



**DETERMINANTS OF CONSUMER PATRONAGE OF LOCALLY PRODUCED FABRICS IN KEFFI,
NASARAWA STATE**

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Abstract

This study investigated the determinants of consumer patronage of locally produced fabrics in Keffi, Nasarawa State. Specifically, the study sought to investigate the influence of product price, product uniqueness and product quality on consumer patronage of locally produced fabrics in Keffi. Theory of planned behaviour forms the theoretical basis for this study. The study adopted survey research method. The population of the study was the consumers of locally produced fabrics in Keffi. Cochran's formula was employed to get a sample size of 384. Structured questionnaire was used to generate data for the study. Regression analysis was employed in testing the hypotheses 0.05 level of significance. The study found that product price, product uniqueness and product quality have significant influence on consumer patronage of locally produced fabrics in Keffi. Based on the foregoing, the study concludes that product price, product uniqueness and product quality are the key determinants of consumer patronage of locally produced fabrics in Keffi. The study recommends amongst others that manufacturers and marketers of fashion products should continue to invest more on the quality, uniqueness and other attributes of fashion products in Nigeria for improved and sustained consumer patronage.

Keywords: *Consumer Patronage, Price, Quality, Product Uniqueness, Locally Produced Fabrics.*

INTRODUCTION

Consumer patronage behaviour can be said to be study of how individuals make decisions on spending their available resources (time, money, effort) on various consumption-related items. The simple definition of consumer behaviour tells marketers to resolve every activity around the ultimate consumer and gauge their behaviour by specially focus on: Who buys products or Services? How do they buy products or services? Where do they buy them? How often do they buy them? When do they buy them? How often do they buy them? These questions will help in understanding better what factors influence the decision making process of the consumers. The decision making process identifies the number of people who are involved in this process and ascribes a role to them –like the user, decider, influencer and buyer. It is believed that the consumers or customers make purchase decisions on the basis of receipts of a small number of selectively chosen information (Olatokun & Nwonne, 2012).

Thus it very important to understand what and how much information is necessary by the customer to help him evaluate the goods and services offerings. The field of consumer behavior covers a lot of ground. According to Wahyudi, Kuwornu, Gunawan, Datta and Nguyen (2019), consumer patronage behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Rural consuming system and its evolution are different from that of urban consumption. Consumer buying behaviour is an important and constant decision-making process of searching, purchasing, using, evaluating and disposing of products and services (Ewuzie, Anetoh, Nwangene, Anetoh, Orajaka & Ikpo, 2020). People usually purchase those products and services which are of maximal

utility. Sudirjo (2021) claims that consumers try to maximize their utility, satisfaction or joy by purchasing consumer goods. Taking the lifestyle and its factors into consideration, consumers are able to create some opinion and attitudes to particular products. The combination of one's lifestyle, different factors and attitudes affect the consumer decision-making process as well as the consumer behavior (Valaskova & Klieštk, 2015).

Consumer behaviour is helpful in understanding the purchase behaviour and preferences of different consumers. As consumers, we differ in terms of our sex, age, education, occupation, income, family set-up, religion, nationality and social status. Because of these different background factors we have different needs and we only buy those products and services which we think will satisfy our needs. In marketing terminology, specific types or group of consumers buying different products (or variation of the same basic product) represent different market segments (Okoro, Mmamel & Okolo, 2019). To successfully market to different market segments, the marketing manager needs appropriate marketing strategies which he can design only when he understands the factors which account for these differences in consumer behaviour and tastes. In today's world of rapidly changing technology, consumer tastes are also characterised by fast changes. To survive in the market, a firm has to be constantly innovating and understand the latest consumer trends and tastes. Consumer behaviour provides invaluable clues and guidelines to marketers on new technological frontiers which they should explore (Kotler & Keller, 2011).

