CONSUMER PERCEPTION AND PATRONAGE OF MADE IN NIGERIA FABRIC IN AKWA IBOM STATE, NIGERIA

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ABSTRACT

The researchers critically examined the interplay of consumer perception on consumer patronage of made in Nigeria fabric in Akwa Ibom State. The main objective of the study was to assess the effect of consumer perception on consumer patronage of made in Nigeria fabric in Akwa Ibom State. The researcher adopted survey research design and employed questionnaire as the instrument of inquiry. The study was conducted in Uyo, Akwa Ibom State, Nigeria. The population of the study comprised of customers who patronizes fabrics shops in Uyo, Akwa Ibom State. The study utilized data collected from three hundred and fifty-four (354) customers. The accidental sampling technique was employed in view of its merits in easing access to test units. Simple linear regression was used to analysed the data from the field. The result revealed a positive significant relationship between the independents variables and the dependent variable. The researcher concluded that perceived risk and perceived quality are the key variables that influence the respondents in the choice of fabrics Akwa Ibom State. The researcher futher recommended that the researcher recommends that fabrics vendors wishing to enhance their customer patronage should pay attention to the

dimensions of consumer perception and that vendor should pay attention to the feedbacks from their customers to know their preference in terms of the country of origin of the fabrics.
Keywords: Manufacturing, Production, Consumers, Fabrics, Experience, Nigeria.

INTRODUCTION

Production of home made goods in Nigeria had been in existence since before colonization. A great number of indigenous manufacturers had come up with their products resulting in the increase of home made goods. But the increase in population and changes in demand of the consumers led to the introduction of imported goods from foreign counterparts who were manufacturers of similar products. (Miebaka, Nwiepe & Kounee, 2017). This however led to the over dependence and importation of foreign goods into the country which resulted to the indirect devaluation of the naira, capital transfer, low per capita income, dumping of goods, among other economic problems.

The general notion among some Nigerian remains that indigenous goods such as fabrics, shoes, bags and other fashion accessories, are inferior to imported and foreign-made goods in terms of quality and value to the extent that some indigenous manufacturers have resorted to claiming a foreign origin or label for their products in a bid to remain relevant. Some of the other goods that are generally bought from outside the country include; printed fabrics, second hand clothing, footwear, toothpaste, beverages, phones, electrical appliances, etc.; despite the fact that some of these goods are equally produced locally or in domestic factories for a ready market. The effect of non-patronage of these Nigerian products has not only crippled the Nigerian economy, but has taken it to a deep recession. It is very sad to note that Nigerians import virtually everything sold in the market, even the smallest of all items. According to an observation made by Iloani (2017), the overall confidence of customers towards made in Nigerian goods significantly has dropped at the last quarter of 2015 from -3 to -1.9. In another analyses, it was realized that overall business confidence of entrepreneurs which was 8.3% towards the end of 2016 fell down to 6.6% in first quarter of 2017. This indicates that something is not right with the perception of customers in Nigeria towards made in Nigeria goods. In the 60s, the popular slogan for made in Nigeria products was "Aba-made" (Njoku, 2004 in Enyia & Emelah, 2018). Then, entrepreneurs tried to move the direction of Nigerian consumers away from foreign made goods such as textile, shoes, etc.

One major example of made-in-Nigeria goods are the different fabrics that are produced by the Nigerian textile industries and cottage industries including the *aso-adire* that is produced in Abeokuta, Ogun State, as substitute to foreign clothing. Made in Nigeria fabrics are fabrics that are produced within Nigeria and Nigeria as one of the developing country, producing its own goods will not only develop its economy but will result in economic growth and stability. Despite this, Nigerian consumers have gotten access to several fabrics from around the world such that the information regarding the country of origin may be used to evaluate these products. There seems to be a popular belief that the qualities of local products are lower than those of their imported counterparts. Apart from the widespread belief that locally manufactured products are inferior in quality to the foreign ones; complaints about the high prices of locally-made items are also rampant. (Eleboda & Abiala, 2020). They therefore make rational choices by comparing and contrasting the perceived risk, quality and value associated in patronizing homemade fabrics.

