THE MARKETING MIX ELEMENT AS DETERMINANT OF CONSUMER'S CHOICE OF MADE-IN-NIGERIA SHOES IN NASARAWA STATE

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Abstract
The objective of this study was to examines the relationship between marketing mix and consumer choice of made-in Nigeria shoes in Nasarawa State. In order to achieve these objectives a survey design was used in gathering information needed for the work from the findings, it showed that there is a significant relationship between Price, Product quality, advertising and consumer choice of made in Nigeria shoes in Nasarawa State. It is recommended that manufacturer and dealer should ensure that adequate adverting is being done to create awareness in order to persuade potential and actual consumers of made-in-Nigeria shoes. Also, federal government should strengthen her policies on restriction of importation of certain foreign products in order to encourage locally produced products, thereby encouraging the consumption of these products.
Keywords: *Price, Product quality and Consumer choice.*

INTRODUCTION

Consumer behavior is the behavior of how individuals, group, and organizations make decisions about purchasing and using Products, services, and ideas. It is a vital aspect of Marketing, business and economics (Borden, 2018).

Consumer decision making process is defined by Kotler and Armstrong (2015) as need recognition, information search, evaluation of alternative, purchase decision and post purchase behaviour. Most business research buying decisions in great detail to answer questions about what consumers buy, why they buy and how much they buy, when and from whom they buy. Learning about the why's of consumers buying behaviour is not so easy. Made-in-Nigeria shoes are shoes produces within Nigeria, while factors are those variables influencing consumer's decision on shoe purchase. All activities in any business unable to provide goods and services that fulfill the needs and want of consumers have lost their prime reasons for existence and will not survive in a competitive environment.

Many indigenous business persons who are foot wear business established either through a government micro credit scheme or founded by themselves, their products are being looked down upon and contemptuously regarded as low quality or inferior relative to imported shoes. If this misconception is not corrected, it will in no small measure stifle all efforts geared towards self-reliance, economic growth and development. According to Etuk (2009), one material factors that affect the economic wellbeing of a nation besides natural resources, is population, through which can turn its natural resources into a variety of usable products. With an estimated population of over 235 million, Nigeria has the largest population and possibly the largest potential market in Africa. It is in the light of this, that the federal government often urges its citizens to patronize made-in-Nigeria products.

However, to make Nigerian made shoes more attractive, the factor influencing consumer choice of shoes need to be examined or investigated. The starting point is stimulus response model of buyer behaviour. The marketing stimuli and other stimuli enters the consumer's "black box" and produce certain responses. The marketing stimuli according to Kotler and Armstrong (2013) are associated with the four Ps: product, price, place and promotion. That is why this paper seeks to examine influence of product quality, price, distribution channel and advertising on consumer's choice of made-in-Nigeria shoes in Nasarawa State, Nigeria.

Poor mass consumption of made-in-Nigeria shoes is a major problem inherent in the ostentatious life-style of the average Nigerian, particularly those in the elite class whose sharp taste for imported goods serve as instrument of class discrimination has diffused into the psyche of the rest of the populace, particularly the youths. The lack of preference for made-in-Nigeria shoes has over run the desired spirit of loyalty, patriotism and support for the nation. (Keller, 2016).

It is based on this background that this paper seeks to determine the relationship between product quality, price, distribution integrity exposure to advertising manage and consumer's choice of made-in-Nigeria shoes. On the whole, the objective of this study includes the examination of the factors that influence the purchase behaviour for made-in-made-in-Nigeria shoes.

LITERATURE REVIEW

Consumer behaviour is described as all purchases related activities, thought and influences that occur before, during and after the purchase itself as performance by buyers and consumers of products and services and those who influence the purchase. Achumba (2019), define consumer behaviour as the activities people engage in actual in actual or potential use of market items whether products, or service information or ideas. Ekeret(2012), as the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services. Consumer behaviour include both the mental and physical activities necessary for making decision in the market place.

Consumer research is the process of gathering and analyzing data to understand consumer behaviour, preferences and needs. It is a crucial aspect of marketing, product development and business strategy (Annung, 2014). The criteria for a successful marketing of locally produced shoes include sound and comprehensive knowledge of marketing concept by producers and marketers of such products.

Consumer decision making is the process by which consumers identify their needs, gather information, evaluate options, and make purchasing decisions. Understanding this process is crucial for business to develop effective marketing strategies (Meenaghan,2015). According to Kotler and Armstrong (2019), a consumer passes through five stages which are need recognition information search, evaluation of alternatives, purchase decision and post-purchase behaviour. Palmer (2000), in his contribution to the widely acclaimed buyer decision making model identities inputs as psychological and social influence, perceptual reaction, process determinant initiators and output as important process in buyer's decision-making process.

According to Peter (2016), define marketing mix as the process of conducting a firm business base on basis notion that satisfaction of buyers needs and wants is paramount and fundamentals. The commitment of a business enterprises must be discovered and satisfied the need and wants of those individual and group that comprise its present and future market. McCharity et al, (2011), sees marketing mix as a set of controlled elements that direct the firm of need satisfying goods and services to different groups or segment through exchange process. The aim of marketing mix is to obtain transaction is an actual or effected exchange either through face-to-face encounters between buyers and sellers or through a system (Haruna, 2015).