All these factors and the type of influence which they exert on an individual's consumption behaviour can be understood and analysed (Awan, Nadeem & Faisal, 2016). Moreover, some of these factors can be further influenced by specific elements of the marketing strategy, so that the consumer behaviour process results in a definite purchase decision. To the extent that the marketer can understand and manipulate the influencing factors, he can predict the behaviour of consumers. Though prediction can never be absolutely accurate, it certainly reduces the risk associated with different marketing strategies. Thus, the importance of consumer behaviour lies in the fact that behaviour can be understood and influenced to ensure a positive purchase decision. This behaviour affects the purchase of locally produced fabrics.

Many Nigerians prefer foreign fashion products over the domestically produced ones. The preference among Nigerians for foreign goods is both disquieting and disturbing especially when considered in the lights of its influence on local industries (Olafeke, 2010). The wide-ranging impression among some Nigerians is that locally made goods are inferior to imported and foreign-made goods in terms of quality and performance; to the extent that some local manufacturers engaged in importation activities in a bid to remain relevant in the fashion and designing business. Without any doubt, the beliefs and practice of giving special preference to foreign products among some Nigerian consumers have resulted in misconception and wrong impression of inferiority to locally made products. Although many local designers and manufactures of fashion product have adopted marketing strategies such as advertising, sales promotion and branding to given competition advantage over the local and foreign counterpart, they have not fully exploited the influence of consumers characteristics factor such as perception to gaining competitive advantage (Patrick, Kadipo & Agada, 2016). Based on the foregoing, the study investigated the determinants of consumer patronage of locally produced fabrics in Keffi, Nasarawa State.

STATEMENT OF PROBLEM

Consumer buying behaviour in today's competitive business world is becoming a serious challenge to firms due to consumer's easy access to information about different competing brands of products in the market. Thus, satisfying and creating a favourable impression about the product in the mind of consumer become the priority of any organization. In view of this, companies are constantly trying to build mutual relationships with their customers through delivering better value products and meeting their expectations. In a fiercely competitive marketing environment, the performance and survival of any corporate organisation is dependent on the pool of customers it has been able to meet the expectations and is able to retain to sustain optimal profitability. When the expectations of the customers are not met, they are more likely to switch to other competing brands. A consumer's decision to purchase a particular product or service is the result of complex interplay of a number of variables. The starting point for the decision process is provided by the company's marketing stimuli in the shape of product, promotion, and price and distribution strategy. The marketing stimuli are received by the potential consumer along with the other stimuli already existing in the environment. These stimuli may be social, economic, cultural, technological and political in nature. At the point of receiving the marketing stimuli, the consumer already has a certain mental, emotional and psychological frame of mind developed over the years by his cultural, religious, social, family and psychological background. Depending on the nature of product being purchased, this process may work at the sub-conscious level or it may be overt, the time taken to make the decision may vary from a few seconds to a few days or months. The buyer characteristics and buyer decision-making process in conjunction with marketing stimuli lead to a decision to either buy the product or not to buy. Ewuzie et al (2020) noted that every blossoming business has its challenges. This is arguably true of the fashion industry in Nigeria. Although the fashion market in Nigeria is growing rapidly, so also is the increasing rate of

competition among designers and marketers. Apparently, fashion and designing industry in Nigeria harbors creative, lucrative and talented designers with motivated expertise and skills. Agu and Onuoha (2015) captured that local fashion stylists are seen with newer and attractive styles on periodic basis. Interestingly, the local designers have the skills to fabricate at affordable prices of luxurious designs of international acclaimed fashion markers. Although many Nigerians are yet to embrace using locally made fashion products coupled with the fact that some people are yet to fully embrace locally made designs of fashion products. Stiff competitions exist among products of local designers and their foreign counterparts. Based on the foregoing, the study investigated the determinants of consumer patronage of locally produced fabrics in Keffi, Nasarawa State.