Definitely, Nigeria has many of the prerequisites, needed for developing a successful fabric and clothing industry. It has a huge growing domestic demand, availability of well-priced raw material, huge population of young and relatively skilled labour force and a well-established tradition in textiles but the distressing question still comes up, why is the textile industry not receiving adequate patronage despite its huge potentials? It is the customer who actually determines what a business is and his willingness to buy goods and services changes economic resources into wealth. As our society under goes quick changes and becomes more affluent, newer social forces make consumers spend a larger part of their income in ways remarkably different from what took place in the past. Consumers want the advantage of affluent and the latest services that technology and business can offer. It becomes vital that the Nigeria textile industry realize that customers of today are well-versed; they know what they want and can no longer want to waste their hard earned money on any fabric. Hence there is a colossal reason for players in the textile industry to study the market properly to ensure that their products gain adequate patronage in the Nigerian market.

Having this in mind it is pertinent to appreciate the fact that survival depends very much on the clothing industry seeking ways to improve so as to gain better patronage from the Nigerian market. Thus, a favourable consumer perception must be won to understand a factor that influences their patronage to made-in Nigeria fabric in Akwa Ibom State.

Statement of the Problem

Made in Nigeria goods are those products that are manufactured in Nigeria by manufacturing companies domiciled in Nigeria (Enyia & Emelah, 2018). Today, we have witnessed industries fading away in Nigeria, companies like NAFCON and other firms domiciled in Port Harcourt, Aba, Onitsha and Nnewi have also faced hard times which have led to their extinction. It is quite unfortunate to realize that the average Nigerians believes that all the clothing and shoes purchased from Aba are fake; people only love foreign made products. This is because there is no pro-active measures on issues that concern citizen perception/ideology and their intention to buy. Over the years, the Nigerian consumer have advanced a taste for foreign textiles, going to the market places, one cannot fail to notice how buyers regard foreign products as having a better quality than locally manufactured ones. We have a lot of homemade fabrics in Nigeria which could be used for occasions such as traditional weddings, naming ceremony, child dedication and so on. Despite these, many Nigerians still prefers foreign made fabrics. This is because Nigerians believe that anything that comes from outside the shores of Nigeria is better than what Nigerians produce. Such misperception of consumers' attitude towards domestic products has tempted the survival and resilient growth of the manufacturing industries of the continent. Clarifying this misperception requires critical evaluation of consumers' perception toward made-in Nigeria fabric.

The public orientation towards made-in-Nigeria fabric products is still not fully utilized. This is because the perception of the place of origin or manufacture of a product have a far reaching impact on consumer's' discriminatory attitudes and behaviour towards domestic manufactures products particularly fabrics clothing. This perception has a critical part on the consumer's patronage and a significant impact on their buying behaviours. The trend of patronage of fabrics materials is not far from the stereotyping attitude of the Nigerian consumer who tends to assign greater value for foreign products than the indigenous produced ones. The foreign fashionable products are alleged to possess attributes like good quality,

effective design, innovations, originality, dependability and management, especially for developed economies whereas goods from the developing countries as Nigeria are viewed as inferior in these criteria (Patrick & Agada, 2016). It was in recognition of the fact that unfavourable perceptions exist among Nigerian towards homemade fabrics that this work was undertaken in order to determine which dimensions of consumer perception influences their patronage of made-in Nigeria fabric.

Objectives of the Study

The main objective of this study was to assess the effect of perception on consumer patronage of made in Nigeria fabric in Akwa Ibom State. The specific objectives were;

    i.   To examine the effect of Perceived Value on Consumer Patronage of made-in Nigeria fabric Akwa Ibom State.

    ii.   To determine the effect of Perceived Risk on Consumer Patronage of made-in Nigeria fabric Akwa Ibom State.

    iii.   To examine the effect of Perceived Quality on Consumer Patronage of made-in Nigeria fabric Akwa Ibom State.

