

Intrinsic and Extrinsic Attributes of Locally Produced and Imported Garments

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Abstract

The study determined the intrinsic and extrinsic quality attributes of garments. It was carried out in Abeokuta among consumers and registered tailors who reside in Obantoko community. The population of the study was 268 registered tailors. A sample of 50 tailors was selected from the tailors' association register. Fifty assessors were purposively selected among the consumers who reside in this community. Questionnaire was used to collect the data. The result reveals that tailors in this community were producing average quality garments. The study recommends a town and gown partnership between the academia and practitioners for cross pollination of ideas to improve the skills of the tailors.

Keywords: Intrinsic, Extrinsic, attributes, garments, quality, tailor

Introduction

Globally, consumers are becoming increasingly demanding in what they look for in clothing textile products and increasingly discerning what they find acceptable (Kadolph, 1998:12). Zeithami, (1988), defines quality as superiority or excellence of consumer's judgment about a product to satisfy a need. Quality of a product can be measured either from producers' perspective or consumer's perspective or both (Crosby, 1972). Producers based quality can be measured objectively from conformance to standard specification, performance, workmanship, durability and serviceability standards, while consumers measurement of quality is based on perceived quality features, sensory, and emotional/expressive

aspects, (Flore and Damhorst,1992; Abraham-Murali and Littrel,1995; Hines and O'Neal, 1995). Perceived quality focuses on inferences reached on the basis of evidence or reasoning. These include product familiarity, prior experience with a specific product or brand, product price, consumer's level of education and personal values. A consumer- based approach to quality is more subjective and not easily verified (Zeithami, 1988). Consumers and product developers may define quality differently (Morgan, 1985). Quality is always a compromise; any customer has in mind a set of requirements for a product. A good quality product is one that exactly meets the agreed requirements of the customer, delivered on time and in sound condition (Chuter,

2002). Many times, products meeting specification may not fully satisfy the consumers' notion of quality product resulting to a mismatch between producers and consumers perception of the product (Flore and Damhort, 1992). According to King, (1993), most consumers rate products from developing country as lower in quality than those manufactured in a developed country. Consequently, there is need to improve the quality rating of locally produced garment to meet international standards.

Different attributes are used by consumers to measure the quality of a clothing item/apparel. Attributes of clothing/apparel are categorized into intrinsic and extrinsic cues (Olson and Jacoby, 1972). Intrinsic attributes involve the physical composition of the product which cannot be changed without altering the nature of the product itself while extrinsic attributes are product related but not part of the physical product itself. These include price, brand name, level of advertising, country of origin and store image (Olson and Jacoby, 1972). Performance features also form part of the intrinsic attributes and determine what standards the product can meet and how this benefits the consumer. Attractiveness is described as aesthetic performance which usually satisfies the emotional needs of a consumer and includes the design elements, design principles and the current fashion trends (Retief and M de Klerk, 2003). Functional performance refers to the product's utility and durability. Utility is the usefulness of the product and how well it conforms to

end use standards (Brown and Rice, 1998:39). Features representing utility include garment fit, comfort, ease of maintenance and appropriate functioning for the intended end use, (Retief and M de Klerk, 2003). Durability is seen as serviceability or the ability of a product to retain its structure and appearance after wear and care. A garment's durability is determined by the abrasion, resistance, tear resistance/seam strength, dimensional stability (Shrink resistance) and colour fastness (Retief and M de Klerk, 2003).

Quality is defined as the extent to which the clothing textile product satisfies the consumer's expectations and includes both physical and performance features of the product, (Retief and M de Klerk, 2003). Brown and Rice (1998), describe the physical features of a garment as its tangible form and composition. These include the design (garment plan), all the materials and other components used to produce the garment, the construction (stitches and seams used) and any wet processing used to finish the garment. All these physical features form part of the intrinsic attributes which cannot be altered without changing the product itself (Retief and M de Klerk, 2003). The problem of this study is the observed low quality production of garments among tailors in Obantoko community of Abeokuta. This study assesses the quality attributes of a garment produced by local tailors and compare with imported garments.

