Volume 20 Issue 2
Originally issued as A1



Global Journal of human-social science: a
Arts & Humanities - Psychology
Volume 20 Issue 1 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460x & Print ISSN: 0975-587X

Promoting made in Nigeria Leather Products: A Case Study Nigeria Leather Products on E-Commerce Platform

By Afeez Babatunde Siyanbola & Michael Abiodun Oyinloye
Olabisi Onabanjo University Ago-Iwoye

Abstract- This paper focused on assessing the viability of promoting made in Nigeria leather products on electronic commerce platforms using the leather products produced in Nigeria Institute of Leather Science and Technology, Zaria (NILEST) as a case study. The paper acknowledged the quality and competitive market value of NILEST leather products. Promoted leather products were purposively selected and arranged for a photographic session. Each of the leather works were photographed from different sides. The photographed product images were enhanced on the computer and uploaded for promotion into an existing ecommerce platform. The opinions of one hundred thirty (130) e-commerce shoppers were sampled through a closed questionnaire. The outcome showed that appealing display of leather works from all sides on an e-commerce platform gives shoppers a convincing grasp of the promoted products and this can influence patronage of the leather works. It was recommended that the leather industry should explore the limitless capabilities offered by e-commerce to leverage an impressive market acceptance transcending geographical barriers. Also, makers of leather products must embrace best practices in their value-chain of production to churn out appealing leather works that attracts patronage online.

Keywords: *nigerian leather, promotion, ecommerce platform.*

GJHSS-A Classification: *FOR Code: 159999*



Strictly as per the compliance and regulations of:



© 2020. Afeez Babatunde Siyanbola & Michael Abiodun Oyinloye. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Promoting made in Nigeria Leather Products: A Case Study Nigeria Leather Products on E-Commerce Platform

Afeez Babatunde Siyanbola [α] & Michael Abiodun Oyinloye [σ]

Abstract- This paper focused on assessing the viability of promoting made in Nigeria leather products on electronic commerce platforms using the leather products produced in Nigeria Institute of Leather Science and Technology, Zaria (NILEST) as a case study. The paper acknowledged the quality and competitive market value of NILEST leather products. Promoted leather products were purposively selected and arranged for a photographic session. Each of the leather works were photographed from different sides. The photographed product images were enhanced on the computer and uploaded for promotion into an existing e-commerce platform. The opinions of one hundred thirty (130) e-commerce shoppers were sampled through a closed questionnaire. The outcome showed that appealing display of leather works from all sides on an e-commerce platform gives shoppers a convincing grasp of the promoted products and this can influence patronage of the leather works. It was recommended that the leather industry should explore the limitless capabilities offered by e-commerce to leverage an impressive market acceptance transcending geographical barriers. Also, makers of leather products must embrace best practices in their value-chain of production to churn out appealing leather works that attracts patronage online.

Keywords: nigerian leather, promotion, ecommerce platform.

I. Introduction

The Nigerian leather industry is a major driver of sustainable employments and Nigeria output. The industry represents a major non-oil earning for Nigeria with a rippling value and supply chain that spreads across Nigeria. According to the Bank of Industry, Nigeria's leather industry has generated N24.5billion ($700million) annually with limited support and has the capacity to create about 700,000 direct and indirect jobs (Fabamishe, 2017). The history of leather production in Nigeria can be dated back to pre-colonial and colonial era. Tanning which is a process of making leather from raw hide is a leading industry in kano, that was why the first tannery in Nigeria was established in Kano by John Holt in 1940's and then the great northern tannery came up in the 1950s (Danyaro, 2013). Livestock rearing is also dominant trade in northern Nigeria and this has consistently sustained the production of hide and skin processed into leather products.

The leather industry has been a central focus of the various Federal Government Economic interventions programmes. Modern technologies and innovations are fundamental to achieving sustainable growth across the value chain in the Nigerian leather industry. However, in an effort to bridge the technological gap and build expanding capacities in this industry the Nigerian government established the Nigeria Institute of Leather Science and Technology (NILEST), Zaria. This institution is a Mono technic created to award Nigeria degree and diploma certificates. The Federal Ministry of Science and Technology (2013), asserts that the Nigeria Institute of Leather Science and Technology has been upgraded to carry out primary mandate of training in the areas of science, laboratory and polymer technology. The institution prides itself as a centre of academic excellence in entrepreneurship skills development, especially in the area of leather production. Some of the leather products produced in the institution includes range of quality footwear's, handbags, belts, and other utilitarian leather products. These products are basically produced during in classes or made on request in satisfying the needs of the immediate environment. Expectedly, the leather products are of good quality and have a high competitive market value.

