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Effect of Product Attributes on Consumer Patronage of Textile Materials in Anambra State, Nigeria

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ABSTRACT: The textile industry in Nigeria continues to face stiff competition arising from changing customer needs, competing markets, and increased demand for quality textile products. Despite the availability of various types of textile materials in Anambra State, customers' patronage of such products is not consistent because of issues arising from product design, quality of fabric, durability, and aesthetics of the fabrics. In the light of this, the study assesses *"The Effect of Product Attributes on Consumers' Patronage of Textile Materials in Anambra State, Nigeria."*In particular, the study seeks to assess the effects of product design, type of fabric materials, product quality, durability of products, and aesthetic value of the product on patronage of the textile material. This research was anchored on the theories of Consumer Perceived Value (CPV) theory, and the Theory of Reasoned Action (TRA). Survey research design was adopted, and data were collected using structured questionnaires from 400 users of textile materials from Onitsha, Awka, and Nnewi in Anambra State, Nigeria. Statistical techniques used to analyze data include Pearson Product-Moment Correlation which was done using SPSS. The results reveal that product design ($r = 0.721$, $p < 0.05$), product quality ($\beta = 0.233$, $p < 0.05$), product durability ($\beta = 0.196$, $p < 0.05$), fabric material type ($\beta = 0.214$, $p < 0.05$), and aesthetic value ($\beta = 0.187$, $p < 0.05$) influence consumers' patronization of textile materials, explaining 65.9% of variability in customer patronization of textile materials ($R^2 = .659$). The study concludes that product attributes play a significant role in increasing consumers' patronization of textile materials. However, he study recommends continuous improvement in textile design, product quality, durable fabrics, and aesthetic textile materials for improved customer satisfaction and loyalty.

Keywords: Product design, fabric materials, product quality, product durability, aesthetic value, customer patronage.

1.1. INTRODUCTION

Consumer patterns in the textile market in Nigeria have witnessed changes in the last few years. This has been brought about by globalization, demographic changes, and an increasing interest in locally manufactured textile materials. Due to the pattern of complaints observed as a fashion designer over the years from several textile consumers in Anambra State, this sparked my interest in this topic. There are complaints like *"why is this fabric selected and not that?"."This fabric is not durable", "the type of fabric is*

not good", "the design is bad", "the aesthetic is worthless." Many local textile sellers in Onitsha, Awka, and Nnewi affirm that the locally manufactured fabrics are cheaper, but they still go for the imported or synthetic fabrics (Okafor, Ihechu, & Osuagwu, 2023). This observation leads to an important academic and practical problem, which is, "what are the attributes of the product that lure consumers in this market for textile materials?", "What attributes are of great importance and how do they relate to the purchase decision of the consumers?"

Product attributes are characteristics or features of a product that a consumer bases an evaluation and subsequent action upon. Product attributes are the key features of a product that define the product and its perception. These attributes can be tangible, such as quality, durability, and product design. These attributes can also be intangible, such as emotional appeal and brand reputation. As stated by Kotler and Keller (2021), product attributes are the basis upon which consumers develop loyalty and expectations towards a product. Zeithaml (2020) also notes that reliability, performance, and value attributes perceived quality and shifted purchase intentions. In the current competitive world, it's virtally important for the product attributes to be in line with the needs of the consumer for loyalty and a competitive edge. For instance, sustainability and being eco-friendly are, by several consumers, regarded as positively influencing buying behaviour (Nguyen &Simkin, 2023).

Therefore, product attributes assist a marketer in making optimal decisions, which also ensure customer retention and a conducive customer relationship with five sub-variables which would have the most focus: (a) the design of the product which pertains to the patterns, colours, cuts or styles; (b) types of fabric materials which can be cotton, silk, synthetic blends, or wax prints; (c) product quality in terms of conformity, finishes, texture, strength, colour fastness, and overall perceived superiority; (d) product durability which is the longevity of the fabric after repeated used and or washing; and (e) the aesthetic value in terms of visual and fashion appeal as depicted in Consumer Perceived Value (CPV) Theory (Zeithaml, 1988). As long as consumers are satisfied with these features, their patronage becomes frequent,

Consumers are generally more likely to participate in approach behaviour such as lingering over a product or expressing a desire to purchase it when a product generates positive judgments of attractiveness (Schnurr et al, 2016). People's living conditions will improve as a result, and the nation's Gross Domestic Product (GDP) will grow. Additionally, it promotes economic diversification and lessen reliance on the oil industry for survival and economic growth. According to research conducted in Makinde, Fajuyigbe, and Ajiboye (2015), textile companies are reliable source of financial stability and employment for the majority of Nigerian young citizens.

Scholars in academia and various industries indicate that these product attributes strongly correlate with consumer patronage. For instance, the quality factor, such as durability and colour fitness, was found to significantly drive preference for domestic versus imported wrappers in Nigeria (Ubaka, Egele, & Udu, 2021). Also, in the studies on consumer attitudes, design and aesthetic appeal, as well as in product attractiveness, have been found to be important (Okafor, Ihechu, & Osuagwu, 2023). Nevertheless, the majority of these studies examine other broader goods, examine only a few attributes, are conducted in regions other than Anambra, or do not operationalize a model with all five attributes together.

