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# BRAND EQUITY AND CUSTOMER SATISFACTION OF TEXTILE PRODUCTS (WRAPPERS) IN SOUTH-EAST ZONE NIGERIA

**Okereke, Getrude Oluchi and Nwaizugbo Ireneus C.**

Department of Marketing  
Nnamdi Azikiwe University, Awka  
[luchisgoti@gmail.com](mailto:luchisgoti@gmail.com)

## Abstract

*This study concerns brand equity and customer satisfaction of textile products (wrappers) in south-east zone Nigeria. The main objective of this study is to determine if there is significant relationship between brand equity dimensions and customer satisfaction of locally produced textile (wrappers) among wrapper users in the south east zone of Nigeria. A cross-sectional survey was used and a structured questionnaire is administered in collecting data. A total of 362 copies of questionnaire were returned as duly filled and usable. Multiple regression analysis was used to test the hypotheses with the aid of the statistical package for social sciences SPSS version 25 at 5% margin. The results show that brand loyalty has no significant relationship between brand loyalty and customer satisfaction with locally made wrappers; brand awareness has a significant positive relationship between brand awareness and customer satisfaction with locally made wrappers. The study recommends that marketers of local fabrics and wrappers consistently measure the attitudes and behaviours of users so as to ascertain the changes in behaviour or attitude. Brand loyalty being the most prominent indicator of brand equity leads to repeat purchase if well checked.*

**Keywords:** Brand loyalty, Brand awareness, Customer satisfaction and locally made wrappers.

## INTRODUCTION

Brands are more than just names and symbols that companies and marketers use to distinguish and differentiate their products and services from those of competitors. They are a key element in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance, everything that the product or the service means to consumers Kotler et al, (2024). They also states that *in the final analysis, brands exist in the heads of consumers. Products are created in the factory, but brands are created in the mind.* A powerful brand has high brand equity. Thus, Keller (2013) defined Brand equity as the differential effect that knowing the brand name has on a customer's emotions, attitudes, and behaviours related to the product and its marketing. It's a measure of the brand's ability to capture consumer preference and loyalty.

The globalization trend of this century has positive impact on consumers taste and choice of fashion among Nigerians, which influence customer choice and demand of quality products. With the advancement in technology and lifestyle, it has become necessary to evaluate and understand consumer's choice of product and preference of textile product so as to remain in business. Textile industry in general offer various activities in different sectors such as fashion, arts and culture, creativity and design and this affects her choice pattern . According to the researcher, the use of wrappers is well acceptable in south east zone in general. They are used at occasions and celebrations that usually require the use of uniform for identification so as to make the event colourful, which is known as Asoebi by the Yoruba's and now imitated by others.

Wrapper is a colourful garment widely used by most Africans and few westerners (whites) who are interested in its usage. It varies from wrapped clothing to full sewed attire. A textile product (Wrappers) is an informal, full length, front closing garment a person can wear in the morning over all his or her under garments before getting dressed for the day on a nicer clothes. It can aside from been tied around the body also be sewn fashionably. They come in different categories and price and can be found in every market and textile shops in the south east. What determines consumers repeat purchase action is satisfaction derived from the use of product. Consumers' patronage is a predisposition to be purchasing a particular brand of a product Yuen & Chen, (2010). Satisfaction of a particular brand of Wrapper fabric can make a consumer buy a particular brand of product at a higher price than it is worth. Thus, consumer's attitude is a useful component in product packaging and design; this is because it serves as a propelling force that aid consumers to take purchase decision Etim (2019).

Despite years of intervention in the textile industries, Nigeria textile industry producing wrapper is still struggling to stand at their feet owing to the challenges of huge participation of importation by some investors, poor patronage, poor policy implementation and a broken value chain Mohammed Shosanya, Justus Adejumoh and Isaac Asabor once said through Business Independence, December, 22, 2019.

Accordingly, Hamma Kwajaffa (2020) an official of the Nigerian Textile Manufacturer Association For local prints like Ankara, Abada, George, Kente, Asoke and others, noted that distributors have broken the value chain as they now prefer to import directly from China low quality clothing including textile wrappers with a made-in-Nigeria labels on them. Noting that less than 25 of the over 300 textile companies as of the 1980's is only in operation performing below capacity as Nigeria producers seems to now depends heavily on importation in disguise as made in Nigeria which has taken over the market .

Keller (2013), states that one of the most popular and potentially imported marketing concept to arise in 1980's was brand equity. The dimensions of brand equity as already

stated often influence consumer's preference and intention to purchase products and services, Andai, (2016). Although, there have been numerous research on customer satisfaction, there is need to elaborate on brand equity dimensions and other purchase determining factor as it influence customers satisfaction of local and foreign imported textile fibre (Wrappers) in south east zone, Nigeria.

The preference for foreign textile product (wrappers) is high and has indirectly led to the dwindling of most Nigeria textile firm and the poor demand for locally made Nigerian (Wrappers), resulting to the folding of many textile industries leaving the industry with less than 25 in operation when compared to the late 80s when Nigeria was among the leading textile wrapper producers. The Nigerian textile market is flooded with varieties of locally produced materials and imported textile products (wrappers) making the local Nigeria products struggle with her foreign counterpart in terms of attributes and sales. It is for this reason that this study is undertaken to determine the effect of brand equity and customer satisfaction of textile products (wrappers).

The general objective of this study is to evaluate the relationship of brand equity and customers satisfaction of textile product (wrappers) in south east zone of Nigeria. The specific objectives are to:

1. To determine if there is significant positive relationship between brand loyalty and customer satisfaction of locally produced textile (wrappers) among users in the south east zone of Nigeria.
2. To determine if there is significant positive relationship on brand awareness and customer satisfaction of locally produced textile (wrappers) among users in the south east zone of Nigeria.

## LITERATURE REVIEW

### Brand Equity

Brand equity has been perceived from various viewpoints. Brand equity can be traced back to 1980's when it was first introduced by David Aaker. It has become popular as times flies and came to its peak in the 90's. Other critical academic contributors have also been developed over the years. Brand equity is defined as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or services to a firm or to that firm's consumers", Aaker (1991). Brand Equity is also a marketing term that describes brands value. Such value is determined by consumer perception and experience with the brand. When people think highly of a brand, it has positive equity. Positive brand equity increases profit margin per customers because it allows a company to charge more for a product than competitors, even though it was obtained at the same price. But when a brand consistently under-delivers and disappoints to the point that people recommend other products in exchange as in avoidance, it is a negative brand equity. Brand equity develops and grows as a result of a customer's experience with the brand. In a nutshell, the researcher views brand equity as a term that describes brands value. This value may be as a result of consumer's perception, impression and experience with the brands.