The federal government policy on diversification is anchored on increased local production to stimulate the Nigerian informal sector. Small and medium scale enterprises are being strengthening to produce in order to achieve an all-inclusive economic growth. The informal sector is acknowledged as essential in developing economies, it facilitates employment generation and enables sustainable value chain of income generation. The leather industry is an integral component of the Nigeria informal sector. However, it is imperative for the leather industry in Nigeria to boost and improve on the quality of leather works, it is also necessary for the players in the industry to explore the electronic new media in promoting leather products to consumers within and outside Nigeria. Therefore, this paper is aimed at packaging and promoting leather

Author α: Corresponding Author, PhD, Department of Fine and Applied Arts, Olabisi Onabanjo University Ago-Iwoye, Ogun State, Nigeria.
e-mail: afeezsegun@yahoo.com
Author σ: PhD, Department of Fine and Applied Arts, Olabisi Onabanjo University, Ago-Iwoye, Ogun State, Nigeria.
e-mail: abbeymyke@yahoo.com

© 2020 Global Journals

products on an electronic commerce using leather works produced in NILEST as a case study.

a) E-commerce Platform

Electronic Commerce involves the buying and selling of goods and service over the internet. The internet provides a dynamic medium of shopping for different products and services online. Turban, King, Mckay, Marshall, Lee, Viehl and, (2008), posited that e-ecommerce makes possible an enabling atmosphere for products transaction, services and information via the internet and other services that are available online. E-commerce has made shopping much easier, less time-consuming and flexible. Leather products and any other item of choice can purchase on e-commerce stores easily. The benefits of e-commerce include its around-the-clock availability, the speed of access, the wide availability of goods and services for the consumer, easy accessibility, and inter Nigeria reach (Rouse, 2016). Online shoppers enjoy diverse product choices such as leather products, individualized products, service information, shopping convenience, uptime shopping, time saving, competitive pricing and privacy (Katole, 2011; Kaufman-Scarborough and Lindquist, 2002; Margherio, 1998). John (2011), acknowledged that the history of e-commerce dates back to the invention of the very old notion of "sell and buy". John (2011) noted that e-commerce became possible in 1991when the Internet was opened to commercial use, since then thousands of businesses have taken up residence at websites inclusive of online bespoke leather stores. E-commerce has revolutionized the way people live today, most internet users have purchased products online (Ecommerce web hosting guide, 2013). E-commerce represent a unique pragmatic approach of promoting the potentials of the Nigerian leather industry. E-commerce platforms provide viable opportunity of showcasing the ingenuity and quality of the leather products.

b) Merchandizing

Merchandizing is referred to as the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase (state of digital n.d). It's also the promotion and marketing of products by employing creative strategies in showcasing products for optimal sale. The target of an online retail store is to recreate a near replica of the merchandizing techniques adopted by brick and mortal stores. Contemporary trends in merchandizing on e-commerce stores show a clear departure from the traditional presentation of products and their corresponding information. Many shoppers have a hard time finding just the right product. These shoppers, also referred to as "browsers," are just glancing at the products that pass in front of them, because they don't have specific products in mind, they need help visualizing how the products before they can meet their needs (Allen, 2000).

Appealing display of products, colours, detailed information of products and intuitive navigation tools on the online retail store enables shoppers to accessorize and guide through the "searchdizing" (www.omniture.com). Often, online shoppers don't know where to start looking on their site for what they want or even how to ask for it! Fascinating product display let e-commerce stores take shoppers by the hand and guide them through the virtual aisles to dramatically increasing conversion rates.

For instance, a bakery store may highlight its attractive cakes and chocolate creations through dramatic display of its latest products. Allen (2000), also noted that product merchandising can be enhanced using the techniques such as:

1. Lifestyle images: Use photographs of people using the products.
2. Expanded product information: Give a detailed product description, describe how the product is used when appropriate and provide information from the product's package.
3. Multiple photographs: Show the product from several angles, as well as the product being used.
4. Product collections: Group several products into a collection that can be used together to create a complete solution to the customer's needs.

The following approaches are adopted by online stores in the merchandize of their products.

Merchandizing of leather products should involve showcasing of products from different sides. Appealing display of leather products can give shoppers a convincing impression about the quality and credibility of the promoted products. Appealing product imagery conveys product functionality and desirability to the buyer. Lifestyle imagery of displaying usage of leather products in a real-life situation or seller's version of real life are also necessary to complement the multiple photographs. Crisp and descriptive product imagery of showcased leather products are essential in consumer's decision-making process, influences conversion and retention rates when shopping for leather products online.

c) Aim

The aim of this study is to assess the viability of promoting made in Nigeria leather products on e-commerce platform using leather products produced in Nigeria Institute of Leather Science and Technology (NILEST), Zaria as a case study.

