

Consumer Behavioural Pattern and Patronage of Made in Nigeria Bags (A Survey of Bags Producers in Rivers State, Nigeria)

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Abstract

This article examines the consumer behavioural pattern and patronage of made in Nigeria goods: (A survey of Bag producers in Rivers State, Nigeria).

The aim of this study is to evaluate the reasons for consumer preference of made in Nigerian goods for foreign made goods (Bags). The study adopts the descriptive survey method as well as questionnaire method to enable consumers of made in Nigeria goods (Bags). The study sample size of (120) was drawn using non-probability sampling method (convenience) for generalization. Three hypotheses were formed and tested using person product moment correlation coefficient and the major findings reveal that there is a significant relationship between consumer behaviour pattern and patronage of made in Nigeria goods (Bags) to foreign made goods (bags) to made in Nigeria goods (bags), it is therefore, recommended that producers should always carry-out constant research on the perception and behaviour pattern of consumers towards their product. Government of Nigeria should invest in markets that can boost our economy. Nigeria government should also protect the local bag companies by enacting favourable government policies,

Keywords: *consumer behaviour, patronage, consumer goods, subject; consumer behaviour (2) marketing, marketing management.*

1. BACKGROUND:

Behaviour pattern are set of attitudes that characterise the patterns of consumers choices. A part from the essential internal factors which are recognised as influential to buying behaviour, there are number of external situation and context that affects consumer's choice. (Dawson et al, 2006).

Consumer behaviour is a combination of consumer buying behaviour and consciousness and external incentives which are likely to result in behaviour remodelling. The society's culture such as norms, convention, customs, religion, festivity, class, lifestyle and subculture has

significant level of influence on how certain or individual's consumers buy and use products and help explain how group of consumers behave.

Culture is peoples' lifestyle and legacy pattern. It is their pattern of thinking, feeling and believing that binds individuals together (Orji, 2005).

William Stanton in his own view sees culture as a complex system of symbols and artefacts created by a given society and handed down from generation to generation as determinants and regulators of human behaviour. The symbols may be intangible such as; attitudes, beliefs, values, language, culture influences the pattern of living, consumption and decision making of individuals. Before our colonisation, production of home made goods has been in existence.

A great number of local manufacturers have come up with their products; the increase in the number of local manufacturers in Nigeria is due to development increase in population and changes in demand. Based on the existence of imported goods from foreign counterpart manufacturers of such products, local manufacturing industries are always off and on in their production as a result of foreign competition.

Recently, the Nigerian government banned imports of all foreign bags, shoes, printed fabrics, in order to protect it won oiling industries. The number of local bag factories in Nigeria reduced to just 40, a quarter of the number in the mid 1980.

The reason for this current study is ascertain if there exist any significant relationship between consumer behaviour pattern and patronage of made in Nigeria goods (bags)

- (1) There is no significant relationship between behavioural patterns of consumer and Nigeria manufactured (bag)
- (2) There is no significant relationship between ban on imported bags and purchase of home made bags in Nigeria.
- (3) There is no significant relationship between consumer perceptions of made in Nigeria bags and their purchase behaviour.

2. LITERATURE AND THEORETICAL UNDERPINNING

The chartered institute of marketing of America define marketing as, "the management process responsible for identifying anticipating and satisfy9ing customer requirement profitably" (CIM, 2001).

While, the American marketing association (AMA) sees marketing as and distribution of ideas, goods and services to create exchange and satisfy individual and organisational objectives (AMA, 1985)

These two definitions agree on the points that:

- Marketing is a management process.
- Marketing is about offering satisfaction to customers.
- Marketing identifies and anticipates customer requirements.
- Marketing fulfils customer requirements profitably.
- Marketing offers and exchange ideas, goods and services.

Definitions of marketing are moving away from the single exchange, seller focused perspective adopted by the chartered institute of marketing (CIM) of America and American marketing Association (AMA) 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 by Gronroos.

According to him marketing is to establish, maintain and enhance relationship 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 fulfilment of promises.

Furthermore, interest in ethical issue and a socially responsible approach to marketing has risen for some time. In the 1970's for example Anderson and Cunningham (1972) put forward the idea of the society conscious consumer while Kinnerar et al (1974) "focused especially on the ecologically concerned", consumer and what we would now label "green issues".

Concern with such issues gathered place through the 1980's and continued into the 1990's as it became clear that business ethics were becoming increasingly important to an increasing number of consumers and there was a link emerging between "good", market share and profitability (Mintzerg, 1983, Strong 1996).

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.

Kotler (1999), defined consumer behaviour as inducing mental activities that people use during selection, selection, purchase, use and dispose products and services that satisfy their needs and desires.

The American marketing association defines consumer behaviour as "The dynamic interaction of affect and cognition, behaviour, and the environment of which human beings conduct the exchange aspects of their lives.

In other works consumer behaviour 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 thought, feelings and actions. These include comments from other customers, advertisements, price, information, and packaging, product appearance and even government legislations such as ban on importation of bag materials.

Learning theorist believes that human need comes about due to the interplay of drives, Stimuli, cues, responses, and reinforcement. The theory believes that every human have an innate drives such as hunger, thirst, sex and pain avoidance which are learned through experience. A drive is a strong stimulus-impelling action. It becomes a motion when it is directed towards a particular drive reducing objects, cues give direction to the person and determines his/her response, response is the persons reaction to the cues, if the response is positive the person will portray positive reinforcement.

Sociological model is a theory that believes that man's needs and behaviour are heavily shaped by social groups and forces. It goes further to explain that people get ideas for what they want from their culture, sub-culture, social class and references. The only challenge the marketer has here is to determine which one of them influences the consumer.

