

Analysis of Working Class Women Expectations and Post Patronage Satisfaction with Tailoring Services in Adamawa State, Nigeria

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Abstract

This study analyzed working class women's expectations and post patronage satisfaction with tailoring services in Adamawa State, Nigeria. Survey research design was adopted for the study. Four objectives, four research questions, as well as four null hypotheses were developed for the study. The population for study comprised of 256 tailors and 1225 working class women. Purposive sampling technique was used in selecting 120 respondents. Spearman's Rank Correlation Coefficient was used in testing the null hypotheses of the study at 0.05-level of significance. The statistical computation was done using Software Package for Social Sciences (SPSS, version 21). The study found that the working class women's expectations on body measurement have relationship with Post Patronage Satisfaction with tailoring services in Yola metropolis. Also, there is a relationship between body measurement and Post Patronage Satisfaction. Some of the recommendations based on the findings of this study is that tailors should put more effort to meet expectations of working class women on body measurement of garment since their expectation influence post patronage satisfaction, Tailors in the study area should be well acquainted with latest styles in order to meet the use of clients as it will influence perceived post patronage satisfaction with the tailoring services in Yola metropolis, Tailors ought to strive hard to keep to promises made to customers on garments finishing to enhance post patronage satisfaction of working class women with tailoring services in Yola metropolis.

Keywords: Expectations, Working class women, Post patronage satisfaction, Tailoring services

Background to the Study

In present day competition the following questions are pertinent: which factors bring about customer satisfaction? Which variables change customer satisfaction and in which ways? How can these variables be managed? For which segments and which activities can be designed? Customer expectations have been explored in various research contexts, but have been most thoroughly investigated in the customer satisfaction and dissatisfaction, and service quality research studies (Zeithaml *et al.*, 1993; Thai, 2015). There has been a consensus in related literature that "expectations serve as standards with which subsequent experiences are compared, resulting in evaluations of satisfaction or quality" (Thai, 2015). It is painstaking that getting hold of new customers create four times more cost than protecting existing customers from leaving, it can be seen that answers to these questions carry great importance for the firms (Grönroos, 1996; Almsalam, 2014). A key motivation for the growing emphasis on customer satisfaction is that high customer satisfaction leads to a stronger competitive position resulting in higher market share and profit (Fornell, 1992; Almsalam, 2014). Customer satisfaction is also generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty. Satisfied customers return and buy more, and they tell other people about their experiences (Fornell, *et al.*, 1996; Almsalam, 2014).

Assael (1998) and Nyakweba *et al.* (2015) perceived that placing emphasis on consumers by businesses should form the core of marketing. Thus, consumer behavior should be studied since it influences decisions taken by organizations. Consumer behavior is defined as behavior that consumers display in searching for, purchasing, using, evaluating and disposing a product or services. It is concerned with learning the specific meanings that

products hold for consumers. Therefore, service providers need to deliver the best service that meets the customers' expectations (Ahmad and Sungip, 2008). Post Patronage Satisfaction may be conceived as a measure of the extent to which the service recovery efforts of the firm meets or exceeds the customers' expectation. In the view of Mansfield and Warwick (2000), Post Patronage Satisfaction is satisfaction after a problem with the service has occurred and the consumer has sought redress with the marketer (i.e. satisfaction after a problem-resolution experience). Service failures may upset or annoy customers. What actually causes customer dissatisfaction and complaint behaviour however, is failure to immediately and effectively address service failures (Chang *et al.*, 2008).

The most general definition of working class used by Marxists and socialists is that the working class includes all those who have nothing to sell but their labor-power and skills. In that sense it includes both white and blue-collar workers, manual and mental workers of all types, excluding only individuals who derive their income from business ownership and the labor of others (Gale, 1998). Hence, working class women (WCW) refer to women who have paid employment outside the home and maintain standard working hours in their place of employment whether at federal, state or local level or private sector. Tailoring is the art of designing, cutting, fitting and finishing clothes. The term "Tailor" comes from the French word "Tailleur", which means to cut in English Language during the fourteenth century. In Latin, the word "taiolor" was originally called "Sartor" meaning patches or menders, hence the English "Sartorial" or relating to tailor, tailoring or tailored clothing (Kim and Darnhost, 2010). Tailoring also refers to the business process of making clothes with the use of technical skills and styles for individuals and society.

