

Research article

Post-Ban Assessment of Importation of Textiles on the Clothing Behaviour of Undergraduate Students in Delta State University, Nigeria

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Abstract

The study was designed to examine the Post-ban assessment of importation of textiles on the clothing behaviour of Undergraduate Students in Delta State University. Three research objectives guided the study. Survey research design was adopted for the study. The population comprised of full time regular undergraduate students admitted in the three campuses of Delta State University in the 2012/2013 session. The sample size of 574 respondents was drawn using stratified random sampling technique. Data was collected from respondents using structured questionnaire. The results of the analysis revealed that post-ban importation of textiles influenced clothing behavior of undergraduate students in Delta State University in purchase, cost and brand/quality. Based on the findings of the study, it was recommended that the government should provide an enabling environment such as improved machines, electricity and funds for these local textile industries so that they improve their quality of output.

Keywords: Post-Ban, Textiles, Students, Behaviour

Introduction

Nigeria gained her independence in 1960. By implication, the responsibility of providing clothing materials for the people was transferred to the indigenous government. The colonial government built a few modern textile mills before it granted independence to Nigeria. The Nigeria government tried to stabilize the gains made by the colonial government in the textile industry; and in order to supplement local initiatives in cloth manufacture, the

Nigeria government gave support for the establishment of more Textile and Textile allied industry in different locations in Nigeria (Diogu, Chukwuemeka and Anne, 2013).

The regional government, in a bid to promote industrial development, established integrated composite Textile mills in the Northern, Eastern and Western part of Nigeria. The Kaduna Textile limited was the first large mill to be established in 1957. The primary reason for setting up the industry was to process the cotton that was being produced in the Northern part of the country according to Nigeriastalk.org (2010). Shortly after Nigerian independence, more Textile mills were established in different parts of Nigeria. The Nigerian Textile mills limited was established in 1962 in Lagos and this was followed by Aba Textile Mills in 1963 and Bendel Textile Mills Ltd, Asaba.

The condition of the Textile Manufacturing Industry in Nigeria is quite appalling compared to what is obtained in other African countries such as Ghana, Mali and Malawai. The Textile Industries in these African countries have witnessed significant growth and have immensely benefited from the African Growth and Opportunity Act (2000) promulgated by the United States to liberalise trade. However, Nigeria never took advantage of this opportunity to increase its export market.

A large part of the textile materials, especially “Ankara” is imported from these African countries, while Vlisco Company (Holland) dominates the premium segment due to its high quality. The collapse of the Industry, which started gradually several years ago, can be attributed to Government’s neglect and poor implementation of policies. The insensitivity of the various administrations and over-dependence on oil revenue contributed to the declining state of the Textile Industry and the manufacturing sector as a whole. Also, the influence of Western lifestyles on people has led to preference for imported fabrics including Ankara, lace materials and others, which has contributed to the declining demand for local textiles. Furthermore, the performance of the industry received a severe blow in the mid 1990’s when the Federal Government signed the World Trade Organization treaty, which fully liberalized textile trade. This agreement encouraged the influx of imported textile products into the country.

The Industry has lagged behind due to poor fabric quality and lack of innovative designs to attract customers. Other fundamental challenges faced by local manufacturers in the Industry include: high cost of operation, inconsistent government policies on prohibition, import tariffs, concession and grants, stiff competition from cheap textile materials from Asian markets, threat from substitutes especially fairly used clothes, smuggling and counterfeit products, use of obsolete technology, harsh business environment, poor infrastructure especially poor power supply and bad state of roads, poor management, inadequate funding, infringement of local manufacturers logo and designs and weak regulatory framework (Ferguson, Dadzie and Johnston, 2009).

Prospect of the indigenous Textile Industries dwindled, when preference among Nigerians for foreign made goods became alarming and disturbing especially when considered in the light of its effect on local industries. The general notion 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 have resorted, in a bid to remain relevant, to claiming a foreign origin for their products.

As our society undergoes rapid changes and becomes more affluent, newer social forces made consumers spend a greater part of their income in ways remarkably different from what took place in the past. Consumers want the advantage of the affluent and latest services that technology and business can offer (Achumba, 1996). Also marketing failures have been caused by ignorance and underestimation of consumer motivation, perception and behavior in the market place.

The presence of foreign textile in the country has led to unemployment, loss of government revenue and loss of access to the African Growth and Opportunity Act (AGOA). Local producers of textiles have identified some 'safeguard options' in the World Trade Organization (WTO) stipulations such as Bi-lateral negotiations to limit exports, emergency measures to limit imports and countervailing duty which Nigeria took advantage of stakeholders advocated for certain measures to revive the textiles sector, namely, removal of duty on inputs for the production process and total ban of imported fabric in the country (Peter and Joshua, 2011).

