-	2	25	1	11.1	-	-	-	-	-	-
(20-30) x 10^8 "	8	100	6	75	-	-	-	-	1	10	3	33.3
(30-40) x 10^8	-	-	-		-	-	9	90	8	80	6	67.7
"	-	-	-		-	-	1	10	1	10	-	-
(Above 40) x 10^8 meters												

Table 10: Company's response to questions related to product

Questions/Responses	COMPANY											
	GKY		DGT		FTL		UNT PLC		ATL		KTL	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1. What type of textile product(s) does your company produce ?												
Nigerian wax, classic wax	-	-	2	25	2	33.3	10	100	10	100	8	88.9
Super Print	8	100	6	75	-	-	10	100	8	80	-	-
Hollandais	-	-	-	-	-	-	8	80	-	-	-	-
Others	-	-	-	-	4	66.7	-	-	3	30	1	11.1
2. Our Company Produces												
On request	-	-	1	12.5	2	20	4	40	1	10	4	44.4
Direct to sell	2	33.3	1	12.5	5	50	-	-	-	-	-	-
All of the above	6	66.7	6	75	3	30	6	60	9	90	5	55.6
3. When compared with foreign textile products, our products												
Have lower quality	2	25	-	-	1	11.1	-	-	1	10	1	11.1
Are of lower price	-	-	-	-	2	22.2	-	-	1	10	1	11.1
Compete favourably	6	75	6	75	3	33.3	10	100	6	60	7	77.8
Do not compete favourably	-	-	2	25	3	-	-	-	2		-	-
Have higher Sales	-	-	-	-	-	-	-	-	-		-	-
Demand more	-	-	-	-	-	-	-	-	-		-	-

TABLE 11: Company's assessment of the quality of its product.

Questions/Responses	COMPANY											
	GKY		DGT		FTL		UNT		ATL		KTL	
	No	%	No	%	No	%	No	%	No	%	No	%
1. How do you rate your products(s) compared to similar products of other producers												
High quality	8	100	1	12.5	2	22.2	4	40	9	90	2	22.2
Moderate quality	-	-	7	87.5	4	44.4	6	60	1	10	7	87.8
Low quality	-	-	-	-	3	33.3	-	-	-	-	-	-
Very low quality	-	-	-	-	-	-	-	-	-	-	-	-
2. How do customers rate your product(s) compared with similar products of other producers												
High quality	8	100	4	50.0	2	22.2	7	70	8	80	3	30.0
Moderate quality	-	-	4	50.0	7	30.0	3	30	3	30	5	50.0
Low quality	-	-	-	-	-	-	-	-	-	-		20.0
Very low quality	-	-	-	-	-	-	-	-	-	-	-	-

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TABLE 12: **Company's response questions related to pricing and sales**

Questions / Responses	COMPANY											
	GKY		DGT		FT		UNT		ATL		KTL	
	No	%	No	%	No	%	No	%	No	%	No	%
1. *How do you determine the price of your product ?*												
By the cost of production	2	25.0	4	50	2	22.2	7	70	2	20	4	444
Cost of production +mark up	5	62.5	4	50	-	-	3	30	2	20	3	333
Cost of product & market situation	1	12.5	-	-	-	-	-	-	3	30	2	222
2. Do your prices compare favourably with those of similar products in the market?												
Yes	8	100	8	100	3	33.3	9	90	9	90	9	100
No	-	-	-	-	6	66.7	-	-	1	10	-	-
3. What method of sales do you use?												
Sell directly from to sales offices	4	50.0	2	25	5	55.6	4	40	4	40	5	556
Use of sales men	1	12.5	-	-	1	11.1	2	20	2	30	2	222
Sell on contract basis	2	25.0	-	-	1	11.1	-	-	-	-	-	-
All of the above	1	12.5	6	75	2	22.2	4	40	4	40	2	222
4. What are your selling terms?												
Cash and Carry	7	87.5	2	25	5	62.5	7	70	7	70	6	667
Credit Sales	4	50.0	6	75	3	37.5	3	30	3	30	3	333
Others	-	-	-	-	-	-	-	-	-	-	-	-
5. *What is your estimated volume of sales of your product to the following (%)*												
Nigeria	80	-	55	-	60	-	60	-	70	-	98	-
Africa	20	-	30	-	20	-	30	-	20	-	02	-
Beyond	-	-	15	-	20	-	10	-	10	-	-	-
6. What do you consider the volume of sales of your product in Nigeria												
High	3	37.5	4	50	2	22.2	4	40	9	90	3	333
Moderate	5	62.5	4	50	5	55.6	6	60	-	-	6	667
Low	-	-	-	-	2	22.2	-	-	1	10	-	-

TABLE 12: Continued

Questions/Responses	COMPANY											
	GKY		DGT		FT		UNI		ATL		KTL	
	No	%	No	%	No	%	No	%	No	%	No	%
7. Which of the following do you attribute to your response to your volume of sales in Nigeria												
High product quality/price	5	62.5	1	14.3	2	25	7	70	6	60	2	33.3
Low product quality / price	-	-	-	1	10	-	-	-	-	-	-	-
High promotion of product	1	12	5	1	12	5	2	20	1	10	2	33.3
Low promotion of product	-	-	1	12	5	-	-	-	-	-	-	-
High patronage bycustomers	2	25	3	42	9	3	37.5	-	5	50	-	-
Low patronage bycustomers	-	2	28.6	1	12.5	-	1	10	2	33.3	-	-
Steady supply	-	1	14.3	-	4	40	-	-	-	-	-	-
9. Do you encounter instances of unsold products												
YES	8	100	6	75	5	55.6	9	90	9	90	9	100
NO	-	-	2	25	2	22.2	-	-	1	10	-	-
10. The percentage of our unsold products annually												
Below 10%	4	50	2	25	4	44.4	-	-	5	50	4	44.4
10-20%	4	50	6	75	-	-	3	30	3	30	2	22.2
20-30%	-	-	-	-	-	-	3	30	-	-	2	22.2
30-40%	-	-	-	-	1	11.1	-	-	-	-	1	11.1
Above 40%	-	-	-	-	1	11.1	2	20	-	-	-	-

TABLE 13: Company's response to method(s) of distribution of its product.

Questions/Responses	COMPANY											
	GKY		DGT		FT		UNI		ATL		KTL	
	NO	%	NO	%	NO	%	NO	%	NO	%	NO	%
1. How do your products reach your customers.												
Delivery is taken from the company	2	25	6	75	6	66.7	5	50	5	50	6	66.7
The company deliver the products to the sales points	4	50	-	-	1	11.1	-	-	-	-	2	22.2
All of the above	2	25	2	25	2	22.2	4	40	4	40	1	11.1
None of the above	-	-	-	-	-	-	1	10	1	10	-	-
2. By what means are your products delivered to your customers												
Road (truck)	8	100	4	50	7	77.8	4	40	8	80	9	100
Air	-	-	-	-	-	-	-	-	1	10	-	-
Water	-	-	1	12.5	-	-	-	-	-	-	-	-
All of the above	-	-	3	37.5	2	22.2	5	90	1	10	-	-

TABLE 14: Company's response to questions related to marketing efforts.

Questions/Responses	COMPANY											
	GKY		DGT		FTL		UNT		ATL		KTL	
	No	%	No	%	No	%	No	%	No	%	No	%
1. Does your company conduct marketing research ?												
Yes	2	25	6	75.0	7	77.2	8	80	10	100	9	100
No	5	62.5	2	25.0	2	22.2	-	40	-	-	-	-
2. How often												
Mothly	1	12.5	1	12.5	1	11.1	4	30	3	30	2	22.2
Quaterly	-	-	-	-	4	44.4	3	10	6	60	2	22.2
Yealy	1	12.5	6	75.0	2	22.2	1	10	-	-	5	55.5
3. Which of the following problems does your company encounter												
Product development	-	-	-	-	-	-	1	10	1	10	1	11.1
Advertisement	2	25	-	-	-	-	3	30	2	20	4	44.4
Physical distribution	-	-	-	-	-	-	1	10	1	10	-	-
Sales planning	2	25	-	-	1	11.1	-	-	1	10	-	-
All of the above	4	50	3	37.5	3	33.3	-	-	-	-	2	22.2
None of the above	-	-	5	62.5	5	55.6	5	50	6	60	1	11.1
4. Which of the following is not under the control of the marketing manager												
Marketing/Sales planning	2	25	-	-	1	11.1	-	-	-	-	-	-
Product development	-	-	2	25.0	3	33.3	5	50	6	60	1	11.1
Advertisement	-	-	-	-	-	-	-	-	-	-	-	-
Physical distribution	-	-	1	-	1	11.1	-	-	2	20	6	66.7
None of the above	6	75	5	62.5	2	22.2	4	40	1	10	2	22.2
5. How do consumers identify your products in the market?												
By their labels	8	100	5	62.5	5	55.6	5	50	7	70	5	55.6
By their designs/quality	5	62.5	1	12.5	4	44.4	2	20	5	50	2	22.2
By their prices	1	12.5	-	-	-	-	-	-	-	-	-	-
All of the above	-	-	2	25.0	-	-	4	40	1	10	4	44.4
None of the above	-	-	-	-	-	-	-	-	-	-	-	-
6. Our products are:-												
Always highly advertised	-	-	2	25.0	1	11.1	-	-	-	-	2	22.2
Sometimes advertised	5	62.5	1	12.5	4	44.4	2	20	3	30	7	77.7
Do not need advertisement as people readily buy them.	3	37.5	5	62.5	4	44.4	8	80	6	60	-	-

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TABLE 15: Company's response to questions related to consumer satisfaction.