Purpose of the study

The major purpose of the study was to investigate the intrinsic and extrinsic attributes of locally made and imported garments. Specifically, the study determined:

1. intrinsic attributes of locally produced garments.
2. intrinsic attributes of imported garments.
3. extrinsic attributes of locally produced garments.
4. extrinsic attributes of imported garments.

Research Questions

This study provides answers to the following research questions:

1. What are the intrinsic attributes of locally produced garments?
2. What are the intrinsic attributes of imported garments?
3. What are the extrinsic attributes of locally produced garments?
4. What are the extrinsic attributes of imported garments?

Methodology

Research Design: Descriptive survey research design was used for the study

Area of the study: The study was carried out in Obantoko, Abeokuta, Ogun State among tailors and consumers who operate and reside in Odeda Local Government Area of the state.

Population for Study: The study population is 268 male and female tailors representing the total number of registered tailors in Obantoko community. These tailors operate in shops in various areas of the community (Fajol, Ebenezer, Somorin, Gbonagun

and Odo-Eran). The tailors acquired the skill through apprenticeship training- this is an informal arrangement to enable individual acquire self-employable skills in production of garments and household articles. These tailors specialise in traditional, ceremonial and corporate styles for either male or female consumers. They sew clothes based on the choice of styles selected by their customers. These tailors are creative and have the skills to blend various fabrics and colours to produce beautiful styles of garments. No tailor produces ready to wear garment.

Sample for the study: Systematic sampling technique was used to select the tailors using the association's register. In a systematic sample, the elements of the population are put into a list and then every k th element in the list is chosen systematically for inclusion in the sample (Crossman, 2013). Ten tailors were selected from the register in each area (Fajol, Ebenezer, Somorin, Gbonagun and Odo-Eran) making a total of fifty tailors used for the study. Similarly, 50 assessors were purposively selected among the consumers within the ages of 25 years and above. It was decided to focus on female consumers who have strong confidence with a strong interest in personal appearance and who enjoys shopping for clothes (Shim and Kotsiopulos, 1993; Shim and Koh, 1997).

Instrument for data collection: The data was collected through the use of questionnaire on a five point scale of Excellent, Good, Average, Fair and Poor construction process/quality attributes.

The intrinsic quality attributes used for the study are physical and performance features. These include: stitches, seams, openings, fastenings, sleeve, hem, facing, interfacing, design, material, finishing, aesthetic, durability and comfort while extrinsic attributes include price, brand, image, label and packaging. The assessors are to rate the locally produced and imported garments based on the intrinsic and extrinsic attributes- style, collar, hem, pocket, sewing accessories, interfacing, etc.

Data collection techniques: the following steps were used to collect the data

1. Tailors in Obantoko community were contacted through the Executives of their association to solicit for their co-operation. A focus group discussion with the registered tailors was conducted by presenting a scenario for the tailors to produce creatively design skirt suit suitable for international market as ready to wear garment with a price tag and other extrinsic attributes. The tailors were informed that the garments produced would be assessed by consumers for quality. Fifty (50) tailors were randomly selected and each produced a garment sample.

2. Ten samples of imported ready to wear garments were purchased from various stores within and outside the state. The high cost of the garments limited the quantity purchased.

3. Fifty garments samples were collected from the tailors and presented to 50 assessors for quality rating. These assessors were purposively selected among consumers within the ages of 25 years and above. These consumers were contacted in their offices, shops and schools. Some of these assessors play a dual role as both consumers and professionals in the field.

4. A guide of the meaning of both intrinsic and extrinsic attributes on the garments to give better form to the appearance of the finished garment was presented to the assessors to aid their objective scoring. A sample garment was given to each assessor for rating of quality features on the garment produced locally.

