

Economics Education and Counselling in Enhancing Production and Efficiency: A Case Study of Nasco Manufacturing Firm in Jos, Plateau State, Nigeria

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Abstract

The research examined economic education and counselling as drivers of improved production capacity and organisational efficiency: The case of Nasco Manufacturing Firm, Jos, Nigeria. The study population was 500 people, and the sample size was 222 people. Data was collected by administering standard questionnaires to respondents. In this investigation, the survey research design approach was used. Data were presented in percentage tables, and the hypotheses were tested with basic linear regression analysis. Product quality has a significant effect on the performance of Nasco manufacturing firms in Jos, Nigeria; productivity has a significant effect on the performance of Nasco manufacturing firms in Jos, Nigeria; product quantity has no significant effect on the performance of Nasco manufacturing firms in Jos, Nigeria; and profitability has a significant effect on the performance of Nasco manufacturing firms in Jos, Nigeria. The study indicated that to increase organisational performance, such companies must implement modalities that promote production capacity in their production process. Using it in the manufacturing process is guaranteed to improve the performance of such a company. It was recommended that Nasco conduct regular training sessions on economics and business fundamentals tailored to the manufacturing sector, focusing on cost management, efficiency, and market analysis, and offer individual and group counselling to address workplace challenges, encourage goal setting, and enhance interpersonal dynamics, among several other things.

Keywords: Counselling, Driver, Economics Education, Organisational Performance, Efficiency, Production Capacity.

Introduction

In today's highly competitive and continuously changing workplace and worldwide economy, the growth of organisational performance is linked to the development of personal performance, skills, knowledge, and experience that may optimise an organisation's production capacity (Ezezue, 2015). However, the capacity to attain and sustain high levels of performance and productivity in businesses is a major problem for managers today. In the current situation, management must focus more on understanding

individual differences, needs, and behaviours, as well as their criticality, in order to comprehend and manage organisational complexity. Such comprehension is regarded as critical in assisting companies in developing effective production capacity that is aligned with organisational objectives (Hussein et al. 2011).

According to Alsharari et al. (2019), strengthening a manufacturer's competitive position necessitates the creative use of physical assets, the development of production capabilities through collective learning, and the establishment of organisational routines. The researcher's challenge is to develop theories such as the theory of marginal productivity and the Maslow hierarchy theory that will identify unique, proprietary, and special abilities as well as understand how competencies that lead to competitive advantage occur and are capitalised on in the firm (Akindele et al. 2012).

Furthermore, concerns of organisational production capacity enhancement have been studied using various words to convey the concept of improving enterprises' production systems to enable target objectives to be met. Ikoro et al. (2017), for example, demonstrated that insufficient training and attention to value management concepts diminish odds of survival, implying that improved production capacity enhancement strategies might lead to high performance. Armstrong (2012) argued that organisational learning and its application will increase knowledge stockpiles, resulting in effectiveness, which will boost organisational performance.

A capacity is employed in part to guarantee appropriate resources for creative exploration and innovation (ALDamoe et al. 2012). Surplus capacity as a strategy may safeguard enterprises by providing emergency resources as buffers or by offering excess capacity so that firms may capitalise on opportunities when they arise (Kariuki et al. 2015). Capacity strategies aim to protect an organisation from unforeseen environmental changes and may also allow a corporation to outperform competitors by utilising its capacity position to capitalise on changes in the environment before competitors.

According to Kishore (2014), production capacity is critical in organisations' efforts to handle demand increase or fluctuation. Because production capacity adjustments are typically lumpy, require large capital expenditures, and have long lead periods, decision-makers must carefully consider the benefits and drawbacks of when capacity changes are required. Production capacity is linked to the implementation of managerial strategies that increase an organisation's output level (Khadra et al. 2016).

Similarly, Kumar et al. (2013) said that the primary goal of production capacity is to distribute tasks equitably among workstations in order to reduce idle time for humans and robots. As a result, improving production capacity, particularly among manufacturing enterprises, requires achieving adequate production planning, scheduling, and control with the organisational production chain (Lebens et al. 2016). Furthermore, Mullins (2014) said that production capacity is affected by a variety of elements, which can be classified as technological, social, economic, and organisational. According to Musau et al. (2017), production capacity involves the execution of various interrelated functions such as analysis of production capacity utilisation, quantity estimation and technical operations of

equipment, planning for the development of production capacity, employee motivation, and task implementation control.

Misterek et al. (2012) also stated that a focus on assisting manufacturing organisations to work constantly necessitates good time management on the job. According to Kotler et al. (2012), businesses must intentionally create and build the most appropriate and adaptable production approach that will empower and improve their performance outcomes. A move to improve organisational performance includes improving the equipment and human materials that are involved in getting the job done. According to Olaniyi et al. (2010), performance denotes the level of achievement of the mission at the workplace by an individual.

Furthermore, rivalry among Nigerian manufacturing enterprises has made organisational performance more important in order to keep up with the nuances of the environment and be capable of surviving in the business sector (Misterek et al., 2012). According to Ortikmirzaevich (2017), organisational performance has attracted substantial attention, since organisations such as the International Standard Organisation (ISO) and the Standard Organisation of Nigeria (SON) play important roles in ensuring their production results.