The objectives of this study are to:

1. Identify selected leather works produced in NILEST.
2. Arrange the leather works for photography session.
3. Promote the photographed leather works on an ecommerce platform.

© 2020 Global Journals

II. Methodology

The research design adopted for this study is product development and survey. Leather works such as footwears, bags and belts produced in NILEST were purposively selected based on the quality of their outlook.

a) Photography Session

Canon EOS 600 camera was used in shooting the images. The camera had an external speed light with the compliments of umbrella flood lights to enhance the quality of the product imagery. The camera was fixed on a tripod stand to ensure stability and avoid blurry pictures. This is necessary because the products were shots from different angles to enable shoppers have a good view of listed products on the store. The leather works were placed on a white background to avoid unnecessary distractions or interference when being viewed. Merchandizing was achieved with specific images shot to showcase the corresponding context of usage. Images were transferred to the computer system for retouching and resizing and imported into Photoshop design software package. The Photoshop design software is a dynamic and well-utilized graphics application in the print and design industry. Images were enhanced and retouched using Photoshop features such as clone stamp tool, brightness, contrast effect and vibrance.

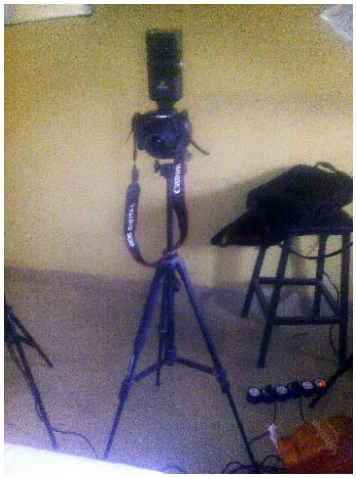


Plate I (a): Photo-shoot section



Plate II (b): Photo-shoot section

Source: Researchers Fieldwork 2016



Plate 2a Plate 2b Plate 2c Plate 2d

Source: Authors Field Work

Plate 2: Ankle Boots Photographed images of leather Products from different sides

© 2020 Global Journals



Plate 3a Plate 3b Plate 3c Plate 3d

Source: Authors Field Work

Plate 3: Side Gusset Shoes Photographed images of leather Products from different sides



Plate 4a Plate 4b Plate 4c

Plate 4d

Source: Authors Field Work

Plate 4: Gibson Shoes from different sides



Plate 5a Plate 5b Plate 5c

Plate 5d

Source: Authors Field Work

Plate 5: Belts Photographed from different sides

© 2020 Global Journals



Plate 6a



Plate 6b



Plate 6c



Plate 6d

Source: Authors Field Work

Plate 6: Clutch Bag Photographed from different sides



Plate 7a



Plate 7b



Plate 7c



Plate 7d

Source: Authors Field Work

Plate 7: Saliya Bag Photographed from different sides



Plate 8a



Plate 8b



Plate 8c

Source: Authors Field Work

Plate 8: Swing Bag Photographed from different sides

© 2020 Global Journals



Plate 9a Plate 9b Plate 9c

Source: Authors Field Work

Plate 9: Folder Bag Photographed from different sides

Plate 9: Photographed images of leather Products from different sides

b) *Uploading of Photographed Leather Products into an E-commerce Platform*

Photographed images of leather products are transferred from the camera to the computer Thereafter, the images are retouched images and resized to a maximum of 500kb kilobyte (kB) and 30 DPI (dot per inch) and saved in Portable Network Graphics (PNG) format. The images and detailed descriptions of each of the selected products were uploaded accordingly into the e-commerce site. Also, a visual banner was designed to promote the leather products on the sites homepage.