1.2 Statement of the Problem

The issue which is the focus of the research is the unbridgeable gulf between the perception of what is the 'need' of customers from the view of the textile producers, and the reality of what customers actually buy. First, most producers pay attention only to the design and/or colour of a fabric, and ignore the issue of its durability or its type, and then complain about the fabric fading, or tearing, or wearing out. This is an issue that consumers have raised repeatedly in the markets in Onitsha and Nnewi. Second, there is a perception within the consuming public that locally manufactured fabrics are inferior in material type and quality to synthetic and imported fabrics, even when the local fabric is designed appealingly. Ubaka, Egele and Udu (2021) in Ebonyi State of Nigeria found out that imported wrappers surpassed domestic ones in quality, durability, texture, and even colour fastness. However, there is a paucity of research in the textile industry in Anambra State which is a major centre of textile trading in Nigeria. Any textile material that did not meet with product design, fabric type, product quality, product durability, and product aesthetic poses a problem.

There seems to be absence of examining product design, material type, quality, durability, and aesthetic value in a single empirical model predicting patronage behaviours on textile materials. In prior research, behavioural metrics of patronage (repeat purchase rate, retention, sales growth, referrals or word of mouth, and engagement) were limited compared to attitude or preference measures (Akujuobi & Nnamdi, 2020). Also, few recent studies have focused on Anambra State: Onitsha, Awka, Nnewi (Oladele & Ogunyemi, 2017).

However, studies indicate that product design, durability, quality, and aesthetics all have strong positive correlations with purchase behaviour. However, within the region, while there are individual studies such as wrappers in Ebonyi State there is a lack of research that integrates all five attributes within the context of Anambra State's textile market (Akujuobi & Nnamdi, 2020). Furthermore, the majority of prior studies have focused on measuring preference, attitude, or satisfaction, rather than actual attitudinal patronage which includes repurchase intentions and frequency.

This research is positioned to address the existing attribute-behaviour gap and establish a research site in Anambra State (Onitsha, Awka, Nnewi), providing theoretical, empirical, and practical value by addressing the neglected attributes of the current literature. The variables' gaps are primarily behavioural. These gaps will be closed in this study by measuring all five product attributes, behavioural patronage outcomes, and focusing on consumers of textiles in Onitsha, Awka, and Nnewi. The insights derived will be context-specific and will help producers and marketers in Anambra State modify their product attribute focus and steer policy toward increased local patronage of textiles.

1.3 Objectives of the Study

The main objective of this study was to investigate the effect of product attributes on consumer patronage of textile materials in Anambra State, Nigeria. The specific objectives of the study were to;

1. ascertain the effect of product design on consumer patronage of textile materials in Anambra State of Nigeria.
2. determiine the effect of fabric type on consumer patronage of textile materials in Anambra State of Nigeria.
3. assess the effect of product quality on consumer patronage of textile materials in Anambra State of Nigeria.
4. examine the effect of product durability on consumer patronage of textile materials in Anambra State of Nigeria.

5. investigate the effect of product aesthetic on consumer patronage of textile materials in Anambra State of Nigeria.

1.4 Research Questions

Based on the objectives of the study, the following research questions are raised;

i. How does product design affect consumer patronage of textile materials in Anambra State?
ii. To what extent does the type of fabric affect consumer patronage of textile materials in Anambra State?
iii. How far does product quality affect consumer patronage of textile materials in Anambra State?
iv. To what degree does product durability affect consumer patronage of textile materials in Anambra State?
v. How does product aesthetic value affect consumer patronage of textile materials in Anambra State?

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Product Attribute

The term "product attribute" denotes the feature set and quality set of a product that a consumer considers when evaluating, choosing, and deciding to repurchase, and such product attributes have physical and perceptual attributes. In the textile world, product attributes are most vivid: there are fabrics which, when touched and seen, have an expected function, durability, and alignment to fashion, culture, and cost (Adeloye, Oyinloye, Oladesu, & Koyode, 2023; Azonuche, 2023; Ubaka, Egele & Udu, 2021). Satisfaction of three conditions is necessary for a set of attributes to be effective. These are: they should enhance a brand's competitive position by creating a product that is a textile and unique set of those differing designs, fabrics and finishes (Adeloye, Akinbogun & Suleiman, 2023), they should positively impact the perceived worth of the product in relation to quality, durability and aesthetics and, they should improve the post purchase experience, include satisfaction and likelihood of repeat purchases.

In Nigeria, different dimensions of product attributes have distinct relevance to the locality. Research indicates users of African print fabrics (Ankara, wax prints) pay attention to the clarity of motifs, colour harmony, design arrangement, and design boldness (Adeloye et al, 2023). Also, the type of fabric used–natural, synthetic, or blended–influences the comfort, breathability, washing shrinkage, and in addition, the price and prestige (Azonuche, 2023).

2.1.1.1 Product Design

In textiles, product design means every design element, including, but not limited to, most usage pattern, silhouette, colour range, textile printing methods, and culture, as well as practicality. In The Production of African Print Fabric Designs: A User-Centric Design Approach, Adeloye, Akinbogun, and Ogunduyile, 2023, emphasized that users of different ages in Southwest Nigeria have targeted preferences as to layout, colour contrast, and distinctness of motifs. In the study, survey participants constituting Three hundred and eighty four (384) users of African print fabrics were shown to assign high values to motifs, bold colours, and symmetry when fabric designing, having primary motifs in mind.

2.1.1.2 Type of Fabric Materials

Type of fabric pertains to fiber/natural and synthetic, fabric blend, woven or knitted constructions, weight, finish (gloss, matte, wax print, printed cotton), and material performance when in use (breathable, comfortable, shrinkable). Though I found fewer recent elaborate studies on fabric

materials in Anambra State, a few do exist in the area and in Ghana.In Nigeria, emphasis was on the lableless approach of the research. The Quality Factor in Consumers' Preference of Textile Fabrics (Ubaka, Egele & Udu, 2021) similarly recognized the importance of 'typing' fabric materials for 'quality' and 'consumer value.' The imported wrappers perceived to be of higher quality and value used heavier, stiffer, and more densely woven cloths, in contrast to light, flimsy, and weak fabrics.