Hypotheses of the Study

The following hypotheses were formulated for the study.

HO_1:   Perceived Value has no significant effect on Consumer Patronage of made in Nigeria fabric Akwa Ibom State.

HO_2:   Perceived Risk has no significant effect on Consumer Patronage of made in Nigeria fabric Akwa Ibom State

HO_3:   Perceived Quality has no significant effect on Consumer Patronage of made in Nigeria fabric Akwa Ibom State.

Research Questions

The following research questions were formulated from the objectives of the study as stated below:

    i.   Does Perceived Value affect Consumer Patronage of made-in Nigeria fabric Akwa Ibom State?

    ii.   To what extent does Perceived Risk affect Consumer Patronage of made-in Nigeria fabric Akwa Ibom State?

    iii.   Does Perceived Quality affect Consumer Patronage of made-in Nigeria fabric Akwa Ibom State?

LITERATURE REVIEW

The Concept of Consumer Perception

According to Hanna & Wozniak (2013) in Enyia & Emelah (2018), perception can be regarded as a process whereby individual selects, organizes as well as interprets sensations. The frame of any individual's perception affects the way he interprets the world around him. It is important to note that two consumers can never have the same perception about a particular product and this is often because their needs, wants and preferences are not the same. The perceptions of customers are very important to business owners because it determines their level of success, growth and sustainability. Consumer perception refers to the awareness consumers have about a brand and their impressions or opinions about the brand along with its products and services. Consumer perception does more than impact an individual's purchase, it as well shapes the long-term relationship between the consumers and

brands and because of this, every touch point between a company and its consumers should strive to affect the consumer perception in a positive way in order to result in higher customer retention rates.

Variables of Consumer Perception

The three variables of consumer perception for this study were perceived value, perceived risk and perceived quality.

Perceived Value

According to Ifediora, Ugwuanyi & Ifediora (2017), Perceived value is defined as consumer's total assessment of the utility of a product or service based on perceptions of what is received (utility) and what is given (cost). Consumer Perceived Value is the difference between the potential customer's evaluation of all the advantages and all the expenses of an offering and the perceived alternatives. A consumer's perceived value of a product affects the price the consumer is willing to pay. While actual value points to the true costs of production plus the expenses linked with the product's sale, perceived value is based on customer opinion. Perceived value replicates the value of a product as assigned by the consumer above, which may have slight to do with the actual monetary value of the product. Customers place value based on the product's anticipated ability to fulfill a need and provide satisfaction.

Perceived Risk

Risk according Ifediora *et al;* (2017), refers to the uncertainty of an event occurring. Consumers are exposed to risk when buying items, mostly those that are predominantly expensive, for example, cars and houses. Perceived risk is the uncertainty and consequences associated with consumer actions, the result of which may lead to post-purchase dissonance or consonance. When a consumer makes a purchase decision, there is a high consequence of making a mistake and a degree of inconvenience of making a mistake. The risk may occur in a variety of ways such as the fear that a product may not possess desirable attributes, doubt about product performance or a sense that the purchase of a particular brand may give rise to social disapproval (Ifediora *et al;* 2017). Although risk can include many types (i.e., performance, financial, social, time and safety), performance and financial risks are the most closely related to the purchase decision. Consumers infer product features and performance based on country standards and experiences with a product from the country. Consumers may perceive lesser risk in buying products from countries with a great reputation for quality.

