

**EFFECT OF CONSUMER PERCEPTION OF MADE-IN-
NIGERIA GOODS ON PURCHASE DECISIONS
(A CASE STUDY OF ASO - OKE, ILORIN.)**

BY

BELLO AZEEZAT

HND/23/BAM/FT/013

**BEING THE RESEARCH PROJECT SUBMITTED TO DEPARTMENT OF
BUSINESS ADMINISTRATION AND MANAGEMENT INSTITUTE OF
FINANCE AND MANAGEMENT STUDIES, KWARA STATE
POLYTECHNIC, ILORIN.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD
OF HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS
ADMINISTRATION AND MANAGEMENT**

JUNE, 2025.

CERTIFICATION

This is to certify that, this research work was carried out by as meeting the standard requirement of Department of Business Administration and Management Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin for the award of Higher National Diploma (HND) in Business Administration and Management.

.....
DR. MUHAMMED A.
(Project Supervisor)

.....
DATE

.....
MR. ALIYU, U B
(Project Co-ordinator)

.....
DATE

.....
MR. ALAKOSO, K. I
(Head of Department)

.....
DATE

.....
(External Examiner)

.....
DATE

DEDICATION



ACKNOWLEDGMENT

TABLE OF CONTENT

Title Page

Certification

Dedication

Acknowledgement

Table of Content

CHAPTER ONE

- 1.1 Background to the Study
- 1.2 Statement of Problems
- 1.3 Research Questions
- 1.4 Objectives of the Study
- 1.5 Research Hypothesis
- 1.6 Significance of the Study:
- 1.7 Scope of the Study
- 1.8 Definition of Terms

CHAPTER TWO: LITERATURE REVIEW

- 2.1 Introductions
- 2.2 Conceptual Framework
- 2.3 Theoretical Framework

CHAPTER THREE: METHODOLOGY

- 3.1 Introduction
- 3.2. Research Design
- 3.3 Population of the Study
- 3.4 Sample Size and Sampling Techniques
- 3.5 Methods of Data Collection

- 3.6 Research Instruments
- 3.7 Methods of Data Analysis
- 3.8 History of Aso-Oke

CHAPTER FOUR

- 1.0 Data Analysis and Presentation
- 1.1 Introduction
- 4.2 Presentations of Data

CHAPTER FIVE

- 5:0 Summary, Conclusion and Recommendations
- 5:1 Summary
- 5:2 Conclusion
- 5:3 Recommendations
- References
- Questionnaire

CHAPTER ONE

1.1 BACKGROUND TO THE STUDY

To a large extent, the coming of white man into Nigeria contributed to the importation of wears including children and adult wears. Formerly, these wears were for the colonial masters, their facilities and few rich Nigeria that could afford them. But as we go accustomed to western culture, search for imported goods became great. This brought some manufacturers of these wears for instance Bata into our country.

Presently, our quest for western culture has led to establishment of indigenous enterprises which are mainly located at Aba and Onitsha. Though most of these goods are of highly quality. Nigerians are not satisfied with them, due to inferiority complex, hence the name "Aba made" "Onitsha product" and so on. If such persist, in no distance future, it will eradicate all effort being geared towards self-reliance. It is in the light of this that government embarked on campaign to disabuse the mind of Nigerians from foreign goods; hence the establishment of structural adjustment program (SAP) in 1986 and organizing of made in Nigeria trade fair by chamber of commerce. The essence of these establishment are:

- To increase our domestic production and encourage the consumption of them.
- To bridge the gap between the rich and the poor.

However, this effort has achieved little as Nigerians continue to question for foreign goods. For instance locally made children clothing cost about

N600 while foreign cost the least N2,000. Also Aba made shoes and bags can be bought at N700 where as a foreign of the same design and even sometimes of the same quality well be bought for N2,000 and N3,000 respectively. Despite the variation in price, customers still purchase imported wears for themselves. This has imposed problems on the nation since the money spent on their foreign wears could be diapered to other economic ventures thereby increasing the economy of the nation.

Nigeria's attitude towards made in Nigeria goods is poor, that even second hand foreign goods are regarded better off than first class made in Nigeria goods. If this trend continues at this rate, most domestic enterprise will be shut down, hence affecting our economic development as unemployment will rise, and therefore consumer attitude towards goods has to be given considerable thought.

Factors that influence consumers in their purchase decision is very necessary to be known by every organization. So as to make affective the concept of marketing that states that organization effort has to be geared towards satisfying the needs and wants of consumers. Therefore, this research is aimed at investigating the attitude of consumer toward made in Nigeria goods.

1.2 STATEMENT OF PROBLEMS

There are both large and small-scale firms that deal with women's wear in Nigeria, and few of them are here in Ilorin. The increase in trend of these firms every year shows that there are different styles, brands and qualities of women's wear. However, although these brands, imported ones are of highest quality and cost so much that it dampens the desire of average Nigerians who find it very difficult to meet up with the price. Despite this, importation of women's wear continues to rise especially the second hand ones.

Also, some of these products are being smuggled in without much difficulties, one can easily infer that increase in importation of this wear is as a result of what it enjoys over the locally made ones. If they are not being bought more than locally made ones, there is bound to be a decrease in its trend as years roll by. Since this situation is of economic malaise, it deserves attention and solution.

Owing to the fact that technology originated from the western people, many people associate their goods with quality. Nigerians being one of these that want the best in most cases, prefer foreign goods to locally made ones. This research work will find out to what extent this nation elicits the demand for locally manufactured women's wear and what justification consumers have for the preference it is true. Also, this work will find out if the style and design of these wears actually meet the consumer needs and wants.

Marketing oriented companies base their marketing programme on consumer perception and demand intensity perception is the meaning a person

attaches to a given situation base on the accumulation of the persons past experience.

Hence, perception is observed as a key to value quality and price to be attached to it.

Therefore, this work will measure the perceived value and quality of locally, manufactured traditional wears is a similar problem of this research work.