OBJECTIVES OF THE STUDY

The main objective of the study is to investigate the determinants of consumer patronage of locally produced fabrics in Keffi, Nasarawa State. The specific objectives include:

- To investigate the degree to which product price influence consumer patronage of locally produced fabrics in Keffi, Nasarawa State.
- To examine the extent to which product uniqueness influence consumer patronage of locally produced fabrics in Keffi, Nasarawa State.
- To evaluate the extent to which product quality influence consumer patronage of locally produced fabrics in Keffi, Nasarawa State.

Research Questions

The following research questions guided this study.

- To what degree does product price influences on consumer patronage of locally produced fabrics in Keffi, Nasarawa State?
- To what extent does product uniqueness influences on consumer patronage of locally produced fabrics in Keffi, Nasarawa State?
- To what extent does product quality influences consumer patronage of locally produced fabrics in Keffi, Nasarawa State?

Hypotheses

The following hypotheses stated in null form guided this study.

- Product price has no significant influence consumer patronage of locally produced fabrics in Keffi, Nasarawa State.
- Product uniqueness has no significant influence on consumer patronage of locally produced fabrics in Keffi, Nasarawa State.
- Product quality has no significant influence on consumer patronage of locally produced fabrics in Keffi, Nasarawa State.

REVIEW OF RELATED LITERATURE

Conceptual Framework Consumer Patronage

Customer patronage is the degree to which a buying unit concentrates purchases over time to a particular brand within a service category; customer patronage develops through positive reinforcement and repetition of buying behavior (Burnett, 1996). Consumer patronage is the approval or support provided by customers with respect to a particular brand. Patronage delivers the foundation for an established and growing market share. Kottler (2007) maintains that consumers have unpredictable degree of patronage to particular services, products, stores and other entities. Consumer patronage is the degree to which a buying unit concentrates purchases over time to a particular product; consumer patronage develops through positive reinforcement and repetition of buying behavior (Olowogboye, 2017). Consumer patronage provides the basis for a stable and growing market share. Valaskova and Klieštík (2015) indicates that consumers can avoid risks by remaining patrons to a product with which they are satisfied, instead of purchasing products. High-risk avoiders are more likely to patronize familiar products and less likely to purchase unfamiliar products. That is to say, consumers' patronage can be explained in a number of ways: habit, maximization value over price, perceived risk of alternatives are high, past satisfaction with the product, the frequency of usage, influence of media and the awareness of alternatives.

Customer patronage is a combination of psychological factors that influence purchase behaviour; and these factors are considered important by consumers and used as yardsticks in determining which firm to patronize (Ogbuji, Onuoha & Abdul, 2016). New Webster Dictionary (1994), patronage can be said to mean "the material help and encouragement given by a patron.

In this instance, the patron is seen to be a customer in an exchange transaction. It could also mean the act of being a regular customer to a shop. In a highly competitive industry, satisfying the customers should be the primary focus of firms that wish to sustain patronage (Sulek & Hensley, 2004).

Consumers' patronage behaviour itself has to do with procuring and disposing of ideas, goods, services, or experience in the quest to satisfy needs and wants (Kotler & Keller, 2011). Similarly, Ewuzie et al (2020) define consumer buying behaviour as the processes adopted by people, associations, or organisations to identify, secure and dispose products and services as well as the effect such processes have on consumers and the society at large. And for Ahmed (2020), to understand consumer behaviour is to understand what the needs of the people are as well as how such are processed and how they are acted upon.

