Application of a Hybrid QFD-FEA Methodology for Nigerian Garment Designs

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Abstract : Consumers' perceived quality of imported product has been an impediment to business in the Nigeria garment industry. To improve patronage of made- in-Nigeria designs, the first step is to understand what the consumer expects, then proffer ways to meet this expectation through product redesign or improvement of the garment production process. The purpose of this study is to investigate drivers of consumers' value for typical Nigerian garment design (NGD). An integrated quality function deployment (QFD) and functional, expressive and aesthetic (FEA) Consumer Needs methodology helps to minimize incorrect understanding of potential consumer's requirements in mass customized garments. Six themes emerged as drivers of consumer's satisfaction: (1) Style variety (2) Dimensions (3) Finishing (4) Fabric quality (5) Garment Durability and (6) Aesthetics. Existing designs found to lead foreign designs in terms of its acceptance for informal events, style variety and fit. The latter may be linked to its mode of acquisition. A conceptual model of NGD acceptance in the context of consumer's inherent characteristics, social and the business environment is proposed.

Keywords : Perceived quality, Garment design, Quality function deployment, FEA Model , Mass customisation

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