Forster (2014) opined that with a reliable measurement precision of the body taken, a good fit is ensured. You must first of all look at the most important part of the fitting process which is to thoroughly observe the body before taking accurate body measurement. Getting a good fit is choosing the right styles for individuals. Good styles are clothes that women want to wear, the comfortability and lifestyles are required, but tailors fail in several ways by not taking the accurate and proportioned body measurement and eventually the styles are not fitting. The working class women expects accurate body measurement proportionate to their body size, adhering to their styles of choice, constructing appropriate garments to meet their taste, use of appropriate stitches and seams as well as proper and neat finishing from their tailors. When the above mentioned are not met, there may be dissatisfaction which leads to change of tailors; instead of coming back to re-patronize them. Reliability is concerned with an outcome of a service. Reliability is a key in meeting customers' expectations which is to deliver the result as promised. Tailor fail in proper service delivery in the sense that they make clothes not to working class women's expectation.

When it comes to fashion, women stand out significantly and constitute a large percentage of patronage. According to Bassey *et al.* (2011), women constitute a group of people in the society who engage in meaningful activities in various spheres of human endeavors. The working class women are not completely under the control of circumstances that can impede their progress and standards. Women, possess certain characteristics, which to a large extent enable them to contribute meaningfully to the development of the society. Also, large populations of these women are literate, capable of communicating and interacting at the same level with their male counterparts. This category of women exhibits certain level of social relevance in the society with high demands and expectation. One of such area that they have high expectation for is in fashion. This is because women and fashion cannot be separated and apart from that, throughout history, fashion has greatly influenced the "fabric" of societies all over the world. What people wear often characterizes who they are and what they do for a living. Women's involvement in fashion has a long history (Heskett, 1997). Fashion is an area that women pay particular attention to. Thus, to a large extent their social status, caliber and personality depend on it. In view of this, the study seeks to analyze the expectations of working class women with tailoring services in Adamawa State, Nigeria.

Statement of the Problem

The major issue concerning the ever increasing number of working class women is poor tailoring services. However, the increasing interest in fashion makes most working women admire garments worn by their colleagues and try to copy the style through their tailors. In some cases, the tailors are unable to come out with exact style meant for the fabric (fitting, styling, and finishing), therefore they resolve to patronize another tailor instead of coming back again. Therefore, this study sought to establish whether expectations of the working class women in the study area are actually met or not.

Purpose of the Study

The purpose of this study is to analyze working class women's expectation with tailoring services in Adamawa State. The specific objectives include to:

- i. determine the functions of accurate body measurement in meeting the expectation of working class women and post patronage satisfaction with tailoring services in Yola Metropolis;
- ii. determine the relationship between the expected styles by working class women and post patronage satisfaction with tailoring services in Yola metropolis.
- iii. determine the relationship between garments finishing expectation of working class women and post patronage satisfaction with tailoring services in Yola Metropolis.
- iv. determine the relationship between garments design expectation of working class women and post patronage satisfaction with tailoring services in Yola Metropolis.

Research Questions

The following research questions were raised for the study.

1. To what extent does accurate body measurement expected by working class women relate to post-patronage satisfaction with tailoring services in Yola metropolis?
2. To what extent does expected styles of working class women relate to post-patronage satisfaction in Yola metropolis?
3. To what extent does garments finishing expectation of working class women relate to post-patronage satisfaction with tailoring services in Yola metropolis?
4. To what extent does garments design expectation of working class women relate to post-patronage satisfaction with tailoring services in Yola metropolis?

Research Hypotheses

On the basis of the research questions, the following hypotheses were formulated:

H₀₁: Expected body measurement of working class women has no significant relationship with Post-patronage satisfaction with tailoring services in Yola metropolis.

H₀₂: Expected garment styles of working class women have no significant relationship with Post-patronage satisfaction with tailoring services in Yola metropolis.

H₀₃: Expected finishing of garment of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis.

H₀₄: Expected garments design of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis.

Research Design

The research design adopted was survey research method. The researcher adopted this design because; it is the most appropriate for collecting data on occurring issues/problems in the society. Wimmer (2003) explained that survey is appropriate because it provides the study with the opportunity to check on the incident, distributions and interaction of variables (demographic, information, attitude, motives, intentions). The type of research approach adopted in this research is the qualitative approach which involves the various modes of empirical inquiry that collects, analyzes, and displays data in numerical rather than narrative form.

