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UNIVERSITY OF SOUTHAMPTON

FACULTY OF LAW, ARTS & SOCIAL SCIENCES

Winchester School of Art

Strategies for Economically Sustainable Resist Dyeing Industries in

Abeokuta, Ogun State, Nigeria

by

Adetoun Adedotun Amubode



Thesis for the degree of Doctor of Philosophy

August 2009

ABSTRACT

FACULTY OF LAW, ARTS & SOCIAL SCIENCES
WINCHESTER SCHOOL OF ART

Doctor of Philosophy

STRATEGIES FOR ECONOMICALLY SUSTAINABLE RESIST DYEING INDUSTRIES
IN ABEOKUTA, OGUN STATE, NIGERIA

by Adetoun Adedotun Amubode

Nigerian textile and clothing industries is face with crisis under the pressure of influx of smuggled second-hand clothing and cheap and poor quality of Chinese textiles. The situation has resulted to closure of many textile industries and massive unemployment with inability of the few existing industries to compete favourably base on price.

The study was carried out in Abeokuta among tie-dye/batik practitioners and consumers of tie-dye/batik products with the aim to examine the challenges facing the resist dyeing industries. The research method is divided into three: Theoretical- this involves using secondary data from books, journal, newspaper, and the web to gather background information; Statistical- this involves the use of questionnaire to gather primary data. The data collected was analysed using SPSS (Statistical Package for Social Scientist); and Visual- this entails the use of images to establish facts and make judgement on the basis of the facts discovered.

The findings revealed that the challenges facing the practitioners are multi-facet ranging from poor educational status, lack of adequate training/re-training programmes, poor financial status, low customers' patronage, poor management and marketing skill, lack of adequate and functional social amenities, low purchasing power of consumers who often buy on credit and pay on instalment (some don't bother to pay their debt), increased competition from smugglers of second-hand clothing and imported Chinese textiles, poor/ no knowledge of information technology, low access to international/ overseas markets and minimal willingness to take risk.

Consumers of tie-dye/batik are pertinent to the study. The findings from the consumers shows that about half of the consumers interviewed cannot afford to buy clothes monthly while slightly more than half buy clothes on credit and pay on instalment. The industry has being affected with change in taste of consumers, consequently one third of the consumers do not patronise tie-dye/batik fabrics. Consumers pointed out that tie-dye/batik fabrics are not colourfast and the designs are too common (frequently seen). Consumers also complained of poor customers services of the practitioners.

Base on the findings, the study proposes holistic approach to the challenges. A sustainable model of five major pillars (Continuous innovation, Customer Relationship Management, Government Policy Support, Networking and Practitioners Personal Capacity Development) is proposed. Absence of any of the pillar will result to sustainability collapse of tie-dye/batik industry. Other model being proposed include establishment of an Export Centre with an effective and efficient two way communication model; EVIPI an acronym of English words to stimulate innovative entrepreneurial drive in niche marketing, a model for internal second-hand clothing to revisit the *pass me down* clothing culture among the Yoruba and a networking model to complement each other for development.

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DECLARATION OF AUTHORSHIP

I Adetoun Adedotun Amubode declare that the thesis entitled “Strategies for Economically Sustainable Resist Dyeing Industries in Abeokuta, Ogun State, Nigeria” and the work presented in the thesis are both my own, and have been generated by me as the result of my own original research. I confirm that:

- * this work was done mainly while in candidature for a research degree at this University;
- * where I have quoted from the work of others, the source is always given. With the exception of such quotations, this thesis is entirely my own work;
- * I have acknowledged all main sources of help;
- * parts of this work have been accepted as publishable in international journals (see Appendix F) while two other articles are awaiting reviewers’ response.

Signed:.....

Date: 27th August 2009.

ACKNOWLEDGEMENT

I owe a debt of gratitude to a number of people for helping me in my endeavours.

First, I wish to sincerely appreciate the staff of Commonwealth Scholarship Commission for considering me worthy to be awarded a scholarship to study at PhD level in England. I am indeed very grateful for the privilege and opportunity. I wish to acknowledge the administrative support receive from my Award administrators (Irene Costello and Mariken Schipper). I can never forget the valuable support received from British Council. Indeed all the members of staff are very wonderful. I cannot but mention the support received from Tina Mgbachi, who played a vital role in the processing of my visa and that of my family; Sue Davies my Regional Service Officer, who offered high level of support and visit to ensure that I settle down well, Lynne Osborne whose prompt response to the approval of my field trip and travel grant are highly commendable and to Davis Chavunduka, the International Welfare Officer, who offered consistent support, advice, and counsel that helped me to overcome the horrible and bitter challenge from Lloyds TSB Bank. His visits indeed helped me to regain concentration and courage that someone cares. Words cannot express my appreciation to British Council for approving his visits.

I wish to acknowledge the great deal of constructive advice, help and comments on my manuscripts from my supervisors (Prof. Bashir Makhoul and Dr. Jessica Hemmings). Their comments greatly improve the focus of the study. I am ever grateful for the secretariat support received from Kay May.

I wish to acknowledge the medical support of Dr. Brown, who directed me to the right Pentecostal church (God's Mercy Revival Ministries, Southampton) where I enjoyed

the fellowship of the Lord with the brethren and whose medical counsel and prescription helped me to regain concentration on my study when I was faced with challenges of harassment and racism from Lloyds TSB Bank.

My unreserved appreciation goes to members of my family. Firstly, I am indeed very grateful to my children (Great and Favour Amubode), for their prayers, obedience, tolerance, understanding and love they exhibited throughout my study. I love you; you are really the best children in the world. I owe my mum (Mrs. Dorcas Osinowo) great debt of gratitude- mama thanks for being there for me. I really appreciate you for your prayers, courage, advice, love and support you showed to me. Indeed your various visits have significant contribution to the speed I needed to complete my study; especially during the period I had bitter experience. I cannot but acknowledge the support of my husband and siblings- Mr. Olufisayo Amubode, Oluwafemi Osinowo and Oluwatosin Osinowo. Thank you for all your prayers, encouragement and moral support. I love you all. I wish to acknowledge the contribution of my late uncles daddy Benjamin Ayankogbe and daddy Joseph Ayankogbe. Though you are no more, your impact in my life is alive.

I wish to acknowledge the support of my cousins: the Jibodus and the Ayankogbes. I cannot but thank Dr. Mojibade Jibodu for your divine intervention, which was the starting point of overcoming the bitter experience I had during my study. I am sincerely very grateful to you.

I owe a great appreciation to the body of Christ. I wish to acknowledge the support of all the Pastors of Winners Chapel, Abeokuta, members of Foundation School, Winners' House Fellowship and Winners Chapel Drama Group, Prophet Adeosun, Dr. James Akanbi, Pastor and Pastor (Mrs) Oluseyi Asiyanbi, and members of God's

Mercy Revival Ministries, Southampton, in particular Mr & Mrs. Tope Badejo for their consistent prayers and intercessions for accomplishment.

I wish to acknowledge my mentors, Prof. S.A Adetoro, Prof. (Mrs.) Clara Oguntona and Prof. Oyewole for their contributions in building me up in the pursuit of my academic career.

My appreciation goes to tie-dye/batik practitioners who willingly provided information on the questionnaire and allowed me to take photographs of their production area. I will also like to thank the research assistants who helped me gather primary data during my fieldwork. I wish to acknowledge the support of the Proprietor, staff and students of Jextoban Secondary School, Alapere, Ketu, for spending their time to provide information on the questionnaire.

I wish to acknowledge others too numerous to mention for their continued support and sincere encouragement throughout my programme. I thank you all.

I acknowledge and give glory to God Almighty who divinely helps me throughout my academic career and life experiences. I am indeed very grateful for the shepherd hood of my Lord Jesus Christ and the leading of the Holy Spirit, Thank you Jesus!!!

ABBREVIATIONS

AGOA- African Growth Opportunity Act

CBN – Central Bank of Nigeria

FMI – Federal Ministry of Industry

GATT-General Agreement on Tariffs and Trade

ME – Micro Scale Enterprises

MSE – Medium Scale Enterprises

NASSI – Nigerian Association of Small Scale Industry

NERFUND – National Economic Reconstruction Fund

NTGTEA- Nigeria Textile, Garment and Tailoring Employers’ Association

NTMA- Nigerian Textiles Manufacturers Association

PHCN- Power Holding Company of Nigeria

SMEDAN- Small and Medium Enterprises Development Agency of Nigeria

SPSS- Statistical Package for Social Scientist

SSE – Small Scale Enterprises

INTRODUCTION

Clothing and textile production, trade and consumption in Nigeria are currently under upheaval as a result of phasing out Multi-fiber Agreement on textile, which ended in 1995. Multi-fiber Agreement is a trade wall aimed at protecting the local industries with the introduction of quotas to limit the quantity of textile and clothing products that could be imported from a particular country. Nigerian government signed an agreement with World Trade Organisation in 1997, thereby lifting ban on importation of textile products. Unfortunately this resulted to massive in flow of cheap textiles from China and smuggled second-hand clothing from Europe. This seriously injures the local textile industries, driving these industries out of business with loss of productive capacity and low patronage from Nigerian consumers and other challenges discovered in the study.

The passion for sustainable growth of the traditional textile industry in particular tie-dye/batik is the motivating drive for this study. Tie-dye/ batik industry has played several roles in the local economy and culture of Yoruba people. Tie-dye/ batik fabrics are use as clothing for adornment, protection, self-expression, group identity, status and in various social events/ ceremonies.

Image 1: Photograph showing use of tie-dye and batik fabric as clothing



SOURCE: Fieldwork, June 2007.

Image 2: Photograph showing tie-dye and batik in traditional style



SOURCE: Fieldwork, 2007.

In spite of the international recognition of tie-dye/ batik textiles, various studies focussed on tie-dye/batik production, cultural values, dyeing process and brief discussion on economy. Consequently, the focus of this study is on strategies for economically sustainable tie-dye/ batik industry in Abeokuta, Nigeria. The word sustainable in this study is use to connote the ability to of tie-dye/ batik practitioners to be able to manage their business and withstand challenges in other to continuously protect the cultural heritage. It is hope that this study would be a channel for the voice of tie-dye/batik practitioners to be heard in other to seek government support and assistance.

The study is in eight chapters. Chapter one gives an overview of Nigerian textile industry. It discusses the effect of phasing out multi-fibre agreement on Nigerian textile industries. The chapter pays particular attention to the impact of imported Chinese textiles and smuggled second hand clothing on Nigerian textile industries. The high volume of cheap Chinese textile imports into Nigerian market has challenged the competitive strength of Nigerian textile industry. Second hand clothes are donated by Europeans and exported to developing countries. The availability of second-hand clothing allowed poor people who could not afford new clothes to clothe themselves. In Nigeria, second-hand clothing trade is illegal, smuggled into the country and poorly managed. Second-hand items sold include brassiere, neck ties, underpants, jeans, children's clothes, male and female clothes, etc. Second-hand clothing trade has resulted to the extinction of pass me down clothing culture within and among families. The chapter however proposes a model to rekindle pass me down clothing culture among the Yoruba. The chapter states and justify the objectives of the study, the research questions and the methods used to carry out the research.

Chapter two examines the origin of resist dyeing techniques. It focuses on tie-dye/ batik industry in Abeokuta and highlights the need for entrepreneurial drive among tie-dye/ batik practitioners. The chapter looks into the alliance between European merchants and Abeokuta farmers, which brought tie-dye/ batik industry into international trade. Unfortunately conflicts over payment of toll between Abeokuta farmers and European merchants resulted to loss of strategic importance of tie-dye/batik industries in the international market. However, tie-dye/ batik industry is sustained by the fact that it is indigenous in design, creativity, cultural practice of being an inherited craft and need to sustain the cultural heritage.

Chapter three is on review of literatures on entrepreneurship in relation to Nigerian economic situation. More of the focus of this chapter has been given to importance of entrepreneurship/ small-scale enterprise in the economic growth of Nigerian economy. Prevalent poverty and lack of job opportunities in Nigeria leave few other options for Nigerians; consequently entrepreneurial forces are relatively strong. Entrepreneurship activities in Nigeria are base on necessity however lack of adequate entrepreneurial skill and functional infrastructural facilities is a barrier to success. The chapter also examines triggers of entrepreneurial spirits.

Chapter four addresses the structure of tie-dye/batik industry in Abeokuta and discusses the findings on the various challenges facing tie-dye/ batik practitioners. Tie-dye/ batik is a craft practised by both Yoruba women and men who have little or no formal education. The craft is inherited and the practitioners acquire their knowledge of the craft through apprenticeship. Tie-dye/ batik industries cater for the clothing needs of the people and provide job opportunities for the local populace. The

findings revealed that apart from the competitive pressure from imported Chinese textile and smuggled second hand clothing traders, tie-dye and batik practitioners are faced with many other challenges such as inadequate management and marketing skill, lack of access to functional and adequate infrastructural facilities, low access to bank loans, low access to international trade etc.

Chapter five looks into consumers' purchasing behaviour and choice/ preference of clothes. Age, social status, gender, culture, needs, festive season, family and relations influence consumers' purchases of clothing. The chapter discusses the findings on consumers' perception/ expectation of tie-dye/ batik fabrics. Consumers informed that tie-dye/ batik fabrics have poor dye fastness, common designs and poor customer relationship of the practitioners. A scenario was created to expose the consumers to a wide range of clothes to make a choice, it was discovered that changing in consumers taste, and technology also contributes to low patronage of tie-dye/batik fabrics.

Chapter six explores China's renaissance strategies on textile industries and her accession to World Trade Organisation (WTO). China grows its cotton, convert to fabrics and export to other countries. China accession to WTO included a textile specific safeguard clause to prevent surge in Chinese textiles export impeding clothing and textile trade. Any WTO member can invoke the safeguard clause if Chinese textile imports threaten the local industries. Chinese government initiated economic reforms with foreign investment as the focal point of China's accession to World Trade Organisation.

China has been promoting itself as a partner for Africa's development. The chapter looks into the relationship that existed between Nigeria and China. Chinese companies are undergoing various projects in Nigeria such as infrastructural development, however China lacks attention to governance, democracy, transparency, and human right issues is a cause of concern. The chapter argues that tactic political diplomacy is likely to exist in Nigeria-China relationship.

This chapter informed that Chinese companies violated intellectual property rights as being alleged by Manufacturers Association of Nigeria (MAN) and Nigerian textile Manufacturers Association (NTMA) to the detriment of Nigerian textile industry. Manufacturers Association of Nigeria and Nigerian textile Manufacturers Association alleged that counterfeited textiles from China copy the trade marks of Nigerian Textile Manufacturers Association and Standard Organisation of Nigeria on the selvedge of their fabrics to falsify country of origin declaration and mislead consumers.

The chapter also examines the strategies employed by entrepreneurs in selected developing countries to cope with diverse crisis. Policy support for small scale businesses by government of developed countries were also discussed. The chapter emphasise that there is huge potential for tie-dye/ batik industry to create job opportunities if the industry receive support from the government. The chapter however justify the need for Nigerian government to implement policy for the support of tie-dye/ batik industry in Abeokuta and the need to invoke safeguard measure on Chinese textiles.