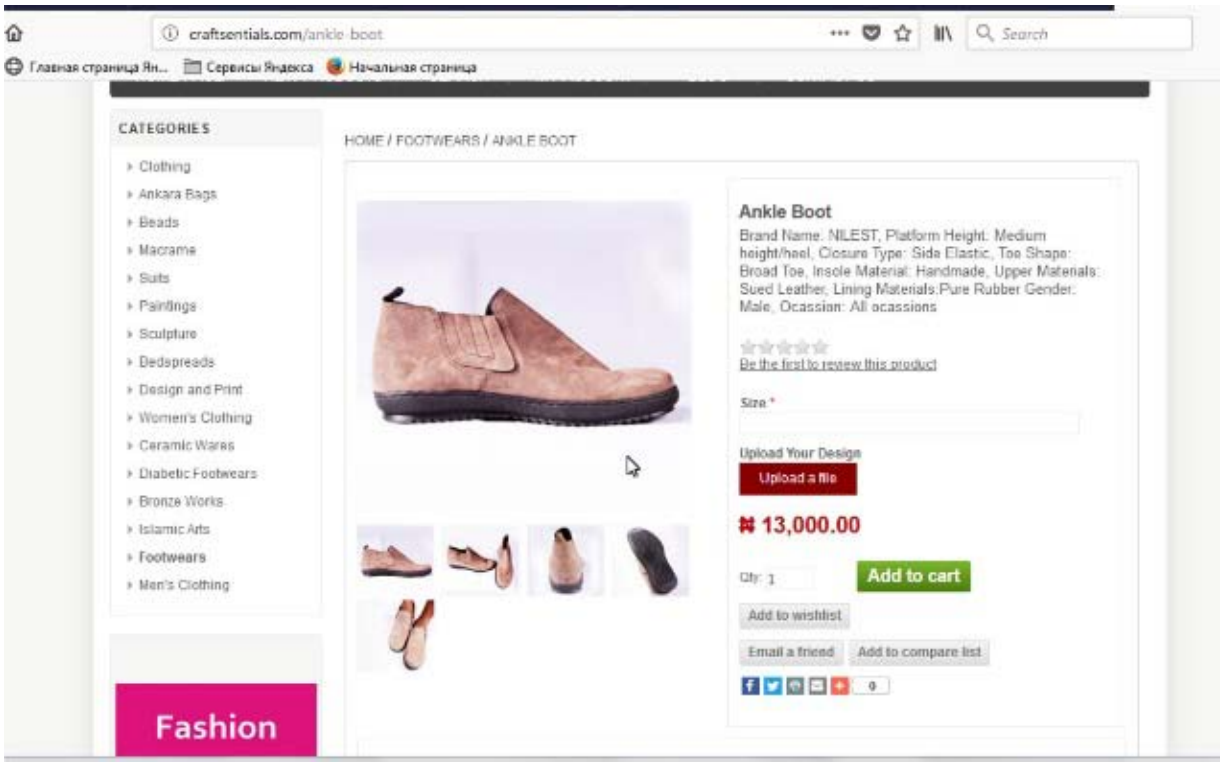
Opinions of e-commerce users whom are the target consumers of these leather works were sought through a close questionnaire. Respondents were selected purposively based on their prior exposure to buying of leather products on e-commerce stores. Population of respondents was one hundred and thirty (130) students of Ahmadu Bello University Zaria. They were 70 males and 60 females. The visual designs were shown to the respondents and their opinions were sought thereafter.