Population for the Study

The population for this study included all tailors and working class women in Yola metropolis. There were twenty-two (22) wards in Yola metropolis, the total population of tailors was 256, and female secondary school teachers (FSST) were 1225 as represented in Table 1. The tailors in the population were those tailors working class women patronize in the study area but were not part of the respondents.

Sample and Sampling Technique

The researcher used purposive sampling technique in selecting the respondents. Teachers with ten years' experience and were not less than forty five years of age were considered in this study, this is because they had experience and were matured enough to give reliable information. 120 working class women (teachers) were selected for the sample; this is because the population was large. Table 2 shows the breakdown of the sample.

Instrument for Data Collection

The instrument for data collection was a questionnaire. The questionnaire was developed based on the objective of the study. The questionnaire was divided into two main sections, A and B. Section A sought information of bio-data of respondents while section B was also divided into two with part one covering expectation and

part two covering satisfaction. Questions 1-5 answer research question one, questions 6-10 answers research question two, questions 11-15 answers research question three and questions 16-20 answers research question four. The instrument consisted items that solicit opinion on expectations of working class women and post patronage satisfaction with tailoring services. This questionnaire was structured into four (4) point rating scales of strongly agreed (SA), Agreed (A), Disagreed (D) and Strongly Disagreed (SD) with corresponding value of 4, 3, 2, and 1 respectively.

Validation of the Instrument

Researcher gave copies of the questionnaire along with the objectives of the study, research questions and hypotheses to three lecturers who were not below the rank of professor in the Department of Home Economics, Faculty of Education, Ahmadu Bello University Zaria to check the face validity of the instrument. Their observation and suggestions were incorporated in the instrument, thereby making it valid and useful for the study.

Pilot Study

A pilot study was carried out in two schools in Samaru Zaria. The schools were Government Girls Secondary School Bassawa and Government Secondary School Samaru. This is because the tailors and working class women in Samaru have the same characteristics with tailors and working class women in terms of demand and expectations from tailors in Yola metropolis. Twenty (20) Teachers were given the instrument to answer within 1hr. 30minutes. The result from the pilot study was used to determine the reliability co-efficient of the measuring instrument.

Reliability of the Instrument

The reliability of the instrument was determined by the statistical data collected from the pilot study. Cronbach's Alpha reliability tool was used to test the reliability of the data. Pearson Product Moment Correlation (PPMC) was used to analyze the data and a result of 0.78-reliability co-efficient was obtained. This was considered reliable in line with Nworgu (2001) who recommended that a reliability estimate of 0.50 and above is significant for the instrument which is calculated as reliable and stable.

Procedure for Data Collection

The researcher got an approval letter of introduction from the Head of Department of Home Economics, Ahmadu Bello University, and Zaria. The approval letter helped the researcher obtain permission from the principals of the schools involved in the study area. The researcher employed four (4) research assistants who were briefed and given details about the procedure for data collection. Questionnaire was administered to the working class women (teachers) in the selected area of the study by the research assistants. Three weeks was used to administer questionnaires.

Procedure for Data Analysis

The data collected were analyzed using mean and standard deviation. Spearman Rank Correlation Coefficient was used to test the entire null hypothesis at $p = 0.05$ level of significance. The inferential statistics level forms the basis to permit decision making on whether to reject or retain the null hypothesis after being tested. For research questions, a bench mark of 2.50 was considered as "agreed", hence any cumulative below 2.50 was considered as "disagreed". On the other hand, where the p-value was found greater than or equal to the alpha value ($p > 0.05$), the null hypothesis was retained. Where the p-value was found less than the alpha value ($p < 0.05$), the null hypothesis was rejected.

Table 1: Population for the Study

S/No	Wards	No. of Tailors	No. of FSST
1.	Target Junction	15	54
2.	Bekaji	6	74
3.	Damilu	5	43
4.	Nasarawo	9	57
5.	Doubeli	10	59
6.	Demsawo	8	76
7.	Dougirei	9	22
8.	Gwadabawa	10	38
9.	Jambutu	11	37
10.	Karewa	10	78
11.	Kofare	11	101
12.	Alkalawa	8	37
13.	Limawa	10	50
14.	Upper Luggere	5	65
15.	Majalisa	7	43
16.	Bachure	8	46
17.	Nyibango	5	38
18.	Nepa	6	67
19.	Malamre	4	73
20.	Rumde	5	57
21.	Yelwa	10	82
22.	Damilu (2)	5	29
Total		256	1225

