ATTITUDE OF CUSTOMERS TOWARDS MADE IN NIGERIA TEXTILE INDUSTRY PRODUCTS

IYIOLA Oluwole, BORISHADE Taiye T, OGUNNAIKE Olaleke, KEHINDE Oladele J, FALOLA Hezekiah, OMOTOYINBO Charles, OGAZI Jeremiah
Department of Business Management. PMB 1023, Ota, Ogun State, Nigeria

ABSTRACT

The primary duty of any nation is to seek secured sustained economic growth in other to be independent and must also put structures in place to ensure that importation is reduced, and local resources are effectively utilised in the production process. However, when citizens of a nation do not consume products produced in their country, it may lead to economic disaster. The globalization of world trade has led to local markets being flooded with many foreign made products; hence, widening the range of alternatives of consumers and as well increasing the competition in local markets while grave threats are posed to the marketability and sales of locally made products. Over the years, the Nigeria manufacturing sector which includes the textile industry as a subset has been afflicted with intermittent power supply, huge scale under-use of manufacturing capability and a poor and unhealthy customer patronage of locally produced products. Based on these premise, this study seeks to investigate why there are low patronage of made in Nigeria goods by its citizens. Two hundred and two (202) copies of questionnaire were distributed to respondents in Lagos. Data were analyzed using regression analysis for the hypothesis testing. The result reveals that quality of made in Nigeria products is a major factor for consumers at $F = 143.078$, $\beta = 1.004$ and $p=.000$. In conclusion, it is recommended that Nigerian manufacturers must strive for excellence in quality of made in Nigeria product with respect to their textile products and brands in order to compete successfully against foreign competitors.

Key words: Attitudes; Customer; Textile; Made in Nigeria; Satisfaction


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1. INTRODUCTION

Any developing country that seeks to secure sustained economic growth and some level of independence must put structures in place in order to ensure that importation is reduced and local resources are effectively utilised (Oladele & Arogundade, 2011). The globalization of
world trade has led to local markets being flooded with many foreign made products. Hence, widening the range of alternatives of consumers and as well increasing the competition in local markets while grave threats are posed to the marketability and sales of locally made products (Oladele & Arogundade, 2011). Manufacturers and providers of services with the “Made in Nigeria” label is thus, confronted with a condition where differentiated product or goods in line with customers’ needs and company capabilities, price, quality and quantity has never been more essential (Akingbola, 1999). This challenge is made all the more conspicuous and troubling as a result of the fact that occasions may thrive to equate the locally made products with the very many imported products obtainable in the marketplace (smuggled or otherwise) which are supposed to serve related intentions (Oladele, 2006). Over the years, the country’s manufacturing sector which includes the textile industry as a subset has been afflicted with intermittent power supply, huge scale under-use of manufacturing capability and a poor and unhealthy customer patronage of locally products (Asaolu, Oladoyin & Oladele, 2005; Okechukwu & Onyemah, 1999). Coupled with all these problems is the resounding assertion of extant literature that after many years of exposure to high quality goods from foreign manufacturers and strong customer relationship, the Nigerian customer seems to have forged a strong relationship with some imported brands and seems reluctant to patronize “Made-in-Nigeria” alternatives (Okechukwu & Onyemah, 1999; Asen, Eke, & Kalejaye, 2011; Oladele & Arogundade, 2011). According to Gatawa, Aliyu, and Musa (2013) a host of difficulties are faced by textile firms, with these difficulties extending from inadequate safeguard as epitomized by the heavy occurrence of smuggled products in local Nigerian marketplaces, huge amount of foreign exchange, escalating cost of assets in the money market and a constituted minutest remuneration structure that increases production cost due to the high costs of salaries for personnel. Low-quality of locally produced goods (cotton) resulting in importation of better quality good (cotton) at a greater cost from the nearby countries for instance Cameroon and Chad are also notable issues with the Nigerian textiles industry (Gatawa, Aliyu, & Musa, 2013). As a result, the Nigerian producer – especially in the Textile Industry is made to put up with low sales, and meager revenue and critically low profits; the flight of textile firms also in search of more favorable conditions has also been a frequent phenomenon while the death of manufacturing firms as a whole has been more recurrent. Yet, foreign competitors continue to expand and grow at the expense of the Nigerian producer. Can the Nigerian manufacturer break the deadlock and achieve customer loyalty for their organizations and products? What knowledge, marketing strategies, and activities should the Nigerian manufacturer put in place to earn customer loyalty given the above scenario? Meanwhile, foreign producers in the advanced Western Nations of Europe and America have embarked upon intense research towards understanding consumer buying behaviors that lead to customer loyalty and customer retention. The growth, development, sustainability and profitability of an organization depend to a large extent on the loyalty of its customers. Customer loyalty has remarkable influence on firms’ performance and is considered as an important source of competitive advantage. Repeat purchase can be attributed to the satisfaction customers perceived and received from both the product and the firm after purchase. Customer loyalty conveys more than repeat consumer patronage, as it likewise triggers favourable attitudes toward the company (Kumar, Sharma, Shah, & Rajan, 2013). These loyal customers become “recruiters” because they would inform friends, family members and others in their circle of influence about the company and its products and services via word of mouth (Iyiola, 2013). Customer loyalty implies implicit faith in the organization and its brands/products brought about by sustained satisfaction and a state of willingness to prefer and patronize the organization’s brands. However, to build customer loyalty, organizations must ensure quality of service, trust, satisfaction of customer, strong,
positive corporate image, effective and strong communication, commitment towards making the customer happy with satisfying and beneficial product features, demonstration of superior value, and after-sales support services (Kumar et al., 2013; Rai & Medha, 2013). Customer loyalty is a major determinant of the worth of an organization as a going concern. A successful organization must effectively manage customer loyalty; customer care and satisfaction develop strong customer relationships, positively project its image and ensure continuous quality service. Literature on customer loyalty seems to suggest that all these are essential ingredients towards building customer loyalty (Kumar et al, 2013; Khan, 2012; Rai & Medha, 2013). Customer loyalty has serious implications on the macro economy because the aggregate demand of a large cross section of the citizens of a country for brands made in a country reflected by customer loyalty, will impact positively on the suppliers operating in that country. In view of the above arguments, this paper looked into the attitude of Nigerian towards made in Nigeria textile goods as it tends to answer this question – “Are Nigerians loyal to Nigerian Textile Industry manufactures goods?” Organizations must seek to develop measures that would elicit a feeling of devoted attachment by their customers to their products - caused by affection, whereby the customer’s attachment makes him/her persevere with his/her relationship with the organization even in adverse times.

