Product Extrinsic Attributes and Consumers' Attitude towards Made-In-Nigeria Textiles in South Southern Nigeria: Measuring the Outcome

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Abstract: This study was conducted to measure the outcome of the influence of country-of-origin image and product positioning on consumers attitude towards made-in-Nigeria textiles in South Southern region of Nigeria. A survey design was used in gathering data needed for the research. Copies of questionnaire were self administered to a sample of four hundred (400) consumers. Descriptive statistics was used in the application of percentages and other statistical procedures. Multiple regression analysis was used to establish and measure the relationship between product extrinsic attributes and consumers' attitude. The results revealed that there is a significant relationship between country-of-origin image, product positioning and consumers' attitude towards made-in-Nigeria textiles. The study recommended that for good country of origin-image to be built about Nigeria textile products, in the minds of millions of Nigerian customers; attention should be paid towards facilitating consistency in the production of durable textiles and less corruption within the production process. This will aid in improving the nation's economy. Above all, made-in-Nigeria textiles with unique features like; originality, outstanding, fulfillment and convincing, should be properly positioned in the minds of consumers.

Keywords: Country-of-origin image; product positioning; Nigerian textile products; customers' attitude; South Southern Nigeria.

INTRODUCTION

Made-in-Nigeria goods are goods produced in Nigeria [1]. Nigeria, being a developing economy, adopted this policy in her quest to strategically compete with developed countries and other emerging global economies, since 1988. In the same year, the Nigerian government took another bold step to encourage favourable attitudes towards made-in-Nigeria goods, in a bid to actualizing the Enterprises Promotion Decree [1]. The concept of this decree was to significantly reduce the dominance of foreign products on the Nigerian economy, encourage local content and retention of profit, and create employment opportunities among other objectives [2, 1]. Today, the textile industry is among the sectors where the Nigerian government has introduced this strategy.

Taking a critical assessment of Nigerian customers' attitude toward goods produced within the country, there have been varying perceptions in the past [3]. In previous studies conducted in Nigeria by Agbonifoh and Elininiamian [4] and Okechukwu and Onyemah [5], it was obtained that customers from developing nations tend to have positive impressions about products manufactured in more developed economies. Therefore, it becomes necessary to investigate these different perceptions and outcomes. Every product has intrinsic and extrinsic features; referring to internal and external variables. While the intrinsic attributes entails the internal product attributes like design, style, colour and quality etc., extrinsic variables include external variables that may not necessarily fit in the physical product such as country of origin image, ethnocentrism, product positioning, among others [6]. This paper intends to measure the extrinsic product attributes. Considering the fact that country of origin is one of the key extrinsic variables and consumers' feelings toward nations and their goods keep altering, so the issues of product preference are regarded pivotal to marketing and consumers behaviours experts [7] as cited in Opoku and Akorli [3], in positioning any product. Nigeria is not exempted from this negative impression towards country of origin image, by customers in developing economies, which in turn has affected its consumption of goods produced locally, including textiles and has negatively impacted on the growth and development of Nigerian economy. But in some cases, foreign goods especially those produced in developing countries such as Togo and Botswana are not even better than those produced in Nigeria.

The public orientation towards made-in-Nigeria textile products needs to be examined. If the locally made textile products are properly positioned in the minds of the consumers, it could go a long way in improving the growth of the nation's economy as more people will learn to appreciate and patronize Nigerian textile products, the reason being that, an increase in the consumption of made-in-Nigeria textile products, will bring about increase in production of locally made goods, thereby creating employment opportunities and placing food on citizens' tables. This hopefully will result in improving living conditions of the people and gross domestic product (GDP) of the country. Furthermore, it will encourage diversification of the economy and reduction of overdependence on the oil sector for economic growth and survival.

On the other hand, attitude refers to the general and relatively enduring evaluations people have about other people, objects, or ideas. These overall evaluations can be positive, negative, or neutral, and can vary in their extremity [2]. For instance, if three individuals were to assess an action; one person might evaluate the action in a mildly positive way, whereas another might be wildly positive, while the last might be somewhat negative. Individuals can hold different attitudes about very broad or abstract constructs (e.g. happiness) as well as very concrete and specific things (e.g. a particular brand of detergent), that is, people tend to act favourably toward things they like (e.g. marriage, soccer and music) and unfavourably toward things they do not like [2, 8, 9].

