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An Analysis of Factors Influencing Consumers' Preference for Foreign Textile Materials in South East Zone of Nigeria – Part A

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Abstract:
The study was set out to analyze Part-A of the Factors Influencing Consumers' Preference for Foreign Textile Materials in South East Zone of Nigeria; with a view to unravel the Factors influencing Consumer's Preference for Foreign Textile Materials in South East Zone of Nigeria and adopting these factors to influence Consumer's Preference for locally made Textile Materials. Therefore, the present work sought to extend extant literature by studying the relationship between the influencing four dimensional factors (conceptual constructs) and consumers' preference for foreign textile materials, under the moderating factor satisfaction. The survey method of research was adopted because of its descriptive nature. Data were drawn through questionnaires from the consumers and sellers of foreign textile materials in major markets of Abia, Anambra, Ebonyi, Enugu and Imo States in South East Zone of Nigeria. The data collection instruments were validated using Cronbach's test, where all the variables surpassed Nunnally (1978) benchmark of 0.7. Analyzing the data with the aid of SPSS (version 17), descriptive statistics, percentages and inferential statistics (Spearman's Rank/Pearson's Product Moment Correlation Coefficient and Partial Correlations) the study unveiled that though with different levels of statistical interactions and directions of relationships, all the dimensions of the conceptual constructs (factors) studied were critical at $P<0.01$ (two-tailed) in determining the factors influencing consumers' preference for foreign textile materials. Specifically, the analyzed data and tested five (5) hypothesis, unfolded that the conceptual constructs constituting the independent variable are all significant factors influencing consumers' preference for foreign textile materials. The statistical interactions between the constructs of independent and dependent variables were significantly moderated by satisfaction (see HO_5). In conclusion, the consumers prefer foreign textile materials to locally made ones. The study advised that all the stakeholders' hands should be on deck to ensure: policy implementations and infrastructural development by government, consumers' orientation by the textile industry and the consumers to be nationalistic and ethnocentric in their choice decisions to buy.

Keywords: Product, price, place, promotion, and satisfaction

1. Introduction

By most accounts, Nigeria had one of the most vibrant textile industries in the world in the early 1980s with about 250 functional factories (Mammaga, 2010). These factories then provided direct employment to over 800, 000 people and more than five million indirect jobs to the citizens. This golden era saw the sector boasting of an annual turnover of $8.95 billion and generating 25 percent turnover of the manufacturing Gross Domestic Product (GDP) and by extension, accounting for not less than 10% of corporate income taxes. By 2007, however, not more than 30 of the factories were still functioning with less than 30,000 workers. Ogunnaike (2010) reiterated that only 12 of these Textile Factories can boast of operating at 30% capacity.

According to Ewah and Ikwan (2010), Ogwo (1986), Aire (1983), and Kalegha et al (1983), this is traceable to an upsurge in the consumption of foreign made textiles and consumers' marked preference for imported goods. Past studies by various authors Oyegunle (1982), Kotler and Armstrong (2008), Nebo and Onyeke (2000), Agbonifoh et.al (2007), Odia (1979) and Ogunnaike (2010), to mention but a few identified so many factors but this *Part a* Publication limited the factors influencing consumers' preference for foreign textiles to the marketing mix elements - *product quality, price; distribution, promotion, and the moderating factor (satisfaction).*

Successive governments, especially from the late 1980s, commenced desperate measures to reverse the now dangerous trading economy, with a high consumption preference for foreign products. According to Okpara (2011), the major measures included the Structural Adjustment Program (1986), and the New Industrial Policy of Nigeria (1988). These, in turn, led to the establishment of several relevant agencies (Udeh, 1999). Such as: The Raw Materials Research and Development Council (RMRDC); Industrial Training Fund (ITF); Standard Organization of Nigeria (SON); Federal Institute of Industrial Research Oshodi (FIIRO); and Project Development Agency, Enugu (PRODA). In spite of these, preference for foreign made products/firms especially textiles persisted (Udeh, 1999).

There has been a wide outcry from economy watchers and analysts about a perceived ugly trend observed on the attitude of indigenous consumers on locally-made Textiles (Ekerete, 1996; and Okeafor, 1996). The complaint was that Nigerian consuming public shy away from purchasing made-in-Nigeria Textiles and prefers foreign made ones instead. Government efforts starting with the Structural Adjustment Program (SAP) in 1986, establishment of Raw Materials Research and Development Council (RMRDC), Project Development Agency (PRODA), Enugu and the release of the Prohibition list (including textiles) amongst others had little evidence of its efficacy in import substitution. Against this back drop governments' effort so far to boost the patronage of local brands of different categories of products seemed to have yielded minimal results (Adenekan, 2011; and Eshalonu, 2011). A study (Frimpong, 2005) showed that importation persisted.

