# Strategic Marketing of Made-in-Nigeria Goods and Consumer's Acceptance in Nigeria. An Empirical Analysis of Textile Products

~ Ph. D. **Sunday Abayomi ADEBISI** (*Department of Business Administration, Faculty of Management Sciences, University of Ado-Ekiti, Nigeria*)

*Abstract: This study was conceived with the intention of the author to appraise and assess the viability, acceptability and challenges inherent with the marketability of product Made-in-Nigeria products among the Nigerian populace. Investigations were carried out on Textiles Consumers' perceptions of the quality of Made-in-Nigeria products; possible motivation behind Nigeria attitudes towards domestically produced textile products and relationship between consumer attitudes and satisfaction with product made-in-Nigeria. Survey study was carried out through questionnaire administration on 120 respondents; using purposive sampling technique to select the three popular markets in Lagos (Yaba, Oshodi and Eko) to gather the required data for empirical analysis. The population of this study were the textile products consumers in Lagos State where Textiles customers were randomly sampled in each of these markets. Ordinary Least Square method (OLS), t-test, f-statistics, coefficient of determination (R2) and Durbin Watson Statistics were used to estimate the data. The results showed: (a) significant relationship between product quality and desire to buy made-in-Nigeria at 0.05 level (r = .984, P<0.05); (b) a significant, high positive relationship between the perceived cost of individual purchases and the satisfaction derived from made-in-Nigeria goods ( r = .961) and (c) a correlation coefficient of 0.979, for cultural believes and buying behaviour of Nigerians. The results necessitated the formulation of required strategies for implementation in concluding the study.*

## INTRODUCTION

Effective and efficient marketing of goods is one of the strategies used by many manufacturing organizations in Nigeria today as mean of their survival to cover cost and deliver expected profit. Previously, manufacturing organizations were majorly meant to produce and manufacture products for human consumption but today for the survival and effective market growth and strong competitive advantage marketing department

has formed major aspect of manufacturing organization.

Nigeria as a developing country needs to produce her own goods so that it will help develop her economy in terms of growth and stability. The Nigerian government in 1988 took another bold step to encourage favorable attitudes towards made-in-Nigerian goods in a bid to actualize the Enterprises Promotion Decree. The basis of this decree was to reduce foreign dominance on the economy, encourage local retention of profit, and create employment opportunities amidst other objectives. Since independence in 1960, a lot of changes have taken place in the country economically, politically and socially which as a result, firms, small and large have gone down the drain. The cause of this was mainly due to lack of good management and leadership in the country as well as lack of vision and foresight. The country is plagued with large scale under capacity resource utilization, power supply that cannot be used for any meaningful planning purpose and a whole economy that cannot be forecasted.

Marketing implications of the above scenario will be: irregular supply of products, supply of lower quality product due to dwindling income of consumers, fluctuating prices due to product shortages, low reputation of manufactured goods, low motivation towards advertising, low marketing orientation and a general consumer discontent with home made goods (Aire,1973; in Kalegha et al 1983).

However, with the democratization of the system and the call to the citizenry to look inward for a sustainable growth through self-reliance, it has become expedient therefore, to research into the Nigerians wills, desires and favourable attitudes towards made-in-Nigeria-goods. As our society under goes rapid changes and becomes more affluent, newer social forces make consumers spend a greater part of their income in ways remarkably different from what took place in the past. Consumers want the advantage of affluent and the latest services that technology and business can offer. (Achumba 1998).

The focus of this study is the Nigerian textile market. This industry was chosen firstly because most textile products have clearly displayed " Made-in" label; and secondly it is an industry where imported products had long dominated, even causing local ones to carry foreign labels.

### The Study's Objectives.

The broad objective of this study is to assess the acceptability and challenges inherent with the marketability of product made-in-Nigeria. Other specific objectives include to:

- investigate Consumers' perceptions of the quality of Made-in-Nigeria products.
- examine the possible motivation behind Nigeria attitudes towards domestically produced products
- examine the effects of demographic factors on these motivational influences to buy products made-in-Nigeria.
- find out the relationship between consumer attitudes (evaluation) and Satisfaction with product made-in-Nigeria.

### Research Questions

This research attempted to address the following research questions:

- What is the preference of Nigerian consumers for made-in-Nigeria

products relatively to similar products of foreign origin?
• Are there significant differences between past and present evaluations of made in Nigeria goods?
• How familiar are consumers' with made-in-Nigeria textile brands?
• What is their satisfaction level compared with foreign brands?
• What role will culture play in determining taste and preferences for made-in-Nigeria product?