Questions/Responses	COMPANY											
	GKY		DGT		FTL		UNT		ATL		KTL	
	No	%	No	%	No	%	No	%	No	%	No	%
1. Who are your customers												
Foreign textile manufacturer	-	-	1	12.5	-	-	1	10	1	10	-	-
Local textile consumers	5	62.5	2	25.0	4	44.4	3	30	1	10	6	66.7
Both ((i) and (ii) above	-	-	-	-	1	11.1	-	-	2	20	-	-
Government Agencies	3	37.5	-	-	1	11.1	-	-	1	10	-	-
Customers who submit their	3	37.5	5	62.5	2	22.2	1	10	7	70	-	-
own design.	1	12.5	-	-	-	-	-	-	1	10	5	55.6
All of the above	-	-	2	25.0	2	22.2	7	70	-	-	-	-
2. What type of complaints do you normally receive from customers?												
Quality of products /low	-	-	2	25.0	1	11.1	2	20	1	10	5	55.6
Price of product /high	3	37.5	3	37.5	6	-	4	40	3	30	3	33.3
Availability (scare/readily available).	3	37.5	-	-	-	-	1	10	2	20	-	-
All of the above	-	-	-	-	1	11.1	1	10	1	10	1	11.1
None of the above	3	37.5	3	37.5	1	11.1	2	20	1	10	-	-
3. Our company attends to customer complaints.												
100%	2	25.0	3	37.5	2	22.5	5	50	4	40	2	22.5
90%	5	63.5	5	62.5	5	55.6	3	30	4	40	5	55.6
20%	-	-	-	-	-	-	-	-	-	-	-	-
At least 10%	1	12.5	-	-	2	22.5	-	-	1	10	-	-
Not at all	-	-	-	-	-	-	-		-	-	1	11.1
4. Our company gives incentives to our customers.												
Distribution (fee/facilitated)	-	-	5	62.5	1	11.1	-	-	-	-	1	11.1
Discount on large volume of products purchase.	5	62.5	4	50.0	8	88.9	5	50	7	70	8	88.9
Bonus	1	12.5	-	-	-	-	2	20	-	-	-	-
All of the above	-	-	-	-	-	-	-	-	1	10	-	-
None of the above	2	25.0	-	-	-	-	-	-	-	-	1	11.1

TABLE 16: Response to factors affecting the production and marketing of locally produced textile products and government policies.

Questions/Responses	COMPANY											
	GKY		DGT		FTL		UNT		ATL		KTL	
	No	%	No	%	No	%	No	%	No	%	No	%
1. Which of the following do you consider to have more adverse effect on the production and marketing of your products.												
Inadequate supply of raw materials.	1	12.5	-	-	-	-	-	-	-	-	4	44.4
Government import restrictiion.	-	-	1	12.5	-	-	-	-	4	40	1	11.1
High cost of production	6	75.0	2	25.0	-	-	1	10	2	20	3	33.3
Activities of smuggles	-	-	-	-	2	22.2	5	50	1	10	2	22.2
Competition from local & foreign textiles.	2	25.0	-	-	6	66.7	-	-	2	20	-	-
Attitude of Nigerias to locally produced ttextiles.	1	12.5	4	50.0	-	-	3	30	5	50	2	22.2
2. The government should												
Ban importation of foreign textiles.												
Allow importation of foreign textiles for stiff competion with local products.	5	62.5	2	25.0	7	77.8	2	20	9	90	9	100
Permit restricted importation of spare parts and raw materials.	2	25.0	5	62.5	-	-	8	80	-	-	-	-
Stay neutral	4	40.0	1	12.5	2	2	-	-	-	-	-	-
	-	-	-	-	-	2	-	-	-	-	-	-

4.2 TEXTILE COMPANY'S ASSESSMENT OF IT'S PRODUCTS

4.2.1 ANALYSIS OF RESPONSES OF TEXTILE STAFF

Table 10.1-3 Analysis in relation to products

Company's response in relation to products has shown that a variety of textile products, mostly apparels are produced in Nigeria. Toping the list of textile products produced are the wax and super-print classes of apparels.

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Virtually all the companies under research admitted that their products compete favourable with foreign textile products as shown in Table 10.3 The results obtained show that the companies produce both on request of the customer and direct to sell even though most of them operate below installed capacity as shown in Table 9.1 when compared to information contained in the literature and as reported by most of the companies production manage when interviewed. Companies rating of their productions as well as their view of customer rating is of high quantity. The result shown in table II above and Arewa, Funtua, Gaskiya and Dangote textiles as well as UNT plc and KTL's few advertisement on some national dailies and during the recently concluded 20th Kaduna international trade fair, testify to this quality claim.

On how textile companies determine the price of their products and their method of sales and sales experience, Table 12.1 shows that cost of production, cost of production and mark-up and cost of production in addition to market situation were the various ways given by textile companies for determining price. In any case, cost of production is given as the leading factor in setting prices for their products. In table 12.2 above, about all respondents said that their prices compare favourably with those of similar products in the market with only Funtua textiles having a different opinion.

With regards to sales, all the six textile companies reported selling directly from their sales offices (mostly situated in the company's premises) more than the use of salesmen. However, both methods of sales are employed by all the companies to a small degree. (Table 12.3)

According to the results in Table 12.4, the companies indicated selling there products mostly on cash and carry basis and to some extent on credit and contract bases. Table 12.5, also indicates that MNTP are sold mostly in Nigeria and a small percentage

in other African countries and beyond Africa, as exports. Despite the indicated high volume of sales in Nigeria, it is considered to be a moderate sales among the entire textile products sold locally. The companies said high product quality and high patronage by customers are leading factors that attribute to the high volume of sales of their products in Nigeria.

All the six companies agreed that they witness instances of unsold products amounting to about 10 -20% of their total annual output. When asked what they do with the unsold products, most of them responded that they sell then as seconds at cheaper rates. (Table 12.9).

Greater percentage of five companies indicated that customers take delivery of their products from the company and this is done by the road transport system. Gaskiya textile however, said that the company delivers the product to the sales point where they are further delivered to customers. These results are provided on Table 13.1 and 13.2

Table 14.1-6. **Analysis of responses to questions related to marketing efforts by textile companies.**

Table 14.1 indicates that five out of the six companies conduct marketing research which is conducted mostly on quarterly and yearly basis.

However, while KTL said it faces problem of advertisement,(Table 14.2) more among other marketing problems GKY is of the opinion that the company is troubled with product development, adversement, physical distribution and sales planning. And, even though a few of the respondents of the other four textile companies admitted that their company encounters one or two of the marketing problems listed above, majority of them are of the opinion that their company does not encounter any of the problems at all. With the claim of the four textile companies, from their own point of view, most

textile companies rarely face marketing problems at all. And (Table 14.3) with regards to the powers conferred on the marketing manager by the textile company in terms of marketing/sales planning, product development, advertisement and physical distribution, FTL, UNT Plc, and ATL said product development is not under the control of the marketing manager, KTL on its part said physical distribution is not under the control of the marketing manager while GKY and DGT reported that all are under the control of the marketing manager.

Table 14.4. also indicates that consumers identify locally produced textile products more by their labels and by their design and quality than by other means, such as prices. In relation to questions on advertisement (Table 14.5) the companies said they sometimes advertise. But majority of the responses indicated that they do not need advertisement as people readily buy their products. In a situation where they advertise the use of media such as television, radio, printed papers and trade fairs as indicated in table 14 where a higher percentage of the respondents is shown against "all of the above". ome respondents (consumers) however, adviced that textiles need intensive advertisement frequently not only on the media mentioned above but including Exhibitions, Bill Boards cultural shows etc.

Results in Table 15.1 show that local textile consumers and customers and customers who submit their designs are the major customers of the textile companies. This is in consonance with the fact that most of the locally produced textiles are sold in Nigeria as earlier indicated.

Complaints (Table 15.2) given by most consumers are mostly low product quality and high prices of product. Two companies indicated about 50% lack of complain from consumers as regards quality, price and product availability. However, our concern is the general view of respondents .