Consequently, manufacturers usually anticipate different attitudes from their prospective buyers. Some buyers make their choices through comparisons and showing products parts and performances. In most cases, some consumers' attitude towards made-in-Nigeria goods including textile products has been on mere perception of Nigeria's image; thus becoming a thing of concern and has encouraged mass importation and smuggling of foreign textile products both of high and low quality or lesser price value into the country. This has posed serious threats and impeded the growth of local textile products in Nigeria. Some consumers perceive local textile product attributes of quality, design, brand and package among others as inferior to foreign counterparts products [10], not because they have actually used both products, but it happens based on what they have stored in their minds. Made-in-Nigeria textiles are used for various purposes and in different capacities. Some are used in the medical field as laboratories and theater materials, in engineering field, household, such as rug carpets and upholstery, and for great fashion designs, especially for weddings, high profile shows, display at trade fairs and many other activities, which constitute ways of positioning and showcasing textile products. Yet, some consumers do not seem to appreciate Nigerian fabrics and possibly the reason for some individuals' lack of patronage which has persisted and has constituted a major of concern to manufacturers and the public in general.

This is shown in some studies like that of Agbonifoh [11] cited in Ogunnaike [12], out of 171 consumers in Kano metropolis, 93 of users accepted that locally produced textile is poor to the outside ones. Similarly, the study of Oladele and Arogundade [10], on attitude of Universities learners toward made-in-Nigeria clothing items in Ado Ekiti, reveals that many of the users preferred outside clothes to home-made ones and choose to have foreign's cloths. This is because they were accepted freely and largely on the basis that home-made clothing in Nigeria are of bad output. Also, the study of Asen, Eke and Kalejaye [13] on women's attitude to Made in Nigeria cloths in Bauchi area, revealed that out of 100 respondents, 72 indicates that buyers like paying for outside shoe, bag and clothing, although buyers oftentimes bought local made attire for reason of Asoebi (i.e. wearing same design clothes for ceremonies) attitudes control. Respondents linked their choice for outside wear to their belief that the foreign fabrics and other foreign products are of good out come and lasting although costlier, perceives image, taken, natures of employments and desires to stands outs in the crowds. Also, the study of Ogunnaike [12], carried in Kaduna, asserts that a common idea amongst many Nigerians is that local made items are bad to outside and away produced items in terms of qualities and result to the range which most home manufactures had agreed, in bids to remains relevant, to claim a foreign origins for their materials.

These studies were conducted in the Northern, and Western parts of Nigeria. It is necessary to conduct similar study in the South Southern region since made- in –Nigeria textiles are equally used in this area and to know if it occupies any place in their minds. To address this research gap, this study examined product attributes and buyers' attitudes toward Nigeria made textile product in the South Southern region of Nigeria.

The results of this work would facilitate a more proper understanding of the importance of product attributes in influencing consumers' attitudes towards made-in-Nigeria textile products. Such an understanding should conceivably help the domestic manufacturers to improve on the areas in which consumers are highly influenced including country of origin image, product positioning, which will go a long way in increasing profit maximization and improve the economy of the nation.

This study will help the government and its agencies formulate and implement policies that will guide and assist domestic manufacturers during production. The policies will also protect the interest of consumers and give the country a good image, thereby improving the economy of the nation.

Objectives of the Study

The overall objective of the study is to measure the outcome of consumers' attitude towards extrinsic attributes of made in Nigeria textiles in the South Southern region. Specifically, the study:

- Examine the extent to which country-of-origin image affect consumers' attitude towards made-in-Nigeria textile products,
- Examine the extent to which product positioning affect consumers' attitude towards made-in-Nigeria textile products, and
- Proffer ways to rightly position made-in-Nigeria textile and other products in the minds of Nigerians customers.

Variables of the study include; Country-of-origin image, product positioning and consumers' attitude towards made-in-Nigeria textile product.

