

IMPACT OF LOW PATRONAGE OF HOME MADE GOODS ON NIGERIA'S ECONOMIC GROWTH

¹ISAH BUHARI, ²ALIYU

^{1,2}DEPARTMENT OF ECONOMICS, FACULTY OF ARTS AND SOCIAL SCIENCES, SOKOTO STATE UNIVERSITY, SOKOTO, NIGERIA

Abstract: This study investigates the impact of low patronage of made-in-Nigeria goods on economic growth of Nigeria, using textiles products as a case study. One hundred and seventeen respondents comprising manufacturers, marketers and consumers of locally manufactured textiles were interviewed through self administered questionnaire. Using statistical method of chi-square, t- test, correlation, and regression analyses, the results showed that while Nigerians are fairly satisfied with made-in- Nigeria goods due to low quality, the goods are also not well publicized by the marketers. The study also confirmed that there exists no variation between male and female preference for foreign products. Implications for marketing management for domestic promotion campaign and directions for further studies were also addressed.

Keywords: CONSUMER, ECONOMIC GROWTH, PATRONAGE, MADE-IN-NIGERIA GOODS.

1. INTRODUCTION

Background and Problem statement:

One of the major national goals in Nigeria is to have a self-reliant nation. Ironically, this seems not to be the case. As noted, Nigeria is rich and productive enough to providing what she needs. However this appears to be a “past story”. Nigeria produces vast array of goods including consumer goods such as food items, flour, sugar, beverages, tinned foods, etc; clothes such as garments, textiles, and other materials, footwear such as shoes and sandals, cover shoes, etc, electrical appliances, etc. but these materials receive little or no patronage by Nigerians especially when the foreign ones are available. This practice causes great deficiency in the Nigerian manufacturing in both demand deficient and structural form (Agbonifoh, et al 2007).

According to Ogumbe (2001), “the manner with which Nigerians display towards the locally manufactured goods is very amazing”. He further states that Nigeria produces building materials, consumer goods, miscellaneous items like chemical drugs, drinks, cooking utensils and stationary items, etc. But these items are often called “made-in- Nigeria goods” or “the Igbo made” by so many Nigerians as a result of which they receive little or no patronage by them. With this behavior, Nigeria loses its craftsmanship, local production, regression in export, drawback in technology and finally poor economic growth. In the long run, Africans (Nigerians in particular) become poor since people tend to ignore even their traditional simple techniques they inherited from their forefathers in favor of the foreign goods (Walter Rodney, 1972).

Nigeria now diverts greater part of the nation’s income for importing foreign goods to their increasing demand. For example, Nigeria’s food import bill rose from mere ₦112.88million annually during 1970 – 74 to ₦1,964.8million in 1991. While between 2000 and 2008, the sum of ₦180billion (or so) was spent on imports of cheaply only grains. However, imports between 2009 and 2012 stood at 30%, 17.4%, 21.5%, and 12.9% respectively (CBN, 2014). Thus, there was decline in export in crop production, while food production increased only marginally. According to Central Bank of Nigeria (2010), the major items imported into Nigeria include:

- Consumer goods like: food (e.g. flour, sugar, beverages, tinned foods, etc), clothes (e.g. garments, textiles), foot wear (e.g. shoes, sandals) and electrical appliances (e.g. televisions, fans, refrigerators, etc)
- Capital goods like: machinery (e.g. tractors, harvesters, ploughs, etc), transport equipments (e.g. motor vehicles, motorcycles, spare parts, etc) and building materials (e.g. iron steels, asbestos, etc), and
- Miscellaneous like: chemicals, drugs, drinks, cooking utensils, stationary, etc

By a clear and critical looking at these imported materials, one can easily infer that Nigeria imports more than necessary. Thus, some items imported are produced locally (at relatively cheaper rate) while others are not. This importation syndrome may have impacts on the Nigerian economy; including the loss of indigenous skills, decline in the level of national income and a total collapse of the indigenous industries.

It is on the basis of this that this paper attempts to find out the impacts of low patronage of locally made goods on Nigeria's development and growth. In so doing, the paper specifically seeks to find answer to the following questions:

1. Are made-in-Nigeria textiles fairly patronized?
2. Do product quality and marketing strategy have any influence on low patronage of made-in-Nigeria textiles?
3. Which of the two (quality and marketing strategy) has more influence on low patronage of made-in-Nigeria textiles than the other does?
4. Is gender influential to low patronage of made-in-Nigeria textiles?