According to (Boo et al., 2009; Fayrene, & Lee, 2011), the concept of brand equity has become an essential part of building a successful brand. It is a popular instrument for measuring the brand efficiency in the marketing field.

The purpose of brand equity is that it aids in building a connection amid the apparent advantages and supposed costs that individuals associated with that product. Brand equity in this research context textile product (wrappers), directly affects sales choice since customers

settle for goods with excellent qualities, status and outcomes. Such as when a new product brand is released in the market, consumers will certainly rush to purchase it, after using this new product, the tendencies that they will advertise such products or repeat purchase is certain if the product is worth its value.

### **Importance of Brand Equity**

Brand Equity is stated to be positive only when the consumers are willing to pay more for the same level of quality just because of the name attached to the product Bello & Holbrook, (1995). When a firm embraces Brand Equity, it means that it has effectively distinguished itself from its opposition through delivering excellent goods and customer services and also rolled out a good-looking marketing strategy. A brand can keep going higher if it builds an optimistic price and deliver the best quality, thus, brand strength is the standard offered by an organization. For a textile industry to develop and maintain its brand, it should ensure it identifies its target customer's needs, identify its business strategy, identify its competitors and its brand name and messaging power. In achieving this, it should ensure that:

-We connect with the intended audience; If a textile producer of wrapper wants to create brand equity, it must communicate with its target customers, haven links with the target market enables them to ascertain how customers feel about the products or brands. This can be achieved through social media, research, questionnaire, focused groups interviews.

-Ensure in Building Basic Brand Knowledge; This is knowing how familiar customers are with the company's brand and how comfortable they feel with it. This is the simplest method of building brand equity. Building knowledge of a brand in the mind of users makes it possible for consumers to recognize the products and view it the way the company wants it to be considered. Here, marketing comes in, the companies ensure that customers interact with the company through their blog, website, logo, and social media.

-Create an optional consumers' experience; High quality goods and services can create positive consumer's devotion. Hence, turning its customers base into faithful brand loyalists.

Many textile wrapper industries have established brand equity and product acceptability for themselves such as the Ankara, veritable wax, top wax all Made in Nigeria wrappers. The researcher opined that these products haven received high demand among consumers from south east zone states where various occasions take place that needs affordable priced, beautiful and standardized wrappers for Asoebi (uniform) purpose and for individual use.

### **Brand Loyalty**

According to Aaker (2010) brand loyalty is the attachment that a consumer has to a brand. It is considered as one of the core components of the brand equity which affects the brand equity positively and directly, Atilgan et al., (2005). It involves both attitudes and actual behaviours towards a brand, and that both, if possible, must be measured. Attitudinal measures are concerned with consumer's overall feelings about the product and the brand, Schiffman et al., (2010). While behavioural scientists who favour the theory of instrumental conditioning believe that brand loyalty results from initial product trial reinforcement through satisfaction, leading to repeat purchase behaviour. Brand loyalty represents a customer who purchases one specific brand when presented with a set of alternatives consistently over a period of time.

Brand loyalty is an important indicator of brand equity as it develops into post purchase. Brand loyalty approach leads to decrease in marketing expenditure as loyalty makes customers tend to be messengers and positive advocates for the brand. Brand loyalty also helps to stay on top of the game as it creates a barrier to entry for new players in their

specific industry and gives time for them to respond to threats made by competitors. Chaudhurl and Holbrook (2001) mentioned that brand loyalty is directly related to brand price, while Aaker (1996) identified price premiums (that is price consumers are willing to pay) as the basic indicator of loyalty.

We therefore see Brand loyalty as ranging from the habitual buyers, to the satisfied buyers, to those that like the brand and to the truly committed ones. It is difficult for competitors to communicate to satisfied brand users to switch brand because they already got what they want and have little or no motivation to learn about alternatives.

### **Brand Awareness**

Aaker (1991) refers to Brand Awareness to be the ability of potential consumers to recall and recognize the brand, linking the brand with its correspondent product class. In fact, it simply means that the consumers are aware of the existence of the brand and can also recall what products and services the company is offering. This should be the first and important step in the equity building process. It is the target of every industry to make sure that the customer can remember the existence of her product or services upon the mention of it in an instant.

A company can build Brand awareness by making her brand visible to the relevant target audience by various promotional methods such as advertising, instigating word of mouth promotion, sponsorship, publicity. Keller (2003) sees Awareness to be “the customer’s ability to recall and recognize brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol and so more in connection to one’s memory”. Awareness is a key determinant identified in almost all brand equity models, Aaker (1999). The brand with higher awareness would be more likely to be purchase.

Brand Awareness consists of brand recognition and brand recall. **Brand recognition** relates to consumer’s ability to confirm exposure to the brand when given the brand as a cue, its importance when a buyer chooses a brand at the point of purchase. The next stage is **Brand recall** which relates to the consumer’s ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of problems as a cue. In other words, Brand recall requires that consumers can correctly generate the brand from memory. Brand recognition may be as important to the extent that product decisions are made in the store, Keller, (1993). Brand Awareness creates value in different ways, as it provides the support to which other affiliation can be linked.

### **Customer Satisfaction**

With marketing, customer satisfaction also comes around with it, which means it ascertain the expectation of the customers on how the goods, services are being facilitated by the companies. It was also noted that customer satisfaction is one of the top tools for a successful business. Information including surveys and ratings can help a company determine how to best improve or changes its product and services. Keeping ones existing customers happy should always be a priority. Customer’s satisfaction is important because it greatly increase the chances of a customer’s returning to do more business. Customer’s loyalty won’t come easy if you are not focused on pleasing them.

The underlying goal of marketing and production is to understand the consumers and to influence buying behaviour. Berger (2020) described one of the main perspectives of the consumer behaviour research analyses buying behaviour from the so called “Information Processing Perspective”. According to the model, customer’s decision-making process

comprises a need process a need satisfying behaviour and a wide range of motivating and influencing factors. Need Recognition; This is the realization of the difference between desired situation and the current situation that serves as a trigger for the entire consumption process.

- (1) Search for Information; This is the act of searching for data relevant for the purchasing decision, both from internal sources (that is one's memory) and/ or external sources.
- (2) Pre-Purchase alternative evaluation; This is assessment of available choices that can fulfil the realized need by evaluating benefits they may deliver and reduction of the number of options to the one or several preferred.
- (3) Purchase acquirement of the chosen option of product or service.
- (4) Consumption Utilization of the procured option.
- (5) Post purchase alternative re-evaluation; This is the assessment of whether or not, and to what degree the consumption of the alternative produced satisfaction.
- (6) Divestment; This is disposal of the unconsumed product or its ruminant's.