2.1.1.3 Product Quality

Product quality is not just about garment finishing, fabric strength, stitch quality, print evenness, print colourfastness, stitch or binder quality, resistance, and defect or defect rate consistency. The Quality Factor in Consumers' Preference… by Ubaka et al. (2021) has tackled an important topic in Nigeria. Compared to imported wrappers, domestic wrappers lost colour, had uneven patterned fabrics after washing, and were poorer in colourfastness, texture, fabric strength, and weight. In Ghana, imported wax prints subjected to Hayfron & Monnie (2023) laboratory analysis on wax prints proved that tensile strength, elongation, and abrasion resistance, among other quality attributes, vary in imported fabrics. These attributes, as well as other woven fabrics, can be objectively measured and are perceivable by consumers (based on durability, feel, etc.).

2.1.1.4 Product Durability

Durability defines the ability of a textile to retain its appearance, functionality, and structure over time and under varying usage and maintenance conditions (washing, sunlight exposure, & friction). In The Quality Factor… (Ubaka, Egele & Udu, 2021), durability was a major attribute of imported wrappers under which they out performed the local ones; local wrappers were shown to fade, tear, or lose pattern clarity after barely a handful of washes. In Hayfron and Monnie (2023), imported fabrics' durability in terms of abrasion resistance, elongation, and durability of dimensions measures gives an empirical estimate of fabrics that lost shape after washing and were resistant to stretching and fraying rated higher. Also, design process studies (e.g. Adeloye, Akinbogun & Ogunduyile, 2023) mention that consumer expectation in Nigeria is for fabrics to endure frequent washing and wear and retain vivid colours; in user complaints, the durability was a recurrent issue.

2.1.1.5 Aesthetic Value

This is the appeal of visual arts textile materials; the colour, pattern, finish, texture, shine, and the symbolism of the culture all put together evoke a mental and emotional sensation. It affects consumer choice in both primary selection as well as identity and status signaling. A significant Nigerian example: Colour Preferences and Fabric Purchase Behaviour in Cross River State, Nigeria (Kajang, Ezekiel, Ebock, Akpan & Njar, 2022) the study shows that colour aesthetics, Kithe symbolic implications of colours, and cultural colour interpretations significantly affect fabric purchase behaviour. Consumers prefer colours that blend with Cultures of a Civilization. The symbol class and the media-colour, and media-colour and appeal is a strong predictor.

2.1.2 Consumer Patronage

In the materials of consumption context, consumer patronage is defined as a complex set of behaviours, attitudes, and relational outcomes resulting from the repetitive choice, purchase, endorsement, and use of fabric products and their associated sellers. Unlike single purchase decision studies, patronage focuses on consumer behaviours, actions and outcomes, over a period of time: purchase frequency, loyalty/retention, word of mouth, sales contribution, and involvement (both

online and offline) (Recent studies—especially from African countries like Nigeria and Ghana have started to shed light on the complexities of why such comprehensions of patronage are important for textile firms, and which product and marketing attributes drive these in the most robust ways).

2.2 Relevant Theories

The study would make use of two theories: Consumer Perceived Value (CPV) Theory by Zeithaml 1988, it was chosen to represent the quality/value side of product attributes, and Theory of Reasoned Action (TRA) by Fishbein & Ajzen 1975, which was chosen to link attitudes/intention with patronage behaviours. Both theories were chosen for the study as a result of their direct relevance to the present study and their relationship with sub-variables as explained in the theory.

2.2.1 Consumer Perceived Value (CPV) Theory by Zeithaml (1988)

Consumer Perceived Value (CPV) Theory was developed by Valarie A. Zeithaml in 1988. According to Zeithaml (1988), consumer perceived value is defined as the evaluation of the worthiness of a product based on comparing its gains in terms of quality, satisfaction, reliability, and appearance against the costs, which include such things as price, time, and efforts spent. The emergence of this theory can be attributed to the necessity of identifying critical criteria influencing consumer purchase behavior in competitive markets (Zeithaml, 1988). In relation to the textile material in question, CPV is focused on consumer assessment of various attributes including design, fabric used, quality, durability, and appearance before purchasing decision-making processes. Hence, the theory provides insight into the influence of perceptions of value on repeat purchase and loyalty. According to Kotler and Keller (2021), perceived value significantly affects customer satisfaction and business success.In this study, the product attributes will be treated as factors that lead to perceived value, which subsequently drives the patronage measures (repeat purchase, willingness to pay a premium, retention).

2.2.2 Theory of Reasoned Action (TRA) by Fishbein & Ajzen 1975

The Theory of Reasoned Action (TRA) as propounded by Fishbein & Ajzen (1975), was created to show the impact of attitudes and both social and subjective norms on intention and subsequent prediction of behaviour. Perceived behavioural control was later added in the Theory of Planned Behaviour. The Theory of Reasoned Action aids in clarifying how product attributes (through attitudes) and social standards influence intentions and actual patronage behaviours, and consequently enables the underpinning of the behavioural link needed to frame. For example, a met attitude to a local fabric that is durable and attractive, together with normative approval from peers (friends also wearing it), increases these intentions, use, and later repurchase (Okafor et al., 2023; Willman et al., 2021).

However, while both theories provide valuable explanations for consumer behavior, the consumer perceived value(CPV) theory is considered more appropriate for this study because it directly explains how product attributes influence patronage decisions.

