

ANALYSIS OF CONSUMERS' SATISFACTION OR DISSATISFACTION ON OFFICE WEARS AVAILABLE IN THE MARKETS AMONG CIVIL SERVANTS IN AKURE

ADEBAYO OMOLABAKE WOSILAT

bettylabs30@gmail.com 08062115298

Department of Home Economics

Adeyemi Federal University of Education Ondo, Nigeria

&

OGUNMOSIN ABIODUN

abbemosun@yahoo.com

Department of Home Economics

Adeyemi Federal University of Education Ondo, Nigeria

*Corresponding Author's Email: bettylabs30@gmail.com

ABSTRACT

This study analyzed consumers' satisfaction or dissatisfaction on clothing items available in Akure South Local Government Area of Ondo State. In carrying out this research, four (4) research questions were formulated, while one (1) research hypotheses were raised. The population of the study consisted of Youths in Akure South Local Government Area of Ondo State. The research design adopted for the study was descriptive survey research design while Multi stage sampling techniques was used to select the sample for this study, in stage A, Akure South Local Government Area was purposively selected from the two local government Areas in Akure City. In Stage B: Twelve Communities Areas were randomly selected from Akure South Local Government Area, in Stage C: Fourteen (14) Youths were selected from each of the communities areas, thus making a total of one hundred and sixty-eight (168) respondents. The research instrument used for this study was a structured questionnaire in form of four Likert scale. The data collected were later subjected to statistical analysis using frequency count, mean, standard deviation and T-test inferential statistics. From the results analyzed, the findings revealed that consumers are not satisfied with the clothing items available in some market in Akure City. The findings also revealed that the factors influence the use of available clothing items in some market in Akure City such as: Price of Commodity, Quality of the product, Customer Service or Care, Style of Clothing items, Fashion in vogue among others. The finding further revealed that the challenges faced by consumers in purchasing clothing items in the market include: lack of money, unavailability of desired clothing items; the cloth sellers' stores are not easily accessible; available clothing items in the market are not in vogue and that religious discouragement of use of certain clothing items. The hypothesis revealed that there is significance relationship between products quality and consumers' satisfaction or dissatisfaction on clothing items. It was therefore recommended that Traders should purchase the clothing items that are in vogue. Similarly, Traders should provide clothing items that encourage religious believes; Traders should also display clothing items in conspicuous places.

KEYWORDS: Analysis, Consumers, satisfaction, dissatisfaction, office wear, market, fashion in vogue, clothing items.

INTRODUCTION

Customer satisfaction has become one of the key issues for companies in their efforts to improve quality in the competitive market place. According to Jones and Sasser (2015), complete customer satisfaction is the key to securing customer loyalty and generating superior long term financial performance. Customer satisfaction occurs when perception of product performance matches expectations that are at, or above, the minimum desired performance level. It is also apparent that high customer satisfaction leads to the strengthening of the relationship between a customer and a company and this deep sense of collaboration has been found to be profitable. A highly satisfied customer stays loyal, longer, buys more as the company introduces new products and upgrades existing products, talks favourably about the company and its products, pays less attention to competing product brands and is less sensitive to price, offers products ideas to the company, and costs less to serve (Kotler, 2012).

Understanding customers' changing expectations is critical for a firm's superior performance and long term success in today's highly competitive business environment. Customer expectations have been consistently acknowledged in the literature as the basis on which product/service quality and customer satisfaction judgment are formed, (Oliver, 2013, Parasurman, 2018). Customers evaluate quality by comparing their expectations with their perceptions of the product performance. If the product quality meets customer expectation, the customer is said to be satisfied, when the product quality exceeds customer expectation, the customer is said to be delighted, (Oswald, 2014). In addition, if the product fails to meet customers' expectation, the customer is dissatisfied and there may be no repeat purchase in a competitive market.

