

Skills Needed by Home Makers in Selecting Family Goods and Services in Abia State Nigeria

Dr. (Mrs) P. E. Mbah
Email: pat_mbah@yahoo.com

Ozioma. C. Azubuike
Email: Ozycee24@gmail.com

Abstract – Increased advocacy on issues surrounding consumption of goods and services by households have necessitated a quest into promoting consumer well-being. Consumers often lack the personal commitment to improving their quality of life. This paper outlined the skills needed by homemakers in selecting family goods and services that promotes longevity and quality of life. The extent to which homemakers utilize skills like market survey, pull buying, advertised and registered commodities, observe goods and services that conforms to standard etc. Before buying items and the usefulness of the skills were determined. 2 research questions and 2 null hypotheses were formulated. The study employed research and development design along descriptive survey design. The instrument for data collection was focus group interview from 200 homemakers selected by means of cluster sampling technique in Abia state. Mean was used to analyze the research question 1 and 2 while t-test was used in testing the hypotheses at 0.5 level of significance. The findings revealed that homemakers do not utilize skills like market surveys, pull buying, registered commodities etc in selecting family goods and services because the mean responses were less than 3.00 while there was a difference in the well-being of consumers in the survey. Based on the findings it was recommended that home makers must acquire and utilize buying skills in effective selection of goods and services for families to improve quality of lives.

Keywords – Skills, Home Makers, Goods, Services.

INTRODUCTION

Skillful buyers get the best value of their money. Homemakers needs get greater satisfaction from the goods and services selected for home use. The need to develop good shopping skills and quality purchasing power is evident for home makers. This will help to save a great deal of money over the years and secure a quality life style in terms of buying quality goods (Mbah, Orhewere, and Osifeso 2001, FAQ 2015). (Clayton 1997) observed that some people think that price is an indicator of how good a product is. They think that the more expensive a product is the more superior whereas it is not always the case. These skills will aid homemakers in making intelligent choices of goods and services. When homemakers develop these skills it will enable them to identify if the goods and services they want are:-

- Necessary
- Useful
- Well made
- Durable
- If it worths the price to spend on it. (Thompson 2005)

Presently, it has been observed that homemakers do not really consider these skills appropriate rather they feel that buying very expensive items equates its durability or superior. Home makers therefore, an individual with the

goal of homemaking must have substantial training needs in and primary responsibilities of developing skillful trades in buying. Thus, a homemaker is an individual who has the skills and abilities to maintain a home and actively functions in that capacity. A homemaker functions in the areas of;

- Financial management
- Home management
- Meal management
- Family care (AAFCS 2012)

To do these efficiently homemakers need skills to enable her master prior to being able to achieve competency in selecting goods and services for the family. Based on these training, foundational skills are provided to support competency in these areas of the functions of homemaker. Some of those skills needed by homemakers in selecting goods and services that promotes longevity and quality of life are:

- Market survey
- Pull buying
- Bulk purchasing
- Warrant of goods
- Impulsive buying avoidance
- Making a shopping list
- Observing goods that conform to standard etc. (Nwankwo 2009)

The understanding of these information and ability to apply these skills in purchasing when developed by homemakers will dispose them to take proper action as consumers in their own interest, access consumer information and interpret information. The information gained helps the consumer to know what, why, when, where, how often to buy and use goods and services (AAFCS 2012, Workman and Chio 1999, Munsinghe 2007, and Ombugadu 2005).

These skills would make homemakers become familiar with available products, prices and standards of quality thus, using self-disciplines to resist society's message to buy more than they need. (Consumer skills I site, Ips.org nhansel, IFHE, 2012, IFHE 2005)

Homemakers often times do not acquire these skills, they tend to buy goods and services for the family without getting adequate values for the money spent on the product, the family needs are not met, money is not saved, good products are not bought and the families suffer from inadequacy of goods and services in the house yet much is being spent on buying. (Glosson, Meek & Smoct 1991). It was for these three reasons that the study was conceptualized to determine the skills needed by home makers in selecting family goods and services as to get the best value for their money and to make them informed consumers of goods and services for efficient livelihood.

STATEMENT OF PROBLEM

Homemakers often lack the personal commitment to improving their quality of life. It has come to observation that consumers especially homemakers face problems in choosing goods and services such problems as fraud, deceit, misrepresentation, apathy, ignorance etc. about goods and services available to them. They do not know their rights as consumers, discern or assess information and interpret the information. This is because they are not equipped with proper and adequate skills that are required of them to get the value of the money spent and the worth as they consume goods and services, also do not have in them the attitude of a wise consumer that will have long lasting effect or influence on their buying habits. These increased advocacy on these issues surrounding consumption of goods and services by homemakers and households have necessitated the quest into promoting consumer wellbeing hence, the need for this study.