Besides these information processing perspective, marketing analyses consumer's behaviour by employing a psychological grounded concept of attitudes Balderjahn (1988). The Engel et al (1995) model is suitable for this context of consumer satisfaction because it combines the consumer decision process with the influencing factors. To meet the satisfaction of the consumers, the product and its features, functions, reliability, sales activity and customer support are important. Satisfied customers usually come back to buy more (Repeat purchase). Besides buying more, they also work as a network to reach other potential customers by sharing experiences and advertising indirectly for the company in question. In recent times, providing the choice of customers in terms of goods and services is not only to satisfy the customers, but also to be at the top ladder of distribution and remain in position. Customers always look for value in the total service chain between them, the product and company, which requires internal collaboration among marketing and production section that is responsible for different elements of value offering, for the products.

### **Empirical Studies**

Shehzad, Ahmed, Iqbal, Nawaz and Usman (2014) carried out research on the influence of brand name on consumer choice and decision. The essence of the study is to examine the effect of brand name on consumer buying behaviour in university of Gujranwala, Faisalabad and Lahore of Pakistan. The researcher adopted questionnaire survey in the above-mentioned cities, and adopted descriptive research design to conclude the interferences of hypothesized testing. A sample size of 300 respondents was selected through the non-probability convenient sampling technique, in which 250 responses were collected. The result shows that brand image or brand name has significant positive relationship with consumer buying behaviour. It also shows that the above-mentioned university students are brand conscious and prefer branded products.

Oladele and Arogundade (2011) examined the attitudes of Nigeria students towards locally manufactured goods known as Made-in-Nigeria goods. Structured questionnaires were administered to a sample of 1000 selected from a population 1,710 students at the faculty of management science, university of Ado Ekiti, Nigeria. It was found that out of all the variables examined, product quality was observed to be the major reason why students are averse to locally manufactured textile products in Nigeria. By extension, Nigeria students are not inclined to purchase locally manufactured goods.

Okpara and Anyanwu (2010) looked at an attitudinal predisposition towards foreign culture and products, to the detriment of the domestic economy and identity. The paper aims at a comparative attitude measurement, as well as exploring the underpinnings of sustained choice irrationality in favour of foreign labelled products in foot wear industry. The study established the prevalence of a “Consumption complex syndrome (CCS)” – which is a state of consumer mind that consistently predisposes him to foreign labelled products, even when the domestic ones are preferred in a Blind Brand Experiment. The concomitant policy, entrepreneurial imperatives and a reconstruction of the consumer’s behaviour model are considered. The research was done through questionnaire and interview with 1750 shop owners and 200 for blind brand experiment. Linear compensatory attitude models, chi square and Kolmogorov - Simonov test was used to test hypothesis. The research stands in favour of the use of local goods and kick against the use of foreign labelled product for our local goods and products.

Singh, Aggarwal and Jhamb (2017) measured how products and services supplied by a company meet or surpass customer expectation. Here the research was undertaken in Vardhman Textiles Ltd. An Analysis of the various factors which affect satisfaction level of customers has been done and a relationship between these factors has been found to find scope for further improvement. Primary data has been collected through a structured questionnaire of 80 customers of Vardhman Textiles Ltd. The report is based on exploratory and descriptive design both. In exploratory research, the factors that affect customer satisfaction have been found. The sampling technique used is Simple Lottery Random Sampling in which 80 customers have been randomly selected from all the customers. Descriptive statistics has been used and which include the application of the statistical tools namely: Correlation, Regression, ANOVA, and T-test.

Mai and Tang (2016) examined impact of product packaging design factors to consumers repurchase intention as well as the indirect association of the factors adding the repurchase intention through two terms of brand awareness: which is brand recognition and brand recall. The study applied quantitative method, with sample size of 293 respondents who use Vinamilk. The study recommends that in order to attain high level of consumer repurchase intention, vinamilk management board should use recycle materials for the packages and introduce easy to store and shape of product. The study observed that brand recognition and brand recall could lead to repurchase, also that colour, packaging, fonts, shapes indirectly affect the repurchase intention.

Zhang, (2015) researched the impact of image on consumer behaviour, stating that the concept “brand image” has drawn significant attention from academics and practitioners since it was put forward; because it played an important role in marketing activities. This study reviewed extant studies about the impact of brand on consumers from perspective of customer equity. It also presented the shortcomings of current research and pointed out the trends for future study.

Huang and Sarigollu (2012) investigated how brand awareness relates to market outcome, brand equity and the marketing mix by combining survey data with real market data to investigate the relationship between brand awareness and market outcome and the relationship between brand awareness brand equity. These authors use brand sales and market share to measure brand market outcome and adopt measures of brand market performance measures, such as market share or price premium and its consideration for both the price and the sales of a brand as well as competitor’s performance, which is consistent with brand equity which symbolizes the strength of the brand in the market place relative to competitors. The study used regression and cross prediction analysis to test whether brand

awareness is an antecedent of the market outcome, the results of their study established that a positive correlation exists between brand awareness and sales, and between brand awareness and market share.

Zeb, Rashid and Javeed (2011) examined female consumers buying behaviour and understand the key factors of branded clothing which influence female consumer's involvement towards trendy branded clothing in Pakistan. The survey was conducted from general female consumers aged between 20-35 years to obtain empirical evidence by using questionnaire and other statistical techniques. 415 respondents filled the questionnaire, results obtained indicate that status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behaviour, while increasing consumer involvement in fashion clothing.

Yu, Liu, Lee, and Soutar, (2018) carried out research on "The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention". The study examines the role of attribution (or brand blame) and information characteristics in China on Chinese consumers' responses to negative publicity. The study used a quasi-experimental approach involving two negative publicity scenarios (mild and high severity) and a sample of 203 young and educated Chinese consumers. Partial least squares was used to test the hypotheses. A common assumption is that negative brand information has a negative influence on all aspects of a brand. However, this study finds that brand blame and information severity have differential effects on consumer evaluations of the affected brand. Specifically, brand blame negatively impacted attitudes and purchase intentions, but not brand image. In contrast, information severity negatively impacted brand image, but not attitudes or intentions. Further, the relations between brand image and brand attitudes and intentions depended on the level of information severity. In the mild-severity condition, brand image positively influenced attitudes and intentions, but not in the high-severity condition. Future research should examine consumer responses to negative publicity across different media and product categories. Cross-cultural studies should also be explored in the future. Specifically, the authors find that negative publicity has a different impact on brand image, brand attitudes and intentions to purchase. The authors suggest that brand managers use this information to guide their marketing communications.