In chapter seven, various strategies and models for economically sustainable tie-dye/ batik industry in Abeokuta were proposed. The strategies proposed include innovation in niche marketing, EVIPI- an acronym of English words to stimulate innovative ideas, market segmentation, targeting and positioning, establishment of an export centre by Nigerian government while the models proposed include communication model for the export centre, networking model and sustainable model of five major pillars.

The chapter also looks into the need for the practitioners to engage in innovative ideas. Competition stimulates innovation; consequently it becomes pertinent for tie-dye/batik practitioners to engage their brain to generate new ideas in production, marketing, products and services. Tie-dye/ batik practitioners need to give attention to the feed back of consumers' expectations and experiences. The practitioners have to value their customers and embrace good customer relationship in their business. In view of the low purchasing power of the consumers, poor marketing skill of the practitioners, poor educational status and unawareness of the aim of AGOA, the research proposes establishment of an export centre by the government to support marketing of tie-dye/ batik fabrics to targeted consumers within and outside the country.

The sustainable model is a model of five pillars; each of the pillars will strengthen sustainable growth of tie-dye/ batik industry in Nigeria. For tie-dye/ batik industry in Abeokuta to remain economically sustainable; then, the practitioners should engage in both formal and informal networking, continuously seek and implement new ways of doing things, develop intimate relationship with consumers, improve their potentials

through training and re-training programmes, and Nigerian government should implement support policies and programs.

Chapter eight draws conclusion from the findings, make recommendations for improvement and proposes future research. The recommendations should be regarded as models rather than comprehensive business strategies.

In conclusion, this thesis argues that tie-dye/ batik industry in Abeokuta has not been able to attain its maximum growth potential. The industry has greater potentials to contribute more to Nigerian economic growth; job creation, poverty reduction and potential to further promote Nigerian cultural clothing practices within and outside the country. Influx of Chinese textiles and smuggled second-hand clothing threatens the local textile industries making it difficult for the industry to compete favourable in the local market coupled with other entrepreneurial, marketing, management and infrastructural challenges. The contribution of this study to knowledge is in the value of the various proposed models and strategies are to advise the practitioners and solicit for government policy support for sustainable economic and cultural growth of the industry.

CHAPTER ONE NIGERIAN TEXTILE INDUSTRIES

1.0 INTRODUCTION

This chapter gives an overview of the current situation (2006 to 2009) of clothing and textiles industries in Nigeria (from 2006 to 2009); it looks into the effect of smuggled second hand clothing, Chinese imported textiles, globalisation and liberalisation of world economy on Nigerian textile industries; the cultural value of clothing among the Yoruba; the charitable acts of donating second hand goods especially clothing among the Europeans; it proposes a model to rekindle the pass me down clothing culture among family members; the role of small and medium enterprises in Nigerian economic development; the purpose and objectives of the research; the methods used to carry out the study and its significance in relation to the development of tie-dye / batik industries in Abeokuta, Ogun State, Nigeria.

1.1 OVERVIEW

Traditional textiles have been produced in Nigeria for many years. The textile manufacturing establishments started in 1950s. During this period, it was financially difficult for individuals to establish textile factories. Hence the first set of factories was established by regional governments as deliberate programmes to promote industrial development (RMRDC, 2002). This gave birth to the establishment of Kaduna Textile Mill in 1956, Nigerian Textile Mill in 1962, followed by Aba Textile Mill and Bendel Mill Limited in Asaba (MBendi, 2006). These companies convert locally available raw materials (mainly cotton) for the production of finished textiles (MBendi, 2006). Today, the sector has developed to incorporate fibre production, spinning, weaving, knitting, lace and embroidery, carpet production, dyeing, printing

and finishing. Between 60% and 70% of the raw materials used in the industries are sourced for locally and the industry is labour intensive with little mechanization (Intercontinental Bank PLC, 2007). The sector provides employment of an estimate of 150,000 Nigerians excluding the thousands who are directly employed in the cottage sector of the industry such as tie-dye/batik industries.

“Gradually, the once vibrant Nigerian textile industry is facing collapse with the closure of majority of the industries since 1999” (Daily Sun, 2006). Some of the affected textile firms include Supertex, Kaduna Textiles Limited, Mortex, Finetex and Arewa Textile Limited. Each closure creates problems in the nation’s economy. Apart from the massive job losses owing to compulsory staff lay-off; the economy is further put in disequilibrium in terms of growth. “Reasons adduced for this unpleasant development include the increasing operational costs and instability in the market for the nation’s textile industries as a result of unchecked proliferation of imported and smuggled cheap textiles materials” (Daily Sun, 2006). This reflects the grim reality of the high cost of doing business in Nigeria, especially in the manufacturing sector.

“Though, various taxes are paid to the government, the manufacturer is left to contend with the perennial problem of electricity supply, which the Power Holding Company of Nigeria (P.H.C.N.) has not been able to solve. Also, the companies shoulder other necessary inputs and the provision of some basic infrastructure. This increases the overhead cost and prices of finished products” (Intercontinental Bank PLC, 2007; BBC News, 2003).

“For the first time, the Nigerian textile sector may be shut down by workers over alleged unwillingness by employers in the sector to take positive steps toward reviewing the sector’s 2004 collective agreement that expired in September 2006, triggering workers resistance and campaigns to arouse public concern about the issue.

The collective agreement is to review the wages/salary of workers and to deliberate on the influx of imported Chinese textiles and second hand clothing. To know the seriousness of the matter, union officials have implored national officials to give the employers strike notice and declare industrial action under the aegis of Nigeria Textile, Garment and Tailoring Employers' Association" (N.T.G.T.E.A; Ahiuma-Young, 2006 :1-2).

In 1997, the Nigeria textile industry became a member of the World Trade Organisation (WTO). This made the Federal Government lift the ban on importation of textiles because of WTO agreement. Consequently, the trade policy impacted negatively on the Nigerian textile industry. The deregulation policies in the textile industry resulted in an influx of cheap textiles from Asian countries. Since then, the sector has shrunk dramatically from 137,000 jobs in 1997 to 57,000 in 2003 (Olori, 2003). In 2001, imported textiles into Nigeria were two billion metres of fabric (20,000 containers), while total production in Nigeria was 500 million metres. Imported textiles are four times the quantity of locally produced textiles and most do not pay the prescribed duty (Raw Material Research Development Council, RMRDC, 2002). Consequently, goods flood the market and are able to sell at $\frac{2}{3}$ rd of the price of locally produced goods. The questions that agitate ones mind include how do importers of textiles goods escape the prescribed duty and secondly where are the officials of the custom department while the importers escaped payment of duties?

Also, the domestic markets are facing major threats from smugglers of second hand clothing, who smuggle clothes from neighbouring countries. These neighbouring countries (Benin, Togo and Ghana) have no import restrictions on second hand clothing because they generate needed foreign revenues from import duties; thus, they

are ready to supply smugglers with goods (South African Institute on International Affairs SAIIA, 2007). “The inability of the custom department to curb this development is making manufacturers angry, especially, because a huge sum of money is being lost” (Muhammad, 2003). This invariably stifles the growth of the domestic industry. It can however be deduced that the Custom department is very slack in discharging its responsibilities.

Instead of expanding, integrating and creating more jobs, the industrial sector is shrinking and new investments are almost impossible. This has led to textile factory closures and downsizing resulting in a large number of textile workers being retrenched and paid off (Muhammad, 2003). Dependent family members have felt the ripple effect and relations of those workers that lost their jobs whose resources have been strained to their limits (Nigeria Village Square, 2006). This problem has added to the national unemployment and economic stagnation in the country.

Similarly, globalization and liberalization of the world economy has drastically affected the exportation of Nigerian textile to West African Sub-region and even Europe because the industry cannot compete favourably with cheap articles coming from South East Asia. According to Parrish, Cassill and Oxenham, (2006: 420), “the ability to produce products efficiently at lower comparative cost by China is threatening the textiles and apparel industries that are unable to compete solely based on price”. Furthermore, Chapman (2006) stated “China threatens second-hand clothing brokers in the U.S and European with new and cheap items sewn in Asia and sold in Africa. Rich-country cast-offs are also blamed for stunting the growth of African textile industry”. Consequently, Nigerian textile industries are looking for

ways to remain competitive. Parrish et al (2006) however recommend ‘Niche Marketing’¹-a product focus with a better position to compete in the global market place and achieve higher margins for products while yielding greater profitability (Linneman and Stanton, 1992: 44). The most important factor in which a firm needs to focus is to understand the consumer (Parrish, Cassill and Oxenham, 2006: 428). The question is if the mighty Nigerian textile industries are experiencing total collapse, how then will the cottage /small/medium scale textile industries survive; secondly, are these companies meeting consumers’ satisfaction and expectations?

Image 3: Photograph showing lock-up shops of tie-dye/batik practitioners in Asero market, Abeokuta.



SOURCE: Fieldwork, June 2007.

¹ Implementing a niche strategy will make a firm more competitive because it will focus on the consumer. This will help the company compete against lower priced imports because the company will be able to identify the most profitable market segments.

1.2 EFFECT OF SECOND-HAND CLOTHING AND CHEAP ASIAN TEXTILES ON NIGERIAN TEXTILE INDUSTRIES

“The global trade in Second Hand Clothing (SHC), is worth more than \$1billion each year creating employment opportunities in receiving countries -transporting, cleaning/washing clothes, repairing, re-styling etc and provides low cost clothing for people living in poverty” (Baden and Barber, 2005). For Nigerians living in poverty, second hand clothing usually referred to as *okrika* has been widely patronized. “Cast off clothes given to charity are exported to poverty stricken Africans, who otherwise cannot afford new outfits” (Mathiason, 2004). “Though the second hand clothing is cheap, it is not necessarily hygienic” (Olori, 2005). This is because the clothes are unwashed, not sterilised, display mostly on mats and sometimes on hangers and emit unpleasant odour while consumers select their choices such as non-sterilised underwear, brassieres, pants, etc. Baden and Barber (2005) emphasized “second-hand clothing trade in recipient countries is mainly informal and is poorly regulated. It has facilitated considerable custom fraud, which has led to reduced government revenue and greater competition for domestic production as new imports enter without the full tariff duty being paid”. “Nigerian government set prohibition on importation of textiles and clothing materials especially obscene articles” (World Trade Organization, 1998). “These prohibitions are for health, safety and moral reasons” (Nigeria Custom Tariff, 2001). The dresses have styles that are revealing, which are morally unacceptable in Nigerian society. They are seen as offensive, emitting bad odour, indecent and disgusting in the society. Secondly, personal interview with consumers in 2007 especially with the elite and Nigerians in Diaspora who travelled back home expressed their feelings that second hand clothing is an avenue for developed countries to solve their environmental problem of waste, thus classifying

Nigeria as a *dumping ground for mixed rags* with glorified name *second hand clothing*. In the name of *affordability*, Nigeria has become a dumping ground for all manner of used and rejected items such as functional and non-functional fridges, freezers, washing machines, computers, vehicle tyres, furniture, heavily stained mattresses, etc; the environment is also at great risk of toxic wastes. It is important to mention that what comes cheap is never cheap because it does cost the health of the consumers. “In spite of the ban, SHC, have continued to find its way into the ever-growing *bend down boutique* popularly called *okrika* market located in major cities, and towns in Nigeria” (Olori, 2005). It is rather unfortunate that government ban on smuggled second hand clothing aimed at protecting the local industries did not rub-off well on the textile industries due to smuggling activities. Unfortunately, this has created a serious threat to the local clothing and textiles industries. “The government should however put up measures to check smuggling of textiles into the country” (Daily Sun, 2006). In order to address this issue, it will however be vital for government to look into the root of smuggling activities (what constitutes smuggling activities/ why do people smuggle) using bottom up approach by involving individual at the grassroots as opposed to top-down approach, which focuses on the government.

Image 4: Photograph showing various items for sale at second hand clothing market.



SOURCE: Fieldwork, June 2007.

Image 5: Photograph showing consumer selecting second hand clothes



SOURCE: Fieldwork, June 2007.

Similarly, in October 2005, trade union representatives from clothing, textiles, footwear, and leather sector from Ghana, Kenya, Malawi, Madagascar, Namibia, Tanzania, Nigeria, Lesotho, Swaziland, Zambia, Zimbabwe and South Africa met in

Cape Town to discuss the effects of phasing out the Multi-Fibre Agreement (MFA) ² also known as Agreement on Textiles and Clothing (ATC). It was concluded that “African continent has lost more than 250,000 jobs over the past five years as cheap textiles and clothing imports from China have flooded the domestic African markets” (Bonn, 2006). “In Zambia, only 20 local textiles factory remains out of 250” (Mpundu, 2006). “Members of the South African Clothing and textiles Workers Union had lost 60,000 jobs between January 2003 and November 2005” (Mark, 2006). Also, “Kenya clothing industries reported that at the end of 2005, 14 factories had closed with loss of 7000 jobs since January that year with remainder operating at 50% capacity” (Textiles and Apparel, 2006). “Also, in Nigeria, the textiles and clothing workers union estimates 350, 000 jobs have been lost directly because of Chinese competition and 1.5 million indirectly over the last five years; with the conversion of most ware houses to churches because there are no manufactured goods to store” (Chiahemen, 2006). This has further created a serious threat to both large and indigenous small-scale textile industries in the country. “Other forces of complex mix of ingredients such as high rate of exchange, infrastructure inadequacies, unrelenting technological change, lack of sufficient capital, buyers’ knowledge and understanding of a particular market, etc has created challenges for the industry” (RMRDC, 2002; Intercontinental Bank PLC, 2007). Consequently, demand for locally produced clothes by Nigerian consumers has drastically reduced because of

² Multi-fibre Agreement is an international trade agreement governing textiles and apparel imports imposing quotas restriction the amount developing countries could export to developed countries (Business Dictionary.com)
<http://www.businessdictionary.com/definition/multi-fiber-Agreement-MFA.html>

affordable cheap imported materials (either new or second-hand clothing) from Europe or Asian countries.

Image 6: Photograph showing Chinese market in Ojota.



SOURCE: Fieldwork, June 2007.

Unfortunately, “the history of prolonged military rule left the nation’s civil institutions in ruin, the economy grossly mismanaged and the potential of the population is completely misplaced, thus preventing Nigeria from attaining its full worth” (Olukoyun, 2004). This has resulted into wide spread poverty. Poverty and economic mismanagement in the country have pushed millions of poor Nigerians to trade and patronise second hand clothing usually referred to as *okrika* or *bosikona* meaning hide in a corner. Second-hand items sold include brassiere, neck ties, underpants, jeans, adult and children’s clothes, and even odd winter jackets (not suitable for Nigerian weather), etc. “Women, widows, self sponsored students, sacked and retrenched workers take to the trade because it requires little start up capital with a quick profit almost immediately” (SAIIA, 2007). According to Ijeoma, the President

of Smugglers Association, “it is hard to smuggle goods into the country, but because of poverty and hunger, people are ready to walk miles carrying bales of clothing in the day or night (SAIIA, 2007). It can however be deduced that the root of smuggling activities is poverty and hunger. However, in a press release by All Africa Global Media, (2006), the former Head of State, President Olusegun Obasanjo had a meeting with representatives of Nigerian Textile Manufacturers Association. He emphasized that a ban on importation of textiles into the country will remain in force as part of the administration’s effort to enhance growth, generate more employment, and create wealth. Unfortunately, the former Head of State failed to achieve his goal because the root of the problem (poverty and hunger) prevailed. Nigeria policy makers should take a second look on this issue because smuggled second hand non-sterilised clothing business should not be overlooked when it comes to health and safety issues. Second-hand clothing trade is illegal in Nigeria; consequently violators should be liable to prosecution.