Table 2: Sample of the Study

S/No	Wards	No. of Tailors	No. of FSST Sampled
1.	Target Junction	1	5
2.	Bekaji	1	7
3.	Damilu	1	4
4.	Nasarawo	1	5
5.	Doubeli	1	5
6.	Demsawo	1	7
7.	Dougirei	1	2
8.	Gwadabawa	1	3
9.	Jambutu	1	3
10.	Karewa	1	7
11.	Kofare	1	10
12.	Alkalawa	1	3
13.	Limawa	1	5
14.	Upper Luggere	1	6
15.	Majalisa	1	4
16.	Bachure	1	4
17.	Nyibango	1	3
18.	Nepa	1	6
19.	Malamre	1	7
20.	Rumde	1	5
21.	Yelwa	1	8
22.	Damilu (2)	1	2
Total		22	120

Respondents' Demographic Data

Table 3 shows the information on the various ages of respondents. 75 (65.3%) of the respondents' fell within the ages of 45 to 55 years of age and 40 (34.7%) were within the ages of 56-65. This indicated that most of the respondents between the ages of 45-55 years had high expectations from the tailors while those between 56 – 65 years were comfortable with any styles provided by the tailors.

Table 3 Distribution of Respondents by Age

Age	No of respondents	Percentage (%)
45-55	75	65.3
56-65	40	34.7
Total	115	100

Table 4 shows the qualification of the respondents. Fifty Eight (58) of the respondents representing 50.4% were NCEholders, fifty (50) of the respondents representing (43.5%) had B.Ed. and seven (7) of the respondents representing (6.1%) had Master's Degree. This showed that N.C.E holders whom mostly of young age in the study had higher expectations in their clothing designs than the B. Ed and M.Ed. degree holders who were mostly of older age.

Table 4: Distribution of Respondents by Qualifications

Qualifications	No. of Respondents	Percentage (%)
N.C.E	58	50.4
B.E.d	50	43.5
M, Ed	7	6.1
Total	115	100

The Table 5 shows the years of experience of the respondents. Twenty six (26) respondents representing 22.6% had 10-15years of experience, forty five (45) respondents with 39.1% had 16-20 years of experience, and twenty-nine (29) with 25.2% had 21-31 years of experience and fifteen (15) with 13.1% have 26-30 years of experience. This information implies that all the respondents had experience based on the subject topic. This indicates that working class women who had long been in the service had high expectations from tailors, because they were more aware of their appearance which is believed to provide high esteem to teachers.

Table 5: Distribution of Respondents Year of Experience

Years	No of Respondent	Percentage
10 – 15	26	22.6%
16 – 20	45	39.1%
21 – 25	29	25.2%
26 – 30	15	13.1%
Total	115	100%

Research Question One: To what extent does accurate body measurement expected by working class women relates to post-patronage satisfaction with tailoring services in Yola metropolis?

Table 6: Mean ratings of Respondents on the extent to which garment body measurement Expected by working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis

S/N	Items	N	\bar{X}	SD	Decision
1	Working class women expectations on body measurement leads to high patronage of tailoring services	115	3.2609	.7957	Agreed
2	Working class women have stopped patronizing particular tailors because simply tailors can't meet their expectation on body measurement	115	3.3478	.8170	Agreed
3	Tailors measure their client just to fulfill their regular routine, not to determine expected body measurement	115	2.5652	.7149	Agreed
4	Working class women expect tailors to listen carefully to their demand on body measurement before asking them to drop fabric	115	2.2609	.7957	Agreed
5	Tailors give materials of client to apprentice to sew thereby resulting to poor expectations on body measurement	115	3.2609	.7957	Agreed
Cumulative Mean			2.9391		Agreed

Table 6 shows the mean and standard deviation of responses of tailors and working class women on how body measurement relates with post-patronage satisfaction with tailoring services. The result indicated that the respondent have agreed that body measurement and post patronage satisfaction are related as indicated by a cumulative mean of 2.9391 which is greater than the benchmark of 2.50.

Research Question Two: To what extent does expected garment styles of working class women relates to post- patronage satisfaction in Yola metropolis?