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Although the textile companies listen to consumers' complaints, they could only address about 50% of their problems as shown in Table 15.3 which is expected. 100% attendance to consumers complaints, may be difficult as the textile companies themselves are constrained by several factors as spelt out in the literature review. This is however, difficult to measure, since the companies claim about quality, price, promotion and distribution of their products is in sharp contradiction to the views of consumers on the same parameters. While the textile companies opined that they do not need advertisement or at worst they need little advertisement, since consumers readily purchase their products, they still witness instances of unsold goods. And, when interview, most consumers lamented poor quality and high prices of locally produced textiles. Further more, a high percentage of consumers (responding through questionnaires and interviews) are of the opinion that they prefer foreign textiles for the simple fact that they are more qualitative. Also, virtually all consumers are of the general concensus that they wouldn't mind paying any price for made -in-Nigeria textile products provided they are made to the standard quality as obtains with foreign textile products. The sincerity of this claim is yet another debatable matter. On incentives given to customers, all the six companies under research gave discount on large volume of products purchased' as the majority response.

Table 16.1-2 **Analysis in Relation to Factors Affecting the Production and Marketing of MNTP**

High cost of production, activities of smugglers and attitudes of Nigerians to locally produced textiles topped the list of factors affecting the production and marketing of locally produced textile products according to respondents. Other factors considered of lesser effect were given as inadequate supply of raw materials, competition from local

and foreign (both legally imported and smuggled goods) textiles and government import restriction. (table 16.1)

When asked what the government should do, most of the companies opined that Government should ban the importation of foreign textiles. However, a fair proportion of respondents subscribed that government should allow importation of foreign textiles for stiff competition with local products. The results in Table 16.2 confirms this.

The responses in Tables 16.1 are in close agreement with hypothesis 6 which states that 'Government policies, competition and attitudes of Nigerians towards MNTP are 'key problems affecting the market acceptability of MNTP'.

On the whole, the companies are of the belief that they produce qualitative products which are distributed and sold to consumers at moderate prices. They (companies) are also of the opinion that their products compete favourably with similar products in the market and as such requires little or no advertisement since consumers readily buy them. Consumers (interviewed) however, expressed contrary view to the claims of the industry. Further analysis of retailers' and consumers' responses may throw more light on the quality of locally produced textiles to unfold the facts about these claims and counter-claims.

4.3 TABLES OF RESPONSES TO QUESTIONNAIRE FOR DISTRIBUTORS AND RETAILERS

The questionnaires for distributors and retailers have been combined and their responses shall be treated as one, since distributors and retailerfs (both of whom are middlemen) invariably performed the same marketing scale.

This is, however, despite the facts that efforts were made to administer the questionnaires to the two middlemen seperately as indicated in table 8a.

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TABLE 17 Distributors Retailersn Responses To Questions related to product

Questions/Responses	Distn /Retailers									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
1. What type of textiles do you sell										
Locally produced	10	55.6	12	70.6	12	66.7	11	42.3	7	46.7
Imported	8	44.4	4	23.5	6	33.3	13	50.0	11	73.3
Second-hand Products	-	-	-	-	-	-	1	3.8	-	-
All of thes above	-	-	2	11.8	-	-	1	3.8	-	-
2. Which of the textile product(s) sale faster										
Local textile products	9	50	13	76.5	11	61.1	10	55.6	7	46.7
Imported textile products	9	50	5	29.4	7	38.9	9	50.0	11	73.3
Second-hand textile products	-	-	-	-	-	-	1	5.6	-	-
3.How do you identify made in Nigeira textile products										
By their labels	6	33.3	7	41.1	8	44.4	7	38.9	7	46.7
By their design (general quality)	6	33.3	4	23.5	6	33.3	7	38.9	5	33.3
By their prices	-	-	-	-	-	-	-	-	-	-
All of the above	6	33.3	7	41.1	4	22.2	6	33.3	8	53.3
4. The identity of locally produced textile product are sometimes hidden by false foreign labels										
Yes	10	55.6	16	94.1	15	83.3	18	100	11	73.3
No	8	44.4	1	5.9	3	16.7	-	-	4	26.7
5. The reason for hiding the identity of locally produced textile products is										
To attract more customers	12	66.7	9	52.9	10	55.6	11	61.1	12	80
To promote foreign textile products	-	-	-	-	-	-	2	11.1	1	6.7
To discosurage local textile manufacture	6	33.3	-	-	-	-	-	-	-	-
To make more profit	-	-	9	52.9	7	38.9	5	27.7	7	46.7
Not clearly known	-	-	-	-	1	5.6	3	16.7	-	-
6. My assessment of the market and dacceptability of male in Nigeria textile products from my sales pattern experience is										
very high	-	-	-	-	1	5.6	1	5.6	1	6.7
High	2	11.1	2	11.8	1	5.6	5	27.7	2	13.3
Mode rate / fair	13	72.2	12	70.6	12	66.7	13	72.2	13	86.7
Low / poor	2	11.1	2	11.8	2	11.1	-	-	-	-
Very low / Poor	1	5.6	2	11.8	2	11.1	1	5.6	4	26.7

TABLE 18: Distributor's and Retailers' response to questions related to distribution

Questions / Responses	Distributors / Retailers									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
1. As a distributor,										
I deliver my machandise to my customers.	2	11.1	1	5.9	1	5.6	5	27.8	4	26.7
My customerss take delivery from our depot.	8	44.4	7	41.2	8	44.4	4	22.2	5	33.3
Delivery depends on mutual arrangemem between my customer and I.	8	44.4	9	52.9	9	50.0	9	50.0	7	46.7
2. What type of retailer are you (if you are as a retailer)?										
Own a store in the market or a shop in edesignated.	13	72.2	12	70.6	10	55.6	18	100.	13	86.7
House to house /office to office	4	22.2	2	11.8	6	33.3	2	0	3	20.0
Street Hawking	1	5.6	3	17.6	3	16.7	-	11.1	2	13.3
3. How long have you been retailing?								-		
Less than a year	2	11.1	-	-	2	11.1	3		1	6.7
1-5 Years	2	11.1	3	17.7	2	11.1	3	16.7	2	13.3
6-10 Years	5	27.8	4	23.5	2	11.1	3	16.7	4	26.7
Above 10 Years	9	50.0	10	58.8	12	66.7	11	16.7	13	86.7
4. I get supply of locally produced textile products								61.1		
Regularly (always)	13	65.0	12	70.6	15	83.3	14		12	80.0
Occasionally (some times)	3	16.7	4	23.5	2	11.1	4	77.8	6	4.0
Rarely (very little over a long time.	2	11.1	1	5.9	1	5.6	1	22.2	2	13.3
Not at all	-	-	-	-	-	-	1	5.6	-	-
5. I get supply of locally produced textile products								5.6		
By going to the Company and buying directly	3	16.7	10	58.8	1	5.6	3		1	
The company delivers them for me								16.7		
(i) at their own expense										
(ii) at my own expenses	3	16.7	3	17.6	2	11.1	6		7	
Through company sellsmen at designated sales points	-	-	-	-	-	-	2	33.3	2	
From other retailers of bigger business	8	44.4	5	29.4	5	27.8	7	11.1	9	
From distributors	4	22.2	2	11.8	10	55.5	5	38.9	-	
								27.8		

TABLE 19: Distributors / Retailers response to questions related to price / quality and interest / affordability.

Questions / Responses	Distributor / Retailer									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
1. The rate at which consumers buy locally produced textiles is										
Very High	2	11.1	1	5.9	2	11.1	3	16.7	2	13.3
High	3	16.7	3	17.6	1	5.6	7	38.9	6	40.0
Moderate	9	50.0	11	64.7	13	72.2	8	44.4	10	66.7
Poor	3	16.7	2		2	11.1	1	5.6	1	6.7
Very poor	1	5.6	-	-	-	-	1	5.6	1	6.7
Undetermined	-	-	1	11.8	-	-	-	-	-	-
2. In my opinion consumers interest can be aroused in made in Nigeria textiles by?										
Improving the quality of the products	5	27.8	3	17.6	3	16.7	12	66.7	8	53.3
Reducing the prices of the products	4	22.2	-	-	-	-	-	-	-	-
Intensive advartisement	-	-	1	5.9	-	-	1	5.6	1	6.7
Employing good Marketing Strategies	3	16.7	4	23.5	7	38.9	1	5.6	1	6.7
All of the above	9	50	11	64.7	8	44.4	9	50	12	80

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TABLE 20: Distributors / Retailers response to questions on factors affecting demand for made-in-Nigeria textile products (MNTP).

Questions / Responses	Distributor / Retailer									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
1. Which of the following affect the demand for MNTP.										
Stiff competition from foreign options	-	-	-	-	-	-	3	16.7	1	6.7
Activities of Smugglers	4	22.2	-	-	-	-	6	33.3	4	26.7
Poor quality of local products	7	38.9	8	47.1	8	44.4	6	33.3	7	46.7
High prices of local products	-	-	-	-	-	-	6	33.3	5	33.3
Attitudes of Nigerians towards locally produced texile products (ie poor patronage)	7	38.9	6	35.3	6	33.3	4	22.2	10	66.7
All of the above	7	38.9	8	47.1	8	44.4	5	27.8	-	-
2. From my experience locally produced textiles (i) compare (ii) do not compare favourably with there foreign counterparts in terms of :-										
Quality	10	55.6	11	64.7	10	55.6	14	77.8	12	80.0
Price	3	16.7	4	23.5	5	27.8	5	27.8	5	33.3
Durability	6	33.3	3	17.6	7	38.9	6	33.3	6	40.0
Aesthetic appeal	6	33.3	7	41.1	6	33.3	3	16.7	6	26.7

4.4 DISTRIBUTORS /RETAILERS ASSESSMENT OF THE PRODUCTS

4.4.1 ANALYSIS OF DISTRIBUTORS/RETAILERS RESPONSES

INTRODUCTION

The intention here is to see whether the responses of the distributors/retailers rhyme with those of companies and the consumers on one hand and whether the results of findings here will address the research questions on the other hand. Here, 'retailers' shall be used throughout the analysis in place or distributors/retailer' to avoid ambiguities.