1.3 OBJECTIVES OF THE STUDY:

The presence of economic problem facing the Nigerian economy has not been very well for the locally manufactures. This situation has been blamed on many factors or which the attitude of Nigeria towards locally manufactured product is among. Textile industry has suffered this predicament along with others; and this ugly Situation is eating up the country's economy seriously. The government has been trying to solve this problem using different strategies. To help the government find out the relevant causes of this problem, the research is expected to find.

- (a) To determine the impact the relationship between consumer reference group and purchase decision
- (b) To determine the relationship between purchasing power and purchase decision
- (c) To investigate the relationship between marketing communication and consumer's purchase decision.

1.4 RESEARCH QUESTION

The outcome of this research should be capable answering the following research questions for it to achieve the outlined research objectives:

- (a) What is the impact of consumer reference group on purchase decision
- (b) What is the relationship between consumer purchasing power and purchase decision
- (c) What are the factors to be examine in consumer marketing communication and purchase decision.

1.5 RESEARCH HYPOTHESES

This study therefore put forward the following research hypotheses:

HYPOTHESIS 1

To hypothesize that consumer reference group has no significant impact on purchase decision

HYPOTHESIS 2

To hypothesize that consumer purchasing power is significantly related to purchase decision

HYPOTHESIS 3

To hypothesize the perception of consumer marketing communication and purchase decision.

1.6 SIGNIFICANCE OF THE STUDY:

It is always right to do the most important thing first. This is exactly the case in marketing where marketers beings all they are doing with an understanding of the consumer. Why do marketers always start with trying to

understand the consumer? Is it right or logical that they should pay such attention to the consumer?

1.7 SCOPE OF THE STUDY

This research study is limited to the behavior of consumers towards made- in- Nigeria textile materials, within the period 2001-2005. Efforts were made to determine the reasons for the preference or otherwise since the ban on importation of textiles in Nigeria. The research will cover a period of five years (5) beginning from 2001 to2005

The answer to the last question is a big *Yes" the research or saying so is that all that the marketer does is aimed at giving satisfaction to the consumers. Marketers attached so much importance to the consumer because they know that everything they do in marketing and in business are done because of him. They realize that without the consumer there will be no business.

They believe that business flourishes and grows if consumer patronage is retained through giving him satisfaction. The marketer elevates the consumer to the highest level or point by even calling him a "King".

Textile industry being one of the major industries that facilitate development in Nigeria will need to be revitalized if true that its quality is inferior in relation to foreign ones. But if it is not so, consumer will be made to understand that quality of Nigeria made textile is just the same as that of foreign. Also buyers will be made to understand whether the quality of foreign women's wears out weighs or matches the cost attributed to it.

1.8 DEFINATION OF TERMS

CONSUMER BEHAVIOR: This is defined as the dynamic interaction of affect and cognition, behavior, and the environment by which human: beings conduct the exchange aspects of their lifes.

MARKETING: This is the process of planning and executing the conceptions, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objectives

TEXTILE: A type of cloth or woven fabric.

ATTITUDE: It is defined as a person's overall evaluation of a concept. In other words, it is a way of thinking or feeling about someone or something

IMPORTATION: Action of bringing goods or services into a country from aboard.

PREFERENCE: opportunity of Prior choice or claim, a greater liking - giving of priority or advantage to one person, object over others

SEGMENTATION: This is a process of splitting a heterogeneous market into a homogenous market.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTIONS

The purpose of this chapter is to review some related literatures and conceptual framework of various scholars and authors of the subject matter of marketing and consumer buying behavior. The literature review will however be related to textile industry in Nigeria.

2.2 CONCEPTUAL FRAMEWORK

The Chartered Institute of Marketing defined marketing as "The management process responsible for identifying, anticipating, and satisfying customer requirements profitably" (CIM, 2001) 1. On the other hand, The American Marketing Association (AMA) see marketing as "The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange, and satisfy individual and organizational objectives" (AMA, 1985) 1.

These two definitions both agree on the points that:-

- i. Marketing is a management process
- ii. Marketing is about giving customers what they want
- iii. Marketing identifies and anticipates customer requirements
- iv. Marketing fulfils customer requirements profitably

Definitions of marketing are moving away from the single exchange, seller focused perspective adopted by the CIM and AMA definitions towards more socially relevant and relationship-oriented definitions that are considered to

reflect the reality of modern marketing. Although relationship marketing overtime focuses on customer's needs and attitudes as important points of concern, it can also embrace social and ethical concerns as well as issue more directly related to the series of transaction like our research topic.

A definition that includes the important element of both AMA and CIM definitions, but still embraces the evolving relationship orientation is the one offered by Gronroos (1997) 2, "According to him marketing is to establish, maintain and enhance relationships with customers and other partners at a profit so that the objectives of the parties involved are met. This is achieved by mutual exchange and fulfillment of promises"

Furthermore, interest in ethnical issues and a socially responsible approach to marketing has risen for sometimes. In the 1970's, for example Anderson and Cunningham (1972) 3 , put forward the idea of the society conscious consumer" while Kinnerar, et al (1974) 3 , focused specially on the" ecologically concerned" consumer and what we would now label 'green issues". Concern with such issues gathered pace through the 1980s and continued into the 1990s as its became clear that business ethics were Becoming increasingly important to an increasing number of consumers and that there was thus a link emerging between "good" ethic, market share and profitability (Mintzberg. 1983, strong 1996) 3 . In parallel with this, authors have also examined the role of corporate and personal ethics in managerial decision- making as part of the wider field of corporate social responsibility (CSR) in a variety of domestic and international business contexts(for

example Murphy and Laczniak. 1981; Hunt and Vitell, 1986 and 1993; Almond et al, 1997)

CONSUMER BUYING BEHAVIOR

The American Marketing Association defines consumer behavior as "the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives" In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments, from other consumers, advertisements, price information, packaging, product appearance and even government legislation's such as Ban on importation of textile materials.

