CONSUMER ATTITUDE TO MADE IN NIGERIA GOODS: A CHALLENGE TO MARKETING MANAGERS

(A STUDY OF KADUNA & ITS ENVIRONS)

BY

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DECLARATION

I hereby declare that this work has been written by me and that it is the record of my own research work. It has not been previously presented in my quest for a higher degree.

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CERTIFICATION

The Project entitled "Consumer's Behaviour to Made-in-Nigeria Goods and the Implications for Marketing (A Case Study of Kaduna and Environs) by LYDIA NANLOP NANLE meets the regulations governing the Award of the Degree of Masters of Business Administration of Ahmadu Bello University and is approved for its contribution to knowledge and literary presently.

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ABSTRACT

The Study is an attempt to examine the consumer attitudes to "Made-in-Nigeria" products as seen by the consumers in Kaduna in a market area and the implications for policy making by manufacturers, marketers and the government. The responses from the subjects tend to indicate some measure of scepticism about the quality, standards, workmanship and value of "Made-in-Nigeria" goods. There tends to be little pride in membership of a large number of these goods. The finding in this work suggest the need for re-examination by all concerned - the manufacturer, distributor, promoters and the government of present practices with a view to enhancing the overall image of locally-produced goods. The work is concluded with some suggestions on areas where appropriate policies and measures for implementation for the situation to change for better. In addition, recommendations are made at the end of the study to remedy the anomalies.

DEDICATION

This Project is dedicated to the memory of my mother Mrs. Hannatu Nader Tyoden for her persistent encouragement to make me a better person.

Also my beloved children:

Markvreng Nanle
Fwankin Nanle
Tessikan Nanle

Who have made wonderful contributions toward my completion of the course and write this project.

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CHAPTER ONE

INTRODUCTION

1.1 PREAMBLE

One of the major problems developing nations are now facing is the question of diversification of their basically agricultural economics to include some measure of manufacturing. This arises primarily from disappointments or unsatisfactory results from agriculture as an attractive source of mass employment and as a stable earner of foreign exchange. Admittedly, many nations such as Nigeria, Ghana, the Ivory coast and a host of others in Africa have depended for a long time on earnings from agricultural exports for their development funds. However, the vagaries of the international markets for primary products and their increasing burdens of financing the importation of a wide range of manufactured goods have contributed to a reappraisal of the relative roles of agriculture and manufacturing in the national economies.

To some extent, the decision by many developing countries to encourage local manufacturing stems from the desire to ensure greater national control of the economy, to increase employment opportunities and to encourage import substitution. Thus in Nigeria, the Second National Development Plan 1970 - 74 shows that "the highest order of national priorities is accorded to agriculture, industry, transportation and manpower development". [1] Among the main objectives of the new industrial policy spelt out in the plan are to "promote the establishment of industries which cater for overseas markets in order to earn foreign exchange" and to "continue the programme of import substitution, as well as raise the level of intermediate and capital goods production".[2] These laudable national goals are expected to guide indigenous as well as foreign investors in their decisions.

1.2 STATEMENT OF PROBLEM

A successful break through in the international market and the success of import-substitution programmes in the domestic market rest necessarily on the production of goods and services which satisfy consumer needs in either or both markets. since independence and particularly with the promulgation of the Nigerian Enterprises Promotion Decree, increasing public attention has been focused on the issue of "Made-in-Nigeria" goods. There has been public discussion of the problems in isolated circumstances (for example on an industry or particular product level). These have undoubtedly been useful. However, to a large extend, the ultimate decision maker - the consumer- has been left out in the debate. Yet unless his attitude or feelings to the market offerings are known and respected, decisions by manufacturers or officials can only be based on incomplete information.

1.3 OBJECTIVES OF THE STUDY

The purpose of this study is to examine consumer attitudes to "Made-in-Nigeria" Goods as seen by the consumer and to assess the factors contributing to that image.

The primary objective of this study therefore, is to empirically determine the feelings and opinions of respondents to Made-in-Nigeria goods compared to their foreign counterparts. Of specific interest to the study are the feelings and opinions of respondents in relation to:

a. Price and value of goods

b. Advertising and reputation

c. Design and styles

d. Consumer types

c. Preference for goods by country of Manufacture

f. Product value identification with manufacturing compulsory

g. Consumer satisfaction and Repeat purchase intention

h. Quality ranking of Made-in-Nigeria Goods.

1.4 SIGNIFICANCE OF STUDY

It is hoped that the results of the study will contribute in no small way to an understanding of the influences affecting "Made-in-Nigeria" Goods in the Market. such an understanding should conceivably help all who are concerned with industrial development in this country the manufacturers, distributors, the government and its agencies and the general public - to make better decisions in their respective areas of influence and responsibility.

1.5 SCOPE OF STUDY

This research work on consumer behaviour to "Made -in-Nigeria" good and the marketing implication (a case study of Kaduna) covered the survey/assessment on the cross sectional of socio-economic levels of people in different parts of Kaduna through prepared questionnaires in addition to a selected sample of respondents that were interviewed which gave rise to elaborations on questionnaire responses with a particular focus on:

- General Preference for Made-in-Nigeria goods

-consumer Evaluation of Product Satisfaction and quality of Made-in-Nigeria goods -

-Consumer opinion on the quality of products Made by Expatriate-Owned Enterprises in Nigeria

-Confidence/Trust in Manufacturer's Presentation.

Based on the findings and marketing implications analysed, recommendations were made to enhance better decision making on the parts of the consumer, manufacturers and government.

1.6 RESEARCH HYPOTHESIS

The Null hypothesis in any research work is obtained from the statement of the problem. Hypothesis are tested and the outcome either accepts or rejects the stated research problem.

The null hypothesis (Ho) takes a positive stand that there is no cause and effect relationship between two variables while the alternative hypothesis assumes the impact of one varibale on the other.

For the purpose of this study, the following hypothesis were deduced from the statement of problem:

Ho: Most Nigerian Consumers Prefer imported goods compared to Made-in-Nigeria goods

H1: Most Nigeria Consumer do not prefer imported goods compared to Made-in-Nigeria goods.

1.7 RESEARCH METHODOLOGY

The semantic differential method was relied upon as the main means of gathering information.[3] Prepared questionnaires were administered to 120 respondents repręsenting a Cross-Section of Social- economic levels in different parts of the country. In addition, a selected sample of respondents was interviewed to obtain elaborations on questionnaire responses.

In other to avoid or reduce the 'halo effect' and increase respondent discrimination, positive and negative descriptions of concepts were scattered and reversed on the questionnaire. Thus no one side of the semantic differential spectrum was constantly loaded with positive or negative descriptions. Generally a seven-point scale weighted from 1 to 7 was used. For Example in the scale below,

Good....x.....Bad
Weak.....x...Strong

the respondent is asked to mark a point on the scale (as above) which most closely represents his feelings about a particular product or idea. Subject's in this study were asked to complete the questionnaire as rapidly as possible and to do so according to their impressions. Respondents were asked to record on the semantic differential section of the questionnaire their feelings towards "Made-in-Nigeria" products as compared with imported items.

1.8 LIMITATIONS OF STUDY

In the course of this work, there were limitations to the information/data obtained. This is because it not financially and practically possible to gather information from millions of inhabitants of Kaduna and the environs. It was not practically viable to interview or even send questionnaires to manufacturers, distributors and their agencies outside Nigeria. The work therefore depended heavily on data collected from selected respondents around Kaduna. The information collected from these respondents could be based depending on their state and level of commitment to the questions asked. These facts have all over effect on the information to be gathered and the findings generally.

CHAPTER TWO

2.0 LITERATURE REVIEW

INTRODUCTION

Marketers need to understand the behavioural determinants of consumer purchase behaviour and the study of consumer behaviour has therefore become a crucial issue in marketing.

The consumer orientation, which arises from the "find out what they want and give it to them" school of thought. The key tasks in this orientation are:

(1) Determining the needs and wants of the consumers within the target market.

(2) Motivating the company to satisfy market needs and wants more effectively and efficiently than the competitors.

The primary emphasis is on market research, but product development, promotion and other marketing mix variables are equally important. Thus, a fully integrated marketing plan is utilised in the consumer-oriented philosophy of marketing management.

Therefore, the marketers need to determine what happens in the buyer's black box, so-called because marketers know very little of what goes on in the consumer's mind before, during and after a purchase. Essentially, the marketer's aim is to understand how the various marketing stimuli are perceived in the back box and changed into appropriate buying responses.

The field of consumer behaviour as a discipline is relatively new in Nigeria. An attempt is made in this chapter to review the existing literature on consumer behaviour to made in Nigeria goods and its marketing implications to manufacturing organisation.

DEFINITION

Consumer behaviour is not merely the use of goods and services marketed by profit - seeking companies and individuals, nor is it restricted to actual act of consumption, such as the eating of French fries, nor is it restricted to the individual consumer. To understand the complete scope and complex nature of consumer behaviour more fully, we need to examine its three aspects separately.

(a) Objects of Consumption. These are products and services provided by companies or individuals who have a profit motive which are non durable goods, semi durable goods, clothing, consumer durable as furniture, appliances and we have private services such as doctors, lawyers and beauticians.

However, people also consume public services provided by nonprofit organization catering to such needs as health and recreation. This expansion to less traditional goods and services is relevant for managers because they all compete for pieces of the same well-defined pie, namely, the consumer's time, interest and money.