Table 17.1 **Analysis in Relation to Product**

Retailers have indicated that they sell both locally produced and imported textile products as indicate in table 17.1 above. However, even though respondents in KDM and LAM recorded

higher percentages of sales of imported products, KNM, FTM and ZAM recorded higher percentages of sales of locally produced textiles. And, retailers in all the research areas, with the exception of LAM reported that local textile products sale faster.

According to respondents in all locations under investigation, MNTP are identified by their labels, design and prices (Table 17.3). Identification by prices was however reported to a less extent.

More respondents were of the view that false labels are sometimes pasted, stamped or printed on MNTP to hide their true identities and they believe that manufacturers of local textiles do that to attract more customers as well as to make more profit. This is in line with hypothesis 3, which assumes that 'though quality and price are significant factor in stimulating the consumers' interest in a product the consumer lays more emphasis on quality than price. According to one correspondent "Local textile companies produce good imitations and fake labels are given" This view is in intimate agreement with the results on Table 17 above.

Retailers are of the general concensus on their assessment of the market acceptability of MNTP from their sales experience, and as also shown in Table 17.6 above, where 'moderate/fair' assessment has the highest percentage score by all respondents.

One is in no doubt of this assessment as most of the respondents are seasoned retailers with experience of over 10 years of retailing as indicated in Table 18.

Table 18.1-5 Analysis in Relation to Distribution

The retailers, majority of whom own stores in the markets or shops in designated areas as presented by responses in Table 18.2 indicates that they get supply of locally produced textile products regularly. Results of findings also in Table 18.4 confirms this where a higher percentage of respondents generally responded to regularly (always)'

According to retailers, they secure supply of their machandise from the companies (who deliver them at their (retailers) expense), from distributors and mostly from retailers of bigger business-which could as well mean 'distributors'. (Table 18.5)

Also, according to most retailers, confirmed by responses in Table 18,1 customers take delivery of machandise from their depots. And there are instances as well where delivery depends on mutual arrangement between customers and the traders.

From all indications, going by the retailers responses distribution of MNTP is not adequately done buy the textiles companies. This is because though they get supply of the products regularly, the products do not reach the consumers at the right time at the right place; since retailers have to take the trouble of going to the company or to distributors to get supply of the products. And in the event that the company delivers the product it does so at the expenses of the middlemen (distributor or retailer).

Table 19.1-2 **Analysis in Relation to Price and Quality**

Going by the results in Table 19.1, most respondents indicated that MNTP are sold to consumers at moderate prices and, that the interest of the consumer in locally produced textiles can be aroused by improving the quality of the products, reducing he prices of the products, intensive advertisement and employing good marketing strategies. Results in table 19.2, where most respondents responded to all 'all of the above also confirms this assertions.'

Table 20.1-2 **Analysis in Relation to Factors Affecting the Demand for Made - in - Nigeria textile product**

Poor quality of local textile products and attitudes of Nigerians towards locally produced products have been indicated as major factors (Table 20.1) affecting the demand for MNTP. These are in addition to other factors such as activities of smugglers, stiff competition from foreign options and high prices. This is shown in Table 20.1 above where majority of responses

are 'all of the above'. Also on Table 20.2 majority of respondents said that locally produced textiles do not compare favourably with their foreign counter-parts especially in terms of quality, durability, aesthetic appeal and even price.

The findings of these two later investigations proves that Hypothesis I which states that 'quality differences and attitudinal habits Nigerians are two important factors which are responsible for poor patronage of MNTP by consumers' holds true and is valid and accepted.

4.5 TABLE OF RESPONSES TO QUESTIONNAIRES FOR CONSUMERS

TABLE 21: Consumers' response to questions related to product.

Questions / Responses	Consumer									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
1. How do you identify made-in-Nigeria textile products?										
By their quality (design, colour, handle, aesthetic appeal etc).	18	31.0	14	50.0	8	26.7	23	42.6	19	38.0
By their lables	28	48.3	10	35.7	9	30.0	25	46.3	15	30.0
By their prices	3	5.2	3	10.7	4	13.3	4	7.4	1	2.0
All of the above	19	32.8	8	25.6	13	43.3	18	33.3	21	42.0
Others (specify)	-	-	-	-	-	-	-	-	-	-
2. What type of textile products do you purchase										
Locally produced Nigerian (real, supper, classic wax etc) super rint, lace etc.	22	37.9	11	39.3	12	40.0	19	35.2	20	40.0
Foreign products (Hollandaise cote d'voir etc.	30	51.7	12	42.9	6	20.0	11	20.4	22	44.0
Second-hand textile products	2	3.4	4	14.3	2	6.7	6	11.1	-	-
A mixture of the above	4	6.9	8	28.6	10	33.3	18	33.3	8	16.0
3. Which textile product do you like best?										
Local textile products	23	39.6	9	32.1	16	53.3	22	40.7	20	40.0
Foreign textile products	35	60.3	14	50.0	13	43.3	32	59.3	30	60.0
Second-hand textile products	-	-	5	17.9	1	3.3	-	-	1	2.0
4. The reason why I like the chosen product in question (3) above is because of its										
High quality compare to the rest	32	55.2	10	35.7	-	-	34	63.0	25	50.0
Low price compared to the rest	3	5.2	-	-	14	46.7	1	1.9	2	4.0
That is the one I can afford	4	6.9	-	-	16	53.3	8	14.8	8	16.0
Durability (it lasts longer)	24	41.4	18	64.3	-	-	16	29.6	17	34.0

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TABLE 22: Consumers response to questions related to quality and price of made-in-Nigeria textile product.

Questions	Consumer and response									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
7. What is your assessment of the quality of made-in-Nigeria textile products										
Very high	-	-	-	-	-	-	-	-	-	-
High	10	17.2	3	10.7	5	16.7	2	3.7	6	12.0
Moderate	38	65.5	21	75.0	18	60.0	23	61.1	36	72.0
Poor	10	17.2	4	14.3	5	16.7	9	16.7	8	16.0
Very poor	-	-	-	-	2	6.7	-	-	-	-
8. What is your assessment of the prices of made-in-Nigeria textile, products?										
Very high	18	31.0	-	-	-	-	2	3.7	3	6.0
High	27	46.6	8	28.6	8	26.7	10	18.5	16	32.0
Fair	10	17.2	16	57.1	18	60.0	30	55.6	18	36.0
Cheap	2	3.4	4	14.3	4	13.3	12	22.2	11	22.0
Very cheap	-	-	2	7.1	-	-	-	-	2	4.0
9. Local textile manufacturers could improve the quality of their products by										
Using superior and fanciful designs.	6	10.3	-	-	-	-				
Using high quality (pigments, dyes and colouring auxiliaries) chemicals.	21	36.2	12	42.9	12	40.0	4	7.4	2	4.0
Employing modern machines.	12	20.7	8	28.6	10	33.3	28	51.9	22	44.0
Employing trained personnels.	19	32.8	10	35.7	12	40.0	12	22.2	8	16.0
							14	25.9	20	40.0
11. How do you compare the quality of made-in-Nigeria textile products with their foreign counter-parts										
They are of higher quality	-	-	-	-	-	-	-	-	-	-
They are of the same quality	6	10.3	3	10.7	6	20.0	5	9.3	6	12.0
They are of lower quality	48	82.8	22	78.6	23	76.7	46	85.2	44	88.0
Undetermined	4	6.9	3	10.7	1	3.3	3	5.6	-	-

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TABLE 23: Consumers response to question related to physical distribution.