The market disdain for homemade textiles in particular has clear far reaching implications bordering on the incapacitation of local industries, job loss, weak revenue, pressure on the Naira and on the external reserve. Worse, it leads to a loss of national identity in the world market's product mapping (Ugwu, 2005; and Mike, 2011). The reasons for the Nigerian consumers' preference for foreign textile materials are complex and multi-dimensional. Past studies carried out by Kalegha, Okechukwu and Soyeye (1983), Okechukwu and Onyema (1999), and Ogunnaike (2010) focused on uni-dimensional measures involving the marketing mix elements (product quality, durability, beautiful with many colors, neatly package, price, and well-distributed). Yet, none has been able to analyze all the factors (Product Quality, Product Price, Product Promotion, and Product Distribution, captured by this study using multi-dimensional measures with satisfaction as moderating factor.

Inherent limitation with the government measures in improving the attitude to and patronage of homemade textiles, lies in the fact that they seem to have failed in addressing the factors influencing consumers' preference for foreign textile materials; identifying the product features or characteristics as some of the complexities of the factors influencing consumer's preference for foreign textile materials; and what can be done to market local textile materials.

The specific objective is to analyze the extent marketing mix elements (product, price, distribution, and promotion) influence consumers' preference for foreign textile materials and how satisfaction moderates the relationship between the perceptual constructs and consumers' preference.

1.1. Research Questions
1. To what extent does Product quality influence consumers' preference for foreign textile materials?
2. To what extent does Price influence consumers' preference for foreign textile materials?
3. To what extent does Place influence consumers' preference for foreign textile materials?
4. To what extent does Promotion influence consumers' preference for foreign textile materials?
5. How does satisfaction moderate the relationship between the perceptual constructs and consumers' preference for foreign textile materials

1.2. Hypotheses
1. There is no significant relationship between perceived product quality and consumers' preference for foreign textile materials.
2. There is no significant relationship between price and consumers' preference for foreign textile materials.
3. There is no significant relationship between place (product distribution) and consumers' preference for foreign textile materials.
4. There is no significant relationship between promotion and consumers' preference for foreign Textile Materials.
5. The relationship between the perceptual constructs and consumers' preference for foreign textile materials are not moderated by consumers' satisfaction.

1.3. Significance of the Study
This study is justified by the need to bridge the gap in knowledge and to compliment literature based on the fact that the study would help textile firms to achieve greater performance, satisfaction and marketing success if the recommendations provided are adopted and implemented.

2. Literature Review

2.1. Marketing Theory
Firm performance is determined, at least in part, by how effectively and efficiently the firm's business strategy is implemented (Walker and Ruekert, 1987). The process of implementing business strategies addresses how marketing activities are accomplished (Slater and Olsan, 2001; and Walker and Ruekert, 1987); and the specific behavior the organization undertakes regarding customer orientation, competitor analyses, innovation and cost management (Day and Nedangadi, 1994).

Marketing is defined by AMA (2012) as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It can also be defined as "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return." Marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying goods, services, and idea to target markets to achieve organizational objectives (AMA, 2011).

The adoption of marketing concept by firms according to Agbonifoh, et. al., (2007) has been described as, "the satisfaction of consumer wants at a profitable (Sales) volume, in an integrated business operation, where the businessman is socially responsible for its product even beyond the reaches of the needs of the final consumers'. It recognizes that searching for better ways of serving customers is the route to both customer satisfaction and long-run company profits.

Marketing Strategy is concerned with decisions relating to market segmentation and targeting, and the development of a positioning strategy based on product, price, distribution and promotion decisions (Kotler, 1995; Corey, 1991). McCarthy (1981) defined the marketing mix as the controllable variables which the company puts together to satisfy its target market.

2.2. Conceptual Framework
Conceptual framework, according to Smyth (2004), is structured from a set of broad ideas and theories that help a researcher to properly identify the problem from the research questions and find suitable literature. It is a tool researchers use to guide their inquiry. Miller (2003) defined conceptual framework as a group of concepts that are broadly defined and systematically organized to provide a focus, a rationale, and a tool for the integration and interpretation of information. The conceptual frame work used in this study consists of four (4) study variables viz Product, Price, Place and Promotion.

2.2.1. Product
According to Stanton (1994) a product is defined as a set of tangible and intangible attributes including packaging, colour, price, manufacturers' prestige, which the buyer may accept as offering want satisfaction. A product is seen as the entire bundle of utility that is offered by a market to the market place (Schewe and Smith, 1980). This bundle contains a potential for satisfaction that comes in part from a tangible objective features of the product.

A product sets a limit to the activities of the firm but it is also the most determinant of the level of profitability, survival and growth of the firm, which are the indices by which performance is measured. Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want. Most firms have to make several basic decisions about the scope and range of products to be offered by them, which is to decide on their product mix. A firm may decide to offer a line of products instead of one as a way of fully satisfying customer's needs and wants.