2.3 Empirical Review

Adeloye, Akinbogun and Ogunduyile, (2023) studied the production of African print fabric designs: A user centric design approach in Nigeria. Methodology employed was practice led research mixed with a survey of fabric users (mixed methods). Gaps identified was that a vast majority of producers simply replicate competing motifs, and they do not actively engage with end users in the design

process; linking design attributes with specific consumer patronage behaviours continues to be underexplored. Result showed that across the age spectrum, consumers appreciate motifs, patterns, colours, and designs that are clear, harmonious, and original; Designers who achieve consumer alignment on designs are more likely to attract interest and high purchasing intention. Recommendations shows that textile designers and producers are encouraged to adopt a user centric design approach, engage target market segments, and create innovative, original patterns to enhance patronage and competitiveness.

Ubaka, Egele, and Udu, (2021) researched on the quality factor in consumers' preference of textile fabrics: a comparative evaluation of local and foreign wrappers in Abakaliki, Ebonyi State in Nigeria. The methodology was quantitative cross sectional survey; comparative study of local and foreign wrappers. The gap was that they focused on quality metrics; design features captured with less granularity; cross-regional generalizability lacks. Findings revealed that imported wrappers were considered superior on multiple attributes including finish and pattern consistency; imported designs aligned with local tastes resulting in higher patronage. Recommendation shows that local producers need to enhance design fidelity and finishing to meet consumer expectations and to compete with imports. This study reinforces that design fidelity and finish moderate patronage even in the presence of differing attributes.

Okafor, Ihechu, and Osuagwu, (2023) conducted a study on the influence of social media advertising on the perception and patronage of made-in-Nigeria fashion products by tertiary students in Abia state. While quantitative survey of tertiary students was employed; mediation analysis of perception between social adverts and patronage. Gaps identified was the study focused on the effects of advertising without disaggregating the persuasive design elements (colour, motif, cut). Findings shows that social media advertising increases design exposure and perception; perception enhances the mediation effect on patronage. Designers: package powerful visuals for social media and test design variants with high digital appeal prior to full production.

Sener, Biskin, and Dundar (2022) built upon perceptions of value and attitude in respect to the purchase of recycled fashion in Turkey. Quantitative analysis was employed by using SEM. Market studied not sustainability focused, nor Nigeria's textiles. Findings shows that novelty in design and positive attitudes influenced increased consumption intentions on recycled textiles. Recommendations was that distinctive design narratives (e.g. sustainability stories) may increase patronage, where design signals more to the product.

Hayfron, and Monnie, (2023) studied on evaluation of quality attributes of selected imported fabrics in Ghana. Country: Ghana. Laboratory tests was employed as methodology (e.g. tensile strength, colourfastness) and a consumer survey. Gaps identified shows that while design was taken into consideration, more emphasis was put on material testing rather than perceptual design elements. Findings shows that fabrics with better measured finish and clearer prints yield stronger consumer confidence and higher repurchase intentions demonstrating the importance of objective design fidelity (sharpness, registration print) to patronage. Transparent quality information on print quality standards should be enforced to consumers in order to build design credibility.

Obinna, (2024) studied Social media amplified co-creation effects by enabling

texture discussions and peer validation in Nigeria. Survey of experienced apparel consumers (n ≈ 183); statistical analysis testing moderation effects. The research focuses on co-creation and social media; it does not experimentally manipulate texture but recognizes tactile involvement in co-creation processes. Findings reveals that when consumers participate in co-creation (selecting fabrics, feeling samples), loyalty strengthens; texture selection during co-creation was repeatedly cited as a decisive factor for later loyalty. Nigerian textile sellers should incorporate tactile co-creation sessions (samples, swatch libraries) into online/offline experiences to build loyalty, and use social platforms to document tactile attributes and customer endorsements.

Khan and Alexander (2023) studied on brand loyalty in the face of stockouts in the United Kingdom. The study employed behavioural experiments and field data analyzing loyalty responses to stockouts and brand substitution. While texture was not the main focus in this study, however the study found that when consumers anticipate touchable quality from a brand, during stockouts, they will preferentially choose substitutes from the brand, suggesting tactile loyalty reinforces texture fidelity. Results shows that consumers who experience a brand associated with a consistent tactile experience demonstrate less churn during stockouts and a higher preference of same brand substitutes, indicating touch expectations are robustly integrated ease brand loyalty heuristics. Hence, the study recommends that a brand's tactile consistency across product variants should be preserved to maintain loyalty during stockout situations.

Amosa, Omolabi, and Suleiman, (2021) studied effect of technological change management on product quality of selected textile manufacturing firms in Lagos State, Nigeria. The use of firm-level survey of manufacturing practices and quality outcomes was adopted. Gaps identified is that the study was corporate focus, limited direct consumer-level patronage measures; much more work needed linking factory quality upgrades to retail patronage metrics. Hence, firms using modern production technologies reported enhances in finish, greater consistency and less defects, and where quality improvements were visible to consumers, patronage and repeat orders from wholesalers increased. It is recommended that firms should invest in appropriate technology and quality management systems in production facilities as this will improve product quality which in turn will enhance market patronage.

Berg (2024) outlines the dichotomous narratives around product durability between the consumer and the producer. Norway conducting qualitative interviews in conjunction with literature reviews covering the textile and durable goods industries. Gap shows that empirical quantifications exist for loyalty outcomes resulting from durability claims; ongoing consumer monitoring is warranted. There is an expressed desire to pay a premium for goods that are durable, however, purchasing behaviour is dramatically altered by price and fashion trends, indicating an absence of patronage. Recommendations shows that textile suppliers communicate "flimsy" durability metrics and usage consumer behaviour "b" to convert willingness to pay.