The primary objective of this study is to access the attitude of consumers towards made in Nigeria textile products. The secondary objectives are therefore, to:

- Examine the degree of relationship that exists between price of made in Nigeria textile products and customer satisfaction;
- Determine the effect of quality of made in Nigeria textile products on customer satisfaction and
- Ascertain how the quantity of available made in Nigeria textile products influence customer retention.

2. LITERATURE REVIEW

Consumer behaviour refers to the disposition or posture of the purchase of goods and service offered by firms and such disposition is influenced by a variety of factors ranging from price to experience. The consumer behaviour is an offshoot of the consumer attitude and though they are distinct they are usually intertwined in their usage. The consumer has a personality that is an embodiment of diverse influences ranging from his society, to his previous learning, his experience and perception (Ogunnaike, 2010). The link between consumer behaviour, consumer choice and customer loyalty is submerged in various psychological and cognitive under-workings. Consumer behaviour seeks to address the subconscious and inner workings in the realm of the mind and emotions that make the consumer purchase a product and are such it appeals to the realm of psychology. Consumers are social beings and cannot be tested under the lens of a microscope hence the need to understand through the pathway of psychology the various inner-workings that cause the consumer to make purchase, such triggers may lie in the external environment but others may be an offshoot of the cognitive processes that take place internally and inform the consumers mind. Consumer choice, on the other hand has to do with the actual purchase action that the consumer makes and a pattern of his/her purchases when studied is that which brings us to the field of consumer behaviour. The consumer makes his/her choice informed by information from various sources and this information is sorted out through comparisons (Kumar et al., 2013). When a consumer chooses a particular brand of a product from amongst a host of substitutes consistently, it may be an indicator of customer loyalty, Gray and Markiza (2014) asserted that, not all patronage is equivalent to customer loyalty as there is an attitudinal and emotional aspect to loyalty and not just a behavioral aspect (Dick & Basu, 1994; Oliver, 1999; Kumar & Shah, 2004).
Nevertheless, continued patronage which happens when a customer consistently chooses a product over others (consumer choice) amounts to the interface between consumer choice and customer loyalty. Also extant literatures have shown that there is a positive connection between customer satisfaction and customer loyalty (Bodet, 2008; Kim, Jeong, Park, Park, Kim & Kim, 2007; Khan, 2012), hence, it follows that since the rational consumers core and underlying motivation in all purchases is to derive utmost satisfaction, the consumer choice is thus indirectly linked with consumer loyalty but directly linked with consumer satisfaction.