Leon and Kanuk (2007) revealed that the economic factors which tend to favour consumer preference for foreign products center around product quality, price, and product availability. There is a popular belief that the qualities of foreign textile materials are higher than those produced locally. In a survey of 171 consumers in Kano Metropolis, Agbonifoh (1995) found that 93 percent of the respondents considered locally-produced textile inferior to the imported ones. The product mix involves:

- Branding: Hutt and Speh (2004) defined a brand as a distinctive identity that represents an enduring and credible promise of value associated with a particular product, service or organization. A brand is a name, term, design, symbol or any feature that identifies one seller's goods or services as distinct from those of other sellers (Donnelly and James, 2001). Choosing a brand name evoke feeling of trust, confidence, security, strength, distinguishes fakes from authentic, make shopping and order processing easier and helps to segment the market and communicates attributes and assures regular satisfaction (Onyeka and Nebo, 2000; Belch and Belch, 2001 and Nwaizugbo, 2004)
- Packaging: Kotler and Armstrong (2008) in their assertion said that packaging involves designing and producing the container or wrapper for a product. Packaging is the process of conceptualizing, planning and designing a packet, container or wrapper to contain, protect and merchandise a product (Nwaizugbo, 2004). Packaging changes can make products saleable to a target segment (Peter and Donnelly, 2001);
- Product Life Cycle: There are four important stages in a product life cycle - Introduction, Growth, Maturity and Decline. At the introductory stage, the product is first presented to the consumers. At the pioneering stage, sales take some time to pick up. As the product gains consumer acceptance, the sales go up in the growth stage. As more competitors enter the market, the sales stop rising and maturity or saturation stage steps in eventually. Sales start dropping at the declining stage. It should be pointed out that the length of the different phases of the PLC depends upon the type of product, as well as manufacturing and marketing abilities of the company (Agbonifoh, et al., 2007).

2.2.2. Price
Boone and Kurtz (1998) "A price is the exchange value of a good or service – in other words, what it can be exchanged for in the market place". It is the monetary value for which the seller is willing to exchange the item or to be precise, the price of an item is what the buyer gives in return for it (Agbonifoh, et. al. (2007). Price is one of the elements of the marketing mix. It is the prime mover of trade and contributes to organizational success, although success cannot only be based on price alone. Effective pricing requires understanding of the basic concepts and objectives of pricing, the methods available for determining prices and their applicability to specific situations. Pricing policies and structures must be developed to properly establish prices strategic role in marketing strategy, while retaining enough flexibility to respond to changing condition.

A fundamental issue in pricing is whether or not the firm should charge a premium price. Premium prices may be justified based on innovativeness, superior product or service quality or brand equity (Zeithaml, et. al., 1996).

2.2.3. Physical Distribution (Place)
Fubara (1985) asserted that physical distribution strategy is the task of sorting out appropriate means of conveying the goods from producer source to the consumer.

According to Cravens et.al. (1998) several functions take place in a marketing channel in moving the product to end-users. These include: information flows, processing and storage, transportation, financial flows and the transfer of ownership and risk. These functions are necessary in meeting customer's needs and want; So the real issue is deciding which organizations was responsible for each activity and the level of service to be provided.

Distribution intensity can be visualized in reference to geographical areas such as a trading area. If the producer wants to distribute their product to all the retail stores and trading areas-that becomes intensive distributions approach whereas distribution to a selected area becomes exclusive distribution strategy.

Agbonifoh, et. al. (2007) remarked that channel cooperation, channel conflict and competition are inevitable within a channel. A Channel Captain attempts to take control to maximize channel cooperation and minimize channel conflict.

2.2.4. Promotion
According to Kotler (2000) "Promotion involves all the activities the company undertakes to communicate, and promote its products to the target market. It involves sending message to and sharing information or meaning with specific audiences (Agbonifoh, et al., 2007). Nnolim (1994) asserted that promotion is an important function through which the marketer communicates to inform, convince and persuade the intended target market in all aspects of what the firm has to offer in the area of need and want satisfying product. Effective sales promotion for instance, a short-term price cut or attributes may be very effective in boasting sales, while advertising helps develop and reinforce equality, differential brand reputation and build long-term market value.

2.3. Moderating Factor
- Satisfaction: The expectation before the purchasing process is beliefs of the customers on the performance of the products besides, the expectation of post-purchase process is the opinion of customers on the performance of the products. Satisfaction is the expression indicating that the performance and benefits of the products surpass the expectation of the customers (Peter and Olson, 2005). It is not only getting pleasure by the consumption experience, but it is also satisfying customers' hope of the consumption experience. It generates a relation between purchase and consumption process and post-purchase phenomenon. If the positive application of this relation is obtained, it results in not only satisfying the consumers' demands but also the profitability of the company (Hicks, 2005). Consumer satisfaction improves the existing customer loyalty, repurchases process and awareness of the people about the company, diminishes the price flexibility and the cost of having incoming customers and keeps the customers from being influenced by the competitive enterprise. A company, satisfying their customers against its competitors, creates advantage so that its medium and long-term period profitability increases (Peter and Olson, 2005).