Product Price

Price is the amount of money being charged or in exchange for a product or service (Kotler, 2012). Consumers are likely to look for a lower price range product or substitute product to purchase (Kunal & Yoo, 2010). Marketing literature points that the presentation of selling price for a product shapes the consumer's judgement of the value of the product (Biswas, Bhowmick, Guha & Grewal, 2013). Price is of vital importance to consumers who have a tight budget and it may motivate consumers to switch brand even though it has been suggested that it signifies quality even though it is not sufficiently enough reason to induce brand switching (Chaarlas, Rajkumar, Kogila, Lydia & Noorunnisha, 2012). Price has been considered to be a signifier of quality in service businesses (Wilson et al., 2012). As a result, the higher the price of the product, the possibility that consumers will judge it to be of high quality. Shukla (2009) believes that low price strategy encourages brand switching and, Carpenter and Lehmann (1985) parallel this assumption by suggesting that a higher switching probability to a competitor's brand also exists even when the competing product costs more. There are three components to the concept of price: objective monetary price, perceived non-monetary price, and sacrifice (Zeithaml, 2008). The objective monetary price (simply put, the amount of money paid for product) is not equivalent to the perceived price (that is, the price as understood and recorded in the mind of customer) since customers do not always know or remember the actual price paid for a product.

Products Uniqueness

Uniqueness of the product is a distinctive feature of a product that cannot be imitated perfectly by similar competitors; these distinctive and different products add value to the product and make consumers willing to pay at relatively higher prices to get added value from the product (Valencia, Mugge, Schoormans & Schifferstein, 2015). Guiot and Roux (2010) stated that there is a desire for consumers to purchase something if the items have a unique and unusual value that matches their individuality. In terms of secondhand clothes hunt, people hope that by searching good secondhand clothes, they can find a rare piece of clothes that are nowhere to be found in mainstream stores, and they will have a special feeling on owning those pieces of clothes (Hansson & Morozov, 2016). The desire for unique consumer products is a goal-oriented state whose strength, or intensity, varies across individuals. Individual differences in the intensity of this desire have many causes.

A unique product will definitely help a business stand out, but it's not enough to make a product successful on its own. Great products that are truly in high demand add value to a target market and not just a couple of them but a *lot* of them. Creating a unique product takes a lot of digging, and to find something brand new that's truly valuable to potential customers, marketers have to look at the competition and consumer data in a competitive analysis (Bhaduri & Stanforth, 2016). This is a model that's typically used by disruptive startups, like Apple was at some point in its early years. If the marketer find out what problems consumers have with a brand and can discern where their needs are not being met, the marketer can create a new product or service that solves these problems and meets those needs. The marketer shouldn't be in the business of *selling* things; they should be in the business of *solving* things (Tian, Bearden & Hunter, 2011).

Product Quality

Quality, according to Alfred (2013) is all about how a product or service is perceived before being bought, how it is delivered after being bought, how it is used and how it is disposed. In other words, the degree of meeting and exceeding customer's expectation is what and how quality is determined. However, Zeithaml (1988) submits that while the broader concept of quality is about product or service excellence or superiority, a clear demarcation must be made as to what is known as "actual quality" and "perceived quality". The "actual quality" is about the real features or components a product is made with, while perceived quality largely thrives on consumers' insight (Zeithaml, 1988). Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. It is a fitness for use as well as conformance to requirements, (Kotler & Keller, 2009). Quality is one of the most important factors influencing the consumer purchase of products. For instance, an exciting brand with trendy style would be perceived to possess high quality. Accordingly, if a consumer perceives an apparel product to be of high quality, the likelihood of buying such product remains equally high. On the other hand, if a consumer perceives the product to be of a poor

quality, there is high tendency of not purchasing the product. Convincingly, a seller delivers quality when he sells a product or product brand that meets or exceeds customers' expectations (Kotler & Keller, 2009).

THEORETICAL FRAMEWORK

This study is anchored on theory of planned behaviour developed by Icek Ajzen in 1991. Consumers always consider the implications of their actions before they decide to engage in whatever action they feel better to be engaged or not engaged in (Ajzen, 1991). The theory states that the behavioural intention is the antecedent of any behaviour. This intention is determined by three considerations; behavioural beliefs, normative beliefs and control beliefs. The behavioural belief is an individual's positive or negative belief about performing a specific behaviour and the subjective values or evaluations of these consequences. An individual's intention to perform certain behaviour will be determined by how he or she evaluates it positively. Attitudes are determined by the individual's beliefs about the consequences of performing the behaviour (behavioural beliefs), weighted by his or her evaluation of those consequences (outcome evaluations). The attitude toward the behavior refers to the degree at which a person has a favourable or unfavourable evaluation or appraisal of the behavior in question.