3. COUNTRY OF ORIGIN

The Country of Origin (COO) of a brand or product simply refers to where it comes from; it is the country to which a product is associated with. Perhaps one of the most studied issues in the terrain of international business is the impact that the COO of products and brands has on the consumer choice behavior (Agrawal & Kamakura, 1999). It is the resounding assertion of scholarship that the COO of a product influences to large proportions the cognitive and evaluative process that the consumer undertakes prior to purchase (Pharr, 2005). Though, most of the research in COO effect have been concentrated mainly on the advanced economies of the world, a growing number of scholarly articles and publications also opine that COO also has tremendous effects in under-developed economies like Nigeria (Cordell, 1992; Fianu & Harrison, 2007; Opoku & Akorli, 2009; Asen, Eke, & Kalejaye, 2011). COO reflects and functions as a vital tool for predicting the cues that will result from consumer’s perceptions and product evaluation (Koschate-fischer, Diamantopoulos & Oldenkotte, 2012). “Research on COO effects that is, the impact that cognitive, affective and normative associations with a particular country have on consumer attitudes shows that a product’s COO acts as a signal of product quality, influences consumers’ perceptions of risk and value and directly affects the likelihood of purchase” (Koschate-Fischer et al., 2012).

Extant literature highlight the relevance of the COO effect, Martin (2007) observes that in response to the several recalls associated with foreign made products the consumers of the United States became more particular and easily reacting to COO and more confident and particular about purchasing goods “Made in the U.S”. It is the assertion of extant literature that goods which exude some form of complexity or have to them attached a feeling of luxury (for e.g., automobiles, TV sets and laptops) have a greater likelihood to be influenced by the country of origin (Ahmed & D’Astous, 2002; Okechukwu & Onyemah,1999). Some variables have also been well-known to impact the COO effects, such variables include, demography, age and sex (Oyeniyi, 2009). Amongst university students and college graduates it was discovered that they had more consciousness of labels and viewed foreign products more favorably than those without education (Oyeniyi, 2009; Oladele & Arogundade, 2011). Consumers via personal experiences, or information retrieved from diverse sources or as a result of certain stereotypical beliefs they possess about countries, create product-country images. (Agrawal & Kamakura, 1999). These images are created by the consumer through complex psychological processes and have serious implications in consumer behaviour. Some examples of these images are Swiss Banks, Japanese Electronics, Brazilian weave and German automobiles. In light of such examples, when the consumers hold a negative product-country image, such image in most cases is usually broadened and extended to all goods and services affiliated with that country (Agrawal & Kamakura, 1999). This has tragic implications with the economy of such a country. For instance, in the emerging markets, products from Canada are perceived by the majority to be imitative and mimetic of products from the U.S whereas in objective evaluation, they are at par. Studies have based on their assessment opined that COO does influence product evaluations made by consumers and state that appraisals of a nation that have been associated with some products would either
lead to a favourable or negative disposition towards that product (Gurhan-Canli & Maheswaran, 2000; Oyeniyi, 2009). Kumar et al., (2013) posits that COO impacts customer loyalty and that customers evaluate COO for products and services especially those entwined in stiff competition. There are many factors that serve as moderators and stabilizers to the effects of COO; however, (Kumar et al., 2013) broadly categorize the moderators into three classes namely: (1) Customer traits (which include; cultural values, ethnocentrism, and emotional states); (2) product attributes (technological complexity, product attributes, and price level); (3) product type. The moderators of COO are understood by businesses in order to help them formulate and map out the appropriate and specific strategies to maximize profits.

4. OUTCOME-TO-INPUT RATIO AND COUNTRY OF ORIGIN

In exchange relationships people make comparisons of the outcome received with the input they invested in the exchange (Koschate-fischer et al., 2012). The output may be positive or negative consequences resulting from the exchange whereas the input is the contribution or investment that must be made by the consumer in order to earn rewards. According to Koschate-fischer et al. (2012), this relationship can be likened to the equity theory existent in the field of Human resource. Koschate-fischer et al. (2012) opined that distributive justice among exchange partners is usually achieved when there is equality between the inputs and the outcome. As a matter of fact, when the consumer engages in the exchange process, he/she expects that the ratio of his/her outcome-to-contribution is at least “fair” relative to the outcome-to-input ratio (Homburg, Koschate, & Hoyer, 2005). In an exchange situation or scenario, as the transaction takes place between the consumer and the seller, a product/service is the focus of the exchange relationship. The consumer brings the input (money, consideration measurable in monetary terms, shopping effort) and his/her expectation is geared towards acquiring the benefit of a product/service (Koschate-fischer et al., 2012). When the expectations are met and the consumer is satisfied, a relatively high outcome subsists (e.g. A greater benefit from the product), the consumers respond by providing a higher input or contribution and vice-versa.