## Research Hypotheses

*Hypothesis One*
• There is significant relationship between quality and the desire to buy made-in-Nigeria products.
*Hypothesis Two*
• There is significant relationship between the perceived costs of individual purchases and the satisfaction derivable from made-in-Nigeria products vis-a-vis foreign substitute.
*Hypothesis Three*
• Cultural believes and preservations will aid the satisfaction level derivable by buyers of made-in-Nigeria products.

## Justification of the Study

Nigerian economy has been characterized by declining capacity utilization in the real sector, poor performance of major infrastructural facilities, large budget deficits, rising level of unemployment and inflation. Given the poor state of the economy, it is the desire of all Nigerians to have in place and functional too, an economic policy which will revive and grow Nigeria's comatose economy; significantly raise the standard of living of the people; put Nigerian back to gain-full work and create new employment opportunities and reposition the economy to participate beneficially in the global economy. Therefore, this work is an attempt to research into the problems and prospects of marketing made in Nigeria goods with particular reference to textiles products. Internal and external factors impair marketing local products. The study focused on locally manufactured textile products with the hope that the result of this work can be generalized to other locally manufactured goods in Nigeria

## Theoretical Framework

The production of traditional textiles has been in Nigeria for many years, but real industrial activity in textile production is comparatively recent. Kaduna Textile Mills was the first to be established in 1956, followed by Nigerian Textile Mills in 1962. From inception, these companies were conceived as vertically integrated mills, to convert locally available raw materials - mainly cotton - through spinning for the production of yarn, weaving for the production of grey cloth, and dyeing, printing and finishing, for the production of finished textiles.

As at today, the sector has developed to incorporate fibre production, spinning, weaving, knitting, lace and embroidery makings, carpet production, dyeing, printing and finishing. The sector produces a varied series of fabrics annually, ranging from African prints, shirtings, embroideries, etc., to Guinea brocades, wax prints, jute and other products. (Africa.com 2011). Central Bank of Nigeria Annual report for 1995 showed that, out of 13 subsectors in the Manufacturing sector, the Textile sector - comprising Cotton

Textile and Synthetic Fabrics - continued to account for a significant proportion of the overall growth of manufacturing production. The synthetic fibre section of the textile industry has recorded substantial growth over the years. A trend towards integration can be observed in the textile industry. Today, almost all large companies are active in several sub-sectors. Many of the companies in this sector are quite small. A process of concentration is taking place, and a number of important groups are emerging. Between 60% and 70% of the raw materials used in the industry are sourced locally, the main exceptions being high quality cotton and synthetic materials.

The industry is labour intensive, with little mechanization; it is estimated that it provides employment to around 150,000 Nigerians, excluding the thousands who are directly employed in the cottage sector of the industry. The major textile enterprises in Nigeria are located around Lagos which has the majority of the country's spinning mills and weaving mills. Kano and Kaduna equally have a reasonable number of textile industries. After years of blooming business in the textile industry, several foreign textile companies came to operate in Nigerian shore like Aflon Nigeria Plc (ANPLC) which was incorporated in 1985 but commenced operation in April 1988. It is a wholly owned subsidiary of Afprint Nigeria Plc, a textile company which in turn is part of the worldwide Kewalram/ Chanrai Group which has business interests and social commitments in North America, the UK, West Africa and South and East Asia. Spintex Mills (Nigeria) Limited (SMNL) also, was one of the vibrant company that operated in the early inception of textile industrialization of Nigeria. It was established in 1980 and

began commercial operation in June 1982. It is a 100% subsidiary of Sunflag (Nigeria) Limited, a textile company which manufactures knitted fabrics and ready made garments with a substantial interests in Kenya, Tanzania, Cameroon, India and the UK.

