Title of Article: Nigerians’ Perception of Locally Made Products; A study of Textile Fabrics Consumers in Kaduna State.

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Abstract: The article explored the influence of marketing strategies on the consumers’ perception towards textile fabrics. It also examined the preference of consumers either towards locally made or foreign textiles. A sample size of 100 respondents was randomly selected. A regression model was developed to explain the significance of each of the marketing mix strategies towards consumers’ perception. It was recommended that persuasive communication should be employed, among other factors, to enhance consumers perception.