The drive for equity in exchange relationships particularly appeals to the study of COO and the disposition to pay, as Koschate-fischer et al. (2012) posited that the consumer carefully considers both the benefit that would accrue to him/her for purchasing a product associated with a specific COO and at the same time gives consideration to the sacrifice that he/she has to make in order to have this benefit accruing to him/her. Thus, “the outcome-to-input ratio refers to the comparison of the expected benefit a consumer obtains from a branded product that originates from a certain COO and his/her willingness to pay for that particular product (Koschate-fischer et al., 2012). The Country image also place an important role as consumers have diverse images for diverse COOs and hence the consumers’ evaluation processes for product originates from various product nationalities and COOs will vary (Pappu, Quester, & Cookey, 2007). Due to this reason, (Koschate-fischer et al., 2012) postulate that product from a COO that enjoys favorable image are more likely to be associated with higher outcomes and benefits than those with images less favorable.

5. ATTITUDES TOWARDS MADE IN NIGERIA AND FOREIGN PRODUCTS

The undeveloped countries of the world share many things in common, one of which is the presence of weak and struggling infant industries. The Nigerian situation and scenario is no exception. With a defunct agricultural sector, a feeble manufacturing sector, the country no doubt has very few products bearing the “Made in Nigeria” label: and like many under-
developed nations, consumers have a declining purchasing power yet still maintain apathy for indigenous products and having all other things being equal would avoid their purchase (Okechukwu & Onyemah, 1999). The resounding assertion and consensus of extant literature that consumers located in the developing and undeveloped economies are less approving and approbatory of domestic products than they are of goods with a foreign COO (Ettenson, 1993; Okechukwu & Onyemah, 1999). Cordell (1992) also asserts that the preference for domestic products in the underdeveloped economies falls very short when compared to the huge acceptance of their imported counterparts. Also, in Nigerian context, the COO effect is not only in objective terms but also in perceived terms. In other words, products generally from Nigeria are viewed with negative impressions even though it may not be true for some objectively (Okechukwu & Onyemah, 1999). However, general experience shows an exception in the manufacturing of electric cable brands made in Nigeria, which are preferred to most imported brands. For example, many Nigerian consumers in Nigeria believe that imported electric cables from Korea are of lower quality than the cables made in Nigeria such as Niger chin and CableMetal (Asiegbu, 2012). In spite of the generally poor perception of Made in Nigeria brands, these locally produced electric cables have be accepted based on their superior quality as confirmed by their long years of technical performance by experts. While the Nigerian case is dire, indeed very dire, it is noteworthy to highlight that the emerging economies of the world such as India and China were once greatly plagued by these consumer prejudice towards domestic products (Okechukwu & Onyemah, 2012), however through a proper understanding of the factors and the adoption of proper measures it has been drastically reduced.

5.1. Customer Satisfaction

In order to have a complete understanding of customer loyalty, it is vital to undercover the notion of customer satisfaction. There has been a growing focus on the understanding of customer satisfaction in literature and scholarly articles as satisfaction is greatly linked to customer loyalty. “Satisfaction refers to the utility or feeling of satiety that the customer derives from the purchase and consumption of a product” (Khan, 2012). Satisfaction resulting from a service/product has so much to do with customers’ anticipations. In the circumstances where the stream of supply of a company is in agreement with the customers’ anticipation, this equals satisfaction, in this case, satisfaction will be at maximum and even greater once the stream of supply with the firm surpasses anticipations. In other words, customer satisfaction is an important evaluation of the company’s product based on the dissimilarity that may occur between the predetermined anticipations and the definite performance of the services/goods provided. Satisfaction is defined as the confirmatory attitude that consumers display when consuming a specific service/product (Kumar et al., 2013). Customer satisfaction is also an imaginative mental process and thoughtful appraisal that the consumer offers to the present performance of a company’s services/products. Uninterrupted satisfaction forms trust in the customer and this in turn leads to customer loyalty.

