The Effect of Product Attributes On Consumers’ Attitude Towards Made-In-Nigeria Textiles in South-South Zone of Nigeria

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ABSTRACT
This research studied product attributes and consumers’ attitude towards made-in-Nigeria textiles in the south-south zone of Nigeria. It examined the effect of product quality and brand value (classified as intrinsic variables of product attributes) on consumers’ attitude towards made-in-Nigeria textiles in the south-south zone of Nigeria. A survey design was used in gathering the needed data for this study. Copies of questionnaire were self-administered to a sample of four hundred (400) consumers. Descriptive statistics was used in the application of percentages and other statistical procedures. Multiple regression analysis was used to establish and measure the cause-effect relationship between product attributes and consumers’ attitude. The results revealed that there is a significant relationship between product quality, brand value and consumers’ attitude towards made-in-Nigeria textiles. The study recommended that good quality textiles should be produced with good texture and neat finishing. It was also recommended that made-in-Nigeria textiles should have good brand names that are easy to pronounce, remember, meaningful and well packaged with the right information. Good name and image should be secured by the production of good textiles to aid in improving the nation’s economy. Finally, made-in-Nigeria textiles should be presented with unique features like durable quality in order to attract high customer-based brand equity and enhance strong consumers’ loyalty.

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1. Introduction

Since the pre-colonial period, Nigeria has different traditional attires and these dresses were fabricated locally using primary materials like hides and skins. Later, other materials like Aso-Oke, Adire-tie-dye, Akwete, Gwado among others emerged. But during the colonial era in the 18th century, the Europeans brought a great change in Nigeria’s mode of dressing and use of textiles. Textile is any cloth or goods produced by weaving, knitting or felting, made with materials such as fiber, yarn among others. In this context, made-in-Nigeria textiles refers to fabrics produced within Nigeria. Textile industries have been identified as a dependable employer of labour and a source of financial security for most Nigerian youths (Makinde, Fajuyigbe & Ajiboye, 2015).

As time went on, modern techniques for textile production were introduced and these fabrics were used in diverse ways. The introduction of modern technology brought about industrialization and exposure of consumers to considering not just product attributes and benefits but also country-of-origin, when buying such products. Olarewaju (2003) stated that between the 1970s to early 1980s, the textile industry had employed between (200,000 to 250,000 people) but has dropped significantly of recent and the production and consumption pattern has been fluctuating. Despite efforts made by the government to impose ban of such importation, textiles importation is still carried out within the Nigerian economy. Some consumers have equally neglected the consumption of made-in-Nigeria textiles to embrace foreign fabrics, having the impression that Nigerian textiles are inferior to the foreign ones (Ogunnaike, 2010).

This has affected consumption of made-in-Nigeria goods, including textiles and has impacted on the growth and development of the Nigerian economy. But in some cases, foreign goods especially those produced in developing countries such as Togo and Botswana are not even better than those produced in Nigeria. When choosing from among similar products in the market, consumers look out for both intrinsic and extrinsic variables. The intrinsic variables are part of the product such as quality, design, style, product features, while the extrinsic variables include external variables that may not be embedded in the product such as country of origin image, ethnocentrism, product positioning, among others (Basil, 2010). Clearly, consumers’ feelings towards nations and their goods keep altering, so the issues of product preference are kept very important to academics and practitioners in the area of global marketing and consumers behaviour (Josiassen & Harzig, 2008) as cited in Opoku and Akorli (2009).
The public orientation towards made-in-Nigeria textile products needs to be examined. If the locally made textile products are properly positioned in the minds of the consumers, it could go a long way in improving the growth of the nation’s economy as more people will learn to appreciate and patronize Nigerian textile products, the reason being that, the increased consumption of made-in-Nigeria textile products, will bring about increase in production, thereby creating employment opportunities and placing food on citizens’ tables. This will result in improving living conditions of the people and gross domestic product of the country. Furthermore, it will encourage diversification of the economy and reduction of overdependence on the oil sector for economic growth and survival.