Perceived Quality

Perceived quality is defined as the general customer assessment of product attributes (Spais & Vasileiou, 2006). Rezvani (2012) defines perceived quality as the customer's opinion about the quality or overall product superiority. If the quality perceived by the customer is low, the customer will be more inclined to move to competitors' products or services in order to increase perceived value (Lin & Wang, 2005). There are various scholars defining the concept of perceived quality. According to Aaker & Joachimsthaler (2000), perceived quality is a special type of association, partly because it influences brand associations in many contexts and partly because it has been empirically shown to affect profitability. It can be viewed as the variance between overall quality and undetected quality. Furthermore, perceived quality may lead to consumer satisfaction, which is determined by perceived performance and expectation (Chaudhuri, 2002). Although there are a lot of definitions from many scholars, each of the definition has a shared common meaning; that is, perceived quality

is the consumer's perception of overall components of product--both tangible and intangible characteristics. It may also include performance, features, reliability, conformance, durability, serviceability, and aesthetics etc.

Consumer Patronage

A patron is someone that buys from a brand, speaks favourably about the brand and its services, pays less attention to competing brands, is less price-sensitive and adopts new services and upgrades from the brand (Nyakweba *et al;* 2015). Consumer patronage is particularly important because firms rely on consistent patronage for business sustenance. Consumer patronage deals with the processes a consumer engage in when selecting a product or brand among alternatives; as well as the factors and attributes used in the selection. Consumer patronage develops through positive reinforcement and repetitive buying behaviour (Nyakweba *et al*., 2015). Consumer patronage according to behavioral scientists, results from a trial that gets reinforced through satisfaction, and leads to repeat purchase (Nyakweba *et al*., 2015); while cognitive psychologists contends that consumer patronage builds through mental processes, based on the believe that consumers participate in extensive problem solving behavior involving services.

Certain factors such as boredom and dissatisfaction with a product, availability of competitors and increased concern over price are the reasons for decline in consumer patronage. Patronage is burn out of a desire to be committed to an organization either based on their product quality or perceived value associated with the product. Hence, the extent to which a consumer will patronize made in Nigeria products depends on how the consumer perceives the risk, value and quality of the product. The importance or essence of repeat consumer patronage is that an increase in sales volume will ultimately and significantly impact on the company's profitability level. In measuring consumer patronage certain dimensions are taken into cognizant, such dimensions includes sales volume, customer retention, profit level, patronage intention, actual patronage and repeat patronage. These dimensions serve as a framework of determining the consumer patronage of a product.

Concept of Made-in Nigeria Goods

The *made-in* concept, otherwise called the country-of-origin (COO) effect, is considered by some scholars as the fifth element of the marketing-mix, and is defined as the country where the corporate headquarters of the organization doing the marketing of the product or the brand is located (Eleboda & Abiala, 2020). Country-of-origin as a tool in marketing has been in existence for more than 40 years now and the concept have been widely defined by many authors. Ahmed *et al*. (2014) in Etuk & Udonde (2022) defined country-of-origin as the country that conducts manufacturing or assembling. It is the Country of Manufacture (COM) which represents the last location/country of manufacturing or assembling one product. It means the country that a manufacturer's product or brand is associated with; traditionally this country is called the home country.

Consumers purchase behaviour especially in multinational marketing depends on the "Made-in" consideration or the Country-of- Origin (COO) concept. COO effect is one of the several extrinsic attributes that potentially influence consumer perception towards a product. Evidence from international marketing literature also indicated that approximately one-quarter of consumers makes purchase decisions on the basis of COO information which is used to predict product quality (Klein & Völckner, 2012; Etuk & Udonde, 2022). The country of

origin carries a rhetoric that impacts consumers' preconceptions towards the products of a country.

According to Enyia, & Emelah (2018), Made-in Nigeria goods are those products that are manufactured in Nigeria by manufacturing firms domiciled in Nigeria. From inception there have been goods locally processed in Nigeria. However, these products were given recognition in the early 60s when Aba based local entrepreneurs started emulating and producing shoes that could be likened with imported ones. The objective of the made-in-Nigeria exhibition was to create a sense of awareness for the manufacturing industries in Nigeria so that their products could be patronized like those of advanced countries which are imported into the country.