The purpose of the study is to look at the link between production competence and competitive advantage in the process industry. An early study of 20 process manufacturers identified the issues that were critical to gaining a competitive advantage from new technologies (Akindele et al., 2012). Two case studies looked into them in more detail. The findings imply that tacit knowledge and intricate interdependencies between novel technology and organisational aspects are the source of competitive advantage. Production competency is strengthened through informal inquiry and testing of crucial unknowns, which stems from a learning attitude. Engineers must match production objectives with the equipment's intrinsic capacity, and operators and maintenance staff must grasp how the technology works (Ouma and Kombo, 2016).

Similarly, Owolabi and Makinde (2012) conducted a study that paid keen attention to value analysis and its effects on the performance of manufacturing companies, including its relation with productivity, quality of product, and its challenges among manufacturing sectors, yet the constructs were not identified and scientifically examined to assess their impacts. However, it is against this background that this study aims to ascertain the production capacity and organisational performance of Nasco Manufacturing Firm, Jos, Nigeria.

Statement of the Problem

Manufacturing firms play a crucial role in advancing the health of any country. In the past, the firms involved in manufacturing were the main revenue sources for the Nigerian government, which helped boost their GDP for several years (Das & Nagendra, 2017). Unfortunately, despite the booming rate of these firms and their contributions to the economic development of many countries around the world (Dahlen, Ericsson & Fujii, 2015), the Nigerian production capacity of manufacturing firms has been dwindling over the

years. Although Nigeria has a vast natural endowment that could possibly improve the production capacity of the manufacturing sector, evidence has revealed that not much has been achieved as expected.

Nigeria has a great number of workforces, or manpower, that may perhaps be registered in a series of manufacturing activities. However, it seems that most Nigerian manufacturing industries are not making much progress, and things seem not to be as expected. The lack of effective performance among Nigerian manufacturing organisations has been on the increase due to certain influences, such as poor quantity of products, poor quality, low profitability, lack of productivity, and increasing cost of raw materials, which causes the price of input materials to be about 45% (Chen & Chung, 2016). Observably, inadequate input materials have also resulted in scarcity in most states in Nigeria. More recently, the rise of economic crises caused by Coronavirus (COVID-19) as early as February 2020 had negatively affected the production capacity of the few firms available, making it more cumbersome for these firms to achieve their goals and achieve operational efficiency.

Clearly, virtually all major products, ranging from cars, mobile phones, diesels, gas, and many more. Supportively, Daniels, Mazzola, and Shi (2014) observed that the manufacturing firms are slowed down due to reasons like inadequate and functional socioeconomic infrastructure like power or electricity, bad roads, lack of food supply, contaminated water, and inadequate technological development as manufacturing sectors still adapt obsolete innovation. Das and Narasimhan (2011) added that innovation stands as an irreplaceable instrument to boost the performance of businesses, yet it is a huge challenge for the manufacturing sectors in Nigeria, and this makes it more cumbersome to benefit from the goods of globalisation.

Furthermore, studies conducted by Das and Nagendra (2013) show that manufacturing firms suffer from the problem of lack of human capacity training, as managers are failing in implementing manpower acquisition and retention strategies to enable effective and improved production capacities. Furthermore, close observation reveals that manufacturing firms still have the problem of low performance despite the proliferation of computer-aided manufacturing tools across the country. Thus, this study x-rays the production capacity and organisational performance of Nasco manufacturing firm, Jos, Nigeria.

Research Questions

In line with the objectives of the study, the following research questions were created to guide this research work.

- i. How does product quality influence the performance of Nasco manufacturing firm in Jos, Plateau State, Nigeria?
- ii. To what extent does productivity influence the performance of Nasco manufacturing firm in Jos, Plateau State, Nigeria?
- iii. To what extent does the quantity of the product influence the performance of Nasco manufacturing firm in Jos, Plateau State, Nigeria?

- iv. To what extent does profitability affect the performance of Nasco Manufacturing Firm in Jos Plateau State, Nigeria?

Objectives of the Study

The purpose of this study is to determine the production capacity and organisational performance of Nasco Manufacturing Firm, Jos, Nigeria. Detailed specific objectives that guide the study are shown below:

- i. To determine the effect of product quality on the performance of Nasco Jos manufacturing firm, Plateau State, Nigeria.
- ii. To examine the effect of productivity on the performance of Nasco manufacturing firm in Jos, Plateau State, Nigeria.
- iii. To determine the effect of the product quantity on the organisational performance of Nasco manufacturing firm in Jos, Plateau State, Nigeria.
- iv. To examine the influence of profitability on the organisational performance of Nasco Manufacturing Firm, Plateau State, Nigeria.

Research Hypotheses

From the research questions and the research objectives, four hypotheses are assumed in this study for testing, and they are stated in their null forms as follows.

The hypotheses for the research are as follows:

H₀₁: Product quality has no significant effect on the performance of Nasco Jos manufacturing firm, Plateau State, Nigeria.

H₀₂: Productivity has no significant effect on the performance of Nasco Jos manufacturing company, Plateau State, Nigeria.

H₀₃: The quantity has no significant effect on the performance of Nasco manufacturing firm in Jos, Plateau State, Nigeria.

H₀₄: Profitability has no significant effect on the performance of Nasco Jos manufacturing firm, Plateau State, Nigeria.