Table 7: Mean ratings of Respondents on the extent to which expected garment styles of working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis

S/N	Items	N	\bar{X}	SD	Decision
6	The tailors are able to know the design like and dislike of the working class due to increase in post patronage expectation	115	3.2609	.79568	Agreed
7	Meeting expectation of working class women in term of different design help the tailors to get more client and enable customer's retention	115	3.3043	.90973	Agreed
8	Not Meeting the expectation of working class women on proper designs influences other customer's decision regarding the intention for switching to other tailors	115	3.0000	.98230	Agreed
9	Meeting expectation of working class women on choice of design increases confidence in both client and tailors which bring about good business relationship	115	3.3913	.92429	Agreed
10	Working class women expect tailors to sew elegant styles but tailors lack of knowledge of being able to copy from catalogue in the business could not have access to latest design	115	3.1304	.95073	Agreed
Cumulative Mean			3.2174		Agreed

Table 7 shows the mean and standard deviation of the opinion of working class women on whether styles of garment expected by working class women relates with their post-patronage satisfaction with tailoring services. The result revealed a cumulative mean of 3.2174. This implies that working class women have agreed that styles expectation of working class women to some extent relates with their post-patronage satisfaction with

tailoring services as indicated by a cumulative mean of 3.2174 which is greater than the benchmark of 2.50.

Research Question Three: To what extent does garments finishing expectation of working class women relate to post-patronage satisfaction with tailoring services in Yola metropolis?

Table 8 below shows the responses of questionnaire items 11 – 15 which sought to find out whether garment finishing to some extent relates with post-patronage satisfaction of working class women. The result revealed that, both the respondents that is tailors and working class women have agreed that, garment finishing to some extent relates with post-patronage satisfaction with tailoring services, having a cumulative of 3.2609 which is greater than the benchmark of 2.50.

Table 8: Mean ratings of Respondents on the extent to which garment finishing Expectation of working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis

S/N	Items	N	\bar{X}	SD	Decision
1	Keeping promises on the time of garment finishing increase post-patronage satisfaction of working class women	115	3.0870	1.02225	Agreed
2	Post-patronage satisfaction in tailoring services increase when tailors prepare everything before the working class women come for collection	115	3.2174	.88637	Agreed
3	Use of special rapping ladder for customers in tailoring services increases post-patronage satisfaction of working class women	115	3.3478	.81696	Agreed
4	Customers entertainment while finishing garments lead to high post-patronage satisfaction of working class women	115	3.2609	.79568	Agreed
5	Lack of good manner displayed by tailors to customers before garment finishing lead to low post-patronage satisfaction among working class women	115	3.3913	.92429	Agreed
Cumulative mean			3.2609		Agreed

Research Question Four: To what extent does garments design expectation of working class women relate to post-patronage satisfaction with tailoring services in Yola metropolis?

Table 9: Mean ratings of Respondents on the extent to which garment design Expectation of working class women relates to Post Patronage Satisfaction with tailoring services in Yola metropolis

S/No.	Items	N	\bar{X}	SD	Decision
1	Tailors give date that pop in their heads but not minding to bring out expected design for the personality of working class women before the date.	115	3.4783	.71755	Agreed
2	Tailors usually charge working class women when their garments are to be designed higher than others thinking they are better off, but still keep their clothes for long in their workshop not delivering at expected time.	115	3.4783	.58261	Agreed
3	Most tailors view their job as work thereby carrying out in a very bad way like changing expected design for working class women.	115	3.4783	.58261	Agreed
4	Tailors don't examine working class women's fabric design before going ahead to cut.	115	3.3913	.70953	Agreed
5	Tailors keep to agreement by cutting at the expected grain line of fabric not minding the design on the fabric.	115	3.4609	.59658	Agreed
Cumulative Mean			3.4574		Agreed

Table 9 shows the responses of questionnaire items 11 – 15 which sought to find out whether garment design to some extent relates with post-patronage satisfaction of working class women. The result revealed that, both the respondents that is tailors and working class women have agreed that, garment design to some extent relates with post-patronage satisfaction with tailoring services, having a cumulative of 3.4574 which is greater than the benchmark of 2.50.