Satisfaction is usually classified into two broad categories namely: social satisfaction and economic satisfaction (Geyskens & Steenkamp, 2000). Social satisfaction rises from the consumers’ appraisal of the psychological benefits derived from their affiliation with a company. In variance, the economic satisfaction stems from the appraisal of the economic dividends that is the value for money derived from the customer’s affinity with a company. Some existing literatures argue very strongly that there is a direct effect that customer satisfaction brings to bear on customer loyalty (Bodet, 2008; Khan, 2012).

5.2. Trust
On the other hand, trust can be seen as the consumers’ knowledge and opinion that the organization will meet and surpass their needs. Previous studies on trust have identified trust as precursory to the creation of loyalty, highlights the positive impact of trust on consumer loyalty (Kumar et al., 2013; Liu, Guo & Lee, 2011). Gray and Marizka (2014) posited that building customer loyalty implies that the producers must make their product the preferred choice by providing services that will:

- Distinguish the organization from their competitors.
- Produce and create substantial and significant demand from the customers.
- Establish superior value and
- Build and secure loyalty of customers.

Due to the difficulty and challenges encountered in measuring loyalty, many manufacturers and firms simply define loyalty as the sum of acquisitions made or a persistent form of buyer behaviour; additionally, they often ask the customer openly if they are ‘loyal’ or not and this may not give a vivid measure of loyalty. This is because customers have often been found to claim loyalty simultaneously to multiple providers thus, some of the important attitudes and behaviours (Gray & Marizka, 2014). In the global business landscape competitors are mainly a click away, customer service now becomes the ‘modern’ marketing and customer loyalty now has far reaching implications for business success. Modern day consumers are exposed to numerous information on business and ready to take responsibility to stick with organizations that provide better memorable customer experience. Once customers feel satisfied, they are more motivated to make a repeat purchase from their supplier again (Gray & Marizka, 2014).

6. CUSTOMER LOYALTY

Customer loyalty may be viewed as the consent of the customer to sustain their relationship and interactions with a definite firm or perhaps a particular service/product (Kim & Yoon, 2004). It is a “deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, which causes repetitive same-brand set purchasing, despite any situational influences and marketing efforts that might cause switching behaviour” (Oliver, 1997). According to Rai and Medha (2013) customer loyalty is “a psychological character formed by sustained satisfaction of the consumer coupled with emotional attachment formed with the service provider that leads to a state of willingly and consistently being in the relationship with preference, patronage and premium.” The broad spectrum which customer loyalty covers is no doubt the reason for the huge attention it has enjoyed in the research arena. However, by tradition, customer loyalty research have categorized customer loyalty on two facets namely: “behavior and attitudes” (Dick & Basu, 1994; Oliver, 1999; Kumar & Shah, 2004). In line with this bi-dimensional view, Day (1969) posited that the evaluation of loyalty on “behavioural and attitudinal measures” is pivotal for making the very vital distinction of true loyalty from a fake one. Behavioural loyalty is seen as the customers willingness to make repurchases from the supplier and persist in relating with the company” while attitudinal loyalty is descriptive of the psychological and emotional attachments as well as the support of customers for the company expressed even in bringing new customers (Rauyren & Miller, 2007). In the context of “personal relationships, loyalty implies a feeling or an attitude of devoted attachment caused by affection. Such attachment makes a person feel responsible to persevere with that relationship even in adverse times” (Rai & Medha, 2013). A consumer can continue in his rapport with the firm and display loyal behaviour based on his belief about the brand because loyalty is akin to persistence (Rai & Mehda, 2013).
According to Uncles, Grahame, and Hammond (2003) there are basically three conceptions of customer loyalty:

- Loyalty as primarily an attitude that sometimes leads to a relationship with the brand.
- Loyalty mainly expressed in terms of revealed behavior (i.e., the pattern of past purchases) and
- Buying moderated by the individual’s characteristics, circumstances, and/or the purchase situation. Customer loyalty is continuous, sustained and mutually beneficial; it may be manifested in referrals and recurring purchasing but ultimately will reflect in positive emotions towards a firms marketing mix.