Conceptual Framework

Production Capability

Production capability has been identified as an important contributor to organisational performance (Ovunda, Isaac, and Ndor, 2019). Manufacturing capabilities are developed internally and are difficult to imitate and transfer (Peterson, Gijsbers, and Wilks, 2013), making them 'valuable' and 'inimitable' in the context of the RBV framework (Pisuchpen and Chansanga, 2014). These capabilities are associated with a set of supportive decisions and practices regarding the structure and/or infrastructure of operations (Pycraft, Singh, Phihlela, Slack, Chambers, and Johnston, 2010). The result is that manufacturing capability has been typically conceptualised as an operational strength manifested in competitive performance (Daniels et al., 2014). However, manufacturing capability refers to both process abilities and operational outcomes, which has brought some semantic differences

and confusion over the term in the literature (Raja, Furqan, and Muhammad, 2011). The present study conceptualises manufacturing capability as the actual (or realised) competitive ability (or strength) relative to primary competitors in the targeted market (Alsharari et al., 2019). For example, cost capability refers to a company's actual ability to produce products at a lower cost than its competitors, thus facilitating the execution of a price-based strategy profitably. There is broad agreement in the OM literature that manufacturing capability is manifested in four dimensions: quality, delivery, flexibility, and cost (ALDamoe, Yazam, and Ahmed, 2012).

Product Quality

One of the main elements in business today is the imparting of values to customers. These values can come in the form of tangible and intangible goods, such as packaging, brand recognition, service qualities, and quality of goods. According to Akindele et al. (2012), quality can be defined broadly as superiority or excellence. Armstrong (2012) described that a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Armstrong (2012) assumed that product quality is the characteristic of a product or service that carries on its ability to satisfy stated or implied customer needs. Akindele et al. (2012) state that product quality is defined based on either extrinsic cues, which are the external quality, or intrinsic cues, which are the internal quality of a product.

The concept of product quality can be well thought out logically from two perspectives: the objective and perceived quality. Ezezue (2015) points out that objective quality is that consumers will use their experience and knowledge to evaluate overall product benefit, function, durability, technology, and reliability when consumers purchase a product. Objective quality is the technical, quantitative, and verifiable aspect of products/services that is referred to as quality, processes, and quality assurance. This comprises product features, performance, and cost. Among other things, there is the issue of durability.

Productivity

One of the most crucial components of any workplace is productivity. It has been argued that productivity is one of the straightforward variables governing economic production activities and perhaps the most important one (Hussein et al., 2011). Theoretically, the term productivity is usually defined as the relationship or the difference between input and output, in other words, the difference between what is utilised on a given product and what the product returned. In an applied sense, the term is an ambiguous term that could be used on both tangible and intangible resources. In general, researchers on the subject have seen it as not only a qualified term but also a term that, in actual senses, cut across virtually every aspect of the production process (Massele et al., 2015). Productivity is carefully connected to the use and availability of resources; this means that productivity in a company is drastically reduced if the resources are not used properly; it is strongly linked to value being created. Therefore, high productivity is achieved when

activities and resources in the manufacturing transformation process add value to products (Kinnander & Gröndahl, 1999).

Product Quantity

According to Olaniyi et al. (2010), the quantity of a product is the amount of that product that is available or currently available in the store. In general, the available quantity equals the quantity on hand minus any quantities set aside for open orders. The quantity of available is the number of items that are currently for sale. According to Ezezue (2015), quantity refers to how much or how many there are of something. It is measurable, countable, and typically expressed numerically. Quantity is frequently used as a standard for successful production practices in businesses. According to Massele et al. (2015), the primary distinction between quality and quantity is the contrasting theory of subjectivity versus objectivity. The value of an item can vary depending on an individual's personal feelings, opinions, and biases, so the quantity is subjective. It is conditional, which means that its value varies depending on the circumstances and audience. Quantity is objective, representing a fact that is not influenced or influenced by personal feelings and feelings. The quantity of something is just a number. Only when the number of items present changes does the quantity change. You can reduce the quantity by removing an item or increasing the quantity by adding an item (Massele et al., 2015).

Profitability

Kishore (2014) noted that profitability of an enterprise refers to a situation in which operational efficiency in an organisation adds value to it through the utilisation of available resources. The amount of a company is its profitability, for without it it cannot grow, and if it does grow, then its stock would trend downward (Alsharari et al., 2019). Increasing profits are the best signs that a business can pay dividends and that the share price would tend upward.

Profitability is seen as an index of efficiency, which is regarded as a measure of efficiency and also a management guide to efficiency. Although efficiency is an important yardstick for measuring efficiency, the extent of profitability cannot be taken as a final proof of efficiency and vice versa (Kumar et al., 2013). Sometimes satisfactory profits can mark inefficiency, and conversely, a proper degree of efficiency can be accompanied by an absence of profit. The net profit figure simply reveals a satisfactory balance between the values received and the value given. The change in operational efficiency is merely one of the factors on which the profitability of an enterprise largely depends. Moreover, there are many factors, in addition to efficiency, that affect profitability.

The profitability concern Profit is usually what is left after all costs have been removed from the accrued revenue sales. Therefore, the increase in cost is a threat to profits, especially where the marginal increase in cost is not easily passed to the customer and where cost minimisation strategies are not deliberately pursued as means of reducing total cost, which will in turn improve profitability (Albino and Garavelli, 2019). Generally, profits are casual

attributes of many components, including marketing, pricing, place, labour, and so forth. This is further supported by Ahire and Devaraj (2011), who indicate that more labour at a store is associated with substantially higher sales, which in turn leads to profitability. Adler (2018) finds that some entrepreneurs delay adding labour because they associate it with increased cost rather than profits. Profits in the modern world seem to be connected with marketing strategies. In this regard, some studies have found that profitability increased due to the marketing strategies used instead of the effect of price, quality, and place (Zeithaml, 2018). Performance by Wiech, Kourouklis, and Johnston (2019) is forward-looking, designed to reflect the uniqueness of each organisation/individual, and based on a causal model that links components with products.