The results of this work would give in no small ways to the understandings of the importance of product attributes in influencing consumers’ attitudes towards made-in-Nigeria textile products. Such an understanding should conceivably help the domestic manufacturers to improve upon the areas in which consumers are highly influenced including product quality, brand value, which will go a long way in increasing profit maximization and improve the economy of the nation. This study will help the government and its agencies formulate and implement policies that will guide and assist domestic manufacturers during production. The policies will also protect the interest of consumers and give the country a good image, thereby improving the economy of the nation.

1.1 Objectives of Study

The overall objective of the study is to examine the effect of product attributes on consumers’ attitude towards made in Nigeria textiles in South-south zone. Specifically, the study is aimed at:

- Examine the extent to which product quality affects consumers’ attitude towards made-in-Nigeria textile products
- Evaluate the extent to which brand value affect consumers’ attitude towards made-in-Nigeria textile products,
- To proffer possible other ways to improving consumers’ attitude towards made-in-Nigeria textile products.
2. Literature Review

2.1 Product quality and consumer attitude towards made-in-Nigeria textile products

Item is anything that can be offered to a business opportunity for consideration, securing, utilize, or utilization that may fulfill a need or need. It incorporates physical items, administrations, people, spots, association and thoughts (Kotler & Armstrong, 2013). Item quality refers to the capacity of an item to play out its abilities which incorporate the item's general solidness, dependability, accuracy, simplicity of operation and repair and other esteemed properties (Kotler & Armstrong, 2013). Quality that is not evident to clients typically does not deliver a result in enhanced deals, benefits or piece of the pie (Johnson, 2005).

The achievement of quality in product offering and in relationship has become a corporate objective in an ever-increasing number of organizations. Managements have come to appreciate the importance of the opinions of those with whom the organization relates to the on-going success of the organization. The quality chain shows the sense of relationships needed to ensure customer and consumer satisfaction (Olayinka & Aminu, 2006). Conformance to standards is absolutely necessary for quality, but a customer’s perception of quality includes more. The idea of quality is no doubt, consistent with pure marketing concept. It is rather ironic that marketing identified the need to focus on the customers and consumers, but it took an engineering based approach to achieve the totality of depth of understanding, involvement and action to achieve the customer/quality focus (Olayinka & Aminu, 2006).

Quality is an important feature of product, and buyers make choices among competing product on the basis of the ratio of quality to price. This implies that organizations must establish customers’ requirements and specifications (Palmer, 2009). Quality is the perceived expected performance of a product or service and it is important factor in determining its long-run market share and profitability (Ugorji, 2014). Product quality should also be determined by how customers view the product. From a marketing perspective, quality means a product ability to satisfy a customer’s needs or requirements. (Perreault, Cannon & McCarthy, 2008).

Fulfillment will likewise rely on upon item and administration quality. It is said that the merchant has conveyed quality at whatever point the vender's item or administrations meets or surpasses the clients' exemptions. An organization that fulfills the majority of its clients' needs more often than not is known as a quality organization (Kotler & Keller, 2007). It is
imperative to recognize conformance quality and execution quality. Add up to quality is the way to esteem creation and consumer loyalty. Advertisers who don't take in the dialect of value change, assembling and operations will get to be out of date. We can no more stand to consider ourselves economic specialists, promoting individuals, coordinate advertisers, strategist however should consider ourselves client satisfiers client advocates concentrated on entire procedures (Kotler & Keller, 2007).

The financial components which tend to support purchaser inclination for remote items revolve around item quality, cost and item accessibility (Leon & Kanuk, 2007). There is a prevalent view that the qualities of locally made items are lower than those of their foreign made partners. There is proof in the writing to substantiate this view. In an overview of 171 purchasers in Kano city, Agbonifoh (1995) cited in Ogunnaike (2010) found that 93 of the respondents considered privately delivered material mediocre compared to the foreign ones.

Furthermore, Shobowale (1997) in Oladele and Arogundade (2011), however claimed “that although imported textiles are superior in quality to homemade ones, there are much cheaper products from developing countries like Nigeria. In terms of the evaluation of the product dimension, the most preferred product dimension is quality, followed by branding, style, design, packaging and price in that order (Asen, Eke & Kalejaye, 2011). Udoekpo (1981) in Asen et al. (2011), found that between 60 to 75 of the study respondents’ preferred imported clothing, shoes, handbags and other goods The respondents claim that made-in-Nigeria goods were of lower quality, both in physically and in value than the imported goods.