(b) Consuming Units. It is not enough to consider only individual when discussing consumption behaviour. Groups of individuals formed as social living units are important focal points for analysis. Usually, most attention is directed at the traditional family as a consuming unit, but within the past decade the nontraditional household composed of single parents, unmarried couples living together, or communal groups has emerged as a major factor.
Organisations must also be considered as consumers of products and services dominant of such organisations are industries, public institutions and the government. The single most important and the largest consuming unit in this group is the national government.

It is also important to remember that other living creatures are consuming units even through they are not the actual purchasers of goods and services. Pets and livestock require such diverse items as food, shelter, medical services and transportation.

(c) Behavioural Roles. Having delineated the who (consumer) and what (goods and services) it now remains to classify the how and why (activities and processes) to complete the complex picture of consumer behaviour. Consumer behaviour can be categorised broadly into two distinct ways.

(1) By the nature of the activities and processes (behavioural roles).

(2) By the underlying motives and characteristics (behavioural types).

Within number (1) activities and processes, seven (7) behavioural roles can be identified: problems recognition, establishment of goals, information gathering, decision making, purchasing, consuming and post-purchase evaluation.

These roles are important as they represent distinct parts of the total process, parts that permit specialization enabling them to be performed by different people in a household or organisation in different places at different times. While within number (2) types of behaviour - behaviour can also be categorised by the underlying motives of the buying process. Six (6) most common types of buying behaviour are listed below:

(a) Impulse Purchasing. Simplest buying behaviour: It is completely unplanned and involves no previous search, deliberation or systematic choice.

(b) Habitual Buying Behaviour. Refers to routinised purchases and are performed almost mechanically. The behaviour is fully

learned, involves highly repetitive purchases and occurs over short time cycles.

(c) Problem-Solving Behaviour. Refers to the deliberative and calculated decision-making approach to purchasing and includes the following steps.

(i) Recognition of needs.
(ii) Establishment of goals to meet needs.
(iii) Collection of information.
(iv) Determination of a set of alternatives.
(v) Calculation of each alternatives to meet the goals.
(vi) Decision rule for choosing one of the alternatives.

The purchase of a home involves this problem-solving behaviour.

(d) Curiosity-motivated buying behaviour. This arises from a state of satiation or boredom with existing situations which creates a need for a change or increased complexity. This behaviour is most susceptible to environmental stimuli (information).

(e) Innovative buyer behaviour. Refers to the adoption of a new product or idea which may result in fundamental changes in the individual's lifestyle. The activities involves are similar to those of the problem-solving behaviour but refers primarily to the new areas of consumption. Because of the fundamental change required, adoption is more difficult than ordinary problem solving.

(f) Collective decision making. Is performed jointly by several people. It requires special attention, for in addition to the previously discussed activities involved in the decision making process, there are two new aspects. First the roles are often more differentiated, indicating separation of the marketing strategies. Secondly, interpersonal conflict results, making conflict resolution relevant for the marketing manager.

CONSUMER BEHAVIOUR

Within the last several decades, many theories have been developed in an attempt to explain and predict consumer behaviour. Often derived from different discipline perspectives, all have had varying degrees of success and their own advantages and disadvantages. Although highly divergent in nature and scope, most theories can be classified in one of the following categories; demographic and socio-economic theories, social class theories, cultural and reference group theories, attitude, personality theories.

Related literature are going to be undertaken in sub topics.

Kotler (1993) defined consumer behaviour as "the behaviour consumer display in searching for purchasing, using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs".

Nathan (1972) defined consumer behaviour as "those acts of individual directly involved in obtaining and using economic gods and services including the decision processes that precede and determine these acts"

According to Kotler and Armstrong (1991) said the black box as shown in figure 1 can be separated into two:

(a) The consumer's characteristic which will influence the perception and reaction to the stimuli.

(b) The consumer decision process as shown below.

A. Overall model of buyers behaviour

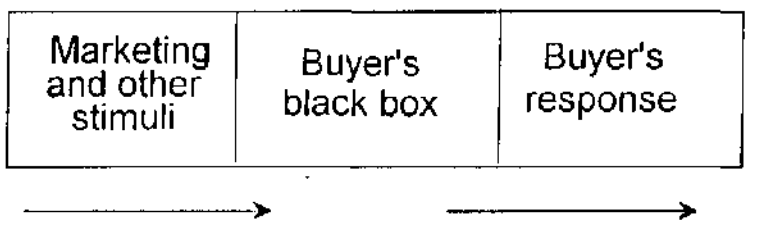
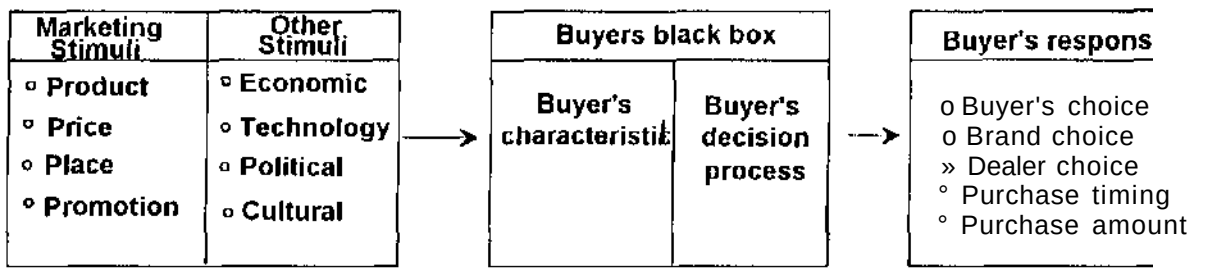


Figure (1) Stimulus - response model of consumer behaviour adapted from Kotler P and Armstrong G (1991)



Part of Figure (1)

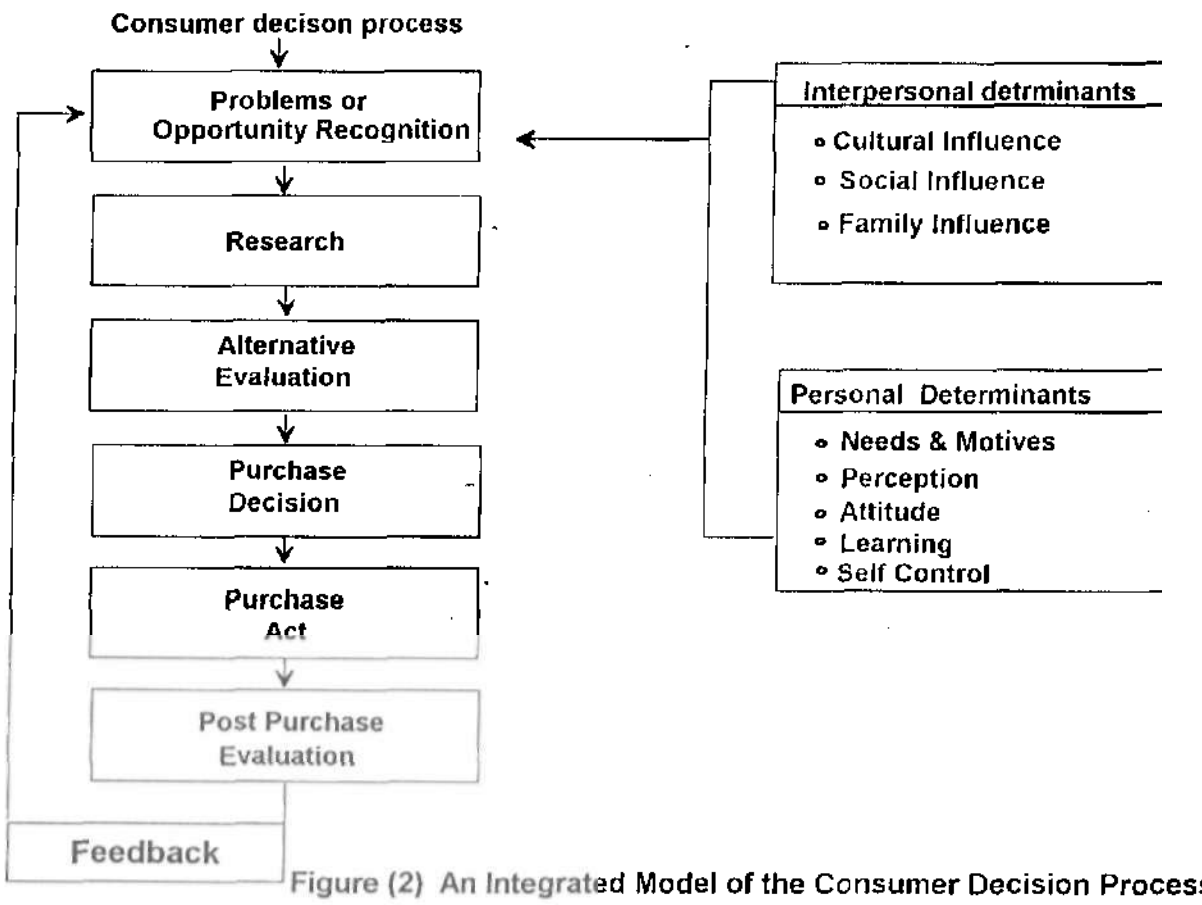


Figure (2) An Integrated Model of the Consumer Decision Process

Source: Engel JF Blackwell RD & Miniard P.W. (1986). Consumer behaviour.

The study of behavioural determinants of consumer demand involves looking at the role of culture.

CULTURE

Schew (1997) defined culture as "a complex of values, ideas, attitude and other meaningful symbols created by (human beings to shape human behaviour as they are next". The author went ahead to state that we actually belong to several culture group, the largest of which is our national heritage, our identification with the nation of which we are citizens.