LITERATURE REVIEW

Country-of-origin image and consumers' attitude towards made-in-Nigeria textile product

Country-of-origin image perceptions are beliefs people have about a country. Government wants to strengthen their country's image to help domestic marketer who export while marketers want to use positive country of origin perceptions to sell their products and services. Country of origin effects has captured the attention of government official and marketers in an increasingly connected, highly connected marketplace [14]. It has also drawn the attention of several researchers who seek to examine it effect on consumer's overall evaluation of product quality, beliefs regarding individual attribute of a product, attitude towards brand, and behavioural intention [15]. In a study, some consumers claim that they look for country of origin so as to choose domestically produced apparel, while others do not [3]. Studies conducted in developed countries show that consumers in those countries tend to prefer products from developed countries to those from less developed countries [16, 17] in Opoku and Akotli [3]. In countries where there is strong patriotism, national pride, or consumer ethnocentrism, it has been observed that consumers tend to purchase domestic country products [18] cited in Opoku and Akorli [3]. Also, Agbonifoh and Elimiminan [4], Okechukwu and Onyemah [5] cited in Opoku and Akorli [3] "showed that products from the technologically more advanced countries were viewed more positively by nationals of developing countries, than those empirical studies in Africa have showed that consumers in developing economics view products from developed countries more favourable than products from their own country [19, 20] in Opoku and Akorli [3].

It has been established that consumers differentiate products from different origins, a phenomenon that has become known by both marketing academics and practitioners as the country-of-origin (COO) image effect [15, 21, 22] in Opoku and Akorli [3]. As one of the most extensively researched topics in international marketing and consumer behaviour, a lot of studies have been conducted to ascertain whether country of origin affects product evaluations in many countries [21, 22] cited in Opoku and Akorli [3], however, the majority of these studies have focused on consumers in developed countries. These studies show that consumers in those countries tend to prefer products from their country and other developed countries to those from less developed countries. In economically underdeveloped countries, preference for domestic products tends to be weaker [23] in [3] A study conducted in Nigeria by Agbonifoh and Elininiamian [4] and Okechukwu and Onyemah [5] in Opoku and Akorli [3], showed that products from the technologically more advanced countries were viewed more positively by national of developing countries. Besides, individual characteristics, such as ethnocentrism and cultural orientation, may influence country-of-origin preference,

Saffu and Walker [19], also examined the impact of country-of-origin effects and consumer attitudes towards buy local campaigns initiatives, basically the attitudes of consumers in these studies to the buy locally-made campaign can be characterized as protectionist, nationalistic, and self-interest Empirical studies indicates that there are a number of underlying reasons for the impact of country-of-origin information, ranging from country stereotypes (positive and negative) played a role in consumer product evaluation process to individual's outright rejection of foreign-made goods because of their concern for the well-being of the local economy". Bilkey and Nes [24]; Ahmed and d'Astous [25]; in Oyeniyi [26]. Country-of-origin image can influence or attract consumers positively or negatively, during purchasing intentions towards made-in-Nigeria products and brands,

According to Quartey and Abor [27], "a number of studies have been carried out in African countries with respect to the country-of-origin effect. In their study, it was "argued that in economically underdeveloped countries, preference for domestic products tends to be weaker Okechukwu and Onyemah [5] in Quartey and Abor [27], a Nigerian study conducted, found that the Nigerian consumer obsession with foreign – made goods has had a detrimental effect on

the domestic manufacturing industry. In this study, they found that country-of-origin is significantly more important than price and other product attributes in consumer preference. It was also revealed that Nigerian consumers have a negative image of the "made in Nigeria" label, rating it lower than labels from more economically developed countries. It was found that the superior reliability and technological advancement of foreign products are the most important correlates of the Nigerian consumer's likelihood to purchase foreign products.

Following the investigation of Quartey and Abor [27], on the country-of-origin effects in service evaluation, they found that situational personal characteristics, such as motivation and ability to process information may influence use of country-of-origin attributes in evaluating service. It was added that individual characteristics such as ethnocentrism and culture orientation may influence country-of-origin preference in service evaluations. Essien [28], in his study assert that two cues namely country of origin effect and ethnocentrism feature prominently for discerning the maze of product offerings at his disposal The first cue portrays the consumer's image of the country from where a product originates A negative image translates to a negative perception of the products so assessed and a positive image so assessed. Ethnocentrism effect on the other hand deals with a customer's fixation to buying products originating from his own country. This attitude could be borne out of extreme patriotism or conformity to some "in-group" behaviour [29] in Essien [28]. Nigerian ought to emulate this pattern in buy made-in- Nigeria textile products".