Questions/response	Consumer									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
5.Where do you buy made-in-Nigeria textile products										
Direct from the company	-	-	-	-	-	-	1	1.9	-	-
From distributors	2	3.4	2	7.1	12	40.0	6	11.1	4	8.0
From retailers (market)	40	70.0	23	82.1	20	66.7	33	61.1	31	62.0
From hawkers (other retailers through house to house or office to office sales.	16	27.6	5	17.9	10	33.3	15	27.7	19	38.0

TABLE 24: Consumers response to questions related to interest and affordability of made-in-Nigeria textile product (MNTP)

Questions/response	Consumer									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
1.How often do you buy made-in-Nigeria textile product										
Frequently (Always)	36	62.1	15	53.7	16	53.3	36	66.7	11	22.0
Occasionally (Sometimes)	12	20.7	10	35.7	13	43.3	14	25.9	32	64.0
Rarely (once in a very long time)	10	17.2	3	10.7	1	3.3	4	7.4	7	14.0
Not at all	-	-	-	-	-	-	-	-	-	-
2.The interest of consumer in MNTP could be drosed through										
Improved quality of products	18	31.0	10	35.7	11	36.7	20	37.0	21	42.0
Reduced price of products	12	20.7	9	32.1	10	33.3	9	16.7	5	10.0
Intensive promotion	11	19.0	1	3.6	1	3.3	5	9.3	3	6.0
All of the above	17	29.3	8	28.6	8	26.7	20	37.0	21	42.0
None of the above	-	-	-	-	-	-	-	-	-	-
Others please specify	-	-	-	-	-	-	-	-	-	-
3.On the whole, Nigerians;										
Do not like MNTP for general reasons poor quality, high prices, scarcity etc.	28	48.3	18	64.3	11	36.7	22	40.7	2	04.0
Like MNTP because they are cheap readily available etc.	4	6.9	2	7.1	3	10.0	6	11.1	2	04.0
Buy MNTP when they cannot afford the foreign ones.	23	39.7	16	35.7	16	53.3	24	44.4	23	46.0
Purchase MNTP for local outings andforeign ones for big occasions.	7	12.1	6	10.7	6	20.0	10	18.5	11	22.0

TABLE 24 Countinues:

Questions/response	Consumer									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
15.My family and I generally:-										
Like and buy MNTP any time we have money.	15	25.7	11	13.3	12	40.0	15	27.7	16	32.0
Like and buy MNTP once in year.	5	8.6	8	28.6	8	26.7	5	9.3	3	6.0
Do not like but buy MNTP because we cannot afford the foreign ones.	18	31.0	4	14.3	4	13.3	18	33.3	15	3.0
Like but do not buy MNTP at all.	8	13.8	3	10.7	1	3.3	6	11.1	7	14.0
Buy only foreign textile materials because MNTP are of poor quality.	12	20.7	2	3.6	3	10.0	10	18.5	8	16.0

TABLE 25: *Consumers' response to questions related to foreign options and government policy.*

Questions / Topic	Consumer and response									
	KNM		FTM		ZAM		KDM		LAM	
	No	%	No	%	No	%	No	%	No	%
12. What is your opinion about foreign textile products?										
Government should band their importation.	13	22.4	0	35.7	12	6.7	20	37	16	32
They should be imported.	13	22.4	18	64.3	16	53.3	26	48.1	30	60
Smugglers activities should be checked properly.	32	59.3	2	7.1	2	6.7	8	14.8	12	24
Others (please specify).	-	-	-	-	-	-	-	-	-	-
13. The availability of foreign option Affect the marketing and demand for locally produced textiles.										
Do not affect the marketing and demand for locally produced textiles	30	51.7	11	39.3	21	70.0	26	48.1	27	54.0
Influences my buying decision.	6	10.3	3	10.7	4	13.3	9	16.7	7	14.0
Make me reject locally produced textile products.	18	31.0	7	25.0	7	23.3	18	33.3	23	46.0
	6	10.3	2	7.1	-	-	5	-	5	10.0

4.6 CONSUMERS' ASSESSMENT OF THE PRODUCTS

4.6.1 ANALYSIS OF RESPONSES OF CONSUMERS

INTRODUCTION

It is important to mention here that the main unit of analysis of this research work is the consumers. The reason being that they are the final users of the textile products and as such are in better position to give a more satisfactory and reliable assessment of the products in terms of quality (handle, durability, design etc), price, aesthetic appeal and their interest and affordability.

The producers (who are in the know of what they actually produce but for one reason or the other may which to report otherwise), and the distributors / retailers through whom the product reach the final users (the consumer) have been necessarily involved in this investigation for comparison of opinions and to strike a balance between claims and counter claims.

Table 21.1 ANALYSIS IN RELATION TO IDENTITY OF PRODUCTS

Responses in Table 21 above have shown that just as in the case of responses of retailers, quality, labels and prices are all used in combination to identify MNTP. Designs and labels, however, have been identified as the leading indicators.

"The local textile products are not durable and also the designs are not attractive, except they (Manufacturers) forged the foreign designs" said one respondent during the interview. According to another respondent, "Foreign textile materials such as Hollandaise are easily identified by their colours - they are usually cool in colour. Super prints, which are local textiles, for example, have front and back (the printed and the unprinted sides) from which you can easily know the product". The respondent observed that Nigerian prints "washes off easily and they wear easily too"

"Wax can last for at least a year" "Southern textile companies are producing fairly good textiles, the respondent revealed. I like foreign textiles best because of their quality. If the

quality of the local textile products is improved I wouldn't mind to buy them at any cost. And I am telling you this is the general opinion of women" added the respondent.

In an advice to manufacturers, the respondent said "Textile manufacturers should improve on the colour they use and the texture of the materials.

The respondent finally concluded that, "at least if importation cannot be stopped, the manufacturers should improve on the general quality of their products"

"Broadly speaking people are scared of textiles made in Nigeria because of their quality" expressed yet another respondent.

Table 21. 2-3 **Analysis in Relation to Choice of Consumers**

Although quite a good number of respondents admitted buying a mixture of local textiles, foreign textiles and to some extent second hand products, consumers, interest seems to be tilted more towards foreign textiles as evidenced by the results in Table 21 where both in terms of purchase and in terms of interest foreign textiles responses have the highest scores. This is further confirmed by the views of the following respondents.

Foreign textile materials are finer, more durable, are of better quality (though more expensive) than local textiles" This, according to the respondent above, make people buy foreign textiles more than the local ones especially when they can afford it.

The view of another respondent is that foreign textiles are generally better and that local manufacturers should improve on quality of their products to attract more consumers.

The way one respondent put it is that local textiles could easily be identified by their taste i.e bitter taste when felt by the tongue implies local material, while foreign textiles could be identified by their handle or body feel (usually softer than local ones) and colours (usually cool colours as opposed to lauch colours of local textiles).

The respondent admitted that she buys local textile materials to save her foreign wrappers and because they are relatively cheaper. She said, she does not use them for special occasions or ceremonies but for going to the office and staying at home. In her advice, she enjoined manufacturers to improve on design, texture, colour combination and use chemicals that do not wash easily (i.e. chemicals with high fastness properties. If this is done, I will switch over to MNTP completely" She concluded. I don't like MNTP because they fade easily. This is as well the general feelings of my entire family and friends. MNTP are inferior", lamented one respondent.

Results in Table 21 has also sown reasons why consumers prefer foreign textiles to local ones. The reasons are principally poor quality in terms of design handle aesthetic looks, durability and so forth. These reasons have been flogged sufficiently by respondents during the course of interview as reported above earlier on.

There are few instances however, where respondents have shown preferential interest in MNTP. This is contained in the reports of the following respondents after being interviewed. One respondent said "I don't reject MNTP in any way but retailers should sell good quality wrappers and their prices should be fair. The respondent added that quality is relative and it can be created in someone's physique and the sewing (tailoring) itself.

This respondent share similar opinion with the one above when she said "I like local textiles, they have good designs and colour".

Speaking further, she said her friends prefer foreign textiles most of the time for the simple reason that they hardly fade. This respondent said she does not subscribe to her friends claim because according to her, it is the way you maintain the clothes that matters. "Like me, I can use my super-print for two years without it showing any significant change in appearance. Excessive laundering causes clothes to face faster and makes them wear easily. Because of my

encouragement. one of my friends has now changed her attitude, she now buys local textiles" She expressed with delight. In her advice, she pleaded with Nigerian textile manufacturers to desist from using false labels.

The views of these correspondents appear like a succour and sounds encouraging to local textile manufacturers as further expressed by this respondent. 'I buy MNTP any time I have money. For example Nortex products do not fade easily. The products have good colour combination and designs". The prices of super prints are affordable I see quality as depending on what you want out of the product" she continued. She also revealed that sew of cloth can make it look expensive. In fact some local products at times look like foreign ones if the are sawn properly by a good tailor, this respondent confessed.

Table 22.1-3 Analysis in Relation to Quality and Price

Table 22 further provided significant information about quality and price of MNTP where it is indicated that respondent's assessment of quality of MNTP is generally moderate. And if however, they are compared with foreign textiles they are considered of lower quality on a common note. On how Nigerian textile manufacturers can upgrade the quality of their products, respondents gave the following (in order of ranking importance). Using high quality pigments, dyes and colouring auxiliaries (chemicals). employing trained personnel, and employing modern technology as significant avenues.

In relation to pricing, respondents somehow had divided opinions. While reports from two areas namely KNM and FTM indicated that prices of MNTP are high, the remaining three locations - ZAM, KDM and LAM as per their own assessment have shown that the prices are moderately fair. This is also in agreement with the assessment of both the textile companies and the retailers of MNTP as reported earlier on.