Wang, (2025) studied simulation design for wear comfort of garment fabric: A case of coupling texture modelling with user generated design in China (industry/academic). Methodology is the use of simulation modelling and user trials to evaluate comfort and proxies for longevity. The gaps identified are that Novel technologies with little field deployment; calls

for retail trials to associate simulation results with actual sales and loyalty. Whereas the study found that fabrics designed for prolonged comfort (a proxy for durability in user experience) in wearer trials have higher intention to continue use and repurchase; such design anticipates durability failures that diminish patronage. Textile companies must include simulation and trial systems to confirm comfort and durability characteristics before purchasing to reduce discomfort attrition and increase retention.

Dieguez, (2024) who carried a study on the barriers and drivers of buying second-hand clothes: durability perceptions and trust in Brazil. Survey and qualitative interviews exploring the reasons behind the purchase of second-hand clothes was used. Where gaps identified is based on focus within the second-hand market and the need within new textiles focused on perceptions of durability and trust. Findings shows that trust durability perceptions strongly mediate the second-hand purchase and repurchase behaviour; consumers who buy second-hand items and perceive them to be durable are likely to become repurchase buyers of that category. Recommendations is that, new textile sellers can reduce patronage switching to lower-priced second-hand alternatives by communicating patronage demonstrable durability.

2.4. Gap in review of related literature

It is important, however, to note the literature's complexity and richness has left several critical gaps which need to be addressed in the current research. These gaps can be classified as contextual, methodological, conceptual, and practical.

Contextual Gaps: It is apparent most of the literature on product design, fabric type, quality, durability, and aesthetics reviewed focused on the developed world, including the US, China and the broader European region (Ali, Kashif & Shanyun, 2022; Kim & Ko, 2021). . Therefore, the gap is the lack of attention to local consumer realities.

Methodological Gaps: Another major gap comes from the methods used in previous research. Many studies have overused qualitative methods or case studies (Okonkwo & Ezenwa, 2020), which, as informative as they may be, are not generalizable. Others have used secondary data or sales data without primary consumer surveys, therefore ignoring subjective consumer assessments of the product's characteristics. Furthermore, some empirical studies used primitive methods, such as simple correlation, without employing more sophisticated econometric techniques like regression or structural equation modeling, which are capable of capturing complex interdependencies among various attributes of a product and its accompanied patronage. To close the gap, this research use quantitative survey methods complemented by inferential statistics in order to produce reliable and generalizable conclusions.

Conceptual Gaps: There are studies which discuss the characteristics of a product one at a time. For example, Adeyemi (2021) considered the issue of durability without considering the issue of aesthetics while Mwangi and Otieno (2020) discussed fabric texture and fabric quality in isolation. Focusing on one product attribute at a time there is no way to understand how these product attributes influence customer patronage. There is a gap in the context of Nigeria which appreciates these product attributes in the context of customer loyalty, repeat purchases and engagement. This is the gap this study intends to fill with regard to product design, type of fabric, quality, durability and aesthetics.

Theoretical Gaps: The Consumer Perceived Value (CPV) Theory and the Theory of Reasoned Action (TRA) are among the most popular theories in circulation. However, these theories have been underutilized in the context of Africa and more specifically, the usage of these theories in relation to the purchase of textiles is virtually non-existent. Almost all literature using the TRA have been focussed in the adoption of technology or the provision of services in the banking or telecoms sectors while CPV has been used in the context of manufacturing and well beyond the continent of Africa (Nguyen et al., 2022). This gap in the literature which has sought to use these theories and the Nigerian textile market have been greatly under explored. This is the gap in the literature this study intends to fill by looking at these theories in the context of textile materials.

METHODOLOGY

3.1. Research Design

The study adopted a cross-sectional survey design. This is appropriate for determining the association between the various attributes of a product (design, type of fabric, quality, durability, aesthetics).

3.2. Area of Study

The research was conducted in three Municipalities of Anambra State: Onitsha, Awka, and Nnewi, because they are both important commercial centers in the State and dominant textile and fabric wholesale and retail markets.

3.3. Population of the Study

The population of interest is all the consumers of textile materials in Onitsha, Awka, and Nnewi in Anambra State. Given the impracticality of accessing all consumers, we approximated the population to the total population of the three cities and assume a certain proportion of who purchase textile materials: Onitsha: ~1,550,000 people; Awka: ~167,740 people; Nnewi: ~193,990 people. Thus, combined population ~1,911,730 (SmartScrapers, 2025). Assuming that 50% of the population are consumers who buy textile materials regularly (this proportion reflects those with sufficient purchasing power and interest), the population of interest is approximately 955,865 consumers (Saunders, Lewis, & Thornhill, 2019).

3.4. Sample Size Determination

The sample size was determined by using the estimated study population of (955,865) with a standard formula from Taro Yamane's formula was employed:

Where:

n = sample size

N = total population (955,865)

e = level of precision or margin error = (0.05)

Therefore, from the equation above, the sample size for this study is **400** respondents.

3.5. Sampling Technique

Non-probability sampling of convenience/accidental sampling procedure.was applied. The geographical strata was the three cities (Onitsha, Awka, Nnewi). Each city will consist of further sub-strata comprising of various demographic indicators, including age, gender, and income. Random sampling within strata guarantees representation across these groups.

3.6. Research Instrument

The main tool was a self-designed questionnaire, with sections based on the variables: Demographics; Consumer Patronage and; Product Attributes. The majority of items was based on a 5-point Likert-scale statement (Strongly Disagree to Strongly Agree) for the attitudinal/perceptual measures, and for the behavioural measures for patronage, the measures (e.g., frequency

of purchase in the past year) will be categorical or numeric answers.