It is important to recognize from this that consumer behavior is dynamic, involves interactions, and involves exchanges. Consumer behaviour is dynamic because of the thinking, feelings and actions of individual consumers.

For example, the Internet has changed the way people search for information about products and services. The fact that consumers and their environments are constantly changing highlights the importance of ongoing consumer research and analysis by marketers to keep abreast of important trends. The dynamic nature of consumer behavior makes development of marketing

strategies an exciting yet, difficult task. Strategies that work at one time, or in one market may fail miserably at other times or in other markets. Consumer behaviour involves interactions among peoples thinking, feelings and actions. and the environment. Thus marketers need to understand what products and brands mean to consumers, what consumer must do to purchase and use them and what influences shopping. purchase and consumption

Further more, consumer behaviour involves exchanges between human beings. In other words, people give up something of value to others and receive something in return. Much of consumer behaviour involves people giving up money and other things to obtain products and services, that is exchanges between buyers (consumers)and sellers (marketers). In fact, the role of marketing in society is to help create exchanges by formulating and implementing marketing strategies

DETERMINANTS OF CONSUMER BRAND CHOICE

The Howard Sheath model of consumer behavior as regards to evoked set, suggest the following about consumer purchase decision process as it concerns imported and locally manufactured textiles. Non specific motives such as the desire for bodily protection and beauty direct the consumer's consciousness to the desirability of textile materials as a product class faced with making a choice from the evoked set made up of some alternatives in the product class, the consumer attempts to satisfy his more specific motives through the application of decision they know that everything they do in

marketing and in business are done because of him. They realize that without the consumer there will be no business mediators. The consumer's evoked set, which in this case is made up of two broad sets of alternatives imported and locally made textiles is constructed on the basis of his previous familiarity with textile materials, his motives and his learning process. On the other hand, the mediators are established through learning and experience.

LEARNING THEORIES

Perception and memory are closely linked with learning. Marketers want consumers to learn from promotional material, so that they know which product to buy and why, and to learn from experience of the products, so that they will buy it again and pass on the message to others. Learning has been defined by Marguis,

H (1961) 13, as: The more or less permanent change in behaviour which occurs as a result of practice. This implies from a marketing perspective, that the objective must not only be for the consumers to learn something, but also for them to remember what has been learned and to act on it. Therefore, advertising materials, for instance are carefully designed to maximize the learning opportunity. Humor, and other methods of provoking an emotional response to an advertisement, can help a message to stick because the recipient immediately becomes more involved in the process. Similarly, associating a product with something familiar that it evokes certain emotions can allow those feelings to be transferred to product. For instance, in Nigeria, printing

the portrait of President Olusegun Obasanjo and His party (PDP) Logo on Local textile fabrics will evoke emotions of his admirers, party, supporters and His political sycophants and these feelings could be transferred to the fabrics

Most buying decisions are functions of learning experiences acquired in problem solving situations. Consumers repeat the purchase of a product and 33 brand if they have learned that the product is best for them. The learning pattern is quite complex. However, to understand behavior, one must understand how consumer learn.

COGNITIVE DISSONANCE

A theory of cognitive dissonance has been proposed by Festinger, L. (1970) 14 to explain one aspect of consumer behavior. This theory states that it is normal for individuals to behave in a manner that is consistent with their strongly held beliefs or attitudes and to avoid situations where their potential actions would be inconsistent or dissonant with these beliefs and attitudes so that they become consonant with their behavior.

CONSUMER CHOICE BEHAVIOUR

Several variables could be ascribed as factors that affect the choices consumers make. Such may include attitudes, preferences and images., however, when several alternatives among brands, product qualities exist the consumer simply repeats a response that proved satisfactory in previous similar situations.

SELECTIVE PERCEPTION

Perception represents the way in which individuals analyze, interpret and make sense of incoming information, and is affected by personality, experience and mood. No two people will interpret the same stimulus (Whether it is a product's packaging taste, smell, texture or its promotional messages) in the same way. Even the same individual might perceive the stimulus differently at different times. For example, seeing an advertisement for food when one is hungry is more likely to produce a positive response than seeing the same advertisement just after a heavy meal. Immediate needs are affecting the interpretation of the message. The way people perceive information about products, stores etc, affects their attitudes

PERSONAL EXPERIENCE

People Come into contact with objects in their environment everyday. Some are familiar while others are new. We evaluate the new and re-evaluate the old and this evaluation process assists in developing attitudes towards objects

PERSONALITY

Personality consists of all the features, traits,, behaviors, and experiences, that make each of us distinctive and Unique. Our personalities lie at the heart of all our behavior, Personality is a factor that determines consumer brand choice. Personality determines how people process their

direct experiences with objects. How aggressive dominate-subservient, introverted- extroverted a person is affects what kind of attitudes he or she forms towards objects.

GENDER

Market segmentation on the basis of sex is a very common phenomenon in practical marketing. For example, ready-made apparels, shoes and cosmetic are often tailored to the needs of a specific sex group or the other.

But, although a great deal of marketing activity is concerned with providing goods or the other for biological reasons, most markets are related to sociologically develop sex differences in which men or women could essentially be the purchaser. The role of sex assumes great importance in the case of textiles, for two major reasons.

- ✓ First, male generally dress differently from females
- ✓ Second, women appear to have a fuller wardrobe made up of more expensive colorful clothes

2.3 THEORETICAL FRAMEWORK

MAJOR FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR

The following are significant factors that influence consumer behaviour viz: membership of various social class, cultural, religious and economic groups.