3. Research Methodology
To conduct this study, the researcher adopted the descriptive survey research method. This method was chosen in order for the researcher to have the opportunity to describe systematically, the facts, qualities and characteristics of the given population (human beings) as factual and accurately as possible. The accessible population was limited to foreign textile consumers/sellers in South East Zone of Nigeria. A combination of probability and non-probability sampling techniques was adopted. Simple random sampling techniques based on geographical stratum and supported by personal convenience sampling (a non-probability sampling technique) were adopted. Study samples were selected from the five states within the South-East zone of Nigeria. The sample size of 732 was determined from the accessible population of each state using Taro Yameni's formula.

The Secondary data related to the factors influencing consumers' preference for foreign textile materials in the researcher's conceptual frame work; were reviewed from works done by eminent scholars; published in Newspapers, Business Journals, Internet, and text books. The Primary data are found in their original states and they provide exact and up-to-date information about consumers' dynamism. The questionnaire was designed to capture closed-ended questions. The factors influencing consumers' preference for foreign textile materials questionnaire was developed and administered to 732 respondents by the researcher to the textile dealers and consumers in the various states' markets. This enhanced the accessibility of the researcher to the respondents at the time of any data collection exercise with Abia, Anambra, Ebonyi, Enugu and Imo States having 147, 148, 144, 147 and 146 questionnaires respectively. The five point Likert scale was used to collect the information needed for this study. The questionnaire was subjected to face and content validation before its application and after collection; those found useful for analysis were used.

3.1. Statistical Analyses
The data analytical design was done in two phases: The primary analytical design phase involved data preparation and tabulation. At this phase, frequency distribution and other descriptive tabular statistical measures (such as frequency tables, bar charts, cross-tabulation of respondents' demographic variables and preference for foreign textile materials) were adopted with the aid of SPSS version 17. It provided aids in the areas of frequencies and descriptive statistics (showing mean, standard deviation (measure of central tendency) and variance). Standard deviation being a measure of variability, expressed the mean difference between the various observations.

The secondary analytical design phase involved tests of hypotheses, dimensions/reliability using parametric and non-parametric inferential statistics. The statistical analyses involved Partial Correlation Analysis using Pearson Product Moment Correlation Analysis was adopted to show the moderating influence of satisfaction on the relationship between the perceptual constructs (factors) and consumers' preference for foreign textile materials. Spearman's Rank Correlation Coefficient or Spearman's rho was adopted to

measure the relationship existing between the 4 (four) perceptual constructs and consumers' preference for foreign textile materials in South-East Zone of Nigeria.

The instrument was subjected to content validity and face/construct validity. The instrument was exposed to the Supervisors, and colleagues for criticism and approval, and a pilot test performed. Scientifically, Cronbach Alpha (a) was used to measure the reliability of instruments that describe the factors/constructs where all the variables surpassed Nunnally (1978) benchmark of 0.7. It determines the internal consistency or average correlation of items in a survey, instrument to gauge its reliability.

4. Results and Discussions

732 copies of questionnaire were distributed amongst consumers and traders in the various states of South East Zone of Nigeria. Out of this distribution, 700 copies were returned and used for this analysis.

S/N	VARIABLES			RESPONDENTS/CONSUMERS	
				FREQUENCY	PERCENTAGE
1.	**Sex**:	Male		280	40%
		Female		420	60%
		Total		**700**	**100%**
2.	**Age**:	Below 40yrs		337	46%
		40 – 50yrs		267	38.1%
		Above 50yrs		96	13.7%
		Total		**700**	**100%**
3.	**Employment status**:	Employed		285	40.7%
		Self employed		315	45.0%
		Unemployed		100	14.3%
		Total		**700**	**100%**
4.	**Marital Status**:	Single		157	22.4%
		Married		543	77.6%
		Total		**700**	**100%**
5.	**Educational Status**:	HND/BSC/BA		283	40.4%
		OND/NCE		148	21.1%
		GCE/WASCE/SSCE	**Total**	269	38.4%
				700	**100%**
6.	**Frequency of use**:	Daily		428	61.1%
		Weekly		147	21.0%
		Monthly		125	17.9%
		Total		**700**	**100%**
7.	**Average Income per Month**: 15,000			86	12.3%
		15,000 – 29,999		395	56.4%
		>29,999	**Total**	219	31.3%
				700	**100%**

Table 1: Demographic Analysis of the Respondents (Summary)
Source SPSS output (based on 2013 Field Survey Data