However, ANPL and SMNL before the crumbling of Nigerian textile industry performed successfully in satisfying the Nigerian Market before delving into the foreign market by exporting their textile products to other nations. ANPLC export activities began in 1991 with export sales of US$1.6m. This rose to US$4m in 1992. Cotton yarn is the company's major export item. The market channels used by the company are agents which are the associate companies and which bear all risks relating to credit. The target market is the developed countries of Europe and North America with France, Belgium, Germany, Italy, the UK and the US constituting the major focus. SMNL, as well engaged in exporting business entered the scene in 1987 with cotton yarn and polyester filament yarn as its major items. The export sales in 1987 amounted to US$784,464 and in 1992 the company earned US$4.3m as proceeds from exporting. (Federal Republic of Nigeria; First National Rolling Plan 1992)

X-raying the United Nigeria Textile Company (UNTL) for example in Nigeria; it was discovered that UNTL was a long standing textile company in the Nigerian textile industry that was able to withstand the Nigerian economic challenging environment, boosting the nation's economy, providing employments and many other social responsibilities. Though, the company closed down its operations in 2007 due to the overbearing external forces/factors and non conducive business

environment but through the intervention of the Vice President, (the then Governor of Kaduna State, Arc. Namadi Sambo) who constituted a Special Committee for the revival of textile and cotton industries in the State made it possible for the company (UNTL) to be revived and eventually reopened recently; precisely on Friday, 3rd December, 2010 for operation. This was a practical demonstration of the Vision 2020 which is aimed at making Nigeria one of the 20 leading industrialized economies in the World.

### Strategic Marketing

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered around the key concept that customer satisfaction is the main goal. The Nigerian Government indigenization policy has become an opportunity to leverage upon by the local-products manufacturers to try and push their products very strongly for the acceptance of consumers as against the foreign products that are highly taxed in the nation. Marketing strategy is a method of focusing an organization's energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A marketing strategy combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firm's marketing goals, and explains how they will be achieved, ideally within a stated timeframe.

Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, corporate missions, and corporate goals. As the customer constitutes the source of a company's revenue, marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement

Marketing concept incorporates some fundamental and basic ideas that are of utmost importance to the survival of a business. These ideas are illustrated in the following statements: Drucker (1968) stated that "if we want to know what a business is, we have to start with its purpose – And its purpose must lie outside of the business itself. In fact, it must lie in society, since a business enterprise is an organ of society. There is only one valid definition of business purpose: To create a customer".- Leeps (1958) supported this point of view by saying that: "The new image of marketing implies that management must start with the customers' needs and desires, in so far as they can be ascertained in advance of production, and follow through to activities which aid the customer in getting utility from products which he has purchased". Accordingly, the customer and his wants become the fulcrum around which a business moves. Concern and responsibility for marketing, although centered in one department for operational purposes, but must permeate all areas of the business enterprise.

Levitt (1962) further stated that: "one thing we know for such about society and

consumers is that they are constantly changing in ways that are extremely important to every business. The trick is to anticipate and act on these changes before the competitor does and to do it at the right time and in the right way". Although, the marketing concept is referred to as new, it is of course, not new at all. Every successful business has followed it, albeit sometimes unconsciously or by accident. Obviously no business can succeed for very long without filling customers' needs or wants in an efficient manner (Buell, 1970). In support of the foregoing, Morden (1987) said that "Management in the business enterprise has two main areas of responsibility:

- Remaining sensitive to market needs: The management of the business must be aware of the nature of market demand, and of changes that occur in it. The nature of market demand, and the need to supply it effectively yet profitably, should be the driving force behind the decisions of all of the company's managers, not just its marketing functions.
- Market-oriented operations management: The whole business should be run so that:
  a) Marketing objectives may be achieved, and
  b) The whole business trades in a competitive and profitable manner.

From these, it can be seen that the marketing concept is based on three fundamental beliefs:

- All company planning and operation should be customer oriented.
- Profitable sales volume should be the goals of a firm and not just volume for the sake of volume alone.

- All marketing activities in a firm should be organizationally coordinated. It is the adoption of this concept – that is, a business philosophy that puts customer satisfaction at the center of management thinking throughout the organization that distinguishes a marketing-oriented firm from other less enlightened companies.

According to Lancaster and Massingham (1988) they opined that, changing marketing environment will certainly challenge and task the ingenuity of marketers. Those who comprehensively analyze and plan to meet these challenges creatively by adopting a proactive response, according to the author, will reap benefits in profits. Those who ignore the changing environment or sit tight, stand the risk of being eclipsed by changes brought about by consumerism. In the light of this, the study has the interest of investigating whether the understanding of the applications of the marketing strategies has actually influenced acceptance of made-in-Nigeria product.