PURPOSE OF STUDY

The general purpose of the study was to examine the skills needed by homemakers in selecting family goods and services and specifically to:-

1. Determine the skills needed by homemakers in selecting family goods and services in Abia State Nigeria.
2. Determine the utilizations of these skills by homemakers in Abia State Nigeria.
3. Determine goods and services that conform to standards by Homemakers in Abia State Nigeria.
4. Determine the usefulness of the skills needed by homemakers in Abia State Nigeria.

SCOPE OF THE STUDY

The study covered all the seventeen local governments in Abia.

RESEARCH QUESTIONS

The following research questions guided the researchers

1. What are the skills needed by homemakers in selecting family goods and services?
2. To what extent do homemakers in Abia State Nigeria utilize the skills?

HYPOTHESIS

The hypothesis were formulated based on the research question above as

H₁: There is a significant difference among the skills needed by homemakers in selecting family goods and services in Abia State.

H₂: There is no significant difference in the utilization of the skills needed by homemakers. Selecting family goods and services in Abia State.

H₃: There is a significant difference in goods and services that conform to standards and the skills by homemakers in Abia State.

METHOD

Research design- The study was a descriptive survey design.

Population-

The population of the study covered the seventeen (17) local Governments Areas of Abia state. The seventeen local Government Areas have several communities which the numbers are not known but could be estimated 283,399(2006 census) (www. Abia state –wikipiea. Communities and about (25,000) families which were made up of illiterate, semi-literate and literate homemakers.

SAMPLE AND SAMPLING TECHNIQUES

The sample of the study was made up of 5 local governments selected from the 17 L.G.A. 2 communities each was selected from the 5 L.G.A's, making it 10 communities from which 200 homemakers were drawn from Urban and Rural areas as the sample for the study by means of simple random sampling. The homemakers chosen were semi-literate and literate homemakers.

INSTRUMENTATION

The instrument for the data collection was questionnaire and oral interview developed by the researchers. The questionnaire was divided into three sections (A-C) section A elicited information on the personal data about the subject; section B elicited information on skills needed by homemakers while C and D dealt with goods and services that conform to standard and utilization of skills by homemakers in selecting family goods and services. The respondents were required to respond on views on the items based on 5 points Likert scale. Of always (ALS), Seldom (SEI), May or May Not (MOMN), Once In A While (ONIAW) and Not At All (NAA). The values are 5 + 4+ 3+2 + 1 = 15/5 = 3.

METHOD OF DATA ANALYSIS

The data generated was analyzed using mean and of 3.00 was set as a limit for decision for research 1&2 and t-test was used to test the hypothesis at 0.05 levels of significance.

RESULTS

The results of the data collected from the study were analyzed and presented into two parts. Data answering research questions and data testing the hypothesis.

Research Question 1

What are the skills needed by homemakers in selecting family goods and services in Abia State?

Table 1: Mean distribution of the skills needed by homemakers in selecting family goods and services.

S/N	ITEMS	ALS 5	SL 4	MOMN 3	ONIAW 2	NAA 1	X	REMARK
1	Bulk purchasing	400	320	6	12	18	406	Agree
2	Market survey	240	296	54	72	10	3.61	Positive
3	Checking goods warrant	220	224	54	82	26	3.25	Positive
4	Pull buying	500	150	18	16	02	4.76	Positive
5	Reading of labels	600	184	60	0	0	4.53	Positive
6	Buying impulsively	450	112	54	36	32	3.67	Positive
7	Observing goods that are up to standard	240	296	54	72	10	3.61	Positive
8	Making shopping list	190	232	72	52	40	3.13	Positive
9	Buying randomly	0	60	60	72	115	1.65	Positive

The table above shows that all item except 1 item had a mean score 3.00. This implied that all the items were useful skills needed by homemakers in selecting goods and services item No 9 with a mean of 1.65 indicates that

buying at random was not a skill needed for selecting goods and services, by home makers

Research Question 2

To what extent do homemakers utilize the skills needed in selecting family goods and services in Abia State.