S/N	REASONS	S/A (5)	A (4)	UD (3)	DA (2)	SDA (1)	TOTAL	MEAN	REMARK
1	Are of high quality	407 (58.1) 2035	293 (41.9) 1172	0 - 0	0 - 0	0 - 0	700 3207	4.58	Agree
2.	Have adequate varieties	406 (58.0) 2038	294 (42.0) 1176	0 0	0 0	0 0	700 3214	4.59	Agree
3.	Are neatly packaged	405 (57.9) 2025	295 (42.0) 1180	0 -	0 -	0 -	700 3205	4.58	Agree
4.	Are durable	501 (71.6) 2505	101 (14.4) 404	0 0	98 (14.0) 196	0 0	700 2909	4.16	Agree
5.	Are beautiful/many colours	553 (79.0) 2765	93 (13.3) 372	0 0	54 (7.7) 108	0 - 0	700 3137	4.48	Agree
6.	Are well branded	500 (71.4) 2500	104 (14.9) 416	0 0	62 (8.9) 124	34 (4.9) 34	700 2916	4.17	Agree

Table 2: Frequencies on Items of Product Quality
Source: Research Data & 2013 SPSS output

Table 2 shows that for the first item, 100% (407 + 293=700) with mean score 4.58 of the respondents agreed that foreign textile materials are of high quality, others include: Having adequate varieties (100%) (406+294=700)with mean score 4.59; Are neatly and decently packaged 100% (405+295=700) with mean score 4.58, are durable 86% (501 +101=602)with mean score 4.16 whereas 14% (98) disagreed; are beautiful/many colours 92.3% (553+93=646)with mean score 4.48 whereas 7.7% (54) disagreed; and are well branded 86.3% (500+104=604) with mean score 4.17 whereas 13.8% (62+34=146) disagreed and strongly disagreed that some of the foreign textile materials are not beautiful/many colours. It was equally discovered that all the items have mean scores ranging from 4.17 to 4.59 indicating product quality a significant factor influencing consumers' preference for foreign textile materials.

S/N	PRODUCT PRICE	S/A (5)	A (4)	UD (3)	D/A (2)	S/DA (1)	TOTAL	MEAN	REMARK
1	Have good value for money	626 (89.4) 3130	74 (10.6) 296	0	0 -	0 -	700 (100%) 3426	4.89	Agree
2.	Reasonably Priced	342 (48.9) 1710	243 (34.7) 972	0 -	64 (9.1)	51 (7.3)	700 (100%) 2682	3.83	Agree
3.	Are cheap	211 (30.1) 1055	169 (24.1) 676	51 (7.3) 153	247 (35.3) 494	22 (3.1) 22	700 (100%) 1731	2.47	Agreed

Table 3: Frequencies on the Product Price
Source: Research Data 2013 SPSS Output

The frequencies reported in table 3 below reflect the three measurement items drawn from the responses to the questionnaire- having good value for purchase, reasonably priced and are cheap. The respondents agreed that the foreign textile materials have good value for purchase 100% (626+74=700) response and mean score of 4.89; reasonably priced attracted 83.6% (342+243=585) response and a mean score of 3.83, whereas 16.4% (64+51=115) respondents disagreed. 54.2% (211+169=380) and a mean score of 2.47 of the Respondents equally accepted that the textile materials are cheap whereas 38.4% (247+22=269) of the respondents disagreed with 7.3% (51) of the respondents having no decision.

S/N	PRODUCT DISTRIBUTION	S/A (5)	A (4)	UD (3)	D/A (2)	S/DA (1)	TOTAL	MEAN	REMARK
1	Always available when needed	304 (43.4) 1520	196 (28.0) 784	0	112 (16.0)	88 (12.6)	700 100% 2304	3.29	Agree
2.	Available nationwide	353 (50.4) 1765	97 (13.9) 388	0 -	207 (29.6)	43 (6.1)	700 100% 2153	3.08	Agree

Table 4: Frequencies on Product Distribution
Source Research data, 2013 SPSS Output (See Appendices)

The frequencies reported in table 4 below reflect the two items- always available when needed and available nationwide drawn from the responses to the questionnaire. The frequencies as presented in the appendix were summarized and presented as table 4. 71.4% (304+196=500) of the respondents agreed that foreign textile materials are always available when needed with mean score of 3.29, whereas, 28% (112+88=200) disagreed and strongly disagreed that the textile materials are not always available when needed. On the other hand, 64.3% (353=97=450) agreed that the textile materials are available nationwide with a mean score of 3.08 whereas only 35.7% (207+43=250) disagreed.