5. Similarly, samples of the purchased imported ready to wear garments were presented to the consumers/assessors to identify quality features and make comparison. A sample of purchased imported garment was presented to an average of 5 assessors for rating

Findings of the Study

Table 1: Assessors rating of intrinsic attributes of locally produced garments

Intrinsic Attributes	Excellent Freq. (%)	Good Freq. (%)	Average Freq. (%)	Fair Freq. (%)	Poor Freq. (%)	Total	Mean	Decision
Style of garment	2 (4.0)	31(62.0)	17 (34.0)	0 (0.0)	0 (0.0)	185	3.70	Good
Stitches	1 (2.0)	3 (6.0)	17 (34.0)	19 (38.0)	10 (20.0)	116	2.32	Fair
Collar	1 (2.0)	2 (4.0)	15 (30.0)	25 (50.0)	7 (14.0)	115	2.30	Fair

Pocket	0	(0.0)	6 (12.0)	14 (28.0)	22 (44.0)	8 (16.0)	118	2.36	Fair
Opening	0	(0.0)	8 (16.0)	21 (42.0)	14 (28.0)	7 (14.0)	130	2.60	Average
Fastening	1	(2.0)	9 (18.0)	24 (48.0)	9 (18.0)	7 (14.0)	138	2.76	Average
Sleeve	2	(4.0)	11(22.0)	22 (44.0)	7 (14.0)	8 (16.0)	142	2.84	Average
Interfacing	4	(8.0)	14(28.0)	11 (22.0)	16 (32.0)	5 (10.0)	146	2.92	Average
Sewing accessories	3	(6.0)	31(62.0)	7 (14.0)	6 (12.0)	3 (6.0)	175	3.50	Good
Fabric Design	2	(4.0)	18(36.0)	15 (30.0)	11 (22.0)	4 (8.0)	153	3.06	Average
Durability	0	(0.0)	8 (16.0)	12 (24.0)	23 (46.0)	7 (14.0)	121	2.42	Fair
Texture	1	(2.0)	6 (12.0)	13 (26.0)	28 (56.0)	2 (4.0)	126	2.52	Average
Hem	3	(6.0)	7 (14.0)	16 (32.0)	21 (42.0)	3 (6.0)	136	2.72	Average
Seam	4	(8.0)	3 (6.0)	15 (30.0)	21 (42.0)	9 (18.0)	128	2.56	Average
Comfort	2	(4.0)	29(58.0)	11 (22.0)	4 (8.0)	4 (8.0)	171	3.42	Average
Finishing	4	(8.0)	9 (18.0)	27 (54.0)	8 (16.0)	2 (4.0)	155	3.10	Average
TOTAL							2255	45.1	

Overall Quality Assessment of the Garments Produced locally = Total Mean/Number of Intrinsic Attributes; $45.1/16 = 2.818$ (Average)

Table 1 shows the rating of intrinsic attributes of locally produced garments. From this table, the style of the garment and sewing accessories used by local tailors received good rating having a Mean Score of 3.70 and 3.50 respectively. The opening, fastening, sleeve, seams and finishing of the garments were rated average having a Mean Score of 2.60, 2.76, 2.84, 2.56 and 3.10 respectively, while the stitches, collar, pocket and durability have fair

rating of Mean Score 2.32, 2.30, 2.36 and 2.42 respectively. It can however be argued that the local tailors are good in designing of styles of garments and choice of suitable sewing accessories but their garment construction process needs great improvement. The Overall Quality Assessment of the garments produced locally has a score of 2.818, indicating that the locally produced garments are of average intrinsic quality.