Santon (1981) pointed out that "cultural factors exert the broadest and deepest influence on consumer behaviour" such factors play a great role in a consumer's purchase decision.

The author went on to say "culture is the most fundamental determinant of a person's want and behaviour" and said "where as lower creature are governed by instinct, human behaviour is largely learned".

William (1985) viewed consumer behaviour as "extremely complex and a function of both personal and situational variables". He went further to list personal variables as motive, attitude, belief, personality, cultural lifestyle and reference group.

Cannon (1980) said, "survival of any goods and services in today's Nigerian market is a function of its ability to properly articulate the optimum mix variables for penetrating the market". He went further to say "determining the optimum mix variables depend on a dear-vision of customer group, target market and the resources of the firm. Therefore, the need to investigate the feelings and opinion of the individual as a bases for formulating marketing strategies in this areas is a sine-qua-non for actualising the marketing orientation philosophy.

Engel, etal (1986) defined consumer behaviour as "those acts of individuals directly involved in obtaining, using and disposing of economic goods and services including the decision processes that

precede and determine these acts". In marketing context, the phrase consumer behaviour refers not only to the act of purchase itself, but also to both pre-purchase and post-purchase activities that are of interest to the marketing manager.

Haward-sheth (H-s) 1969) theoretical model is based on the idea that four set of variable determine buyer behaviour as follows:

(1) Stimulus - Input variables from the marketing program and social environment.

(2) Internal variable that together show the state of buyer "his/her motives attitude, experiences perception".

(3) Seven variable that affect the internal state of the buyer (these are called "exogenous" variables and include social, culture, time pressure and financial status.

(4) Response - output variables (the buyers behaviour based on interactions of the first three sets of variables.

ATTITUDE

Runyon (1980) saw attitude as "a mental orientation that provides pre-disposition to respond in a certain manner". Attitudes are orientation in the sense that they focus one's judgment on particular objects, state, person or group etc.

The movement we see or learn about an object or phenomenon, we tend to develop an attitude towards it, therefore it is generally agreed that attitude held by individual's influence their behaviour.

Fishbein, Martin (1967) said "attitude may be defined as some mental state of the individual which reflects favourableness or unfavourableness towards an object and includes her or his predisposition to behave in specific ways towards that object". he

went further to say that an individual's choice among products or brands will be determined by personal attitudes towards them, resulting in a choice of the most favourable. To understand choice behaviour, one must understand the underlying attitudes.

PERSONALITY

Personality characteristics represent the major influence of motivation research on consumer behaviour. Personality traits are those characteristics that cause two people to behave differently in the same situation. Thus, personality is an individual different variable.

Personality traits can be measured through the use of specially designed instruments called personality tests. The tests are then used as independent variables in an attempt to find the relationship between them and product or brand choice.

Allport (1937) defined personality as "the dynamic organisation within the individual of the psycho-physical system that is environment".

SOCIAL CLASS

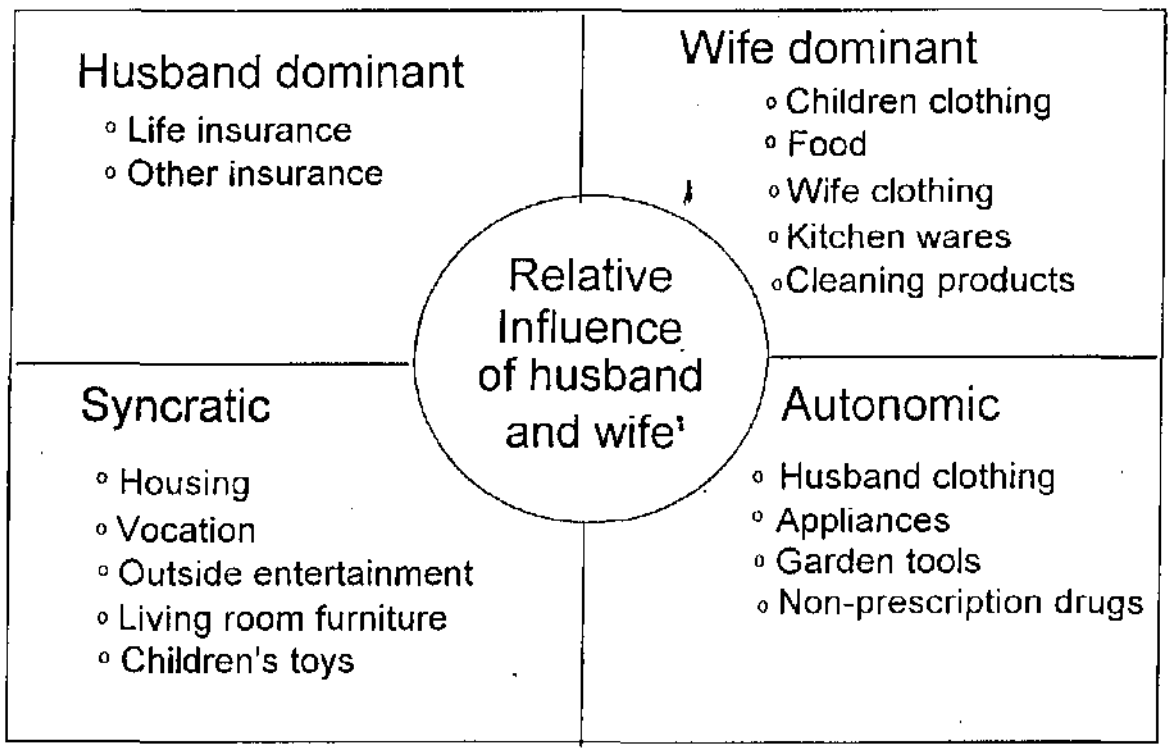
Most societies have some form of categorisation system that groups members of that society into fairly distinct classes. Typically, a person's social class placement is based on a composite of her or his income, occupation, education, and perhaps family background. Of particular relevance to marketers is the fact that consumers perceive strong connections between certain products or brands and certain social classes.

Russ and Kirk Patrick (1982) opines that "social class are relatively homogeneous and ensuring divisions in a society, which are hierarchically ordered and whose members share similar values, interest and behaviour". Author went further to say social class are "virtually all human societies exhibits social stratification.

Stratification sometimes take the form of caste system, where the members of different caste are reared for certain role and cannot change their caste membership. More frequently, stratification takes the form of social classes".

Davis H.L. eta (1974) said, "Historically the wife made the majority of family purchases and husband worked at a paying job most of the day, although, the preferences of children or husband may have influenced decisions, the wife was usually responsible for food buying and most clothing purchases".

Figure (3) shows the role household members play in the purchase of a number of products below.



Therefore the consumer decision model should begin with an assessment of consumer needs, and wants. This view is in consonance with the tenets exposed by the marketing concept.

According to this view, successful marketing depends on the ability of marketing of the organisation to determine the needs and

wants of the target market and adapt itself to delivering the desired satisfaction more effectively than its competitors. To achieve this goal, marketing managers must be able to have thorough knowledge of needs and wants of consumers. They must know why needs exist and how they can be best satisfied. The study of consumer behaviour provides such an understanding.

Tyoden W. (1998) a manufacturer pointed out that "manufacturing industries/organisations have had their own share of crises, he said, "capacity utilization has continually de-railed manufacturer's operation, in the face of competition with highly quality product of their foreign counterparts". He went further to say that "manufacturer must device survival strategy to remain relevant in the market place". (work not published).

Odiahi, (1992) said, "the survival of business depends how manufacturers can match what they have to offer with the market characteristic". This view simply suggests that the survival of any goods and services in today's Nigerian market is a function of its ability to properly articulate the optimum mix variables for penetrating the market.

PRICE

Price is the result of many influence. Effective pricing takes the combined skills of economist, the accountant, the psychologist, the sociologist, the market researcher and the lawyer. Many pricing concepts cross discipline lines, but we shall look at marketing pricing concepts.

Among other factors one needs to keep in mind when pricing are the relationship of price and quality.

According to Suleiman (1998) not published, he said "that for some products, consumer belief that high price means quality. This he said, is not certainly the case for all products. He went further to say if one is considering a small price reduction, however, one should

be aware that instead of producing the desired result-increased sale volume, a lower price could result in reduced sales if the public perceives the price cut to be associated with quality cut.

Dean F. Price (1970) said, "that there are no easy answers for the pricer, who must balance many inputs in order to be successful. The pricer must be aware of the market in which his or her product is sold and of the potential reaction of customers and competitors to price changes. He or she must be sure that the price is not "too low" as determined by various cost figures. Or, if the price is below the minimum suggested in this entry, then there should be a reason for the low price. Finally, must be careful not to violate the low.

BRAND

Brand loyalty has been indirectly described. It is simply the public belief that one product is better or more desirable than similar or identical products available from competitors.

Lere, John C (1974) said, "brand loyalty is frequently created by advertising. It can manifest itself in the public, paying higher prices for physically equivalent products. He went further to say that "buyer has successfully created brand loyalty for its aspirin. If all brands of aspirin are chemically the same and are all subject to the same purity requirements, brand loyalty must explain the higher price received by buyer.

Another interesting example of an attempt to establish brand loyalty involves the Dole banana. Bananas are not a product one would expect to be bought by brand. One does not buy fresh tomatoes or celery by brand, but Dole, though television and magazine advertising, attempted with some success to encourage the public to prefer Dole banana.

Therefore, to be successful in diverse international marketing, companies have to make branding decisions with international implications. This process is made more complex by language,

nationality and cultural considerations. The basic objective, nevertheless, remains the same that is to create a brand name which will appeal to similar emotions in different parts of the world.