Consumers may prefer high-quality imported goods, they do not blindly buy Western goods, and they may rather seek quality at a good price, it is also possible that foreign brands may lose than appeals as locally made goods increase in quality and attractiveness (Zhon & Hui, 2003; Li, 2004) in Asen et al. (2011), one of the most powerful means to achieving differentiation over competitors is through the quality of customer product or services, therefore, marketers should always research enough on product quality and enforce all quality principles to make her products of standard and by so doing will attract consumers thereby maximizing profit Manufacturers of Nigerian fabrics can distinguish these fabrics with attractive features and make it durable to satisfy consumers.

Poor completing of items (quality and adjustment to benchmarks) specialized boundary failure of a few producers to meet fare arranges on calendar (Quartey & Abor, 2011). In the present purchaser's market with worldwide hard rivalry, endeavors can't react quickly to the clients’ request through conventional operation system, another operation component has
developed as the times require (Guangshu, 2009). It was included that client center is the center standard and thought of aggregate quality administration since quality exertion originates from client's needs and finishes with client's acknowledgment, Consumers’ state of mind will tilt towards Nigerian textures with great quality. Most shoppers pay special mind to great quality materials amid basic leadership handle in the buy of such items”.

2.2 Brand value and consumers’ attitude towards made in Nigeria textile products

A brand refers to the area of a branding which may be vocalized or spoken, for example High target. Brand name is a source of differentiation (Thakor & Kohli, 1997). Most buyers purchase particular named products because of the maker's names, they belief that brands names are symbols of original (Ozo, 2002). For example, a Nigerian fabric consumer will not buy Nigerian Wax rather he buys “High Target which is the brand name for his most accepted Nigerian textile product. Just as the name implies, High Target is like the fabric is on top.

Brand name is usually written on the pack of the product. In deciding a brand name, manufacturers usually consider meaning of words, as well as language, as these can pose a different meaning to the target audience (Ozo & Eke, 2005). A perfect brand name should be easily pronounced, remembered, recognize, short, be distinctive and not copied (Ebitu, 2012). It should suggest something about the products’ quality like the word High target which depicts top quality. A good brand name should be registered, as that will guarantee its legal protection (Onah & Thomas, 2004).

It has been suggested that a key factor in the development of a sustainable competitive advantage for a brand is for management and everybody in an organization to have a clear vision for the brand (Palmer, 2009). “Branding involves decisions that establish an identity for a product with the goal of distinguishing it from competitors’ offerings and it is important in helping position; the product in the minds of the product’s target market (Ugorji, 2014). In the investigation carried out by Oladele and Arogundade (2011), none of the male respondents and just 6(1) of the females trusted that the Standard Organization of Nigeria (SON) is fit for implementing adherence to recommend gauges in the assembling of neighborhood products. In some cases, the brand is worth more than the content, because the overwhelming reason for purchase is rational and for the firm rather than self. Consumers however will be loath to purchase branded products because of the emotional attraction of the name (Wright, 2006). A brand is created by augmenting a core with distinctive values that distinguish it from competition. Successful brand building can reap benefits in terms of
premium prices, positive repurchase intention (Uford, 2017), and sustaining a high and stable sale through brand loyalty (Jobber, 2001). Branding means the use of a name, term, symbol, or design or a combination of these to identify a product. It also includes the use of brand names, trademarks, and practically all other means of product identification. (Perreault, Cannon & McCarthy, 2008).

Consumers cannot buy products that they don’t know exist. Even if the overall brand name is familiar, it won’t help sales of individual products unless consumers know what products are available under that name (Grewal & Levy, 2012). The success of any business or consumer product depends in part on the target market’s ability to distinguish one product from another. Branding is the main tool marketers use to distinguish their products from the competition’s (Lamb, Hair & McDaniel, 2006). The brand can provide the customer with a reassurance of quality and consistency” (Cannon, 2003).