SOCIAL CLASS: Social class is a form of stratification that attempts to structure or divide a society. Social classes are divisions of the total society into which individuals and families can be placed. In Nigeria and Africa in general, membership in any particular social class is determined by factors, such as; occupation, wealth, income. education, power and prestige. Occupation is said to be the best predictor of social class membership. Generally, members of each social class tend to be homogenous in attitudes, and behaviour

In other words, people of the same social class tend to dress alike, live in the same neighborhoods, and have similar attitudes and opinions and shop in the same shop. Then major characteristic found among the upper and middle class of Nigerians, for instance, includes:

More urban identification; they love to live in big cities of Abuja, Lagos,

- ✓ Kaduna Port Harcourt, Kano etc. Stresses rationality; they are too Conscious of their behaviour; easily
- ✓ Makes one believe they know what they are doing. Greater sense of choice making

- ✓ Self confident, willing to take risks..
- ✓ Sees him or herself tied to national happenings

CULTURE: Culture can be described as the personality of society within which an individual lives. It manifests itself through the built environment, art, language literature, music and the products society consumes as well as through its prevalent beliefs, value systems and government. Culture is also the sum total of behavior response made by large groups of people when they are faced with similar problems. Culture represents ideas, values and attitudes governing the behavior of a member of the group. The growing new baby learns the set of values, preferences, and behaviors in a society through the process of socialization involving the family and neighborhood. Each culture contains subcultures, which provide specific identification and socialization for its members.

These subcultures may be nationality groups, religious groups, racial groups, and geographical groups. It is important to note that in the present day Nigeria, religious and geographical groups play a significant role in most of our activities. An indication of our cultures orientation toward achievement from a marketing perspective is the importance of certain symbols in our society, Because achievement often has a materialistic aspect to it, owners or certain products are granted with the stamp of having arrived. for example a v-boot Mercedes Benz or jeep car tells something about the achievements to its owner, as does a large house in the right neighborhood. So also is the

45constant appearance of Tb0 Woman from the south eastern Nigeria often with Holland's wrapper or clothing granted with the stamp of: A Big Madam.

RELIGION: Most Nigerians are religious, and they embrace Islam, Christianity and traditional religion. There are just a few elite who generally claim to be atheists. Buying behaviors and mode of dressing among Nigerians are often generally dictated by the tenets of their faith. For instance, a responsible Muslim woman from the north inline with her religion is expected to cover her head with hijab, so is a Christian woman expected to tie wrapper that will go down beyond her knees, with head scarf to cover the head.

THE ATTITUDE OF CONSUMERS TOWARDS MADE IN NIGERIA TEXTILE MATERIALS.

In Nigeria, textile Materials operates in a buyers market, because people can make choice among the foreign and Local Textiles. Attitude plays a vital role in consumer choice making in the purchase of textile materials. The attitude of Nigerian Consumers towards made in Nigeria textile is relatively cognitive and affective. Cognitive here relates to beliefs or disbelieve, where as affective relates to feeling of negative or positive nature involving some emotional context. The belief of Nigerians are that made in Nigeria textiles are of inferior quality and costly on one hand, and on the other it is a sign of achievement to use foreign made in Nigeria textile materials. Based on this believe the patronage of made in Nigeria textile materials is base on condition of cost, and

prestige.

Cost here implies that those who cannot afford the foreign costly ones patronize the Local textile materials. when it is cheaper. Prestige here implies that the consumer needs to be identified. This occurs when people want to be identified with an object, person or events. For instance printing the approach of some one very important on a textile material will evoke impulse that results to purchases by his/her admirers or sycophants. Also a group of people could decide to adopt a particular colour or print of textile materials means of identification of friends or an association popularly called "Ashoebi "in Nigeria.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This section discusses the procedure for which this study is undertaken, it includes the research design. population of the study, sample size, sample technique, research instruments and method of data analysis.

3.2. RESEARCH DESIGN

The research design that should be employed for this study is survey research design. This method was to allow the employees to fully express their opinion on the study. The method would also allow data collection from large sample to be drawn from a given population.

3.3 POPULATION OF THE STUDY

The case study focused on staff of ASO Oke. |Ilorin. This was based on the assumption that, these groups of employees within the administrative set up were the fulcrum around which all administrative activities in the industry. They assume the roles of heads of department and supervisors in the absence of substantive heads of departments and supervisors in the administration of the industry, implementing the policies of management and ensuring that work in the industry progresses smoothly. The total population of the entire staff in Aso Oke, Ilorin is about One hundred and eight (108). Therefore, the purposive sampling would eliminate from the population those who do not matter in the research.

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUES

The sample size for this study was drawn from the entire population of the industry; is the entire staff (108). The required sample size for this study shall be derived using Tairo Yamane (1967) formula, as stated below;

$$\text{Formula } n = \frac{N}{1 + N(e)^2}$$

Where

n desired sample size

N= population size

E Margin error

For the purpose of this research study, the margin of error is taken to be 5%. From the total population of N108, this implies the $e = 0.05$. using the Yamane formula, substituting into the Yamane's formula, hence the sample size for the research study is computed below as;

$$n = \frac{108}{1 + 108(0.05)^2} = 85.0$$

This implies that a sample size of 85.0 will be required in this study to achieve a 95% precision from utilizing information and data collected from the sample.

The sampling technique that shall be employed in this research is the stratified random sampling techniques. This is to enable the study to obtain reasonable conclusion from which generalization shall be ascertained from the population element.

3.5 METHODS OF DATA COLLECTION

The method that shall be used for this study is primarily data. The data shall be collected, then administration of questionnaires.

3.6 RESEARCH INSTRUMENTS

The research instrument that shall be used for this study is questionnaire. The questionnaire is structured in accordance with the stated research question and hypothesis. The questionnaire is divided into two to sections. Section A comprises of questions relating to the demographic characteristics of the respondents, while Section B comprises of questions relating to training and development and employee performance.