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Table 23.1 **Analysis in Relation to Distribution**

With reference to Table 23, it is indicated that consumers buy their wears mostly from retailers stationed in markets or with shops in some designated areas and from hawkers who move from house to-house or office. This was also the report received from most respondents who were interviewed. For instance, one respondent said, "I purchase my wears from the market as well as from house-to-house hawkers.

A different respondent said "I buy from market or sometimes from retailers who sell from office - to - office". Yet another respondent simply said "I buy from the ,market.

None of the respondents however, expressed disappointment of having searched for local textile materials to buy but couldn't get them. This implies that MNTP are available not only in the markets but virtually everywhere is the country for any consumer who may wish to buy them. What it means also is that despite the effort of retailers to procure the products at their own expense, distribution is facilitate) at their (retailers) own level.

Table 24.1-4 **Analysis in Relation to Interest and Affordability**

Most respondents revealed that they buy MNTP frequently as provided in Table 24.1 above. This however, is in contrast to their response to question (on product) i.e. what type of product do you buy? where majority indicated foreign products. During interview however, many of them admitted buying local textiles for the simple reason that is the one they can afford and perhaps for local outings and for domestic uses only.

Two research areas indicated higher percentage that they and their family generally do not like but buy MNTP because they cannot afford the foreign ones. The other three areas however, were of the opinion that they and their family generally buy MNTP anytime they have money. These information is clearly provided on Table 24.2.

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Reporting further on consumers' interest, most respondents agreed that the interest of consumers in MNPT could be aroused by improving the quality of the product (as leading factor), reducing prices of products and intensive promotion. This is also shown in table 24.3 where majority responses are 'on all of the above' This response also tally with that of retailers responding to the same question.

On the whole most respondents (consumers) said Nigerians do not like MNTP for several reasons such as poor quality, high prices etc, and they buy MNTP more often than not, when they cannot afford the foreign ones-Table 24:4 above.

The responses in relation to consumers choice, interest and affordability has to a great extent suggested the feelings of Nigerians towards MNTP. There is a significant evidence of their true level of interest in MNTP and how such interest can further be stimulated. This, and the evidences provided by numerous other respondents as report earlier on in this discussion suggests that the assumptions of hypothesis 6 which says that, should MNTP be made of standard quality and sold at reasonable and affordable price Nigerians will switch over to MMTP completely, holds true.

The analysis above has now pointed to the fact that should Nigerian textile products be made qualitative, Nigerians will develop more interest in them and buy them readily. But as it is now consumes explained that they consumer local textile products mainly because of their inability to afford the better quality (foreign, as the case may be) products.

Table 25.1-2 Analysis in Relation to Foreign Options and Government Policies.

Table 25.1 has shown clearly that the availability of foreign options is another factor that affects the marketing and demand for MNTP drastically. This is because, most importantly, it influences the buying decision of most consumers. In view of this serious defects some consumers are of the opinion that government should ban the importation of foreign goods and

that the activities of smugglers should be checked properly. Despite this adverse affect however, many more consumers vehemently opposed the idea of ban on importation of foreign textiles as show in Table 25.2 where foreign textiles should be imported had higher scores from most respondents.

Arguing further, some respondent, during the interview session, explained that importation of foreign textile should be allowed for stiff competition with the local textiles. Besides, they lamented, local textiles have poor quality generally and except the foreign ones are imported and made available in the market the manufacturers may not do anything to improve the quality of their products.

The argument about whether or not to import is quite stiff among consumers more especially the elites.

Virtually all the educated women interviewed during the course of this investigation admitted that they rarely buy MNTP for the simple fact that they (MNTP) do not meet their taste and satisfaction. And, in a situation where they buy such products, they use them only domestically and for neigbourhood activities.

Much as expected however, the typical house wives (non-working class per sc) had little to say about importation, but are still conscious of the quality of MNTP and want it to be improved.

As reported by one house wife "Before, like in the 70's and early 80's what we used to buy then were better than what we buy these days. The wrappers were fine, they lasted longer, they don't wash off easily and were cheap. I don't know what is wrong nowadays" she complained looking apparently disappointed.

4.7 SUMMARY OF FINDINGS

The history of modern Textile companies in Nigeria has revealed that they have been in operation for almost half a century in the country. Their main objectives throughout the ages have been among others:-

(i) To produce good quality textiles to their customers at a cheaper rate.

(ii) To be able to satisfy their customers needs and render sound services to the nation.

(iii) To design the product to meet the specific requirement of both local and international market

The industry according to the findings of this study has not be able achieve these objects. Because the designs of the product are not fine, not very good talkless of being excellent, and as such do not meet the specifications (in other words satisfying needs) of the local market, not to talk of international market.

Secondly the products are of poor quality and in some instances their prices are high as revealed by the investigation. This has resulted in most customers rejecting the products or compelled to buy them as a result of inaffordability of the product of their desire.

From the survey of the six selected textile companies, it was found from data available that the companies only produce products of moderate quality which are distributed to distributors and retailer at their (distributors/retailers) expense whom in turn sell to consumers in markets shops or through hawking from house to house. This implies that physical distribution of MNTP is adequate. This is further confirmed by the fact that no consumer has complained of lack of availability of the said products.

Judging from the analysed data consumers have decried poor quality of MNTP which they said does not satisfy their desire. They confessed that they buy and consume the products in

most cases due to lack of alternative (i.e. in terms of purchasing power). Simply put they say "we buy and consume MNTP when we cannot afford the qualitative foreign ones. In a bid to clarify actual feeling they stressed that, should Nigeria textile manufacturers improve the quality of their products, they will switch over to MNTP completely. This, they said, is the general voice of the Nigerian consumers.

Respondents had divergent views about prices. While some said the prices of MNTP are high, others said they are low and yet quite a reasonable number said the prices are moderate. Put in a nutshell, prices in most consumers' view is not the underlying factor but quality of the products. They may not be discouraged by prices provided they are given qualitative products, they claimed. The study has found that a reasonable amount of textile products are made in Nigeria. The products are marketed with little effort as they are readily consumed by the consumers (as put by the companies), not necessarily because they meet the buyers' satisfaction but because the buyer has no option as he/she is constrained by economy to purchase the textile product of his/her desire.

Given this understanding, it is evident that the market acceptability of MNTP is only fair not yet good and far away from excellent or very high.

From the data available and results of findings it is also clear that most of the textile companies, if not all, do not apply marketing concept in marketing their products. If they have heated to their goals and objectives, then they should have first gone out to find what the consumer wants before embarking on production. That consumers said, they do not like the designs, the qualities colours of the products, implies that consumers' interest and satisfaction has not been met.

Also that false labels (mostly foreign) are printed or pasted onto MNPT is in a way suggesting that there is a hidden fact about the products - probably it is of low quality compared to similar products or foreign products in the market. Alternatively the product could be of superior quality but it wants to be portrayed as foreign perhaps to avoid attitudinal habits of Nigerians.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

This study has revealed that modern Textile Industry has been in existence in Nigeria for about fifty years today.

Although this industry has been operating for this long, it has hardly achieved its objectives fully yet.

Textile companies in this industry produce assorted textile products aimed in part at clothing the nation and to a large extent to turn out profit. Most of the locally produced textile products are sold in Nigeria and a small proportion exported. Despite the seemingly ready availability of made-in-Nigeria textile products in the local markets, Nigeria consumer's in particular complain bitterly about the poor and substandard quality of the products notwithstanding the fact that the prices of the products are moderate.

As it is now, the textile companies produce below installed capacities due to inadequate supply of raw materials, spare parts, economic environment etc. Government policies, unskilled manpower, inferior and subqualitative material and machine inputs have been identified as key factors affecting the quality of locally produced textiles.

These factors in addition to stiff competition from foreign options (legally imported and smuggled goods) and capacity under utilisation militate against the market acceptability of made-in- Nigeria textile products according to the manufacturers.

Currently, despite the fact that majority of locally produced textiles find themselves in the markets, their acceptability is still gloomy as consumers only (purchase) make do with them as a result of their inability to afford the quality products of their desire (presumably the foreign product).

In this vein, consumers are of the general consensus that Manufacturers of locally produced textiles should take advantage of synergistic effect of skilled manpower high quality raw material (cotton) dyes, chemicals and auxiliaries, superior and appealing designs to produce high quality products. In addition they product should be highly promoted. consumers opined. It was only by so doing that locally produced while textile products could achieve the desired market acceptability, consumers concluded.

Nigerian Textile manufactories are therefore urged to produce qualitative textile products to ensure a successful market for such products. This is very much in line with the fact that quality is the key word to textile acceptability world wide.

5.2 CONCLUSION

In an attempt to assess the market acceptability of MNTP certain instruments of investigation namely questionnaires, interviews and observations were employed. Answers of respondents to these questions were carefully analysed and cautiously interpreted. The result of the findings is quite revealing much as expected as it is in conformity with most of the stated hypotheses.

From the study it has been found that Nigeria textile industry has not satisfactorily met its production and marketing objectives in Nigeria. This is because the consumers of the Nigerian state which it intend to serve seem to be far away from being satisfied. The quality of the product has heavily been criticised of being poor by most consumers who are the final users of such products. In essence, they are not much in need of the product but have to make do with them for no other reason but economic constraint.