Source: Authors fieldwork 2016

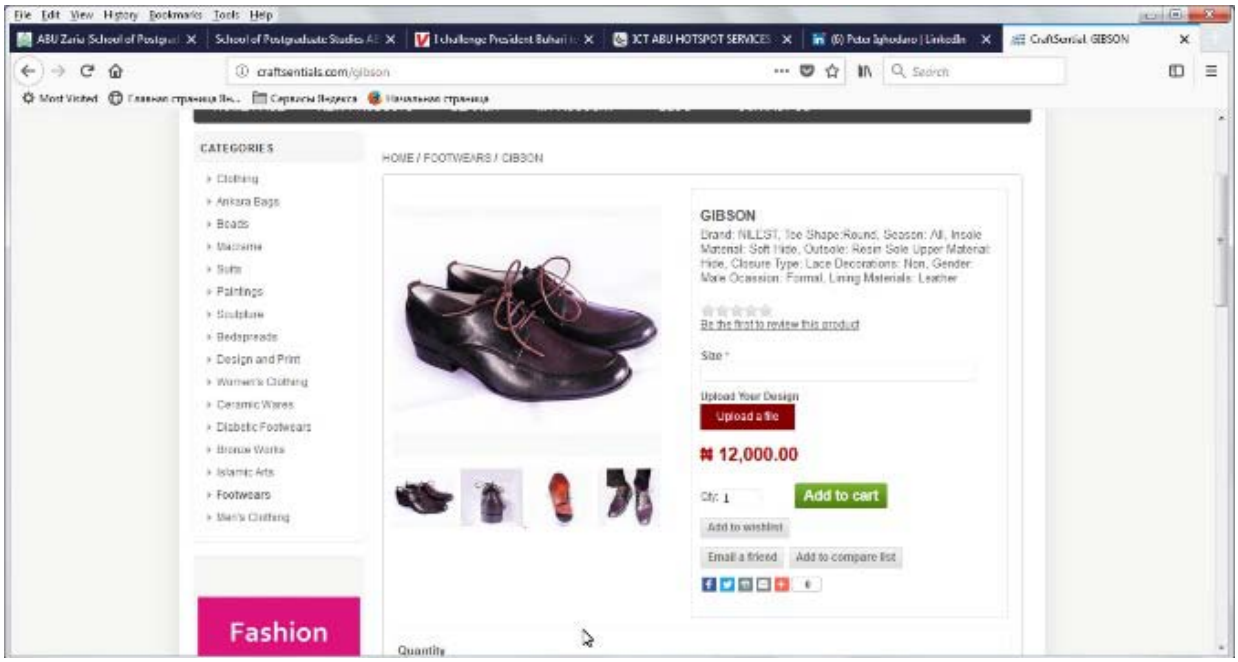
Plate 10: Animated Visual Banner

© 2020 Global Journals



Store Source: Authors fieldwork 2016

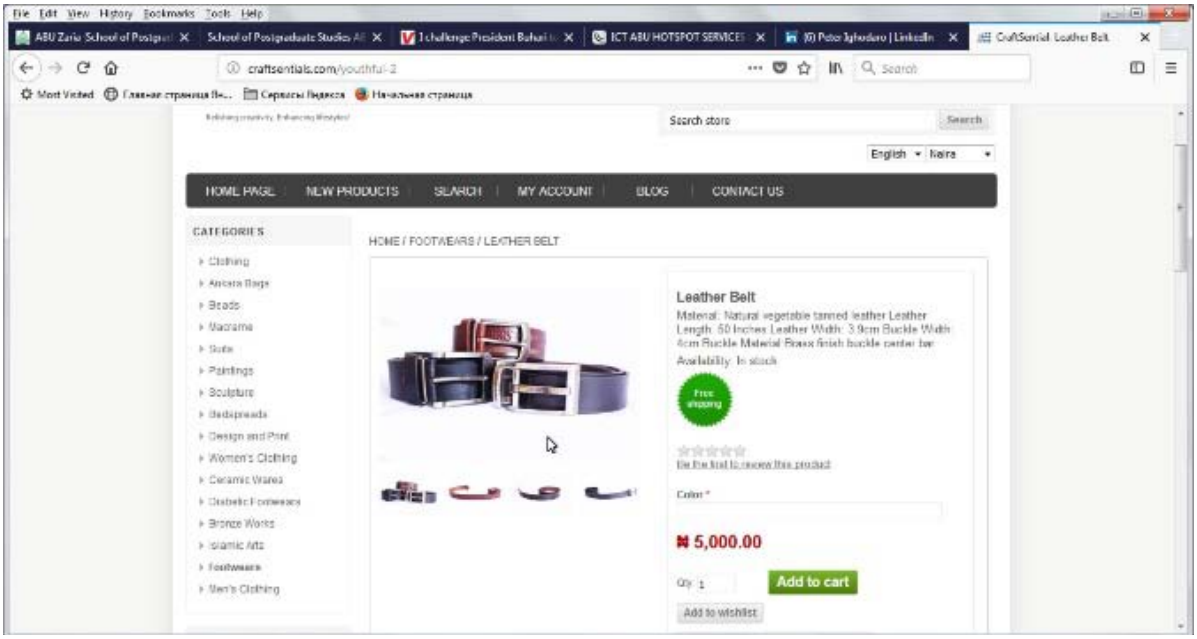
Plate 11: Ankle Boot Footwear Display Page on the E-commerce



Source: Authors fieldwork 2016

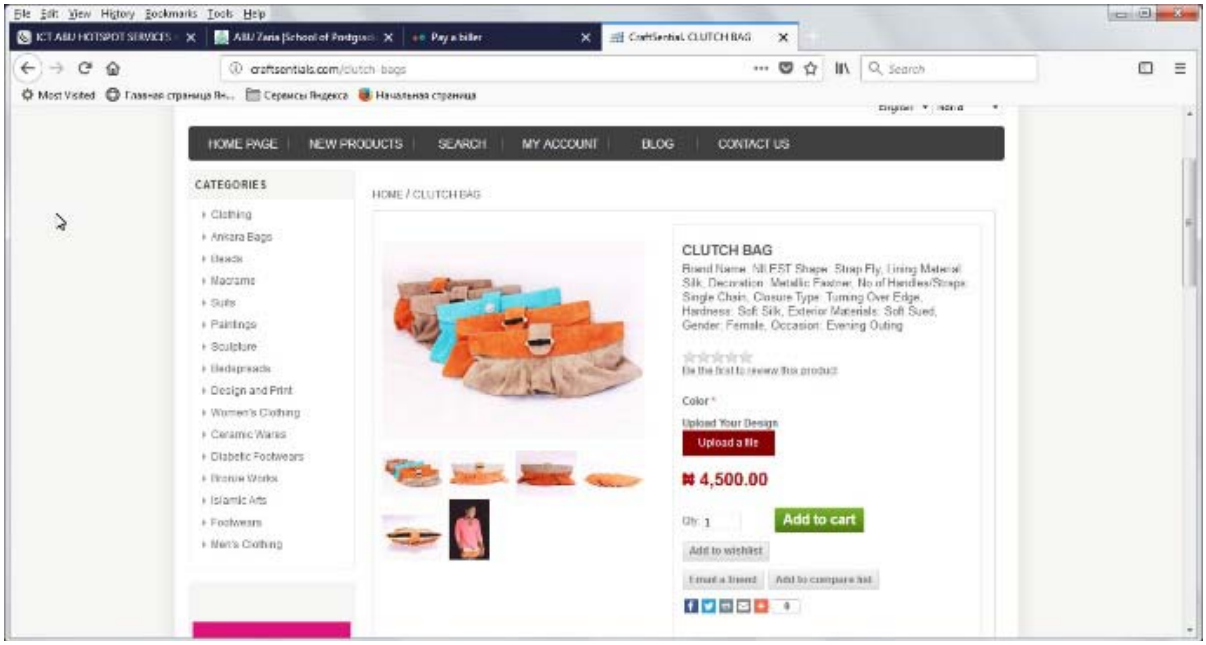
Plate 12: Gibson Footwear Display Page on the E-commerce Store