Opoku and Akorli (2009) carried out this study, which examined consumer attitude towards local and imported products in a developing country market. A survey was conducted to elicit responses from a cross section of the Ghanaian community. The country-of-origin image in this study was measured using the Roth and Romeo approach. The results suggested that country of origin is more important than price and other product attributes. Ghanaian consumers hold the "made in Ghana label in low regard relative to foreign labels, whilst superior quality and consumer taste are the two most important reasons for the Ghanaian consumer's preference for foreign products. The study points certain limitations and suggestion for future research on country-of-origin effect and the consumers in developing countries are also discussed.

Through the review of past literature on Brand Equity and Customer Satisfaction of textile product (wrappers), it is observed by the researcher that there was limited existing study in textile product (wrappers) as it relate to customers satisfaction in the south east zone of Nigeria. Most existing research care less on what lead to brand preference and satisfaction. Hence, this study aimed to fill this gap in literature, by examining the relationship of brand equity dimension and its effect on customer satisfaction of textile product (wrappers) in the south east zone of Nigeria.



## METHODOLOGY

### 3.1 Research Design

This study adopted a descriptive survey research design in which the data was collected through administering a structured questionnaire. Orji, (2016) explained that descriptive design as one which elicits responses from a relatively large number of respondents by means of administering pertinent instruments for the purpose of collecting primary data on a portion of the population known as sample.

### 3.2 Area of the study

The area of the study is the south east zone of Nigeria which is one of the six geopolitical zones in the country. The zone was carved out from the eastern Nigeria in 1967, during the Gowon administration between 1967 and 1975. The south east comprises five states, namely; Abia State, Anambra State, Ebonyi State, Enugu State and Imo State. The zone is bounded by the River Niger on the west, the riverine Niger Delta on the south, the North central to the North, and the Cross River on the east. According to the National Population Commission Census (2006) Abia has an estimated population of 2,845,380 million, Anambra of 4,177,828 million, Ebonyi of 2,176,947 million, Enugu of 3,267,837 million and Imo of 3,927,563 million populations with their total population of 16,425,555 million as at the last time population census was conducted.

Below is a Map description of the south east zone of Nigeria which is the area of study.

Source: nigerianfinder.com

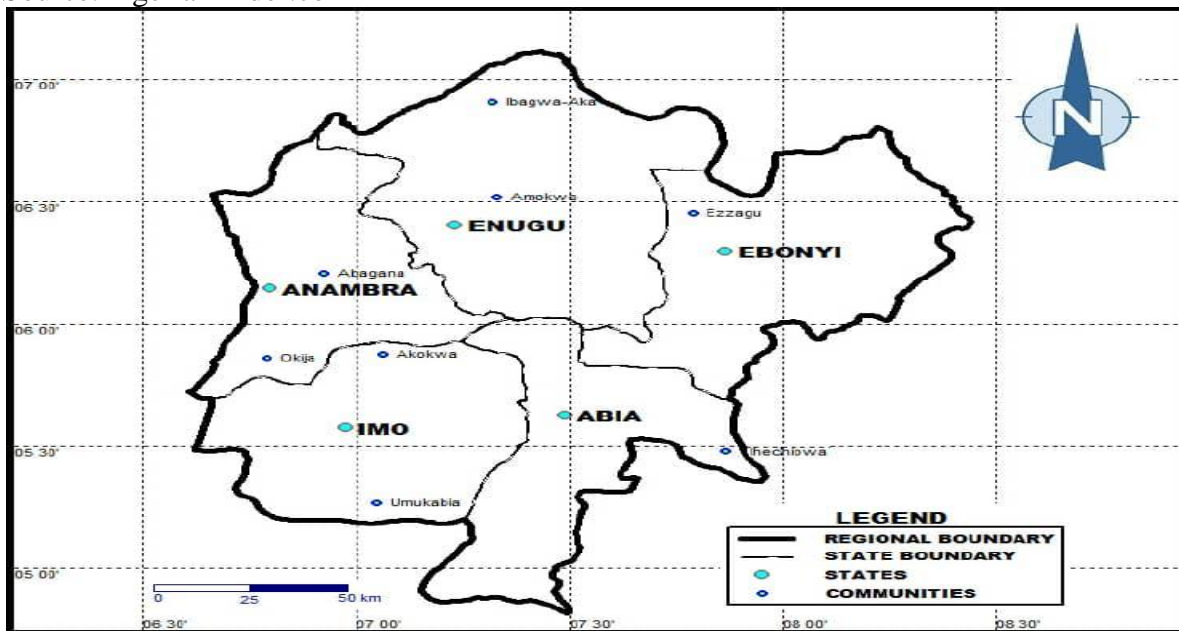


Table 3.1.4: Map of the South East Zone of Nigeria.

### 3.3 Population of the Study

The target population of the study are consumers that use textile product (Wrappers) in south eastern zone of Nigeria. This population is unknown as the researcher has no register of wrapper users in the southeast zone of Nigeria which is the scope of the study. The population was gotten through online medium where the research belongs.

### 3.4 Sample and Sampling techniques

Sample size is the total number of elements or unit of analysis that have to be added into a drawn sample to ensure appropriate representative of the defined target population. Given that the universe of the present study is infinite, the sample size was calculated using topmans formula for sample size estimation where the population is infinite (uncertain). Accordingly, this study adopted the procedure in finding a sample size given a confidence interval and error margin for an unknown population standard deviation.

Where  $n$  = sample size

$e$  = Error margin allowed

$Z \frac{\infty}{2}$  = Standard deviation at  $\infty$  level of significance.

Therefore,

$P = 60$  or  $0.90$

$Q = (1-P) = (1-0.60) = 0.10$

$e = @ 95\% \text{ confidence level is } 0.05$

**Step 1:** At 95% confidence interval

$$Z \frac{\infty}{2} = \frac{0.95}{2} = 0.475$$

The closest z-score for 0.475 is 1.96

Error margin ( $e$ ): Divide the confidence limit 0.05 by 2

$$e = \frac{0.05}{2} = 0.025$$

**Step II:** Multiply P by Q

$$0.90 * 0.10 = 0.09$$

**Step III:** Divide  $Z \frac{\infty}{2}$  by 0.025

$$\frac{1.96}{0.025} = 78.4$$

**Step IV:**  $(78.4)^2 = 6146.56$

**Step V:** Multiply step II by step IV

$$0.09 * 6146.56 = 553.1904. \text{ The sample size is approximately } \mathbf{555} \text{ respondents}$$

The study applied a cross sectional research technique in which data from respondents was collected within the same period of time. Also, the research sample cuts across the five states in the south east zone of Nigeria. The researcher administered 555 questionnaires which is the sample size estimate for this research through online platforms where the research belonged. . The study relied on a cross-sectional survey method as the data were collected at a time (Okeke, Olise & Eze, 2014).