The industry however lamented high cost of production, activities of smugglers and attitudes of Nigerians towards made in Nigeria textile products as factors militating against the production and marketing of their products.

While the distributors and retailers of MNTP conceded that activities of smugglers and poor patronage by Nigerian consumers affect the marketing of MNTP, they are quick to point to the fact that poor quality of the products is another contributing factor.

As a matter of fact both the industry and the retailers rate the quality of MNTP as being of moderate quality. This is also the view of most consumers as suggested by the responses of the data collected. But virtually all the respondents interviewed outrightly described MNTP as being of poor quality.

Therefore the central issue is quality. And the problem of acceptance of MNTP is not an issue of patriotism but purely a case of quality of the product and affordability of consumers. Both the middle men and consumers are of the general concensus that local textile manufacturers could improve the quality of their products by employing modern technology,trained personnel, using high quality chemicals (dyes pigments colouring auxiliaries inclusive), and superior and fanciful designs. These suggested ways they believe would go a long way in achieving the laudable objectives of the manufacturers which would consequently lead to greater acceptance of their product by the market as well as higher turnovers.

From the findings of the research, the study has finally come to the conclusion that the market acceptability of made-in-Nigeria textile products is only average. And more needs to be done by the industry to increase this level of acceptance given the significant role clothing occupies in human life generally and in this increasingly competitive and rapidly changing society in particular.

Towards this end the following recommendations are suggested.

5.3 RECOMMENDATIONS

1. The issue of acceptability of locally produced textiles is very significant to us as a nation as it will not only boost our economy consequent upon the expansion of the companies concerned due to high demand, but will also go a long way in changing the attitudinal habits its of our citizenry towards made-in-Nigeria goods in general and MNNTP in particular.

The Textile Industry as a matter of urgency should set machinery in place to look into this issue of acceptance critically with a view to providing lasting solution to the problem. This could be achieved through intensive marketing research which should involve the combine efforts of the industry, the government and most importantly the consumers. This could be facilitated by constantly receiving feedback from the consumers. Consumers complaints should be attended to 100% as against (50%) as revealed by the research.

The manufacturers should adopt marketing concept in their production and marketing strategies.

2. This research work as earlier stated in the limitations to the study has been constrained by time and economy. In view of this, it is recommenced that more time and financial resources be budgeted for further investigation into this work.

3. The number of companies could be increased from six to between ten and fifteen. The number of respondents could also be increased from 600 to 1,000 as the case may be. This is to allow for more data and accurate result of findings. It is common knowledge that the bigger the sample size the less the degree of error.

Alternatively, while increasing the number of respondents, the unit of analysis could now be restricted to consumers only. The later work may serve as a verification or confirmatory study to the results of findings of the present work.

4. The Textile companies should intensify their promotional strategies and shun the attitude of believing that they do not necessarily need advertisement because consumers readily buy their products.

5. Assuming the government bans importation of textiles and the activities of smugglers is curbed completely - that is no foreign textiles of any sort at all, would Nigerians have found made-in-Nigeria textile products unqualitative as well which is the bottom line of the acceptability of the products? Arguably, the quality of the product is more of factor of the raw material, designs, chemicals used etc as opposed to presence of foreign option. But what happens to the attitudinal habits of Nigerians towards made in Nigeria Textile products? This should also be investigated.

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57. The Textile Worker (1998) Vol. 2 No.13 P 5 - 10

58. The Textile Worker (1998) Vol.2 No. 14 P. 10.

APPENDICES

APPEDIX I

RESEARCH QUESTIONNAIRE FOR TEXTILE STAFF

Questionnaires for the research project as an integral part of the requirement for the award of master of Business Administration (M.B.A.)

The research is intended to assess the level of market acceptability of made-in-Nigeria Textile products with a view to boosting local production, up lifting their standard and acceptance.

The study is directed by the Department for Business Administration in the Faculty of Administration A.B.U. Zaria.

The research is aimed at providing general information to local textile manufacturers, that will enhance their product acceptability in our local markets thereby improving the economic and well being of all Nigerians.

Therefore, your honest responses shall be appreciated as our contribution towards achieving the stated objectives.

Be rest assured that information given shall be used strictly confidential and for academic purposes.

Depending on your anticipated cooperation.

Thanks.

Yours sincerely,

Y. YAKUBU

QUESTIONNAIRE FOR TEXTILE STAFF

NAME AND ADDRESS OF THE COMPANY:_____

RANK AND DEPARTMENT OF RESPONDENT: _____

EDUCATIONAL QUALIFICATION(S):_____

SEX AND AGE:_____

YEARS OF WORKING EXPERIENCE: (a) 1-5 years (b)6-10 years (c)10 years and above.

In responding to these questions please fill in the blanks or tick [ ] as appropriate.

1. What is the range of your plant capacity:
   (a) (5-10) x 10^3 spindles (b) (10-20)x10^3 spindles (c)20-30)x10^3 spindles
   (d) (30-40)x10^3 spindles (e) Above 40 x 10^3spindlers.
2. What is your estimated annual production:
   (a) (5-10)x10^8 meters (b) (10-20)x10^8 meters
   (c) (30-40)x10^8 meters (d) (Above 40)x10^8 meters
3. What type of textile products do your company produce?
   (a) Nigerian Wax (real wax), classic wax
   (b) Super print (c) Hollandais (d) Carpets
   (e) tarpaulins (f) Blankets (g) Polypropylene, jute bags etc.
   (h) Others (specify)
4. Our company produces:
   (a) On request (b)Directly to sell (c) All of the above.
5. When compared with foreign textile products; our product,
   (a) Have lower/higher quality (b) Are of lower/higher price
   (c) Compete favourably (d) Do not compete favourably (e) Have lower/high sales
   (f) Demanded less/more.
6. How do you rate your product compared to similar products from other producer? It is or
   (a) High quality (b) Moderate quality (c) Low quality (d)Poor quality.
7. How do customers rate your product compared with similar products of other manufacturers. It is of
   (a) High quality (b) Moderate quality (c) Low quality (d) Very low quality.
8. How do you determine the price(s) of your products using?
   (a) Cost of production (b) Cost of production plus mark-up
   (c) Cost of production and market situation.

9. Do your prices compare favourably with those of similar products in the market?
[yes] [No]
Suggest reason for your answer._____

10. What method of sales do you use:
(a) sell direct from the sales office (b) Sell on contract basis (c) Use of sales men
(d) All of the above.

11. What are your selling terms:
(a) Cash and carry (b) Credit sales(specify period in terms of credit, ie 30 days, 90 days, 2/10Net 30 or net 45 etc. (c) Others (specify).

12. What is your estimated volume of sales to the following. Please express as percentage of total output.
(a) Nigeria _____
(b) Africa _____
(c) Beyond Africa _____

13. What do you consider the volume of sales of your product in Nigeria?
(a) High (b) Moderate (c) Low

14. Which of the following do you attribute to your answer in question (9) above?
(a) High product quality (b) Low product quality
(c) High product price (d) Low product
(e) High promotion of product (f) Low promotion of product
(g) High patronage by customers (h) Low patronage by customers
(i) Steady supply (availability).

15. Do you encounter instances of unsold products: [Yes] [No]

16. The percentage of our unsold products annually, biannually, quarterly is;
(a) Below 10% (b) 10 - 20% (c) 20-30%
(d) 30-40% (e) Above 40%.

17. How do your products reach your customers:
(a) Delivery is taken from the company
(b) The company deliver the products to the sales points (depots)
(c) All of the above (d) None of the above (e) Others (specify).

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18. By what means are your products delivered to your customers (transportation)?
(a) Road (truck) (b) Air (c) Water (d) All of the above.

19. (a) Does your company conduct marketing research? [Yes] [No]
(b) How often? (i) Monthly (ii) Quarterly (iii) Yearly.

20. Which of the following problems does your company encounter?

(a) Product development (b) advertisement (c) Physical distribution

(d) Sales planning (e) All of the above (f) None of the above.

21. Which of the following is not under the control of the marketing manager.

(a) Marketing/sales planing (b) product development (c) sment

(d) Physical distribution (e) None of the above.

22. How do customers/consumers identify your products in the market?

(a) By their labels (b) By their designs/quality (c) By their prices

(d) All of the above (e) None of the above (f) Other (specify)

23. Our products are:

(a) Always highly advertised (b) Sometimes advertised

(c) Do not need advertisement as people readily buy them.

24. Which of the following do you use in advertising your product:

(a) Televisions (b) Radio (c) Printed papers (d) trade fairs

(e) All of the above (f) None of the above.

25. Who are your customers?

(a) Foreign textile manufacturers/consumers

(b) Local textile mills/consumer (c) Both (d) Government agencies

(e) Customers who submit their own design (f) All of the above.

26. What type of complaints do you normally receive from customers?

(a) Quality of product.(low) (b) Price of product(high)

(c) Availability(scarce/readily available) (d) All of he above

(e) None of the above.