If a company is to succeed internationally, it is essential for the company to select brand names, appropriate to a disparate market. Whether a company brands individual products or links the company to its products are merely different strategies to achieve the overriding goal of attaining a large international market share and sales.

According to Jain, four basic strategies are open to global marketer.

* Uniform brand name world-wide.

* Uniform brand name world-wide modified for differing market.

* Different brand name for product to suit different markets.

* Corporate umbrella branding, where the company name becomes the brand name.

In addition to Jain's strategies, there is one other regional branding, which could be used by firms particular, if they are targeting markets that are close to each other and share common traits, ie lifestyle or consumer habits.

ADVERTISING

Ivan L. Preston (1967) said, "Advocates of advertising feel that advertising plays an important role in lessening the negative effects of a recession, extending product, product life cycles, supporting the media from which we obtain news and entertainment, reducing the prices of products by increasing demand and realising economies of scale in production, informing consumers of product improvement

and new products thereby contributing to economic growth and helping to satisfy psychological needs of consumers eg (status).

Although, the debate over the cost and benefits of advertising to an economy has not been, nor is it likely to be resolved, it probably is fair to say that both sides of the issue have merit.

Advertising is certainly a cost which consumers incur, however, when we consider the alternative the benefits of advertising outweigh the cost. To make a product arid brand choice, a consumer must have some knowledge of what is available.

Advertising is an economical way for consumers to reduce their search time for products and brands which can satisfy a need or solve a problem. Advertising also, helps create images and psychological values which can help satisfy the psychological and social needs of consumers.

In the United States economy, psychological needs are very important, since basic physiological needs of foods, clothing and shelter have generally been met.

The writer, went further to say "it is generally agreed that many companies do waste some of their money in advertising. Some companies either spend too little on advertising to gain significant economic benefits or spend too much incurring negative marginal returns. The net effect of advertising in United States, however is beneficial to the economy by stimulating demand for new products and by helping firms achieve mass production, economies of scale and higher employment.

The consumer benefits from reduced search cost and psychological and social satisfaction. The firms benefit from higher sales and profits through an efficient means of informing consumers of product offerings.

QUALITY

Quality is potentially the greatest lever that exists for marketers and marketing, both within a professional services firm and in the competitive market place for professional services.

The issue of quality in its various guises moved to the top of the management agenda in all kinds of commercial organisations in the Western World throughout the (1980s). The quality movement began as a response to Japanese competition amongst US manufacturing organisations and was subsequently imported into UK manufacturing industry. In the service sector the USA has again played the lead role in the development and application of quality programmes. The service sector in the UK is only really just beginning to think about the quality issue and the role that it might play in service businesses. The professional service sector has not been in the forefront of this movement in the UK although some firms are beginning to at least raise the quality issue internally.

In considering the quality issue in the professional service context, one of the responses that is initially exhibited is - well we offer a very high quality service anyway, so why should we waste time, money, effort, etc, on quality programmes. Answering the question "why is quality important in the professional service sector? Is difficult to do given the lack of empirical work in this particular area.

In terms of what quality actually means in the "real" as opposed to the academic" world, there are no shortage of quality definitions. Below are some definitions of quality used by the "gums" of the worldwide quality movement.

* Philip Crosby defines quality as "conformance to requirements".

* Dr E. Deming, sees quality as "predictable degree of uniformity and dependability at low cost and suited to the market".

* Joe Juan, defines quality "Fitness for purpose"

* John Oakland (1989) sees quality as "meeting the customer requirements".

The central notion in the quality issue forms the first of the stumbling blocks for marketing and marketers' in the professional service context. The partners and professionals quality is essentially a product of technical expertise and professional issues and external and focused upon client expectations and managing perceptions outcome. This gap between what professionals believe that clients evaluate in developing their quality perception and the criteria that client actually use in evaluating service quality is in most cases vast.

In conclusion, quality is not free and managing client quality perceptions can be expensive in the short term. The rewards in terms of client loyalty, enhanced reputation, additional cross selling and ultimately new client, will not appear until the medium - long term. Quality is not free. Quality is an investment.

As with marketing planning teams, if we are to avoid quality planning teams asking for unrealistically high investment in their plans, we need to ensure a constant interaction between the team and the management and to be very specific in terms of the brief we give the team.

2·3 CONSUMER TYPES - PURCHASE DECISIONS

Individual consumers can be seen as facing different purchase situations in terms of familiarity, complexity and uncertainty surrounding the need and purchase of a professional service.

Howard and Sheth (1969) incorporated these variable. They suggested that most consumers face three possible kinds of purchase situation. Although, this framework was not derived from analyses of

consumers of professional services, it is potentially applicable to the professional service context.

* Routinised response behaviour

These is the simplex purchase situation faces by consumers of professional services. Consumer here is faced with a professional service need that he/she has satisfied before with a professional service purchase. The consumer with this experience with this type of buying situation, they do not typically expend a large amount of time or effort exploring alternative solutions and professional service providers.

* Limited problem solving

This type of purchase situation is typified by a consumer who is purchasing a familiar professional service eg medical dental etc from unfamiliar professional service firm. This situation is also faced by consumers purchasing unfamiliar services from a familiar professional service eg seeking pension planning advice from his/her lawyers. Obviously, this type of need situation arises when a consumer moves into a new area, is unsatisfied with past professional service providers or when his or her circumstances change resulting in a new need for an existing professional service. In such situations, consumers are typically much more likely to engage in some search process for information about potential service providers or the services by existing providers.

* Extensive problem solving

It is the most complex of buying situation for consumers and is characterised by the most uncertainty. In this situation, the consumer is faced with an unfamiliar professional service need that is unlikely to be filled by providers with whom the consumer has experience eg an individual wishing to have a house built is likely to have come across a personal need to choose an architect before. Similarly, a consumer with a serious health problem may have no experience in

specialist medical advice and services. In such purchase situations, the consumer is likely to spend much time and effort exploring potential professional service solutions and alternative professional service suppliers.

2.4 CONCLUSION

Consumer behaviour is highly complex and full of variety. The manager who believes that she or he fully understands consumer behaviour for an organisations products and services is often in the same situation as the proverbial seven blind men and the elephant. It is best to hold a conservative view about the mystique of consumer behaviour. Not only is consumer behaviour complex, but it is also dynamically changing phenomenon. Therefore, what the manager knows about the firm's customers today, may not necessarily hold time in the future.

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

Cook and Reichardt (1979) explained that considerable agreement exists over the appropriateness of various methods and methodological surveys for conducting social research. The contention of centres on the distinction between the qualitative and quantitative methods of conducting research.

Quantitative methods of survey include the use of statistical models and methods, such as univariate analysis, divariate analysis, multi - variate analysis, chi - square analysis, T - test, etc. In contrast however, qualitative methods include ethnography, case studies, indepth interviews and participant observation. In a nutshell, qualitative research is only expressive and does not remove the use of statistical or mathematical model.

The acquisition of raw data is usually the first step in cutting a research design. Even the design process itself include an estimate of the availability and cost of the processed information that is the fuel of applied research. Analytical tools, even the computer are of limited use in the solution of practical problems without the appropriate and accurate data being provided. The data may either be quantitative, qualitative as explained at the beginning of this chapter.

Accurate data obtained from previous researchers need to entered into the organisations, analytical system or information store house if further researchers is to be meaningful and useful to management. Adequate, accurate and relevant data is the key to a successful research.

High quality data input may not necessarily guarantee a quality output but the availability of accurate data will help the researcher achieve good results from the research.

Poor and inaccurate data will never produce good research results, thus the parlance in computer "garbage in, garbage out (GIGO).

Schefied (1969) is of the opinion that the research is commences with the definition of the problem that exist.

Drucker, a renowed management consultant stated "a problem defined is half solved". In other words, an organisation, or any person who does not know where he presently is, would definitely not know in which direction he is heading and also ultimate destination. A research design is then formulated with data relevant in the problem.

In other words, data would assist in highlighting and proffering probable solution to the problems. It is from the research design and the available data collected that would dictate the statistical analysis to be used to test the available data.

You will recall that the problems that necessitated or brought about this research were sated in chapter one (1). However, formulation of the problem may have arisen because there is argue interest in a particular field of endeavour or some specific hunch or idea into specific problem that can be researched.

Three major reasons underlie a researcher's motivation in conducting a research. Firstly, his goals for conducting the research. This goal could be as a result of his curiosity to find out what the outcome of research would look like, the desire to find out and learn more about a phenomenon, because it pays to conduct researches, in fulfilment of a criterion of promotion or lastly in fulfilment of the requirements for course of study.

A second reason is interest and experience, the researcher actually selects a problem area in which he already has interest, experience and often times, expertise. A second alternative is that the problem area may be of interest, although the researcher may have no previous work in that area or related field of endeavour.

This third reason which underlies a researcher's motivation refers to the question of whether the researcher's primary goal is to produce a defendable project within a definite period of time or to produce findings that contribute to knowledge in some way.

The problem area in this research is how to ensure that Nigerian consumers develop positive attitudes to made- in - Nigeria goods.

3·2 SOURCES OF DATA ACQUISITION

Data acquisition is usually the most important step in the execution of a research project. The unprocessed information may come from historical or secondary sources and also from primary sources. Data is the fuel of research because the project is based on the availability of data and any input or conclusions must be based on available data. The acquisition of data is often the most demanding challenge facing the researcher.

3·3 HISTORICAL OR SECONDARY DATA

Historical data also called pre-collected data or pre-recorded data is exactly that the information had been collected and recorded before. Usually, such collected and recording has been without regard to the needs of the researcher or his project.