Table 2: Assessors rating of intrinsic attributes of imported garments

Intrinsic Attributes	Excellent Freq. (%)	Good Freq. (%)	Average Freq. (%)	Fair Freq. (%)	Poor Freq. (%)	Total	Mean	Decision
Style of garment	5 (10.0)	38 (76.0)	7 (14.0)	0 (0.0)	0 (0.0)	198	3.96	Good
Stitches	35 (70.0)	9 (18.0)	6 (12.0)	0 (0.0)	0 (0.0)	229	4.58	Excellent
Collar	22 (44.0)	13 (26.0)	11 (22.0)	4 (8.0)	0 (0.0)	203	4.06	Good
Pocket	17 (34.0)	29 (58.0)	3 (6.0)	1 (2.0)	0 (0.0)	212	4.24	Good
Opening	7 (14.0)	3 (6.0)	11 (22.0)	27(54.0)	2 (4.0)	136	2.72	Average
Fastening	14 (28.0)	8 (16.0)	23 (46.0)	5 (10.0)	0 (0.0)	189	3.78	Good
Sleeve	9 (18.0)	33 (66.0)	4 (8.0)	4 (8.0)	0 (0.0)	197	3.94	Good
Interfacing	6 (12.0)	17 (34.0)	11 (22.0)	13(26.0)	3 (6.0)	160	3.20	Average

Sewing accessories	4 (8.0)	28 (56.0)	10 (20.0)	8(16.00)	0 (0.0)	178	3.56	Good
Fabric Design	16 (32.0)	12 (24.0)	14 (28.0)	6 (12.0)	2 (4.0)	184	3.68	Good
Durability	8 (16.0)	12 (24.0)	16 (32.0)	10(20.0)	4 (8.0)	160	3.20	Average
Texture	5 (10.0)	16 (32.0)	18 (36.0)	9 (18.0)	2 (4.0)	163	3.26	Average
Hem	28 (56.0)	18 (36.0)	3 (9.0)	1 (2.00)	0 (0.0)	223	4.46	Excellent
Seam	32 (64.0)	11 (22.0)	7 (14.0)	0 (0.0)	0 (0.0)	225	4.50	Excellent
Comfort	7 (14.0)	23 (46.0)	10 (20.0)	8 (16.0)	2 (4.0)	175	3.50	Good
Finishing	16 (32.0)	18 (36.0)	8 (16.0)	6 (12.0)	2 (4.0)	190	3.80	Good
TOTAL						3022	60.44	

Overall Quality Assessment of the Imported Garments Purchased = Total Mean/Number of Intrinsic Attributes; $60.44 / 16 = 3.7777$ (Good)

Table 2 shows the rating of intrinsic attributes of the imported garments. From the table, the style of the garments and sewing accessories used on imported garments received good rating having a Mean Score of 3.96 and 3.56 respectively. Comparing these attributes with locally produced garments, it can be deduced that both local and international tailors have a good style of garment design and make good choice of sewing accessories. There are other intrinsic attributes that has similar

rating as the local garments. These include, opening, interfacing and the texture of the garments which are rated as average with a Mean Score of 2.72, 3.20 and 3.26 respectively. On the other hand, the stitches, hem and seams were rated excellent with a Mean Score of 4.58, 4.46 and 4.50 respectively. The Overall Quality Assessment of the imported garments has a score of 3.777, indicating that the imported garments are of good intrinsic quality.

Table 3: Assessors rating of extrinsic attributes of locally produced garments

Extrinsic Attributes	Excellent Freq. (%)	Good Freq. (%)	Average Freq. (%)	Fair Freq. (%)	Poor Freq. (%)	Total	Mean	Decision
Price tag	0 (0.0)	12(24.0)	25(50.0)	13(26.0)	0(0.0)	149	2.98	Good
Brand (Home made garment)	2 (4.0)	18(36.0)	27(54.0)	3 (6.0)	0(0.0)	169	3.38	Average
Image	12 (24.0)	24(48.0)	14(28.0)	0 (0.0)	0(0.0)	198	3.96	Good
Label	2 (4.0)	8 (16.0)	23(46.0)	11(22.0)	6(12.0)	139	2.78	Average
Packaging	14 (28.0)	29 (58)	7(14.0)	0(0.0)	0(0.0)	207	4.14	Good
TOTAL						862	17.24	

Overall Quality Assessment of the Garments Produced locally = Total Mean/Number of Extrinsic Attributes; $17.24 / 5 = 3.448$ (Average)

Table 3 shows the rating of extrinsic attributes of locally produced garments. The image and packaging were scored good with a Mean Score of 3.96 and 4.14 respectively while other extrinsic attributes : price tag, brand and label were rated average with a Mean Score of 2.98, 3.38 and 2.78 respectively. However, the overall quality assessment of locally produced garments has a Mean Score of 3.448. This implies that, the local garments are of average extrinsic quality.

