
Apparel Quality Influence on Tertiary Institution Students' Loyalty to Nigerian Made Apparel in Edo State, Nigeria.

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ABSTRACT

This paper examined the apparel quality influence on the loyalty of students in selected tertiary institutions in Edo State students to buy made in Nigeria fashion apparel. The objectives of this study is to ascertain and determine if these qualities have positive effects on customer perception and choice to buy made in Nigeria apparel products. A research survey method (simple random sampling method) was used to select the three institutions under study from the tertiary institutions in Edo State. The data were collected from primary sources using questionnaires and secondary sources such as textbooks, journals etc. A questionnaire survey was conducted on 200 respondents randomly selected from each of the three institutions in Edo State under study (Auchi Polytechnic, Auchi, Ambrose Ali University, Ekpoma and University of Benin) using the convenience and face-to-face methods. The data were analyzed using the simple percentage to determine the relative importance of each of the questionnaire items while the hypotheses was tested electronically using the STATA software package to determine the level of influences of colour, style, fit and price on student loyalty to made in Nigeria apparel. The results revealed that colour influence had negative impact on students' loyalty but was

Keyword:

*Border Conflicts,
Territorial Claim,
Boundary
Commission,
Nigeria and Benin,
Lolo and Madecali*

considered insignificant. Style, fit and price had positive impacts and significantly influences the students' loyalty to buy made in Nigeria apparel. The researcher concludes that apparel qualities (colour, style, fit and price) have desirable level of influences and impacts on tertiary institution students loyalty to patronage made in Nigeria apparel products. The researcher recommended that apparel makers should research into students apparel wants and desires to capture their right choice of apparel qualities and preferences. The government should create the enabling environment and financial support to local apparel manufacturers to enable them make standard and quality apparel products that can be compared to foreign made to discourage importation of apparel and conserve foreign exchange.

Introduction

Fashion apparel is the popular and unique style in which a person dresses. The fashion users desire certain qualities in the fashion they buy as there are different types of fashion wears. The fashion market is competitive and firms in this market are expected to deliver to the consumers products of varied styles and designs. Engel, Blackwell and Miniard (1995), reiterated that in the consumer purchase decision process that consumers choose from among alternative products based on evaluation criteria or certain product qualities. Apparel products are evaluated and perceived differently by consumers based on many physical characteristics. Consumers in considering the product they want to buy tend to compare and contrast based on an attribute or a combination of products qualities/attributes. Their preferences for fashion product are depended on the joint influence of price, quality, fitness, style, colour and brand. However, the pretence of different brands has created a competitive environment unheard of in the past (Rutter and Edwards, 1999). Young boys and girls recognized the importance of clothing as a signal to connectedness in order to distinguish themselves from others. They adopt styles of clothing that express their particular distinct identity. Researchers have identified different attributes and product features that can deliver the desire consumer benefits (Babin and Harris, 2009). Krupka, Ozoetic – Dosen and Presvisic (2014) noted

that another intrinsic attribute that influences consumer's perception of a product is the brand name and it serves as the cue which evokes not only belief about the brand but triggers recall of where it is produced.

Branding serve as a critical factor in a fashion firm's overall marketing and corporate strategy mainly for the sake of corporate identity and it helps to establish a solid franchise as well as the basis for brand and line extension, which further strengthen the firm's position and enhance its value (Aaker, 1991). Brand perception is a mental creation, which help consumers to understand a company's product over another.

OBJECTIVES OF THE STUDY

The main objective of this study is to ascertain if apparel qualities influence the loyalty of students in tertiary institutions to buy made in Nigeria apparel products. The specific objectives are to:

- i. To ascertain if colour affects the loyalty of tertiary institution students in Edo State.
- ii. To determine if style affects the loyalty of tertiary institution students in Edo State.
- iii. To ascertain if fit affects the loyalty of tertiary institution students in Edo State.
- iv. To ascertain if price affects the loyalty of tertiary institution students in Edo State.