### Consumer Acceptance

Chris et-al (2007) opined that, consumer acceptance describes consumer willingness to receive and/or to tolerate. For example, a customer might accept the occurrence of a certain number of yearly supply interruptions given a certain price. Consumer acceptance and satisfaction are related, as the first is a precursor of the latter. However, despite the fact that satisfaction and acceptance can be thought of as lying on a continuum, acceptance does not automatically lead to satisfaction Weighing needs or preferences against provided product or service attributes results

in the balance of satisfaction pointing in a negative or positive direction, depending on whether interests are conflicting or corresponding. This determines the way in which people evaluate companies' or utilities' performance. Only when a consumer's needs for a stated good or service are met, i.e. when the service provided corresponds with their preferences, will they feel satisfied. Customer satisfaction can be enhanced when their needs are met (in terms of both quality and quantity) and accord with their preferences.

At the other end of this dimension, where the service provided conflicts with the prevailing needs or preferences, customers may experience feelings of dissatisfaction. Acceptance is also used in the literature to mean an affirmative answer to a proposal. The distinction is subtle but there are occasions where consumers might not agree to a proposal yet accept the subsequent service in the sense of tolerating it.

## Marketing Challenges of Made-in-Nigeria Products

The challenges of made-in-Nigeria products are multidimensional and multifaceted. According to Njoku (2004), she highlighted the following as some of the challenges faced by the textile industries in Nigeria;

**Currency of Technology:** Going by the level of technology which is indicated by the age of technology which is installed in a country, that of Nigeria is very low.

**Cost Fuel and Energy:** Heavy furnace oil is used by most companies as the primary fuel for steam generation

**Cost of Cotton:** Cotton prices in Nigeria, in common with the international situation, have risen sharply over the last year.

**Dyes and Chemicals:** Reactive dyes attract at present a 20% duty, which is very high. To bring it to a level of 5% would make it be globally competitive. (*this was the prevailing percentage as at when she carried out this research*)

**Working Capital:** In textiles production generally the working capital cycle can be quite long. In Nigeria however, the cycle is much longer than elsewhere.

**Cost of Finance:** The problem of a long working capital cycle is made much worse in Nigeria by the cost of short-term financing. This costs from 20.5% per year and upwards. This adds very significantly to producer costs and places Nigeria at a competitive disadvantage against textile producers elsewhere in the world who enjoy much lower working capital needs and cheap finance to fulfill their needs. Many companies also stated that banks impose many additional handling and bank charges, which significantly increases the cost of capital even further.

**Long Term Loans:** A curious feature of the banking system in Nigeria is the fact that there is a total absence of Long-Term funding available to manufacturers from local banks. Most loans available are for less than 12 months, with only the top companies occasionally being offered loan facilities for up to 3 years. Most textile machinery has a service life of at least 10 years and internationally is usually financed with loans of more than 5 years duration. Such loans if available in Nigeria are again offered at interest rates of 20.5% and upwards making it prohibitively expensive to invest other than by using one's own equity. This is a key factor for the long-term under-investment that is evident in many companies.

The very poor local market environment coupled with prohibitively expensive bank financing has deterred many companies from making critical investments, which would improve their productivity and costs as a result, such companies are becoming progressively less competitive.

**Cost of Capital:** The cost of short-term borrowing in Nigeria at the present rate of 28 to 30% is a major international cost disadvantage for the Nigerian textile industry.

Apart from these challenges as highlighted by Njoku (1994), another very significant challenge to the marketability of made-in-Nigeria textile product is the preference of Nigerian for *'second-hand-cloth'* popularly known as *'okirika'* in Nigeria language. Bales of these second-hand clothes are daily off-loaded into the country from Benin Republic. Many of the sellers of made-in-Nigeria textile products are equally the distributors of these *okirika* fabrics. The materials are smuggled at night through the numerous bush paths along the porous Nigeria-Benin border because second-hand clothes have been banned by the government and anyone caught has his goods seized. Nevertheless, quantum number of these materials still find their ways into the nation in a large quantity and very cheap prices compared to the locally produced textiles. Second-hand textile materials raging from s*hirts, trousers, pants, T-shirts, bed sheets, window blinds, stockings, handbags and shoes* are a common site at bend-down boutiques in many cities and towns in Nigeria. Similarly, new but relatively cheap textiles from China, Indonesia and Malaysia are equally highly patronised by Nigerians because of the economic advantage to the citizens in terms of cost. The purchasing power of most citizens is now directed to second-hand goods and this erodes the productive capacity of the Nigerian textile industry one of the reasons why the prices of local materials are high is because production at a very high cost since the major source of energy is generator since electricity in the nation is epileptic. There is no way this will not add-up to the cost of production.