Product positioning and consumers' attitude towards made-in-Nigeria textile product

A product's position is the way the product is defined by the consumers on important attributes, that is the place the product occupies in consumer's minds relative to competing products [30]. It was added that "consumers are overloaded with information about products and services. They cannot reevaluate products every time they make buying decision To simplify the buying process, consumers organize products into categories, that is, they position products, services and companies in their minds A product's position is the complex set of perceptions, impressions, and feelings that consumers hold for the product compared with competing products [30]. Consumers position products with or without the help of marketers, but marketers do not want to leave their product's positions to chance, Marketers can follow several position strategies. They can position their products on specific attributes: for example low prices or it could promote performance, products can be positioned on the needs they feel or the benefits they offer, products can be positioned according to usage occasions. Another approach is to position the product for certain classes for users. A product can also be positioned directly against a competitor or a product can be positioned away from competitors. Products can be positioned for different product classes" [30]. Nigeria fabric can be position by specific attitudes or features. The features could be made uniquely so as to attract consumers. The design could portray Nigerian culture, brand could make use of some meaningful Nigeria names, and packaging can contain information on various ways of usage. All of these constitute some ways of positioning strategies. For example, promising high caliber for minimal effort or high caliber with more specialized administration. Every business must separate its offer by building an exceptional heap of upper hands that engage a considerable gathering inside the portion. The situating errand comprise three stages: distinguishing an arrangement of conceivable upper hand on which to construct a position, selecting the privilege upper hands and viably imparting and conveyance the picked position to the market [30]. Once the item market is characterized, a solid aggressive position for the item should be secured; this speaks to the place that an item involves in a specific market by measuring purchasers' recognitions and inclinations for the item in connection to its rivals [31].

Item situating is the way toward making a picture of an item in the brains of the shoppers, it makes initial introduction of brands in the psyches of target group of onlookers. The objective of situating is to persuade clients to trust the advertiser's offerings are not the same as its rivals on an imperative advantage looked for by the market [32]. The goal of situating is to make and keep up a particular place in the market for an organization and its items. It was included that there are four keys to fruitful situating and it incorporate clear up, consistency, validity and intensity [33]. By separating the promoting blend to make a superior showing with regards to addressing clients' needs, the firm forms an upper hand. At the point when this happens, target clients see the company's position in the market as remarkably suited to their inclinations and necessities. Situating alludes to how clients consider proposed show marks in a market [34].

Product positioning is also a process whereby a company decides on the unique combination of attributes or product features to incorporate in or to ascribed to, its brand so as to make it distinct from those of competitor and appealing to a deliberately selected target market. It should be obvious that since the product is being made for a specific category of type of consumers, the attributes must reflect their preference. Otherwise, the product will fail to appeal to them, in which case, the product positioning strategy would have been unsuccessful [11]. It was added that in a society with heterogeneous consumers who differ often substantially, in their conception of what is an ideal brand, product positioning is an important marking tool. It is also in keeping with the principle of the marketing concept, which requires that products and other marketing mix elements should be tailored to meet the needs of consumers. Okorie [35] asserts positioning as the process of varying the logo of product so that buyer could sense as best satisfying the particular need of certain targets market. It was added that position is the art of painting the companies offerings and images to take a

prime place in the minds of the target market. Kolter [36], in Okorie [35] suggested the following strategic: Strengthen your current position in the minds of the consumers, Grab the unoccupied position and deposition or re-position the competition in the customer's mind.

METHODOLOGY
Research design
This study is quantitative in nature because it deals with numerical data to get findings and uses the survey design in the collection of data needed for this research work. Since it adopts the descriptive research design; as the name implies, it's concerned with the description of a market phenomenon, object, people, groups or organizations' characteristics or function and it's typically guided by an initial hypothesis and is concerned with ascertaining the frequency with which an event occurs or the relationship between two variables [37]. According to Iacobucci and Churchill [38] cited in [39], descriptive design can be (cross sectional; if objects are studied at once instance/snap shot and inferences drawn or longitudinal; if the same sample elements are investigated repeatedly at different points in time). Since this study measured data collected on field survey during a particular period, it is considered as cross-sectional study.