This type of data are obtained from textbooks, trade journals and magazines, government publications and newspapers. Secondary data are sometimes biased to support the vested interests of the sources. Publisher will definitely not include data that does not

favour the company. In addition, information may be presented usually in a way that distorts relationships, this is very easy when graphs and bar-charts are utilised.

3·4 ADVANTAGES OF SECONDARY DATA

The major advantage of secondary data is that since it is pre-collected and pre-recorded, there is a great saving in terms of cost and the time in comparison with primary data sources. Another advantage is that it may be beyond the means of one organisation to collect on its own eg include population figures.

There are 2 major disadvantages of this source of data acquisition, firstly since the data were collected for purposes rather than those of the research project, thus the data obtained would rarely completely serve the information needs of the project. Secondly, the researcher must determine whether the secondary data are accurate enough for the purposes of the research project at hand.

There is a serious limitation of the specific or otherwise of the accuracy of the figures contained in the secondary source of information. A lot of errors are contained in the sampling, data collection analysis and reporting issues of the research process that influence the accuracy of data.

This research made no use of secondary data because it is the first time that a project is being written on this topic, and thus there was no figures that could be used to conduct emperical tests.

3·5 SURVEY OR PRIMARY DATA

When secondary sources provide insufficient emperical information, the researcher resorts to survey or primary source data acquisition.

A good survey design depends largely on an understanding the nature of the available data ie its relevance, accessibility, quantity and quality. Initially, the designer must have gotten the information required and where it can be obtained.

3·6 SURVEY DATA COLLECTION METHOD

Survey data can be obtained by observation which involves physical examination of the variables and secondly, by inquiring and questioning of respondents.

3·7 OBSERVATION METHOD

This involves the recording of respondent's behaviour. It is the process of recognising and recording the behaviour of people, objects and events. This method has some advantages over the inquiry method, this advantages include the fact that it does not rely on the respondent's willingness to provide the desired data, secondly, the potential bias caused by the interviewer and the interviewing process is reduced. Thirdly, certain types of data can be collected only by observation. This method despite its advantages has 2 major disadvantages, mainly the inability of the method to observe such things as awareness, beliefs, attitudes etc and secondly, the observed behaviour pattern must occur frequently for the interviewer to notice it.

Happily, this method was not used because of the disadvantages it has and also because this research project cannot provide adequate data based primarily on observation only.

3·8 INQUIRY DATA

Inquiry data can be obtained in 3 ways:

(a) Personal Interview. This method of interviews are obtained by having one or more members of the research team to go into the

field. This method is the most flexible survey method. It is also expensive and time consuming and also vulnerable to errors. It was not used in this work.

(b) Telephone Interview. This system is the same as personal interview. The only difference is that, in the personal interview., there is physical contact between the interviewer and the respondent but in the case of telephone interview, the questions are asked and responses are given on the telephone. This method is restricted mainly to develop societies where almost all the homes own telephone and the cost of telephone calls are not so prohibitive. The major disadvantage of this method is that there is a big bias in favour of household with telephone and this does not make the sampling representative of population. Also, the cost of using phone calls for eliciting answers to questionnaire would cost a fortune. A simple phone call now costs about N10 per minute and by the time the respondent has answer all the question satisfactorily, he must have spent not less than 15 minutes on just one questionnaire. For this research, I did not use this method because of the cost associated as well as the inherent weakness in the method.

(c) Use of Questionnaires. The questionnaires usually accompanied by an explanatory letter and is the most widely used method of reaching the largest number of respondents resident in different geographical setting.

The questionnaire is the easiest and cheapest survey device and requires no field work force. The cost per response is the lowest and it also has the advantage of reducing errors that arise out of interviewer respondent interaction. It also eliminate bases which may have occurred as a result of age, sex, religious ideologies and tribalism. The use of questionnaires saves time and cost provided they are returned after their completion.

The disadvantages of this method are its slowness and the likelihood of mistakes and omissions. This method was the major one used in this research.

At total of 120 questionnaires were administered on respondents and out of this, number, 100 were returned exactly equal to 83.4% of the administered questionnaires.

SAMPLING DESIGN. It is quite unnecessary to subject every person who can throw light on a phenomenon to a survey. There are serious constraints based on time, and finances. To be statistically liable, a sample must be large and statistically responsive of the whole population, therefore statistical analysis was based on 83.4% respondents received.

3 ·9

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CHAPTER FOUR

4.0 DATA PROCESSING AND ANALYSIS

4:1 INTRODUCTION

Some of the skills desirable of a manager and the most appreciated and emphasized, are his ability to analyse and solve problems.

Alan Storeman, former president of the Pumex Corporation said, "there are no problems, rather there are opportunities and a problem should be an opportunity". This suggest that managers must be able to identify problems, analyse complex situations and by solving the problems encountered, exploit the opportunities presented.

To analyse the data obtained from the questionnaires administered and returned, each set of concepts was properly analysed.

4.2 SURVEY CONDUCTED

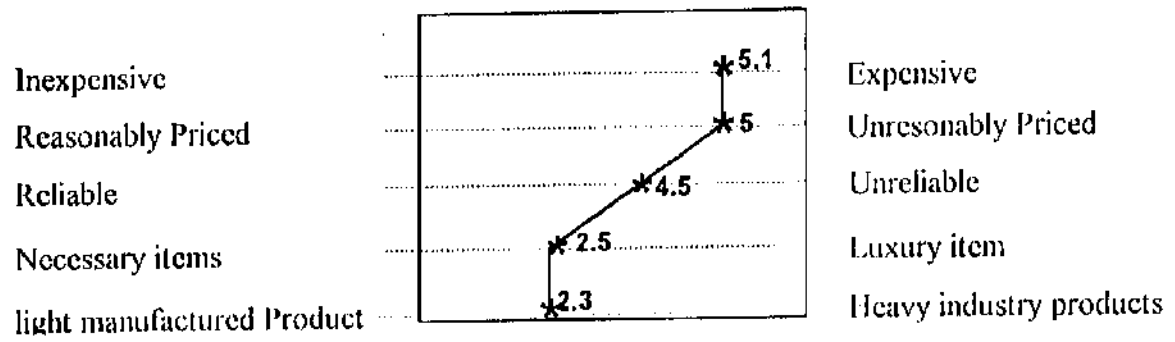
Five sets of concepts were scored by the respondents under the semantic differential section of the questionnaire. These included:

- Price and value.
- Service and engineering.
- Advertising and reputation.
- Design and style.
- Consumer types.

For each set of concept, subjects in the study area were presented with a series of polar objectives and descriptions. On the basis of the scores, the profiles for each set of concepts were derived by computing the mean scores of the group. The resulting profiles are shown in the figure (4) below.[1] A score of 4 out of 7 would be regarded as generally neutral or neither favourable nor unfavourable. A score less than 4 would normally be regarded as favourable while a score above it would be regarded as unfavorable. The respondents group mean would be evaluated on this basis for each major set of characteristics presented in the questionnaire.

4.3 RESULTS PRESENTATION

The questionnaires were distributed in among different categories of consumers randomly to 120 respondents. However,



only 100 respondents actually filled and returned their questionnaire.

The percentage of respondents who returned their questionnaires is 83.4% while 20 out of 120 were not returned, corresponding to 16.6% of the number administered. From the scores obtained from the respondents who returned their questionnaires, mean values were obtained and used to evaluate the characteristic presented in the questionnaires and presented profiles below.

Figure (4) PRICE AND VALUE

Profile of "made-in-Nigeria" concept by consumer in relation to Price & Value.

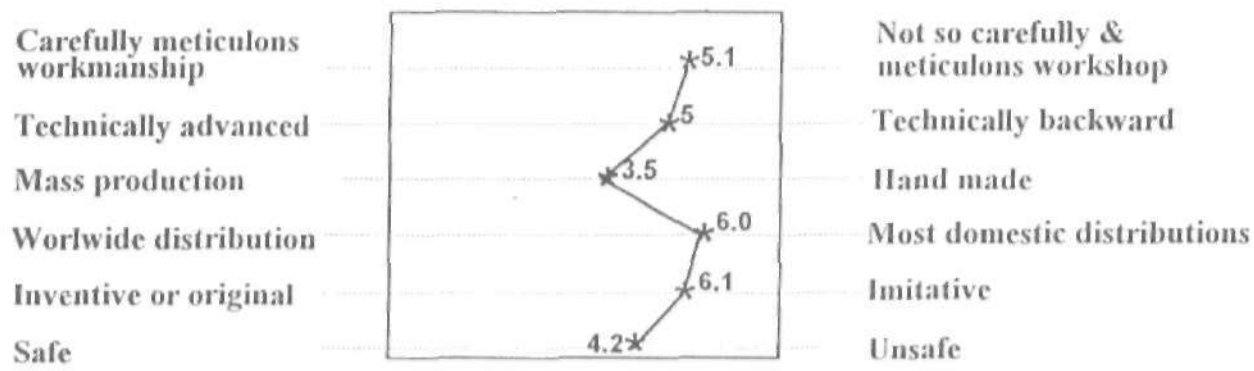
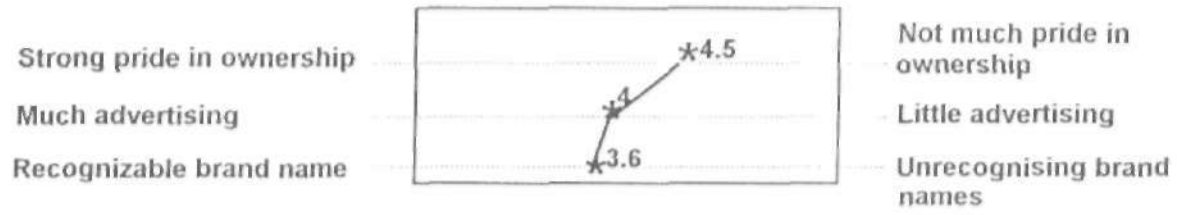
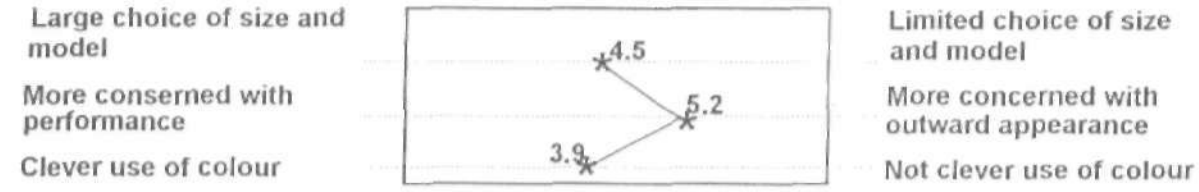