Organisational Performance

According to Wellage, Nirosha, and Stuart (2012), performance involves meeting the goals that have been granted in the incorporation of organisation orientations. In their view, it is considered the result of a contrast between the outcome and the target. They describe performance as an ability as in the future. Performance is known as a theme that repeatedly occurs in paradigms of management.

Consequently, the definition of organisational performance can take into account the two components of the notion, namely the organisational objective and the organisational inputs or resources. Performance is seen as the evaluation of the constituents that tries to analyse the ability and capability of an organisation in fulfilling the constituents' aspiration levels utilising efficiency and effectiveness (Ouma and Kombo, 2016).

Performance is not an objective reality waiting to be calculated and analysed elsewhere, but a socially constructed fact in people's minds, if it exists anywhere. Quality can include materials, goods, effects, and impact, which can also be related to productivity, performance, efficacy, cost-effectiveness, or equity (Vitalis et al., 2019). Organisational performance generally focused on the capability and ability of an organisation to efficiently operate the available resources to achieve accomplishments consistent with the set objectives of the company, as well as considering their relevance to its users (Lebens and Euske, 2016).

Benefits of Production Capacity

The benefit of product capacity is veritably important because it designs a business process (Peterson, Gijssbers, and Wilks, 2013). It determines how important a product a business anticipates to be vended for a few months or years. For example, if a consumer buys raw materials, equipment, and other inputs, the product capacity meets the demand. If a business invests too much in product capacity, the demand in the request is lower, and a lot of produced records can go to waste. However, a business loses money invested in building the capacity if there is no planned capacity.

The benefits of production capacity, as compiled by Peterson et al. (2013), are seen below:

- **Better customer service:** With an increase in production capacity, customer orders are being fulfilled, especially if your firm is seasonal or you often receive huge orders that you cannot accept. When one of your customers must turn to one of your rivals to meet all or some of their needs, you run the danger of permanently losing that customer to your rival. Even if increasing production capacity does not have an effect on your ability to sell more goods or make more money, you can nevertheless decide to do so in terms of maintaining your current levels of sales.
- **Better planning:** Increased production capacity permits you to extend your inventories throughout slow times, allowing you to stock a lot of products to fill short-notice orders or stockpile inventory to fill massive orders that arrive. Utilising the just-in-time approach of order fulfilment will provide you the chance to further cut down on lead times. You may be able to outsource production to meet your inventory demands while still making a profit if your demand forecasting is accurate.

Theoretical Framework

Theory of Marginal Productivity

The late nineteenth-century notion of marginal productivity was meant to address logical problems in the theory of the components of production. J. B. Clark is credited with the most comprehensive explanation of the ideas of marginal productivity theory (USA). The idea of marginal productivity, as well as the theory of components of production, claims that the three basic factors of production create the value of a product (labour, capital, and land). In the production process, all factors are involved. As a result, they are all equally productive and generate the same amount of value. Marginal productivity, or the amount of marginal product a factor of production can produce, determines its contribution in the creation of a product's value. The idea of "marginal product" is founded on the assumption that, given stable technological conditions, each rise in one of the elements of production, while the others stay constant, will result in a decrease in output growth. The phrase "marginal product" refers to the increase in output that occurs when one unit of a given input of production is increased while all other elements stay constant.

According to the theory of marginal productivity, the marginal product is precisely the level at which determines the "just" or "natural" level of income payable to each of the factors. A number of conditions are necessary if wages, profits, and rents are to represent the prices of the factors of production corresponding to the factors' marginal productivity. There must be no restraints on free competition, the relative "prices" of the factors of production must change in conformity with changes in the productivity of the factors, and there must be no government intervention or monopolistic reallocation of income. Far-reaching conclusions were drawn from the theory of marginal productivity.

The first of production market ensures the minimum investment per unit of output or the most efficient utilisation of productive resources. The second conclusion, which deals

with the distribution of created value, claimed that the income earned by each factor is proportional to the quantity and value of its marginal product.

Empirical Review

Ikoro and Nwosu (2017) examined the impact of product quality on organisational performance. The survey design was used, and the sample size of 124 was calculated using the Taro-Yam model. The results showed that there is a link between effective product quality and organisational performance and also that lack of transparency, lack of dedication, and lack of awareness of the role in the execution cycle are challenges in the implementation of product quality and therefore propose, among others, that Nigerian businesses give more serious consideration to this.

Owolabi and Makinde (2012) investigated the impact of productivity on corporate performance. It also looked at how management effectiveness has been affected, as it is crucial for corporate organisations to have control over production. Secondary and primary data were used in the analysis. The employees of Babcock University provided information for the study through a questionnaire. Clear and inferential methods were used for data analysis. The relationship between the various variables used in performance measurement was evaluated using Pearson's Product Moment Correlation Coefficient. The outcomes of the hypotheses revealed a sizable positive correlation between production control and firm performance. It came to the conclusion that productivity helps businesses achieve their goals and suggested that organisational groups should get involved in productivity to improve business performance.