Table 4: Assessors rating of extrinsic attributes of imported garments

Extrinsic Attributes	Excellent Freq. (%)	Good Freq. (%)	Average Freq. (%)	Fair Freq. (%)	Poor Freq. (%)	Total	Mean	Decision
Price tag	0 (0.00)	18(36.0)	28(56.0)	4 (8.0)	0 (0.0)	168	3.36	Average
Brand	7 (14.0)	22 (44.0)	15(30.0)	6(12.0)	0 (0.0)	180	3.60	Good
Image	18(36.0)	25(50.0)	7(14.0)	0(0.0)	0 (0.0)	211	4.22	Good
Label	16(32.0)	23(46.0)	9(18.0)	2(4.0)	0 (0.0)	203	4.06	Good
Packaging	17(34.0)	31(62.0)	2(4.0)	0(0.0)	0 (0.0)	215	4.30	Good
TOTAL						977	19.54	

Overall Quality Assessment of the Imported Garments Purchased = Total Mean/Number of Extrinsic Attributes; $19.54 / 5 = 3.908$ (Good)

Table 4 shows the scoring of extrinsic attributes of the imported garments. The image and packaging of the imported garments received good score having a Mean Score of 4.22 and 4.30 respectively. Comparing these attributes with locally produced garments, it can be argued that both local and international garment producers project a good image and well package product for commercial purpose. Similarly, price tag attributes of the imported garments has the same rating of average (3.36) as the local garments (2.98). It can then be argued that the price tag of either the imported garments or locally produced garments used for this study is satisfactory to the consumers. The Overall Quality Assessment of locally produced garment has a Mean Score of

3.908 indicating that the imported garments are of good extrinsic quality.

Discussion of Findings

Users assess quality by looking at the intrinsic and extrinsic nature of the attributes or based on the knowledge that they have of different attributes (Siddiqi, 2005; Mottaleb, 2009). Intrinsic attributes are characteristics directly linked to the product and which cannot be changed (such as shape, taste, production system used, etc.). Extrinsic attributes are not directly linked to the product and can be modified externally, for example price, brand, packing etc (FAO, 2005). Consequently, if the tailors are to compete favorably with imported ready to wear garments, there is need to pay attention to both intrinsic and

extrinsic quality features of a garment in order to achieve the standard of quality expected by the consumers for purchase and repurchase intension. This is in line with (Ko, etal, 2010), intrinsic and extrinsic cues influence consumers' perceived value and repurchase intention The local tailors need to improve their skills in order to make progressive sales, attract more customers and expand their business by producing quality ready to wear garments.

Secondly, the practitioners need to embrace advance skills in learning. According to Bazan and Navas-Aleman (2004), opportunities for continuous learning are built in to operation within the global commodity chain, and it is up to local suppliers, such as garment manufacturers whether they learn advanced skills and know-how. The local practitioners should therefore partner with highly educated and experienced garment entrepreneurs and researchers for transference of creative ideas, knowledge and skills for the growth and development of this sector of Nigerian economy.

Conclusion

The garment industry is very competitive and innovative, in order to increase demand of garments by consumers, and remain competitive in the local and global markets, quality of garments play vital role in current fashion. The tailors in Obantoko community should engage town and gown partnership between the academia and experienced practitioners for cross pollination of ideas to improve their

skills through continuous training and re-training programmes.

Recommendations

1. There should be a town and gown partnership between the practitioners and academia/researchers in the field of clothing and textiles for cross pollination of ideas and skills to improve this sector of Nigerian economy.
2. The government should create advisory service units to counsel practitioners in the start up, growth and development of their business.
3. The government should establish export promotion centers, educate the practitioners on international business procedure and encourage them to export their products.

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