The theory of planned behaviour is an extension of the theory of reasoned action, suggested by Ajzen (1991). The theory of reasoned action states that the immediate antecedent of behaviour is the behavioural intention to perform the behaviour. The intention to perform the specific behaviour is affected by the belief that performing the specific behaviour will lead to a certain outcome (Madden, Ellen & Ajzen, 1992). The beliefs are affected by the attitude towards the behaviour and subjective norms. While attitude is considered as a function of the sum of the perceived values of expected outcomes of the behaviour; Subjective Norms (SN) are a function of the sum of perceived social pressures or beliefs of others and perceived behavioural control (PBC) represents the collective effects of individuals' perceptions of both internal and external enabling factors (time, money, knowledge and others) that determine the ability to actually perform the behaviour. The theory of reasoned action loses application when the theory is applied to behaviors' that are not fully under volitional control. The Theory of Planned Behaviour took into account all behaviour that are not under volitional control and that behaviours are located at some point along a continuum that extends from total control to a complete lack of control (Ajzen, 1991). Control belief refers to perceived presence of factors that can influence a person's ability to perform the behaviour. People are not likely to form a strong intention to perform an action if they believe that they do not have the resources or opportunities to do so. Theory of planned behaviour further provides a framework to examine the influence of attitudes on behaviours.

This model is relevant to the study in that human behaviour (in this study consumer patronage) is guided by three kinds of consideration: behavioral beliefs, normative beliefs, and control beliefs. In their respective aggregates, behavioral beliefs produce a favorable or unfavorable attitude toward the behavior, normative beliefs result in a subjective norm, and control beliefs gives rise to perceived behavioral control. In combination, the attitude toward the behavior, the subjective norm, and the perceived behavioral control lead to the formation of a behavioral intention. In particular, perceived behavioral control is presumed not only to affect actual behavior directly, but also to affect it indirectly through behavioral intention. The more favourable the attitude toward behavior and the subjective norm, the more aligned it is with moral norms and the individual's moral correctness, and the greater the perceived behavioral control, the stronger the person's intention to perform the behavior should be. Finally, given a sufficient degree of actual control over the behavior, people are expected to carry out their intentions when the opportunity arises.

Review of Empirical Literature

Ewuzie, Anetoh, Nwangene, Anetoh, Orajaka and Ikpo (2020) carried out a study on the determinants of consumer patronage of fashion products in Nigeria. The study assessed the influences of fabric design, perceived product quality, fabric material, perceived pleasure as well as perceived symbolic meaning on consumer patronage of fashion products in Anambra State of Nigeria. The study adopted a cross-sectional survey research design. The target population of this study consists of the consumers of fashion products in Anambra State of Nigeria. The sample size was 384 while 330 valid copies were used in the analysis. Partial least squares structural equation modeling technique was used to test the five alternative hypotheses at 5% level of significance. The findings of the study show that fabric design, perceived quality, fabric material, perceived pleasure as well as perceived symbolic meaning had positive significant influences on consumer patronage of fashion products in Anambra State of Nigeria. The study recommended among others that manufacturers and marketers of fashion products should continue to invest more on the fabric design, quality, materials and other attributes of fashion products in Nigeria for improved and sustained consumer patronage.