Ogbo, Kifordu, and Wilfred (2014) examined the impact of product quantity on organisational performance. The respondents were made up of the entire staff of the selected brewing companies, namely Nigerian Breweries Limited, 9thmile in Enugu, Guinness Breweries Plc, and Bendel Breweries Plc in Benin. Data were collected using questionnaires, while regression analysis was used to analyse the hypothesis. The results of the study revealed that product quality had a positive significance on organisational performance in the selected firms in Nigeria. The researchers concluded that the importance of product quality in organisational performance is very critical for the success of an organisation.

Prasad (2017) examined the effect of profitability on organisational effectiveness in some selected banks in Ethiopia. The study used diverse sampling techniques to choose its respondents from three zonal towns of the region and its capital city; systematic random sampling was used to choose respondents from some select banks after commensurate sampling technique was used to determine the sample size of each town. Moreover, data were gathered via a simple random sampling method. The banks selected for the study are both public and private in the Tigray region. The chi-square was used to analyse the hypothesis. The finding of the study was that profitability has an effect on organisational performance.

Research Design

The research design used for the study is the survey research design, which used questionnaires as a tool to collect data on the subject area. The choice of the survey research design is based on the ease of collecting quantitative data, which can be analysed quantitatively using descriptive and inferential statistics. The population of the study is the senior and junior staff of Nasco Manufacturing Firm, Jos. The current population of the senior staff is 406, while that of the junior staff is 94, bringing the population to 500. For the study, the sample size of 222 was determined using the Yaro Yamani sample size determinant formula.

Analysis of Research Data

The further analysis of the research data, as well as the test of the earlier postulated hypotheses in the previous chapter, is carried out here for the purpose of arriving at a conclusion.

Table 1: Effect of product quality on organizational performance

S/N	Statement	SA	A	U	D	SD
1.	A good product is evidence of a quality.	174 (80.9%)	36 (16.7%)	5 (2.3%)	- -	- -
2.	A quality product makes the difference.	181 (84.2%)	31 (14.1%)	1 (0.5%)	1 (0.5%)	1 (0.5%)
3.	A good quality improves the organizational performance.	159 (74%)	43 (20%)	13 (6%)	- -	- -
4.	A good quality adverts the organization.	152 (70.7%)	50 (23.3%)	12 (5.6%)	- -	1 (0.5%)

Source: Researcher's Field Survey, 2022.

The descriptive statistics showing the pattern of sample response in relationship to product quality and organisational performance questionnaire items are indicated on Table 4.3 above. 210 (97.6%) of the respondents agreed that a good product is an evidence of a quality, while 5 (2.3%) of the respondents were undecided. A total of 212 (98.6%) of the respondents agreed that a quality product makes the difference, 2 (1%) disagreed, while 1 (0.5%) of the respondents were undecided. 202 (94%) of the respondents agreed, and 13 (6%) were undecided that a good quality improves the organisational performance. A total of 202 (94%) of the respondents agreed that a good quality advertises the organisation, 12 (5.6%) of the respondents were undecided, while 1 (0.5%) were not.

Table 2: Effect of productivity on organizational performance

S/N	Statement	SA	A	U	D	SD
1.	Productivity grows a business.	169 (78.6%)	38 (17.7%)	4 (1.9%)	1 (0.5%)	3 (1.4%)
2.	The productivity enhances the inflows of income	33 (15.3%)	33 (15.3%)	1 (0.5%)	1 (0.5%)	-
3.	A good quality associates with productivity to enhance the organizational performance	167 (77.7%)	36 (16.7%)	12 (5.6%)	-	-
4.	The more the productivity, the more the employment of competent hands in the organization.	165 (76.7%)	41 (19.1%)	8 (3.7%)	1 (0.5%)	-

Source: Researcher's Field Survey, 2022.

The descriptive statistics showing the pattern of sample response in relationship to productivity and organisational performance questionnaire items are exhibited in Table 4.4 above. A total of 207 (96.3%) of the respondents agreed that productivity grows a business, 4 (1.9%) were undecided, while 4 (1.9%) of the respondents disagreed with the above statement. A total of 213 (99%) of the respondents agreed that the much sales of the productivity enhance the inflows of income, 1 (0.5%) disagreed, while 1 (0.5%) of the respondents were undecided. 203 (94.4%) of the respondents agreed, while 12 (5.6%) of the respondents were undecided that good quality associates with productivity to enhance the organisational performance. 206 (95.8%) of the respondents agreed, 8 (3.7%) of the respondents were undecided, while 1 (0.5%) disagreed that the more the productivity, the more the employment of competent hands in the organisation.

Table 3: Effect of product quantity on organizational performance

S/N	Statement	SA	A	U	D	SD
1.	Product quantity arrests customer's demand.	172 (80%)	40 (18.6%)	3 (1.4%)	-	-
2.	Product quantity encourages supply to the market.	187 (87%)	27 (12.6%)	-	-	1 (0.5%)
3.	Owing to the Product quantity a customer may need, workers are made busy to satisfy the demand.	173 (80.5%)	32 (14.9%)	9 (4.2%)	1 (0.5%)	-
4.	Low quantity of product in organizations discourages customers.	162 (75.3)	39 (18.1%)	10 (4.7%)	4 (1.9%)	-

Source: Researcher's Field Survey, 2022.