S/N	PRODUCT PROMOTION	S/A (5)	A (4)	UD (3)	D/A (2)	S/DA (1)	TOTAL	MEAN	REMARK
1	Features honest advertising claims	552 (78.9) 2760	98 (14.0) 392	0	50 (7.1)	0 -	700 (100) 3152	4.5	Agree
2.	Aware of product existence	404 (57.7) 2020	248 (35.4) 992	0 -	- -	48 (6.9)	700 (100%) 3012	4.3	Agree
3.	Are regularly advertised	355 (50.7) 1775	95 (13.6) 380	0	206 (29.4)	44 (6.3)	700 (100%) 2165	3.1	Agree

4.	Image builder	700 (100) 3500	0	0	0	0	700 (100%) 3500	5.0	Agree
5	Well publicized	355 (50.7) 1775	144 (20.6) 576	0	104 (14.9)	97 (13.9)	700 (100%) 2351	3.4	Agree

Table 5: Frequencies on Product Promotion
Source; Research Data, 2013 SPSS output (See Appendices)

Table 5 reveals that all the items on product promotion have significant influence on consumers' preference for foreign textile materials. The items on image builder had a mean score of 5.0 with 100% (700) response. This is followed by 'features honest advertising claims' having a mean score of 4.5 with 92.9% (552+98=650) response with only 7.1% (50) disagreement. Aware of product existence had 93.1% (404+248=652) response with mean score of 4.3, whereas 6.9% (48) did not agree. The consumers equally agreed that foreign textile materials are regularly advertised with 64.3% (355+95=450) and mean score of 3.1, whereas 35.7% (206+44=250) respondents disagreed; while 'well publicized' had 71.3% (355+144=499) with mean score of 3.4, whereas 28.4% (104+97=207) respondents disagreed.

Test of Hypotheses

> Hypothesis 1$_{HO:}$ There is no significant relationship between perceived product quality and consumers' preference for foreign textile materials in South East Zone of Nigeria.

Correlations				PERCEIVE PRODUCT QUALITY	CONSUMER PREFERENCE
Type	Variables1	Statistics			
Spearman's rho	PERCEIVE PRODUCT QUALITY	Correlation Coefficient		1.000	.923**
		Sig. (2-tailed)		.	.000
		N		700	700
	CONSUMER PREFERENCE	Correlation Coefficient		.923**	1.000
		Sig. (2-tailed)		.000	.
		N		700	700

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6: Correlation Analysis Showing the Relationship between Perceived Product Quality and Consumers' Preference for Foreign Textile Materials

The result of the hypothesis shows that a significant positive correlation (R. = 0.923, P<0.01) exist between perceived product quality and consumers' preference. Therefore, the Hypothesis is rejected and alternative accepted that there is a significant relationship between perceived product quality and consumers' preference for foreign textile materials in South East Zone of Nigeria. The relationship has a very strong correlation coefficient.

> Hypothesis 2$_{HO:}$ There is no significant relationship between product price and consumers' preference for foreign textile materials in South East Zone of Nigeria.

Correlations			PRODUCT PRICE	CONSUMER PREFERENCE
Type	Variables1			
Spearman's rho	PRODUCT PRICE	Correlation Coefficient	1.000	-.765**
		Sig. (2-tailed)	.	.000
		N	700	700
	CONSUMER PREFERENCE	Correlation Coefficient	-.765**	1.000
		Sig. (2-tailed)	.000	.
		N	700	700

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7: Correlation Analysis Showing the Relationship between Perceived Product Price and Consumers' Preference for Foreign Textile Materials

Hypothesis 2 was statistically rejected since P-value of 0.000<0.01; and a significant positive correlation coefficient (R=0.765, P<0.1) was established between product price and consumers' preference. The hypothesis is therefore rejected and the alternative accepted

that there is a significant relationship between product price and consumers' preference for foreign textile materials in South East Zone of Nigeria. It has a very strong relationship.

➤ Hypothesis 3Ho: There is no significant relationship between product distribution and consumers' preference for foreign textile materials in South East Zone of Nigeria.

Correlations				
Type	Variables1	Statistics	PRODUCT DISTRIBUTION	CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL
Spearman's rho	PRODUCT DISTRIBUTION	Correlation Coefficient	1.000	.835**
		Sig. (2-tailed)	.	.000
		N	700	700
	CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL	Correlation Coefficient	.835**	1.000
		Sig. (2-tailed)	.000	.
		N	700	700
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 8: Correlation Analysis Showing the Relationship between Product Distribution and Consumers' Preference for Foreign Textile Materials

At $0.00<0.01$ (P-value) a significant positive correlation coefficient (R=0.835, P<0.01) between product distribution and consumers' preference resulted, thereby lending support to rejecting hypothesis and accepting the alternative, that there is a significant relationship between product distribution and consumers' preference for foreign textile materials in South East Zone of Nigeria. The relationship is very strong.