3.7. Validity & Reliability of Research Instrument

The content and face validity of the research instrument was ensured through content and construct validity, as the draft questionnaire was reviewed by textile marketing and consumer behaviour experts (from the university and the field of textiles industry) whose feedback was incorporated before final administration.The factor loadings of these items were used to establish the average variance extracted AVE based on the formula below:

AVE= SSFL / NOI

Where AVE=Average variance extracted

SSFL=Sum of Squared Factor Loadings

NOI= Number of variables indicators

For each of the variables, the Average variance extracted was thus computed as shown in the table that follows. Since the average variance extracted is greater than 0.5 for each of the variables, it therefore gives room for the establishment of convergent validity.

Table 3.1 Exploratory Factor Analysis

s/n	Variables	No of Items	AVE	Composite Reliability
1	Product design	5	0.869	0.970
2	Types of fabric materials	5	0.810	0.968
3	Product quality	5	0.915	0.911
4	Product durability	5	0.866	0.930
5	Aesthetic value	5	0.791	0.910

Source: SPSS Version 27 Result Output 2026

The reliability of the instrument was established through a pilot test conducted with 30 employees from two paint manufacturing firms outside the study sample, using the Cronbach Alpha reliability coefficient, which yielded a coefficient range of 0.78 - 0.932, above the 0.70 benchmark recommended by Nunnally (1978), confirming that the instrument was reliable.

3.8 Method of Data Analysis

The data gathered during the field survey with a questionnaire were analyzed with the use of both descriptive and inferential statistics. Descriptive statistics consist of frequency, percentage, frequency distribution, and mean to summarize respondents' demographic data and general responses. Inferential statistics, including Pearson correlation, were employed for hypotheses 1-5. The statistical package for the data analysis was SPSS software, which was meant to test the strength and direction of effect and relationships between variables. Hypothesis testing was carried out at a 0.05 significance level, providing a statistical basis for accepting or rejecting the null hypothesis. This method ensures rigorous and objective interpretation of data (Field, 2013).

3.8.1 Decision Rule

Statistical significance was set at 0.05 or lower ($p \leq 0.05$). The regression and path (in SEM) is significant if t-values are beyond critical numbers (example, $|t| > 1.96$ at 95% confidence). The decision rule applied in this research is to reject the null hypotheses if the calculated value F-test at 5% significance level with respective degrees of freedom is greater than 0.05% level of significance, otherwise do not reject. To ensure reliability, at least one of the following must be satisfied: Cronbach's Alpha must be ≥ 0.70, or the

factor loadings in EFA/CFA must be ≥ 0.50. However, due to the nature of the objective of the study, the researcher developed a models that captured the five objectives of the study. As a result, the model is specified below:

CP = f (PD, TF, PQ, PD, AV)
Where
CP = Consumer Patronage
PD = Product Design
TF = Types of fabric materials
PQ = Product quality
PD = Product durability
AV = Aesthetic value
The above equation can be put in a mathematical form as;
$CP = b_0 + b_1 PD + b_2 TF + b_3 PQ + b_4 PD + b_5 AV + \mu$
Where;

b0	=	Autonomous or intercept
b_1	=	Coefficient of parameter PD
b_2	=	Coefficient of parameter TF
b_3	=	Coefficient of parameter PQ
b_4	=	Coefficient of parameter PD
b_5	=	Coefficient of parameter AV
μ	=	Stochastic variable or error term

Regression Equation (linear) for Hypothesis 6:
$CP_i = \beta_0 + \beta_1 PD_i + \beta_2 TF_i + \beta_3 PQ_i + \beta_4 PDur_i + \beta_5 AV_i + \varepsilon_i$
Where:
CP = Consumer patronage score (continuous/index)
β0 = intercept, β1…β5 = slopes for each IV
ε = error term

3.9. Ethical Consideration

The research complied with all ethical standards. Participants were made to understand the objectives of the research study, the need for anonymity and confidentiality, and the voluntary (no coercion) nature of participation. Informed consent was obtained and documented (or verbally if an issue of crossed literacy). Data was kept in the premises, and the objectives of the research were carried out and subsequently destroyed. Any conflict of interest was fully declared.

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

4.1 Presentation and Analysis of Data

The demographic information of the respondents were collated, presented and analyzed with the use of percentage point and frequency distribution. The data were presented in a table form and interpreted below.

Table 4.1: Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Sex	Male	255	63.8

	Female	145	36.2
	Total	**400**	**100.0**
Marital status	Single	192	48.0
	Married	208	52.0
	Total	**400**	**100.0**
Level of Education	WAEC	192	48.0
	BSc/HND	145	36.3
	M.Sc	63	15.8
	Total	**400**	**100.0**
Age	18-25	164	41.0
	26-33	123	30.8
	34-40	85	21.3
	41-50	28	7.0
	Total	**400**	**100.0**
Year of Service	0-10 years	192	48.0
	11-15years	145	36.3
	16-20years	63	15.8
	Total	**400**	**100.0**

Source: Field Survey, (2025)

Table 4.1 above shows that 63.8% of the respondents were male while 36.2% were female. Marital status revealed that 48.0% were single and 52.0% were married. Level of education shows that 48.0% had WAEC, 36.3% had Bsc/HND and 15.8% had M.Sc. Age rating shows 41.0% were between 18-25years, 30.8% were between 26-33years, 21.3% were between 34-40years and 7.0% were between 41-50years. Year of service shows that 48.0% had 0-10years experience at their work, 36.3% had between 11-15years experience, and 15.8% had between 16-20years experience. This result implies that, the respondents are in their productive age, well educated, aware of the research interest and experienced in the works of their hands.

4.2. Interpretation of Research Hypotheses

The hypotheses for the study was explained and discussed below

4.2.1 Hypothesis One (H_{01}): Product design has no significant effect on consumer patronage of textile materials in Anambra State, Nigeria.