The paper is therefore arranged as follows: part 1 deals with introduction, part 2 is on literature review, part 3 focuses on methodology, while part 4 gives summary of findings and suggestions.

2. REVIEW OF RELATED LITERATURE

In this part, attempt has been made to review related literature on patronage of locally made goods and its impact on economic growth. The concept of consumer and consumer behavior, the concept of made in Nigeria goods, standard of made in Nigeria goods, the state and size of the Nigerian textile clothing industry, and reasons for the low patronage of the locally made products are areas of concern of this review.

THE CONCEPT OF CONSUMER AND CONSUMER BEHAVIOR:

The term "Consumer behavior" has been viewed from many vantage points by various authors. A consensus seems to be a phantasm. The study of consumer behavior is "those acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that precede and determine those acts". This definition throws light to the subject matter, but does not give full meaning of the subject. However, Achumba (1996 p.2) and William (1982) respectively seem to have wider acceptance.

Achumba (1996:2) defined consumer behavior as, "the activities people engage in actual or potential use of market items whether products, services, information or ideas". William (1982) defined consumer behavior as, "all purchases related activities, thoughts and influences that occur before, during and after the purchase itself as performed by buyers and consumers of products and services and those who influence the purchase". The above definition embraces others and went further to include influences on the consumers.

According to Sunday and Alex (2009), the forces that influence the consumer are grouped into two: namely, **psychological** and **environmental forces**. The psychological forces consist of attitude, learning, perception, personality and self-concept. On the other hand, the environmental forces influencing the consumers comprise culture, family, social class, group influence, economic circumstances, socialization, education, promotional communication and price relationship (William, 1982)

Talking about poor mass consumption of home-made products, the major problem is inherent in the ostentatious life-style of the average Nigerian, particularly those in the elite class whose sharp taste for imported goods as instruments of class discrimination has diffused into the psyche of the rest of the populace particularly the youths. This unholy preference of

the average Nigerian for foreign goods - some of which in fact are inferior to home made goods; has overrun the desired spirit of loyalty, patriotism and support for the nation and anything national. In this regard we have an attitudinal crusade to launch nationally (Achumba, 1996).

THE CONCEPT OF MADE IN NIGERIA GOODS:

Made-in-Nigeria” goods are goods manufactured in Nigeria by indigenous manufacturing companies based in Nigeria using mainly locally sourced material. From inception, there have been goods locally processed or manufactured in Nigeria. However, these goods were given recognition in the early 60s when Aba based local entrepreneurs started imitating and producing shoes that could be compared with imported ones (Kehinde, et al 2016). It is also on record that prior to this breakthrough in entrepreneurship there has been resounding success in local art work e.g. the bronze work of the ancient Benin Kingdom, the fire- works of the Awka craftsmen, the carvings of the ancient Oyo Empire etc.

Agriculture has been our main stay as a nation but proceeds from farm are primarily unprocessed staple food such as cassava, cocoa, palm products, etc. (CBN, 2005). From the above, it can be said that the earliest effort of Nigerians on Micro industries was that of “made-in-Aba” products in early 60s; little wonder then inferior and substandard goods of the 60s were tapped. “Aba made goods”. It was so until the 70s when the indigenization/ enterprises promotion decree of 1972 was promulgated. This decree saw Nigerians at the helm of affairs controlling multinational companies. These companies were producing goods that cannot be compared with that of their parent companies. Consumers now saw the needs to differentiate products, thus the name “made-in- Nigeria” goods’ came into being. As at today, all goods manufactured or processed in Nigeria are classified as “made-in-Nigeria” goods.

STANDARDS OF MADE IN NIGERIA PRODUCTS:

In general, determination of product quality/performance is through systematic conformity assessments using the relevant standards on the product. In the case of Made- In-Nigeria products, the conformity assessments are carried out in line with the relevant Nigeria Industrial Standards and/or quality management system standards. In pursuance of this, the Standards Organization of Nigeria (SON) has published in the various product fields, relevant Nigerian Industrial Standards and adopted in the form of NIS and ISO.

The problem of whether an individual will change his attitude depends on how he categorizes a communication and the communicator. Made-in-Nigeria products can be classified into three groups namely:

- (a) Goods transplanted into Nigeria. Examples are Coca Cola, Fanta, and Guinness Stout.
- (b) Goods adapted for Nigeria. Examples are Textiles and ready- made garments.
- (c) Indigenous products. Examples include native drinks, agricultural products and Akwete cloth.