The input (information) can be obtained from personal or published sources. A customer is predisposition determines why he behaves in particular way. The culture that lives in, family, and personality factors amongst others can influence this. There is need to understand the stages involved in decision making process as this would help local shoe dealers depict customers sources in information and they can go through this source in passing information about the product. Managers should always try to find out the things that trigger a consumer patronage behaviour (Grittin, 2017).

Product refers to what you sell, including all the features, perks and benefits your customers can enjoy by purchasing your goods and services. When marketing your product, you need to think about the key features that will benefits your customers wants or need, including (but not limited to) style, quality, sophistication, and accessories (Mohammed et al, 2018).

Owomoyela et al (2016), stated that the product is the physical appearance of the products, packaging and labeling information, which can also influence whether consumers search for an purchase a product in a store. In Marketing, the product is an important part of marketing mix because it determines if the organization survives or dies (Aeker, 2016).

Prices is the amount of money charged for a product or service and it is a critical component of a marketing mix (Monvoe, 2015). Hawkins and Coney (2019) states that price has to do with your pricing strategy for your products and services and how that affects your customers. You need to determine how much your customers are willing to pay, how much markup is required to cover overheads, profit margins and payment methods and others costs to attract customers and maintain your competitive advantage discounts and seasonal pricing. Price is the only element in the marketing mix that produces a revenue, all other elements represent cost. Price is also one of the most flexible marketing mix elements (Kotler and Armstrong, 2021).

Place are the places where your products and services are displayed, produced, sold or distributed. Customer access to your products is critical and it's important to make sure customers can find you (Nwokoye, 2010). Ebitu (2010), States that goods and services that are properly produced, valued and advertised have no commercial advantage if they are not available to consumers in the right place and time. Distribution, therefore, bridges the gap that exists between producers and customers. In order to make goods and services available for consumption, the marketing mix variable place must be considered otherwise, the aim of production will be defeated (Abdullah, 2015).

Advertising is a non-personal communication, which is openly paid for and meant to affect a company and individual or institutions. Kotler et al. (1999), defines advertising as any form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. The degree of awareness created by the advertiser and his ability to persuade and convince customers to the product availability, reasonably moderate prices, and a combination of all marketing and promotional effort. Advertising effort is therefore geared towards persuading customers to take passive action favourable to the company, its product or service. According to Ekerete (2012) advertising is being carried out by three separate entities the government, registered advertising agencies, and concern individuals. Manufacturing companies in Nigeria, however, do not differ from those found in other part of the world. Many manufacturing companies attempt to explain sales during the company's life time for viability or continued existence.

METHODOLOGY

The study adopted cross-sectional survey design. The descriptive design was used to produce or present accurate description of variables. The survey design was adopted in order to elicit responses from the respondents on the subject matter. The questionnaire administered was made up of questions with open ended, closed-ended structured with Likert scale ranging from: Strongly Agree (5), Agree (4), Undecided (3), Disagree (2), Strong Disagree (1), which asked consumer to indicate a degree of agreement and disagreement with each of the attitude object as seen in the questionnaire. The five-point likert scale used was measuring instrument for the independent variables while the dependent variable choice was measured quantitatively. The study was undertaken in Nasarawa State which is located within the North central geo-political region of Nigeria. The population of the study was made up of youths and adults selected from within three towns of the three senatorial districts of Nasarawa State, namely, Wamba, Akwanga, and Nasarawa Eggon. A total of three hundred and seventy-five respondents were randomly selected from the three towns.

The study adopted a multi-stage sampling technique.
In determining the sampling size for unknown population, the Topman formula was adopted. It is given as: $n = \frac{Z^2.p.q}{e^2}$ *where n =required sample size,* Z = the value of Z- score associated with degree of confidence selected, p = probability of positive response, q = probability of negative response, e = the tolerable error margin. A "pilot survey" was carried out by interviewing a random sample of 90 consumers. Of

the 90 consumers, 50 of them agreed that the variables generated for this study product quality, price, intensive distribution, and advertising influences their choice made-in-Nigeria shoes, while 40 said that they were not influenced by the variables. To determine the sample size, the Topman's formular was applied as follows:

Z = 1.96 (this value can be found using the Z-score table)

P = 0.56

Q = (1-p) = 0.44

e = 0.05

$$n = \frac{1.96^2\ x\ (0.56x0.44)}{0.05^2}$$

$$n = 375 \therefore \frac{375}{3} = 125 \text{ for each senatprial district}$$

Finally, the Pearson product moment of correlation coefficient test static was employed in carrying out the data analysis.

RESULTS AND DISCUSSION

The first hypothesis concerned the degree of relationship between product quality and consumer choice of made-in-Nigeria shoes. Table 1 shows the result of correlation test between the independent variable (product quality) and dependent variable (consumer choice).