➤ Hypothesis 4HO: There is no significant relationship between product promotion and consumers' preference for foreign textile materials in South East Zone of Nigeria.

Correlations				
Type	Variables1	Statistics	CONSUMER PREFERENCE	PRODUCT PROMOTION
Spearman's rho	CONSUMER PREFERENCE	Correlation Coefficient	1.000	.880**
		Sig. (2-tailed)	.	.000
		N	700	700
	PRODUCT PROMOTION	Correlation Coefficient	.880**	1.000
		Sig. (2-tailed)	.000	.
		N	700	700
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 9: Correlation Analysis showing the Relationship between Product Promotion and Consumer Preference for Foreign Textile Material

The table revealed that a positive significant correlation (R = 0.880, P<0.01) exists between product promotion and consumers' preference for foreign textile materials in South East Zone of Nigeria. Therefore, the hypothesis is rejected and the alternative accepted that there is a significant relationship between product promotion and consumers' preference for foreign textile materials in South East Zone of Nigeria. It has a very strong relationship.

➤ Hypothesis 5HO: The relationship between the perceptual constructs and consumers' preference for foreign textile materials are not moderated by consumers' satisfaction.

Correlations			FACTORS INFLUENCING CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL	CONSUMER PREFEREN CE FOR FORIGN TEXTILE MATERIAL	SATISFA CTION
Control Variables	Variables	Statistics			
-none- [a]	FACTORS INFLUENCING CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL	Correlation	1.000	.761	.915
		Significance (2-tailed)	.	.000	.000
		df	0	698	698
	CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL	Correlation	.761	1.000	.931
		Significance (2-tailed)	.000	.	.000
		df	698	0	698
	SATISFACTION	Correlation	.915	.931	1.000
		Significance (2-tailed)	.000	.000	.
		df	698	698	0
SATISFACTION	FACTORS INFLUENCING CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL	Correlation	1.000	-.613	
		Significance (2-tailed)	.	.000	
		df	0	697	
	CONSUMER PREFERENCE FOR FORIGN TEXTILE MATERIAL	Correlation	-.613	1.000	
		Significance (2-tailed)	.000	.	
		df	697	0	

a. Cells contain zero-order (Pearson) correlations.

Table 10: Partial Correlation Analysis Showing the Moderating Influence of Satisfaction on the Relationship between Factors Influencing Consumers' Preference for Foreign Textile Materials and Consumers' Preference

Table 10 revealed that there is a significant relationship between satisfaction and consumers' preference for foreign textile materials (R= 0.915, P. value = 0.000<0.05). The table equally showed that consumers' preference for foreign textile materials has a significant relationship with satisfaction (R. 0.761, P. value = 0.000<0.05). In another development the relationship between the predictor variables and satisfaction has a correlation of R=0.915. The positive signs of the R. values indicated that when the consumers' satisfaction increases, Consumers' preference for foreign textile materials increases in the same direction. According to Alzel and Sounderpandian (2000) since the difference between Zero-order Partial Correlation (ZPC) and Controlled Partial Correlation (CPC) is 0.10>0.01 (that is 0.915>0.761) with a very strong relationship, we therefore rejected the Null hypothesis and accepted the alternative that: the relationship between the perceptual constructs and consumers' preference for foreign textile materials are moderated by consumers' satisfaction.

5. Discussions
The first hypothesis (HO1) revealed that a very strong correlation coefficient (R=0.923, P< 0.01 level (2 tailed). The descriptive statistics indicated that all the 6(six) items of product quality had mean scores ranging from 4.16 to 4.58. Aydin and Ozer (2005) showed that perceived product quality was positively and significantly related to customer loyalty and preference. In the same vein, Ismail, et.al (2006) investigated the impact of quality (relationship on customers' preference) of banks in Malaysia and found that customers anchored loyalty and preference to the bank's quality. Kalu and Ikwuegbu (2000) in their studies concluded that high quality, adequate varieties, neat packaging and well branded accounted for consumers' preference for foreign textile materials. The interview held showed that all the 100% of the respondents' perceived product quality as a major influence in their preference for foreign textile materials occupying the 1st position in rank.

The second hypothesis (HO2) showed that there is a very strong positive relationship existing between product price and consumers' preference for foreign textile materials. The correlation coefficient of R=0.765, P< 0.01 level (2-tailed) between product price and consumers' preference for foreign textile materials is significant. The price that business marketers assign to a product or service, according to Hutt and Speh (1998) is one of the many factors scrutinized by the organizational buyer. Oyegunle (1982) reiterated that high price of locally produced goods influence consumers' preference for foreign textile materials which is regarded superior to locally produced textiles. Martin-Consuegra, et. al. (2007) in his study of 721 airline passengers in Spain provided empirical support suggesting that perceived price fairness not only influences customer satisfaction but loyalty as well.