Productivity, from the foregoing implies management of the relationship between quality and quantity to ensure better business performance. Literally, business performance may be defined as the degree of market-shareholding by a business. This shareholding, in today’s knowledge-based economy, depends on the ability of a business to meet the quality requirements of the target market. It is a fact of business today, especially in a de-regulated economy such as ours, that no matter the price tagged to a certain quantity of goods, the goods cannot make the deal if their quality is below the Acceptable Quality Level (AQL) in the target market. Conformity of a business with AQL in a target market is, therefore, a guarantee that products do not come back to the supplier while the customers do. In essence quality is an economic undertaking aimed at building-up “competitive – business confidence” in today’s’ technology-driven markets. “Business confidence” is the ability of a business to meet the AQL of the target market. It is the measure of the extent of compliance with statutory normative and consensus documents, generally referred to as STANDARDS, which scientifically define product performance criteria for winning market shares (William, 1982)

THE STATE AND SIZE OF THE NIGERIAN TEXTILE CLOTHING INDUSTRY:

Nigeria is the largest country in Africa with a population of over 150 million people broken into 36 states with Abuja as the capital. With this population and clothing being one of the basic needs of life, it is evidently clear that Nigeria constitutes a very large market for clothing items – Textile Materials. The Gross National Product (GNP) or GDP of Nigeria and the per capita income can without question sustain a vibrant textile industry to satisfy the domestic market and export if possible. Ironically, this is not the case.

According to Manufacturers' Association of Nigeria (2008), in 1990, there were 175 textile factories operating in Nigeria. But today, we have 42 epileptic operators. Only 12 of these can boast of operating at 30% capacity. Among these, 4 textile factories produce embroidery lace materials as part of their product brands. This further establishes the inadequacy of the local supply of textile products in Nigeria. For instance, over \$760 million worth of embroidered lace materials/textiles exported from South-East Asian countries to sub-Saharan Africa annually, at least 75% of this export is consumed in Nigeria. In other words, Nigeria imports over \$540 million worth of lace fabrics yearly (CBN, 2005). The Nigerian embroidery lace Co. Ltd. AF print Group Ltd., Bhojsons, Empec Industries Ltd and Kaduna Textile Mills, which are the major local producers of these products, cannot meet the demand, with an average annual output of \$281 million, when Nigeria annual demand estimate for embroidery lace alone totals \$821.5 million. (Textile Watch, 6th Edition, May 2004). In 1990, the Nigeria textile industry was the largest in Africa after Egypt and South Africa.

REASONS FOR THE LOW PATRONAGE OF THE LOCALLY MADE PRODUCTS:

The causes of consumer preference for foreign products are many, but, they can be grouped under five broad headings; economic factors, historical factors, psychological factors, poor marketing and poor governmental control

Economic Factors: The economic factors which tend to favor consumer preference for foreign products center around product quality, price, and product availability (Leon and Kanuk, 2007). There is popular believe that the quality of local products is lower than those of their imported counterparts. There is evidence in the literature to substantiate this. In a survey of 171 consumers in Kano metropolis, Agbonifoh (1995) found that 93% of the respondents considered locally produced textiles inferior to the imported ones.

Psychological Factor: A number of psychological forces operate in the consumer to influence his perception towards local and foreign products. Firstly, there are individuals who, in search for disincentiveness, exclusiveness and egotism, seek out those products that can confer to them these qualities. For example, the urge to stand in the crowd can lead one to purchase a rare product which can be described in popular parlance as 'one-in-town'. For many Nigerians, foreign products probably have images that bestow these qualities on the buyer or owner. Secondly, for many people, oversea countries are places they would cherish to visit either for sightseeing or for image-boosting purposes; as a result, they buy their products as a way of identifying themselves with those countries. Achumba, and Osuagwu (1994)

Historical Factors: Habit and previous experience have considerable influence on consumer perception and choice (Aire, 1983). Prior to independence, most manufactured products in Nigeria were imported as there were very few manufacturing enterprises in the country. The qualities of the products of the few local industries in the country time could, understandably, not match those of many imported substitutes. That era marked the origin of the nation that foreign products are generally superior to locally made ones, an ingrained believe that still lingers on in the heads of many Nigerians, perhaps particularly among those of the older generations.