Brand name can be created through the use of personal names, dictionary words, initials and numbers or pictorial or coined words (Ozo, 2002). As people become more familiar with the name, they will become more comfortable with it (Jacobs, 2014). Some questions like does the name looks and sounds natural or artificial? Does it offer a pleasing, rhythmic quality? Is it likely to be memorable? Does it help to convey the right tone? Considering the fact that the market is increasingly cluttered with several brands of similar products a product’s strength of awareness (advertisement) and a consumers’ habited use of a product will play a great role in deciding good brand (Nielsen, 2011) in Prasad (2012).

Banding is the showcasing system of giving every item in a portfolio its own special image name. The benefit of this technique is that every item has a picture and distinguish that is special and this encourages item situating. Marking acknowledgment alludes to probability that the clients will have the capacity to perceive a brand and interface in the organization's name, logo, slogans and different things identified with that brand (Kotler & Armstrong, 2013).

Fianu and Harrison (2007) cited in Opoku and Akorli (2009) in their study on “Ghanaian workers, reported that 83% of their respondents look out for labels when selecting ready-made clothing to determine the quality, though more than half of the respondent reported incomes below the country’s poverty datum line, most Ghanaians buy second-hand clothes because they are relatively cheaper than new ones. Also, Ohene-Fremsong (2004) in Opoku and Akorli (2009), observed that fewer and fewer Ghanaians dress traditionally and much of what they wear is imported from foreign non-African countries. Clothing is also seen as an
enhancement of social status in Ghana (Batra, Ramaswamy, Aldern, Steenkamp & Ramachander, 2005; Zhou & Belk, 2004 and De-Witte, 2001) in Opoku and Akorli (2009) Therefore some Ghanaian women make it a point to show up in a new funeral cloth every Saturday although very expensive. It was added that the preferred choice is Dutch Wax which is deemed as the best quality and highly desirable cloth.

Fashion is a form of direct and individual communication. Clothing with high branded images has a great impact in garment market to satisfy the desire of customers. Due to the increased awareness and consciousness people are ready to spend any price for comfort and quality related to strong branded apparel. Islam and Khan (2013) argue that brand concept was developed by the management while the consumer received the message from the management and form brand image in the memory. In this sense, the management sees the brand in one way, which is a perceived concept, and the customers also sees the brand in their own way, which is also perceived image.

Islam and Khan (2013) in their study concluded that as a communication process, clothing fashion becomes a code used by the brands to answer the target needs and desires The idea that it would be used in a variety of places and applications, keep it simple, so it stands out and is recognizable whether on a business card, and envelop or on shirt pocket, Brand logos and symbol does not have to be elaborate, the ideal outcome is for customer to pick up any of the brand products and instantly know or recognize it Buyers willingly desired to mix up with preferred brand and this makes an effect in their choice behaviour. When a brand has been registered in the memory of a consumer, it informs his mindset in the purchase decision process and serves as an impulse trigger to quickly refer to his memory and make informed decisions. For example, Wax is a Nigerian fabric that is remembered easily. Each time a consumer steps into a shop in the market to buy wrapper the moment the customer mentions Nigerian wax is known.

Brand is a name, term, sign, design, symbol or a combination of them, used to differentiate the products of a firm from that of competitors (Ebitu, 2015). Brand is a product that or service that adds dimensions that differentiate it in some way from other products or services designed to satisfy that products or services designed to satisfy that same need (Kotler & Keller, 2007). Branding is the art of distinguishing a product from others offer to buyers by a distinctive name, mark, or symbol (Esu, 2012). Branding is the process of creating a unique name and image for a product in the consumer’s mind, mainly through advertising campaigns with a consistent them. A brand is intangible in nature exists in the mind of the consumer and
this is why different people have different perception of the same product or services consumed (Esu, 2012). Nigerian textiles are distinguished by the brand names. Like Nigerian Print, Nigerian Wax, High Target among others. Brand, is such a strong force that hardly will you see any product in the market that goes unbranded (Ozo, 2002). Brand is a basic marketing tool that enables the consumer of a product to easily identify the product of their choice for satisfaction. Imagine the confusion that could be at the points of purchases if manufacturer has no mean of differentiating his or her goods from the rivals, buyers would certainly pass by the stress of examining which products to buy from among commodities. Hence, marketers and manufacturers to success in their effort of satisfying consumers’ needs and wants, the concept of branding must be carefully considered as its’ purpose is to win and overcome competition when it has gained loyalty in the minds of consumers. It is not too much to say that, today, some consumers buy brands rather than product” (Onah & Thomas, 2004).

