

Promoting made in Nigeria leather products: a case study of Nigeria leather products on E-commerce platform

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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 are photographed from different angles. 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 chain-value of production to churn out appealing leather works that attract patronage online.

Keywords: Nigerian Leather, Promotion, Merchandizing, Colour Ecommerce Platform

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