Poor Government Attitude: In two major ways, one through commission and the other through omission, the government has contributed immensely to the present perception of many consumers to local products (Kehinde et al 2016). The government has contributed to the unfavorable attitude of Nigerians to local products either by allowing all kinds of products to be imported (or dumped) into the country at low rates of import duties or through its feeble attempt at checking smuggling. The resultant ease with which foreign products can be obtained has had negative effects on local products. Some of the most affected local industries are textiles, wood treatment, battery, tobacco and cigarette and pharmaceuticals.

Poor Marketing: Ailawadi K, (2006) found that poor marketing is the major cause of low patronage of locally made goods. This factor has many facets, the major ones being concerned with the status of marketing in the firm, management attitude to consumer orientation, poor product planning, pricing and promotion. Alego (1997) pointed out that effective marketing management is essential in the process of building up favorable image for any product. The absence of consumer protection on the part of producers appears to have contributed to the alienation of the Nigerian consumer and the resulting consumer preference for imports.

3. METHODOLOGY

This paper uses an ex-post facto research design. Ex-post facto design is an experimental research technique in which pre-existing groups are compared on some dependent variable, Lammers and Badia (2005). The purpose of experimental studies is to examine the possible influences that one factor or condition may have on another factor or condition; in other words, experimental research examines cause-and-effect relationships. The investigator therefore, examined the impact of low patronage (independent variable) on Nigeria’s economic growth (dependent variable). Various statistical methods namely: descriptive analysis (frequency distribution), correlation, the regression analysis and T-test were used to analyze the data that were collected from a total of 117 sampled respondents.

4. DATA ANALYSIS AND DISCUSSION

Descriptive Statistics:

The participants comprised of 63 males and 54 females representing approximately 53.8% and 46.2% respectively; age category range from young, middle and old ages representing 41.0%, 30.8% and 28.2% respectively, who responded to the instruments. Out of this number, 63 (53.8%) did not disclose their monthly income level, while 28 (23.9%) and 26 (22.2%) were categorized into low and high income earners respectively; 66 (56.4%) represented singles, while 51 (43.6%) were married; employment status ranged from unemployed to employed, 63 (53.8%) were unemployed, 26 (22.2%) self-employed, while 28 (23.9%) were employed.

The correlation descriptive statistics for relationship between low patronage for made-in-Nigeria textiles and Nigeria’s economic development is shown in table 1.1. Low patronage has a mean of 52.98 and Standard Deviation = 7.63, while economic growth has mean of 21.34 and Standard deviation = 3.99.

Table 1.1 Descriptive Statistics

	Mean	Std. Deviation	N
Low patronage of made-in-Nigeria textiles	52.9829	7.63610	117
Economic growth	21.3419	3.99819	117

Source: field work (2016) using SPSS software

Descriptive regression analysis, which includes the mean and standard deviations for the independent and dependent variables are attained and recorded in Table 1.2. Low patronage of made-in-Nigeria textiles has a mean score of 52.98 and SD = 7.63; quality has a mean of 14.41 and SD = 3.00, while marketing strategy had mean of 16.82 and a SD = 3.54.

Table 1.2

	Mean	Std. Deviation	N
Total low patronage of made-in-Nigeria textiles	52.9829	7.63610	117
Total product quality	14.4188	3.00356	117
Total marketing strategy	16.8205	3.54434	117

Also, a T-test descriptive analysis is presented in table 1.3 below showing the means and standard deviations for males and females on marketing orientation and low patronage for made-in-Nigeria textiles. On product quality, males were 63 and females 54 with mean of 14.21, SD = 3.21 and 14.67. SD = 2.75 respectively. Marketing strategy has a proportion of male to female ratio with a mean of 16.86, SD = 3.61 and 16.78, and SD = 3.50 respectively. On low patronage of made-in-Nigeria textiles, the mean for males and females stood at 52.86, SD = 7.62 and 53.13, SD = 7.72 respectively.