A loyal customer simply is one whose actions and emotional tendencies are favourable towards a particular product or brand or firm and as such consistently purchases and makes referrals. The loyal customer is the customer who possesses a pleasant disposition towards a firm and often affiliates with the firm (Quasi, Baqeri-Dehnavi, Minaei-Bidgoli, & Amooee, 2012). The task of transforming customers into loyal customers is not as easy one and does not take place suddenly. Creating a loyal customer does not only entail sustaining figures over a period but also involves the continuous relationship and the creation of variety of programs to make such relationships close to perpetual (Quasi et al., 2012). Rai and Mehda (2013) posited that there is a noticeable universal shift toward customer loyalty marketing in almost all the sectors in different industries. The previous business aim of providing customer satisfaction has been emasculated because of the predominant colossal relationship positioning of companies that requires performing more than the frontiers of satisfaction and creating a commitment-based lasting relationship with consumers and are such rendering protection to the organization against stiff competitive. Vesel and Zabkar (2009) posit that the principal, pivotal and central focus of many businesses is now customer loyalty. In the highly competitive business environment where production cost is minimized using all available means and yet the customer is perceived as king, it is no surprise to see the ascendency of customer loyalty. Ultimately a company’s success would have their customer loyalty programs as a key determinant and those programs must be managed effectively and proactively (Gray & Marizka, 2014). Lin and Wang (2006) posit that the loyalty of customers has been found to be the dominant feature in enjoying consistent competitive advantage especially in the emerging economies and markets, this is worthy of notice as the Nigerian economy and industry is deemed by some to be sort of an emerging market. Hence, customer loyalty is no doubt a necessary ingredient for the lingering and enduring existence and success of business firms (Khan, 2012). Customer Loyalty is usually credited as being a creator of increased profits through enhanced revenues, minimized costs of customer acquisition and reduced costs of serving customers knowledgeable about the company’s delivery system (Reicheld & Sasser, 1990).

7. THEORETICAL BASE OF THE STUDY PRODUCT NATIONALITY AND COUNTRY OF ORIGIN THEORIES

7.1. Information Integration and Accessibility Diagnostic Theories

The information integration theory asserts that the consumer decision as regards the purchasing of a product is arrived at through a total appraisal of the product by allocating and tagging to each product feature: (1) a mark based on quality (2) its impact or significance (Dmitrovic & Vida, 2010). The accessibility-diagnostic model makes a good attempt at deciphering “why a different rating even in the same attribute causes different influence (different judgment-weight) in consumer evaluations” (Jo, Nakamoto & Nelson, 2003). Accessibility has to do with the ease with which information can be retrieved from memory.
whereas *diagnosticity pertains* to the “ability of an input (i.e. an information cue) to slave a particular judgment task, such selecting a specific model or brand within a product category” (Dmitrovic & Vida, 2010). Aboulnasr (2006) asserted that the more analytical an attribute is, the more of help it is to the customers as they make overall evaluation on the performance of the product.

Accessible information such as the country stereotype is not utilized the evaluative procedures so far as the diagnostic information available is more than the accessible information (Feldman & Lynch, 1988). In other words diagnostic information usually overshadows accessible information when it is more available than accessible information. However, it follows that the converse is the case, in situations where the alternatives i.e. when the consumer is low on diagnostic information, he/she relies more on the accessible information which may be prior beliefs in the memory of the consumer and this what he/she bases his/her judgment upon. Jo, Nakomoto, and Nelson (2003) opined that the cues for evaluation that are highly familiar (accessible) carry superior weight than those which are not familiar and distinct. For example, they assert, that a brand like Sony TV, which has a strong household brand name is less likely to be affected by its country of origin than a less popular brand such as Fisher TV. The consumers thinking of purchasing Fisher TV do not have so much to rely on as the brand name is unfamiliar hence they most likely will seek country of origin as a signaling cue (Jo, Nakomoto, & Nelson, 2003).