Hypothesis One:

Ho₁: Expected body measurement of working class women has no significant relationship with Post- patronage satisfaction with tailoring services in Yola metropolis

Table 10: Spearman Rank Correlation Coefficient of Relationship between body measurements expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

Body shape		Post patronage satisfaction		
Spearman's rho	Body Measurement	Correlation Coefficient	1.000	.928**
Sig. (2-tailed)	.		.000	
N	115		115	
Post patronage satisfaction	Correlation Coefficient	.928**		1.000
Sig. (2-tailed)	.000		.	
N	115		115	

Table 10, shows a result of Spearman Rank Correlation coefficient conducted to test whether significant relationship exist between body measurement expected by working class women and post patronage satisfaction with tailoring services. The result show that significant relationship exist between body measurement and post-patronage satisfaction of working class women, $r = 0.928$, $p < 0.05$. The result showed that positive strong relationship exists between body measurement expected by working class women and post patronage satisfaction with tailoring services.

Hypothesis Two

Ho₂: Expected garment styles of working class women has no significant relationship with Post-patronage satisfaction with tailoring services in Yola metropolis

Table 11: Spearman Rank Correlation Coefficient of Relationship between Styles expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

Styles		Post patronage satisfaction		
Spearman's rho	Styles	Correlation Coefficient	1.000	.796**
Sig. (2-tailed)	.		.000	
N	115		115	
Post patronage satisfaction	Correlation Coefficient	.796**		1.000
Sig. (2-tailed)	.000		.	
N	115		115	

Analysis in Table 11, shows a result of Spearman Rank Correlation coefficient conducted to test whether significant relationship exist between styles of garment expected by working class women and post patronage satisfaction with tailoring services. The result showed that there is significant positive and strong relationship between styles and post-patronage satisfaction of working class women as indicated by r value of 0.796 and p – value of 0.000. This means that the null hypothesis is rejected since p – value is less than 0.05.

Hypothesis Three

Ho₃: Expected garments finishing of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis

Table 12: Spearman Rank Correlation Coefficient of Relationship between Garment Finishing expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

Garment finishing		Post patronage satisfaction		
Spearman's rho	Garment finishing	Correlation Coefficient	1.000	.788**
Sig. (2-tailed)	.		.000	
N	115		115	
Post patronage satisfaction	Correlation Coefficient	.788**		1.000
Sig. (2-tailed)	.000		.	
N	115		115	

Table 12 shows the result of Spearman Rank Correlation Coefficient used in testing the claim that no significant relationship exist between garment finishing and post patronage satisfaction of working class women. The result showed that significant positive and strong relationship between garment finishing and post-patronage satisfaction of working class women exists as indicated by r value of 0.788 and p – value of 0.000. This means that the null hypothesis is rejected since p – value is less than 0.05.

Ho4: Expected garments styles of working class women has no significant relationship with post-patronage satisfaction with tailoring services in Yola metropolis

Table 13: Spearman Rank Correlation Coefficient of Relationship between Garment Styles expected by working class women and post patronage satisfaction with tailoring services in Yola metropolis

Garment style		Post patronage satisfaction		
Spearman's rho	Garment style	Correlation Coefficient	1.000	.970**
Sig. (2-tailed)			.000	
N	115		115	
Post patronage satisfaction	Correlation Coefficient	.970**		1.000
Sig. (2-tailed)		.000		
N	115		115	

Table 13 shows the result of Spearman Rank Correlation Coefficient used in testing the claim that no significant relationship exist between garment design and post patronage satisfaction of working class women. The result showed that significant positive and strong relationship exists between garment design and post-patronage satisfaction of working class women as indicated by r value of 0.970 and p – value of 0.000. This means that the null hypothesis is rejected since p – value is less than 0.05.

Discussion of Major Findings

The results of the study revealed that working class women expectation on body measurement influence Post Patronage Satisfaction with tailoring services in Yola metropolis. The result indicated that the respondent had agreed that body measurement to some extent relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between body measurement and post-patronage satisfaction. The finding is in line with Forster (2014) who stressed that, essential measurement is taken precisely, in the direct position and with an equal amount of tension on the tape as inaccurate measurement will cause an unnecessary amount of fitting and re-cutting after the garment is tacked together. Measurement must be taken so as to ascertain the size of the figure and to determine the proportion of the various parts of the figure. The finding is in agreement with Chang and Yeh (2002) who found that the key aspect of customer satisfaction is to know customer expectations. The findings regarding the test of the four null hypotheses indicated that all the hypotheses were accepted based on the calculated value in relation to r-value. The result on Table 13 showed that there is significant relationship between body measurement and post-patronage satisfaction of working class women (r=0.928 and p<0.05). The finding from Ho₁ is in line with Chang et al. (2008) who reported that customer dissatisfaction is especially heightened when there is failure in the core service. It also hinges on the findings of Hoffman & Kelly (2000) as observed that core service failure is the main cause of customer defection and hostile behaviour.