Consumer Perception towards Made-in Nigeria Fabrics

Made in Nigeria fabrics are fabrics produced in Nigeria and used for occasions such as traditional weddings, naming ceremony, child dedication and so on. One major example of made-in-Nigeria goods are the different fabrics that are produced by the Nigerian textile industries and cottage industries including the *aso-adire* that is produced in Abeokuta, Ogun State, as substitute to foreign clothing. Others include plain and pattern fabrics, Daviva farics etc.

Even with the well packaged and the detailed information given on these fabrics to provide clear information many Nigerians still have a negative perception about fabrics made-in Nigeria. This could be due to the quality level, the perceived value or perhaps the functional and social risk involved in the purchase of these fabrics which in turn affect their patronage.

An Overview of the Nigeria Textile Industry

Nigeria is the largest country in black Africa with a population forecast of 150 million people broken into 36 states with Abuja as the capital. With this population and clothing being a elementary need of life, it is obviously clear that Nigeria constitutes a very huge market for clothing items – Fabrics Materials. The Gross National Product (GNP) or GDP of Nigeria and the per capita income can without question sustain a vibrant textile industry to satisfy the domestic market and export if possible. Ironically, this is not the case.

In 1990, there were 175 textile factories operating in Nigeria but today we have 42 epileptic operators. Only 12 of these can boast of operating at 30% capacity. Among these, 4 textile factories produce embroidery lace materials as part of their product brands. This further shows the inadequacy of the local supply of textile products in Nigeria.

The Nigeria Textile Industry represents a strategic non-oil industry for Nigeria, though under developed but a potential investment and industrialization in sub-Saharan African. In the year 2000, Nigeria Textile Industry produced about 500 million meters of all types of fabrics. In 2002 they produced 72% of the West African, production with the embroidered lace contributing only 12%. Definitely Nigeria has many of the prerequisites needed for developing a successful textile and clothing industry. It has a huge growing domestic demand, availability of well-priced raw material, huge population of young and relatively skilled labour force and a well-established tradition in local textiles. The indication of this is provided by the existence, in every textile sub-sector of firms that market the highest world standards. Unfortunately these companies are strained by a number of problems. Some these problems include;

Problem of Labour: Despite Nigeria's teaming population and high level of unemployment, the average hourly cost of wages are very much above the level paid in other reference countries. When coupled with the relatively low labour productivity, it becomes clear that Nigerian labour costs in addition to the other input costs adversely affect the competitive positioning of Nigerian textile industry.

Problem of Power Supply: In Nigeria, grid electricity is available only through the state monopoly provider PHCN. Companies usually have partially or completely no power so they rely on their own power generators. With the current incessant high prices, diesel generating electricity costs have risen sharply. It can be seen that Nigeria has the highest power cost in comparison with the other reference countries. For an oil producing country, this is an abnormality and an intolerable situation.

Currency of Technology: Going by the level of technology which is indicated by the age of technology which is installed in a country that of Nigeria is very low. When that of India and China ranges from 38, 29 to 74, 69% respectively for spindle and shuttles looms. For spindles and shuttles looms, Nigeria scores miserable 3.8 and 8%. When other countries have from 3% to 18% special funds available for technology up gradations, Nigeria has no such funds.

Lack of Water Supply: There is water everywhere in Nigeria, yet water is not available to the industry at attractive rates especially in the North where raw water has to be supplied by tankers to some of the mills usually at tall cost.

The Cost of Raw Material: The price of cotton in Nigeria which is the highest raw material in fabric making has risen sharply over the last year. Taking into account the ungraded nature of the available cotton, manufacturers of fabric do not enjoy any local cotton price advantage anymore.

THEORETICAL FRAMEWORK

Theory of Reasoned Action (Fishbein and Ajzen, 1975)

The theory of reasoned action (TRA) was propounded by Fishbein, M.A and Ajzen, I. in 1975. The theory states that a person's behaviour is determined by its behaviourial intention to perform it. This intention is itself determined by the person's attitudes and his subjective norms towards the behaviour. Fishbein and Ajzen (1975) define the subjective norms as the person's perception that most people who are significant to him think he should or should not perform the behavior in question Fishbein and Ajzen, (1975). This theory can be summarized by the following equation: Behaviourial Intention = Attitude + Subjective norms.