3.7 METHODS OF DATA ANALYSIS

This study shall employ descriptive method on the central part of data analysis. The descriptive analysis involves the use of frequency tables and percentage in presenting the data collected from the questionnaire administered to the respondent. The second part of the data analysis shall involve the use of correlation and regression analysis. This study adopted a questionnaire used by Jamila, (2014)

3.8 HISTORY OF ASO-OKE

Aso-Oke is a short form of Aso Ilu Oke also known as Aso-Ebi meaning clothes from the up-country. It is the traditional wear of the Yoruba's (the tribe of the southwest people in Nigeria, Africa). The Yoruba's are the second largest tribe in Nigeria after the Northerners. Aso-Oke is a cloth that is worn on special occasions by the Yoruba's usually for chieftaincy, festivals, engagement, naming ceremony and other important events. The beauty of Aso-Oke comes out more when it is taken as Aso-Ebi (group of people e.g. friends, families e.t.c). Cloth weaving (Aso-Oke) started centuries ago amongst the Yoruba's but predominantly amongst the Iseyin's (Oyo-State), Ede (Osun State) and Okene Kogi State. The fibres used for weaving are either locally sourced or brought from neighboring states (northern parts of the country).

PREPARATION AND MAKING OF ASO-OKE

PLANTING OF COTTONS

The cotton is used in making the threads used in weaving Aso-Oke and it is mostly planted during the rainy Season between the month of June and July. However, the cottons would be ready for harvesting between November and February of the following year. Most cases after harvesting the cottons are kept in the bag for spinning.

SPINNING:

This is the process of separating the cotton seed from the wool. And in doing this a bow-like instrument called "Orun" in Yoruba language (Spindle).

The weaver spread the wool and rolls it on the loom (the loom is a handmade wood used in weaving; this loom is usually made by local carpenters). The Spindle would be turned, and while it is being turned, it will start rotating thereby thinning the cotton. This is done on a continuous basis till all the wool has been spanned.

SORTING:

Cotton behaves like magnets thus easily attracting dirt: therefore the dirt's has to be separated from the Wool in order to make the wool fit for use. This process is known as sorting and there are machines for these purposes but in the absence of non, it can be sorted out manually. This is very tedious and time consuming.

PATTERNING

This is the process where designs and patterns are made on the Aso-Oke while the cloth is being woven.

The material used in cloth patterning includes the following:

- ✓ Akata (propeller)
- ✓ lye (long wheel)
- ✓ Akawo (shortwheel)
- ✓ Gowu and kikgun (rollers)
- ✓ Aasa (strickers)
- ✓ Omu (extender) this is used in holding the reels
- ✓ Sanrin (metallic peg)

During patterning, the cotton reels are hanged upon the hangers on the sets of the metallic pegs on the ground. The reason for this is to make the cotton into bundles

WEAVING

After the above has been put in place, the actual weaving starts. The rolled cotton will be neatly inserted into the striker through the extenders. The weaver will tie Iro (filler) on his seat. There are two or more holes on the staff in which a small peg is tagged. On the upper hand of the Omu (Extenders), there is Okeke (Wheel or Axle) for pulling the Omu up and down. There are two step pedals under the extenders (Omu) which the weaver presses down interchangeably during weaving. The pedal when pressed enables the cotton to open and the Reeler put through to one side while the Striker knocks the reel to and fro to another side. This Striker allows the reel to be finely set interchangeably. The weaver handles the Oko (Motor) throws it inside the open cotton to be received by his other hand, movement of the Motor continues and faster as if the weaver is not touching it at all. The reel inside the motor will start giving a peculiar sound.

Sakala - si - sakala - sa

Sakala - si - sakala -sa

As the weaver continues this way, the cloth is weaved and gradually extends forward. The weaver uses the drawer to pull the cloth towards him and the carrier obeys the force and moves towards him while weaving continues.

Aso-Oke is indeed a beautiful sight to behold and that's why it is such a wonder how, as cottons in few minutes become Aso-Oke., however the clothes goes by different names depending on the type, texture and quality.

CHAPTER FOUR

4.0 DATA ANALYSIS AND PRESENTATION

4.1 INTRODUCTION

This chapter is presenting the analysis and interpretation of the data collected from respondents. We shall present tables the responses from the questionnaire administered. Two hundred (200) questionnaires were administered and One Hundred and fifteen (115) were returned, Lastly. Chi-Square test method is used to define the statistical relationship between the variables in the hypothesis formed

4.2 PRESENTATIONS OF DATA

SECTION A

TABLE 4.2.1; SEX DISTRIBUTION

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
MALE	40	47%
FEMALE	45	53%
TOTAL	85	100

Source: Field Survey, 2025.

The table above indicates that 47% of the research respondents are female. While the remaining 53% were males.

TABLE 4.2.2: AGE BRACKET OF RESPONDENTS

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
14-20	15	18
21-40	37	44
41 and Above	33	38
Total	85	100

Source: Field Survey, 2025.

Table 4.2.2 above shows that most (44%) of the respondents were between the ages of 21 and 40 years of age, followed by those of 41 years and above (38%) and lastly ages 18 to 20 who constitute 18%.

TABLE 4.2.3: CULTURE/TRIBE OF REEPONDENTS

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
YORUBA	37	44
IGBO	11	12
HAUSA	33	39
OTHERS	4	5
Total	85	100

Source: Field Survey, 2025.

SECTION B

TABLE 4.2.4; DOES CONSUMER REFERENCE GROUP HAS IMPACT ON PURCHASE DECISION

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	25	29
AGREE	35	41
STRONGY DISAGREE	10	12
DISAGREE	15	18
Total	85	100

Source: Field Survey, 2025.