S/N	ITEMS	ALS 5	SG 4	MOMN 3	ONIAW 2	NAA 1	X	REMARK
1	Homemakers usually survey the market before purchasing an item	210	148	66	84	43	2.96	Negative
2	Homemakers buy all items in bulk	175	168	78	92	37	2.95	Disagree
3	Homemakers do not buy any item without reading labels	0	60	60	72	155	1.65	Negative
4	Homemakers do not buy anything that is not in the shopping list	0	72	60	155	60	1.65	Negative
5	It must be pull buying if not I do not buy	66	84	66	148	210	2.96	Negative

Table 2 indicates that homemakers in Abia state do not utilize these skills while purchasing good and services

because all the terms had a mean score 2.96, 1.65, 2.65, 2.96 respectively which were all negations

Table 3: Summary of t-test analysis on the goods that can form to standards and skills needed by homemakers

Items	X	SD	T.CAL	D/F	P.VALUE	DECISION
SKILLS NEEDED	50.42					SIG
Goods That Conform To Standard	65.30	30.474	9.735	406.	042	

The table above showed a calculated grand t value g 9.735 with p. value g .042 which is less than 0.05 which means that there is significant difference on the goods that

conform to standards and skill needed by homemakers in selecting family goods and services

Table 4: Summary of t-table analysis on the usefulness of the skills on the homemakers section of goods and services.

Items	X	SD	T.CAL	D/F	P.VALUE	DECISION
SKILLS NEEDED	56.2	9.57	5.78	1.96	110	SIG
usefulness	50.4	8.49				

The table showed that “t” of 5.78 exceeds the critical 1.96 therefore, the null hypothesis is rejected there is therefore a significant different in the usefulness of skills needed by homemakers is selecting goods and services.

goods and services which was seen in table 1 above were all the items except 1 agreed that those with skill needed by homemakers in selecting family goods and services.

Table 2 indicated that even though that homemakers know that these skills existed yet they do not utilize it efficiently for selecting goods and services these made them not to utilize their resources very well because they spend more money in buy those goods and at the end do not get the value of one money spent on the goods and services.

DISCUSSION OF FINDINGS

From the findings it is revealed that homemakers in Abia state confirmed the existing skills needed in selecting

CONCLUSION

Skills in selecting good and services are so much needed by homemakers to enable them get value for their money spent on items. Through this, they will save money, spend less on items and know their rights and responsibilities of goods and services that they consume. When this is done family wellbeing will be adequately achieved and everyone is happy in the family.

RECOMMENDATION

Based on the finding of the study the following recommendation were made

1. Homemakers should be educated on the utilization and usefulness of these skills through organizing workshop, and mass media.
2. Consumer education should be made as core courses in school to enable them be informed consumers
3. There is need of home economics extension workers to educate homemakers on these skills especially the semiliterate and the illiterate homemakers

REFERENCES

- [1] American association of family consumer sciences (2012) *Board Story*
- [2] American association of family and consumers science (FAO 2015)
- [3] Bryany, K, & zick, C. (2006). *Family and Consumer science. The economic organization of the household*. Cambridge university press
- [4] Clayton, N. (1997) *Young Living*. USA: Glencoe/McGraw-Hill compowers
- [5] Glosson, L.r. meak, P.J. & smock, L.G (1997) *Creative Living*, USA: Glencoe/McCaw Hill companies
- [6] International federation of Home economics (IFHE): position statement in international journal of home economic volume I issues
- [7] www.islte.lps.org.nshare1.consumer.skills
- [8] IFHE (2005) *Global Media survey 2000; which education, further training and information do journalist need*. Retrieved on 02/06/2011.
- [9] *Journal of family and consumer science from research to practice* volume 91 issue.
- [10] Mbah P.E, Orhewere, G.I. & OSifeso, G.A.T. (2001) *Home Economic At A Glance (A comprehensive text for schools, Colleges and Universities)*. Lagos: Daban Publishers
- [11] Munasinghe, M. (2007) *sustainable development triangle* www.eo@th.org/article.
- [12] Nwankwo, J.N. (2009) *Meeting the Economic sustainability of the family through Home Economics*. Nigeria journal of Home Economics vol. 1 No 1.
- [13] Ombugadu, E.A. (2005) *Clothing purchasing decision of Home makers in Nasarawa State* *Journal of Home Economics* 6 (2).
- [14] Thompson, I. (2005) *The Contemporary Nigerian Women: from Aesthetics to function, implication for family survival*. *Journal of Home Economics Research* 6(1).
- [15] Workman J.E. & Chio Y. (1999) *Consumers' understanding of care labels and symbols*. *Journal of family and consumer science* 19(4).