Another issue of concern is the effect of the current global financial crunch as a result of the collapse of the fourth largest U.S. investment bank (Lehman Brother) on Nigeria economy. Though representatives of Nigeria Bankers’ committee and economist argued that “the fall of the U.S. bank will not affect Nigeria because Nigeria is not very networked with other economies having weak linkages. This weak linkage has become advantageous, however, the Nigeria economy may be affected in the long run” (Abubakar, 2008). This call for urgent attention to implement sustainable measures in order to protect the local industries from the financial whirlwind. In order to address this issue with the aim to alleviate poverty and encourage investment in small/medium scale enterprises, the Central Bank of Nigeria

(CBN) has set out guidelines for the establishment of Credit Bureau in the country. According to the Deputy Governor, Financial Sector Surveillance of the CBN, “a major challenge to successful implementation of Credit Bureau in Nigeria is lack of public awareness of the relevance and operational modalities of credit bureau among Nigerians. Consequently, development of credit awareness and financial literacy is pertinent” (Credit Awareness Nigeria, 2008). On this note, it is important to emphasize that over the years various government come up with one form of programme or the other with a bid to address the economic situation of the country, unfortunately, “the so called safety nets programs are inefficiently managed and do not reach the intended beneficiaries”, World Bank, (2009). It is very imperative to stress that credit awareness is not sufficient enough to provide sustainable measures for the local industries, individual or business practitioners; financial literacy (the ability to make informed judgements and take effective actions regarding the current and future use and management of money) should be a facilitated tool to provide financial education so that access to credit facilities do not turn into unmanageable debt and intense financial pressure.

1.3 DO EUROPEANS PATRONISE SECOND-HAND CLOTHING?

“Among the Europeans, unwanted clothes are often donated to charity stores. Charity stores are institutions of retail outlets selling mainly second-hand donated goods to raise funds for their parent charities” (Association of Charity Shops, [n.d]). “Retail outlets for second –hand goods fall into two categories; commercial enterprises and charitable organizations” (Government of South Australia, 2006). These charity shops include: Oxfam, Salvation Army, British Heart Foundation, Bread for the City, Butter wick Hospice Care, Age Concern, etc. The unwanted goods that are being donated

include: ladies, men and children's clothing, books, toys, ornaments, kitchen ware, video, music, computer games, furnishing, electrical appliances, bridal wear, etc (Association of Charity Shops, [n.d]). The second hand donated goods are in a good state of repair and cleanliness. "Charity shops benefit from exemption of corporation tax on profits, a zero VAT rating on the sale of donated goods and 80% relief is funded by central Government and 20% rate relief is available at the discretion of local authorities" (Association of Charity Shops, [n.d]).

Image 7: Photograph of a collection centre for second hand clothing items in Southampton, England.



SOURCE: Fieldwork, June 2007.

"Many people shop in charity shops for various reasons; some because they want to support the activities of the parent charity, some because of the environmental and ethical benefits of the re-use of goods rather than buying completely new goods, or simply dumping used goods, while others because the prices charged for the items are often lower than other shops" (Association of Charity Shops, [n.d]). Charity stores provide services in an atmosphere of dignity and respect to consumers. "If a charity shop doesn't manage to sell the products in the shop or have donations not suitable for

sale in the shop, it would be shipped for use in third world countries and sold to local merchants” (Baden and Barber, 2005; Mathiason, 2004).

“European consumers are more informed, educated and empowered to make right decisions in purchase of any article” (Brennan, and Ritters, 2004). Unlike Nigerian consumers of second-hand clothing, most European consumers have the required skill, knowledge and attitude to protect their health and safety. According to the Department of Health, Government of Australia publication (2006), “there are no specific law that require second –hand dealers to clean goods before they are offered for sale to the public. However, there is a small risk of infection from second hand clothing, which may result in a risk to health if they are not thoroughly cleaned before use. These infections include: scabies, body lice, public lice, head lice, bed bugs, Tinea and Impetigo (school sores)”. In a video clip published by Zonbie (2008), revealed that several customers are upset about learning that a popular second hand children’s clothing store in Europe (The Children’s Place) was shut –down because of an infectious skin infection. It can however be deduced that European consumers of second-hand clothing will not compromise cheap price to their health and safety. In this context, if second-hand clothing could cause infectious diseases among European consumers who live in an environment that is disease controlled, then likelihood of cross transmission of infectious diseases among Nigerian consumers of second-hand clothing cannot be over-ruled especially that second-hand clothing is poorly managed among the smugglers. It will be appreciated if individual health researcher or organizations like World Health Organization could conduct a study on the health risk of second-hand clothing among consumers in third world countries. It is important to mention that this charitable act would be much appreciated if European charity

organizations collaborate with charity organizations in Nigeria and other third world countries that will efficiently manage the goods.

1.4 CULTURAL VALUE OF CLOTHING AMONG THE YORUBA

“The term aesthetic deals with the philosophy of the beautiful as well as with the standards of value in judging art and other aspects of human life and culture” (Lawal, 1974). Among the Yoruba, beautiful is that which possess *ewa*. This means *well made* or *well done*, being pleasant to behold, eliciting admiration, honour and respect. To the Yoruba, beauty (*ewa*) has two realities, the outer, (*ewa ode*), and the inner (*ewa inu*). The outer beauty has to do with the surface quality of things or outward appearance, while the inner refers to the intrinsic worth of things. Among the Yoruba, *ewa inu* is frequently implied in word or character. The most important element in the Yoruba conception of human beauty is *ewa inu* or character. It is believed that good character is the very stuff, which makes life a joy, because not only does it please God, it also endears one to the hearts of all men. On the other hand, *ewa ode* is relative and varies from person to person (beauty is in the eye of the beholder). However, among Yoruba, it is unanimously accepted that good character is beauty (*iwa lewa*) and must be reflected in dressing (Lawal, 1974).

It is impossible to wear clothes without transmitting social signals. Every costume tells a story about the wearer- thus an adage among the Yoruba *irinisi ni isonolojo* meaning the way you are dressed is the way you will be addressed; appearance determines the degree of respect received. In an article written by Gurel in Gurel and Beeson (1979:3-6), she identified four major theories of clothing. These are the modesty/ mosaic theory, the immodest theory, the protective and adornment theories.

“The foundation of modesty theory comes from the Book of Genesis- the Bible (Genesis 3: 1-21). The theory is attributed to Moses hence the mosaic theory. This theory implies that costume originated because of an innate sense of shame that led man to adopt a covering for his naked body. The proponents of immodest theory are James Laver and Lawrence Langner. They believed that the main purpose of clothing is to stimulate sexual interest causing attention to parts of the body that were covered. The protection theory is on the use of clothing as a protective covering from cold weather and other environmental/ physical hazard such as protection from insects, thorns and psychological protection from evil eye while the fourth theory is for decoration or adornment. This could be in the form of body painting, tattooing, scarification and mutilation” (Gurel, 1979). Thus, clothing is to perform a function of comfort, provide modesty, and adornment. Gurel emphasise that most of the functions of clothing are to satisfy culturally created needs because their expression varies enormously from one society to the next.

According to Webb- Lupo and Lester, (1987), “clothing is a medium of socio-cultural expression, a form of communication. It sends all kinds of messages: who we are, who we want to be, where we come from and among adults especially in the Western world, subtle signals of sexual orientation”. Among the Yoruba, clothing is a means of non -verbal communication which provides information about the wearer, including personality, economic status, religion, character, even the nature or events attended by the wearer. The Yoruba believe that the human body is a mass of gender signals. Every curve of flesh, each bulge and contour transmits its basic signals to the eyes of on lookers. The female breast, buttocks, hips, thighs, waist, male chest, broad shoulders etc all potentially arousing to the opposite sex. If their messages are to be

admired and value as beautiful with dignity and honour, then they must be enveloped by the use of modest wearing of clothes.

“James Laver, a costume historian and curator of Victoria and Albert Museum in London, England and Lawrence Langner, late Director of the New York Theatre Guild were advocate of immodest use of clothing. Laver believed that clothes are meant to draw attention to various erogenous bodily areas; use as a sexual lure to call attention to parts of the body that were covered” (Gurel, 1979). It is important to mention that presently, much of Western fashion industry draw attention to immodest use of clothing. This is however contrary to the societal acceptance of functions of clothing among the Yoruba. The Yoruba frown at immodest dressing. This is because immodest use of clothing is believed to be an attribute to sexual harassment, rape, all manner of immoral and promiscuous behaviour (Amubode, 2006). It is regarded as Western culture’s way of dressing, which needs not to be emulated or copied.

Among the Yoruba, immodestly dressed person causes embarrassment to on lookers, sending various non-verbal questions, signals and thoughts in the mind of on lookers such as: why do you have to seduce an individual? Does he/she think he/she is valued? He /she must be from a broken home, *asewo* (meaning prostitute), *aja igboro* (public dog), *animasaun* (gives freely), *awobowa* (meaning skin covers character/shallow in character), *oju lari eso o denu* (meaning superficial beauty), etc. An immodest person may be the best dancer, singer, scholar, drummer, artist etc in town, but his/her inner ugliness prevent people from appreciating the quality of anything he/she does. Consequently, modest dressing among the Yoruba is held in high esteem.

Imported smuggled second hand clothing come in various immodest / revealing styles and *see through* fabrics. Thereby exposing Nigerian consumers to all manner of *fashionable styles*, which are not acceptable in Yoruba society. Barden and Barber (2005) mentioned that “fashion and consumers’ preferences are shifting away from traditional African style to Western style of clothing”. The question that continues to agitate ones mind is do Europeans shift to other cultures’ mode of dressing- African styles in particular? The teenagers and the young adults are the major consumers who patronises revealing styles or see through smuggled second hand clothing. Unfortunately, embracing Western mode of dressing under the umbrella of civilisation among the adolescent and young adults has challenged the dignity and honour accorded to modest dressing in Nigeria.

1.5 REVISITING SECOND HAND CLOTHING: NEW MARKET FOR

TIE-DYE/ BATIK PRACTITIONERS

Among the Yoruba, used clothes that are outgrown are transferred from one member of the family to the other. For instance from a father to the son, mother to daughter or from one sibling to the other. This is usually referred to as *pass me down*. At times *pass me down* clothes can be given to members of extended family, friends or relations. It could be argued that *pass me down clothes* are *internal second hand clothing*. Regrettably, the influx of imported second hand clothing into the country has gradually resulted into the extinction of *pass me down* clothing culture within and among families.

Indeed consumers who cannot afford new clothing benefit from purchase of cheap smuggled second hand clothing. It is important to mention that there is a mutual benefit to both the receiving and exporting countries of second hand clothing. On the part of the exporting countries, it's a way of getting rid of textile waste in order to save energy and conserve their environment, while the consumers of the receiving country benefit from the cheap price of the goods. The question is who benefit more, and secondly what are the consequences of non sterilized second hand clothing on the health of individual consumer and the environment in general?

Image 8: Photograph showing Non-sterilized used bra on display at second hand market.



SOURCE: Fieldwork, June 2007.

It's interesting to note an online comment of some Nigerian consumers of second-hand clothing published by Nairaland, (2005): *"I used to a long time ago before I started working, but I don't do so anymore, don't think it's nice to patronise second-hand clothes because u don't know what infection the person had, don't really think its safe"*. *"Generally speaking, why do you have to buy second-hand clothes when*

you can generally get new and authentic clothes for the price of second –hand.

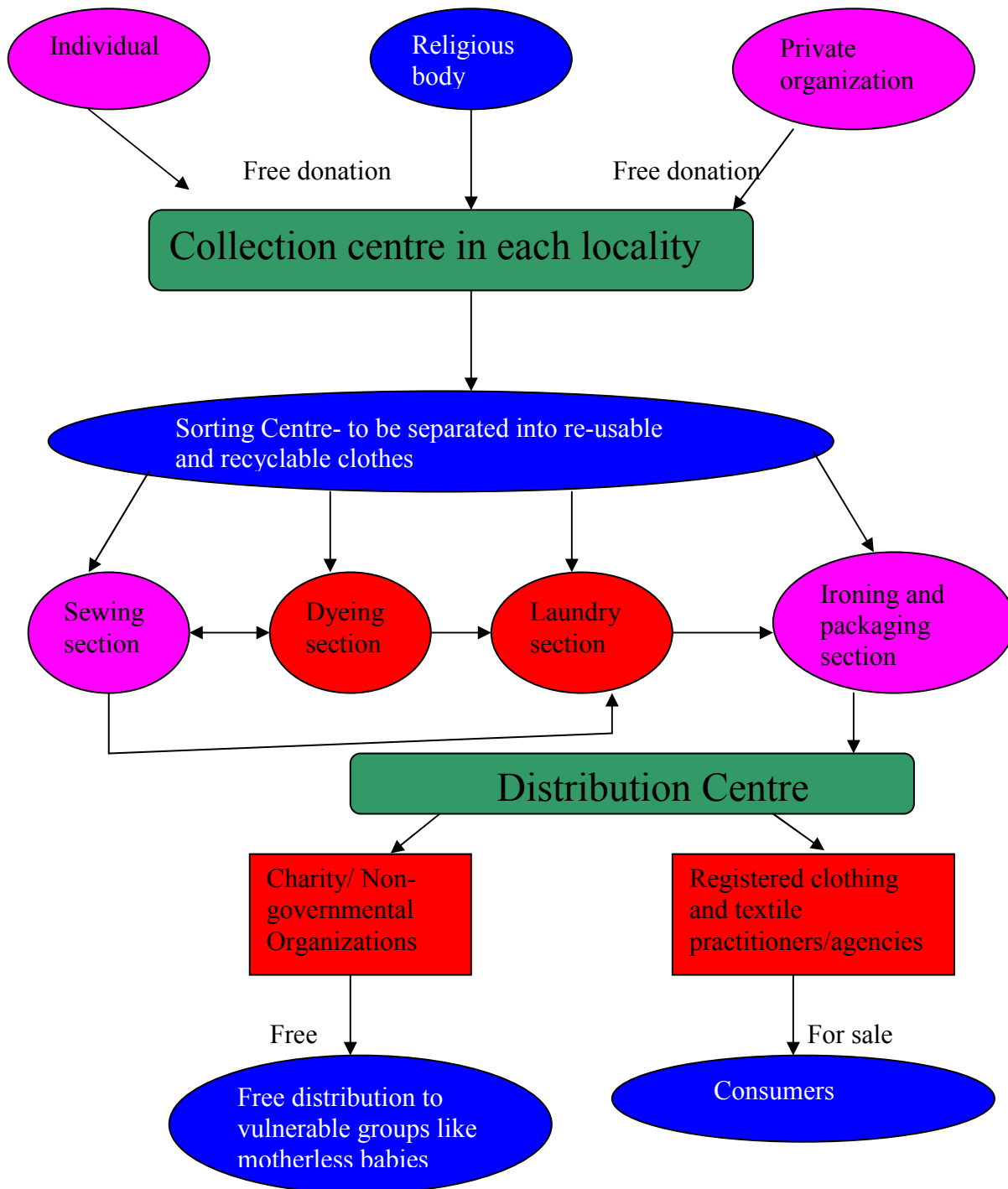
Second-hand clothes are generally for the motherless and children suffering in the third world, at least that was the message passed in the leaflet drop into our house through the doorpost”. “What a silly and careless statement you just said, who says second-hand clothes are for the third world alone? Even in the U.K., there are numerous second-hand stores. Europeans at times buy their clothing from this store”. Will advise people not to buy it, save money to buy one new cloth than ten used ones”. “You will see people buying second-hand underwear. Second hand underwear, that’s not advisable...not too hygienic to my knowledge”. “I do not understand what you guys are saying about infection stuff. Well, I used to be a fan of it, and bet you, if I see a lovely second-hand wear, I’d go for it. Although it’s been a very long time I patronise such”. “Kinni? (what?) Second-hand cloth is good in such a way that it saves you money, which can be diverted to gari, sugar and kulikuli. Who say infection dey [sic] for cloth? Even if it is there, just rely on DETOL to bath and wash”

(Nairaland, 2005). It can however be argued that some consumers are aware of health risk through the use of second-hand clothing, surprisingly because of the benefit of cheap price, other consumers are not concern about the health issue. Consumer education however becomes pertinent. This is because, “consumer education plays a key role in consumer empowerment, helping consumers gain the skills, right attitudes and knowledge they need to be able to gear the choices they make as consumers to their economic interest and to protect their health and safety” (Brennan and Ritters, 2004).