There is no doubt that this trend poses a serious threat to the continued existence of local textile mills. Massive importation of textiles both second-hand and new garments especially from Asia coupled with high cost of production of locally made products once led to the shutting down of 65 local textile mills and the laying off of a total of 150,000 textile workers in the last decade *(Comrade Issa Aremu, General Secretary of Textile, Tailoring and Garment Union 2005).* However, more than one million other persons whose jobs are linked to the textile industry, such as traders and cotton farmers have lost their means of livelihood as a result of the closures. As a matter of fact, this sector which used to be the highest employer of labour in Nigeria has since been a shadow of itself until recent intervention of Nigeria government to resuscitate the Kaduna Textile Industries and host of others in the nation,

## METHODOLOGY

Questionnaire was the basic instrument used in this study to gather the required data for empirical analysis. The population of this study were the textile products consumers in Lagos State. Purposive sampling technique was adopted in selecting the area where the copies of the questionnaire were administered. Three popular markets in Lagos; (Yaba,

Oshodi and Eko) where textiles materials are known to be sold were sampled. Textiles customers were randomly sampled in each of these markets. In all, 120 copies of questionnaire were administered on the users of textiles product in Nigeria whether locally made or internationally made in order to determine the preference and acceptability of Nigerian for made-in-Nigeria textiles product. Ordinary Least Square method (OLS) was used to analyse the collated data.

### Model Specification

The general formula for regression analysis model is:

$Y = f(x)$ and where $f(x) = a + bx + ui$
*Where:* $Y$ = Dependent variable
$X$ = independent variable
$b$ = Slope
$ui$ = Error term or stochastic variable

For hypothesis I, the model was developed to access the relationship between customers' desire to buy *made–in–Nigeria* product and its quality. The regression model is denoted by:

$DTB = f(PQT) + Ui$
$DTB = b_O + b_1 PQT + U_i$ ............ equation (i)
*Where:*
$DTB$ = Desire to buy
$PQT$ = Product quality
$ui$ = Error term or stochastic variable

The model for the hypothesis II was derived to evaluate the relationship between perceived cost of individual purchases and the satisfaction derived from *made–in-Nigeria goods*. The model is denoted by;
$PCP = f(STF) + U_i$
$PCP = a_o + b_i STF + U_i$ ................equation (ii)
*Where:*
$PCP$ = Perceived Cost of Purchases

$STD$ = Satisfaction Derived
$U_i$ = Stochastic Error Term

For hypothesis III our model was developed to appraise the relationship between an individual's cultural believes and preservations and acceptance of made in Nigeria goods. The regression model was denoted by:
$ACM = f(CBP) + U_i$ .................... equation (iii)
$ACM = a_o + b_i CBP + U_i$
*Where:*
$ACM$ = Acceptance of made in Nigeria products
$CBP$ = Cultural believes and preservations
$U_i$ = Stochastic Error Term

However, from the administered 120 copies of questionnaire, only 108 copies (representing 90% rate of return) were recovered. This can be seen as a good representation of the sampled population.

### DATA ANALYSIS

From the administered questionnaire, 18.5% of the respondents were male while 81.5% were female. Traditionally, female tend to buy textile products than their male counterparts. This research only confirmed this.

RESPONDENTS' ANALYSES

**KEYS:**

1) Strongly Agreed (SA);
2) Agreed (A);
3) Indifferent (I);
4) Disagreed (D);
5) Strongly Disagreed (SD)