TABLE 4.2.5: THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN CONSUMER PURCHASING POWER AND PURCHAE DECISION

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	25	29

AGREE	30	35
STRONGY DISAGREE	20	24
DISAGREE	10	12
Total	85	100

Source: Field Survey, 2025

TABLE4.2.6: it is believed that there is a perception on consumer marketing communication and purchase decision

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	28	33
AGREE	42	49
STRONGY DISAGREE	5	6
DISAGREE	10	12
Total	85	100

Source: Field Survey, 2025

Table 4.2.7; CONSUMER PURCHASE DECISION ARE BASED ON CONSUMER REFERENCE GROUP

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	35	41
AGREE	25	29
STRONGY DISAGREE	10	12
DISAGREE	15	18
Total	85	100

Source: Field Survey, 2025

TABLE 4.2.8: PURCHASE DECISION IS BASED ON CONSUMER PURCHASING POWER

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	25	29
AGREE	40	47
STRONGY DISAGREE	10	12
DISAGREE	10	12

Total	85	100
--------------	-----------	------------

Source: Field Survey, 2025

**TABLE 4.2.9: CONSUMER MARKETING COMMUNIAION
INFLUENCE PURCHASE DECISION**

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	22	26
AGREE	38	45
STRONGY DISAGREE	15	17
DISAGREE	10	12
Total	85	100

Source: Field Survey, 2025

**TABLE 4.2.10: POCERTY AND LOW INCOME EARNING AMONG
CONSUMER AFFECT THEIR PURCHASE DECISION**

RESPONSE	RESPONDENTS	% NO OF RESPONDENT
STRONGLY AGREE	42	49

AGREE	27	32
STRONGY DISAGREE	10	12
DISAGREE	6	7
Total	85	100

Source: Field Survey, 2025.

4.3 DISCUSSION OF FINDINGS.

In the literature, attempts have been made to explain or evaluate the attitude of Nigerians towards made-in Nigeria textiles, especially why people of Nigeria prefer foreign Textiles materials. Their answer were analyzed using Chi-square method to determine the level of their association with consumer s behavior preference.

The analyses are presented and interpreted below..

The table 4.2.1 indicate that majority (53%) of the respondents are female, and only (47%) are Male. It can be inferred then that their opinions are reliable since women consumes textile materials in Nigeria more than men Majority of the respondents are between the ages of 21-40 years as could be seen from the table above. it also indicated that 93% of the respondents are mostly adults who can make purchase decisions independently minded.

From the table, 4.2.3 it could be seen that the respondents cut across all the 3 major ethnic groups of Nigeria. That means various cultural backgrounds are represented.

Table 4.2.4 shows that 15(18%) and 20(24%) respondents strongly agree and agree respectively that consumer reference group has impact on purchase decision. In other words they were neutral on the chain that consumer reference group has an impact on purchase decision. On the other hand 38(33%) and 22(25%) respondents respectively gave their answers as strongly disagree and dis-agree

The table 4.2.5 shows that more of the respondents 30(35%) were “Agree” on the fact that there is a significant relationship between consumer purchasing power and purchase decision. To this effect, they have positive and negative answers to the contents of the questionnaire. However, 20(24%) and 10 (12%) respondents were optimistic that there is a significant relationship between consumer purchasing power and purchase decision, while 25(29%) respondents gave their answer as “Strongly Agree”

According to Table 4.2.6 above 30(35%) and 15 (18%) respondents “Strongly Agree” and “Agree” respectively that it is believe that there is a perception on consumer marketing communication and purchase decision 10(12%) and 30(35%) respondents gave their answers as “Strongly “Dis-agree” and “Dis-agree”

Analysis of table 4.2.7 shows that 35(41%) and 22(26%) respondents “Strongly Agree” and “Agree” that consumer purchase decision are based on consumer reference group. However, 10(12%) and 18(21%) respondents “Dis-agree” and “Dis-agree” respectively to the statement.

Table 4.2.8 shows that 22(26%) and 47(55%) respondents respectively gave positive answers to the face that purchase decision is based on consumer purchasing power however 10(12%) and 6(7%) respondents answered in the negative to the statement

Tables 4.2.9 above above shows that 10(12%) and 35(41%) respondents "strongly agree" and Agree respectively that consumer marketing communication influence purchase decision and 16(19%) and 24(28%) gate theirs and "strong dis- agree" and "disagree" to the statement

Analysis of table 4.2.10 shows that 42(49%) and 27(32%) respondent "strongly agree" and "Agree" respectively that poverty and low income earning among consumer affects their purchase decision and 10(12%) and 6(7%) respondents answered in the negative to the statement

HYPOTHESIS 1

TEST OF HYPOTHESIS

To test the hypothesis one Hoi (Null) formulated in chapter one the Null hypothesis (Hoi) is a particular claim concerning how data is distributed while the alternative hypothesis (H)for each dn- square test can be stated as

$$H_o : o_i = E_i$$

$$H_i : O \neq E_i$$

Therefore to test the hypothesis Hoi formulated in chapter I use 4.4.4 and table 4.2.7 that related with the hypothesis question to test with the test with the level of significance $d= 5\%(0.05)$

QUESTIONS	SA	A	SDA	DA	NO OF RESPONSE
Consumer Reference group has no impact on purchase	25	35	10	15	85
Consumer purchase decision are based on consumer reference group	35	25	10	15	85
Total	60	60	20	30	170

Hoi: To hypothesis that consumer reference group has no significant impact on purchase decision

H1 : consumer reference group has significant impact on purchase decision

DEGREES OF FREEDOM

$$DF = (R-1) (C-1)$$

$$(2-1) (4-1)$$

$$(1) (3)$$

$$DF = 3$$

from the chi- square table the level of significant is 0.05 under 3 degree of freedom is "7.815"

Computation of Table

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

£

Where;

O= Observed Value

E= Expected Value

Calculation of Expected Value

$$SA_i = \frac{60}{170} \times 85 = 30$$

$$A_i = \frac{60}{170} \times 85 = 30$$

$$SDA_i = \frac{20}{170} \times 85 = 15$$

$$SD_2 = \frac{60}{170} \times 85 = 30$$

$$A_2 = \frac{60}{170} \times 85 = 30$$

$$SDA_2 = \frac{20}{170} \times 85 = 10$$

$$DA_2 = \frac{30}{170} \times 85 = 15$$

O	E	O - E	(O - E) ²	$\frac{(O - E)^2}{E}$
25	30	-5	25	0.8
35	30	5	25	0.8

10	10	0	0	0
15	15	0	0	0
35	30	5	25	0.8
25	30	-5	25	0.8
10	10	0	0	0
15	15	0	0	0
170	170	0		$X^2=3.2$

Therefore ,

The table value in the degree freedom is 7.815 and calculated value for $x^2 = 3.2$

