Sustainability of Growth and Development Technique of Locally Made Adire Textile in Abeokuta

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Fabrics such as Adire is a product that is synonymous with the people of Abeokuta (the Egbas). From the far North, East and even across the globe, people throng the ancient city of Abeokuta to transact Adire business. Although, there are other places in the country where Adire is being made, the fact remains that people in Iseyin, Oshogbo and the Egbas – extraction from the Gateway State, are known as the core professionals when it comes to making of Adire. In light of this, this project work focused on Problems Facing Sustainability of Locally Made Textile (Adire) In Abeokuta and Iseyin in Terms of Growth and Development. In this project, 364 questionnaires were distributed. Descriptive statistic and Chi-Square test of Independence were used to analyse the questionnaire. It was discovered that almost all the consumer respondents have at one time or the other used other materials and that there is a significant difference between the quality of Adire and that of other textile. It was also discovered that there is a significant difference

between the price of Adire and that of other textiles as well as their colour and design. Conclusion was made that the quality of Adire is lower than that of other textiles, as such, most consumers buy more of other textile because of its higher quality and durability. It was recommended that Adire Production Business and its obsolete methods and implements will need considerable funds to upgrade its production base and to reduce costs so also Producers should improve on their knowledge of the business and also try as much to produce products of a good quality.

Fabrics such as Adire is a product that is synonymous with the people of Abeokuta (*the Egbas).* From the far North, East and even across the globe, people throng the ancient city of Abeokuta to transact Adire business. Although, there are other places in the country where Adire is being made, the fact remains that people in Iseyin, Oshogbo and the Egbas – extraction from the Gateway State, are known as the core professionals when it comes to making of Adire.

The locally made textile (Adire) business form a major part of manufacturing, production, employment and trade in some cities in Nigeria – Abeokuta, Oshogbo, Iseyin, just to mention but a few and has many of the prerequisites, needed for developing a successful clothing business. It has a huge growing domestic demand, availability of well-priced raw material, huge population of young and relatively skilled labour force and a well-established tradition in textiles.

The acceptability and sustainability of the Adire fabric is universal, as many visitors or tourists that visit the ancient cities, always makes it a point of duty to visit the different Adire makers both in Iseyin and Abeokuta, to buy the fabric. Adire/Kampala over the years has become a fabric used for Aso-Ebi for different social gatherings, school uniforms, especially private schools, among others.

The study examines the problems facing the sustainability of locally made fabrics (Adire) in Abeokuta and Iseyin in term of growth and development strategies in the country. It will review economic and social aspects and describe the importance of locally made fabrics (Adire) in incomes, employment, and growth and development strategies in the country.

Adire (The Locally made fabric) is one of the oldest and largest business in the states and cities across the country. It is the typical 'starter business' for people who engaged in it especially in Abeokuta and Iseyin and it is labour-intensive. Adire business offers a large range of opportunities including entry-level jobs for unskilled labour in the cities where it is being done. The different features of the business have made it suitable as the first step as the source of livelihood business ladder for people – some of whom have experienced a very high output growth rate in the sector, and have since become at least middle income earner. Brenton *et al.* (2007) suggest a number of reasons why Adire production has played such an important role in economic development of the country as it absorbs large numbers of unskilled labour, typically drawing them from low income earners to medium income earners or large income earners.

Despite relatively low start-up investment costs, expansion of the business provides a base upon which to build capital for more other businesses. Growth of the business allows embarking on other business to be financed through revenues gained from the sales of the product (Adire). However, the characteristics of the business (relatively low capital intensity; low investment costs; and use of low skilled labour), also mean that the industry is relatively foot loose and able to adjust to changing market conditions quickly (Nordas, 2004).

Over the years, Adire production and business has witnessed tremendous metamorphosis as it is mostly dyed by hand with local dyes and is internationally recognized, respected and associated with Nigeria. But this strong reputation is a mixed blessing, because enterprises not based in Nigeria (as far away as China) are replicating Abeokuta products using low-cost machine methods, thus making it difficult for the more expensive authentic Adire to compete in the market.

The nagging question comes up, why is Adire business not receiving enough patronage despite its huge potentials? According to Assael (2004), It is the customer who actually determines what a business is and his willingness to buy goods and services converts economic resources into wealth.

Statement of the problem

The empirical study indicates that Adire fabrics seem to have excellent abrasion, light and wash fastness which makes it better costume for models compared to others.

Itoku as a result became a textile market and Abeokuta also developed into a textile city as other businesses and support services such as spinning and weaving industries blossomed. Adire Marketers also carved a niche for themselves selling these products locally and exporting to neighboring states and countries.