The descriptive statistics showing the pattern of sample response in relationship to product quantity and organisational performance questionnaire items are indicated in the table above. A total of 212 (98.6%) of the respondents agreed that product quantity arrests customer demand, while 3 (1.4%) of the respondents were undecided. A total of 214 (99.6%) of the respondents agreed that product quantity encourages supply to the market. while 1 (0.5%) of the respondents disagreed with the statement. 205 (95.4%) of the respondents agreed, 9 (4.2%) were undecided, while 1 (0.5%) of the respondents disagreed with the statement that owing to the product quantity a customer may need, workers are made busy to satisfy the demand. A total of 201 (93.4%) of the respondents agreed that low quantity of product in organisations discourages customers, 10 (4.7%) of the respondents were undecided, while 4 (1.9%) disagreed.

Table 4: The influence of profitability on organizational performance

S/N	Statement	SA	A	U	D	SD
1.	Profitability is a fertile ground for any organization to reach its target.	169 (78.6%)	36 (16.7%)	10 (14.7%)	-	-
2.	Profitability opens door for business diversity.	186 (86.5%)	29 (13.5%)	-	-	-
3.	Just like productivity, profitability associates with the business to enhance the organizational performance	165 (76.7%)	40 (18.6%)	10 (14.7%)	-	-
4.	Nasco manufacturing firm understands the language of profitability.	156 (76.6%)	45 (20.9%)	11 (5.1%)	2 (0.9%)	1 (0.5%)

Source: Researcher Field Survey, 2022.

The descriptive statistics showing the pattern of sample response in relation to profitability and organisational performance questionnaire items are displayed on the table above. 205 (95.3%) of the respondents agreed, while 10 (4.7%) of the respondents were undecided that profitability is a fertile ground for any organisation to reach its target. A total of 215 (100%) of the respondents agreed that profitability opens doors for business. 205 (95.3%) of the respondents agreed, while 10 (4.7%) of the respondents were undecided that just like productivity, profitability associates with the business to enhance the organisational performance. A total of 201 (97.5%) of the respondents agreed that Nasco Manufacturing firm understands the language of profitability; 11 (5.1%) were undecided, while 3 (1.4%) of the respondents disagreed with the statement.

Table 5: Analysis of organizational performance

S/N	Statement	SA	A	U	D	SD
1.	There is an improvement in the output of the organisation.	170 (79.1%)	40 (18.6%)	5	-	-
2.	The growth in the organisation can be attributed to different features of performance.	181 (84.2%)	34 (15.8%)	-	-	-
3.	There is a great improvement in the performance of the organisation.	165 (76.7%)	39 (18.1%)	-	-	-
4.	The wide pool of work experience of workers has immensely contributed to the success of the organization.	158 (73.5%)	46 (21.4%)	10 (4.7%)	1 (0.5%)	-

Source: Researcher Field Survey, 2022.

The descriptive statistics showing the pattern of sample response in relation to organisational performance questionnaire items are indicated on Table 4.7 above. A total of 210 (97.7%) of the respondents agreed that there is an improvement in the organisational output, while 5 (2.3%) of the respondents were undecided. A total of 215 (100%) of the respondents agreed that the growth in the organisation can be attributed to different features of performance. There is a great improvement in the performance of the organisation; 204 (94.8%) of the respondents agreed, while 11 (5.1%) of the respondents were undecided. A total of 204 (94.5%) of the respondents agreed that the wide pool of the work experience of workers has greatly contributed to the success of the organisation. 10 (4.7%) were undecided, while 1 (0.5%) of the respondents disagreed.

Table 6: Correlation of Production Capacity and Organisational Performance

S/N	Variable	1	2	3	4	5
1	Product Quality	1	1	1	1	1
2	Productivity	0.807	1	0.711	0.768	
3	Profitability	0.763	0.698	1		
4	Product Quantity	0.763	0.813		1	
5	Organizational performance	0.866				1

****.** The correlation is significant at the 0.01 level (2-tailed).

Source: Researcher Field Survey, 2022

The correlation analysis as shown in Table 4.8 indicated that product quality exhibited a positive and significant correlation with organisational performance ($r = .866^{**}$, $p < .01$). Similarly, there is a positive correlation between productivity and organisational performance ($r = .813^{**}$, $p < .01$). Profitability was positively correlated with organisational

performance ($r = .853^{**}$, $p < .01$). Furthermore, the quantity of products exhibited a positive and significant correlation with organisational performance ($r = .768^{**}$, $p < .01$).

Table 7: Model Summary

Model	R	R-Square	Adjusted R – Square	Std. Error of the Estimate
1	.927	.859	.856	.4764

a. Predictors: (Constant), profitability, quantity of the product, productivity, quality of the product:

Source: Researcher Field work, 2022

Table 7 above showed the extent to which the independent variable accounted for the change in the dependent variable as shown on the model summary table above. It showed that the change in organisational performance in the organisation is caused by the variables of production capacity by 86% (.856) as indicated by the adjusted value R². Table 4.9 above showed that the independent variables statistically significantly predict the dependent variable, $F(4, 210) = 319.838$, $p < .0005$. This implies that the regression model is a good fit of the data.

Table 8: Simple linear regression analysis for production capacity and organisational performance

Model	Unstandardized Coefficient	Standardized Coefficient	T	Sig.
	B Std Error	Beta		
1 constant	.767 .545	-	1.409	.160
Product Quality	.299 .049	.325	6.156	.000
Productivity	.204 .044	.213	4.672	.000
Product Quantity	.359 .040	.388	9.084	.000
Profitability	.100 .045	.096	2.250	.025

a. Dependent Variable: organisational performance

Source: Researcher Field Survey, 2022

Table 8 above showed the result of the multiple regression analysis for production capacity and organisational performance. It was indicated that product quality, which is the first variable, has a positive effect on organisational performance ($\beta = .325$, $P < 0.01$).