Figure (5) Profiles of Consumers on



SERVICE AND ENGINEERING



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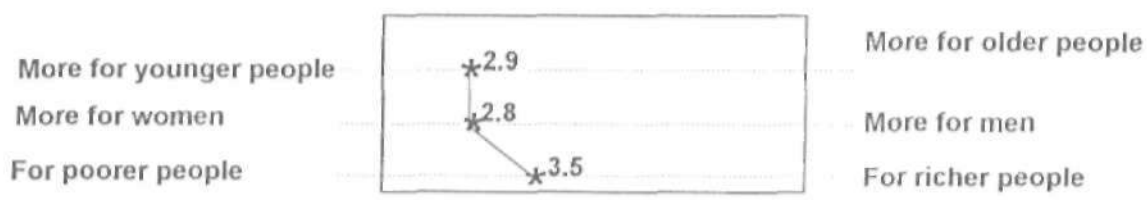

Figure (6) ADVERTISING AND REPUTATION.

Figure (7) Profiles of Consumers to
DESIGN AND STYLE

Figure (8) CONSUMER TYPES

(1) General Preference for made-in-Nigeria Goods, Respondents were asked the following questions "supposing that many countries had a product equal in price, quality and styling, which country's product would you choose? The results obtained are presented in the tables below.

"Made in"	No of Respondents making choice	% of all respondents making choice
Nigeria	38	38
Japan	22	22
U.S.A.	10	10
England	10	10
Germany	10	10
France	9	9
Any Country	1	1
Total	100	100%

Table (1) -- Preference for Goods by country of manufacturer.

(2) When asked "which country do you think produces the product of the greatest value when one considers price, design, quality service etc. The respondent answered as indicated in table (2) below.

Product group	1st	2nd	3rd	Others
Shoes	Italy 40%	England	France	18%
Alcoholic drinks	France	24%	18%	
Cars	60%	England	Nigeria	
Textile (finished	Germany	10%	6%	14%
clothing)	40%	USA 24%	Italy 6%	Nigeria
Electrical goods	U.S.A	England	France	2%
Carpets	30%	30%	17%	14%
Drugs	Japan	England	Japan	34%
Cosmetics	40%	18%	17%	Nigeria
	England	U.S.A.	Japan	290
	50%	14%	26%	
	Germany	England	USA 14%	
	36%	20%	England	
	France	U.S.A	20%	
	40%	22%		

Table (2) Product value identification with manufacturing company.

(3) Consumer Evaluation of product satisfaction and quality of made-in-Nigeria Goods. Respondents were asked to indicate their satisfaction or disappointment with purchased products, their intention for a repeat purchase and to rate the quality of "made in Nigeria" goods generally using table (3) below.

Product Group	% of Purchasers Satisfied with Production	% of Purchasers Disappointed with Product	% of Purchasers who would buy the product again
Textiles	55	45	44
Shoes & Bags	40	37	29
Furniture	76	24	78
Detergent/Soap	85	15	79
Beverages	70	30	60
Plastic Goods	85	14	77
Building	87	13	76
Materials	50	14	30
Medicine/Cosm	38	50	34
etics	20	80	18
Motor Parts	65	15	60
Electrical Bulbs	60	30	25
Matches			
Toys	55	30	50
Educational			
Materials/			
Stationery			

Table (3) Consumer Satisfaction and Repeat Purchase (above).

(4) Respondents were asked to give an overall quality rating of the Made-in-Nigeria goods purchased in the last 15 months. Below in Table (4) was their reactions.

Quality Expectation	No of Respondents during Raking	% of Total Respondents
Of quality expected	15	15
Of higher quality then expected	20	20
Of lower quality then expected	65	65
TOTAL	100	100%

Table (4): Overall quality ranking of Made-in-Nigeria goods purchased by respondents.

(5) Respondents opinion on the quality of products made by Expatriate-Owned Enterprises in Nigeria as compared to imported goods. The responses are indicated in Table (5) below.

Quality Classification	No. of Respondents in Agreement	% of Total Respondents
Of lower quality than imported goods	85	85
Of the same quality as imported goods	10	10
Of higher quality than imported goods	5	5
TOTAL	100	100%

Table (5): Quality Ranking of Goods produced in Nigeria by Expatriate-Owned Enterprises.

(6) Confidence/Trust in Manufacturer's Presentation.

Respondents were asked the following questions: "If you had to order a product by looking at catalogues presented by salesmen, what manufacturer's catalogue would you trust more?

Three sets of alternative choices were offered. The responses are presented in Table (6).

Table (6) Alternative Set (A)

Classification	No. of Respondents	% of Total Respondent
Overseas Manufacturers' Catalogue	85	85
Catalogue of Expatriate with Factory in Nigeria	15	15
TOTAL	100	100%

Alternative Set (B)

Classification	No. of Respondents	% of Total Respondents
Overseas Manufacturers Catalogue	85	85
Indigenous (Nigerian) Manufacturer Catalogue	15	15
TOTAL	100	100%

Alternative Set (C)

Classification	No. of Respondents	% of Total Respondents
Catalogue of Expatriate with Factory in Nigeria	80	80
Indigenous (Nigerian) Manufacturer Catalogue	20	20
TOTAL	100	100%

4.4 STATISTICAL HYPOTHESIS TESTING

In researches, just like experiments, hypothesis are usually framed, and in testing each hypothesis, we have to set a region of acceptance or rejection. If we decide for instance that a rare event would have occurred at 5% of a given time or less, then we could decide that the mean was not drawn from the known population. It merely acknowledges the reasonable possibility that it was. The percentage probability point is conventional cut off point for referring the operation non-chanced factor. It is referred to 0.05 level. When the rejection decision has been made at 0.05 level, its convention refers to the outcome of the research or experiment as statistically significant at the 0.05% level.

Before the commencement of this research, two mutually exclusive hypothesis were set up. One of this is a statistical hypothesis which is expected to disprove. This is called (H_0) NULL HYPOTHESIS (Suleiman 1997). It is a negative type of proposition. For instance, if you want to find out whether there are differences between two means: Your H_0 would be $X_1 = X_2$ while your alternative hypothesis ie H_1 would be ****** ie X_1 is not equal to X_2. This is so inorder to accept or reject the hypothesis after the necessary calculations have been made. Based on this background,

this work aims at testing two hypotheses and the hypotheses are as follows:-

HYPOTHESIS 1

H_o : Nigerians do not have preference for imported-manufactured goods than Nigerian manufactured goods.

H_1 : Nigerians have preference for imported-manufactured goods than Nigerian-manufactured goods.

HYPOTHESIS 2

H_o : Nigerians have preference for imported-manufactured goods than Nigerian-manufactured goods.

H_1 : Nigerians prefer imported goods compared with made-in-Nigeria goods.

The di-square statistical test would be used to carry out this test, using a two-tailed test with 95% confidence.

ASSUMPTIONS

There are basically two major assumptions which are listed below:

(1) The population is normal.

(2) The level of significance is 0.05.

TESTING HYPOTHESIS

To test hypothesis 1 question was asked under preference for goods by country of manufacture. The question reads "supposing that many countries had a product equal in price, quality and styling,

which country's product would you choose among the countries listed below:

PATTERN OF RESPONSE

Made in Country	Respondents Choice	Percentage (%)
Nigeria (Nig)	38	38
Japan (Jap)	22	22
USA (US)	10	10
England (Eng)	10	10
Germany (Gem)	10	10
France (Fr)	9	9
Any Other Country (AC)	1	1
TOTAL	100	100%

Table (7)

STEP 1

Set up the di-square (X^2) table showing frequencies of observations in the sample and frequencies expected under the Null Hypothesis.