Secondly, imported second hand clothing has negatively affected Nigerian local textile industries. No nation wants to loose its culture. Tie-dye /batik practitioners (though mostly illiterate or with little education) are one of the custodians of Yoruba

arts, crafts and cultures. I hoped that *pass me down / internal second-hand clothing* be revisited as a strategy to create new market for tie-dye / batik practitioners by adopting *re-use/recycling strategy*. In order to preserve the cultural value of clothing among the Yoruba, this study however proposes re-use/ recycling model for internal second-hand clothing. This means converting pass me down/ internal second hand clothes into re-useable or recyclable materials. This will require education and co-operation of government agencies, non-government organizations, private organisations, religious leaders, and the entire populace. The government will need to create collection centres in all local government areas where people can donate old quality clothes that are still usable. This should be sorted into categories based on their usability and condition. The clothes may need to be repaired, stitched, re-styled, or dyed. It is important to mention that the clothes will have various fibre content, consequently clothes made from natural fibres would be dyed while those with synthetic fibres that require recycling can be turned into patchwork decorative items or kitchen/ cleaning cloth. The clothes would then be sterilised, washed, dry- clean, ironed, and neatly packed. Tie-dye / batik practitioners can be trained / re-trained to perform this task. This can then be given to charity organizations for free distribution to vulnerable groups, or sold to registered clothing and textile practitioners/agencies that will sell to consumers at a price cheaper than the smuggled second hand clothing. This will not only preserve the culture, health wise, the clothes will be safe and hygienic to use by prospective consumers. It will also create an avenue for employment, poverty alleviation, and a long-term effect on reduction in smuggled second hand clothing.

1.6 PROPOSED MODEL FOR INTERNAL SECOND-HAND CLOTHING.



SOURCE: Adetoun Amubode, April 2009.

1.7 GOVERNMENT INTERVENTION PROGRAMME ON THE SITUATION

The Federal, State and Local governments put programmes in place to improve the living standards of the poor and to alleviate poverty. “Despite the effort of the governments, the goals of poverty alleviation has being a mirage; it rarely had the desired impact on the people to whom the programmes are designed for” (Science Blog, 2004). This has resulted to inability of the affected households to meet their minimum requirement for food, clothing, shelter, and other basic necessities of life (Osinubi, 2003).

In 2006, the Federal government announces #50-Billion revival package for Nigerian Textiles Industries under the headship of the Finance Minister -Mrs. Nenadi Usman (Singh, 2006). Consequently, this rekindles the hope of the textile manufacturers who believe that the gesture could bailout the comatose textile industry. Unfortunately, the package does not benefit large textile industries, cottage/ micro, small or medium scale industries because most of the industries have collapsed and others do not meet the requirement.

As part of its strategies to revive the economy and increase the standard of living of Nigerians and the development of the capacities and capabilities of individuals who engage in various livelihood activities, the government has identified sectors within the economy with potential for rapid growth. One of such sectoral strategies is the development of Small and Medium Scale Enterprises (SME) (Business Development, 2006). “SMEs are known to encourage people- centred development, which helps in alleviating poverty. SMEs also improve livelihood activities, creating wealth and employment and stemming rural urban drift” (Onugu, 2005). Consequently, this study will focus on cottage, small and medium scale tie-dye/batik industries/enterprises in

Ogun State, Nigeria. The tie and dye / batik practitioners in Abeokuta will be the target audience of the study. It is important to mention that change is inevitable in this sector of the Nigerian economy; consequently, the discussion on this study is solely based on the information gathered during the period of the study, which is from May 2007 to May, 2009.

1.8 Role of SMEs in Economic Development

“Entrepreneurship is an essential component of the economic development process” (Spring and McDade, 2003, pp.1). Nigeria Business Info.Com (2002), stated that “prior to late 19th century, small and medium scale (SMEs) enterprises controlled the economy of Europe. The industrial revolution changed this status quo and introduced mass production”. Similarly, findings by economists over the year (2000) confirm that “small firms and entrepreneurship plays a much important role in economic growth and development” (Carter and Jones-Evans, 2000: 24-27, Organizations for Economic Co-operation and Development, 1997). In Nigeria, SMEs are defined based on the size or the amount of investment in assets, excluding real estate, total annual turn over and number of employees.

Table 1: below shows the definition of SMEs by Nigerian institutions.

| Institutions | Asset Value (m) | | | Annual Turn Over | | | No of Employee | | |
|--------------|-----------------|-----|-----|------------------|------|-----|----------------|-------|-----|
| | MSE | SSE | ME | MSE | SSE | ME | MSE | SSE | ME |
| FMI | <200 | <50 | n.a | n.a | n.a | n.a | <300 | <100 | <10 |
| CBN | <150 | <1 | n.a | <150 | <1 | n.a | <100 | <50 | n.a |
| NERFUND | n.a | <10 | n.a | n.a | n.a | n.a | n.a | n.a | n.a |
| NASSI | n.a | <40 | <1 | n.a | <40 | n.a | n.a | 3-3.5 | n.a |
| NASME | <150 | <50 | <1 | <500 | <100 | <10 | <100 | <50 | <10 |

SOURCE: World Bank SME Country Mapping

KEY:

MSE – Medium Scale Enterprises

SSE – Small Scale Enterprises

ME – Micro Scale Enterprises

NERFUND – National Economic Reconstruction Fund

NASSI – Nigerian Association of Small Scale Industry

CBN – Central Bank of Nigeria

FMI – Federal Ministry of Industry

“In Nigeria, the Federal Ministry of Industry classify small and medium enterprise as any enterprise with a maximum asset base of 200 million naira excluding land and working capital, having not less than 10 employed staff or more than 300” (Nigeria business info, 2002). SMEs are characterized by dynamism; witty innovations, efficiency, and their small size allows for faster decision-making process. “The contributions of SMEs can only be maximized depending on the provision of

adequate and functioning infrastructural facilities such as telecommunications, good roads, ports, etc and pursuit of policies that encourage and strengthen the growth of SMEs” (Business Development, 2006). Tie-dye / batik industry in Abeokuta falls within this classification of SMEs³ as micro scale enterprises and are challenge with lack of access to functioning infrastructural facilities that could boost the growth of the industry.

In a study conducted by International Finance Corporation, it was estimated that 96 percent of all businesses in Nigeria are SMEs but contributed a meagre amount of 1 percent of Gross Domestic Product (GDP). This is insignificant compared to other countries like Indonesia, Thailand, India where SMEs contribute almost 40 percent of GDP and in USA and EU, where SMEs accounts for over 50 percent of their respective country’s GDP.

Recognizing the importance of SMEs, in June 19th, 2001, former President Olusegun Obasanjo, constituted Bankers Committee as a body requiring all banks in Nigeria to set aside 10% of their profit before tax for equity investment in small and medium scale enterprises (Nigeria Business info, 2002). This policy measure is for the promotion of small and medium scale enterprises for rapid industrialization, sustainable economic development, poverty alleviation and employment generation. This scheme aims at assisting the establishment of new viable small and medium scale projects, thereby stimulating economic growth, development of local technology, promotes indigenous entrepreneurship and generates employment. “To qualify for the

³ It is important to mention that the research finding reveals that tie-dye/batik industry in Abeokuta do not meet Nigerian definition of SME. This sector of the economy operates on cottage/micro scale.

scheme, an enterprise must have a minimum asset base of #200 million naira, excluding land and working capital, with a minimum number of 10 employed and maximum of 300 staff. The enterprise must be registered with Corporate Affairs Commission as a limited liability company, and comply with all regulations of the companies and Allied Matters Act of 1990, such as filling annual returns, including audited financial statement; comply with all applicable tax-laws and regulations and render returns to the appropriate authorities. The timing of investment exist shall be a minimum of 3 years” (Nigeria Business Info, 2002). Unfortunately most SMEs do not meet up to this requirement and consequently, do not benefit from the policy.

1.9 PROBLEM STATEMENT

The demand for locally produced clothes by Nigerian consumers has decreased because of affordable imported cheap materials from Asia and smuggled second hand clothing from Europe. These goods dominate the local market and pose challenges to micro, small, medium and large-scale clothing and textiles industries in Nigeria, creating a serious threat to the industries with low patronage from consumers. The situation could result to low income, low productivity, retard economic development, and continuous job loss with negative ripple effect on affected families.

1.10 BROAD OBJECTIVE

The broad objective of this study is to explore sustainable marketing strategies for resist dyeing industries in Abeokuta, Ogun State, Nigeria.

1.11 SPECIFIC OBJECTIVES

1. To examine the challenges facing tie-dye/batik industries in Abeokuta, Nigeria.
2. To explore marketing strategies required by tie-dye/batik producers to compete favourably at both local and international markets.
3. To investigate the expectations of consumers of tie-dye/batik products.
4. To design a sustainability model for tie-dye/batik industries in Abeokuta, Nigeria

1.12 JUSTIFICATION OF OBJECTIVES

1. Recognising that there are complex mixes of ingredients that creates a *whirlwind* for the resist dyeing industries, to remain competitive in the changing world, there is a vital need for the practitioners to be informed/ educated / trained on strategies required to compete favourably and sustain their livelihood.
2. In a highly competitive trade, serving customers better than the competitors is the key to success. The practitioners need information, skill and training to innovate their business ahead of the competitors.

1.13 GENERAL RESEARCH QUESTIONS

What marketing strategies are required by tie-dye/batik industries in Abeokuta, Nigeria for sustainable development?

1.14 SPECIFIC RESEARCH QUESTIONS

1. What are the areas of relative disadvantage of tie-dye/batik industries in Abeokuta, Nigeria, that requires priorities for marketing improvement?
2. What are the expectations of consumers of tie-dye/batik products?
3. What marketing strategies are required by tie-dye /batik practitioners in Abeokuta for sustainable industries?

1.15 JUSTIFICATION OF RESEARCH QUESTIONS

If the resist dyeing industries are managed a little better than customers' expectations and if it is done in a slightly better way than competitors can manage, then the industries should be successful.

1.16 WHY THE RESEARCH MERIT PhD LEVEL INVESTIGATION

1. The social cost of unregulated and unreciprocated trade liberalization is too high for Nigerian policy to absorb. There is need to preserve the cultural heritage from being intimidated by technology and world trade agreement. Thus firewalls and innovative strategies must be enforced to sustain the local textile industries.
2. The closure of the large scale textile industries and the uncertainty of the continuous existence of the cottage /micro- scale resist dyeing industries as a result of the marketing pressures from competitors is a great concern to the practitioners. However, no nation will want to loose its cultural heritage; tie-dye/batik practitioners are one of the custodians of Yoruba art, craft and culture. The research will reveal feasible entrepreneurial strategies and personality skills required for the practitioners to remain competitive and sustain their livelihood.

3. The closure of many of the once vibrant Nigerian textile industries has created additional problems in the nation's economy. The massive job losses and retrenchment has added to the high rate of unemployment with its negative ripple effects on individual families. This has further increased the social problems in the country. Since SMEs are known to encourage people centred development which helps alleviate poverty, creating wealth and employment opportunities; the research will give insight to resist dyeing practitioners for the renaissance of the industry.
4. From the field research trip experience, it was discovered that the practitioners are not exposed to the benefit of AGOA (African Growth and Opportunity Act). The practitioners can contribute to the development of Nigeria economy by embarking on intensive export to earn more foreign exchange especially utilising the quota and duty free provision of AGOA.

1.17 SIGNIFICANCE OF THE STUDY

This study will be significant in that it will bring to light the major problems challenging tie-dye/batik practitioners in Abeokuta, Ogun State, Nigeria. The study will also reveal feasible entrepreneurial strategies and personality skills required for a favourable competitive and sustainable livelihood, which will lead to transformation of cottage, small, medium and large scale organizations. The result of the study will be relevant for government organisations, non-government organisations and agencies within the local and regional areas of Ogun State. These organisations can utilize the findings to develop programmes aimed at strengthening the capacity and capabilities of tie-dye/ batik practitioners. Such programmes will enhance the entrepreneurial personality, and socio-economic status of tie-dye/batik producers especially in production, distribution and marketing of tie-dye/batik products. This will lead to

improved economy and create a positive change in the standard of living. Furthermore, the rural and urban employment opportunities and the quality of life of the practitioners will improve. Also, a new cadre of practitioners who can influence government policies by clearly demonstrating that tie-dye/ batik industry is an important aspect of the economy will emerge. Similarly, workshops, seminar and training could be organised for the practitioners who will likely transfer the knowledge gained from one generation to the other. Results gathered from the study will be of immense value to researchers in this field. It will help to develop approaches into a sound and well-organised strategy for combating the constraints of tie-dye/batik industries with appropriate appreciation of its possible impact as well as of its limitations.

1.18 DELIMITATION

The study is confined to Abeokuta, Ogun State, Nigeria. Abeokuta is chosen because it is noted for high quality production of traditional tie and dye/batik fabric production and currently experiencing collapse in resist dyeing industry.