### Instrument for Data Collection

The instrument for the primary data collection was a structured questionnaire administered to randomly selected respondents online. The questionnaire was in parts such as Section A, which will deal with the demographic profile of the respondent such as gender, age, marital

status, educational level, occupation. While, Section B comprise questions on the main constructs of the study. The research used a 5-Point Likert Scale to elicit information from the respondents to indicate their level of Strongly agree to Strongly disagree.

### Validity of the Research Instrument

In this study Content validity was assured as the researcher made sure that the questions cover all aspects of the constructs of the study as well as relevant selected socio-demographics. The inter-rater / observed reliability was checked by two (2) experts whom are the researcher's supervisor and a statistical expert to ensure that the instrument was in line with the variables under study and. Their comments were incorporated in the final draft that was used for the study.

### Reliability of the Research Instrument

For this research work, Cronbach Alpha Statistics was used to check for reliability of items and the results shows Cronbach Reliability Alpha of 0.77 and above for each of the variables, implying that the instrument had a strong internal reliability.

### Method of Data Collection

This research adopted survey method which is in line with asking questions usually through questionnaire. The kind of survey research design employed in this work was cross sectional which implies that data was collected at a particular time, using a 5-Point Likert scale of Strongly Agree to Strongly Disagree.

### Method of Data Analysis

In analysing our data, the researcher collected, coded, edited and analysed data using statistical package for social science (SPSS). The descriptive statistics was used to analyse data with the aid of frequencies and percentages. Results of possible mean score and standard deviations of customer satisfaction were analysed. The inferential statistics was conducted using the regression analysis to test the hypothesis to determine if there is an effect relationship between the dependent and independent variables.

### Regression Model Specification

In this sub-section we specify the regression model used in our study. We need to select the variables we want to include and decide how to estimate the model to conduct a regression analysis. Our study involved four independent variables, one dependent variable and two control variables. We specify that customer satisfaction is a function of the following predictor variables thus:

$CS = f(\text{brand loyalty, brand awareness, brand association, perceived brand quality}).$

The Regression model is formulated thus:

$CS = \alpha + \beta_1\text{Brand loyalty} + \beta_2\text{Brand awareness} + \beta_3\text{Brand Association} + \beta_4\text{Perceived brand quality} + e_i$

With the control variable the model is:

$CS = \alpha + CS = \alpha + \beta_1\text{Brand loyalty} + \beta_2\text{Brand awareness} + \beta_3\text{Brand Association} + \beta_4\text{Perceived brand quality} + \beta_5\text{Intrinsic product cues} + \beta_6\text{Extrinsic product cues} + e_i$

Where:  $\beta_1 - \beta_6$  are the coefficients, and

$e_i$  is the error term.

The correlation formula is given thus:

$$r = \frac{n\sum xy - \sum x \sum y}{\{\sqrt{n\sum x^2 - (\sum x)^2}\}\{\sqrt{n\sum y^2 - (\sum y)^2}\}}$$

where: n = data sample  
 X = independent variable  
 Y = Dependent variable, and  
 R = correlation coefficient

## RESULTS AND DISCUSSIONS

**Table 1: Responses on brand loyalty items**

|  |                   | Count | Column N % | Mean | Standard Deviation |
|--|-------------------|-------|------------|------|--------------------|
| Brand Loyalty1: I only buy locally produced Made in Nigeria textile product (wrappers) | Strongly Disagree | 33    | 9.1        |      |                    |
|  | Disagree          | 25    | 6.9        |      |                    |
|  | Neutral           | 38    | 10.5       |      |                    |
|  | Agree             | 49    | 13.5       |      |                    |
|  | Strongly Agree    | 217   | 59.9       | 4.08 | 1.341              |
| Brand Loyalty2: I only buy Foreign produced textile product (wrappers)                 | Strongly Disagree | 35    | 9.7        |      |                    |
|  | Disagree          | 20    | 5.5        |      |                    |
|  | Neutral           | 30    | 8.3        |      |                    |
|  | Agree             | 38    | 10.5       |      |                    |
|  | Strongly Agree    | 239   | 66.0       | 4.18 | 1.345              |
| Brand Loyalty3: I always buy what is available.  | Strongly Disagree | 31    | 8.6        |      |                    |
|  | Disagree          | 22    | 6.1        |      |                    |
|  | Neutral           | 60    | 16.6       |      |                    |
|  | Agree             | 77    | 21.3       |      |                    |
|  | Strongly Agree    | 172   | 47.5       | 3.93 | 1.286              |

Table 1 shows that for brand loyalty item 1, 33(9.1%) strongly disagree, 25(6.9%) disagree, 38(10.5%) are neutral, 49(13.5%) agree while majority of 217(59.9%) strongly agree. For item 2, 35(9.7%) strongly disagree, 20(5.5%) disagree, 30(8.3%) are neutral, 38(10.5%) agree while majority of 239(66.0%) strongly agree. For item 3, 31(8.6%) strongly disagree, 22(6.1%) disagree, 60(16.6%) are neutral, 77(21.3%) agree while majority of 172(47.5%) strongly agree. For the descriptive, item 1 has Mean = 4.08 and Standard Deviation (SD) = 1.341; item 2 has Mean = 4.18 and Standard Deviation (SD) = 1.345 while item 3 has Mean = 3.93 and Standard Deviation (SD) = 1.286. Thus, all the means are above threshold while the three standard deviations are above one and these show variations in opinions/responses of the respondents.