Another measurement in building the pith of business is to outfit an organizations center qualities, set its notoriety, and impart its items and administrations in the commercial center thought marking (Okpara, 2010) in Nassar (2012). Setting up an interesting brand empowers an organization to enhance its picture, as well as give an identity to its business (Aaker, 2004) in Nassar (2012). Vitally, the target of marking is to rediscover the center estimations of a business, offers, highlighting its uniqueness, and separating its items from those of its rivals (Aaker & Jacobson, 2011) referred to in Nassar (2012) Nigerian textures should be extraordinarily marked to inspired and motivate buyers to recollect and separate from other contending textures. A brand then, is an unmistakable personality that speaks to a persisting and tenable guarantee of significant worth connected with a specific item, administration, or association (Hutt & Speh, 2007).

As per Rajput, Keshrwani and Khanna (2012) mark administration holds the key in the cutting edge markets, especially in India markets since Indians are extremely customary. It was included that items impart diverse essence to various individuals and that there has been an uncommon pattern of nearness of more brands in light of the focused environment which was incredible previously (Rutter and Edwards, 1999) in Rajput et al., (2012). Halim, Swasto, Hamid and Firdaus (2014), opined that one of the elements which must be given consideration with an end goal to win the business rivalry is to fortify client dedication on brand (mark reliability). Mark picture as per Keller (2003) in Halim et al., (2014) incorporate the quality of the brand affiliation, mark affiliation, favorable position and uniqueness of
brand affiliation. Quality of the Nigerian material is the physical trademark which can’t be found in different brands.

3. Methodology

Research design

The study adopted survey design in the collection of data needed for the research work. It is one of the most widely used methods in gathering primary data because of its flexible nature.

Population of the study

The population of the study included users of made-in Nigeria textiles in the south-south zone of Nigeria. The total population for south-south region is 21,014,655 made up as follows: Cross River 2,888,966, Akwa Ibom 3,920,208, Rivers 5,185400, Bayelsa 1,703,358, Delta 4,098,391 and Edo States 3,218,332 (Federal Republic of Nigeria Official Gazette, 2007).

Sample size determination

In determining the sample size for known population, the Taro Yamane formula for definite or known population was adopted. This formula is given as:

\[ n = \frac{N}{1 + N(e)^2} \]

Where: 
\( n \) = Sample size required
\( N \) = Population of the study
\( e \) = Tolerable error of 5 (0.05)
\( I \) = Constant

Substituting figures in the formula, we have

\[ n = \frac{21014655}{1 + 21014655 \times (0.05)^2} \]

\[ = \frac{21014655}{1 + 52541375} \]

\[ = \frac{21,014,655}{52537,638} = 399.99 \]

\[ \approx 400 \]
Sampling technique and procedure

The study adopted simple random sampling to select three states from the six states using the ballot system. The stratified sampling technique was applied by way of accruing percentage to the three selected states in the south-south zone. This was done by substituting the total population of the three states and multiplying by 100 as shown below. Total for Akwa Ibom, Cross River and Delta states is 10,907,565. It is important to note that although 400 questionnaires were administered, only 358 were usable indicating an 89.5% response rate.

Percentage for each of the randomly selected three states:

\[
\text{Cross River State} = \frac{2888966}{10607565} \times \frac{100}{1} = 26.5\% \\
\text{Akwa Ibom} = \frac{3920208}{10607565} \times \frac{100}{1} = 35.9\% \\
\text{Delta} = \frac{4098391}{10607565} \times \frac{100}{1} = 37.6\% 
\]

By sharing the sample size of 400 among the three states representing the zone based on the percentages accruing to each state, we have the following as the sample size for each state:

\[
\text{Cross River State} = \frac{26.5}{100} \times \frac{400}{1} = 106 \\
\text{Akwa Ibom} = \frac{35.9}{100} \times \frac{400}{1} = 143.6 = 144 \\
\text{Delta State} = \frac{37}{100} \times \frac{400}{1} = 150.4 = 150 
\]

Total sample = 400

Sources of data and data collection method

Primary data were gotten from answers provided by the 400 respondents that formed the sample for the study. Copies of the questionnaire were self-administered to them and collected for analysis.