1.19 METHODS

The passion for sustainable growth of the traditional textile industry in particular tie-dye/batik is the motivating drive for this study. Tie-dye/ batik industry has played several roles in the local economy and culture of Yoruba people. However in order to have an overview of the current business practice among the large-scale textile industries in Nigeria, I intended to also offer a case study on five selected textile industries. The textile industries include Arcee Textile Industry, Aswani Textile, Five

Star Textiles, Afprint and Nigerian Textile Mill. Before travelling for the fieldwork, I wrote these large-scale textile industries informing them of my intention to gather data on the current textile business in Nigeria. Unfortunately none of these companies replied to my request. However, my supervisor gave me a supporting letter soliciting for the assistance and co-operation of these industries (see Appendix H for the letter). The first two weeks of my arrival in Nigeria, I contacted all the five textile companies that I wrote while in England. To my surprise, all the five companies had closed down. Consequently I made new contact with some existing ones that I was able to discover. They are Reliance Textile Industries Limited, Sun Flag Nigeria Limited, Atlantic Textile, International Textile Industries and United Nigerian Textile PLC. Unfortunately none of the companies contacted is willing to disclose any information. According to each representative who attended to me, the industry is operating far below their maximum capacity because of inability to compete with imported textile from China; consequently they are not interested to have any conversation on their business structure/ strategies for survival for fear of closure. Infact, the Sale and Marketing manager of United Nigerian Textile PLC volunteer to have a conversation with my supervisor on the phone to convince her of the seriousness of the issue. This however increases the pressure and passion in me for the traditional textile industry raising a question- if the giant textile industries are falling and closing down, how will the cottage/ small traditional textile industries survive? Consequently I have to focus on the traditional tie-dye/ batik industry in Abeokuta. It is important to mention that initially the practitioners were not willingly to co-operate with me. They thought I want to learn the secret of their trade. I had to convince them that the aim of the research is to help them in their trade. I also bought some fabrics from them as a strategy to seek their support. The support letter received from my supervisor was also

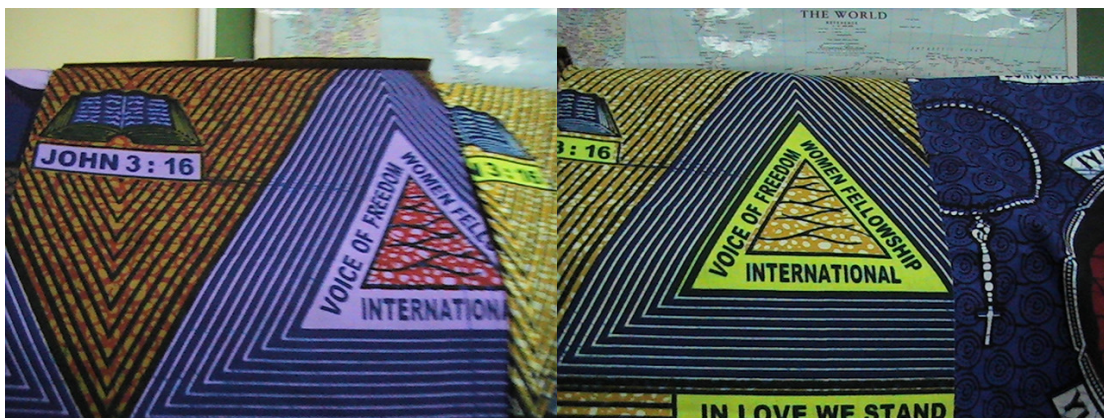
presented to the executives of tie-dye/ batik trade association. The content of the letter was read by one of the practitioners who could read and write and interpreted in the local language to the hearing and understanding of other practitioners.

Image 9: Discussion with Sales and Marketing Manager of United Nigerian Textiles PLC, Lagos.



SOURCE: Fieldwork 2007.

Image 10: Samples of fabrics made by United Nigerian Textiles PLC for religious group.



SOURCE: Fieldwork, June 2007

The study is a survey using structured questionnaires and carried out in Abeokuta, Ogun State, Nigeria within a period of May to July 2007 and analysis through May, 2009. Ogun State was created in February 1976 with Abeokuta as the state capital.

The state shares an international boundary with Republic of Benin to the west and inter states boundaries with Oyo State in the north, Lagos State in the south and Ondo state in the east⁴. The state was carved out of the old western state by the military administration of General Murtala Muhammed and General Olusegun Obasanjo (<http://ogunstate.gov.ng/>), (<http://www.onlinenigeria.com/links/ogunstateadv.asp?blurb=336>)

The population of the study consists of registered and unregistered cottage/ micro/small- scale tie-dye/batik practitioners and consumers of tie-dye/batik fabrics. The consumers were randomly selected using purposive sampling technique. The research was carried out in Abeokuta among tie-dye/batik practitioners using Survey Research Method. The research has three stages mainly the theoretical, the statistical and the visual.

The theoretical stage entails the background knowledge of the study using secondary data. It involves drawing information from entrepreneurial theories and review of literatures from books, journals, newspaper and the web. Deakins (1996: 8-14), identified six entrepreneurial theories. This includes Cantilon, Kirzner, Schumpeter, Knight, Shackle and Casson theories.

Cantilon theory view entrepreneur as someone who is willing to take risk of bringing different factors of production together. For Knight, the entrepreneur is an individual who is prepared to take uninsurable risk and the reward -profit – is the return for bearing uncertainty. Cantilon and Knight theories could not be adopted for this study because it was discovered that individual tie-dye/ batik practitioner is skeptic in risk

⁴ See Appendix A for the map of Nigeria showing Ogun State.

taking. For Schumpeter, only certain extraordinary people have the ability to be entrepreneurs and they bring about extraordinary events. Schumpeter entrepreneur is an innovator. He or she brings about change through the introduction of new technological processes of production. The Schumpeter entrepreneur changes technological possibilities and conventions through innovative activity and moves production constraints. It can be argued that for Schumpeter entrepreneur small-scale entrepreneur such as tie-dye/ batik practitioners who are the focus of this study may find it difficult to be established because they have poor knowledge of technology and technological change is mostly carried out by large firms. The theory also focuses on extraordinary people excluding individual with ordinary ability. Casson recognises that entrepreneur will have different skills from others. These skills enable the entrepreneur to make judgments to co-ordinate scarce resources. Casson emphasises that entrepreneurs require command over resources if they are to back their judgement. This according to Casson implies that they will have personal wealth. Lack of capital will be a barrier to successful entrepreneurship. In this context Casson's theory cannot be adopted because finance and low access to bank loan is being discovered as one of the challenges facing tie-dye/ batik industry in Abeokuta. On the other hand, Kirzner theory identified entrepreneur as someone who is alert to creative profitable opportunities for exchange (an additional knowledge which is not possessed by others and this permits him or her to take advantage of profitable opportunities). Kirzner further view the entrepreneur as someone who is creative. Also for Kirzner, anyone has the potential to be entrepreneur, and can operate within set production constraints. However for this study Kirzner entrepreneurial theory will be adopted,⁵ because in poverty-stricken society, individual practitioner will be

⁵ For detail information on entrepreneur theories please see Deakins D. (1996: 8-14)

skeptic to take risk, and the possession of additional knowledge provides opportunities for creative discoveries.

The statistical stage involves the summary of the analysis of the primary data collected using Statistical Package for Social Scientist (SPSS) software and the findings discussed in narrative form. Before the commencement of the survey, 8 research assistants were trained and employed. They assisted in the administration and retrieval of the questionnaires. The practitioners were visited in their various shops/workshops by either the researcher, or research assistant or both. Some of the practitioners cannot read or write, consequently, the content of the questionnaires were interpreted in the local language (Yoruba) to those practitioners in the form of an interview. The interview gives opportunity for some of the practitioners to recount on their experiences. This gives a better understanding of the challenges faced by these practitioners and the consequences of these on their lives, families and business (see Appendix I). 250 questionnaires were distributed to these practitioners, while 217 questionnaires were retrieved. The questionnaire has 8 sections; these include demographic data of the respondents, business start up, staff employment, business growth, credit/loan investment, business challenge, customers' satisfaction and self appraisal. To achieve objective 3, questionnaires were also distributed to consumers. The consumers include teenagers, the elderly, market women, students, graduates, undergraduates, literates, illiterates, employed, unemployed, private workers and civil servants. These consumers were contacted in their offices, schools, homes or market places. 1200 questionnaires were distributed to consumers and 1,117 questionnaires were retrieved. From the consumers' responses, it was discovered that it becomes necessary to interview sellers of second hand clothing and Chinese clothes.

The visual stage involves the use of images as an integral element of the study. According to Gray and Malins, (2004: 108), photography is a technology for capturing and producing static image of an object/ person/environment, providing evidence of a particular significant features related to the research project issues. Consequently, the photographs taken are for recording and documentation of the *realness* of the research finding. It helps to establish the facts and make judgement on the truthfulness in the facts discovered. The photographs are annotated with an explanatory notes to enhance the understanding of the research findings and allow readers make objective decisions. It is aimed that the photograph will present detail and realistic representation of the findings. It is important to mention that permission was obtained before taken any of the photographs. Over 800 photographs were taken; some of the images are not meeting the quality for record purposes because some are blurred while others are adequate for the purpose of the research. The photographs were grouped into various categories; however only few that are relevant for clarification and support of the study are selected. It is aimed that the photographs will serve as an implement to offering direct access to the interpretation of the real situation.

The images produced are being categorized into three (see Appendix E for samples of categorisation of images):

- i. Recording a situation-this involves broad collection of images that are not strategically developed. It's a non-structure approach in which the images are taken base on tacit, reactive and intuition approach.
- ii. Documenting phenomenon- this is a structured approach in which the images taken are use as additional information to establish an argument.

iii. Validity in selection- the images are use in line with interview to allow a combination of visual and verbal language. Its important to mention that the interview conducted may not be consistent because it will depend on the mood of the interviewee and have problem with validity. Consequently, the validity for selection will provide an opportunity to obtain visual data on the spot for further analysis and interrogation if necessary and otherwise support an argument.

The photographs and graphic images produced such as maps and figures are use to construct a narrative to give a more precise information of the study. It will help to orderly explain the research findings.

1.20 SUMMARY

This chapter has explored the negative effect of phasing out multi-fibre agreement and the effect of smuggled second hand clothing on Nigerian textile industries. It establishes that the local textile industry (tie-dye/batik industry) finds it difficult to compete because consumers no longer patronise tie-dye/batik fabrics. Consumers however patronise cheap imported textiles and smuggled second hand clothing from China and Europe respectively. This has resulted into massive job loss and closure of the industries. The influx of second hand clothing has resulted to extinction of *pass me down* clothing culture. Also embracing western mode of dressing through smuggled second hand clothing has challenged the dignity and honour accorded to modest dressing. The chapter examined some challenges facing tie-dye/batik industries in Abeokuta and established that smuggled second hand clothing is not hygienic for the consumption of Nigerian consumers and propose a model to rekindle *pass me down*/ internal second-hand clothing. The next chapter will discuss the origin and the beginning of the collapse of tie-dye/batik industry in Abeokuta.

CHAPTER TWO ORIGIN OF RESIST DYEING TECHNIQUES

2.0 INTRODUCTION

This chapter explores the origin of resist dyeing techniques (batik, and tie-dye) - theoretically originating from Asia and spread to other parts of the world. It discusses resist (tie-dye/ batik) dyeing industries in Abeokuta as the premier centre of tie-dye/batik production. The chapter looked into the local dyeing process before the introduction of synthetic dyes by European merchants. The alliance between European merchants and Abeokuta farmers brought tie-dye/batik industry into the web of international trade. Unfortunately, conflicts over payment of toll between European merchants and Abeokuta farmers is the beginning of the collapse of tie-dye/ batik industry in Abeokuta. Consequently resulting to the need for entrepreneurial drive among tie-dye/ batik practitioners.

2.1 THE ORIGIN OF BATIK AND TIE-DYE

The word “batik” is Indonesian word meaning wax writing. Batik refers to cloth, which has been decorated by wax resist technique. “A pattern is applied in hot wax onto a piece of un-dyed cloth usually cotton. When the cloth is later dyed, those parts that have been treated with wax is removed, a pattern of white lines will be left. This process can be repeated with a number of subsequent waxing and dying, leaving a complex pattern of motifs in a variety of colours” <http://www.bss.com/whatis2.html> “There is no certain information as to the exact origin of batik or when it was first practised” (Stuart, 1969, pg 39; Kerlogue, 2004; pg 17). “The technique has been recorded in many countries throughout the world, from Peru to Indonesia, from Turkestan to China. Fragments of fabric decorated with a resist technique have been

found in tombs in China dating back to the sixth century and by the eighth century, the wax resist technique seems to have spread to Japan” (Kerlogue, 2004; pg 17). “The two main theories held at present are either that batik methods originated in Asia, spreading to the Malay Archipelago or that it is indigenous to the Indian archipelago and spread from there to the Western world. Most people agree that it is Indonesia particularly the island of Java that the skill of batik making has reached the highest level of artistry” (Stuart, 1969).

“The craft was initially a pastime with the ladies of Sultan family, but from thirteenth century, the craft ceased to be a monopoly of the members of a particular family and spread to the whole of the court” (Kerlogue, 2004). Eventually, batik technique was used to decorate the national costume worn by men and women all over the islands and provided material for thriving export trade. “During the colonization of Java by the Dutch, Javanese batiks were introduced to Holland in the seventeenth century and later to Europe where industrialist attempted to produce imitation batik on a large scale but found the cost prohibitive and the attempt collapsed in the economic difficulties of the early 1920s” (Stuart, 1969: 40) ⁶. “To Western eyes, the characteristic veining quality produced by the innumerable fine hair- line cracks that appear in the wax is too brittle is one of the charm of the technique. On the other hand, in many parts of Java, this is not so, such marks are considered as faulty workmanship” (Stuart, 1969: 73).

Tie and dye or tie-dyeing is another resist process. The process consists of protecting parts of the cloth by tying them up so that those parts are reserved and the dye cannot

⁶ For comprehensive information on the origin and history of batik; see Stuart, 1969 and Kerlogue 2004.

fully penetrate under the ties. “The technique seems to have originated in Asia and spread down to sub Indian continent to the Malayan archipelago and also across to Africa. Tie and dye technique was most developed in Indian sub continent, particularly in Republic of India. This method of decorating the fabric was very popular all over India, particularly in Rajasthan, Central India, Gujarat and Bombay district. An important centre was Saganer, where the ties were not normally untied before selling, except in one corner to show the colours and patterns. This also helped prospective customers to distinguish between machine- printed imitations and genuine hand made fabrics” (Stuart, 1969: 78).

In Africa, tie and dye reached from the French Sudan to the Cameroon, and Belgian Congo. The craft is still practised in Nigeria and Ghana where much greater accuracy of both tying and placing of the pattern is shown by Yoruba women of the West. Here, the process is known as *adire* (tie and dye) and produces magnificently patterned cotton cloths on an indigo-dyed ground, employing the pleating, rope tying, binding and as well as sewing in of seeds, small stones and beads.

Image 11: Photograph showing tied fabrics ready for dyeing.



SOURCE: Fieldwork, June 2007.

2.2 RESIST DYEING (TIE-DYE/ BATIK) INDUSTRY IN NIGERIA

“The art of dyeing is very versatile among Africans. It is commonly found among the Barbara of Mali, Bakuda of Zaire, Banle of Cote-de-ivore, Senegalese, Gambians, the Berber of Morocco, Fulani of northern Nigeria, and the Yoruba of southern Nigeria” (Oguntona, 1996). This craft is acclaimed to be an age long tradition and not a new technological invention. Traditionally, *adire* cloth was made and used for clothing. “Africans tend to wear their fabrics’ art rather than hang it on a wall” (Dendel, 1975: 129). Its origin cannot be traced to a particular region of the world because the technique has become so internationalized. The craft has played an important role in Nigerian social and economic life. It is an indigenous craft that is skilfully produced to meet people’s day-to-day clothing needs. Tie-dye/ batik is a craft that expresses the cultural heritage of the Yoruba. It is use to express and influence the needs and ways

of life of the Yoruba. It is use as clothing for adornment, self-expression, group identity, protection, verbal communication of personality, life-style, taste, gender and cultural values of clothing in relation to modesty.