Test of Hypotheses

Multiple regression analysis was used as an analytical technique to test the hypotheses. The p-values reported in the regression coefficient tables are used to test the study hypotheses.

The Decision Rule

If the probability value calculated is greater than the critical level of significance, then the null hypothesis is accepted while the alternate hypotheses are rejected and vice versa.

If the probability value of 0.00 is less than the critical value of 5% (that is, $0.00 < 0.05$), we reject the null hypotheses and accept the alternate hypotheses.

Hypothesis One

H_{01} : Product quality has no significant effect on organisational performance.

Since the calculated level of significance in the table above is less than the p-value ($0.000 < 0.05$), the null hypothesis is rejected while the alternate is accepted. This implies that product quality has a significant effect on organisational performance.

Hypothesis Two

H_{02} : Productivity has no significant effect on organisational performance.

The table above indicated that the calculated level of significance is less than the p-value of 0.05 (5%), i.e., ($0.000 < 0.05$). Similarly, the null hypothesis is rejected and the alternate is accepted; this implies that productivity has a significant effect on organisational performance.

Hypothesis Three

H_{03} : Product quantity has no significant effect on organisational performance. The level of significance calculated in the table above is lower than the established p-value ($0.000 < 0.05$); therefore, the null hypothesis is rejected, while the alternate is accepted. This indicates that product quantity has a significant effect on organisational performance.

Hypothesis Four

H_{04} : Profitability has no significant effect on organisational performance.

Since the level of significance calculated in table 4.10 above is less than the p-value established ($0.025 < 0.05$), the null hypothesis is rejected to accept the alternate. This implies that profitability has a significant effect on organisational performance.

Discussion of Results

In line with the data analysis carried out in Chapter 4 and the review of the related literature in Chapter 2, the discussion of findings of this research is presented below. Table 4.9 showed that the change in organisational performance in the business organisation is brought about by the variables of production capacity variables by 86% (.856), as indicated by the adjusted value of R^2 . Table 4.9 above showed that the independent variables statistically significantly predict the dependent variable, $F(4, 210) = 319.838$, $p < .0005$. This implies that the regression model is a good fit of the data.

Product Quality and Organisational Performance

The descriptive statistics in Table 4.3 showed the pattern of sample response in relation to product quality and organisational performance, exhibiting that most of the respondents overwhelmingly responded positively to the various statements. The correlation analysis as shown in Table 4.8 indicated that product quality exhibited a positive and significant correlation with organisational performance ($r = .866^{**}$, $p < .01$). Furthermore, in Table 4.11 it was reported that product quality has a positive effect on organisational performance ($\beta = .325$, $P < 0.05$). These findings are consistent with Ogbo, Kifordu, and Wilfred (2014), who examined the impact of product quantity on organisational performance. The respondents were made up of the entire staff of the selected brewing companies, namely Nigerian Breweries Limited, 9th mile in Enugu, Guinness Breweries Plc, and Bendel Breweries Plc in Benin. Data were collected using questionnaires, while regression analysis was used to analyse the hypothesis. The results of the study revealed that product quality had a positive significance on organisational performance in the selected firms in Nigeria. The researchers concluded that the importance of product quality on organisational performance is very critical for the success of an organisation; therefore, proper attention should be paid.

Productivity and Organisational Performance

The descriptive statistics in Table 4.4 showed the pattern of sample response, in relation to productivity and organisational performance, exhibited that the majority of the respondents overwhelmingly responded positively to the various statements. The correlation analysis shown in table 4.8 indicated that there is a positive correlation between productivity and organisational performance ($r = .813^{**}$, $p < .01$). Furthermore, in Table 4.11 it was shown that productivity has a positive effect on organisational performance ($\beta = .213$, $P < 0.01$). The hypothesis test in table 4.11 showed that productivity has a significant impact on organisational performance ($.000 < 0.05$). This finding is in agreement with Otike, Omboi, and Mwalekwa (2011), who did a study on the effect of productivity management on organisational effectiveness in Kenya's Commercial Bank Limited. Questionnaires were used to collect data. The study adopted a descriptive research design, and the study population covered all branches of KCB Limited in five East African countries. The research proved that productivity management affects the coherence of the KCB, and although the problems related to productivity are intermittent occurrences, in some branches, less than 20% of the branches, these occur very often. Notwithstanding in 20% of the branches, productivity issues are minimal. However, there are calculated efforts to capitalise on diversity at KCB, but just a little has been achieved, and negative diversity is likely to affect organisational effectiveness if not properly addressed.

Product Quantity and Organisational Performance

The descriptive statistics in Table 4.5 showed the pattern of sample response in relation to product quantity and organisational performance, exhibiting that most of the respondents overwhelmingly responded positively to the various statements. The correlation analysis in

Table 4.8 indicated that product quantity of products was positively correlated with organisational performance ($r = .853^{**}$, $p < .01$). Furthermore, Table 4.10 showed that product quantity has the highest positive effect on organisational performance ($\beta = .388$, $P < 0.05$). These findings are supported by Prasad (2017), who examined the effect of product quantity on organisational effectiveness in some selected banks in Ethiopia. The study used diverse sampling techniques to choose its respondents from three zonal towns of the region and its capital city; systematic random sampling was used to choose respondents from some select banks after commensurate sampling technique was used to determine the sample size of each town. Moreover, data were gathered via a simple random sampling method. The banks selected for the study are both public and private in the Tigray region. The chi-square was used to analyse the hypothesis. The finding of the study was that the quantity of the product has an effect on the organisational performance.