Table 1: Presents the summary of data analysis and correlation test to determine the significance of the relationship between product quality and consumer choice of made – in- Nigeria shoes.

Variable		$\sum x^2$	$\sum$xy	Real	rcrit
Quality of the Product (shoes) (x)	$\sum$x 346	63,118			
Consumer choice of made In Nigeria shoes (Y)	$\sum$x 346	$\sum y^2$ 27,351	16,118	0.380	0.088

Source: *Data analysis, 2022*

Note: Correlation is significant at 0.05 level.

Statistical analysis shows that there is significant relationship between product quality and consumer choice of made-in-Nigeria shoes, since the calculated r value (0.380) is greater than critical r value (0.088) at 0.05 level of significance, the alternative hypothesis (H_1) was accepted. In essence, a shoe dealer or manufacturer should have in mind that product equality is one of the determinant factors or variable that consumer choice of made-in-Nigeria shoes. According to Jobber (1995) product is anything which is capable of satisfying consumer's needs and that building quality into the product is important.

Table 2: Presents the summary of data analysis and correlation test to determine the significance of the relationship between price and consumer choice of made-in-Nigeria shoes.

Variable		$\sum x^2$	$\sum$xy	Real	rcrit
Price of the Product (shoes) (x)	$\sum$x 346	32.182			
Consumer choice of made-in-Nigeria shoes (Y)			21,950	0.736	0.088

	∑x 346	$\sum y^2$ 27,351			

***Source**: Data analysis, 2022*
Note: Correction is significant at 0.05 level.

Statistical analysis shows that there is significant relationship between price and consumer choice of made-in-Nigeria shoes, since the calculated value (0.736) is greater than the critical r value (0.05) level of significance.

Kotler and Armstrong (2015) confirmed that despite the increased role of non-price factors in modern marketing, price remains a critical element of the market mix. This means that price is very important as long as marketing is concern. Manufactures and shoe dealers should fix price with great care in order not to scare away consumers.

Table 3: Presents the summary of data analysis and correlation test to determine the significance of the relationship between distribution (place) and consumer choice of made-in-Nigeria shoes.

Variable		$\sum x^2$	∑xy	Real	rcrit
Advertising of Product (shoes) (x)	∑x 346	29,710			
			21,488	0.750	0.088
Consumer choice of made In Nigeria shoes (Y)	∑x 346	$\sum y^2$ 27,351			

***Source:** Data analysis, 2022*
Note: Correlation is significant at 0.05 level.

Results from analysis of hypothesis three show that the calculated r value (0.750) is greater than the critical r value (0.088) at 0.05 level of significance which means, there is a significant relationship between distribution and consumer choice of made-in-Nigeria shoes. Ebitu (2010) said that good and services that are properly manufactured, price and promoted will be no business use if there are not made available at the right place and right time for consumers. Therefore. Shoe dealers and manufacturers should always make made-in-Nigeria shoes available as at when needed.

Table 4: Presents summary of data analysis and correlation test to determine the significance of the relationship between advertising and consumer choice of made-in-Nigeria shoes

Variable		$\sum x^2$	∑xy	Real	rcrit
Advertising of Product (shoes) (x)	∑x 346	43,138			
			18,368	0.530	0.088
Consumer choice of made In Nigeria shoes (Y)	∑x 346	$\sum y^2$ 27,351			

***Source:** Data analysis, 2022*
Note: correlation is significant at 0.05 level

Result from analysis of hypothesis four shows that the calculated r value (0.530) is greater than the critical r value (0.088) at 0.05 level of significance. This means that, there is a significant relationship between advertising and consumer choice of made-in-Nigeria shoes. This result is in consonance with that of Kotler et al. (1999), they identify four qualities of advertising that can influence consumer buying behavior and make better and more powerful influence than personal selling, sales promotion and publicity. These qualities or characteristics includes: public presentation, persuasiveness, amplifies expressiveness and impersonality. Therefore, every shoe dealer and manufacturer should employ advertising in order to create awareness, persuade, inform and captivate consumers to choosing made-in-Nigeria shoes.

CONCLUSION AND RECOMMENDATIONS

Instead of our capital to keep going outside and serving foreign economy, since the research findings showed that product quality, price, distribution and advertising are variables that influence consumer's choice of made-in-Nigeria shoes, our manufacturers and dealers of made-in-Nigeria shoes endeavor to produce good quality shoes at commensurate prices.

Manufacturer and dealer should ensure that adequate advertising is done to create awareness in order to persuade potential and actual consumers of made-in-Nigeria shoes. These shoes must be made as at when needed and where it is needed. This means that made-in-Nigeria shoes should be effectively distributed to different places, so that the capital stays here and circulates, growing our economy.

Federal government should strengthen her policies on restriction or stoppage of importation of certain foreign materials and products in order to encourage production/improvement of locally produced products, thereby encouraging the consumption of this products.

Federal government should endeavor to put regular check on the production of made-in-Nigeria shoes as this will help improve the standard of such products and compete with foreign brands.

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