The importance of customers has been highlighted by many researchers and academicians. Zairi (2010) said Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security in the service industry will be put in jeopardy. That is the main reason why organisations today should focus on customer satisfaction, loyalty and retention. According to Hansemark and Albinsson (2014), "satisfaction is an overall customer attitude towards service providers in any industry or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some needs, goals or desires".

Doyle (2015) posits that customers who are satisfied with the value being provided repurchase the product and this result in better economic performance, increase market share and profitability for an organization. According to him, the most appropriate measure of performance is customer satisfaction. A trader should always guarantee satisfying its customers current and future needs by showing commitment, creating value in the product, encouraging customers comments and complaints, collecting relevant information, sharing information among various departments of the company and taking relevant managerial action based on the collected information. It is against this background that this research work aim at investigating consumers' satisfaction or dissatisfaction on office wears available among civil servant in Akure South Local Government Area of Ondo State.

Statement of the problem

Clothing Item especially office wears traders today is facing a great challenge of competitive rivals, some other traders are trying to improve their commodities and customers' services and price reduction to gain greater share in clothing business in Nigeria. Thus, it has become imperative for Cloth Item traders to adopt some marketing strategies especially on high quality clothing items, effective trading service quality and customer relation management strategy to gain competitive advantage over her competitors. However, customer dissatisfaction is caused by a failure of the product performance. Customer dissatisfaction is, in part, a function of the disparity between his or her expectations and perceived product performance. Unrealistic consumer expectations created by promotional exaggeration can contribute to consumer dissatisfaction. It has been observed that customers complain about the office wears available in Market, because there is just only few sellers of office wear in the city and they are usually out of fashion, expensive or even dirty. The variety of clothing items available is also very limited because the numbers of sellers in the market are few. The following necessitated the need to carry out this research to analyze the consumers' satisfaction or dissatisfaction on office wears available among civil servant in Akure South Local Government Area of Ondo State.

Objective of the Study

The objective of this study is to analyzing consumers' satisfaction or dissatisfaction on office wears available among civil servant in Akure South Local Government Area of Ondo State. The specific objectives are to determine;

- i. level of satisfaction of consumers
- ii. level of dissatisfaction of consumers
- iii. challenges faced by consumers
- iv. solutions to the challenges faced by the consumers

Research Questions

Sequel to the objectives above, the following questions were generated to guide the researchers:

- I. What are the levels of satisfaction of consumers?
- II. What are the levels of dissatisfaction of consumers?
- III. What are the challenges faced by consumers?
- IV. What are the solutions to the challenges faced by the consumers?

METHODOLGY

The study was conducted in Akure. For this study, two State Ministries and two State Agencies were purposively selected; these are Ministry of Women Affairs and Social Development with the population of Eighty five women; Ministry of Youth and Sports with the population of one hundred and sixty women; Ondo State Councils of Arts and Culture with the population of one hundred and forty five women, and Ondo State Civil Service Commission with the population of two hundred and ten women. These Ministries were purposively selected because it's assumed that they will give objectives response to the research instrument. The total population of the study is 600, The sample size was selected using simplified formula for determining sample size. Yamane (1967:886) formula was adopted in line with Israel (2009) criteria. Consequently a total sample size of 240 respondents was selected using the below formula

$$n = \frac{N}{1 + N(e)^2}$$

Questionnaire and photographs were used to collect the data. The photographs of women in office wears were printed on the questionnaire to aid the objective responses of the respondents. The data collected was subjected to descriptive and inferential analysis using Statistical Package for Social Scientist (SPSS)

RESULT

Table 1: Socio Economic characteristic of the Respondents (N= 200)

Description	Frequency	Percentage	Mean
Age			
Below 30 years	33	16.5	
31 – 40	82	41.0	
41 – 50	64	32.0	
51 - 60	21	10.0	38
Marital status			
Married	196	98.0	
Widow	4	2.0	NA
Educational status			
WASC	18	9.0	
HND	38	19.0	
B.SC	78	39.0	
M.SC	60	30.0	
PHD	6	3.0	NA

Source: Author

Table 2: Mean and standard deviation of responses of the respondents on level of satisfaction of consumers