Profitability and Organisational Performance

The descriptive statistics in Table 4.6 showed the pattern of sample response, in relation to profitability and organisational performance, exhibited that the majority of the respondents overwhelmingly responded positively to the various statements. The correlation analysis shown in table 4.8 indicated that profitability exhibited a positive and significant correlation with organisational performance ($r = .768^{**}$, $p < .01$). Furthermore, Table 4.10 showed that profitability has the least positive effect on organisational performance ($\beta = .096$, $P < 0.05$). This finding is in agreement with the view of Kamaamia (2016), who carried out research on the effect of organisational profitability on organisational performance in Kenyan SMEs. The study adopted a descriptive survey research design. The study population was composed of 110 employees of Kenya SMEs, out of which a stratified sampling was used to generate a sample size of 80 respondents. The findings on the effect of organisational profitability on performance revealed the existence of a statistically significant relationship between organisational profitability and performance, $r (0.658)$; $p < 0.01$). Therefore, the study concludes that all the constituent components of organisational profitability positively affect organisational performance.

Leveraging Economics Education and Counselling to Boost Production Capacity and Organisational Performance

Using economic education and counselling to boost production capacity and organisational performance in Nasco Manufacturing Firm, Jos, Nigeria, involves equipping the workforce and management with the knowledge, skills, and strategies needed to improve efficiency, make informed decisions, and adapt to challenges.

Economics education provides employees and management with an understanding of economic principles, enabling them to assess and address production and organisational challenges effectively. Other areas include

Education in economics can help Nasco's leadership analyse supply and demand trends, market competition, and pricing strategies, which are critical to aligning production capacity with market needs.

Economics education will aid in understanding concepts like opportunity cost and economies of scale, enabling the firm to better allocate raw materials, labour, and capital, minimising waste and maximising productivity.

Through economics education, employees and managers can learn to manage costs effectively, analyse profitability, and implement measures to reduce production inefficiencies.

Knowledge of economics education will help Nasco to be well prepared to respond to economic policies, such as tax changes or inflation, which impact production costs and organisational performance.

Guidance and Counselling for Improved Organisational Performance

Improving Employee Morale and Productivity: Counselling helps employees manage stress, particularly in high-pressure manufacturing environments, leading to better focus, higher morale, and improved productivity.

Enhancing Leadership and Decision-Making Skills: Management counselling sessions promote critical leadership skills, such as problem solving, conflict resolution, and strategic planning, which are essential for scaling production capacity.

Promoting Teamwork and Collaboration: Counselling builds stronger communication and collaboration between teams, ensuring seamless coordination between departments, which is vital to meeting production targets.

Adapting to Technological Changes: Educational counselling supports workers to embrace new technologies and workflows, ensuring that production processes remain efficient and innovative.

Integration of Economics Education and Counselling

By combining economics education with counselling, Nasco Manufacturing Firm can build a workforce that is both technically skilled and emotionally resilient.

Synergistic Benefits:

- i. **Data-Driven Decision Making:** Economics education equips staff to analyse production data, while counselling ensures that decisions are implemented effectively and without resistance.
- ii. **Fostering Innovation:** Economics principles can guide investment in research and development, while counselling encourages creative thinking and adaptability among employees.
- iii. **Boosting Resilience to External Shocks:** Economics education helps the organisation anticipate and plan for disruptions, while counselling ensures that employees remain motivated and cohesive during crises.

Conclusion

The study examined the effect of the production capacity on the performance of Nasco manufacturing firm, Jos, Nigeria. Production capacity is the response of any organisation to the rapidly changing world and marketplace. Allowing production capacity to take the lead will benefit any manufacturing firm in Jos and beyond. An organisation's ability to attract, retain, and motivate people from diverse backgrounds leads to a high level of organisational performance. Based on the results obtained, the overall effects of production capacity—product quality, productivity, product quantity, and profitability—on organisational performance are significantly related in all ways. Therefore, we can boldly say that the objectives of the investigation are met, with the results all showing positive signs. The study thus concludes that to improve the performance of organisations, such organisations should, as a matter of fact, put in place modalities that promote production capacity in their production process. Applying it in the production process is bound to make such an organisation perform excellently well.

Recommendations

In line with the findings and the conclusion of the study, the following recommendations were made:

- i. Conduct regular training sessions on economics and business fundamentals tailored to the manufacturing sector, focusing on cost management, efficiency, and market analysis.
- ii. Offer individual and group counselling to address workplace challenges, encourage goal setting, and enhance interpersonal dynamics.
- iii. Establish metrics to measure the impact of these initiatives on production capacity, employee satisfaction, and overall organisational performance.
- iv. A better understanding of production capacity would give room for clearer employee and management insight in resolving the organisation's problems and challenges, which invariably will lead to improved performance and higher productivity.
- v. Employers of labour should understand that production capacity promotes increased productivity, effective communication, improved problem-solving tendencies, a low employee turnover rate, and effective execution of plans when properly managed.
- vi. Manufacturing firms should have in place modalities to resolve disputes that arise in a production capacity process, which can be through mediation or arbitration. This will promote harmony and cordial communication and improve employee morale and productivity.
- vii. Management should know that for her production capacity workforce to be motivated, their contribution to decision-making is vital, and they should make the employer understand what drives her employees and paint a bigger picture of what they want to achieve for the employees to key into their plan.

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