Theory of Trying (Bagozzi and Warsaw, 1990).

The theory of trying was propounded by Baagozzi, R and Warsaw, L. in 1990. The theory states that an attitude towards a reasoned action is replaced by an attitude toward trying and an intention is restricted to an intention to try. In theory, of trying Bagozzi and Warsaw (1990) divided goals into two categories: intermediate and end-state goals. In relation to this theory, Gould (1997) has identified two main reasons of why consumers may fail to try to consume. Firstly, consumers may fail to consider the options available to them. Secondly, consumers may consciously refrain from buying for various reasons. The Theory of Trying (Bagozzi and Warshaw, 1990) provides an interesting substitute approach to the models previously considered. Rather than examining unambiguous behavior, the model assesses trying to act. Subjective norms, attitude to the process or means of trying, attitudes and expectations of

success and attitudes and expectations of failure are modeled as the key antecedent variables to intention to try; itself the key precursor to trying.

Bagozzi (2002) suggest in discussion of this theory that rather than consumers having behavioral intentions, they rather have behavioral goals in many situations, and they must expend effort and make the purposive endeavor to fulfill these goals.

Empirical Review

Previous studies have indicated that perception has impact on consumer patronage of products in Nigeria. Ifediora, C. U., Ugwuanyi, C. C & Ifediora, R. I (2017) study the effect of perception on patronage of foreign products by consumers in Enugu, Nigeria. The paper investigated into the dimensions of perception like perceived risk and perceived value on patronage of foreign products. The hypotheses were tested using Spearman's Correlation Coefficient. The findings revealed that there is a relationship between perceived risk and patronage of foreign products. Also, there is a positive relationship between perceived value and patronage of foreign goods. The study recommends that local manufacturers should be quality conscious and consumer focused, to compete effectively with imported products.

Similarly, Eleboda, S. S. & Abiala, A. F.(2020) in their study Consumer Ethnocentrism-Induced Perception and the Patronage of Adire Fabrics among Female Undergraduates in Ogun State revealed that marketing strategies such as pricing strategy, brand strategy, promotional strategy and advertising among others, should be employed to improve the appeals and sales of locally made products including adire fabrics. Enyia & Emelah (2018) in another study on The Impact of Product Perception on Patronage of Made-In Nigeria Goods which tested the relationship between behaviourial component of perception and patronage action. The study called for total re-orientation of citizens through government policies, scholarly efforts as well as individual effort.

Conceptual Model

The underpinning conceptual model was drawn from the research: Consumer Perception and Consumer Patronage model.
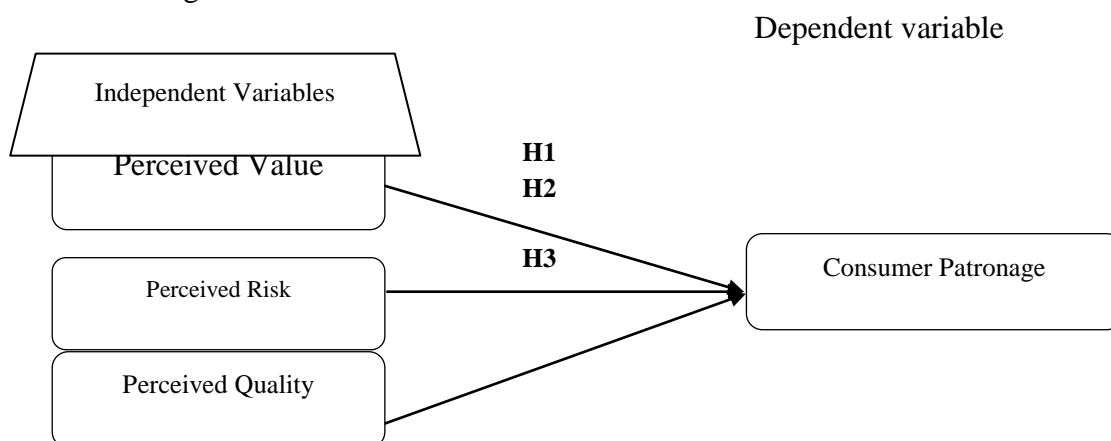