Population of the study and Sample size determination
The population of the study included users of made-in Nigeria textiles in the South Southern region of Nigeria. The total population for South Southern region is 21,014,655 made up as follows: Cross River 2,888,966, Akwa Ibom 3,920,208, Rivers 5,185400, Bayelsa 1,703,358, Delta 4,098,391 and Edo States 3,218,332 [40]. In determining the sample size for known population, the Taro Yamane formular for definite or known population was adopted. This formular is given as:

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

Where,

n = Sample size required
N = Population of the study
e = Tolerable error of 5 (0.05)
I = Constant

Substituting figures in the formular, we have;

$$n = \frac{21014655}{1 + 21014655 \quad x(0.05)^2}$$

$$= \frac{21,014655}{1 + 52541375}$$

$$= \frac{21,014,655}{52537,638} = 399.99$$

$$\cong 400$$

Sampling technique and procedure
The study adopted simple random sampling to select three states from the six states using the ballot system. The stratified sampling technique was applied by way of accruing percentage to the three selected states representing the South Southern region. This was done by substituting the total population of the three states and multiplying by 100 as shown below. Total for Akwa Ibom, Cross River and Delta states is 10,907,565.

Percentage for each of the randomly selected three states:

$$Cross \quad River \quad State = \frac{2888966}{10607565} \; x \; \frac{100}{1} = 26.5 \; percent$$

$$Akwa \quad Ibom = \frac{3920208}{10607565} \; x \; \frac{100}{1} = 35.9 \; percent$$

$$Delta = \frac{4098391}{10607565} \; x \; \frac{100}{1} = 37.6 \; percent$$

By sharing the sample size of 400 among the three states representing the zone based on the percentages accruing to each state, we have the following as the sample size for each state:

$$Cross \quad River \quad State = \frac{26.5}{100} \; x \; \frac{400}{1} = 106$$

$$Akwa \quad Ibom = \frac{35.9}{100} \; x \; \frac{400}{1} = 143.6 = 144$$

$$Delta \quad State = \frac{37}{100} \; x \; \frac{400}{1} = 150.4 = 150$$

Total sample = 400

Sources of data and data collection method

The data for this study were obtained from the 400 respondents and they served as primary source for the purpose of this research and formed the sample for the study. Copies of the questionnaire were self administered to them by both researchers and collected for analysis.

Instrumentation

The data collection instrument was the product attributes and consumers' attitude towards made-in-Nigeria textiles (PAACATMINT) questionnaire. These questionnaire consists items with opened ended, closed-ended style of statements based on the likert scale ranging from: Strongly Agree (5), Agree (4), Undecided (3), Disagree (2), Strongly Disagree (1), which asked consumers to show a range of acceptance or not to all the attitudes objects as indicated in the questionnaires. This PAACATMINT (Appendix 1) questionnaire designed using the five point likert scale was the instrument used for measuring the independent variables; country of origin image which had three items, product positioning four items, while the dependent variable (consumers' attitude) included three items namely, likeness, regularity, and indifferent. These variables were measured quantitatively. The descriptive statistics for the constructs are presented in table one below;

Table-1: Descriptive statistics of the variables (mean perception)

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Country of Origin Image	357	4.00	1.00	5.00	3.1172	.90741
Product Positioning	356	4.00	1.00	5.00	3.3607	.80521
Consumer Attitude	358	4.00	1.00	5.00	3.1862	.86988

Validity and Reliability of instrument

The research tool was put to contents correctness by giving a copy of the questionnaire to an expert in measurement to validate the instrument. Construct validity was assessed in terms of discriminant validity and convergent validity. The instrument was modified and approved by both authors. The test-retest was conducted to check the consistency of the measuring tool. To ensure the consistency measuring tool, 20 copies of the questionnaire were administered to 20 youth and adults in Calabar. The results so obtained yielded Cronbach's Reliability Alpha of 0.72 and above for each of the variables, implying that the instrument had a strong internal reliability. This was obtained using the Cronbach Alpha Reliability Co-efficient which is calculated thus [41].

$$\alpha = \left(\frac{K}{K-1}\right)\left(1 - \frac{\sum_{i=1}^{K} \sigma_i^2}{\sigma_t^2}\right)$$

Where,

α = Cronbach's Alpha Reliability Co-efficient,

K = number of items in the scale,

σ_i^2 = variance of scores on item i across subjects, and,

σ_t^2 = variance of total scores across subjects where the total score for each respondent represents the sum of the individual item scores.

The following table shows the Cronbach Alpha Reliability Co-efficient for each of the variables in the reliability test.

Table-2: Cronbach Alpha Reliability Coefficients

Variables	Country of Origin	Product Positioning	Consumer Attitude
α	0.81	0.87	0.77

Source: Field survey, 2018.