DECISION RULES

IF $x^2 \text{ Cal} > x^2 \text{ table}$ = said we are to reject the hypothesis but if $x^2 \text{ Cal} < x^2 \text{ table}$ = we are to accept the hypothesis

The Alpha $\beta = 0.05$ degree of freedom decision on the critical Chi-square value of "7.815" since the statistic Chi- square from the calculated table above Is $x^2 = 3.2$

The Null hypothesis (H_0) says to hypothesis that consumer reference group has no significant impact on purchase decision cannot be rejected base on the result

$$x^2 \text{ Cal} < x^2 \text{ table}$$

$$3.2 < 7.815$$

The alternative uses hypothesis H_1 that is consumer reference group has significant impact on purchase decision

HYPOTHESIS 2

H_{02} : that consumer purchasing power is significantly related to purchase decision

The table 4.3.5 and table 4.2.8 were used to test the hypothesis whether purchase power is significantly related to purchase decision or not

QUESTIONS	SA	A	SDA	DA	NO OF RESPONSE
There is a significant relationship between consumer purchasing power and purchase decision	25	30	20	10	85
Purchase decision is nased on consumer purchasing power	25	40	10	10	85
Total	50	70	30	20	170

$$SA_i = \frac{50}{170} \times 85 = 25$$

$$170$$

$$A_i = \frac{70}{170} \times 85 = 35$$

$$170$$

$$SDA = \frac{30}{170} \times 85 = 15$$

170

$$DA = \underline{20} \times 85 = 10$$

170

$$SA_2 = \underline{50} \times 85 = 25$$

170

$$A_2 = \underline{80} \times 85 = 40$$

170

$$SDA_2 = \underline{20} \times 85 = 10$$

170

$$DA_2 = \underline{20} \times 85 = 10$$

170

O	E	O - E	(O - E) ²	$\frac{(O - E)^2}{E}$
28	25	3	9	0.36
42	40	2	4	0.1
5	10	-5	25	2.5
10	10	0	0	0
22	25	-3	9	0.36
38	40	-2	4	0.1
15	10	5	25	0.5
10	10	0	0	0
170	170	0		$\chi^2=3.92$

Null hypothesis we're duly accepted since the computation table is less than the degrees of freedom of $\beta 5\%$ (0.05)

which is the level of the significance

therefore to hypothesis that the perception of consumer mattering communication and purchase decision cannot be rejected so alternative hypothesis (H_i) now stated that the perception of consumer marketing communication is related with purchase decision.

CHAPTER FIVE

5:0 SUMMARY, CONCLUSION AND RECONIMENDATIONS

5:1 SUMMARY

This research work has continuously tried to critically evaluate the behavior and attitude of consumers towards made in Nigeria textile materials since the ban on importation of textiles. The study tried to examine those factors that are responsible tor the attitude and behaviour of textile consumers towards made in Nigeria textile materials. In this regard, the study formulated live various variables. These variables evaluated the relationship between the decision of consumer's preference among foreign and locally made textile materials and the consumers income. Culture/ tribe. sex quality and price were tested. In chapter one. the research topic was introduced giving an insight into the nature of the study, the statement of the problem, research hypothesis, scope and significant of the study.

Chapter two was for literature review with emphasis on consumer buying behaviours, consumer decision making process, Determinants of consumer brand choice, the major factors influencing consumer buying behaviour and the development of textile industry in Nigeria. 76 Chapter three was basically on research methodology adopted. It examines the services of Data for the research work, the method of data collection and the statistical techniques used for data analysis.

Chapter four presented and analyzed the data collected from respondents. The total of 115 questionnaires returned were analyzed using percentage tabulation and chi-square method.

5:2 CONCLUSION

From this research findings it have been established that the variables proved to have significant relationship with consumers attitude of preference for foreign und locally made textiles despite Nigerian government campaigns. These include quality income and price quality was identified as major determining factors for the preference among foreign and local textile materials by Nigerian consumers. Foreign textile materials were rated to have high quality and durability. Also. Nigerian consumers believe that there are outdated

machineries in the Local textile mills and that is shy their textile materials do not normally come out well after production

Also, price was found to be a determining factor while Nigerian consumers continue to patronize foreign Textile materials. Nigerian consumers behave that locally made textiles have low quality and are highly priced. Thus, 77 they prefer to buy at any price the textile materials that are durable and have high quality. It was generally believed that the production costs of local textiles are high. This could be because the manufacturers have to import raw materials such as chemicals and spare parts. Nigerian consumers have the opinion that Local textile manufacturers are profit oriented at the expense of consumer's satisfaction,. That is, the mills charge

high prices for low quality textile materials. Also income plays a significant role in the determinant of consumer attitude to foreign textile materials. those who seem to patronize made in Nigerian textile material's does so due to their income level, which could not afford them to buy foreign, produce

On the other hand, the study identified two other variables that has no significant relationship with regards to consumer patronage of foreign textile materials. These are sex and culture/tribe. Nigerians continuous preference for foreign against the local textile materials cannot be determined by sex, as both genders prefer foreign textile materials. Culture Tribe is also not a determining factor for the continuous preference of foreign Textile materials against the Local Materials, as all the ethnic groups in Nige12 exhibit the same kinds of attitude in preference for foreign textile materials as against the Local materials

5:3 RECOMIMENDATIONS

Based on the above findings, some basic policy recommendation could therefore be made for future references.

- ✓ The mere appeals to the consumers to patronize locally made textiles on sentimental or patriotic grounds should be supported by more far reaching policy actions. For example, smuggling should be checked through the imposition of stiffer penalties for offenders and more effective armed policing of our borders and international air and sea

ports, so as not to turn Nigeria as a dumping ground of foreign textile materials.