RESEARCH HYPOTHESES

In line with the research objectives, the following hypotheses in null form will be tested.

H₀₁: Apparel colour does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

H₀₂: Apparel style does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

H₀₃: Apparel fit does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

H₀₄: Apparel price does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

LITERATURE REVIEW

Apparel/Product qualities

Apparel or product qualities is the ability of a product to perform its functions and it includes the product's overall durability, reliability, reliability, precision,

ease of operation and repairs or other values or attributes (Kotler and Armstrong, 2010). Apparel quality has a direct impact on apparel performance and is closely linked to student's value and satisfaction. Apparel quality has two dimensions which is level and consistency. High level of quality can also mean high level quality consistency. Consumers of apparel products desire products free from defects and consistency in delivery a target level of performance. Ovidue, (2009) noted that the extrinsic qualities or attributes that make up an apparel brand may be real or deceptive, rational or emotional, tangible or invisible. These qualities or attributes includes colour, style, fit and price.

Colour

Colour according to Clarke and Honeycutt (2002) is one of the primary purchasing considerations among consumers and is a very important factor for product choice. Colour has the potential to affect a consumer's overall perception of a product and the persuasiveness of purchase decisions (Sable and Akcay, 2010). Daye and Van Aukenand Asacker, (2008), identified colour as a critical element in developing a branding strategy. They asserted that colour not only enhances the appearance of the item but also influence customer behaviour. The knowledge of consumers' colour choices enable marketers to identify and offer the right product of fashion.

Style

Apparel high fashion style is the look of the moment. According to Perna (1987) in Fairchild Dictionary of Fashion, apparel fashion is the custom or style of dressing that prevails among any group of persons. It is the style of the present, which may last for a year or two or a number of years. But, if a look or trend persists for long it becomes a classic. Brannon (2000) stated that a classic style is a look that is always available in some form that is appropriate for many occasions and acceptable to many consumer groups. Consumers make choices concerning apparel on the basis of comfort and practicality. So a third style can be identified as a comfortable fit.

Fit

Fit is one the most important element to customers in apparel or clothing wearing appearance (Armstrong and Kotler, 2011). Fit evaluation results to comfort ability and sensory beauty which gives rise to emotional pleasure and cognitive meanings. Emotional needs are the most important quality dimension impacting consumers' satisfaction during apparel wearing. Fit preference

depend on apparel style, so manufacturers should up to dated with target consumer fit preference (Pisut and Connell, 2007) **Price**

According to Hansen (2005) price serves as an extrinsic cue and is the basis upon which consumers evaluate the value of apparel products. Price and quality have difference and differentiating effects on perceived value for money. There are typically five price zones in the apparel fashion industry, namely designer, bridge, better, moderate and budget or mass (Burns and Bryant, 1997).

Customer loyalty

Customers' loyalty, suggest a commitment in doing business or repurchase a product of an organization on a continuous basis (Allama and Aymanh, 2011)Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the products or services (Abdulahi (2008) and Ibok (2012) describe customer loyalty as an investment that has long term enduring effects on the performance of corporate organizations. Customer loyalty can be said to have occurred if students choose to use a particular product, rather than use or buy products made by other companies. Customers exhibit customer loyalty when they consistently purchase a certain product or brand over an extended period of time. According to Oliver (1999) customer loyalty can help a business to become profitable.

RESEARCH METHODOLOGY

The survey research design was adopted for this study. Data for the study were collected with the use of questionnaires. The analysis of data test of hypotheses for this study will be done using the STATA statistical software. A total of 600 questionnaires were administered to students (both male and female) in Auchi Polytechnic, Auchi, Ambrose Ali University, Ekpoma and University of Benin, Benin-City in Edo State in the ratio of 200:200:200 respectively using the non probability sampling techniques such as the face to face method. The 600 questionnaire administered to students were all retrieved and this forms the sample size of the study. This is in consonance with Malhotra (2016) study on multiple regression analysis using sample size of not less than 500 respondents.