© 2020 Global Journals



Source: Authors fieldwork 2016

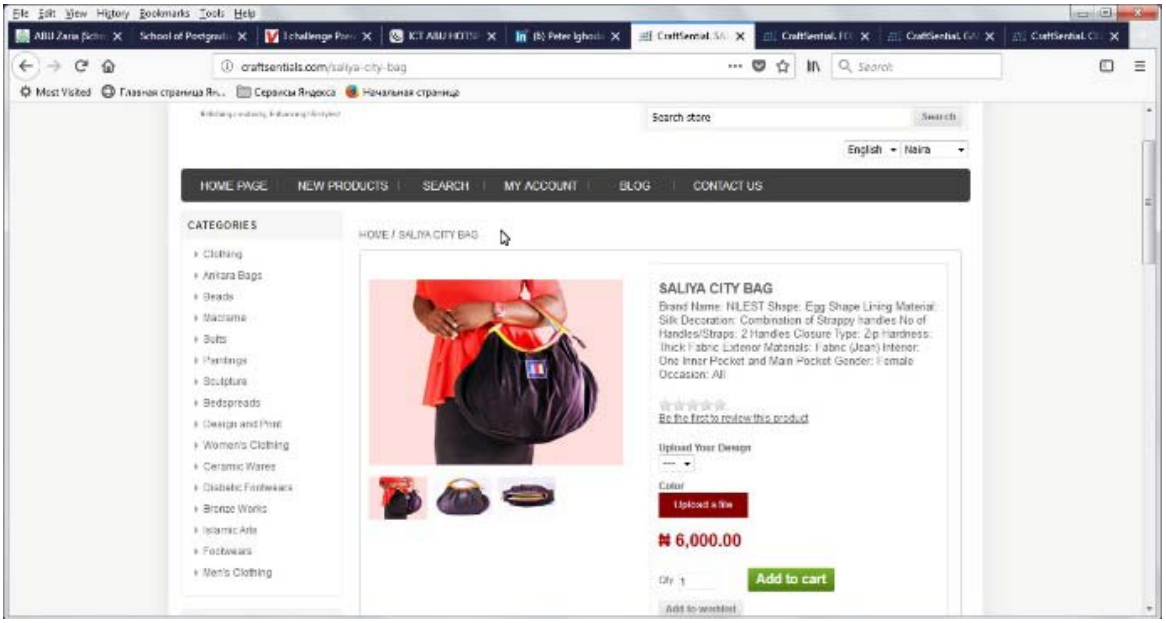
Plate 13: Gibson Footwear Display Page on the E-commerce Store