- ✓ Nigerian Government should through the tariff structure protect Local textile companies by ensuring that its import duty favour Local textile mills.
- ✓ The textile mills in Nigeria should make efforts to reduce price and /or improve the quality of their products to win consumers appeals. Prices can be reduced if average costs are reduced through expansion aimed at reaping economies of scale if they exist. The increased output can still find additional markets in other West African countries. Quality improvements should focus particularly on durability and dyeing
- ✓ There is need for central laboratory funded by all the textile factories, in the country to encourage research, quality control and idea utilization. Also, all textile mills in Nigeria should adjust to modern machinery and high quality cotton lint.
- ✓ In Nigeria, textile materials operate in a buyers market. Because, people can make choice among the foreign and local textiles. Therefore, consumer's satisfaction should be paramount to manufacturers than corporate maximization of profit. This could also be achieved by cutting down production cost and improving tie quality of materials.

REFERENCES

- AKhile, F (2013): "textile Industry expands" Business Times, March. 6. P.24
- Baron, R.A and Byrne, D. (2007), Social Psychology: Understanding Human Interaction, 5 m edition, Boston.
- Allyn & Bacon Brassington. F. and Pettit. S. (2003): Principles of marketing Ft Prentice Hall.London.
- http://www.news.bbcCo.Uk/2/business7/24/2006http/wwwnlang.or/textile_workers_V68042004.htm
- Celuch, K.G. and Slama, M. (2015), "Cognitive and Effective Components of Aab in a Low Motivation Processing Set," Psychology & Marketing, March, 123 - 33
- Fishbein, A. and Aizen, I. (2005), Belief, Alliude Intention, and Behavior: An Introduction to Theory and Research, Reading, MA: Addison Wesley Publishing
- Grossman, R.P. and fill, B.D.(2008). "The Persistence of Classically conditioned Brand Attitudes," Journal of Advertising. Spring. 23 -31
- Hair. J. E Bus, R.P. and Ortimau, D.J. (2000). marketing Research A Practical Approach for the New Millennium, Boston: Irwin McGraw-Hill
- Hawkins, D.I, Best, R.J., and Coney, KA (2001). Consumer Behavior: Building Marketing Strategy, Boston: Irwin McGraw-Hil
- Kahle, L.R.. Beaily,. S.E, Homer, P. (2006). "Alternative Measurement Approaches to Consumer Values; The Journal of Consumer Research. December, 406.

Kalwani, M.V. and Silk, A. J. (2012). "On the Reliability and Prediction validity of Purchase Intention Measures" *Marketing Science*, 1. 243-287

Kolawole (2002): "Nigerians Told to Relax on Foreign Goods" *Daily times* Sunday March.18

Komolafe F. and Ahiuma Young, V. (2004): "Textile Workers Seek Patronage for Local Fabrics Vanguard, Thursday, April, 08/2004.

Kotler Pl, (2000): *Marketing Management; Analysis, Planning and control*. Eaglewood Cliffs New Jersey.

Larson, C.M. et al (2006): *Basic Retailing*. Prentice Hall Inc New Jersey.

Malhhotra, K. N and Birks, d. F (2005): *Marketing Research,; An applied Approach*, Updated Second European Edition. Ft Prentice I Hall. New York.

Marks, Li and Kamins, MA. (2008), "The use of Product Sampling and Advertising." *Journal of Marketing Research*, August, 266-81

Mitchell. Andrew, A. (2016). "The Effects of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude toward the Advertisement," *Journal of Consumer Research*, June 1986, 12-24.

Osuala C. (2005) *Introduction to Research methodology 3rd Edition Africana - First Publishers*. Onitsha, Nigeria.

APPENDIX
KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF FINANCE AND MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
MANAGEMENT

Dear Respondents,

RESEARCH QUESTIONNAIRE

I am a student in the Department of Business Administration and Institute of Finance and Management Studies. Kwara State Polytechnic, Ilorin.

I am conducting a research and writing a report on the 'EFFECT OF CONSUMER ATTITUDE TOWARDS MADE IN NIGERIA GOODS ON PURCHASE DECISION' this is an academic exercise in partial fulfillment of the requirement for the award of Higher National Diploma in Business Administration, in the Institute of Financial and Management Studies.

Kindly complete this questionnaire by leaving your candid opinion on each of the questions. All information supplied shall be treated strictly as confidential and shall be used for the academic purpose only.

Thank you.

Yours faithfully.

QUESTIONNAIRE

Section A: Personal Data

You are kindly expected to complete the questions below by tick the appropriate and write in spaces provided.

Name:

Sex: Male () Female ()

Age: 21 - 25years () 26 - 30years () 36 – 40 years () 41 - above ()

Marital status: Married () Single () Divorce () Widowed ()

Education Qualification: Post Graduate () First Degree/HND () NDNCE

SECTIONB

You are expected to tick the right and appropriate answer in the space box provided,

1. Does consumer reference group has impact on purchase decision
(a) Strongly Agree () (b) Agree () (c) Strongly Disagree () (d) Dis-Agree ()
2. There is a significant relationship between consumer purxhasing power and purchase decision
(a) Strongly Agree () (b) Agree () (c) Strongly Disagree() (d) Dis-Agree ()
3. It is believe that there is a perception on consumer marketing communication and purchase decision
(a) Strongly Agree () (b) Agree () (c) Strongly Disagree () (d) Dis-Agree ()
4. Consumer purchase decision are based on consumer reference group.
(a) Strongly Agree () (b) Agree () (c) Strongly Disagree () (d) Dis-Agree ()
5. Purchase decision is based on consumer purchasing power

(a) Strongly Agree () (b) Agree () (c) Strongly Disagree () (d) Dis-Agree ()

6. Consumer marketing communication influence purchase decision

(a) Strongly Agree () (b) Agree () (c) Strongly Disagree () (d) Dis-Agree ()

7. Poverty and how income earning among consumers affects their purchase decision

(a) Strongly Agree () (b) Agree () (c) Strongly Disagree () (d) Dis-Agree ()