Table 4.8: Pearson Product-Moment Correlation (PPMC) on Product Design and Consumer Patronage

Variable	Mean	Std. Dev.	N	R	P	Remark
Product_design	59.598	6.36280				
Consumer_patronage	41.81214	3.45105	**400**	**.712****	**.001**	**Sig.**

**Sig. at .01 level

Note: correlation is significant at the 0.01 level (2-tailed)

Interpretation

The effect of product design on consumer preference for textile materials in Anambra State is demonstrated by the correlation result in Table 1. At a p-value of.001, the computed correlation coefficient (r) is .712. Product

design and customer patronage are strongly positively and statistically significantly correlated, as indicated by the p-value (.001) being less than the 0.05 level of significance.

4.2.2 Hypothesis Two (H_{02}): Fabric type has no significant effect on consumer patronage of textile materials in Anambra State, Nigeria.

Table 4.9: Pearson Product-Moment Correlation (PPMC) on Fabric Type and Consumer Patronage

Variable	Mean	Std. Dev.	N	R	P	Remark
Fabric_type	**63.48**	**6.76**				
Consumer_patronage	**49.43**	**4.75**	**400**	**.684****	**.001**	**Sig.**

**Sig. at .01 level

Note: correlation is significant at the 0.01 level (2-tailed)

Interpretation:

Table 4.9 results indicate a significant positive correlation between the kind of fabric and Anambra State consumers' preference for textile products. A statistically significant link is indicated by the p-value (.001 <.05) and the correlation coefficient (r =.684**). Given that the p-value is below the significance limit of 0.05, the null hypothesis (H02) is rejected. Therefore, it is safe to conclude that fabric type has a significant effect on consumer patronage.

4.2.3 Hypothesis Three (H_{03}): Product quality has no significant effect on consumer patronage of textile materials in Anambra State, Nigeria

Table 4.10: Pearson Product-Moment Correlation (PPMC) on Product Quality and Consumer Patronage

Variable	Mean	Std. Dev.	N	R	P	Remark
Product_quality	**88.47**	**6.81**				
Consumer_patronage	**49.73**	**4.88**	**400**	**.756****	**.001**	**Sig.**

**Sig. at .01 level

Note: correlation is significant at the 0.01 level (2-tailed)

Interpretation:

Table 4.10 results indicate that there is a .756 correlation coefficient between product quality and customer patronage, with a p-value of.001, below the significance level of 0.05. The null hypothesis (H_{03}) is rejected since the p-value (.001) is less than 0.05. Thus, it can be concluded that consumer patronage for textile materials in Anambra State is greatly affected by product quality.

4.2.4 Hypothesis Four (H_{04}): Product durability has no significant effect on consumer patronage of textile materials in Anambra State, Nigeria.

Table 4.11: Pearson Product-Moment Correlation (PPMC) on Product Durability and Consumer Patronage

Variable	Mean	Std. Dev.	N	R	P	Remark
Product_durability	**37.93**	**6.89**				

Consumer_patronage	**49.89**	**4.99**	**400**	**.703****	**.001**	**Sig.**

**Sig. at .01 level

Note: correlation is significant at the 0.01 level (2-tailed)

Interpretation:
Table 4.11 indicates a substantial positive association between customer product durability and customer patronage, as indicated by the p-value (.001 <.05) and Pearson correlation coefficient (r =.703**). H_{04}, the null hypothesis, is rejected since the p-value is less than 0.05. Thus, it is safe to conclude that consumer preference for textile materials in Anambra State is significantly affected by product durability. This implies that customers are more likely to buy textile products when their durability increases. By lowering the need for frequent replacements, durable textiles increase customer confidence and loyalty.

4.2.5 Hypothesis Five (H_{05}): Product aesthetic has no significant effect on consumer patronage of textile materials in Anambra State, Nigeria.

Table 4.12: Pearson Product-Moment Correlation (PPMC) on Product Aesthetic and Consumer Patronage

Variable	**Mean**	**Std. Dev.**	**N**	**R**	**P**	**Remark**
Product_aesthetic	**49.23**	**5.48**	**400**	**.728****	**.001**	**Sig.**
Consumer_patronage	**41.52**	**4.69**				

**Sig. at .01 level

Note: correlation is significant at the 0.01 level (2-tailed)

Interpretation:
According to Table 4.12, product aesthetics and customer patronage have a strong positive and statistically significant link (r =.728**, p =.001 <.05). The null hypothesis (H_{05}) is rejected since the p-value (.001) is less than 0.05. Therefore, the conclusion is that product aesthetics have a significant effect on consumer patronage of textile materials in Anambra State, Nigeria. This indicates that consumers' purchasing decisions are significantly influenced by aesthetically pleasing textile designs, such as those with eye-catching colours, patterns, and finishes. Product perceived value, emotional connection, and attractiveness are all improved by aesthetic appeal.

4.3. Discussion of Findings

Research Question One: How does product design affect consumer patronage of textile materials in Anambra State?

As seen in Table 4.2 and Hypothesis One (Table 4.8), product design positively and significantly affects consumer patronage of textile materials in Anambra State, (r = .712, p < .05). This indicates that most consumers of textiles are influenced by the novelty, creativity, and beauty of trendy fabric designs. Most respondents felt that the unique and fashionable designs offered the greatest incentive for motivated repeated purchases. This demonstrates that the aesthetic and cultural meaning embodied in product design reinforces consumer loyalty, and can, in fact, trigger repatronage behaviours.

Research Question Two: How does the type of fabric influence consumer patronage of textile materials in Anambra State?