**Table 2: Responses on brand awareness items**

|  |                   | Count | Column N % | Mean | Standard Deviation |
|--|-------------------|-------|------------|------|--------------------|
| Brand Awareness1: I only buy textile product (wrappers) that is well known to me.              | Strongly Disagree | 32    | 8.8        |      |                    |
|  | Disagree          | 34    | 9.4        |      |                    |
|  | Neutral           | 61    | 16.9       |      |                    |
|  | Agree             | 73    | 20.2       |      |                    |
|  | Strongly Agree    | 162   | 44.8       | 3.83 | 1.327              |
| Brand Awareness2: I only buy textile product wrappers that is recommended by someone.          | Strongly Disagree | 60    | 16.6       |      |                    |
|  | Disagree          | 39    | 10.8       |      |                    |
|  | Neutral           | 71    | 19.6       |      |                    |
|  | Agree             | 75    | 20.7       |      |                    |
|  | Strongly Agree    | 117   | 32.3       | 3.41 | 1.451              |
| Brand Awareness3: I only buy textile product wrappers known to me through advert and publicity | Strongly Disagree | 49    | 13.5       |      |                    |
|  | Disagree          | 44    | 12.2       |      |                    |
|  | Neutral           | 54    | 14.9       |      |                    |
|  | Agree             | 63    | 17.4       |      |                    |
|  | Strongly Agree    | 152   | 42.0       | 3.62 | 1.462              |

Source: (SPSS Version 25)

Table 2 shows that for brand awareness item 1, 32(8.8%) strongly disagree, 34(9.4%) disagree, 61(16.9%) are neutral, 73(20.2%) agree while majority of 162(44.8%) strongly agree. For item 2, 60(16.6%) strongly disagree, 39(10.8%) disagree, 71(19.6%) are neutral, 75(20.7%) agree while majority of 117(32.3%) strongly agree. For item 3, 49(13.5%) strongly disagree, 44(12.2%) disagree, 54(14.9%) are neutral, 63(17.4%) agree while majority of 152(47.5%) strongly agree. For the descriptive, item 1 has Mean = 3.83 and Standard Deviation (SD) = 1.327; item 2 has Mean = 3.41 and Standard Deviation (SD) = 1.451 while item 3 has Mean = 3.62 and Standard Deviation (SD) = 1.462. Thus, all the means are above threshold of 3.0 while the three standard deviations are above one, indicating variations in opinions/responses of the respondents.

**Table 3: Responses on customer satisfaction items**

|   |                   | Count | Column N % | Mean | Standard Deviation |
|---|-------------------|-------|------------|------|--------------------|
| CS1: I prefer to buy locally Made in Nigeria textile product that is in Fashion       | Strongly Disagree | 58    | 16.0       |      |                    |
|   | Disagree          | 39    | 10.8       |      |                    |
|   | Neutral           | 71    | 19.6       |      |                    |
|   | Agree             | 77    | 21.3       |      |                    |
|   | Strongly Agree    | 117   | 32.3       | 3.43 | 1.440              |
| CS2: I prefer to buy foreign textile product that is in fashion                       | Strongly Disagree | 153   | 42.3       |      |                    |
|   | Disagree          | 63    | 17.4       |      |                    |
|   | Neutral           | 58    | 16.0       |      |                    |
|   | Agree             | 49    | 13.5       |      |                    |
|   | Strongly Agree    | 39    | 10.8       | 2.33 | 1.411              |
| CS3: I prefer to buy local produced textile product because i am satisfied with it    | Strongly Disagree | 132   | 36.5       |      |                    |
|   | Disagree          | 50    | 13.8       |      |                    |
|   | Neutral           | 47    | 13.0       |      |                    |
|   | Agree             | 49    | 13.5       |      |                    |
|   | Strongly Agree    | 84    | 23.2       | 2.73 | 1.611              |
| CS4: I prefer to buy foreign produced textile products because i am satisfied with it | Strongly Disagree | 67    | 18.5       |      |                    |
|   | Disagree          | 49    | 13.5       |      |                    |
|   | Neutral           | 61    | 16.9       |      |                    |
|   | Agree             | 69    | 19.1       |      |                    |
|   | Strongly Agree    | 116   | 32.0       | 3.33 | 1.499              |

Source: (SPSS Version 25)

Table 3 shows that for customer satisfaction item 1, 58(16.0%) strongly disagree, 39(10.8%) disagree, 71(19.6%) are neutral, 77(21.3%) agree while 117(32.3%) strongly agree. For item 2, majority of 153(42.3%) strongly disagree, 63(17.4%) disagree, 58(16.0%) are neutral, 49(13.5%) agree while 39(10.8%) strongly agree. For item 3, majority of 132(36.5%) strongly disagree, 50(13.8%) disagree, 47(13.0%) are neutral, 49(15.3%) agree while 84(23.2%) strongly agree. For item 4, 67(18.5%) strongly disagree, 49(13.5%) disagree, 61(16.9%) are neutral, 69(19.1%) agree while majority 116(32.0%) strongly agree. For the descriptive, item 1 has Mean = 3.43 and Standard Deviation (SD) = 1.440; item 2 has Mean = 2.33 and Standard Deviation (SD) = 1.411; item 3 has Mean = 2.73 and Standard Deviation (SD) = 1.611; while item 4 has Mean = 3.33 and Standard Deviation (SD) = 1.499. Thus, means 1 and 3 are above the threshold of 3.0, while means 2 and 3 are below the threshold of 3.0. The four standard deviations are above one, indicating variations in opinions/responses of the respondents.

**Table 4: Responses on intrinsic product cues items**

|   |                   | Count | Column N % | Mean | Standard Deviation |
|---|-------------------|-------|------------|------|--------------------|
| IPC1: I buy locally produces textile produced because they show my personality? Like, I only wear ishiagu, akpa-oshe, agbada, super print, Nigeria wax.       | Strongly Disagree | 179   | 49.4       |      |                    |
|   | Disagree          | 51    | 14.1       |      |                    |
|   | Neutral           | 54    | 14.9       |      |                    |
|   | Agree             | 35    | 9.7        |      |                    |
|   | Strongly Agree    | 43    | 11.9       | 2.20 | 1.436              |
| IPC2: I buy foreign textile product because they show my personality? Like, I only wear Vlisco Hollandaise, English Wax, Ghana Wax, China fabrics and others. | Strongly Disagree | 133   | 36.7       |      |                    |
|   | Disagree          | 53    | 14.6       |      |                    |
|   | Neutral           | 58    | 16.0       |      |                    |
|   | Agree             | 54    | 14.9       |      |                    |
|   | Strongly Agree    | 64    | 17.7       | 2.62 | 1.528              |
| IPC3: I do you buy textile product (wrappers) based on colour and flashiness.   | Strongly Disagree | 46    | 12.7       |      |                    |
|   | Disagree          | 41    | 11.3       |      |                    |
|   | Neutral           | 53    | 14.6       |      |                    |
|   | Agree             | 81    | 22.4       |      |                    |
|   | Strongly Agree    | 141   | 39.0       | 3.64 | 1.416              |

Table 4 shows that for intrinsic product cues item 1, majority of 179(49.4%) strongly disagree, 51(14.1%) disagree, 54(14.9%) are neutral, 35(9.7%) agree while 43(11.9%) strongly agree. For item 2, majority of 133(36.7%) strongly disagree, 53(14.6%) disagree, 58(16.0%) are neutral, 54(14.9%) agree while 64(17.7%) strongly agree. For item 3, 46(12.7%) strongly disagree, 41(11.3%) disagree, 53(14.6%) are neutral, 81(22.4%) agree while majority of 141(39.0%) strongly agree. For the descriptive, item 1 has Mean = 2.20 and Standard Deviation (SD) = 1.436; item 2 has Mean = 2.62 and Standard Deviation (SD) = 1.528 while item 3 has Mean = 3.64 and Standard Deviation (SD) = 1.416. Thus, all the means except for item 3 are below threshold of 3, while the three standard deviations are above one and these show variations in opinions/responses of the respondents.