Dyeing textiles with indigenous dye is a popular traditional craft among many Nigerians; including Hausa, and Nupe in the northern Nigeria, as well as the Tiv in the middle belt region and the Yoruba in the western Nigeria. Batik and tie-dye are considered resist techniques. The resist dyeing technique is a process of protecting some areas of the fabric from the penetration of dye to create light pattern on a dark background (Osinowo1996: 41; Meilach 1973: 3). This can be produced on the fabric using either batik or tie-dye method. Batik involves the application of fluid or semi-fluid substance, which solidifies on the fabric making it impervious to dye penetration and later removed. In batik, the resist is obtained by applying hot wax to either sides or only one side of the fabric. Once removed, it gives the pattern or design on the fabric. The wax areas repel or resist dye penetration. Contemporary batik technique is divided into two types; *kampala* and cassava resist styles. In *kampala* technique, the cloth is spread on a table and hot wax is applied on it using wooden block (with intricate design cut in relief pattern) or fine/ coarse brushes to trace out the design. Alternatively, another tool called *tjanting* or *chant* or *chap* (a small copper tipped hollow pen with a bamboo stem or wooden handle) is dipped into hot wax and spills wax smoothly on the fabric. After thorough waxing the cloth is then dyed. After dyeing, the cloth is boiled to remove the wax, rinse in cold water, sun dry and ironed.

Image 12: Photograph showing transfer of wax design on fabric using wooden block

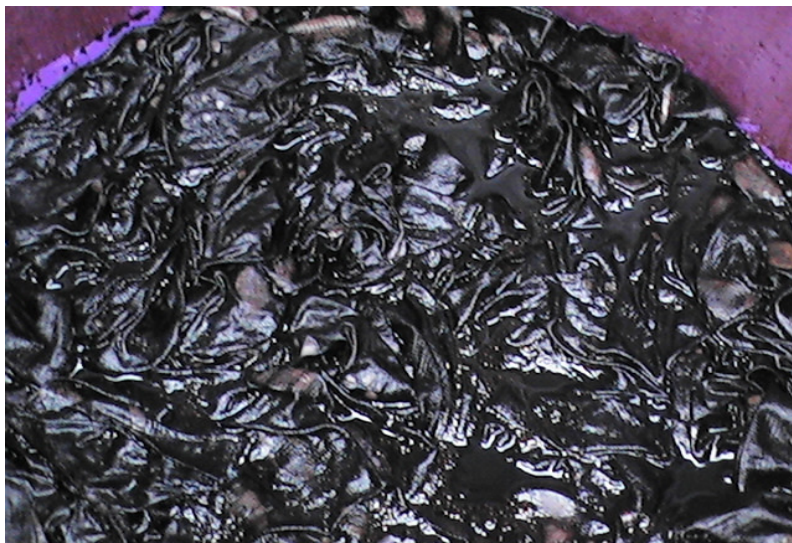


SOURCE: Fieldwork, June 2007.

Unlike the *kampala* technique, cassava resist method requires some additives like alum and candle wax. Cassava flour is first mixed with cold water to form a paste. Alum and candle are then put into the boiling water to dissolve while the starch paste is poured in and constantly stirred until it hardens up. The additives help to increase the resistant properties of the starch. This is also referred to as *adire eleko*. The starch is often applied through a stencil, cut out of a thin sheet of zinc or the metal lining of an old packing case. The stencil is placed on the fabric and the starch spread on the exposed parts using flat wood. The starch is then allowed to dry before the cloth is dyed in a cold bath. After dyeing, the cloth is again allowed to dry and the starch is then flaked off and finally boiled out. One of the outstanding advantages of starch resist is that it avoids the potential hazard in the use of hot wax. This makes it good process to use with small children or in schools. Secondly, starch paste is less expensive than wax. *Kampala/adire eleko* is a valued sample of African art and the design inspiration seems endless (Dendel, 1975: 134). The technique has not been fully explored in European culture.

On the other hand, in tie-dye, the fabric is tied very tightly in parts with string and then dyed (Oguntona, 1996: 93-118; Osinowo, 1996: 42; Meilach, 1973:3-13). This is called *adire* in Yoruba language meaning *to take, to tie and to dye*. The dye cannot penetrate beneath the strings. When one colour dyeing takes place, the parts that have been tied remain the original ground colour and the removal of the strings reveals a two-colour design. A multi-coloured facilitating design can be made by tying and untying specific areas (e.g. knotting, sewing, plaiting etc) after each successive dyeing operation. A wooden rod (mallet) is use to beat the fabric smooth.

Image 13: Photograph showing cotton tie-dyed fabric in a dye bath.



SOURCE: Fieldwork, June 2007.

Image 14: Photograph showing de-waxing of batik fabric.



SOURCE: Fieldwork, June 2007.

Image 15: Photograph showing wooden rod use to beat and smoothen resist dyed fabrics.



SOURCE: Fieldwork, June 2007.

Tie-dye method of fabric design has long played an important role in Nigerian social and economic life. Tie-dye/ batik is a traditional craft develop to meet people's day-to-day aesthetic needs. Tie-dye/ batik clothes serve as social, domestic and economic functions. The fabrics are use for everyday activity such as cover cloths against cold and mosquitoes, casual wrappers to be worn to markets, baby ties, work clothes, play

clothes or use for cultural/ prestigious ceremonies as *aso-ebi* (family/group attire for easy identification and association with a celebrant) to mark important occasion like chieftaincy/ coronation, weddings, naming ceremonies, funerals of important individuals within the society and other social functions.

Image 16: Batik fabric use by Christian religious band as group attire (aso-ebi).



SOURCE Fieldwork, June 2007.

In the southern part of Nigeria, resist designed fabrics are practiced in most Yoruba towns and villages. The chief dyeing centers include Abeokuta, Ibadan, Oyo, Oshogbo and Ede. In these areas, resist designed fabric assume a popular Yoruba name *adire*, (Oguntona, 1986). The women have developed this craft to a state of aesthetic/ visual value. It is a sort of co-operative venture in which every female

member of the family participates. The Yoruba method of dyeing differs from that of the Tivs and Hausa of the northern Nigeria. Unlike in the north, the women practices the craft amidst a family battery of dye pots and layout the finished fabrics on wooden frames installed in the courtyards.

In the northern part of the country, resist designed fabrics are wide spread in Sokoto, Kano, Zaria, Maiduguri and Benue provinces. In the north dyeing is done by men in large communal and deep pits (2 to 3 meters deep). The pits are cemented right from bottom to top. The reason why men do the dyeing may be traced to the Islamic religious belief, which forbids the public appearance of young married women. This native cottage industry creates materials for men, women, and children dresses and also for interior decorations of homes, offices and other household uses.

2.3 BRIEF DYEING HISTORY IN ABEOKUTA, OGUN –STATE, NIGERIA

Abeokuta meaning *under the rock* derived its name from Olumo Rock, the town's most famous landmark. Abeokuta is the capital of Ogun State, in Nigeria and is the home of tie-dye and batik cloths. Abeokuta has been noted for the high quality technique in both batik and tie-dye called *adire* for hundreds of years because of the fast rich dye produced by indigo plants in the area. Many consumers within Nigeria considered Abeokuta the premier centre of *adire* production (Byfield, 2002:XIX). Cloths were sometimes sent from other towns to be dyed there. Batik and tie-dye fabrics from Abeokuta have gained international reputation and often produce by local practitioners who operate as cottage industries (Osinowo, 1996: 41). Tie-dye and batik cloths from Abeokuta have been exported to other countries in Europe, West and Central Africa.

Image 17: Photograph showing signpost of *adire* market in Itoku.



SOURCE: Fieldwork, June 2007.

“In the past, the only way that colour was applied to the cotton fabric was by dyeing the fabric in vegetable indigo dye obtained from various species of *indigofera* known in Yoruba language as *elu*” (Oguntona, 1986). The dye is prepared from tender tissues of the young plant by crunching or pounding in a wooden mortar. The crunched materials are moistened with water and covered up for some days for enzymic fermentation. After about one week, the fermented leaves are moulded into small balls that are sun-dried or smoked on fire to dark grey balls that are sold to prospective dyers. Dye solution was prepared by the extraction with an alkaline solution. The local dyers make the alkaline solution by soaking in water a mixture of ashes of cocoa pod, firewood, and palm fruit stock. This would then be filtered. The slow action of the local ash called *eru* requires that a freshly prepared dye solution be left for as long as five to six days before it is ready for use (Oguntona, 1986). Consequently, in 1920s, the Europeans seized this as an opportunity to introduce imported dyes stuff (vat dyes) and caustic soda (Osinowo, 1996). This quickened

dyeing process, but there were complaints from traders and customers that the caustic soda caused the cloth to rot. This made the Alake (traditional ruler) of Abeokuta placed a ban on the use of caustic soda in the preparation of the dye (Osinowo, 1996). Thus export order declined. This created conflict between Alake and *adire* producers (Byfield, 2002). Many dyers simply moved out of the town to escape the restriction (Oyelola, 1981). In 1930s, the quality of both imported dyestuff and chemicals were improved with the introduction of hydrosulphite as mordant thereby making the cloth to be dye fast (Osinowo, 1996).

Image 18: Photograph showing samples of vat dye use for dyeing



SOURCE: Fieldwork, June 2007.

Image 19: Photograph showing shop of tie-dye/ batik practitioner at Asero market.



SOURCE: Fieldwork, June 2007.

Image 20: Photograph showing utilisation of resist dyed fabric as bags.



SOURCE: Fieldwork, June 2007.

Image 21: Photograph showing samples of resist dyed fabrics.



SOURCE: Fieldwork, June 2007.

Image 22: Photograph showing samples of packed resist dyed fabrics.



SOURCE: Fieldwork, June 2007.

Image 23: Photograph showing various utilisation of resist dyed fabrics.



SOURCE: Fieldwork, June 2007.

Image 24: Photograph showing shop of a practitioner in Itoku market.



SOURCE: Fieldwork, June 2007.

Image 25: Batik fabric sewn in traditional ladies style



SOURCE: Fieldwork, June 20

Image 26: Tie-dye fabric produced using indigenous indigo dye and sewn in ladies traditional style.



SOURCE: Fieldwork, June 2007.

Despite the fact that Ogun State, in Nigeria is internationally recognized for the production of tie-dye/batik enterprises, the question that continues to agitate the mind is why there is no indigenous tie-dye/batik enterprise in the state, that grow into large scale organization? Spring and McDade, (2003:12), probably provided the answer to the question, that scarcity of capital for investment is a major constraint to the expansion of small firms into large co-operation. Deakins (1996: 39), emphasized that most small firms struggle to survive on very low turnover levels and may also cease to exist. Contrarily, experts in development economics and industrial organizations have shown some empirical evidence that small firms in developing countries can grow and be competitive through cluster formation. Furthermore, Sengenber and Pyke (1992) pointed out that the problem of many small enterprises is not in their size but being isolated. This is because small enterprises individually have very little capital to respond to competitive pressure and to generate factors for expansion. Ironically, tie-dye/batik enterprises are in cluster formation at Itoku and Asero markets in Abeokuta, it could be argued that there are other vital factors limiting the expansion/growth of tie-dye/batik business, which would be discussed later.

2.4 THE BEGINNING OF THE COLLAPSE OF *ADIRE* INDUSTRY

In a study carried out by Byfield (2002: 13-16), it was discovered that “in 1861, Richard Burton visited Abeokuta and noted that Abeokuta is a town where cocoa, cotton and textile products played important roles in the local economy. Egba farmers produced cotton and indigo; these are in high demand in both local and international markets. During this period, European companies such as British Cotton Mills were interested in cotton. Consequently, cotton and cocoa from Abeokuta were exported to Britain. The exported cotton was processed into various cotton fabrics and imported

back to Nigeria of which *adire* producers became major consumers. The price of exported crops had direct bearing on the volume of cloths imports. For instance, high cocoa prices translated into large cloths imports. This alliance with Britain transformed Abeokuta as a vibrant centre of trade and brought *adire* industry into the web of international trade. In order to expand and maximise trading opportunities European merchants gave credits to prospective traders. This was against the rule of the traditional ruler (Alake) so as to avoid difficulties and complications of over debt. Unfortunately, the fear of Alake came to pass on *Egba* merchants who became victims of bankruptcies and indebtedness. The situation made European merchants undermine the middlemen and established direct access with small-scale class of traders” (Byfield, 2002).

“In 1900, Lagos Governor (MacGregor), and Abeokuta government entered into tariff agreement on imports and exports items. Fifty-six import European items and thirty-three export items primarily local agricultural products were subjected to duties. The revenue generated was used for salaries, road construction and other projects in Lagos. However, in 1903, Abeokuta government introduced payment of tolls. This resulted in a conflict between European traders and Abeokuta government; European traders were not in support of tolls; claiming that they had already paid duty on trade items in Lagos; secondly that toll will lead to corruption and extortion and the revenue collected would be wasted on luxuries for chiefs. Byfield (2002) referred to this as “legitimate trade”. *Egba* traders saw an outcry against tolls as an attack aimed at reducing the traditional ruler as compared to the European governor in Lagos. Consequently, Abeokuta traders protested against the European traders by boycotting European stores and they took their trade directly to Lagos. The conflict left an

unpleasant pall over relations with European merchants. This situation also affected *adire* industry. By the end of 1920s, *adire* industry had declined drastically. *Adire* producers lost substantial share of their export markets. This resulted in decline of production, loss of income and loss of the industry's strategic importance in relation to other sectors of the economy" (Byfield, 2002: 59-64).

Before the conflicts over payment of tolls, the alliance between cotton and cocoa farmers in Abeokuta and British merchants transformed *adire* industry. It could be argued that agricultural export trade is one of the hopes of economic renaissance of *adire* industry. Consequently, if Nigeria is to benefit from WTO policy, one of her economic strengths (agricultural export) should be included in the list of tariff and subsidies agreement and farmers should be empowered to invest in mechanised farming of cotton and cocoa. This will personally be referred to as *Symbiotic International Trade* as opposed to Byfield's "legitimate trade". This is because any international trade is legitimate conforming to the law or rules. However, the action of the European merchants clearly shows that any trade offer does not correspond to acceptance. Nigerian government and policy makers should learn from this.

According to Audet (2004), "WTO policy could help reduce vulnerability on an improved preferential trade arrangement as a way to compete more effectively with others countries. This is referred to as rules of origin. This preference is granted to products that originate from beneficiary countries and there might be disparities in the rules of origin applied under preferential agreements. It therefore becomes important for policy makers in developing countries to draft rules of origin for their preferential arrangement that will benefit their countries ". Consequently, future trade proposals

should be adequately scrutinized, highlighting the pros and cons before making any legal commitment.

Despite the complex global societal and economic changes affecting the nation, the traditional textile art (*adire*) still exists in Abeokuta, Nigeria. The persistence of the resist fabric design both locally and internationally may be attributed to people's creativity, needs and life style to sustain the cultural heritage.

Image 27: Photograph showing creativity in design of tie-dye/batik fabric



SOURCE: Fieldwork, June 2007.