Nikoi (2022) carried out a study on consumer attitudes towards the Ghanaian African print textile industry. The study specifically sought to identify the demand factors that motivate consumers to buy Ghanaian African print textiles, the brand attributes that form their brand perception and the elements of normative beliefs

that influence their purchase behaviour towards the Ghanaian and foreign African print textiles. Economic factors, marketing environmental factors, motivational factors, attitudinal, and purchase behaviour factors were employed as the explanatory variables. A total of 443 respondents in four key consumption areas of Accra, Kumasi, Takoradi, and Tamale in Ghana were sampled for the study. Structural equation modelling, t-test and ordinary least squares regression were also employed in the study. The findings revealed that the Ghanaian African print textile consumers' attitudes are positive. The consumers' industry knowledge anchors these attitudes, beliefs, especially in the Africaness of the product and positive perceptions of the industry, among others. Consumers' motivation was also positive and is anchored by their self-gratification, appealing product design, colours, limited editions and supplies.

Sudirjo (2021) carried out a study on social media, consumer motivation, and consumer purchase decision for fashion consumers in Semarang District. The study sought to analyze the influence of social media on purchasing decisions through consumer motivation in fast fashion consumers in Semarang Regency. The study adopted survey research design and a total of 100 fast fashion consumers in Semarang Regency were sampled for the study. Partial Least Square was employed in analyzing the data. The results showed that the use of social media on consumers has a positive and significant effect on consumer motivation. Consumer motivation has a positive and significant effect on purchasing decisions. Social media has a positive and significant effect on purchasing decisions.

Wahyudi, Kuwornu, Gunawan, Datta and Nguyen (2019) carried out a study on the factors influencing the frequency of consumers' purchases of locally-produced rice in Indonesia. Socio-economic characteristics (age, gender, education, income, and occupation), taste, colour, shape, packaging, label, brand name, price, place and promotion were employed as the explanatory variables while frequency of consumers' purchases of locally-produced rice was employed as the dependent variable. This study was undertaken in Jakarta Province in Indonesia. The study adopted survey research design and a total of 400 respondents were selected for the study using multistage sampling technique. Poisson Regression Analysis was employed in analyzing the data. The result revealed that revealed that socio-economic characteristics of the consumers (i.e., gender, age, occupation, education, and income), characteristics of the product (i.e., label and color), and the product's price and promotion significantly influenced consumers' frequency of purchasing locally-produced rice.

Okoro, Mmamel and Okolo (2019) carried out a study on the factors influencing consumer choice of brands of custard in Enugu State. Specifically, the study examined the influence of price, packaging and advertising on consumer choice of brands of custard in Enugu State. Descriptive research design was adopted for the study. A sample size of 323 was used for the study while questionnaire was used for data collection. Three hypotheses were tested using linear regression and Pearson product moment correlation coefficient. Findings revealed that price had a significant positive effect on consumer choice of brands of custard. Similarly, packaging had a significant positive influence on consumer choice of brands of custard. Finally, advertising had a significant effect on consumer choice of brands of custard. The study concluded that there is a significant relationship between price, packaging and advertising, and consumer choice of custard brands in Enugu State.

Olowogboye (2017) carried out a study on the determinants of consumer purchase decision with particular reference to purchase choice of smartphone by students of tertiary institutions in Lagos State, Nigeria. Cross-sectional survey research design was used and multistage sampling technique was employed to select a sample size of 400 students of tertiary institutions within Yaba Local area of Lagos state. Pearson correlation, multiple regression analysis, T-test and one-way analysis of variance (ANOVA) were employed in analyzing the data. The study found that brand image, product features, country of origin, peer group influence, and price significantly influence consumer buying behavior of Smartphones. The study concluded that brand image, product features, country of origin, peer group influence, and price are pivotal and influential factors to the consumer buying behavior.

Miebaka, Nwiese and Kpune (2017) carried out a study on consumer behavioural pattern and patronage of made in Nigerian goods to foreign made goods (Bags). The study adopted the descriptive survey method as well as questionnaire method to enable consumers respond to their preference of either made in Nigeria goods (Bags) or foreign made bags. The study sample size of 120 was drawn using non-probability sampling method (convenience) for generalization. Three hypotheses were stated and tested using person product moment correlation coefficient and the major findings revealed that there is a significant relationship between consumer behaviour pattern and patronage of made in Nigeria goods (Bags) in preference to foreign made goods (bags).