Source: Authors fieldwork 2016

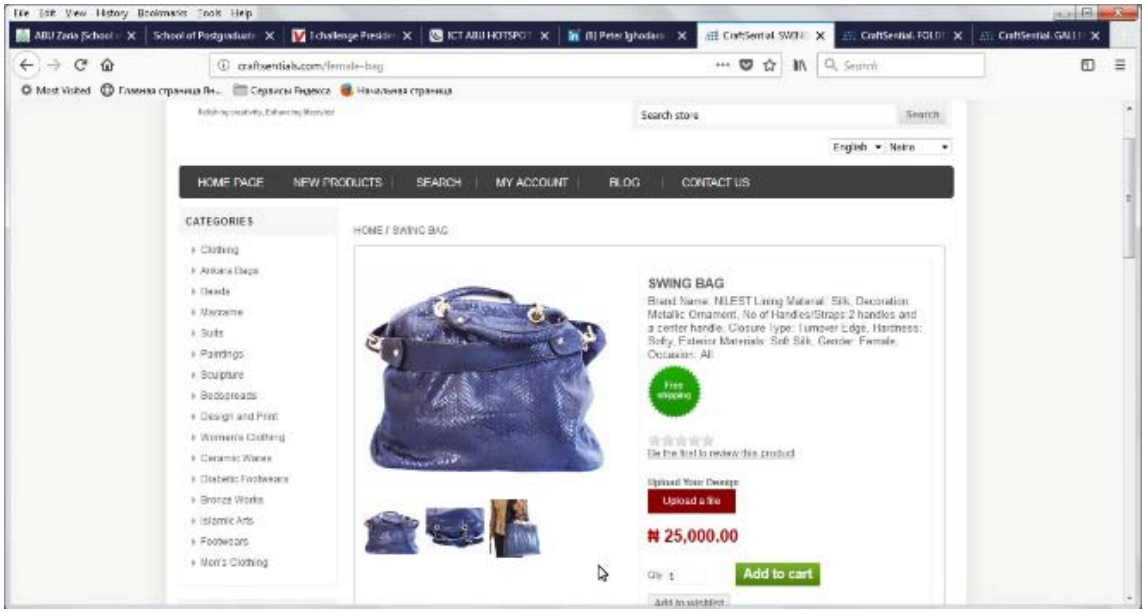
Plate 14: Clutch Bag Display Page on the E-commerce Store

© 2020 Global Journals



Source: Authors fieldwork 2016

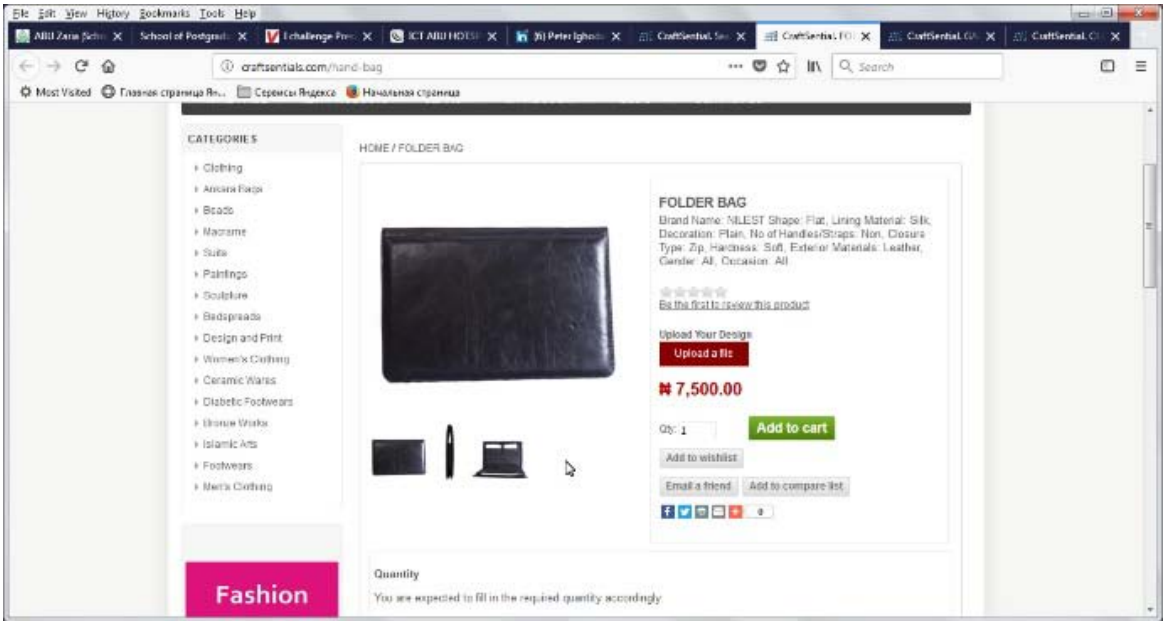
Plate 15: Saliya City Bag Display Page on the E-commerce Store



Source: Authors fieldwork 2016

Plate 16: Swing Bag Display Page on the E-commerce Store

© 2020 Global Journals



Source: Authors fieldwork 2016

Plate17: Folder Bag Display Page on the E-commerce Store

Table 1: Presentation of raw data and analysis

S/No.	Questions	Agreed		Disagree	
			%		%
1	The outlook of the promoted leather works showcase quality and style?	123	94.6	7	5.4
2	Clarity of visual imagery in showcased leather products enticed shoppers?	118	90.7	12	9.3
3	Display of images showing usage of the promoted leather works appeal to your sense of style?	121	93	9	7
4	Showcase of leather works from different sides gives you a convincing grasp of promoted products?	115	88.5	15	11.1
5	I can patronize leather products on an e-commerce store?	130	100	0	0

III. Discussions

Question 1: The outlook of the promoted leather works showcase quality and style?