DATA ANALYSIS AND RESULTS

The technique for data analysis employed is multiple regression analysis. This study is carried out to ascertain the influence of certain variable: independent (colour, style, fit, and price) over the dependent (student loyalty).

Table 1. Summary of the Respondent's Demographic Responses.

Options	Frequency	Percentage
Gender		
Male	240	40
Female	360	60
Total	600	100
Age		
18 – 24 years	300	50
25 – 30 years	280	46.7
31 years above	20	3.3
Total	600	100
Educational level		
ND1/100 level	200	33.3
ND2/200 level	100	16.7
HNd1/300 level	200	33.3
HND11/400 level	100	16.7
Total	600	100

Source: Questionnaire, 2017

Table 2. Summary of the Respondents' Responses Analyses.

Options	Auchi Poly. Auchi	Ambrose Ali Univ. Ekpoma	Univer. Of Benin.	Total	%
1. What is your loyalty to made in Nigeria apparel?					
Very Loyal	140	100	100	340	56.7
Loyal	20	50	50	120	20
Neutral	10	10	15	35	5.8
Not Loyal	20	25	25	70	11.7
Not at all Loyal	10	15	10	35	5.8
2. What is the level of influence of color on your loyalty?					
Very Influential	130	110	100	340	56.7
Influential	30	40	40	110	18.3
Neutral	10	25	30	65	10.8
Not influential	15	10	21	46	7.7
Not at all Influential	15	15	9	39	6.5
3. What is the level of influence of style on your loyalty					
Very Influential	90	105	100	295	49.2
	60	35	40	135	22.5
	10	25	30	65	10.8

Influential	30	15	9	54	9
Neutral	10	20	21	51	8.5
Not influential					
Not at all Influential					
4. What is the level of influence of fit on your loyalty?					
Very Influential	130	110	130	370	61.7
Influential	30	45	30	105	17.5
Neutral	10	20	20	50	8.3
Not influential	15	15	15	45	7.5
Not at all Influential	15	10	5	30	5
5. What is the level of influence of price on your loyalty?					
Very Influential	140	120	145	405	67.5
Influential	20	25	25	70	11.7
Neutral	15	20	5	40	6.7
Not influential	10	20	15	45	7.5
Not at all Influential	15	15	10	40	6.7

Source: Questionnaire, 2017

TEST OF HYPOTHESES

The hypotheses are tested below:

Table 3: Descriptive Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max	Pr(Kurtosis)	Prob>chi2
SLO	600	2.702	1.2336	1	5	0.0000	0.0000
COL	600	2.513	1.0238	1	5	0.0000	0.0000
STL	600	2.742	1.0740	1	5	0.0000	0.0000
FIT	600	2.562	1.0318	1	5	0.0000	0.0000
PRC	600	2.522	1.0636	1	5	0.0012	0.0008

Source: Researcher's Computation Using STATA

In above table shows that student loyalty (SLO) rating has a mean value of 2.7017 and a standard deviation of 1.2336. The maximum rating for student loyalty is 5 while the minimum is 1. The maximum rating for all the variables is similarly 5 while the minimum for all the variables is 2. For colour (COL) mean rating value was 2.513 and standard deviation of 1.0238, style (STL) mean rating value was 2.7417 and standard deviation of 1.074. The

corresponding values for the others are: fit (FIT) 2.5617 and 1.0318 respectively; and price (PRC) 2.5217 and 1.064 respectively. The p-values of the Skewness and Kurtosis statistics show that in all the cases the data are judged to be normally distributed at 1% level of significance.

Table 4: Correlation Matrix

	SLO	COL	STL	FIT	PRC
SLO	1.0000				
COL	-0.0134	1.0000			
STL	0.3059	0.0419	1.0000		
FIT	0.3115	-0.1201	0.2140	1.0000	
PRC	0.4114	0.0373	0.3680	0.1844	1.0000

Source: Researcher's Computation Using STATA

The above table shows that there mix correlations between the various variables used in the study. The table shows a negative correlation between student loyalty and colour (COL) positive correlations between student loyalty and style (STL), student loyalty and fit (FIT) and between student loyalty and price (PRC). The results show that no two of the explanatory variables are perfectly correlated or nearly so. Thus, the problem of multicollinearity is absent in this model.