The empirical literature reviewed revealed conflicting findings on the factors influencing consumer patronage of locally made fabrics. Similarly, majority of the scholarly work reviewed were concentrated on other products without giving locally produced fabrics adequate coverage, hence a big knowledge gap in Nigeria. There is also paucity of recent work that covered locally produced fabrics. Despite the previous extensive research work, there is evident gap in knowledge in terms of the area (Keffi, Nasarawa State) covered

in this study.

METHODOLOGY

The study adopted survey research design. This design was adopted because it interprets and synthesizes useful data for sound conclusion. The study was carried out in Keffi, one of the major towns in Nasarawa State. Consumers of locally produced fabrics in Keffi were sampled for the study. The population of the study was the consumers of locally produced fabrics in Keffi. Cochran was employed to obtain a sample size of 384 and purposive sampling technique was used as the sampling technique for the study. Primary data were obtained for the study using structured questionnaire.

Multiple regression technique was used in order to establish the causal relationships between dependent and independent variables. Regression statistics, including R², adjusted R², F tests, and t value were used to select the most robust, parsimonious models that best explain the data set. The specification of the model for this work is based on the objective of the study. This model was used to examine the determinants of consumer patronage of locally made fabrics in Keffi Nasarawa state. The model is stated in a functional form as; $CP = f(PP, PU, PQ)$ (1)

Where

- $f =$ Functional Notation
- $CP =$ Consumer Patronage
- $PP =$ Product Price
- $PU =$ Product Uniqueness
- $PQ =$ Product Quality

This equation can be restated in an econometric form as:

$$CP = \beta_0 + \beta_1PP + \beta_2PU + \beta_3PQ + \mu \tag{2}$$

Where:

- $\beta =$ Beta coefficients
- $\beta_0 =$ Autonomous or intercept
- β_1 to $\beta_3 =$ Coefficient of Parameter Independent Variable $\mu =$ Stochastic variable or error term

RESULTS

In this section, the data generated were presented and analyzed. A total of three hundred and eighty four (384) copies of questionnaire were distributed to the consumers of locally produced fabrics in Keffi. Three hundred and seventy nine (379) copies were returned and were properly filled. The remaining five (5) copies were not returned by the respondents. Therefore, the analysis in this section was based on the three hundred and seventy (379) relevant copies. Multiple regression technique was employed to test the effect of independent or explanatory variables on the dependent variables. The result is presented in the tables below.

Table 1: Summary of the Regression Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.240 ^a	.558	.440	4404.568	2.037

Predictors: (Constant), Product Price, Product Uniqueness, Product Quality

Dependent Variable: Consumer Patronage

Source: SPSS 21.0

Table 1 show that R² which measures the strength of the effect of independent variable on the dependent variable have the value of 0.558. This implies that 55.8% of the variation in consumer patronage of locally produced fabrics is explained by variations in product price, product uniqueness and product quality. This was supported by adjusted R² of 0.440. In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 2.037 in table 1 shows that the variables in the model are not autocorrelated and that the model is reliable for predications.

Table 2: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474.920	7	67.84633	252	.002 ^a
	Residual	7740.252372		20.863		
	Total	8215.172379				

Predictors: (Constant), Product Price, Product Uniqueness, Product Quality

Dependent Variable: Consumer Patronage

Source: SPSS 21.0

The f-statistics value of 33.252 in table 2 with f-statistics probability of 0.002 shows that the independent variables has significant effect on dependent variable. This shows that product price, product uniqueness and product quality can collectively explain the variations in consumer patronage of locally produced fabrics in Keffi.