Validity of the instrument

The research tool was put to contents correctness by giving a copy of the questionnaire to an expert in measurement to validate the instrument. The instrument was modified and approved by the supervisor.
Reliability of the instrument

The test-retest was conducted to check the consistency of the measuring tool. To ensure the consistency measuring tool, 20 copies of the questionnaire were administered to 20 youth and adults in Calabar. The results so obtained yielded Cronbach’s Reliability Alpha of 0.72 and above for each of the variables, implying that the instrument had a strong internal reliability. This was obtained using the Cronbach Alpha Reliability Co-efficient which is calculated thus (Churchill, 1991).

\[
\alpha = \left( \frac{K}{K - 1} \right) \left( 1 - \frac{\sum_{i=1}^{K} \sigma_i^2}{\sigma_T^2} \right)
\]

Where:

\( \alpha = \) Cronbach’s Alpha Reliability Co-efficient,
\( K = \) number of items in the scale,
\( \sigma_i^2 = \) variance of scores on item i across subjects, and,
\( \sigma_T^2 = \) variance of total scores across subjects where the total score for each respondent represents the sum of the individual item scores.

The following table shows the Cronbach Alpha Reliability Co-efficient for each of the variables in the reliability test.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Descriptive Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
<td>N</td>
</tr>
<tr>
<td>Product Quality Mean</td>
<td>358</td>
</tr>
<tr>
<td>Textile Brand Mean</td>
<td>358</td>
</tr>
<tr>
<td>Consumer Attitude Mean</td>
<td>358</td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>355</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>R</td>
</tr>
<tr>
<td>1</td>
<td>.641(^a)</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Textile Brand, Product Quality

<table>
<thead>
<tr>
<th>Table 3</th>
<th>ANOVA(^a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>Sum of Squares</td>
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<tr>
<td>1</td>
<td>Regression</td>
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<tr>
<td></td>
<td>Residual</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Attitude
b. Predictors: (Constant), Textile Brand, Product Quality
Data treatment and analysis

Treatment of data was based on careful editing of the copies of the questionnaire obtained from the respondents to ascertain compliance with the instructions given. Descriptive statistics like tables and percentages were used to indicate the proportion of response while SPSS version 21 was used to run multiple regression analysis to establish the cause effect relationship between the independent variables and dependent variable. The model is stated thus:

\[ Y_s = f(x_1, x_2) \]

Where; \( Y \) = consumers’ attitude towards made –in-Nigeria textile

\( f \) = functional relationship; \( X_1 \) = product quality; and \( X_2 \) = brand value.

Table 4
Coefficients\(^a\)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Correlations</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>Zero-order</td>
<td>Partial</td>
<td>Part</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.295</td>
<td>1.077</td>
<td>2.131</td>
<td>.034</td>
<td>.488</td>
<td>.253</td>
</tr>
<tr>
<td>Product Quality</td>
<td>.266</td>
<td>.054</td>
<td>.246</td>
<td>4.899</td>
<td>.000</td>
<td>.488</td>
</tr>
<tr>
<td>Textile Brand</td>
<td>.103</td>
<td>.037</td>
<td>.123</td>
<td>2.798</td>
<td>.005</td>
<td>.332</td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Consumer Attitude

Table 5
Collinearity Diagnostics

<table>
<thead>
<tr>
<th>Model</th>
<th>Dimension</th>
<th>Eigenvalue</th>
<th>Condition Index</th>
<th>(Constant)</th>
<th>Product Quality</th>
<th>Textile Brand</th>
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<td>5.741</td>
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<td>2</td>
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<td>.095</td>
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<td>9.518</td>
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<td>.025</td>
<td>15.267</td>
<td>.88</td>
<td>.00</td>
<td>.02</td>
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</tbody>
</table>
4. Results of Study

**Product quality and consumers’ attitudes toward Nigerian made textile product**

The result of this research work revealed that, there is a significant relationship between products qualities and consumers’ attitude towards Nigerian made textile products. This indicates that product quality has an effect on consumer attitude towards made-in-Nigeria fabrics. In essence, textile dealers or manufacturers should bear in minds that product quality (textile quality), is one amongst the determinants attribute that affects a buyer’s attitude towards Nigerian made textile. For instance, if foreign textile has a better quality a consumer will prefer to buy it, all other things being equal.