This question is aimed at knowing if the leather products are of good quality and fashionable in appearance.123 (94.6%) respondents agreed while 7 (5.4%) disagreed. This result shows that the leather works produced in NILEST are top-notch and satisfies the fashion desires of consumers.

Question 2: Clarity of visual imagery in showcased leather products enticed shoppers?

The outcome of this question indicates that the imagery of displayed leather products is sharp and clear. 118 (90.7%) agreed while 12 (9.3%) disagreed. Appealing product images are essential on e-commerce platforms to convey crisp clear and expressive imagery of promoted products give shoppers a conviction regarding the quality and credibility of the displayed products.

Question 3: Showcase of leather works from different sides gives you a convincing view of promoted product?

115 respondents (93%) agreed that the display of images showing leather products being used in their intended context appeal to shoppers sense of style, 9 (7%) disagreed. Product merchandizing brings the shopper into the e-commerce. Often times, the context of usage reflect the shopper's personality.

Question 4: Showcase of leather works from different sides gives you a convincing grasp of promoted products?

115 respondents (88.5%) agreed that the showcase of leather works from different sides gives shoppers a convincing grasp of the promoted the product, 15 (7%) disagreed. This outcome indicated that when a displayed product is viewed from different sides on an e-commerce store, it enables the intended buyers have a realistic comprehension of the products. Apparently, the shopper does not have the opportunity

© 2020 Global Journals

of checking the product physically so this display is a virtual recreation of the conventional retail environment.

Question 5: Can you patronize leather products on an e-commerce store?

This question is focused on understanding shopper's perception regarding patronizing leather products on an e-commerce store. All the respondents 130 (100%) have the penchant to patronize leather products on an e-commerce environment. Therefore, e-commerce stores are viable platforms of promoting Nigeria leather products.

IV. Conclusion and Recommendation

This study showcases the viability of e-commerce is a new retail reality outlet enabling people to buy and sell online at their convenience. It is noteworthy that e-commerce has provided a new frontier of expanding the market coverage of Nigerian-made products. The Nigeria's leather industry is reputed to be a repository of skilful and creative individuals in its production workflow churning out product of superior quality. Imperatively, the industry can leverage on the robust capabilities of the internet in showcasing the potentials of this sector. Packaging and promotion of Nigerian leather products on an e-commerce store will enhance patronage and increase production output thereby strengthening the industry to contribute its role in stimulating the Nigeria non-oil sector. In this regard, the following recommendations highlighted were deduced from the outcome of this research:

1. It is important for the leather industry to explore the limitless capabilities offered by e-commerce to leverage an impressive market acceptance transcending geographical barriers.
2. Also, makers of leather products must embrace best practices in their value-chain of production to churn out appealing leather works that attracts patronage online.
3. Finally, stimulate shopper's interest, images of retailed leather products promoted on e-commerce stores should reflect product merchandizing, accuracy, clarity and attractiveness that enriches shopping experience.

References Références Referencias

1. Allen, C. (2000). *Effective Online Merchandising Techniques*. Retrieved from incivemedia.com on 30/09/2015.
2. Danyaro (n.d). Nigerian Leather Is the Best in the World. Retrieved from *https://allafrica.com/stories/201309301383.html on 18/09/2018.*
3. Fabamishe O. (2017). Diversification: Leather Industry Generates N25bn Annually. Retrieved from https://www.leadership.ng on 19/09/2018.
4. FMST (2013). Federal Ministry of Science and Technology. Retrieved from www.scienceandtech.gov.ng/index.php/structure/eots-menu/80 on 20/06/2017.
5. John, S. (2011). *What is E-commerce, History & Future*. Retrieved from www.slideshare.neton20/05/2015.
6. Katole, H. J. (2011). A study of problems & prospects of internet retailing in India. *Inter Nigeria Journal of Research in Commerce, IT & Management.* 1(3), 114-117.
7. Kaufman-Scarborough, C., & Lindquist, J. D. (2002). E-shopping in a multiple channel environment. *Journal of Consumer Marketing,* 19(4), 333-350.
8. Margherio, L. (1998). *The emerging digital economy: Secretariat for electronic commerce.* Washington: US Department of Commerce.
9. Rouse M. (2016). E-commerce (electronic commerce or EC). Retrieved from www.serchcio.techtarget.com/definition/e-commerce-legal.
10. State of Digital (n.d). *Merchandizing*. Retrieved from www.stateofdigital.com on 23/06/2016.
11. Turban, King, Mckay, Marshall, Lee, Viehland, (2008), Elec-tronic Commerce: A managerial Perspective. New Jersey: Prentice Hall.

© 2020 Global Journals