Based on the information in Table 4.3, and hypothesis 2 in Table 4.9, the findings indicate a strong, positive, and significant relationship within the parameter of consumer patronage ($r = .684$, $p < .05$) as it relates to the fabric type. This implies that the type of fabric with respect to its texture, feel, and comfortable characteristics significantly affects a consumer's buying behaviour. Respondents particularly prefer fabrics that are soft, airy, and comfortable for the prevailing Nigerian weather. Consumer comfort is the primary motivator in most fabric buying decisions. Moreover, consumers buy certain fabrics to demonstrate the social status associated with particular fabrics. The tactile characteristics of the fabric are the most important motivator.

Research Question Three: How significant is product quality on customer patronage of textile materials in Anambra State?

The correlation between product quality and consumer patronage is very strong and positive with ($r = .756$, $p < .05$), as indicated in Table 4.4 and Hypothesis Three (Table 4.10). This shows consumers respond more with loyalty and positive purchase frequency to high quality products. Respondents explained that quality finishing, fading, and defect-free fabrics, and production led to motivational repurchase behaviour to specific suppliers.

Research Question Four: To what extent does product durability influence consumer patronage of textile materials in Anambra State?

About this question, item 4.5 and hypothesis four in table 4.11 show that there is a strong, significant correlation ($r = .703$, $p < .05$) between consumer patronage and product durability. This is because customers espouse value and are more likely to return for repeat purchases when they perceive they are getting value for their money, which is the case with durable products that do not need to be frequently replaced.

Research Question Five: In what ways does the aesthetic value of the product influence consumer patronage of textile materials in Anambra State?

Based on the results outlined in Table 4.6 and the corresponding hypothesis in Table 4.12, it could be concluded that the aesthetic value of the products has a strong positive relationship with consumer patronage ($r = .728$, $p < .05$). This suggests that consumers are likely to purchase products that have visually appealing designs, as elegant patterns, harmonised colours, and fashionable appearances have a strong influence on consumer purchasing behaviour. Respondents buy fabrics that make them feel and look stylish, thus boosting their self-esteem and confidence.

4.4. Summary of The Findings

1. Product design positively and significantly affects consumer patronage of textile materials in Anambra State
2. Fabrics types positively and significantly influences consumer patronage of textile materials in Anambra State
3. Product quality positively and significantly affects consumer patronage of textile materials in Anambra State
4. Product durability positively and significantly influences consumer patronage of textile materials in Anambra State
5. The aesthetic value of products positively and significantly affects consumer patronage of textile materials in Anambra State

CONCLUSION

Accordingly, the findings of this study reveal that the attributes of products have considerable effects on patronage of textile materials in Anambra State. Growing

competition among textile companies has made consumers very conscious of product qualities like design, durability, quality, and attractiveness while assessing products. While customers evaluate the affordability and availability of the product, they also evaluate if the products meet their personal preferences and needs. It has been found that strong product attributes encourage repeat purchases, consumer loyalty, recommendations, and patronage in the textile industry.

In terms of theory, it can be stated that the concepts and theories employed in this study provide a framework through which it becomes possible to analyze purchasing behavior from the perspective of product value and consumer intentions. As per the Consumer Perceived Value Theory, consumers make evaluations based on the advantages and disadvantages of the products they purchase. Likewise, according to the Theory of Reasoned Action, the patronage intentions of consumers are determined based on their attitudes. Based on both these theories, consumers tend to prefer textiles that exhibit distinctive designs, high quality of fabrics, durability, and attractiveness.

In terms of methodology, employing a quantitative research approach was inevitable because it offered the best means of collecting empirical data about consumer patronage of textile materials in Anambra State. Questionnaire surveys of consumers living in Onitsha, Awka, and Nnewi were conducted along with Pearson Product-Moment Correlation and Multiple Regression Analyses, leading to valid and statistically significant results revealing that all dimensions of product attributes positively and significantly influence consumer patronage. Specifically, it has been noted that quality and design of the products play important roles in determining consumer patronage.

Therefore, it may be argued that the sustainable development of textile marketing firms, producers, and businesses that emphasize innovation in product design, quality, durability, and attractiveness are bound to experience higher customer satisfaction and patronage. It is predicted that the product attributes will increase competitiveness within the Nigerian textile industry. Thus, this study suggests that sustainable growth and development of textile enterprises operating in Anambra State hinges upon providing products that suit consumer tastes and preferences.

Recommendations

Based on the findings, the following recommendations are made:

1. Textile products should always be innovatively designed to ensure that they look fashionable and culturally acceptable. This recommendation is informed by the finding that product design is among the major factors influencing consumer patronage behavior towards textile materials.
2. High-quality fabrics should be considered when manufacturing textile products in line with the weather conditions of Nigeria. With the current concerns by consumers regarding usability and quality, marketers can use these attributes in their marketing efforts.
3. It will be essential for strict quality control measures to be maintained in the manufacture of fabrics. In consideration of the fact that consumer patronage behavior is influenced by product quality, fabric fading, and easy damage to fabrics should be prevented.
4. Efforts should be directed towards the development of textile products that can easily withstand daily washing because it is another attribute affecting patronage behavior towards the textile products.

5. The aesthetics of textile products should also be emphasized, mainly through proper color combination. This will add elegance to the beauty of fabrics.

Contribution To Knowledge

First, the current study makes a contribution to knowledge by evaluating the effect of product attributes on patronage behaviors towards textile materials, thus establishing product attribute-based determinants of consumer patronage behaviors.

Secondly, theoretically, this study contributes to knowledge by validating the utility of CPV theory and TRA theory in explaining consumer patronage behaviors towards textile products in a developing country such as Nigeria.

Thirdly, academically, the current study makes a contribution to knowledge by contributing empirical and scholarly literature on the topic of textile material marketing and management. Definitions have also been provided for product attributes and patronage behavior measures.

Fourthly, practically, the findings of the study inform manufacturers and marketers regarding consumer-preferred attributes for enhancing product quality.

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