Figure 1:Researcher Model: Consumer Perception and Consumer Patronage Model.
Source: Researcher's Conceptualization, (2023)

METHODOLOGY

The study adopted survey research design and employed questionnaire as the instrument of inquiry. The study was conducted in a non-contrived setting. Hence, the researcher does not

have control over the research elements. The study was conducted in Uyo, Akwa Ibom State, Nigeria. The population of the study comprised of customers who patronizes fabrics shops in Uyo, Akwa Ibom State. The study utilized data collected from three hundred and fifty-four (354) customers. The accidental sampling technique was employed in view of its merits in easing access to test units.

The validity of the study instruments was confirmed through the opinion of a jury of experts consisting of academics and business practitioners with adequate knowledge of the subject of the study, while the internal consistency of the measurement items of the research instrument was confirmed through the Cronbach's Alpha test of reliability with a threshold of 0.70 set by Nunnally (1978). Table 1 below presents the summary of the reliability results.

Table 1

Summary of Result of Reliability Analysis on Study Variables

S/N	Variable Measure	Cronbach's Alpha	No. of items
1	Perceived Value	0.781	8
2	Perceived Risk	0.711	5
3	Perceived Quality	0.704	6

Source: Researcher' Compilation, (2022)

Result of Data Analysis

$H0_1$: Perceived Value has no significant effect on Consumer Patronage of made in Nigeria fabric Akwa Ibom State.

Table 2

Summary of Simple Regression Analysis Showing the Relationship between Perceived Value and Consumer Patronage of made-in Nigeria fabric Akwa Ibom State.

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	10.277	0.939		10.943	0.000
Perceived value	0.423	0.61	0.392	6.968*	0.000

Dependent variable: customer patronage
R = 0.392^a
R^2 = 0.154
Adjusted R-square = 0.154
Std. Error of estimate = 2.47068
F = 48.560

Significance = 0.000

*significantly related at 5% ($p<0.05$). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.

Source: The Researcher, 2023

Table: 2 Shows R^2 of 0.154 which means that the independent variable perceived value accounted for 15.4% of the variation in customer patronage. In addition, the significant F-ratio at F = 48.560, p < 0.000 suggest that the results of the regression model could not have occurred by chance and that the independent variables significantly predicted the dependent variable.

To assess the importance of the independent variable in determining the degree of change in the dependent variable, the beta coefficients for the variable; Perceived value X_1 (Pv) had statistically significant standardized coefficient of (β = 0.423, S.E = 0.61, t calc = 6.968, p = 0.000 p < 0.05) showing a significant influence on customer patronage. This finding can be interpreted that every 1-unit change in perceived value will lead to a 0.423 change in customer patronage. Since the p-value is less than 0.05(p=0.000<0.05), the null hypothesis is rejected.

Therefore, there is a significant relationship between perceived and customer patronage of made in Nigeria fabrics in Akwa Ibom State.