This is supported by Olayinka and Aminu (2006), who hold that the achievement of quality in product offering and in relationship has become a corporate objective in an ever-increasing number of organizations. In such organisation, the quality chain shows the sense of relationships needed to ensure customer and consumer satisfaction. Keller and Armstrong (2013) confirmed that products strength refers to the enablement of products to act its duty which include the item’s total lasting, consistent, exactness, simple of use plus other profited results. Kotler and Keller (2007) ascertain that all strength is tool to values making and customers’ satisfactions that sellers that do not know the tongue of strength advancement would be out of use. This implies that textile dealers and manufacturers in Nigeria should consider the quality of such product in order for a consumer to appreciate made-in-Nigeria textile.

**Brand value and consumers’ attitude towards made-in-Nigeria textile product**

The result of this research work has shown that there is also a significant relationship between brand value and consumers’ attitude towards made in Nigeria textile products. This shows that brand value has an effect on consumers’ attitude to Nigerian made textiles product. This indicates that simple, easy to pronounce names should be given to textiles produced in Nigeria. A given brand of Nigerian textile should be easy to remember and if possible sound natural. Ebitu (2012) confirmed that a perfect known names should be pronounced easily, remembered, recognize, short, be distinctive and not copied. Islam and Khan (2013) ascertain that “clothing with high branded images has a great impact in garment market to satisfy the desire of customers, and due to the increased awareness and consciousness, people spend any price for comfort and quality related to strong branded apparel. Kotler and Keller (2007) assert that brand is a product or service that adds
dimensions which differentiate it in some way from other products or services designed to satisfy the same need”.

This indicates that brand value is an important attribute as far as differentiation is concern, because without proper branding, a consumer may not know how to locate that particular textile product. Therefore, dealers and manufacturers of made-in-Nigeria textile products should brand such products understanding that there are other competitors and consumers need to locate these textile products easily.

5. Concluding Remarks

Instead of Nigeria’s cash to continue moving to other nations and preserving an outside economy by importing and patronizing foreign textile products, consumers should imbibe the habit of buying made-in-Nigeria textile products, therefore the cash remains in Nigeria and be in circulation within the economy. Product quality is an important attribute that affect a consumer’s attitude towards made-in-Nigeria textile products, thus preventing capital flight within the economy. Many consumers like to buy textile products with good quality. If a product cannot perform its function, what is the essence of buying such a product? Brand value is another important attribute. A consumer will look out for the brand when a choice is to be made. This shows that brand value affects a consumer’s attitude in the cause of choosing from among textile products because it helps them see the products of the sellers or groups of sellers and set aside the goods from competitor’s product.

Good quality textile products with good texture and neat finishing should be produced because satisfaction and comfort derived from the use of any fabric determines consumer choice of textile products. A good brand or name should be given to textile products to encourage consumers’ patronage. Easy to pronounce, remember and meaningful name will really encourage consumers.

6. Limitations and Future Research

This study is with some limitations. Although it makes some practical and theoretical contributions to marketing and consumer behaviour, but in order to improve the unbiased nature of this paper, it is therefore necessary to state clearly that customers’ attitude toward product quality and brand value, are not without some limitations. The methodology of the study poses a major limitation to this work. This study adopted a self-administered questionnaire with a cross-sectional survey approach. With surveys like this, there could be the problem of social desirability bias, whereby respondents may be influenced by certain
contingencies to give favorable answers. To check for this possibility, customers’ reported response should be checked with an experimental design or a longitudinal survey approach.

Another limitation is the fact that the study was conducted in big cities – mainly capital cities of states in the south-south region, where more educated, knowledgeable and affluent respondents reside and work. To gather much more represented facts about the effects of product quality and brand value toward customers’ responsive attitude, future research should source for data from other urban areas like the South Eastern Nigeria and/or add some rural areas and with a larger sample size. More so, future research should formulate and test more hypotheses than this study and should be measured in other business sectors apart from the Nigerian textile industry.

References