### Descriptive Statistics

Preliminary analysis of the data collected from the field was conducted using a number of descriptive statistics. The descriptive statistics were employed to check the behaviour of the data and to ready the data for inferential statistics analysis.

**Table 5: Descriptive Statistics**

|                    | N         | Range     | Minimum   | Maximum   | Mean      | Std. Deviation | Skewness  |            | Kurtosis  |            |
|--------------------|-----------|-----------|-----------|-----------|-----------|----------------|-----------|------------|-----------|------------|
|                    | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic      | Statistic | Std. Error | Statistic | Std. Error |
| brandloyalty1      | 362       | 4         | 1         | 5         | 4.08      | 1.341          | -1.239    | .128       | .157      | .256       |
| brandloyalty2      | 362       | 4         | 1         | 5         | 4.18      | 1.345          | -1.426    | .128       | .577      | .256       |
| brandloyalty3      | 362       | 4         | 1         | 5         | 3.93      | 1.286          | -1.017    | .128       | -.079     | .256       |
| brandawareness1    | 362       | 4         | 1         | 5         | 3.83      | 1.327          | -.835     | .128       | -.525     | .256       |
| brandawareness2    | 362       | 4         | 1         | 5         | 3.41      | 1.451          | -.436     | .128       | -1.153    | .256       |
| brandawareness3    | 362       | 4         | 1         | 5         | 3.62      | 1.462          | -.608     | .128       | -1.064    | .256       |
| Valid N (listwise) | 362       |           |           |           |           |                |           |            |           |            |

Source: (SPSS Version 25)

Table 5 shows the information from the descriptive statistics for each of the items used to measure the variables of the study. The two columns: minimum and maximum which show 1 and 5 confirm that the scale used in our study was measured with five-point Likert scale. The range is 4 and this is the difference between the highest scale and the lowest. Comparing the new mean and the original mean shows whether the extreme values are having effect on the cases, this is further ascertained with the 95% confidence interval for the mean which if the original mean is outside or close to any of the intervals it shows extreme values that need to

be addressed for further analyses. Our data do not have this problem as the trimmed means are not far from the original means.

Descriptive statistics as shown in table 5 above also provides information concerning the distribution of the scores on continuous variables (skewness and kurtosis). The information is necessary if the variables are to be used in parametric statistical techniques (eg. Pearson correlation, ordinary least squares (OLS) regression, among others) which is the situation in this study. The skewness value provides an indication of the symmetry of the distribution. Kurtosis on the other hand provides information about the “peakedness” of the distribution. Positive skewness values indicate positive skew (scores clustered to the left at the low values) whereas negative skewness indicate a clustering of scores at the high end (right-hand side of a graph). Positive kurtosis values indicate that the distribution is rather peaked (clustered in the centre), with long thin tails. Kurtosis values below 0 indicate a distribution that is relatively flat (too many cases in the extremes). In Table 4.13, the skewness values of the items are mixed with very high values and very low values. Also, the kurtosis values show very high and very low or values below zero. This implies that there is a mix of peakedness and flattened values in the items. Tabachnick and Fidell (2013) maintain that with reasonably large samples (200+cases) skewness ‘will not make substantive difference in the analyses. This is the situation with our data and our analysis.

**Table 6: Correlations**

|                        |                     | BL     | BA     | CS     | IPC    | EPC |
|------------------------|---------------------|--------|--------|--------|--------|-----|
| Brand Loyalty          | Pearson Correlation | 1      |        |        |        |     |
|                        | Sig. (2-tailed)     |        |        |        |        |     |
|                        | N                   | 362    |        |        |        |     |
| Brand Awareness        | Pearson Correlation | .487** | 1      |        |        |     |
|                        | Sig. (2-tailed)     | .000   |        |        |        |     |
|                        | N                   | 362    | 362    |        |        |     |
|                        | Sig. (2-tailed)     | .000   | .000   |        |        |     |
|                        | N                   | 362    | 362    |        |        |     |
| Customer Satisfaction  | Pearson Correlation | .160** | .339** | 1      |        |     |
|                        | Sig. (2-tailed)     | .002   | .000   |        |        |     |
|                        | N                   | 362    | 362    | 362    |        |     |
| Intrinsic Product Cues | Pearson Correlation | -.006  | .137** | .407** | 1      |     |
|                        | Sig. (2-tailed)     | .910   | .009   | .000   |        |     |
|                        | N                   | 362    | 362    | 362    | 362    |     |
| Extrinsic Product Cues | Pearson Correlation | .064   | .111*  | .286** | .351** | 1   |
|                        | Sig. (2-tailed)     | .221   | .035   | .000   | .000   |     |
|                        | N                   | 362    | 362    | 362    | 362    | 362 |

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: (SPSS Version 25)

Table 6 contains information on the discriminant validity assessment and analysis of our research study. The table shows the results of the relationship between the independent variables, the dependent variable and the control variables. High correlation between independent variables indicates collinearity while low correlation indicates lack of collinearity. Discriminant validity assesses the correlation (or the absence of correlation) between different constructs: the idea is that different constructs should have a relatively low

correlation. As shown in the table 6, all the correlation values are low indicating that our data has discriminant validity. That is to say that our constructs and variables are unique and distinct.

### Multiple Regression Analysis and Hypotheses Testing

Simple bivariate regression analysis is a statistical technique used to analyse the relationship between two metric variables, a dependent (or explained) variable and one independent (or explanatory) variable de Mesquita & Kosteljik (2022). When it comes to the relationship between a dependent and more than one independent variable, it is called multiple regression analysis. It is probably the best-known and most used technique among multivariate statistical techniques. Regression serves the purpose of measuring the effects of independent variables on the dependent variable de Mesquita & Kosteljik (2022). Multiple linear regression was used to test our hypotheses in this study and we proceed to analyse this to validate our hypotheses.