*Table I*

|  | QUESTIONS | SA | A | I | D | SD |
|---|---|---|---|---|---|---|
| 1. | *Nigerian government public orientation on the patronage of made-in-Nigeria textile products, had improved the quality of Nigerian textile products* | 40<br>37.04% | 30<br>27.78% | 6<br>5.56% | 10<br>9.26% | 22<br>20.40% |
| 2. | *Purchase of made- in –Nigeria textile products is value for money* | 38<br>35.18% | 20<br>18.52% | 0<br>0% | 20<br>18.52% | 30<br>27.78% |
| 3. | *The patronage of made – in – Nigeria textile products foster the development and growth of the nation's textile industry* | 44<br>40.74% | 10<br>9.26% | 14<br>12.96% | 15<br>13.89% | 25<br>23.15% |
| 4. | *Frequent sales promotions and advertisements of made – in – Nigeria textile products had created the appeal to buy Nigeria made products in both the consumers and potential consumers.* | 0<br>0 | 20<br>18.5% | 0<br>0 | 10<br>9.26% | 18<br>16.67% |
| 5. | *Govern Government intervention and assistance in the development of textile industry in the country had led to reduction or moderate pricing of made – in – Nigeria textile products* | 42<br>38.89% | 30<br>27.78% | 8<br>7.41% | 10<br>9.26% | 18<br>16.67% |
| 6. | *The reduced/moderate pricing of made – in – Nigeria textile products had encouraged increased purchase by consumers* | 60<br>55.56% | 30<br>27.78% | 2<br>1.85% | 4<br>3.70% | 10<br>9.26% |
| 7. | *Durability and longevity utility of made – in – Nigeria textile products in terms of quality, texture, fineness and colouration had consequently allowed for frequent purchase and use.* | 40<br>37.04% | 22<br>20.37% | 10<br>9.26% | 16<br>14.81% | 20<br>18.52% |
| 8. | *Consumers derive satisfaction and self – esteem in the purchase and use of made – in – Nigeria textile products.* | 38<br>35.19% | 20<br>18.52% | 10<br>9.25% | 15<br>13.88% | 25<br>23.15% |

| | | | | | | |
|---|---|---|---|---|---|---|
| 9. | *The frequent improvement in textile products designs and pattern of made – in – Nigeria textile products create the "want" desire in both Nigeria and foreign consumers.* | 50 46.30% | 40 37.04% | 0 0 | 8 7.41% | 10 9.25% |
| 10. | *Availability of variety of made – in – Nigeria textile products will competitively stop the dumping of foreign textile products in the Nigerian market.* | 38 35.19% | 20 18.52% | 10 9.25% | 15 13.89% | 25 23.15% |
| 11. | *The patronage, purchase and use of Nigerian – made textile products will promotes the country culture and ideology among the comity of nations.* | 50 46.30% | 35 32.41% | 8 7.41% | 5 4.43% | 10 9.25% |
| 12. | *Adoption and use of modern textile production technology in the nation's textile industry will enhance the acceptability of the Nigerian – made textile product* | 50 46.30% | 40 37.04% | 0 0 | 8 7.41% | 10 9.25% |
| 13. | *The elderly in the Nigerian society tends to favour the purchase and use of made – in – Nigeria textile products than the youth.* | 58 53.70% | 30 27.78% | 0 0 | 8 7.41% | 12 11.11% |
| 14. | *The establishment, development and growth of textile industry in Nigeria will create job opportunities and promote the nation's economy.* | 100 92.59% | 8 7.41% | 0 0 | 0 0 | 0 0 |
| 15. | *The affordability of average consumer to purchase of made – in – Nigeria textile products than imported textiles is very high.* | 60 55.56% | 35 32.41% | 0 0 | 5 4.63% | 8 7.41% |

1. Source: *Survey Result 2010*

### Hypotheses Testing and Discussion of Results

The three formulated hypotheses were tested with the use of OLS (ordinary least square) regression statistics in the following order;

### Hypothesis One

• There is significant relationship between quality and the desire to buy made-in-Nigeria products.

*Table II*

| Model | Coefficient | Std Error | t | Sig. T |
|---|---|---|---|---|
| Constant | .448 | .101 | 4.459 | .000 |
| Product Quality | .538 | .010** | 56.594 | .000 |

**Source:** *Survey Result 2010* (** *means significant result*)
(R² = .968, R = .984, R² = .968, F = 3202.903, DW = .281)

In the estimated regression line, the relationship between product quality and desire to buy made-in-Nigeria goods is high, positive and significant at 0.05 level (r = .984, P<0.05). Therefore, the null hypothesis (Ho) is rejected while the alternative hypothesis (H1) is accepted. It implies that there is significant relationship between product quality and the desire to buy made-in-Nigeria goods. The result shows that bo (the constant term) is .448. This means that holding the value of product quality constant, the value of desire to buy will be about .448. The regression coefficient of product quality in the estimated regression lines is .538 which implies that 53.8% of the increase in the desire to buy was accounted for by the product quality. The calculated-'t' statistics is 56.594 while the tabulated -'t' statistics is 1.980. The value of calculated-'t' statistics is greater than the value of the tabulated 't' statistics. This implies that the relationship between product quality and desire to buy is statistically significant at 0.05 level. The coefficient of determination (R2) is .968. It shows that 97% of variation in the desire to buy is caused by variation in the explanatory variable (product quality). The Durbin Watson Statistics is .281 which shows that auto-correlation exists in the regression equation. The regression model is statistically significant in terms of its overall goodness of fit at 95% confidence limit for the F-statistics is 3202.903, meaning that; P<0.05.