8. CATEGORISATION THEORY/ CATEGORY LEARNING THEORY

The categorization theory is one of the very vital theories as it pertains to country of origin and it offers vital insights into the inner mechanisms of product nationality as a cue for the decision making procedures, for customers. The theory asserts that consumers categorize and classify products into various categories or strata (Aboulnasr, 2006). The categories are fabricated either centered on objective standards (cues) or on subjective standard. While objective criteria relate to accurate features of a product category (such as material, size and weight), the subjective standards are usually exemplified by certain perceived stereotypes that customers have about the category of the product which may be “all German automobiles are superior” (Dmitrovic & Vida, 2010). The categorization theory also asserts that consumers learn explicitly or implicitly about various nationalities of brands, products and organizations (i.e. firms) and this learning may be unintentional or intentional but is no doubt substantial (Dmitrovic & Vida, 2010). Implicit learning relates to the understanding of the product attributes from the country of origin, for example, associating first-class leather shoes with Italy or classic and exquisite wines with France. *Explicit learning* whereas has to do with word-of-mouth, product labeling, advertisement and consumers experiences with various brands and product categories/classification (Dmitrovic & Vida, 2010). However, it is the resounding report and acknowledgement of extant literature that the majority of consumers’ learning is actually incidental, unintentional and unstructured hence resulting in information bias and imperfect knowledge (Aboulnasr, 2006; Dmitrovic & Vida, 2010). Samiee, Shimp, and Sharma (2005) argued that the country of origin of a product carries less weight than most of extant literature has claimed. The authors developed a measure which they called Brand of Origin Recognition Accuracy (BORA), they argued that the COO information is more relevant in consumers’ evaluation of some products and less relevant in others. For instance, for some product categories say expensive wrapped goods, the information may be more diagnostic and accessible as opposed to the inexpensive or cheap packaged goods for which the country of origin cue may be non-diagnostic. Balabanis and Diamantopoulos (2008) made use of the category learning theory and asserted that most of the extant literature that have made use of this theory have missed the point as they concentrated on inference (internal knowledge transfer) rather than on the actual classification and categorization. According to
Balabanis and Diamtopoulos (2008) the difference between inferences and actual classification is that in the course of making inferences, the consumers knowledge is limited to a particular i.e. single product category or country category (for example, Germany as a country/ German automobiles) rather than accounting for the various other product categories and attempting to make comparisons and differentiations between that product category and others.

9. METHODOLOGY
The study adopted a cross-sectional research design. A survey of customers of Nigerian textile related products in Lagos state were conducted. Lagos State was used because of its cosmopolitan nature and high consumption rates, coupled with a huge population; Lagos State constitutes a major marketing outlet for textile products. Also a very large percentage of Lagos residents are fully conscious of the availability of imported substitutes to made-in-Nigeria textile products. Therefore, Lagosians also tend to be highly sophisticated in their consumption behaviour and thus would constitute a highly reliable subject for a serious study on customer loyalty, customer satisfaction and country of origin. The questionnaire was partitioned into six sections. Section A consist of questions on the bio-data, while Sections B, C, D, E and F comprise of important research questions on the focus of the study. The questionnaire was developed utilizing the 5 point Likert scale, which required the respondents to respond to the questions using Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree. Copies of questionnaire distributed to 202 respondents was selected governed by the aforementioned conditions. Data were analysed using the Pearson correlation coefficient and the Multiple Regression analysis for the hypothesis testing. The research instrument yielded a consistent result of 0.816, which means that the result is highly reliable considering that the rule behind Cronbach’s alpha states that the outcome is reliable when the research instrument produces a figure greater than 0.7.

10. DATA ANALYSIS AND INTERPRETATION OF RESULT
10.1. Test of Hypothesis 1
$H_0: \text{There is no significant relationship between the price of “Made in Nigeria” products and Customer satisfaction.}$

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<tr>
<th>Table 1 Correlations</th>
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<tr>
<td>Made in Nigeria fabric are priced moderately</td>
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<tr>
<td></td>
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<tr>
<td>I am satisfied with prices charged by Nigerian textile manufacturers</td>
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**. Correlation is significant at the 0.01 level (2-tailed).

10.2. Interpretation
Attitude of Customers Towards Made in Nigeria Textile Industry Products

From the Table 1, it is seen that the simple coefficient correlation between the price of Made in Nigeria products (textiles) and customer satisfaction is 0.454 values indicating a medium relationship with 0.01 significance. Thus obtained from the table ($r = 0.454$, $P < 0.001$, $n = 98$). The Pearson correlation of $r = 0.454$ therefore signifies 20.6116% shared variance between the price of made in Nigeria products(textiles) and customer satisfaction. Having found out that there is a significant relationship between the price of Made in Nigeria products and customer satisfaction, the null hypothesis is rejected and the alternative hypothesis accepted.

- Test for Hypothesis 2
- Regression analysis
- Statement of Hypothesis

$H_{02}$: The quality of “Made in Nigeria” products has no significant effect on customer trust.