Unfortunately, the ancient textile industry of indigo dyeing collapsed, losing ground to a welter of Western mechanization of imported textiles. In his own view, Hung (2006:481), stated that to attract target customers, certain types of retail stores and manufacturers have to ensure the right stores are buying their merchandise. Similarly, Stone, (1994), confirms that selling another culture's sense of style is the key principle of being a successful importer and exporter. Consequently, for the renaissance of the industry in international trade, tie-dye/batik practitioners need to engage their brain in innovative strategies that will bring about positive change in tie-dye/ batik industries. For the purpose of this research, the aim is to find a spot where

the challenges facing tie-dye/batik industry in Abeokuta can be tackled in order to relocate in international market by creating a sustainable marketing strategy.

2.5 THE NEED FOR ENTREPRENEURIAL DRIVE AMONG

TIE-DYE/ BATIK PRACTITIONERS

According to Burns (2007), entrepreneurship is maturing and being extended into other areas of commercial and public life. In view of this, this study adopts entrepreneurial skills for sustainable tie-dye/ batik industries in Abeokuta. Joseph Schumpeter was one of the first twentieth century scholars to describe entrepreneurship as the process of creating new combinations of factors to produce economic growth (Spring and McDade, 2003:1). The Schumpeter entrepreneurs are individuals who possess in more than an ordinary degree the ability to visualize profit possibilities in unproved commodities, organizations, methods and markets, and to overcome the obstacles that may stand in the way of getting new things done (Clemence and Doody, 1950:9). Consequently, entrepreneurship is an essential component of the economic development process.

Entrepreneurship and economic development are linked with innate personality traits of individuals (Deakins, 1996:16). Also, McClelland (1961) isolates a critical ingredient in psychological make up of the entrepreneur as ‘the need for achievement’ or ‘nAch’. This drives a person to strive for success and entrepreneurship is the vehicle through which the success is attained (Spring and McDade, 2003:5). McClelland’s theory emphasized that individuals who are high achievers will choose a situation characterized by: individual responsibility, moderate risk –taking as a

function of skill, knowledge of result of decisions, novel instrumental activity and anticipation of future possibilities.

Miner, Smith and Bracker (1989), developed Mc Clelland's achievement motivation theory, by developing five motive patterns, which form an overall index of task motivation: self –achievement; risk-taking; feed back of results; personal innovation and planning for the future. Consequently, the entrepreneur should develop personality profile that can lead to distinctive business success.

Aromolaran (1978), describes an entrepreneur as a person who performs the task of combining the different factors necessary for the production of a commodity, having the ability to see and evaluate business opportunities, to be action oriented, highly motivated individual who takes risk to achieve goals, have self confidence, be task result oriented, risk taker, have leadership status, be original, be creative, innovative and future oriented. This helps an individual in self-examination, especially in identifying, strengths and weaknesses in respect of becoming a successful entrepreneur. Other qualities such as technical knowledge, practical experience in the line of business or product, clarity of decisions, managerial competence, planning, orientation and institution building capabilities should be possessed (Olajire, 2004).

A business is created to provide competitive goods and services at competitive price. The environment influences purposeful business systems; principally because the business system inputs derived from the environment consumes the outputs. The environment is characterized by complexity, turbulence, uncertainty, and risk, (Olajire, 2004:50), hence, the need for tie-dye/ batik practitioners to recognize his or

her relevant environment. A business environment offers both opportunities and threats, thus there is a vital need for the entrepreneurial seed to be planted in tie-dye/batik practitioners as a driving wheel needed to transform *adire* industry to a sustainable industry. Consequently, for this transformation to take place, quality entrepreneurial seed must be planted in a fertile ground of both the entrepreneur and in the business, continuously watered, deeply rooted with adequate supply of entrepreneurial nutrients and strategic marketing that will grow into a mighty, flourishing business tree, with enviable fruits and resistance to challenges.

2.6 SUMMARY

There is no information on the exact origin of tie-dye/batik; theoretically, this technique of fabric design originated in Asia and spread to other parts of the world. In Abeokuta, tie-dye/batik dyeing technique is practiced among women who have developed the craft to a state of aesthetic value, having both local and international recognition. The alliance between European merchants and Abeokuta farmers brought tie-dye/batik industry into the web of international trade. The chapter establishes that symbiotic international trade exist between Abeokuta farmers and European merchants as opposed to Byfield's legitimate trade. The industry has contributed positively to the economy of the country. Unfortunately conflicts over payment of toll resulted in lost of substantial export opportunities, decline in production and income. In order for the industry to re-locate in local and international markets, there is need to create entrepreneurial drive among tie-dye/batik practitioners for sustainable growth. Chapter three however explore literature on entrepreneurship.

CHAPTER THREE LITERATURE REVIEW

3.0 INTRODUCTION

This chapter explores literature on entrepreneurship in relation to Nigerian economic policy. It looks into political, educational, and economic development models during the colonial era and after independence. The chapter discusses the requirements of initiating entrepreneurial process; triggers of releasing entrepreneurial spirits, and emulating entrepreneurial culture. The chapter identifies high need for achievement, internal locus of control, intrinsic motivation, perceived self-efficacy, innovative skills, etc as determinants of entrepreneurial success.

3.1 NIGERIA AND ECONOMIC POLICY SINCE INDEPENDENCE

Nigeria became an independent country from British Government in 1960. Unfortunately, it adopted a socio-economic model of development, which was highly defective. “Politically, it adopted Statism as a model of political governance while economically it adopted an import substitution industrialization model” (Benson, 2005). “The statism model ensures that government assumed the dominant role as producer and controller in the economy at the expense of private sector initiatives. The consequence of this model is the creation of an environment in which the Federal government became the major source of patronage and the desire for public office became a matter of life and death. Furthermore, the import substitution industrialization model showed defective in the area of economic growth; it led to a diversion of the country’s attention away from any serious exploitation, evaluation and development of its own raw material base; shows lack of capacity to develop indigenous technology needed for supporting indigenous business sector; inability of

the nation to engage in the production of producer goods; perpetuation of a state of low –level skills within the indigenous industrial sector; encourages perpetual dependence of the country’s economy on foreign entrepreneurs for the solution of its socio- economic problems and discourages the production and utilization of appropriate grade of scientist, engineers, technicians, craftsmen and other skilled people needed for domestic technological take-off” (Benson, 2005).

“Since its creation, until recently, Nigeria has no policy on small-scale industry” (Abubakar, J. and Mohammed, A. 2008). According to Carter and Jones-Evans, (2000:107), “history and resultant characteristics of a country have considerable variance to entrepreneurship”. “There is a belief that entrepreneurship has the potential to improve the society through the balancing of economic wealth creation with social responsibility to the community, sensitive to a country’s cultural, historical and social values” (Timmons, 1994). Thus, “positive and /or negative social consequences will combine to shape societal responses to entrepreneurship” (Gilder, 1971). “During the colonial era, there were policies on commerce, education and health care but not on small-scale industries. The colonial policy on education came up in 1925, which was modified in 1935, 1940 and 1945. The colonial educational policy centred on the production of literate nationals who were required to man positions to strengthen the colonial administration. Thus, Nigerian educational institutions were factories for producing clerks, interpreters, forest guards and sanitary inspectors, as professional while entrepreneurial skills were not envisaged in the educational system. After the independence in 1960, the industrial policy came on board, this initially concentrated on the establishment of big industries with utter neglect for small-scale business. Thus entrepreneurship which is the bedrock of small-

scale business was unwittingly de-emphasized” (Akinyemi, 1987).

After the independence, there was a great concern to produce manpower to take over the government jobs being vacated by the colonial powers. Consequently, in 1973, a document on Nigeria National Policy on Education emerged. According to Aladekomo, (2004), “though the document marked the first linkage of education policy with industrialization policy and the issue of self employment; an examination of the policy document reveals that the issue of self employment after school, college, and University education was not given adequate attention. For instance, the policy on Higher Education was aimed to prepare undergraduates in leadership styles, managerial thinking and decision making procedures suitable for large organizations”. The methodologies of identifying opportunities and spanning of entrepreneurial talent were ignored (Visser, 1997). The policy document put a lot of emphasis on acquisition of technical skills by students for the purpose of gaining employment.

Industrial policy was almost non-existent during the colonial era; the economic plan of the periods of 1914- 1945, and 1945-1956 were silent on industrial development. The plan placed emphasis on improved communication, agricultural export and transport system. Nigeria was to remain a primary raw material producing area for Great Britain. Similarly, 1970-1975 National Development Plan of both Federal and State governments aimed at promoting economic activities and focused on large-scale companies with neglect of micro and small-scale industries. However, by the mid 1970s, small-scale enterprises have since received increasing policy attention because of the realization of the potentials of small scale industries to economic development.

Nigeria has experienced severe economic hardship over the past twenty years. As a result of this situation, poverty has run rampant, job opportunities have vanished and Nigeria's prosperity has dwindled. Entrepreneurial forces are relatively strong as lack of jobs and rise in poverty leave few other options for Nigerian people (International Entrepreneurship.com). This is in line with Carter and Jones (2000:109); in most countries internationally, the nature of work is changing, and the proportion of population who have full time and permanent work is falling. A job for life with its planned career structure is rare. Consequently, entrepreneurs in Nigeria start business ventures for reasons of independence and control over one's destiny (Attahir, 2000). This situation has made the government to establish small enterprise support programmes. This is in line with Chell et al (1991) that policy makers' focus on increasing the number of persons who create new ventures and/ or enter into self – employment as a means of bringing more members of the population into economic productivity. Unfortunately, according to the findings of Attahir, (2000), “the Nigerian government support programmes have very limited or perhaps no effect in addressing small business needs and contribution to the development of the sector; this is because the firms are either ignorant of the existence of the supporting agencies, or ignorant of the kind of support they provide to small business, or they know about the agencies and their programs but did not bother to solicit assistance because they considered the areas of support available to them as *useless*, or thought that only people with connections will get such support or they applied for support but did not receive any”. It can however be argued that for a support program to have impact, such support require a holistic approach and government must build confidence in the people to trust the support program.

3.2 INITIATING ENTREPRENEURSHIP PROCESS

The essence of entrepreneurship is the application of innovation processes and the acceptance of a risk –bearing function directed at bringing about change of both a social and economic nature. Ideally, but not necessarily, the outcomes will have positive consequences. Kirzner (1979) believes the source to be within the human spirit, which will flourish in response to uncertainty and competition. “The keys to initiating entrepreneurship process lie within the individual members of the society and the degree to which a spirit of enterprise exists or can be stimulated” (Morrison, 1998). The key question is what triggers the release of this invaluable enterprising spirit? Hofstede (1991) stressed “explanation of what triggers the release of the spirit of enterprise leading to the initiation of entrepreneurship is an undertaking of characteristics of certain societies within with respect and acknowledgement of individuality and uniqueness of members of such societies who are motivated to act entrepreneurially”. Each entrepreneur brings his or her own unique set of personal characteristics to interact with his/her specific host society and business environment. “Entrepreneurs bring intelligence and sound analytical skills to bear on risk management, exhibit strong moral work and business ethics, commitment to life long learning through both formal and informal mechanism and extensive use of both formal and informal networks” (Morrison, 1998). In this context, from a research carried out by Rheault and Tortora, (2008), “Nigerians have high interest in entrepreneurship and almost half of the population plan to start a business in the next 12 months”.

“Ideologies, social, economic consequences, attitudes, values and beliefs combine to either promote or inhibit future entrepreneurial behaviour” (Scase and Goffe, 1980).

“However in Nigeria despite the poor economic conditions, many entrepreneurs have the initiative to start new ventures but lack the skills, tools and support to succeed. Corruption, economic instability, lack of infrastructure and management capacity, high taxes, wealth transfer, cronyism and legal insecurity all conspire against progress” (www.fateusa.org/about.html Nigerian times, 2008). Anderson (1995), found that “the degree to which entrepreneurial culture has and currently is, embedded in a country would affect the volume of practicing and historic entrepreneurs who can be identified as role models for future generations”. Unfortunately, due to the fact that poverty is widely spread in the country (Nigeria) and fear of competition, successful entrepreneurs who could have served as a role model to others like tie-dye / batik practitioners conceal their business strategies.

Gilder (1971:258) describes “enterprising spirit in inspirational terms as *welling up* from the history of the West, *infusing* the most modern of technological adventures and joining the old and new frontiers. As such, it asserts a firm hierarchy of values and demands a hard discipline. It requires a life of labour, listening aspiration and courage. But is the source of all we are and can become the saving grace of democratic politics and freemen, the hope of the poor and the obligations of the fortunate, the redemption of an oppressed and desperate world”

.

“The dominant cultural attitudes, values and beliefs of a population at one particular common mindset relative to the degree to which entrepreneurship is supported by society” (Gilder, 1971). Societies that predominantly hold strong communal and collective values do not support individualistic wealth creation through

entrepreneurship, while those with strong individualistic values generally do. In this context, Nigerian culture holds strong moral obligations to provide for the community, the priority for income earned is to support kin as opposed to investment in private enterprise.

“Policy makers should aim to establish a regime where by the individual can flourish in recognition of the values, qualities, and contributions of entrepreneurs” (Heelas and Morrison, 1992). Small firms and enterprises such as the resist dyeing industries should be seen as the key to reducing unemployment and job creation. Nigerian government and policy makers should encourage publicity of successful entrepreneurs who created their own successful businesses.

“Recognition of the distinctive contribution of the individual in the process of economic restructuring has ensured that policy makers support entrepreneurship internationally” (Pearce, 1980). The triggers of this recognition has usually being born out of adverse economic conditions; however, it has also being a response to a desire to enhance already strong economies. It is expected that Nigeria policy makers will support tie-dye / batik practitioners by implementing policies that will ensure sustainable business growth in the midst of competitors. Also, the practitioners should view the current economic condition of the country as an opportunity to succeed by engaging in creative and innovative ideas.

3.3 EMULATING ENTREPRENEURIAL CULTURE

“The culture of societies and the characteristics of people living in these societies impacted by certain innate personality traits will influence the degree to which

entrepreneurship is initiated” (Carter and Jones-Evans, 2000:102). According to Vernon-Wortzel and Wortzel, (1997), “culture is important in entrepreneurship because, it determines the attitudes of individuals towards the initiation of entrepreneurship”. Tayeb (1988:42), defines “culture and its scope as a set of historically evolved learned values, attitudes and meanings shared by the members of given community that influence material and non material ways of life. Members of the community learn those shared characteristics through different stages of socialization processes of their lives in institutions, such as family, religion, formal education and society as a whole”. Culture is a complex phenomenon. Trompenaars (1993: 21), uses a metaphor to describe culture as “a fish only discovers the need for water when its no longer in it”. “What one culture may regard as essential, e.g. a certain level of material wealth, may not be so vital to other culture” (Carter and Jones –Evans, 2000:99).

Fass and Scothorne, (1990) incorporates a human dimension into the process of entrepreneurship by the identification that it is drawn by the motivations of individuals who seek to satisfy personal goals. “The entrepreneur is motivated to create a venture, which reflects their vision and ambitions, and is prepared to review and re-organize their social environment to materialize it” (Carter and Jones-Evans, 2000:102).

Synder and Cartor, (1998), define “personality as regularities in action, feelings and thoughts that are characteristics of the individual”. Thus, it must be acknowledge that entrepreneurs have totally different personal goals and very different business goals. However, it is important, that tie-dye/batik practitioners develop themselves to be

opportunistic entrepreneurs.