**Hypothesis Two**
• There is significant relationship between the perceived costs of individual purchases and the satisfaction derivable from made-in-Nigeria products vis-a-vis foreign substitute.

*Table III*

| Model | Coefficient | Std Error | T | Sig. T |
|---|---|---|---|---|
| Constant | 1.519 | .142 | 10.681 | .000 |
| Satisfaction Derived | 1.082 | .030** | 35.705 | .000 |

**Source:** *Survey Result 2010* (** *means significant result*)
(R2 = .923, R = .961, R2 = .923, F = 1274.862, DW = .142)

In the estimated regression model, there exist a significant, high positive relationship between the perceived cost of individual purchases and the satisfaction derived from made -in-Nigeria goods ( r = .961). This implies that the null hypothesis (Ho) is reject, that is, there is significant and positive relationship between the perceived cost of

individual purchases and the satisfaction derived from made -in-Nigeria goods. The regression result shows that bo (the constant term) is 1.519. This implies that holding the value of satisfaction derived constant, the value of perceived cost of individual purchases will be about 1.519. The regression coefficient of satisfaction derived in the estimated regression line is 1.082 which implies that 108.2% of the increase in the perceived cost of individual purchases was accounted for by the satisfaction derived. The relationship between the perceived cost of individual purchase and the satisfaction derived from made in Nigeria goods is statistically significant (t = 35.705, P<0.05) The coefficient of variability

($R^2$ = 0.923) implies that, 92% of variation in the perceived cost of individual purchases is explained while 8% unexplained variations are due to other variables outside the regression model which are otherwise included in the Stochastic error term. The Durbin Watson Statistics is .142 which implies that auto correlation exist in the regression model. The regression model is statistically significant in terms of its overall goodness of fit (F = 1274.862, P<0.05)

### Hypothesis Three
• Cultural believes and preservations will aid the satisfaction level derivable by buyers of made-in-Nigeria products.

*Table IV*

| Model | Coefficient | Std Error | t | Sig. T |
|---|---|---|---|---|
| Constant | -.217 | .099 | -2.198 | .000 |
| Cultural Believes | .624 | .013 | 49.113 | .000 |

*Source: Survey Result 2010*    *(** means significant result)*

*($R^2$ = .958, R = .979, $R^2$ = .958, F = 2412.090, DW = .083)*

The above result showed a correlation coefficient of 0.979. The null hypothesis (HO) is therefore rejected. This implies, that the more an individual believes so much in the Nigerian culture, the higher his/her satisfaction with made in Nigeria products. In the estimate regression line, bo (the constant term) is -.217 implies that, holding the value of cultural believe constant, the value of satisfaction will be about -.217. The regression coefficient of cultural believes in the estimated regression line is 0.624 which implies that 62.4% of the increase in the satisfaction with the made in Nigeria product was accounted for by individual respect for his/her culture and values. The relationship between cultural values and satisfaction with made-in-Nigeria

products is statistically significant ( i.e. t = 49.113, P<0.05). The Coefficient of determination is 0.979. This implies that 98% of the variation in satisfaction with made in Nigeria product is explained by variation in individual's cultural believes. The remaining 2% unexplained variations are largely due to other variables outside the regression model which are otherwise included in the stochastic error term. The Durbin Watson Statistic is 0.083 which implies that auto correlation exist in the regression model. The regression model is statistically significant in terms of its overall goodness of fit for the calculated F-statistics ( i.e. F = 2412.090, P<0.05) which is greater than tabulated F – Statistics (3.92) at 0.05 level of significance.