Table 5 Multiple Regression Analyses

Multiple regression analysis done to determine the level of impacts colour, style, fit and price have on student loyalty to Nigerian made apparel products.

Ordered logistic regression	Number of obs	=	600
	LR chi2(4)	=	157.32
	Prob > chi2	=	0.0000
Log likelihood	= -844.41764	Pseudo R2	= 0.0852

SLO	Coef.	Std. Err.	Z	P > z
COL	-.0150551	.0723024	-0.21	0.835
STL	.2416756	.07515	3.22	0.001
FIT	.4580002	.0778588	5.88	0.000
PRC	.6351861	.0780595	8.14	0.000

Source: Researcher's Computation Using STATA

Table above shows that the explanatory variable does not account for much of the systematic variations in the dependent variable. The table shows very low pseudo R-squared of 0.0852. This low value of the R-squared statistic suggests that there are many other variables in explaining changes in the dependent variable. For the model, the p-value of the chi squared statistic (0.0000) shows that the model overall is suitable for estimating the stated model.

Hypothesis 1

H₁: Apparel colour does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

Table 6: Regression Results on Student loyalty and Apparel colour

Variable	Coefficient	z-test statistic	p-value
COL	-0.0150	-0.21	0.835

Source: Extracted from STATA Computations from Table 5

Decision

With a coefficient of -0.0150 the results indicate that apparel colour negatively impacts student loyalty to Nigerian made apparel products, while the probability value of 0.835 indicates that the negative impact is insignificant.

H₂: Apparel style does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

Table 7: Regression Results on student loyalty and Apparel style

Variable	Coefficient	z-test statistic	p-value
STL	0.2417	3.22	0.001

Source: Extracted from STATA Computations in Table 5

Decision

With a coefficient of 0.2417 the results indicate that apparel style positively impacts student loyalty to Nigerian made apparel products, and the probability

value of 0.001 indicates that the positive impact is significant in Nigerian tertiary institutions.

H₃: Apparel fit does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

Table 8: Regression Results on student loyalty and Apparel fit

Variable	Coefficient	z-test statistic	p-value
FIT	0.4580	5.88	0.000

Source: Extracted from STATA Computations in Table 5

Decision

With a coefficient of 0.4580 the results indicate that apparel fit positively impacts student loyalty to Nigerian made apparel products, while the probability value of 0.000 indicates that the positive impact is significant in Nigerian tertiary institutions.

H₄: Apparel price does not significantly affect the loyalty of students in tertiary institutions to Nigerian made apparel products.

Table 9: Regression Results on Student loyalty and Apparel price

Variable	Coefficient	z-test statistic	p-value
PRC	0.6352	8.14	0.000

Source: Extracted from STATA Computations in Table 5

Decision

With a coefficient of 0.6352 the results indicate that apparel price positively impacts student loyalty to Nigerian made apparel products, while the probability value of 0.000 indicates that the positive impact is significant in Nigerian tertiary institutions, because it is less than 0.05.

DISCUSSION OF FINDINGS

This study examined the relationships among the variables: student loyalty to Nigerian made apparel products in Nigerian tertiary institutions, apparel colour,

apparel style, apparel fit and apparel price, particularly the effect of these variables on student loyalty to apparel products.

The results indicated that almost all the variables are significantly normally distributed at 5% level of significance. The correlation matrix indicated that the variables have mixed relationships. The results also indicate the absence of multicollinearity.

Essentially, the findings of the study are: with a coefficient of -0.1817 the results indicate that apparel colour negatively impacts on student loyalty to Nigerian made apparel products, while the probability value of 0.835 indicates that the negative impact is insignificant. This leads to the acceptance of the alternative hypothesis, thus rejecting the null hypothesis that there is no significant relationship between apparel colour student loyalties to Nigerian made apparel products in Nigerian tertiary institutions. This result is inconsistent with Clarke and Honeycutt (2002), this may be due to demographical factors.