Data treatment and analysis

Treatment of data was based on careful editing of the copies of the questionnaire obtained from the respondents to ascertain compliance with the instructions given. Descriptive statistics like tables and percentages were used to indicate the proportion of response while SPSS version 21 was used to run multiple regression analysis to establish the cause effect relationship between the independent variables and dependent variable. The model is stated thus;

$$Ys = f(x_1, x_2)$$

Where,

Y	=	consumers' attitude towards made –in-Nigeria textile
f	=	functional relationship
X_1	=	country of origin image
X_2	=	product positioning

Decision Rule

If the p value is greater than the significance level of 0.05, accept the null hypothesis (Ho) and reject the alternative (Hi). But if the p value is less than the significance level of 0.05, reject the null hypothesis (Ho) and accept the alternative (Hi).

Hypothesis one:

Ho$_1$: Country of origin image does not have any significant effect on consumers' attitude towards made-in-Nigeria textile products

Tables 3, 4 and 5 show that, on individual basis, there is a significant relationship between place of origin image and consumer attitude towards Nigerian textile ($b_5 = 0.155$, $p < 0.05$). Beta value for country-of-origin image is .116 which also made a strong contribution in the model. Therefore hypothesis one was rejected.

Hypothesis two:

Ho$_2$: Product positioning does not have any significant effect on consumers' attitude towards made-in-Nigeria textile products.

Similarly Tables-3, 4 and 5 show that, on individual basis, product positioning does not have any significant relationship with consumer attitude towards Nigerian textile ($b_6 = 0.404$, $p < 0.05$). Beta value for product positioning is .305 and it made the strongest contribution in the model. Therefore Hypothesis two was rejected.

For comparison purpose, we look closely at the Beta column for the independent variable with high beta values. It is seen that product positioning, has made the strongest unique contribution to explaining the dependent variable (Beta = 0.305).

RESULTS OF THE STUDY

Country-of-origin image and consumers' attitudes toward Nigeria made textile product

The result revealed that country-of-origin image has a significant relationship with consumers' attitude towards made-in-Nigeria textile products. This result has shown that the image of Nigeria has an effect on consumers' attitude towards Nigerian fabrics. This is supported by Essien [28] where the study revealed that level of development and country of origin image is an influencing factor in consumers' choice of Nigeria fabrics. Kotler and Keller [14] opine that country of origin effects has captured the attention of government official and marketers in an increasingly and highly connected market place and government wants to project its nation's picture to assist home sellers who send out goods.

This is a clear indication that the government need to put in place the basic regulatory policies that will guide Nigeria to obtain and maintain good image in order for consumers to appreciate made-in-Nigeria textiles products.

Product positioning and consumers' attitudes toward made in Nigeria textile goods

The result from the analysis of this research work shows that product positioning has a significant relationship with buyers' attitudes toward made in Nigeria textile goods. Product positioning makes the greatest contribution to the model as it records the highest Beta. This indicates that product positioning has a high level of importance among the tested product attributes for this study. This is a clear indication that made-in-Nigeria textiles products need to be properly positioned in the mind of every consumer. This findings support Kotler and Armstrong [30] assertion, that product positioning is the mean of defining the item by the consumer by vital features; that is the space the products take in consumer's mind relating to rival goods. Similarly, Agbonifoh *et al.*, [11] also state that 'products place' is the process whereby a company decides on the unique combination of attributes or product features to incorporate in or to ascribed to its brand so as to make it distinct from those of competitor and appealing to a deliberately selected target market. Okorie [35] opine that the rate of patronage for a product is a function of the place of the product in the mind of the buyer. Considering the foregoing definitions and this study's findings, dealers and manufacturers of made-in-Nigeria textile products should position textile through the unique and distinguishing attributes of these fabrics in the minds of the consumers to have favourable attitude (response).

The study revealed that consumers' attitude towards made-in-Nigeria textile products in the South Southern region is positive. The research also showed that consumers are aware of the fact that country of origin image and product positioning are important textile attributes and they take cognizance of these features. This could possibly be as a result of the present economic situation in terms of high exchange rate, cultural variations, the standard of living of an average person in the South Southern region and other reasons. This study's positivity results is in support of a study by Quartey and Abor [27] on Ghanaians preference of imported textile to locally manufactured ones, which revealed that plenty buyers choose local made clothes to outside ones, since that is a major outstanding producer in Ghana's industrial area adding significantly to carrier and growths in her economy. This is also supported by Opara [42], on the topic "Prospect of marketing made-in-Nigeria product in global market", it revealed that a national now is capable to have the topmost level of respects and good will by evaluating its future from advancing confidence in its production. This can also be adopted in the South Southern region and possibly extended to other part of Nigeria which will help in improving the economy of the nation.