The ban on importation of textiles resulted to ban on importation of textiles on 1st January, 2004 by the former President of the Federal Republic of Nigeria, Chief Olusengu Obasanjo. This action by the former president of the federal republic of Nigeria has gained well deserved international recognition and Nigerians appear to buy more of Nigerian Textiles. The fashion industry blossomed after the ban. Nigerians in general now have a better appreciation for all things made in Nigeria than they did years ago. In order to study the effect of the post-ban of textile on clothing behavior, one must carefully examine a heterogeneous population with different cultures and background and gender. The university is one good example of a heterogeneous community as it will help the study to elicit different clothing behavior found among Nigerians.

The consumer is a personality whose behavior is governed by different and varied influences such as: his societal beliefs, attitude, his past learning, experience, perception and his expectations. These form his taste choice and product preference. Therefore, the study seeks to investigate post-ban effect of the importation of textiles on the clothing behaviour of undergraduate students in Delta State University.

The findings of the study will help the students to understand the importance of patronizing locally made Textile to the country's economy, indigenous textile industries and creation of jobs. The findings of the study will provide the government with information on the effect of ban on importation of Textile to the country's economy. This information will provide a footstep on making policies that will boost local Textile industries in the country and also attract foreign investors.

Objectives of the Study

The study achieved the following objectives:

1. To determine how the ban on importation of Textiles encouraged purchase preferences for local clothing.
2. To determine how the ban on importation of Textiles encouraged clothing preferences for local as against foreign textiles based on cost (price).
3. To examine how the ban on importation of Textiles encouraged local clothing preferences based on brand/quality.

Methodology

The area for the study is Delta State, Nigeria. Delta State is made up of twenty five (25) local government areas and they are divided into three (3) Senatorial Districts namely; Delta North, Delta South and Delta Central. One prominent asset of the State is the State own University. The University comprises of three main campuses which include: Abraka, Oleh and Anwai campuses

The research work adopted a survey research design. The population for the study comprised of full-time regular undergraduate students admitted in the three campuses of Delta State University in the 2012/2013 Session. The number of students admitted in that session was five thousand seven hundred and thirty nine (5739) (Office of the Registrar (OR), 2014). Stratified random sampling technique was used to obtain five hundred and seventy four (574) students who were drawn from the target population of the study.

The reliability of the instrument was determined by a pilot pre and post test in which Fifteen (15) undergraduate students were involved. These were regular students from Delta State University, Abraka, who were not part of in the population considered. The data collected from the pretest and the post tests were analysed using Pearson product moment. The correlated data gave a coefficient of 0.797. The high coefficient suggests that the instrument was reliable for the study. Statistical tools such as frequency, percentages, mean, and standard deviation were used to analyse the research questions used for the study.

Results and Discussion

Ways which the ban on importation of textiles encouraged purchase preferences for local clothing

The result in Table 1 showed that the students agreed with most of the statement items on ways the ban on importation of textiles encouraged purchase preferences for local clothing. This implies that students' behavior towards local textile improved positively due to the ban of foreign textiles and the flexibility of its usage in local setting among others. The finding of the result corresponds with the findings of Kashim, Adiji and Oladumiye (2012). They found out that the demand for indigenous fabric is on the increase locally and internationally. This is because there is growing appreciation of handmade African fabric as piece of art material appropriate for high fashion clothing. The range of technique for production offers unique process and flexibility.

Table 4: Mean responses of students on the extent to which the ban on importation of textiles encouraged purchase preferences for local clothing (N=574)

S/N	Statement item	Mean	SD	Remark
1	Ban on importation has limited me to buy local textiles only	2.73	0.74	Agreed
2	Ban on importation have shifted dressing style from western to tradition thereby increasing the purchase of local textile	2.83	0.63	Agreed
3	There is increase in purchase of local textile because it is used for various occasions	2.51	0.55	Agreed
4	Ban on importation of textiles have provided employment for domestic textiles industries especially when patronized	2.91	0.64	Agreed
5	Local textile are known for easy maintenance over foreign ones which result to increase in purchase as a resultant effect	2.43	0.89	Disagreed
6	Purchase of local textile is sustained because it reflects our culture	3.01	0.78	Agreed
7	Ban on importation of textile have made local textile available for purchase	3.00	0.89	Agreed
8	Affordability of local textiles have enhanced its purchase	2.72	1.01	Agreed

Source: Field Work, 2014

The extent the ban on importation of Textiles has encouraged clothing preferences for local as against foreign textiles based on cost (price)

The result in Table 2 showed that the respondents agreed with most of the statement items on how the ban on importation of textiles encouraged local clothing preferences based on cost (price). The finding showed that the ban of imported textiles has direct and indirect determination of cost of foreign and local textiles respectively. Economic policies play crucial roles for the growth of Nigerian textile mills. Such policies as ban on foreign textiles and devaluation of naira which raised the cost of imported textile raw materials such as dyestuff; chemicals, machine spare parts and equipment have always affected the growth of local industry (Diogu, Chukwuemeka, Anne and Diogu, 2014).