Similarly, with a coefficient of 0.2417 the results indicate that apparel style positively impacts on student loyalty to Nigerian made apparel products, and the probability value of 0.001 indicates that the positive impact is significant in Nigerian tertiary institutions. This leads to the acceptance of the alternative hypothesis, thus rejecting the null hypothesis that there is no significant relationship between student loyalty and apparel style. This result is consistent with the finding of Brannon (2000).

Also, with a coefficient of 0.4580 the results indicate that apparel fit positively impacts on student loyalty to Nigerian made apparel products, while the probability value of 0.000 indicates that the positive impact is significant in Nigerian tertiary institutions. This leads to the acceptance of the alternative hypothesis, thus rejection of the null hypothesis. The researcher accepts that there is a significant relationship between student loyalty to Nigerian made apparel products and the apparel fit, and that such effect is positive. This result is consistent with the finding of Armstrong and Kotler (2011).

And, with a coefficient of 0.6352 the results indicate that apparel price positively impacts on student loyalty to Nigerian made apparel products, while the probability value of 0.000 indicates that the positive impact is significant in Nigerian tertiary institutions, because it is less than 0.05. This leads to the acceptance of the alternative hypothesis, thus rejecting the null hypothesis. The researcher accepts that there is a significant relationship between student loyalty to Nigerian made apparel products and apparel price. This result is consistent with the findings of Hansen (2005) and Sweeney and Souter (2001).

SUMMARY OF FINDINGS

Based on the analysis of the respondents' responses to questions posed in the designed questionnaire, the findings of this study are summarized below:

1. That apparel qualities (colour, style and price) significantly influences student's loyalty.
2. Apparel qualities play significant the roles in influencing students' to buy Nigerian made apparel products.
3. We can see that the predictor variables style, fit and price are significant because their significant value (p-value) is 0.001, 0.000 and 0.000 respectively are less than Alpha level of 0.05.
4. The significant value (p-value) for colour (0.152) is greater than the common Alpha level of 0.05, which indicates that it is not statistically significant.

CONCLUSION

The loyalty students of tertiary institution have for Nigeria made apparel is depended on the influence of colour, style, fit and the price. These apparel qualities are the determinant of consumer choice and the basis of their purchase evaluation and loyalty. These apparel qualities should be the starting point in products' design. Marketers often use apparel qualities as differentiating factors when comparing competitor's products. The apparel qualities help generate students' interest and advertising strategies on apparel products should be developed using these qualities to differentiate products. Apparel qualities from previous research studies are the best criteria for evaluating products by consumers. Consumers evaluate alternative apparel products they want to buy on the strength of these attributes or qualities (Mowen, 1993). The student's desire to buy Nigerian made apparel products is greatly influenced by how he or she perceived the qualities which the maker invests on the products. Satisfied customers stay longer, loyal and dependable using a product.

RECOMMENDATIONS

The following recommendations are made:

1. Student loyalty to buy made in Nigeria apparel product is significantly influenced by style, fit and price qualities therefore Apparel manufacturers in Nigeria should lay more premium on them.
2. Apparel colour should not be serious consideration in the design of apparel products for a major quality should not be a major consideration

- in the design of made-in-Nigeria apparel, makers of apparel in Nigeria should introduce mix of colours instead of single colour in their designs.
3. Apparel qualities are the acceptable global practices which command values, beauty, elegance, luxury and quality and they should be inculcated in the design of apparel products for students.
 4. The production of apparel products should be hinged on these acceptable qualities and sold at an affordable price to the students.
 5. Apparel makers should strategically manage students' preferences putting in the right marketing concept in order to capture the student's right choice of apparel products.
 6. The Government of Nigeria should discourage the importation of foreign made apparel, create an enabling business environment for makers of local apparel products, provide financial incentives to fashion designers to boost their businesses and create employment opportunities for the citizens.

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