	Nig	**Jap**	**US**	**Eng**	**Gem**	**Fr**	**AC**
Observations (obs)	33	22	10	10	10	9	1
Expectations (exp)	14.3	14.3	14.3	14.3	14.3	14.3	14.3

Note (Exp) = $\frac{\text{Total Number of respondents}}{\text{total No of Countries.}}$

STEP II

Determine the value of X^2

di-square X^2. Formula = $\frac{(O-E)^2}{E}$

Where O = Observed.
E = Expected.

$$X2 = \frac{(O-E)^2}{E}$$

$$X^2 = (38-14.3)^2 + (22-14.3)^2 + (10-14.3)^2 + (10-14.3)^2 + (10-14.3)^2 + \frac{(9-14.3)^2 + (1-14.3)^2}{14.3}$$

$$X^2 = \frac{(23.)^2 + (7.7)^2 + (4.3)^2 + (4.3)^2 + (4.3)^2 + (5.3)^2 + (13.3)^2}{14.3}$$

$$X^2 = \frac{561.69 + 59.29 + 18.49 + 18.49 + 28.09 + 176.89}{14.3}$$

$$X^2 = \frac{881.43}{14.3} = 61.64$$

STEP III

Determine the degree of freedom (df) and the table value of di-square distribution

$df = n - 1$

where n = number of countries being compared = 7

$df .. = 7 - 1 = 6$

$X^2 = PO.05$ df 6 = 12.59 (table value)

DECISION

From the above calculation, the calculated X^2 value (61.64) is greater than table X^2 value (12.59) which means H^0 is rejected while H^1 (alternative Hypothesis) is accepted. This implies that significance differences exist statistically. It thus follows that

	PV	SE	AR	DS	CT
OBS =	3.23	4.98	4	4.53	3.06
EXP =	4	4	4	4	4

To calculate X^2 from the above using the formula

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

$$X^2.. = \frac{(3)^2}{4} + \frac{(5)^2}{4} + \frac{(4)^2}{4} + \frac{(4.5)^2}{4} + \frac{(3)^2}{4}$$

$$X^2 = \frac{9}{4} + \frac{25}{4} + \frac{16}{4} + \frac{20.25}{4} + \frac{9}{4}$$

$$X^2 = \frac{79.25}{4} = 19.81$$

Calculated X^2 = value at P 0.05 df 4

Note: df = n-1 = 5-1 = 4

Table $X^2..$ = 9.488 at 0.05 significance level.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

This work is based upon the result of the research carried out on consumer attitudes to locally made products and the implications for policy-making by manufactures, marketers and the government. The response from the respondents tend to indicate some measure of skepticism about the quality, standards, workmanship and value of "Made-in-Nigeria" goods. There tends to be little pride in the ownership of a large number of these goods. Ordinarily, the results would a cause for alarm but this need not be so because we are relatively young country with a very short period of industrial experience. However, the findings have important implications in the areas of product policy, engineering, design, pricing, distribution and promotion policies. In addition, government policy in the protection of the public interest is the vitally affected. Based on these findings, recommendations are made to improve the situation.

5.2 CONCLUSION

The findings in this research work suggest the need for re-examination by all concerned. The manufacturer, distributor, promoters and the government of present practices with a view to enhancing the overall image of locally-produced goods. Some recommendations have been advanced in this report on areas which might be profitably examined. There are probably other aspects which closer scrutiny may reveal. With appropriate policies and measures for implementation, the situation could change for the better. Already, there are some product lines and some particular items all Made-in-Nigeria which have received consumer approbation. Increasing familiarity and better promotion of these and other higher quality items will in good time lead to the development of a strong and favourable "Made-in-Nigeria" image. This

development is crucial not only to the growth of strong internal demand but also for successful break-through in the export market.

5.3 RECOMMENDATIONS

Having critically x-rayed and analysed the problems associated with the image of "Made-in-Nigeria" goods, I will make some recommendations in the areas of product policy, quality and standards, promotion policies, consumer trust and government's role.

a. Product Policy - Manufacturers need to define the market more critically and use this as basis for product policy and pricing decisions. Thus a product aimed at a mass market in Nigeria must take into account the overall socio-economic environment of the average consumer and in particular his ability to pay. Given the low level of personal disposable income for most Nigerian consumers, there is need to minimize production cost at levels consistent with acceptable quality standards. Also a policy of market segmentation which calls for a studied reversal to ensure a under choice of size and models is recommend provided the pay-offs from particular market segments justify the effort.

b. Quality and standards- local manufactures should make any effort to produce goods of acceptable at acceptable price because the rational consumer wants the best for his money. To achieve this, it is recommended that the factory worker needs to be trained to develop pride in his workmanship. The acquisition of this pride must involve the development of self-pride and considerable aspirations. This involve the acceptance and development of a company's philosophy and image which should emphasize quality in the organization's activities quality in recruitment, employee development and remuneration and above all in products and services. Since it is clear that top management has a major responsibility in the organisation's crusade for quality. The following

recommendation should be done in order to achieve the objective of making good quality products.

1. Top management should develop as overall philosophy and ensure that other levels of management fully embrace the commitments to quality and excellence. It would help to have this statement of philosophy put down in writing.

2. The company's personnel policy must designed and operated with emphasis on ensuring compliance with the philosophy of excellence. Thus recruitment induction and post in training need to be carried out in line with set objectives on quality. In particular the company must utilize the induction period for instilling in the employee its regard for quality. The employee to whom quality is emphasized on his first day at work is likely to be motivated at least initially towards achieving the company's aspirations. Other aspects of personnel policy including promotion, transfers and job security should similarly be handled with quality in mind. In this respect, particular emphasis should be placed on ensuring job security in the organization. This is because there is considerable evidence that insecurity of employment pre-disposes the employee to a less than amiable attitude towards productivity and quality.

3. Proper equipment with acceptable tolerance need to be provided to match a pool of trained and motivated employee. It is necessary to forego the present practice by some indigenous and expatriate investors in this country to settle for "second hand" or obviously obsolate equipment which could adversely affect the quality of final together with adequate equipment, each manufacturer should endeavour to operate of quality control system manned by trained personnel. Furthermore, it is recommended that this devising standards, due regards should be paid to acceptability, at home and in international markets. The Nigerian standards organisation through its membership in

large international bodies can play a vital role in assisting local manufacturers in setting standards and in areas such as testing and certification.

(c) PROMOTION POLICIES

1. Advertising:- Once more the local producer "made -in-in Nigeria" goods manufacturers are advised to define their market, offer a good product and choose a proffer promotional channel for their advertising. In particular these is need to bear in mind, the differences between the rural and the urban market in the choice of medium and the nature of advertising

2. Branding:- It is recommended that local manufacturer should make censorious attempts to develop favourable brand mages for their products. This involves more research on brand names but more importantly affects the totality of marketing effort including production of high quality products, the identification of market segments and proper sue of advertising image merchandising and packaging to develop the necessary appeals. In high of this, there is the need for considerable knowledge about the consumer, his motivations and needs in the what area of promotion. The manufacturer in this country cannot afford to igoror research in this area. If his goods are to be remain in the market place.

(D) CONSUMER TRUST

If the Nigeria manufacturer is to make a break through in international markets he must ensure credibility. In the home market the need is urgent. This makes it imperative that advertisements be checked to remove misleading or false information and requires that product characteristic conform with their description or presentation in any form.

(E) THE ROLE OF GOVERNMENT

The government should take up the challenge and it can do this through relevant agencies, policies and regulation work towards satisfying consumer in tsetse. Thus, it is recommended that:

1. Government policy of protection for a gives industry be tied to proof by members of the industry that locally produced goods would meet an agree level of standards, supervised by the Nigerian standard organisation and at acceptable level of prices. Failure without good cause to maintain the minimum agreed standards and the maximum agreed prices could be deemed sufficient reasons for removal of protection.

2. Government as a matter of urgency should expand the facilities and personnel resources of Nigeria standard organistion to cover all manufacturing in the country. The standard organisation should develop a certification label, to be displayed on all goods as evidence of goods having met approval standards.

3. Necessary regulations should be enacts by government to protect the consumer against fraud arising from mis-representations in advertising presentation. An arm of the standards organisation should be empowered to investigate complaint of misrepresentation lodged by individuals organisations consumer protection council.

4. Given these precautions and regulation and dedicated enforcement, government should encourage through example patronage of locally made products. Necessary support should also be given to manufacturers who wish top market "made-in-Nigeria" goods in the international market. Such support may be through the Export promotion Council, subsidy or facilitation of travel by businessmen going on export drives, active display of "made-in-Nigeria" goods at trades fairs and in

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APPENDIX I

METHODOLOGY

USING SEMANTIC DIFFERENTIAL SECTION OF QUESTIONNAIRE SYSTEM

The Five Sets of concepts that would be scored by the respondents under the semantic differential section of the questionnaire are:

a. Price and value of products

b. Service and Engineering

c. Advertising and Reputation

d. Design and Style

e. Consumer types

NOTE: A Seven-point scale weighted from 1 to 7 would be used. The respondent will be asked to mark a point on the scale (as above i.e 'X') which most closely represents his feelings about a particular product or idea. They are asked to complete the questionnaire as rapidly as possible and to do so according to their impressions. ie they should record on the Semantic differential section of the questionnaire their feelings towards Made-in-Nigeria products as compared with imported items.

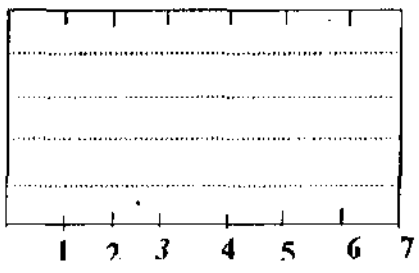
SECTION ONE

SAMPLE:
Name of Respondent: (not compulsory)
Status:
Place of work:
Level of Education:

(A) PRICE AND VALUE

.....Expensive
.....Unreasonably Prices

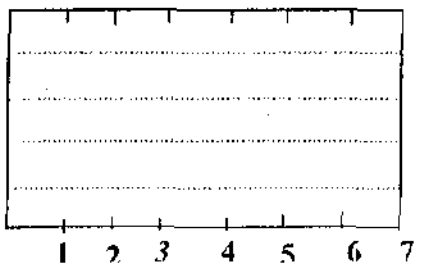
Inexpensive.....
Reasonably priced...
Reliable.....
Necessary item.....
Light-manufactured product.....