Table 2: Mean responses of students on how the ban on importation of textiles encouraged clothing preferences for local as against foreign textiles based on cost (price) (N=574)

S/N	Statement item	Mean	SD	Remark
1	Ban on importation of textiles have resulted to high cost of imported fabrics	3.06	0.65	Agreed
2	Ban on importation of textile have resulted to high cost of locally made textiles	2.51	0.69	Agreed
3	Due to ban on importation textile, tax have been imposed on local industries with a resultant effect on high cost of fabric	2.61	0.92	Agreed
4	Shortage of power supply in local industries have influenced the cost of locally made textiles	3.33	0.78	Agreed
5	Cost of industrial machines for textiles have direct influence on the cost of textile	3.45	0.81	Agreed

6	The support of government to textile industries have lessen the cost of locally made textile	3.01	0.66	Agreed
7	The increase in number of textile industries cushions the effect of locally made textile	3.00	0.73	Agreed
8	Foreign textiles are normally used as gifts which makes the cost higher than locally made ones	1.56	0.78	Disagreed

Source: Field Work, 2014

Impact of how the ban on importation of textiles has encouraged local clothing preferences based on brand/quality

The result in Table 3 shows that the respondents agreed with most of the statement items on how the ban on importation of textiles encouraged local clothing preferences based on brand/quality. Irrespective of the uncomfortable situation created for foreign textiles in the country, students still have interest in them due to their well known brand/quality of products. The economic factors which tend to favor consumer preference for foreign products, center around product quality, price, and product availability (Leon and Kanuk, 2007). There is a popular belief that the qualities of local products are lower than those of their imported counterparts. There is evidence in the literature to substantiate this view. In a survey of 171 consumers in Kano metropolis, Agbonifoh (1995) found that 93 percent of the respondents considered locally-produced textiles inferior to the imported ones. Information on brand names also may be a substitute for a much larger set of indicators of merchandise quality (Jacoby, Chestnut, Hoyer and Donahue, 1978; Jacoby, Olson and Haddock, 1971).

Table 3: Mean responses of students on the ways which the ban on importation of textiles encouraged local clothing preferences based on brand/quality (N=574)

S/N	Statement item	Mean	SD	Remark
1	Weaving quality of foreign textile looks better than local ones	3.15	0.88	Agreed
2	I like to buy high quality clothes because it makes me stand out	2.55	0.97	Agreed
3	Popular brands are trusted than unpopular brand	2.64	0.60	Agreed
4	Foreign clothes are of higher quality than local ones	3.00	0.85	Agreed
5	Foreign clothes have name brand which stands out in quality	2.51	0.70	Agreed
6	Some local textiles are developing quality brands	2.43	0.77	Disagreed
7	Consumers' perceptions of product quality may be affected by the brand name associated with the product	2.65	0.78	Agreed
8	Foreign clothes have information on brand names which may be a substitute for a much larger set of indicators of merchandise quality	1.56	0.93	Disagreed
9	Perception of garment quality is influenced by brand name among fashion minded consumers, but not among consumers in general	3.09	1.00	Agreed
10	The brand conscious consumer is oriented towards buying expensive, well-known national brands in the belief that higher price means better quality	3.21	0.78	Agreed

Source: Field Work, 2014

Conclusion

The findings from the study indicated that the ban of imported textile positively influenced the students demand for indigenous fabric both locally and internationally. This was a result of the growing appreciation of handmade African fabric as piece of art material appropriate for high fashion clothing. However, the ban of imported textiles directly and indirectly influenced cost of foreign and local textiles respectively in the country. Irrespective of the uncomfortable situation created for foreign textiles in the country, students as consumers still have interest in them due to their well known brand/quality of products.

Recommendation

1. The government should provide an enabling environment such as improved machines, electricity and funds for these local textile industries so that they can improve their quality of product. This will help to instill customers' confidence on local textiles produced and create jobs for the unemployed.

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