H_{02} Perceived Risk has no significant effect on Consumer Patronage of made in Nigeria fabric Akwa Ibom State

Table 3

Summary of Simple Regression Showing the Relationship between Perceived Risk and Customer Patronage

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	9.774	0.728	-	13.433	0.000
Perceived Risk	0.463	0.048	0.512	9.751*	0.000
Dependent variable: customer patronage					
$R = 0.512^a$					
$R^2 = 0.263$					
Adjusted R-square = 0.260					
Std. Error of estimate = 2.30648					
F = 95.090					
Significance = 0.000					

*significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.
Source: The Researcher, 2023

Table: 3 reveals that R^2 of 0.263 which means that the independent variable (Perceived Risk) accounted for 26.3% of the variation in Customer patronage. In addition, the significant F-ratio at F = 95.090, p < 0.000 suggest that the results of the regression analysis could not have occurred by chance and that the independent variables significantly predicted the dependent variable. To ascertain the essentiality of the independent variable in determining the degree of change in the dependent variable, the beta coefficients for the variable; Perceived Risk X_2 (Pr) had statistically significant standardized coefficient of $\beta = 0.463$, S.E = 0.048, t = 9.751, p = 0.000 p < 0.05, showing significant influence on customer satisfaction. This finding can be interpreted that every 1-unit change in Perceived Risk will lead to a 0.0463 change in customer patronage. Since the p-value is less than 0.05(p=0.000<0.05), the null hypothesis is rejected. Therefore, there is significant relationship between Perceived Risk and customer patronage.

H_{03} Perceived Quality has no significant effect on Consumer Patronage of made in Nigeria fabric Akwa Ibom State.

Table 4

Summary of Simple Regression Showing Relationship between Perceived Quality and Customer Patronage

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	12.344	0.567		21.782	0.000
Perceived quality	0.327	0.041	0.441	8.024*	0.000
Dependent variable: customer patronage					
$R = 0.441^a$					
$R^2 = 0.194$					
Adjusted R-square = 0.191					
Std. Error of estimate = 2.41099					
F = 64.378					
		Significance = 0.000			

*significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.
Source: The Researcher, 2023

Table: 4 reveals adjusted coefficient of determination of 0.194 which indicates that 19.4% of the variation in customer patronage was explained by the perceived quality. The F-Calculated (64.378) is greater than the critical F-value which means there is significant regression relationship between the dependent variable and the independent variable. The beta coefficient of 0.327 was obtained for perceived quality ($\beta = 0.327$, S.E = 0.041, t = 8.024, p = 0.000 p < 0.05). Since the P-value is less than 0.05 (p < 0.05), the null hypothesis is rejected. Therefore, there is a significant relationship between perceived quality and customer patronage.

DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

Discussion of Findings

The study showed a significant relationship between each of the three dimensions of consumer perception (perceived value, perceived value) and customer patronage of made in Nigeria fabrics in Akwa Ibom State. The result of first hypothesis testing shows that there is a significant relationship between perceived value and customer satisfaction with a regression coefficient, $\beta = 0.423$. This finding is in agreement with the work of Eleboda & Abiala (2020). The result of the second hypothesis demonstrate that perceived risk significantly influences customer patronage with a regression coefficient, $\beta = 0.463$. The result is in tandem with the previous studies done by Ifediora, (2017). The result of the third hypothesis posits a significant relationship between perceived quality and customer patronage with a regression coefficient, $\beta = 0.327$.

Conclusion and Recommendations

From the study conducted, it is obvious that perceived value, perceived risk and perceived quality are the key variables that influence the respondents in the choice of fabrics Akwa Ibom State. The study was focusing on the relationship between the three variables and customer patronage and to look at the effect each of them have on the dependent variable, customer patronage. The questionnaire was used as the main instrument for data collection; the data collected was further regressed and discussed. Findings showed a significant relationship when the independent variable were measured separately against customer patronage. The implication of this study is that to influence customers patronage of fabrics in Akwa Ibom State, there is a need for management of this vendors of to understand that experience gathered by customers is a reflection of the customers journey through all interactions with their product during pre-consumption, consumption and post-consumption stages of the product.

Based on the findings, the researcher recommends that fabrics vendors wishing to enhance their customer patronage should pay attention to the dimensions of consumer perception and that vendor should pay attention to the feedbacks from their customers to know their preference in terms of the country of origin of the fabrics.

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