N ₃ = 200, N ₂ = 181, N ₁ =19, C = 2.50						
S/N	Level of satisfaction available to consumers	\bar{X}_3	SD	\bar{X}_1	\bar{X}_2	Decision
1	Consumers are satisfied with the clothing items available in the market	3.49	0.13	3.52	3.21	Agreed
2	Women do go to nearby markets to purchase clothing items due to its unavailability in the area.	3.17	0.16	3.13	3.50	Agreed
3	The available clothing items are few in the market	3.14	0.07	3.12	3.28	Agreed
4	women do not see their favourite type of clothing item in the market	3.28	0.03	3.27	3.35	Agreed
5	Cloths available in the market are of old design	3.37	0.18	3.42	3.00	Agreed
6	Online shopping is the best	3.39	0.20	3.40	3.25	Agreed

Source: Author

Key: N_3 = total number of respondents, N_2 = number of married women, N_1 = number of widow respondents, C = cut-off Point, \bar{X}_3 = mean response of all respondents, \bar{X}_2 = mean response of married women, \bar{X}_1 = mean response of widow respondents, SD = Standard deviation

Table 3: Mean and standard deviation of responses of the respondents on level of dissatisfaction of consumers

		$N_3 = 200, N_2 = 181, N_1 = 19 C = 2.50$				
S/N	responses of the respondents on level of dissatisfaction of consumers	\bar{X}_3	SD	\bar{X}_1	\bar{X}_2	Decision
1	The clothes are out of fashion	3.49	0.21	3.53	3.07	Agreed
2	Price of clothing items is to expensive	3.34	0.02	3.34	3.28	Agreed
3	Quality of the clothing items are bad	2.99	0.10	3.01	2.78	Agreed
4	Traders' Image is poor	3.15	0.18	3.19	2.78	Agreed
5	Customer Service or Care is not encouraging	2.88	0.37	2.96	2.14	Agreed
6	Style of Clothing items are not in vogue	3.22	0.00	3.22	3.21	Agreed
7	Durability of the Clothing items is very poor	3.22	0.06	3.21	3.35	Agreed

Source: Author

Key: N_3 = total number of respondents, N_2 = number of married women, N_1 = number of widow respondents, C = cut-off Point, \bar{X}_3 = mean response of all respondents, \bar{X}_2 = mean response of married women, \bar{X}_1 = mean response of widow respondents, SD = Standard deviation

Table 4: Mean and standard deviation of responses of the respondents on the Challenges faced by consumers

		$N_3 = 200, N_2 = 181, N_1 = 19 C = 2.50$				
S/N	Challenges faced by consumers of Akure township in purchasing clothing items in the market	\bar{X}_3	SD	\bar{X}_1	\bar{X}_2	Decision
1	Lack of money	3.38	0.19	3.34	3.78	Agreed
2	Unavailability of desired clothing items	3.08	0.20	3.03	3.50	Agreed
3	The cloth sellers' stores are not easily accessible	3.16	0.27	3.10	3.71	Agreed
4	Available clothing items in the market are not in vogue	3.10	0.05	3.08	3.21	Agreed
5	Religious discouragement of use of certain clothing items	2.91	0.11	2.88	3.14	Agreed

Source: Author

Key: N_3 = total number of respondents, N_2 = number of married women, N_1 = number of widow respondents, C = cut-off Point, \bar{X}_3 = mean response of all respondents, \bar{X}_2 = mean response of married women, \bar{X}_1 = mean response of widow respondents, SD = Standard deviation

Table 5: Mean and standard deviation of responses of the respondents on possible solutions to the challenges faced by the consumers