.....Unreliable
.....Luxury items
.....Heavy industry products

(B) SERVICE AND ENGINEERING

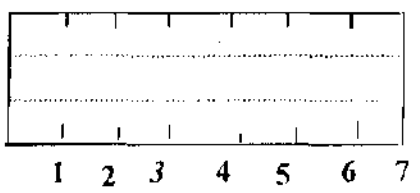
Careful and meticulous workmanship.....
Technically advanced.....
Mass production.....
World-Widedistribution...
Inventive or original.....
Safe.....



.....Not so careful and Meticulous workmanship
.....Technically backward
.....Hand made
.....Mostly domestic distribution
.....Initiative
.....Unsafe

(c) ADVERTISING AND REPUTATION

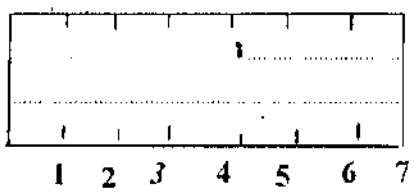
Strong Pride in Ownership.....
Much advertising.....
Recognizable brand names....



....Not much pride in ownership
....Little advertising
.... Unrecognizable brand names

(D) **DESIGN AND STYLE**

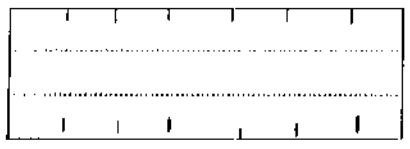
Large choice of size and model.....
More concerned with performance.....
Clever use of colour



Limited choice of size .....and model
.....More concerned with outward appearance
.....Not clever use of colour

(E) **CONSUMER TYPES**

More for younger peopl
More for Women.....
For Poorer people.....



More for older .....people
.....More for men
.....For richer people

SECTION TWO

Questionnaire for General Preference for Made-in-Nigeria Goods: Respondents would be asked the following questions. "Supposing that many countries had a product equal in price, quality and styling, which country's product would you choose: use the table below:

TABLE 1:
PREFERENCE FOR GOODS BY COUNTRY OF MANUFACTURE

"Made in country"	No of Respondents Making Choice	% of all Respondents Making Choice
Nigeria Japan U.S.A England Germany Any Country France		
Total		100.0%

Source: Research Data

(2) Ask which country do you think produces the product of the greatest value when one considers price, design quality, service etc? using the table below

i.e

Table 2: PRODUCT VALUE IDENTIFICATION WITH MANUFACTURING COMPANY

Product Group	Country Ranking			
	Country 1st %	Country 2nd %	3rd Country %	Others %
Shoes Alcoholic Drinks Cars Textiles (Finished clothing) Electrical Goods Carpets Drugs Cosmetics				

Source: Research Data

(3) Consumer Evaluation of product satisfaction and quality of Made in Nigeria Goods

Questionnaire: Ask the respondent to indicate their satisfaction or disappointment with purchased products, their intention for repeat purchase and to rate the quality of "Made-in-Nigeria" goods generally using the table below

Table 3: CONSUMER SATISFACTION AND REPEAT PURCHASE INTENTION

Product Group	% of Purchase satisfied with Product	% of purchasers Disappointed with Product	% of purchasers who "would buy the Product again"
1. Textile 2. Shoes, Handbags etc 3. Furniture 4. Detergents/soaps 5. Beverages 6. Plastic Goods 7. Building Materials 8. Medicine & Cosmetics 9. Motor Parts 10. Electrical Bulbs 11. Matches 12. Toys 13 Educational Materials & stationery			

Source: Research Data

(4) Overall Quality Ranking of Made-in-Nigeria Goods Purchased by Respondent

Questionnaires: Ask respondent to give an overall quality rating of the Made-in-Nigeria" goods they had purchased last fifteen months. Use the table below to record your results.

Table 4: OVERALL QUALITY RANKING OF "MADE-IN-NIGERIA" GOODS PURCHASED BY RESPONDENTS

Quality Expectation	No of Respondents Doing Ranking	% of Total Respondents
Of the quality expected Of higher quality than expected Of lower quality than expected		
Total		100.0%

Source: Research Data

(5) Consumer Opinion on the quality of products Made by Expatriate-Owned enterprises in Nigeria.

Questionnaire: Respondents should be asked to indicate their opinions about the quality of goods produced in Nigeria by expatriates as compared to imported £oods using the table below to record your results.

Table 5: QUALITY RANKING OF GOODS PRODUCED IN NIGERIA BY EXPATRIATE-OWNED ENTERPRISES

Quality Classification	No of Respondents in Agreement	% of Total Responses
Of lower quality than imported goods Of the same quality as imported foods Of higher quality than imported goods	-	
Total		100.0%

Source: Research Data

(6) CONFIDENCE/TRUST IN MANUFACTURER'S PRESENTATION

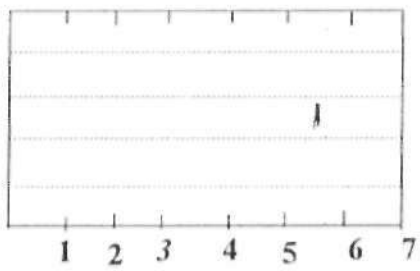
Questionnaire: Respondent should be asked the following questions:
If you are to order a product by looking at catalogues presented by salesman, what manufacturer's catalogue would you trust more?
NOTE: Three sets of alternative choices should be offered and the results should be presented in the table below:

Table 6: ALTERNATIVE SET A

Classification	No of Responses	% of Total Responses
a) Overseas Manufacturers catalogue of		
b) Catalogue of expatriate with factory in Nigeria		
Total		100.0%

b. SERVICE AND ENGINEERING

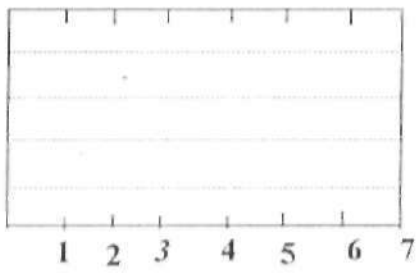
Careful and Meticulous Workmanship.....
Technically advanced...
Mass production.....
World-wide distribution
Inventive or Original..
Safe.....



.....Not so careful and Meticulous workmanship
.....Technically backward
.....Hand made distributio
.....Initiative
.....Unsafe

c. ADVERTISING AND REPUTATION

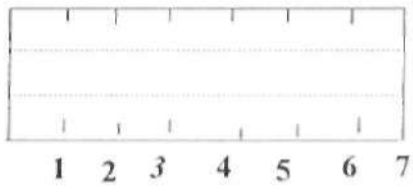
Srong Pride in Ownersl
Much advertising.....
Recognizable brand.....
name



Not much pride in
.....Ownership
..... Little advertising
.....Unrecognizable brand names

d. DESIGN AND STYLE

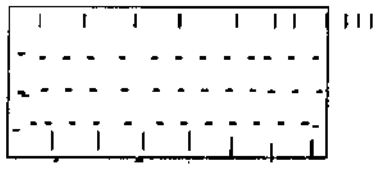
Limited choice of size
.....and model
.....More concerned with outward appearance
.....Not clever use of colour



Large choice of size and model.....
More concerned with performance.....
Clever use of colour

e. CONSUMER TYPE

More for younger people
More for Women.....
For Poorer people.....



More for older
.....people
.....More for mer
.....For richer pe

3. Supposing that many countries had a product equal in price, quality and styling; which country's product would you choose among the countries listed below:

REFERENCE FOR GOODS BY COUNTRY OF MANUFACTURE

"Made in " Country	Respondent's choice	
Nigeria Japan U.S.A England Germany Any Country France		

4. Which country do you think produce the product of the greatest value when one considers price, design quality, service etc. Use the table below

PRODUCT VALUE IDENTIFICATION WITH MANUFACTURING COMPANY

			Country Ranking	
	1st	2nd	3rd	Other %
shoes Alcoholic drinks Cars Textile (Finished clothing) Electronic Goods Carpets Drugs Cosmetics				

5. Please indicate by making 'X' against the products listed below your satisfaction or disappointment with purchased products and your intention to repeat purchase or not and to rate the quality of Made-in-Nigeria" goods generally using the table below:

Table 7: ALTERNATIVE SET 'B'

Classification	No of Responses	% of Total Response
(a) Overall Manufacturer's Catalogue or (b) Indigenous (Nigerian) Manufacturer's Catalogue of		
TOTAL		100.(%

8.a. If you are to order a product by looking at catalogue presented by Salesman, what manufacturer's Catalogue would you trust more using the alternative tables below indicating 'X'

Table 8: ALTERNATIVE SET 'C':

Classification	Indication by Respondent
a) Overseas Manufacturer's Catalogue Or b) Catalogue of Expatriate with Factory in Nigeria	

i. ALTERNATIVE:

Classification	Indication by Respondent
a) Overseas Manufacturer's Catalogue or b) Indigenous (Nigerian) Manufacturer's Catalogue	

ii. **ALTERNATIVE:**

Classification	Indication by Respondent
a) Catalogue of Expatriate with factory in Nigeria or b) Indigenous (Nigerian) Manufacturer's Catalogue of expatriate with Factory in Nigeria	

iii. **ALTERNATIVE:**

Classification	Indication by Respondent
(a) Overseas Manufacturer's catalogue or (b) Indigenous (Nigerian) Manufacturer's Catalogue	

iv. **ALTERNATIVE:**

Classification	Indication by Respondent
(a) Catalogue of Expatriate with factory in Nigeria or (b) Indigenous (Nigerian) Manufacturer's Catalogue	