This was not really the case in some previous related studies which were conducted in the Western and Northern part of Nigeria. Those studies revealed that consumers have negative attitude towards made-in-Nigeria textiles. For example the study of Ogunnaike [12] on people of Nigerian belief of local made products, on textile attires in Kaduna State, revealed that most respondents preferred outside made textiles to local made one claiming that foreign textiles are more powerful to local made one. The study of Asen *et al.*, [13] on women's attitude to made-in-Nigeria wears in Bauchi metropolis showed that respondents preferred buying imported clothes, bags and shoes to those made-in-Nigeria. Also a research conducted by Oladele and Arogundade [10], on attitude of institutions students on made in Nigeria textile products at Ado Ekiti, revealed that many users accepted that they are normally protected by good quality and fashion for not buying made in Nigeria goods.

Finally, by way of contribution to literature and knowledge and to achieve the third objective of the study, manufacturers are advised to take particular interest in producing good quality textiles, well branded and packaged with the right information and unique features as this will help position Nigerian textiles in the minds of consumers and give Nigeria a good image, thereby improving the nation's economy.

Table-3: Model summary showing the effect of product attributes on consumer attitude towards Nigerian textile

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.685[a]	.470	.461	3.52801
a. Predictors: (Constant), Product Positioning and Country of Origin Image.				

Table-4: ANOVA[a] showing the effect of product attributes on consumer attitude towards Nigerian textile

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3868.977	6	644.830	51.807	.000[b]
	Residual	4368.855	351	12.447		
	Total	8237.832	357			
a. Dependent Variable: Consumer Attitude						
b. Predictors: (Constant), Product Positioning and Country of Origin image.						

Table-5: Coefficients[a] showing the effect of product attributes on consumer attitude towards Nigerian textile

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.518	1.031		1.473	.142
	Country of Origin image	.155	.060	.116	2.589	.010
	Product Positioning	.404	.065	.305	6.245	.000
a. Dependent Variable: Consumer Attitude						

CONCLUSION

Consumers should imbibe the habit of buying made-in-Nigeria textile products, thereby ensuring that the cash remains in Nigeria and be in circulation within the economy, thus improving the country's GDP. Country-of-origin image is yet another important attribute that consumers consider when buying textiles from countries they believe are known for improved technology, have good name, and behave well (being ethical) among other activities. This affects consumers' attitude towards the choice of textile products. Furthermore, product positioning is a key attribute that affects consumers' attitude towards textile products. The place textile product occupies in the mind of a consumer, determines his attitude towards such a product. Dealers and manufacturers of made-in-Nigeria textile products should learn about and improve on product attributes, since it will help consumers have positive attitude towards accepting locally made textile products.

More so, good name and image should be secured by the production of good textiles and less corruption to aid in improving the nation's economy. Consumers should be properly educated on the unique features like originality, fulfillment, outstanding, convincing attributes of made-in-Nigeria textile products as this will help position such fabrics in their minds.

LIMITATIONS AND RECOMMENDED AREAS FOR FURTHER STUDIES

Although this study makes some practical and theoretical contributions to marketing, but in order to improve the unbiased nature of this paper, it is therefore necessary to state that customers' attitude toward country-of-origin image and the product extrinsic attributes, is not without some limitations. The first limitation is the methodology. This study adopted a self-administered questionnaire with a cross-sectional survey approach. With surveys like this, there could be the problem of social desirability bias, whereby respondents may be inclined to give favorable answers. To check for this possibility, customers' reported likeness, regularity, and indifferent attitudes should be checked with an experimental design or a longitudinal survey approach.

The fact that the study was conducted in big cities – mainly state capitals, where more educated, knowledgeable and affluent respondents reside and work, poses as a limitation to this study. To get a broader picture of the influencing factors of product extrinsic attributes and country-of-origin image toward customers' responsive attitude, future research should obtain data from other urban areas like the South Eastern Nigeria and/or add some rural areas and with a larger sample size. Furthermore, future research should formulate and test more hypotheses than this study and should be measured in other business sectors apart from the textile industry.

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