27. Our company attends to customer complaints?

(a) 100% (b) 50% (c) 20%

(d) At least 10% (e) Not at all.

28. Our company gives the following incentives to our customers:

(a) Distribution(free/facilitated)

(b) Discount on large volume of products purchase (c) Bonus

(d) All of the above (e) None of the above (f) Others (Specify)

29. Which of the following do you consider to have more adverse affect the production and marketing of locally produced textile products.

(a) Inadequate supply of raw materials (b) Government import restriction

(c) High cost of production (d) Activities of smugglers

KASHIM IBRAHIM LIBRARY

(e) Competition from both local and foreign textile.

(f) Attitudes of Nigerians to locally produced textiles.

(g) Others (please specify).

30. The government should:

(a) Ban importation of foreign textile products to boost local production and demand.

(b) Allow importation of foreign textile products for stiff competition with local products.

(c) Permit restricted importation of spare parts and raw materials.

(d) Stay neutral.

APPENDIX 2

RESEARCH QUESTIONNAIRES FOR DISTRIBUTOR AND RETAILERS

Questionnaires for the research project as an integral part of the requirement for the award of masters in Business Administration (M.B.A.)

The research is intended to assess problems associated with the marketing and patronage of made-in-Nigeria Textile products with a view to boosting local production, up lifting their standard and acceptance.

The study is directed by the Department of Business Administration in the Faculty of Administration A.B U. Zaria.

The research is aimed at providing general information to local textile manufacturers, enhance the product acceptability in our local markets thereby improving the economic and well being of all Nigerians.

Therefore, your honest response shall be appreciated as your contribution towards achieving the stated objective.

Be rest assured that information given shall be used strictly confidential and for academic purpose.

Depending on your anticipated cooperation.

Thanks.

Yours sincerely,

Y. YAKUBU

QUESTIONNAIRE TO DISTRIBUTORS AND RETAILERS

NAME:_____

EDUCATIONAL QUALIFICATION:_____

SEX AND AGE:_____

SIZE OF CAPITAL: _____

ADDRESS/LOCATION: _____

REGISTERED OR NOT: _____

In responding to these questions please fill in the blanks or tick [ ] as appropriate.

1. What type of textiles do you sell?

   (a) Locally produced (b) Imported (c) Second hand product

   (d) All of the above.

2. Which of the textile products sell(s) faster assuming you sell all of them?

   (a) Local textile products (b) Imported textile products

   (c) Second-hand textile products (d) None of the above.

3. The identity of locally produced textile products are sometimes hidden by false foreign labels or designation [Yes] [No]

4. The reasons for hiding the identity of locally produced textile products is;

   (a) To attract more customers (b) To promote foreign textile products

   (c) To discourage local textile manufacture (d) To make more profit

   (e) Not clearly known.

5. My assessment of the market and acceptability of made-in-Nigeria textile products from my sales pattern experience is:

   (a) Very high (b) High (c) (fair) moderate

   (d) Poor (e) Very poor.

8. As a distributor,

   (a) I deliver my machandise to my customers

   (b) My customers take delivery from our depot

   (c) Depends on mutual arrangement between my customer and I.

8. How do you identify made-in-Nigeria textile products?

   (a) By their labels

   (b) By their designs, handle and aesthetic appeal(general quality)

   (c) By their price (d) All of the above (e) Others (specify).

KASHIM IBRAHIM LIBR.

9. What type of retailer are you (if you are a retailer)?

(a) Own a store in the market or a shop in a designated area.

(b) House to house/office to office (c) Street hawking.

10. How long have you been retailing?

(a) Less than a year (b) 1-5 years

(c) 6-10 years (d) 10 years and above.

11. I get supply of locally produced textile products:

(a) regularly(always) (b) Occasionally(sometimes)

(c) rarely (very little over a longtime) (d) Not at all.

12. I get supply of locally produced textile products:

(a) By going to the company and buying directly.

(b) The company deliver them for me (i) at their own expense

(ii) at my own expense

(c) Through company salesmen at designated sales points(s)

(d) From other retailers of bigger business (e) From distributors.

13. The rate at which consumers buy locally produced textiles is:

(a) very high (b) high (c) Moderate

(d) Poor (e) Very poor (f) Undermined.

14) In my opinion, consumer's interest can be aroused in made-in-Nigeria textile products by;

(a) Improving the quality of the products

(b) Reducing the price(s) of the products (c) Intensive advertisement

(d) employing good marketing strategies (e) All of the above.

15. From my experience locally produced textiles compare do not compare favorably with their foreign counterparts interns of?

(a) Quality (b) price (c) Durability (d) aesthetic appeal.

16. Which of the following affect the demand for made-in-Nigeria textile products;

(a) Stiff competition from foreign options (b) activities of smugglers

(c) poor quality of local products (d) High prices of local textile products

(e) Attitudes of Nigerian to locally produced textiles(poor patronage)

(f) ball of the above (g) Others (please specify)

APPENDIX 3

RESEARCH QUESTIONNAIRE FOR CONSUMERS

Questionnaires for the research project as an integral part of the requirement for the award of master of Business Administration (M.B.A.).

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The study is directed by the department of Business Administration in the faculty of Administration A.B.U. Zaria.

The research study is aimed at providing general information to local textile manufacturers, enhance the product acceptability in our local markets thereby improving the economic and well being of all Nigerians.

Therefore, your honest response shall be appreciated to achieve the above stated objective.

Be rest assured that information given shall be used strictly confidential and for academic purpose.

Depending on your anticipated cooperation.

Thanks.

Yours sincerely,

Y. YAKUBU

QUESTIONNAIRE FOR CONSUMERS

NAME:_____

EDUCATIONAL QUALIFICATION: _____

SEX AND AGE: _____

OCCUPATION: _____

POSITION: _____

In responding to these questions please fill in the blanks or tick [√] as appropriate.

1. How do you identify made-in-Nigeria textile products:

   (a) By their quality(design,colour handle, aesthetic appeal) (b) By their labels

   (c) By their prices (d) All of the above (e) Others (specify).

2. What type of textile products do you purchase?

   (a) Locally produced Nigeria(real, super, wax etc) super print, lace etc.

   (b) Foreign products(Hollandais, Cote d'voir etc.

   (c) Second-hand textile products (d) A mixture of the above.

3. Which textile product do you like best?

   (a) Local textile products

   (b) Foreign textile products) (c) Second-hand textile products.

4. The reason why I like the chosen product in question (3) is because of its;

   (a) High quality compared to the rest (b) Low price compared to the rest

   (c) That is the one I can afford (d) Durability (it lasts longer).

5. How often do you buy made-in-Nigeria textile products?

   (a) always(frequently) (b) Occasionally (sometimes)

   (c) rarely(once in a very long time) (d) Not at all.

6. Where do you buy made-in-Nigeria textile products?

   (a) Direct from the company (b) From distributors

   (c) From retailers(market)

   (d) From hawkers(ther retailers) through house-to-house or office-to-office sales.

7. What is your assessment of the quality of made-in-Nigeria textile products?

   (a) Very high (b) High (c) Moderate

   (d) Poor (e) Very poor.

8. What is your assessment of the price(s) of made-in-Nigeria textile products?

(a) Very high (b) high (c) Fair

(d) Cheap (e) Very cheap

9. Local textile manufacturers could improve the quality of their products by:

(a) using superior and fanciful designs

(b) Using high quality chemicals (pigments, dyes and colouring auxiliaries)

(c) Employing modern machines (d) Employing trained personnels

(e) Others (please specify).

10. The interest of the consumer in made-in-Nigeria textile products could be aroused (stimulated) through:

(a) Improved quality of products (b) reduced price of products

(c) Intensive promotion (d) All of the above

(e) None of the above (f) Others (please specify).

11. How do you compare the quality of made in Nigeria textile products with their foreign counter-parts?

(a) They are of higher quality (b) They are of the same quality

(c) They are of lower quality (d) Undetermined.

12. What is you opinion about foreign textile products?

(a) Government should ban their importation (b) They should be imported

(c) Smugglers activities should be checked properly (d) Others (please specify)

13. The availability of foreign option and second hand textile products?

(a) Affect the marketing and demand for locally produced textiles

(b) Do not affect the marketing and demand for locally produced textile

(c) Influences my buying decision i.e)

(d) Make me reject locally produced textile products.

14. On the whole Nigerians

(a) Do not like made-in-Nigeria textile products for several reasons-poor quality, high prices, scarcity etc.

(b) Like made-in-Nigeria textile products because they are cheap, readily available etc.

(c) Buy made in Nigeria textile products when they cannot afford the foreign ones.

(d) Purchase mad-in-Nigeria products for local outings and foreign ones for big occasions.

5. My family and I generally;

(a) Like and buy made-in-Nigeria textile products any time we have money

(b) Like and buy made in Nigeria textile products once in a year

(c) Do not like but buy made-in-Nigeria textile products because we cannot afford the foreign ones.

(d) Like but don't buy made-in-Nigeria textile products at all

(e) Buy only foreign textile materials because made-in-Nigeria textile products are of poor quality.