## CONCLUSION

This study actually had in mind to evaluate the Nigerian responses to their own locally made products and their perceptions of these products by empirically investigating the most popular manufacturing industry in Nigeria- the Textile Industry. It is equally the intention of the study to formulate workable marketing strategies for manufacturing companies engaging in made-in-Nigeria products as to perfectly understand the required selling point that can serve as attraction to the Nigerian populace to patronise their own. The findings of the study revealed that, about 65% of the sampled population believed that the Federal Government's orientation effort on locally made products patronage very recently has led to the players in the industry to improve the quality of their output. Similarly, 50% of the sampled population agreed that patronising made-in-Nigeria products will foster growth and development especially in the Textile industry. 66.67% agreed to the fact that Federal Government's intervention in the Textile industry was responsible for the moderate pricing of made-in-Nigeria fabric products. Besides, 83.34% of the respondents claimed their present patronage of the locally made textile to the fact that the price has reduced significantly in comparison with imported fabrics. 83.7% respondents believed in the undisputable designs and pattern of made-in-Nigeria product while 54.62% agreed to the fact that constant availability of made-in-Nigeria product will stop the dumping of foreign textiles products (in the name 'Okirika') to Nigeria.

As a rider to this, 78.71% agreed that purchase of these locally made products will definitely promote the country's culture, ideology and values while 81.48% of the respondents believed that the elderly in Nigeria believed more in patronising made-in-Nigeria products. The respondents concluded with 87.97% of them agreeing to the fact that made-in-Nigeria products are more affordable to purchase compared to the imported fabric. These empirical results and the outcomes of the tested hypotheses provide magnitude of opportunities for the locally made producers to increase their market shares and successfully compete in the national and international market with a pride. Hence the following are recommended based on the empirical results;

• Since the Nigerian Government rescuing effort by way of intervention fund has re-positioned the Textile industry in Nigeria for better performance, mechanism should be further put in place to protect the new phase of the fabric industry. The government should through all her information dissemination agencies inform and educate her citizens on the need to keep faith with the locally made products as signs of keeping the country's posterity and protecting her wealth by way of GDP growth.

• The estimated regression line showed a very high, positive and strong relationship between product quality and desire to buy made-in-Nigeria goods. The implication of this is that, a little effort by the made-in-Nigeria products manufacturer in quality assurance will give birth to market dominance in the Nigeria national market. The study revealed that, where the product is made is not as important as the level of quality that characterised such product. Thus, it means that a product is not necessary inferior because it is made in Nigeria for if it has competitive quality it will enjoy a better and wider acceptability. (e.g. Nigeria Wire and Cable Products are

preferred by most Nigerian builders and contractors to any imported wires.)

• Similarly, the estimated regression model revealed a significant and high positive relationship between the perceived cost of individual purchases and the satisfaction derived from made -in-Nigeria goods. This is equally an opportunity that can be harnessed by the made-in-Nigeria products manufacturers. Individual when making purchases especially from among substitutes is always conscious of economy of scale, cost minimisation and consumption optimisation. Pricing is significantly considered when taking final decision. With these backgrounds, manufacturers of made-in-Nigeria products must therefore make spirited efforts to ensure that their prices are competitive enough to encourage the priority of their products over that of their foreign counterparts by way of effective and affordable prices. This should not be viewed as a mark of weakness or inferiority by the local producers but instead, should be seen as a competitive advantage.

• Also, the correlation coefficient tested in the study showed that, the more an individual believes so much in the Nigerian culture, the higher his/her satisfaction with made in Nigeria products. The regression coefficient of cultural believes in the estimated regression line is 0.624 which implies that 62.4% of the increase in the satisfaction with the made in Nigeria product was accounted for by individual respect for his/her culture and values.

Hence, this must be leveraged on as a great opportunity. The made-in-Nigeria products manufacturers should re-defined Nigeria culture in their products by creating diversified products that will respect and satisfy each ethnic group in Nigeria. Culture has been seen in this study to significantly influence the desires of Nigerian to identify with the locally made products or not depending on the intensity of their cultural inclination. Thus, acceptability of made-in-Nigeria products has been noted in this study to have strong association with cultural believes and heritage of the Nigerians. If this is converted to an effective marketing strategy both the textile industry and other sectors of the made-in-Nigeria products industry will rise above the line into becoming internationally recognised conglomerates.

• Finally, Government at all levels in Nigeria should intensify efforts to see to the realisation and provision of social amenities and business enhanced environment. One of the major reasons over a long period of time now that many made-in-Nigeria products manufacturers cannot nationally or globally compete with rivals from the overseas is because of overhead costs of energy. This has always made locally-made products to be exorbitantly priced to cover cost and inadvertently loose benefit of effective competition. Little can any of these manufacturers do if all these amenities are not provided by the Government since their provision is highly capital intensive.

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