Test of Hypotheses

Here, the three hypotheses formulated in this study were tested using t value and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Table 3: T Value and Probability Value from the Regression Result

Mode	Unstandardized		Standardized Coefficients	t	Sig.
	B	Std.			
1 (Constant)		14.211	2.688	5.288	.000
Product Price		.107	.045	.1212.387	.007
Product Uniqueness		.221	.057	.0193.376	.000
Product Quality	.167		.051	.1683.251	.001

a. Dependent Variable: Consumer Patronage

Source: SPSS 21.0

Test of Hypothesis One

Ho: Product price has no significant influence consumer patronage of locally produced fabrics in Keffi.

Hi: Product price has significant influence consumer patronage of locally produced fabrics in Keffi.

In testing this hypothesis, the t value and probability value in table 3 is used. Product price has a t-statistics of 2.387 and a probability value of 0.007 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that product price has significant influence consumer patronage of locally produced fabrics in Keffi.

Test of Hypothesis Two

Ho: Product uniqueness has no significant influence on consumer patronage of locally produced fabrics in Keffi.

Hi: Product uniqueness has significant influence on consumer patronage of locally produced fabrics in Keffi.

Product uniqueness has a t value of 3.376 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which states that product uniqueness has significant influence on consumer patronage of locally produced fabrics in Keffi.

Test of Hypothesis Three

Ho: Product quality has no significant influence on consumer patronage of locally produced fabrics in Keffi.

Hi: Product quality has significant influence on consumer patronage of locally produced fabrics in Keffi.

Product quality has a t-statistics of 3.251 and a probability value of 0.001 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude that product quality has significant influence on consumer patronage of locally produced fabrics in Keffi.

DISCUSSION OF FINDINGS

The study investigated the determinants of consumer patronage of locally produced fabrics in Keffi. The data generated were analyzed and the following were discovered. The study found that product price has significant influence consumer patronage of locally produced fabrics in Keffi. This shows that the price of locally produced fabrics is a major determinant of consumer patronage of the product. This agrees with the findings of Okoro, Mmamel and Okolo (2019) that price had a significant positive effect on consumer choice of brands of custard. This also agrees with the findings of Wahyudi, Kuwornu, Gunawan, Datta and Nguyen (2019) that the product’s price significantly influenced consumers’ frequency of purchasing locally-produced rice.

The study further found that product uniqueness has significant influence on consumer patronage of locally produced fabrics in Keffi. This implies that uniqueness of locally produced fabrics influence its patronage. This collaborate the position of Valencia, Mugge, Schoormans and Schifferstein (2015) that distinctive and different products add value to the product and make consumers willing to pay at relatively higher prices to get added value from the product.

Finally, the result indicates that product quality has significant influence on consumer patronage of locally produced fabrics in Keffi. This shows that quality of locally produced fabrics influences its patronage. This agrees with the findings of Ewuzie et al (2020) that perceived quality had positive significant influences on consumer patronage of fashion products.

CONCLUSION

This study investigated the determinants of consumer patronage of locally produced fabrics in Keffi. Data were sourced from the consumer of locally made fabrics in Keffi. These data were subjected the empirical analysis and the following were discovered. The study found that product price has significant influence consumer patronage of locally produced fabrics. The study further found that product uniqueness and quality have significant influence on consumer patronage of locally produced fabrics. The study concludes that product price, product uniqueness and product quality are the key determinants of consumer patronage of locally produced fabrics in Keffi.

The study recommends that manufacturers of local fabrics should ensure that the price for their products is relatively competitive. They should also monitor the pricing activities of their competitors so as to keep abreast of the developments in the pricing of products. They should also ensure that the prices of their products are similar to what is obtainable in the industry in order to reduce the incidence of their customer switching to other brands. Manufacturers and marketers of fashion products should continue to invest more on the quality, uniqueness and other attributes of fashion products in Nigeria for improved and sustained consumer patronage.

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