RESEARCH VALUE

A major problem that has bedevilled Nigeria in her effort to develop her industrial sector is the apparent preference by Nigerians for foreign made goods. The most immediate manifestation of this problem is smuggling in the face of various attempts by governments of Nigeria to curtail the indiscriminate importation of consumer goods.

Some major attempts to check this discrimination against locally made goods include the ban on certain import and promotional appeals on radio and television. In spite of these, the problem has largely remained insolved and the consequence had been a decline in various local industries, with the most adversely affected being the textile industry.

Employment in this industry decreased from 137,000 jobs in 1997 to 57,000 in or by almost 58 percent in a period of seven years (Komolafe F. and Ahiuma V. 2004). The figure has gone further down between 2003 and 2004. This problem is compounded by the wholesale

and uncritical adoption of the World Trade Organisation (WTO) rules by the despotic Abacha Military Dictatorship in 1997 (Komalefe and Ahiuma). No amount of patriotic slogans about made in Nigeria goods had been able to correct this trait in Nigeria consumers. It has persisted to the extent that many retailers in Nigeria use the foreign tags or labels as a selling tool especially in justifying high product prices.

Discrimination by Nigerian consumer is greatest in the textile industry. Nigerians tend to ignore locally made materials. This negative attitude towards home made products contributes to the economic development of advanced countries and relegate culture heritage of the country in various fields of arts to the background.

Theme I: Customer patronage

The highly competitive nature of marketing firm especially that of bags, requires quality and low price to be attached on the product and to satisfaction of the customers should be the primary focus of the organisation that the interest is to sustain customer patronage. (Nwulu and Asigbu, 2015). Studies of customer patronage suggest that terminal values, lifestyles, social class, media habits and values are antecedents of patronage (Babin and Darden, 1996)

Theme 2: Purchase Intension

Customer's purchase intention is an important indicator for predicting consumer behaviour because it describes the likelihood that the consumers will be willing to buy a specific product in the future (Fishbein and Ajzen, 1975).

Theme 3: Purchase Action

A customer's purchase action has to do with the customer's psychology. This follows that the consumer has an understanding and knowledge of what he/her needs and even the current price consumer decision making is a process consisting of five stages that individuals go through when taking decision on what product or services to buy or patronise. According to (Frewal and Levy, 2010), consumer decision making has been traditionally described as a series of five progressive stages namely: Need recognition, information, search, evaluation of alternative purchase decision and post purchase processes.

Theme 4: Repeat Purchase

Repeat purchase is often a predictor of loyalty to higher repeat purchase value of a customer that is ultimately satisfied and a well retained customer, and can inform higher profitability as it does not include new customer acquisition cost.

RESEARCH STRATEGY:

The sample size of the study is deduced from the study population under investigation. Non-probability sampling method. One hundred and twenty (120) respondents were selected. Questionnaire were distributed and adopted as research instrument. Data analysis techniques adopted was Pearson we are testing the significance of relationship that exist between variables.

TESTING OF HYPOTHESIS 1

H₀ Consumer perception of made-in-Nigeria bags is significantly related to their purchase behaviour.

CONTINGENCY TABLE

S/N	QUESTION	SA	A	SD	D	TOTAL
1.	Made-In-Nigeria goods are characterized with low quality.	55(45.0%)	35(29.1%)	20 (16.6%)	10(8.33%)	120
2.	Made-In-Nigeria goods do not last longer like foreign goods.	60(50%)	30(25%)	15 (12.5%)	15(12.5%)	120
3.	Made-in-Nigeria products are not well packaged	58(48.3%)	30(25%)	22 (18.3%)	10 (8.33%)	120
4.	A made-in-Nigeria product does not serve the purpose in which it was purchase.	55(45.8%)	30(25%)	25 (20.8%)	10 (8.33%)	120

TEST OF HYPOTHESES 2

There is no significant relationship between ban on imported bag and purchases of home made bags in Nigeria.

S/N	QUESTION	SA	A	SD	D	TOTAL
1.	Inadequate electricity supply meet the needs of local manufacturers /consumers is a mojour challenge to local manufacture	55(45.8%)	35(29.2%)	20(16.7%)	10(8.3%)	120
2.	Local manufactures have resorted to running their plants/machinery and the consequent cost of fuelling is a big challenge to the local manufacturers.	60(50%)	30(25%)	15(12.5%)	15(12.5%)	120
3.	Inadequate production facilities are one of the most challenging factors affecting local manufacturers.	60(50%)	30(35%)	20(16.7%)	10(8.3%)	120

4.	Local manufacturers are currently contending with high demand of taxes, levies and other various charges at all level of government	55(45.8%)	30(25%)	25(20%)	10(8.3%)	120
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TESTING OF HYPOTHESES 3

There is no significant relationship between behavioural patterns of consumers and Nigeria manufactured bags.

S/N	QUESTION	SA	A	SD	D	TOTAL
1.	Packaging of made in Nigeria goods is sometimes deceitful.	34(28.33%)	34(28.33%)	20(16.17%)	11(9.17%)	120
2.	Consumers sometimes does not derive the bundle of satisfaction needed form locally made product.	30(25%)	30(25%)	15(12.5%)	15(12.5%)	120
3.	Some locally made products are not manufactured in a conducive environment.	30(25%)	30(25%)	22(18.33%)	10(8.33%)	120
4.	There are many fake and adulterated made in Nigeria product.	30(25%)	30(25%)	25(20.83%)	10(8.33%)	120

CONCLUSION

To conclude on this topic, one must emphasise that consumer behavioural pattern is a major determinant of their consumption or purchase behaviour. This is coupled or tied to their perception about the product. Due to this known fact, producers are supposed to identify the major determinants of their target market purchase behaviour and perceptions. It will enable them to compete favourably with the imported (foreign) bag.

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