Sadly, in the past decade, we watched with concern as Adire begins to lose its value as people prefer using other fabric materials such as "Ankara", "Lace", etc to Adire all in the name of civilization. This is not limited to the neighboring state but also Abeokuta, in Ogun State, one of the major states that produces Adire.

Over the years, consumer have developed a taste for foreign textiles, going to the market places cannot fail to notice how consumers regard foreign products as having a better quality than locally manufactured ones. With the trade liberalization policy, the industries have experienced unrestrained imports of all kinds of clothing products/textile materials. This has led to a very strong competition by both foreign and local textile products, each seeking to gain a higher patronage from the consumer.

The question lingers why does Adire looses its value? How can locally made textiles gain a better patronage? What are the problems Adire is facing in terms of sustainability, growth, etc. and how they can be addressed to prevent further devaluation and encourage patronage and also investing in the production of Adire.

The research is therefore aimed at addressing the above mentioned points, it is believed that such knowledge will assist Adire in gaining a better patronage from the consumers.

1. Identifying the factors that are responsible for sustainability of locally made textiles Adire.

2. Identifying the factors militating against the growth of the local textile.
3. Proffer solutions on how to solve the problems militating against the locally made textiles(Adire)

Significance of the study

In view of the foregoing aspirations, this work seeks to examine consumer attitudes towards Adire. An attempt was made to determine the image of Adire as seen by consumers and to explain the factors contributing to that image. It is hoped that the result of the study will contribute in no small way to an understanding of the influences affecting Adire in the market. Such an understanding should conceivably help all who are involved in the production of Locally made textiles (Adire) develop to make better decisions. It is hoped that the findings of this study would give manufacturers of locally manufactured textile the knowledge of how to make local textiles more marketable through winning a favorable consumer response to its products

Influence

First, the definition emphasis that consumer behaviour is dynamic. This means that individual consumer, consumer groups and society at large are constantly changing and evolving over time. This has important implications for the study of consumer behaviours as well as for developing marketing strategies.

In terms of studying about consumer behaviour, the study is usually limited to specific time periods, product and individuals or groups. In terms of developing marketing strategies the dynamic nature of consumer behaviour implies that one should not expect the same marketing strategy to work all the time, across all products, markets and industries.

The second important point emphasized in the definition of consumer behaviour is that it involves interaction between the effect, cognition, bahaviour and environmental events. This means that in order to understand consumer and develop superior marketing strategies, we must understand what they think (Cognition) feel (affect), what they do (bahaviour) and the things and places (environmental events) that influences what consumers think, feel and do.

A final point emphasized in the definition of consumer behaviour is that it involves exchanges between human being.

Marketing executives on their part have often sought to understand the concept of consumer behaviour by carrying out research into knowing what the wants of consumers are, why they want a particular product, where how and when they need these products. Such knowledge gathered according to Fojt. M (2014) enables industrialist to monitor their production to suit the consumer's desire at any point in time.

2.3 Factors influencing consumer response to Adire product

Consumer purchases are influenced strongly by cultural, social, personal and Psychological characteristics. In making decisions as to whether or not to buy, these four characteristics come to play on his personality or disposition. These internal and external influences are responsible for the purchase decisions he makes. They influence him as he passes through the buying decision process.

Cultural Influences:

Culture is defined as the complex of values ideas, attitudes and other meaningful symbols created by people to shape human behavior as they are transmitted. A consumer decision on the Adire product could be influenced by his/her culture.
For instance, the current fashion trend could affect a consumer's choice of clothing material as he attempts to be culturally acceptable. A man's culture is usually identified by his style of clothing and for an individual to be culturally identified and accepted, he must adopt a particular clothing that depicts his or her culture mostly in various situations such as traditional ceremonies etc.

Table 1. shows the educational attainment of the respondents

Educational attainment	**No of respondent**	**Percentage (%)**
First School Leaving Cert.	55	15.1
WASSCE/GCE O-Level	126	34.6
OND/NCE	98	26.9
HND/B.Sc and Above	85	23.4
Total	**364**	**100**

Table 3: Educational Attainment of Respondents

Table 1. shows that 55(15.1%) of the respondents possess First School Leaving Certificate as their highest academic qualifications, 126(34.6%) possess WASSCE, SSCE or GCE O-Level Certificate, 98(26.9%) have OND/NCE qualifications while 85(23.4%) have HND/BSC or other Higher Qualifications.