It was also found that there is relationship between garment styles and post-patronage satisfaction of working class women with tailoring services in Yola metropolis. The result indicated that the respondent agreed that garment style to some extent relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between garment styles and post-patronage satisfaction. This finding is supported by the work of Smith et al. (1999) whose works contribute to the understanding of the theoretical principles that explain customer evaluations of service failure/recovery encounters and provides managers with useful guidelines for establishing the proper fit between a service failure and recovery effort. This could help in understanding service in question to see its core elements and finding out where customer satisfaction may be created.

Analysis of the tested null Ho₂ showed on table 8 that there is significant relationship between styles of garment and post-patronage satisfaction of working class women as indicated by r-value of 0.790 and p-value of 0.000. This means that the null hypothesis is rejected since p-value is less than 0.05. This finding from this hypothesis

is in agreement with Nikbin et al. (2010) who reported that ensuring customers get fair treatment in the event of service failure does not only bring about post-patronage satisfaction, it also induces loyalty behaviours. The findings also hinges on the report of Stauss and Schoeler (2004) who stressed the need to maintain customers because it can generate information for quality improvement and have a great impact on customer retention.

The results of the study on garment finishing revealed that working class women expectation on garment finishing influence Post Patronage Satisfaction with tailoring services in Yola metropolis. The result indicated that the respondent agreed that garment finishing relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between garment finishing and post-patronage satisfaction. The result conforms with that of Weber (2005) which was concerned with bringing out new film costume finishing, well connected to the fashion industry and what the female expects from the tailors which revealed that tailors have a role to play in helping female participants to develop a range of productive films.

The result on Table 9 showed that significant relationship between garment finishing and post patronage satisfaction exists as indicated by r-value of 0.788 and p-value of 0.000. This means that a null hypothesis is rejected since p-value is less than 0.05. This is in line with Chang and Yeh (2002) who reported that attitude towards the service depends on their beliefs about the features and attribute that they associate with the service (previous experiences, beliefs). This could help in understanding service in question to see its core element and finding out where customer satisfaction may be created. For example, customers expect that basic elements and basic support processes work on continuously good basis, and excelling in will not increase customer satisfaction but will keep it as it is.

It was also found that there is relationship between garment design and post patronage satisfaction of working class women in Yola metropolis. The result indicated that the respondent agreed that garment design relates with post patronage satisfaction. Based on the hypotheses tested there is significant relationship between garment design and post-patronage satisfaction. This is in line with Weber (2005), who said that, women have tailoring expectation in terms of garments design, management of the garment as well as the design that the tailors choose for customers when given the liberty to. The two studies give a general conclusion on the relevance of expectations and perceived performance of a customer

The result on Table 10 showed that significant relationship exists between garment designs and post patronage satisfaction of working class women as indicated by r-value of 0.970 and p-value of 0.000. This means that the H_0 is rejected since p-value is less than 0.05. This is in line with Anabila *et al.* (2012) who opined that when service failure occurs in the form of changing design on fabric, the customer will expect to be compensated for the inconveniences in the form of any combination of refunds, credit, discounts and apologies and where this expectation is not met, the firm stands not only to lose the customer but also referrals that may come through that customer in the event of satisfactory service delivery and effective service recovery may not happen.

Conclusion

Based on the findings of this study it is hereby concluded that there is a significant relationship between body measurement, style of garment, garment finishing, and the design of the garment expectation of working class women and post patronage satisfaction. This implies that Tailors who do not have the needed skills cannot meet the expectation of the working class women. This can invariably affect subsequent post patronage. It also implies that if tailors are not given training on how to handle working class women, then, there is possibility that the working class women will stop patronizing them.

Recommendations

Based on the findings of the study, the following recommendations are given:

1. Tailors should put more effort to meet expectations of working class women on body measurement of garments since their expectation influences post patronage satisfaction in Yola metropolis.
2. Tailors in the study area should be well acquainted with latest styles in order to meet the taste of clients as it will influence perceived Post Patronage Satisfaction.
3. Tailors ought to strive hard to uphold their integrity with respect to promises made to customers on garment finishing to enhance post patronage satisfaction of working class women.

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