Multiple linear regression of the ordinary least squares (OLS) is a parametric statistics and one of the assumption is normality. One of the ways that the assumptions of multiple regression can be checked is by inspecting the Normal Probability Plot (P-P) of the regression standardized residual. In normal P-P plot we are hoping that our points lie in a reasonably straight diagonal line from the bottom to the left which so in our analysis.

### Regression

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .493 <sup>a</sup> | .243     | .235              | .77818                     | 2.043         |

a. Predictors: (Constant), Perceived, Brand Loyalty, Brand Awareness

b. Dependent Variable: Customer Satisfaction

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 69.524         | 4   | 17.381      | 28.702 | .000 <sup>b</sup> |
|       | Residual   | 216.184        | 357 | .606        |        |                   |
|       | Total      | 285.708        | 361 |             |        |                   |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Perceived Brand Loyalty and Brand Awareness

The initial results of the MLR analysis show the coefficient of multiple correlation which has a value of 0.493 which is a moderate correlation. The coefficient of multiple determination (R-squared) and the adjusted coefficient of determination (adjusted R-squared) in the values of 0.243 and 0.235 respectively. Based on this information, we can say that between 23.5 per cent and 24.3 per cent of the variations in the dependent variable, is explained by the independent variables together. The diagnoses of multicollinearity indicate that there is no strong linear relationship between the independent variables, since the variance inflation factor (VIF) is lower than the threshold value of 5 Damodar (2004). There is no important evidence of multicollinearity.

The test to verify if the model is autoregressive is done with the value of the Durbin–Watson statistic, equal to 2.043. This is well within the threshold of 1.5 to 2.5. The ANOVA table shows the F test. With a statistic of 28.702, the null hypothesis that the coefficient of multiple correlation is equal to zero is rejected at the significance level of 0.00 which is well below the 0.05 margin of error. When the significance is lower than 0.050 (as is the case here), the



independent variables, together, have a significant (important) impact on the dependent variable. We now proceed to interpret the regression coefficients and validate our hypotheses.

### Hypotheses Validation

Four hypotheses were originally formulated to guide this work and the hypotheses were as stated in the chapter one of this study. The unstandardized coefficients were used to validate the hypotheses at five (5) per cent margin of error/level of significance.

### Decision Rule:

The hypotheses testing were based on 5% margin of error. This means that where  $\rho$ -value of a coefficient is less than the 0.05 margin of error, the null hypothesis is rejected. The testing is also based on 357 (df) degree of freedom. For regression analysis, Degree of freedom (df) =  $n - k - 1$  (Stockemer, 2019; Allen, Bennett & Heritage, 2019).

Where  $n$  = sample size,  $k$  = number independent variables and 1 is constant. For our regression analysis we have 4 Independent Variables.

$$\text{Therefore: } df = 362 - 4 - 1 = 357.$$

|       |                         | Coefficients <sup>a</sup>   |            |                           |       |      |                                 |             | Collinearity Statistics |       |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|-------------------------|-------|
| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | 95.0% Confidence Interval for B |             | Tolerance               | VIF   |
|       |                         | B                           | Std. Error | Beta                      |       |      | Lower Bound                     | Upper Bound |                         |       |
| 1     | (Constant)              | .990                        | .223       |                           | 4.436 | .000 | .551                            | 1.429       |                         |       |
|       | Brand Loyalty           | -.010                       | .049       | -.011                     | -.210 | .834 | -.107                           | .086        | .721                    | 1.388 |
|       | Brand Awareness         | .230                        | .047       | .260                      | 4.844 | .000 | .137                            | .323        | .733                    | 1.364 |
|       | Brand Association       | .105                        | .040       | .134                      | 2.608 | .009 | .026                            | .184        | .804                    | 1.243 |
|       | Perceived Brand Quality | .288                        | .051       | .294                      | 5.623 | .000 | .187                            | .389        | .775                    | 1.291 |

a. Dependent Variable: Customer Satisfaction

**H1:** There is no significant positive relationship with respect to brand loyalty and customer satisfaction of locally produced textile (wrappers) among users in the south east zone Nigeria.

Brand loyalty has coefficient ( $\beta = -0.010$ ,  $t$ -value =  $-0.210$ , and  $p$ -value =  $0.834$ ). This means that a one per cent increase in brand loyalty will create .01 per cent decrease in customer satisfaction for locally made wrappers. The  $t$ -value is  $-0.210$  while  $p$ -value is  $0.834$  which is well above the 5% per cent margin of error. The 95% confidence interval ( $-.107, .086$ ) straddle a zero in-between hence we reject hypothesis 1 and conclude that there is no significant relationship between brand loyalty and customer satisfaction with locally made wrappers.

**H2:** There is no significant positive relationship with respect to brand awareness and customer satisfaction of locally produced textile (wrappers) among users in the south east zone Nigeria.

Brand awareness has coefficient ( $\beta = .230$ ,  $t$ -value =  $4.844$ , and  $p$ -value =  $0.000$ ). This means that a one per cent increase in brand awareness will create 0.230 per cent increase in customer satisfaction for locally made wrappers. The  $t$ -value is  $4.844$  while  $p$ -value is  $0.000$  which is well below the 5% per cent margin of error/level of significance. The 95% confidence interval ( $.137, .323$ ) straddle no zero in-between hence we accept hypothesis 2

and conclude that there is a significant positive relationship between brand awareness and customer satisfaction with locally made wrappers.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the analysis and the findings of this study, we conclude that there is no significant relationship between brand loyalty and customer satisfaction with locally made wrappers. Brand awareness has a significant positive relationship between brand awareness and customer satisfaction with locally made wrappers. The addition of the control variables introduced by the researcher in this work enhanced the variances, which means that the addition is justified. From the coefficients, extrinsic product cues are not significant while intrinsic product cues is highly statistically significant. We also conclude that intrinsic product cues significantly influence consumer satisfaction with textile wrappers as consumer considers them in making purchases.

### Recommendations

Based on the findings of the study, the following recommendations were made;

1. It was recommended that marketers of local fabrics and wrappers consistently measure the attitudes and behaviours of users so as to ascertain the changes in behaviour or attitude. Brand loyalty being the most prominent indicator of brand equity leads to repeat purchase if well checked.
2. Hence, we recommend that manufacturers and marketers of local fabrics and wrappers as the very first and important step in the equity building process. Both the manufacturers and marketers must ensure that they create awareness so that the customers can remember the existence of their product or services upon the mention of it in an instant. All available media must be employed in creating the awareness for association with the brand of the fabrics and locally made wrappers.

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