Table 2. shows the type of textile materials purchased

Type Purchase	**No of respondents**	**Percentage (%)**
Veritable Wax	85	23.3
Lace materials	65	17.8
Super Prints	81	22.3
Ankara	52	14.3
Adire	81	22.3
Total	**364**	**100**

Table 2:

Type of Textile Materials Purchased

Table 2 Indicates that 85(23.3%) of the respondents bought mainly veritable wax, 65(17.8%) purchased lace material, 81(22.3%) purchased mainly Super Prints, 52(14.3%) purchased Ankara while 81(22.3%) purchased Adire material.

The table showed that most of the respondents purchased veritable wax popularly called Nigerian wax. This was attributed to the fact that its quality was much better than others such as Supper Prints, Ankara material, etc. Amongst the wax materials purchased were Nichen wax, Soso wax, UNTL wax etc.

The respondents attested to the fact that Nigeria wax is more durable as its colour does not fade with washing. In the super print category most of the respondents purchased GCM Superior prints manufactured by G.C.M Nigeria Ltd, Zamani super prints manufactured by Aswani textile industries Nigeria Ltd and UNTL super prints manufactured by United Nigeria Textile Ltd. These super prints respondents claimed it did not run colour on first washing and lasted longer than other super prints which were usually condemned on first washing.

Table 3 shows the Influence of Consumer's Perception of the Quality of Adire

Consumer Perception	Encourages Purchases	Discourages Purchases	Indifferent	Total	Percentage (%)
Relatively Higher	30 (8.4%)	-	-	30	8.4
Relatively Lower	-	200 (54.9%)	34 (9.3%)	234	64.2
Same Quality	80 (21.9%)	-	20 (5.5%)	100	27.4
Total	**110** (30.3%)	**200** (54.9%)	**54**(14.8%)	**364**	**100**

Table 3: Influence of Consumer's Perception of the Quality of Adire.

From the table, 30(8.4%) of the respondents that rated Adire as being relatively higher compared to other textiles, they all claimed that this perception encouraged purchase of Adire. Out of the 234 respondents who rated it as being relatively lower, 34(9.3%) claimed that it did not influenced their purchase in any way while 200(54.9%) claimed it discouraged their purchase of Adire. Out of the 100 respondents who rated it as being of the same quality, 80(21.9%) claimed it encouraged purchase while 20(5.5%) said it did not affect purchase in anyway. According to Kotler (2001), a motivated person is ready to act, how the motivated person actually acts is influenced by his or her perception of the situation.

Summary of Findings, Conclusion and Recommendation

Summary of Findings

1. Consumer's perception of therelative quality of Adire influenced their purchase of the Adire. 30(8.2%) of the respondents that rated the quality of Adire as being relatively higher claimed this perception influenced their purchase. Of the 234 respondents who rated it as being relatively lower, 34(14.5%) said it did not affect their purchase of Adire. Of the 100 respondents that rated it as being of the same quality, 80(20%) claimed it did not affect purchase in any way.

2. Consumers' perception of the relative price of Adire influenced their purchase of the Adire product. 15(20%) of the respondents that rated the price of Adire as being relatively higher claimed it did not affect their purchase of Adire while

57(79.2%) of the respondents that rated the price as being higher claimed it affected their purchase. Of the 212(94.4%) claimed that rated the price as being relatively lower, 200(94.4%) claimed it did not affect purchase in any way. Of the 64 respondents that rated it as being better than other textiles material, 46(76.5%) claimed it did not affect purchase in anyway while 15(23.5%) claimed it discouraged purchase of Adire.

3. Quality, price, Colour, design and style were the four common factors that consumers considered in their purchase of the Adire. 145(39.8%) of the respondents said that they considered Quality most important factor in their purchase of textile materials. 91(25.9%) said they considered Price most important factor while 58(15.2%) said the current fashion style was their major consideration while purchasing textile materials.

Conclusions

Based on the following findings, the following conclusions were drawn.

1. The quality of Adire is struggling to find its stand among other textiles.
2. The colour and design of Adire could be said to compete favorably with that of other textiles.
3. The fashion style that promotes and encourages traditional African style influenced the purchase of Adire positively.
4. Most consumers perceive the colour and design of Adire as being better than that of other textiles material hence this encouraged their purchase to a great extent.
5. Quality was the most motivating factor in their purchase of other textile while it recorded the least inducing factor in the technicalities of Adire.

Recommendations

In addition to the empirical findings but based on the analyses of the critical focus areas, detailed recommendations should be made on the following:

- **a.** Financial institutions should make credits available to producers at competitive rates for working capacity and long term financing.
- **b.** Improved quality will lead to improved global competitiveness and resultant export performance for the nation.

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