N ₃ = 200, N ₂ = 181, N ₁ = 19 C = 2.50						
S/N	Possible solutions to the challenges faced by the consumers of Akure township in purchasing clothing items	\bar{X}_3	SD	\bar{X}_1	\bar{X}_2	Decision
1	Traders should purchase the clothing items that are in vogue	3.59	0.02	3.58	3.64	Agreed
2	Traders should provide clothing items that encourage different religious believes	3.45	0.06	3.43	3.57	Agreed
3	Traders should display clothing items in conspicuous places	3.56	0.11	3.53	3.78	Agreed
4	Traders should always make available the clothing items needed by their consumers	3.46	0.05	3.45	3.57	Agreed

Source: Author

Key: N₃ = total number of respondents, N₂ = number of married women, N₁ = number of widow respondents, C = cut-off Point, \bar{X}_3 = mean response of all respondents, \bar{X}_2 = mean response of married women, \bar{X}_1 = mean response of widow respondents, SD = Standard deviation

Discussion of the Findings

The outcome of the data analysis on the level of satisfaction or dissatisfaction of consumers in office wears available in Akure city in Akure South Local Government Area of Ondo State revealed that respondents agreed that women do go to market to buy office wears but are not satisfy due to some challenges faced by the respondents. This result agrees with the assertion of Schnaars (2018) who considered customer satisfaction an outcome of purchase and use resulting from buyers' comparison of the rewards and the costs of the purchase in relation to anticipated consequences. Satisfaction varies with regards to a customer's level of specification (such as satisfaction with a product or with a purchase decision experience or with a performance attribute or with a consumption experience or with purchase experience). The outcome of the data analysis on the level of dissatisfaction of consumers in office wears available in Akure city in Akure South Local Government Area of Ondo State revealed that respondents agreed that Fashion in vogue; Price of Commodity; Quality of the product; Traders' Image; Customer Service or Care; Style of Clothing items; Durability of the Clothing items dissatisfy them in buying the office wears.. The findings is in collaboration with Swinker and Hines (2017), who opined that customers level of dissatisfaction includes; Product quality, Price of Commodity, Customer Service/Care, Traders' Image among others. The outcome of the data analysis on the challenges faced by women of Akure City in purchasing office wears in the market revealed that respondents agreed that lack of money; unavailability of desired clothing items; the cloth sellers' stores are not easily accessible; available clothing items in the market are not in vogue and that religious discouragement of use of certain clothing items are all challenges women in purchasing clothing items in the market. The findings is in collaboration with Perreau, (2014), who opined that Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. Likewise, Amole (2019) revealed that an individual's decisions toward the purchase of clothing items are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Finally, the outcome of the possible solutions to the challenges faced by the women in purchasing clothing

items revealed that respondents agreed that Traders should purchase the clothing items that are in vogue; Traders should provide clothing items that encourage religious believes; Traders should display clothing items in conspicuous places; and that Traders should always make available the clothing items needed by their consumers. This finding is in line with work of Lubans (2019) who revealed that Traders should purchase the clothing items that are in vogue in order to satisfied their customers. Moreover, Jagboro (2016) in her study revealed that Traders should always make available the clothing items needed by their consumers.

Conclusion

The study has shown that independent variables that are customer services and price fairness play a very important role in making customer satisfied. Each independent variable not only influences dependent variable but complement each other as well. Customer satisfaction is very important as satisfied customer would add value to the brand and spread a positive word of mouth and help in making good reputation of brand. Satisfied customers would be able to make long term profitable relationship with brand. There is significant effect of price fairness on customer satisfaction. If tariff rates charged are fair and affordable to customers then they use telecom services of that brand for longer period of time which consistently satisfies their all communication needs.

Similarly, if customers are provided with good services such as courteous behavior of sales person or complaint officer then they feel emotional attachment with their brand of cellular company. Similarly if their complaints are solved promptly and commitments are fulfilled then it would provide a sense of belongingness to the brand. It can be concluded that if any firm wants to be successful over longer period of time then it has to make its customers satisfied through charging fair tariffs and memorable customer services so that they can reign over the market.

Recommendations

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

- i. Traders should purchase the clothing items that are in vogue
- ii. Traders can go from office to office with pictures and catalogs of recent office wear or probably open a group chat contact on social media to update her customers on new wears available at the market,

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