**Table 2** Regression effect of the relationship between the quality of “Made in Nigeria” products and customer trust.

<table>
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<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
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<tr>
<td>1</td>
<td>(Constant)</td>
<td>-0.248</td>
<td>0.264</td>
<td>-0.938</td>
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<tr>
<td>Quality</td>
<td>1.004</td>
<td>0.084</td>
<td>0.646</td>
<td>11.962</td>
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<td>R</td>
<td>.646(^a)</td>
<td>.084</td>
<td>0.646</td>
<td>11.962</td>
</tr>
<tr>
<td>R2</td>
<td>.417</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adj. R2</td>
<td>.414</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>143.078</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sig.</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Customer Trust

**10.3. Interpretation**

Table 2 which represents the “Model Summary” shows how much of the dependent variable variance is explained by the model. The first general interpretation that can hence be drawn is that there is a significant relationship between quality and customer trust at $p \leq 0.05$. The results from the Table show that quality of made in Nigeria products predicts customer trust at $r = 0.646$. This implies that a variance in the quality of Made in Nigeria products (textiles) will have 64.6% positive change on the trust of the customer. The “ANOVA” reveals the assessment of the statistical significance of the result. The F-ratio shows a model fit at $F = 143.078$ and that the relationship between the two variables is not by chance. Also the P-value is less than 0.05 ($P = 0.000$) hence we reject the null hypothesis and accept the alternative hypothesis. Furthermore, the B value ($B = 1.004$) shows the value of the dependent variable when the independent variable equals zero.

**10.4. Discussion of Findings**

From the Tables 2, it is safe to conclude that there is a significant relationship between the quality of Made in Nigeria products and customer trust.
Test for Hypothesis 3

H₀₃: The availability of the quantity of “Made in Nigeria” products has no significant influence on customer retention.

Table 3 Regression effect of the relationship between the quantity of “Made in Nigeria” products in circulation and customer retention.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.556</td>
<td>0.137</td>
<td>11.363</td>
</tr>
<tr>
<td>Quantity</td>
<td>.496</td>
<td>0.069</td>
<td>0.455</td>
<td>7.235</td>
</tr>
<tr>
<td>R</td>
<td>.455*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R²</td>
<td></td>
<td></td>
<td>207</td>
<td></td>
</tr>
<tr>
<td>Adj. R²</td>
<td></td>
<td></td>
<td>203</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td></td>
<td></td>
<td>52.344</td>
<td></td>
</tr>
<tr>
<td>Overall</td>
<td>Sig</td>
<td></td>
<td>0.00</td>
<td></td>
</tr>
</tbody>
</table>

Interpretation

Table 3 which represents the “Model Summary” shows how much of the dependent variable variance is explained by the model. The first general interpretation that can hence be drawn is that there is a significant relationship between the quantity of made in Nigeria products in circulation and customer retention at \( p \leq 0.05 \). The results from the Table show that quantity of “Made in Nigeria” product predicts customer retention at \( r = 0.455 \). This implies that a variance in the quantity of “Made in Nigeria” products (textiles) will have 45.5% positive percent change on the customer retention. The “ANOVA” reveals the assessment of the statistical significance of the result. The F-ratio shows a model fit at \( F = 52.344 \) and that the relationship between the two variables is not by chance. Also the P-value is less than 0.05 (\( P=.000 \)) hence the null hypothesis was rejected and the alternative hypothesis accepted. In addition, the \( B \) value (\( B = 0.496 \)) shows the value of the dependent variable when the independent variable equals zero.

Discussion of Findings

From the Table 3, it is safe to conclude that there is a significant relationship between the quantity of Made in Nigeria products in circulation and customer retention.

11. CONCLUSION AND RECOMMENDATION

Based on the findings of this study, it was concluded that there is a significant relationship between the price of Made in Nigeria products and customer satisfaction. It was also discovered that there is a significant relationship between the quality of Made in Nigeria products and customer trust. It was also established that there is a significant relationship between the quantity of Made in Nigeria products in circulation and customer retention. Going by the findings of these study, it is therefore recommended that:

- The Nigerian textiles manufacturing industry should adopt cost reduction strategy in production so as to provide reasonable and affordable prices for customers as this will go a long way in satisfying their customers.
- Nigerian manufacturers must strive for excellence in quality of made in Nigeria product with respect to their textile products and brands in order to compete successfully against foreign
competitors. They should link product performance to customer expectations in order to engender customer loyalty; they should expand on their product categories (i.e., develop rich product mix, product breadth and product depth) in order to give customers a wide variety of rich brands to choose from and finally, they should ensure that their brands and products are not prone to have complications, dents, fading, and losing colours so as to enhance the trust of their customers.

• The Nigerian textiles manufacturing industry must engage in wide spread distribution of their products so as to ensure that the required quantities are supplied to the market at all times as this will influence the retention of customers.

REFERENCES


Attitude of Customers Towards Made in Nigeria Textile Industry Products