The third hypothesis (HO3) revealed that the correlation coefficient (R=0.835, P< 0.01 level (2-tailed) existing between product distribution and consumers' preference for foreign textile materials is very strong and positive. The descriptive statistics on all items of distribution showed mean scores ranging from 3.08 to 3.29. Solgaara and Hanson (2003) identified merchandise assortment, merchandise quality, accessibility, cleanliness and availability as having significant impact on consumers' preference for foreign textiles while Cravens', et al (1998) opined that the functions of moving the product to end-users are necessary in meeting customers' needs and wants. The abundance of foreign brands of many kinds of products in our markets makes it easy for consumers to satisfy their yearnings for these imported items (Ogunnaike, 2010).

The fourth hypothesis (HO4) showed that the correlation coefficient (R=0.880, P<0.01 level (2-tailed) between promotions and consumers' preference for foreign textile materials was significant. The descriptive statistics on all items of promotion showed mean scores ranging from 3.1 to 5.0 with image taken the highest mean score (5.0). This is confirmed by Nnolim (1994) that the objective of

promotion is to get the consumer to be favourably disposed to the product of the firm and to commit or vote his financial resources in favour of those products. Belch and Belch (2001) saw promotion as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea. Kotler and Armstrong (2008) noted that a good promotional mix will not only build good customer relationship but will advertise the product, ensure good sale's presentation public relations and effective sales promotion strategies.

The fifth hypothesis (HO5) showed that there is a significant relationship between the predictor variables and satisfaction (R =0.915, P. value = 0 .000<0.05). It equally showed that relationship exists between satisfaction and consumers' preference (R=0.761, P value=0.000<0.05). The positive signs of R. values indicated that when the consumers' satisfaction increases, consumers' preference for foreign textile materials increases in the same direction. Peter and Olson (2005) who opined that satisfaction is satisfying customers' hope of the consumption experience whereas Hicks (2005) reiterated that it generates a relation between purchase and consumption process and post purchase phenomenon. It improves the existing customer loyalty, repurchases process and awareness of the people about the company. A company satisfying their customers against its competitors creates advantages so that its medium and long-term profitability increases (Peter and Olson, 2005).

6. Conclusions

From the analyzed data and tested four (4) hypotheses, it was unfolded that the perceptual constructs constituting the independent variables - product quality, product price, distribution, promotion are all significant factors influencing consumers' preference for foreign textile materials in South East Zone of Nigeria. It was also discovered that satisfaction moderated the relationship between the perceptual constructs and consumers' preference for foreign textile materials.

7. Recommendation

New strategies for industrial development should be worked out. Nigeria must build the basis of competitiveness, it must develop the essential physical (Road, Power supply, water and Petroleum products) and human (qualified and trained manpower) Infrastructures' to compete. The government should enforce laws intended to reduce the exploitation of consumers by producers in areas of product quality and price, and ensure that contra-band goods are seized or highly tariffed. The Nigeria textile industry with its obsolete equipment will need considerable Technology Upgrading Funds to upgrade its production base in order to reduce costs.

The perceptual constructs identified and analyzed for this study should be adopted by the Nigerian Textile Industry as factors to be considered in serving the consumers since the study validated them as significant factors influencing consumer's preference for foreign textile materials in South-East Zone of Nigeria. Research and development should be adequate with diligence and painstaking care in the handling of the products especially with respect to the aesthetic quality, physical appearance, beautiful designs, packaging and Labeling – trademark, channel distribution, product innovation and special features of the product from the marketing point of view. The firm must be consumer-oriented and ensure the implementation of all quality guidelines; the pricing should have good value for purchase, reasonably priced and cheap (affordable); textiles manufactured in Nigeria should always be available where needed and distributed nationwide; and the promotion should feature honest advertising claims, regularly advertised and well publicized, consumers should be aware of such product existence and product should be an image builder.

The first step in enhancing Nigerian firm's product advantage in marketing is to overcome the age –old colonial mentality of assigning superiority to foreign made goods and regarding Nigerian products as inferior. The nation cannot really convince other countries as to the quality of their products if they (Nigerians) do not use them, or if they despise textiles made in Nigeria.

The financial institutions should not reduce their lending exposure to textile companies. They should ensure that both small and large companies benefit from their lending facilities and make credits available to the industries at competitive rates per working capacity and long-term financing.

8. Contributions to Knowledge

It provides a more comprehensive model of constructs (factors) than previous studies on factors influencing consumers' preference for foreign textile materials in South East Zone of Nigeria and correlates them with consumers' preference while observing the moderating effect of satisfaction on the perceptual constructs and consumers' preference.

The findings of this study provide evidence that multi-dimensional measures are more useful than uni-dimensional measures in capturing and better understanding the complexity of consumer behavior vis-à-vis the factors influencing consumers' preference for foreign textile materials in South East Zone of Nigeria.

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