Table 1.3 Group Statistics

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Product quality	Male	63	14.2063	3.20865	.40425
	Female	54	14.6667	2.75407	.37478
Marketing strategy	Male	63	16.8571	3.60938	.45474
	Female	54	16.7778	3.50022	.47632
Low patronage for made-in-Nigeria textiles	Male	63	52.8571	7.62394	.96053
	Female	54	53.1296	7.71924	1.05046

5. DATA ANALYSIS AND DISCUSSION OF RESULTS

The correlation between low patronage for made-in-Nigeria textiles and economic growth is presented the table 1.4. As expected, low patronage of locally made textiles and economic growth are negatively correlated since $r = -0.26$. This was expected because the higher the low patronage for a country’s local goods, the lower the economic growth of a country. Therefore, this could mean that Nigeria’s economic growth is low because there is low patronage of the locally made textiles. The results indicate that there is a significant negative correlation ($r = -.256$; $p < .005$) between low patronage and economic growth.

Table 1.4 Correlations

		Low patronage	Economic growth
Low patronage for locally made textiles	Pearson Correlation	1	-.256**
	Sig. (2-tailed)		.005
	N	117	117
Economic growth	Pearson Correlation	-.256**	1
	Sig. (2-tailed)	.005	
	N	117	117

** . Correlation is significant at the 0.01 level (2-tailed).

In the model summary and regression ANOVA tables 1.5 and 1.6 below, the R^2 is 0.737 with an ANOVA, value of $F_{df(2, 114)} = 159.43$, and significance level of $p < 0.005$. The result shows that 73.7% of the variance has been significantly explained by the set of predictors. There is less than 0.0005% chance of this not holding true (Pallant, 2003).

Table 1.5 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.737	.732	3.95299

Table 1.6 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4982.584	2	2491.292	159.431	.000 ^b
	Residual	1781.382	114	15.626		
	Total	6763.966	116			
a. Dependent Variable: Low patronage for made-in-Nigeria textiles						
b. Predictors: (Constant), Marketing strategy, Product quality						

Regression Results on low patronage:

A multivariate regression model allows the researcher to assess relationship between a dependent variable (low patronage of made-in-Nigeria textiles) and several independent variables, in this case, marketing orientation, product quality and marketing strategy. The result of regression on low patronage for made-in-Nigeria textiles is shown in the table 1.7. The results show that both product quality and marketing strategy are significant at 0.001 as indicated in the last column of the table labeled Sig. Of these two variables, marketing strategy makes the largest unique contribution, although product quality also made a statistically significant contribution. This is represented by the standardized coefficients of Beta (β) [$\beta = .69$; $p < .001$] for marketing strategy and [$\beta = .40$; $p < .001$] for product quality.

Table 1.7 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients (β)	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.202	2.314		5.705	.000
	Product quality	1.023	.124	.402	8.239	.000
	Marketing strategy	1.488	.105	.691	14.150	.000
a. Dependent Variable: Low patronage of made-in-Nigeria textiles						

From the above table, both variables (product quality and marketing strategy) are significant at .001. It means therefore that both product quality and marketing strategy have significant influence on consumer’s perception towards locally made textiles. The results also provide answers to the first four research questions posed at the introduction of the study. The research model, which includes two marketing orientations, quality and marketing strategy, explains 73.3% of the variance in low patronage of locally produced textiles, indicating that locally made textiles are lowly patronized (Question 1). Of these two variables, both product quality and market strategy predict well – low patronage of made in Nigeria textiles (Question 2). However, marketing strategy made a larger unique contribution to low patronage for made in Nigeria textiles, as their beta values are not equal, even though significant levels are (Question 3).

The independent T-test (table 1.8) shows differences between males and females on product quality, marketing strategy and low patronage for made-in-Nigeria textiles. The T-test results indicates that at $t = df (1, 115)$. Sig. (2-tailed) for product quality, marketing strategy and low patronage of made-in-Nigeria textiles are .41, .90 and .85 respectively. These results provide answers to the research question (4). It can be concluded here that there is no significant difference in the product quality, market strategy and low patronage scores for males and females.

6. CONCLUSION AND POLICY IMPLICATION

It is clear at this juncture that consumer preference of foreign goods is largely caused by poor product quality and poor marketing strategy; and this has overall effect on Nigeria’s economic growth. Previous studies (Aire, 1973; Achumba, 1998, Akamolede and Oladele, 2008) confirmed this. Therefore, this research work opens the way for potential areas of future research to further improve the quality of made-in-Nigeria goods in order to be relevant in the on-going globalization trend across the globe.

The findings further demonstrate that the government has a lot to do in making the product quality control agencies such as the Standard Organization of Nigeria to be more alive to their responsibilities because consumer preference for foreign products adversely affects the Nigeria's economic growth in the short run while the entire level of development in the long run.

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