Knowledge and situational characteristics is a more important determinant of risk taking than personality. Das and Teng (1997) proposed a view on risk behaviour that “risk is closely related to the time perspective and an entrepreneur has to balance short term risk against long term risks”. Tsur, Sternberg and Hochman (1990), found that “risk-averse individuals are prepared to accept great risk in short time, if they believe it will minimize their long term risk exposure. For instance, an entrepreneur will accept risk of launching a new venture, if it is believed that the venture will minimize long-term risks- e.g. being unemployed and not having a satisfactory income”.

Unfortunately, from the research findings, the poverty situation in the country does not stimulate tie-dye/batik practitioners to take risk; poverty made them to be risk adverse.

According to McClelland and Winter, (1969), “entrepreneurs are individuals who have high need for achievement”. This characteristic makes them especially suitable to create ventures. Individuals who are high achievers will choose a situation characterized by individual responsibility, moderate risk taking as a function of skill, knowledge of results of decisions, novel instrumental activity, and anticipation of future possibilities. “The prospect of achievement satisfaction (not money) drives the entrepreneur; though money is important as a measure of how well one is doing in business” (Delmar, 2000:142).

Locus of control is a concept delivered by Rotter (1966) of how an individual’s perception of control affects their behaviour. The theory assumes that individuals categorize events and situations based on their underlying, shared properties. Such

category concerns whether a potential end or goal can be attended through one's actions or follows from luck or other uncontrolled external factors. A person who believes that achievement of a goal is dependent on his or her own behaviour or individual characteristics believes in internal control. On the other hand, a person who believes an achievement is the result of luck and external factors believes in external control. Therefore, "locus of control is conceived as one determinant of the expectancy of success" (Weiner, 1992). Tie-dye/batik practitioners believe that external forces from competitors and prevalent poverty in the country negatively affect the achievement of sustainable growth in their business.

Sexton and Bowman, (1985), stated that, "entrepreneurs have a high need for autonomy, and fear of external control". According to Smith, (1967) "entrepreneur value individualism and freedom (the possibility to make a difference for oneself) more than the general public or managers". The research reveals that, the desire to manage their own business (tie-dye/batik practitioners) and the prevalent unemployment in the country is a central feature of entrepreneurship.

"An attitude is a valuation of the extent to which an object or concept is judged as good or bad" (Eargly and Chaiken, 1993). Attitudes are considered to be important determinants of behaviour and are easier to change than personality traits. Despite the various challenges facing tie-dye/batik industry, the practitioners should develop a positive attitude and improve their capabilities for the renaissance of the industry. According to Bandura, (1995: 434), "Perceived Self Efficacy is a concept concerned with people's believe about their capabilities to produce performances that influence events affecting their lives". "Perceived self-efficacy is a central concept in

entrepreneurship, because it is proximal in nature (reference point to human volition/ability to make conscious decisions) and has been proven to be associated with initiating and persisting in achievement related behaviours, such as in business settings” (Boyd and Vozikis 1994). “The perceived self-efficacy of entrepreneurs has been proven to affect the strategies and performances of their business and it was found that entrepreneurs high in perceived self-efficacy achieve a higher performance for their firms than those with low perceived self-efficacy” (Westerberg, 1998). Perceived self -efficacy is also positively related to the intention of starting one’s own business and exploring new opportunities. “People with a high level of self efficacy (that is with high assurance in their capabilities) approach difficult tasks as challenges to be mastered rather than issues to be avoided. They set themselves challenging goals and maintain strong commitments to them. They are persistent even in the face of failure and they maintain an analytical distance that guides effective performance. They also tend to attribute failure to insufficient effort and poor knowledge” (Chan, Gene, Green and Crick, 1998; Krueger and Dickson, 1993; 1994).

On the other hand, “people with a low level of self-efficacy shy away from difficult tasks, which are perceived as personal threats. They have low level of aspiration and commitment to goals they have chosen to pursue, do not maintain any analytical focus and they give up easily. Failure is attributed to external obstacles and personal deficiencies; consequently, they rapidly loose faith in their own capabilities” (Chan, Gene, Green and Crick, 1998) . However, “self- efficacy can be enhanced through proper training”, (Carter and Jones-Evans, 2000:148). Tie-dye / batik practitioners should therefore note that *fear of* is a barrier in business growth. Therefore, the practitioners should examine themselves objectively and develop their self-efficacy

and take-up business challenge (external or internal) as an opportunity for creative innovation and expansion.

“Intrinsic Motivation is connected with interest and enjoyment. Intrinsically motivated behaviours are ones in which there is no apparent reward except for the activity itself. On the other hand, extrinsically motivated behaviours refer to behaviours where external motivators play a central role to motivate behaviour e.g. acting to get a reward and not because the task itself is attractive” (Amabile, Hill, Hennessey and Tighe, 1994; and Deci, 1992b). Despite the challenges facing tie-dye/ batik industry in Abeokuta, the interest and self-satisfaction in preserving the indigenous craft are the motivating factors that encourage the practitioners. Interest is a function of challenge and ability, which in its turn determines what, is moderately difficult challenge. “Thus challenge can stimulate a person to an activity where the individual has a good chance, but is not certain to succeed”(Amabile et al, 1994). “Interest is also a prerequisite condition for a really creative contribution, as creativity on a high level demands great devotion to a certain kind of activity, which one may be unwilling to undertake if one does not feel great interest” (Csikszentmihalyi, 1992; Izard, 1984).

“Task or job interest has been shown to predict entrepreneurial behaviour measured as big growth and profitability and how it is manifested” (Delmar, 1996). Interest plays a central role in entrepreneurial behaviour because it is connected to achievement, autonomy and creation. “The entrepreneurs’ interests are important because they are related to which goals are chosen, and how effort will be made in order to achieve them. The relationship between goal setting and interest and enjoyment is based on

the fact that when people are engaged in interesting activities, they often have goals they want to accomplish” (Elliot and Harackiewicz, 1994, Epstein and Harackiewicz, 1992; Harackiewicz and Elliot, 1993). However, “when the entrepreneur’s personal interest coincides with business goals such as expansion, the entrepreneur becomes more effective and successful in operating the business” (Elliot and Harackiewicz, 1994).

Initial business ideas take time to formulate and research. Converting an idea into a big business opportunity is the key element of the process of business creation. This requires many elements to be in place- the economic environment has to be conducive, the culture must be appropriate for risk taking and the practitioners must have the confidence to take an idea through to the fulfilment suggested by the opportunity. Opportunities are generated by change. Change may be political, economic, social, demographic or technical. Harnessing such change to create new ventures requires entrepreneurs to formulate ideas and fit them to the opportunity. Reynolds and White (1997) stated that “fear of failure may act as a significant constraint on this process. However, the existence of role models will also affect such process”. According to Ikoko (2004), “entrepreneurial insight is not a one time flash, but a unique way of viewing and valuing opportunities. Extra-ordinary passion is a clear mental picture of a better product, process, service or idea that will serve the needs of people”.

“Power distance is the degree of inequality among the people, which the population of a country considers as normal”, Hofstede (1991). Unfortunately, in Nigeria, the level of inequality as a result of poverty is very wide. The rich are getting richer and the

poor poorer. It should however be mentioned that no matter the level of inequalities and its negative consequences, tie-dye and batik practitioners should develop self confidence with the view of improving their business.

“Individualism is the degree to which people in a country prefer to act as individuals rather than collectively as members of groups. In individualistic society, the concept of *self* prevail over the interest of the group and individuals are practically, or psychologically independent. In collectivist societies, the extended family is dominant, with members exhibiting strong practical and psychological dependence relationships. Countries, which have achieved fast economic development, have experienced a shift towards individualism” (Carter and Jones-Evans, 2000:100). Though, Nigeria is a collectivist society with a strong cord/tie to extended family, individual practitioners should be able to exhibit some degree of independence in their business. Tayeb (1988) and Van der Horst (1996) emphasized that “not all individual members of a society need necessarily be assured to follow all the dimensions of their cultures in every aspect of their lives, and there will be those persons who are moved to deviate from the cultural norm”. Thus Hofstede (1994) proposes that “a person’s behaviour is only partially pre-determined by their mental programmes. They have a basic ability to deviate from them and to react in ways that are new, creative, destructive or unexpected –for example entrepreneurially”. Consequently, for tie-dye / batik entrepreneurs to succeed, they should be able to separate family influence from business activities and embrace individualism in business. However, Lessem and Neubauer (1994) caution that “excessive deviation can weaken individual cultures”.

3.4 SUMMARY

This chapter establishes that Nigeria adopted statism and import substitution industrialization model, which led to diversion from development of raw material and lack of capacity to develop indigenous technology needed for indigenous business sector. Attention was not given to entrepreneurship/ small and medium enterprise. Until recently, Nigeria has no policy on small-scale industry, consequently the issue of self employment after college/ Higher Education was de-emphasised. The country has experienced severe economic hardship with unemployment crisis and prevalent poverty, creating is a strong force for entrepreneurship. The situation made the government to establish small enterprise support programmes. Unfortunately, the support programmes have no effect in meeting the needs of small business such as tie-dye/batik industries. The chapter however affirms that, there is need to trigger the release of invaluable enterprising spirit among tie-dye/batik practitioners through risk taking, business commitment, right attitude and high level of self efficacy. The next chapter will examine the structure of resist dyeing industry in Abeokuta.

CHAPTER FOUR DISCUSSION OF FINDINGS

(PRACTITIONERS RESPONSE)

4.0 INTRODUCTION

This chapter discusses the findings of the structure of tie-dye / batik industry and the challenges facing tie-dye/ batik practitioners in Abeokuta. It is however important to mention again that in this sector of trade, change is inevitable; consequently the discussion is base on the findings during the period of collection and analysis (May 2007 through May, 2009). The findings revealed that apart from the unfavourable competitive pressure from imported Chinese textiles and second-hand clothing trade, the practitioners are faced with other challenges such as inadequate marketing and management skill, low access to bank loans, inadequate training and re-training programme, low access to international market, etc.

4.1 THE STRUCTURE OF TIE-DYE/BATIK INDUSTRY IN ABEOKUTA

Resist dyeing industries cater for the clothing needs and provide job opportunities for the local populace. In Abeokuta, resist dyeing is considered as an inherited craft, which is learned from mother or relations. The practitioners/dyers work in large communal compounds. The compounds are named residential units and are polygynous in settings with several wives sharing a common courtyard. Though the practitioners /dyers share the workspace in a compound, each dyer is an independent producer. Interview with these practitioners reveals that most of the practitioners started their business at home, but over time relocate to shops in local market. They share ideas among themselves and help each other during crises, emergency or special

occasions. The practitioners use vat dyes, caustic soda and hydro-sulphite in dyeing. From personal observation most of the practitioners do not measure the quantity of dyestuff or chemicals used in dyeing. They depend on their experience in gauging the quantity of dyestuff or chemicals to be used, while very few take measurement of the dyestuff and chemicals use. The quantity of dye stuff used depend on the shade of colour and number of yards of fabric to be dyed; while the caustic soda and hydro-sulphite used is in the ratio of 1:2. Although, majority of the practitioners are women, there are a few male practitioners (see Appendix C, table 2). Master dyers are older women who had established themselves as autonomous managers and producers who are motivated with a desire to be their own boss especially in the current economic collapse in the country. These women are creative and have the skill to blend different colours to produce beautiful design on fabrics. This is in line with Curran and Blackburn (1993) that “motivation factors such as independence are significant entry to entrepreneurship”. Often times the practitioners pass their skill and knowledge to their children and apprentices who assist in the production and marketing of the cloths. Being born into the trade allows training to begin at early age and one could inherit or be associated with the business. Dyers children assist their mothers in all aspect of production and marketing until they leave the house or get married. “Being an entrepreneur is not a first choice and entry may arise because of lack of alternative job opportunities, or insufficient income from alternative employment” (Ram and Deakins, 1995; Deakins et al, 1993); as recounted by one of the practitioners: I’m a widow and I struggled to send my daughter to the Polytechnic. She graduated over two years ago and could not get a job. She has now joined me in the business. Consequently, it was discovered that most of the young practitioners enter the industry because of lack of employment opportunities in the country.

The craft is also learned through apprenticeship- this is an informal arrangement to enable individual acquire self-employable skills in production and marketing of tie-dye/ batik fabrics. An experienced dyer will have several people training under her. Apprentices are received mostly through referees' recommendation (see Appendix C table 16) and are often (but not exclusively) relatives who live with the dyer in order to learn the craft. The apprenticeship period varies, lasting from 6 months and 3 years depending on individual intelligence, speed of assimilation, creativity and age.

Image 28: Photograph showing a dyer in a communal compound



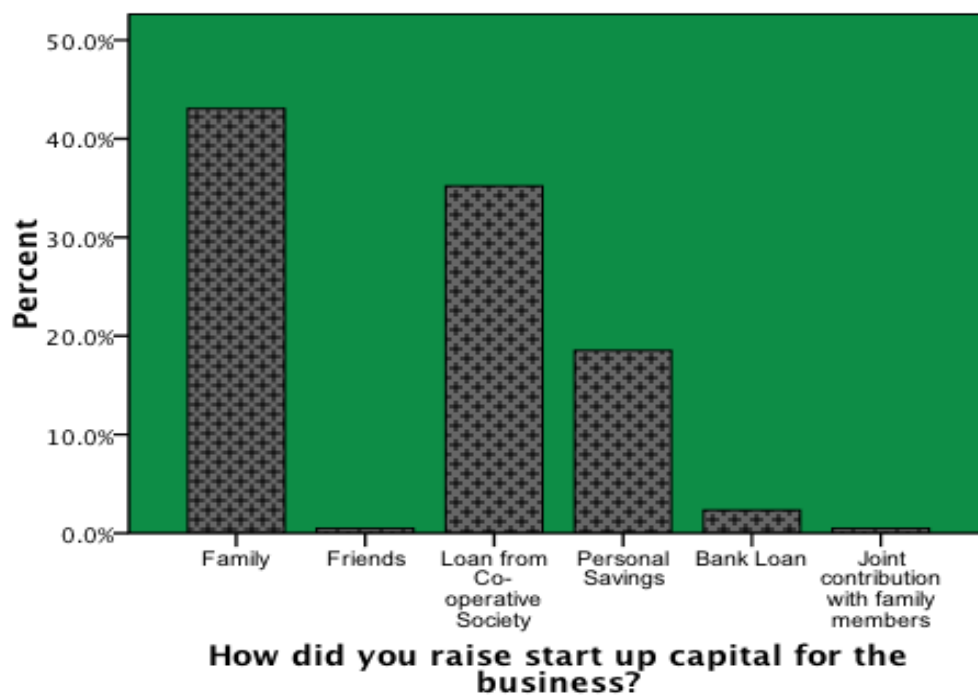
SOURCE: Fieldwork, June 2007.

The practitioners are skilled autonomous craft women and men with little or no formal education and are very creative. Majority of the practitioners personally create their design. Various patterns are produce from a number of sources. They draw inspiration from their environment and important events such as coronation ceremonies, from customers, magazines, abstract designs, some employ designers and from unexpected occurrences or mistakes; hence the adage among the practitioners *every mistake is a design* (See Appendix C, table 5). Often times, designs are created

through experimentation. Some practitioners specialize in dyeing, some in tying or designing on wood blocks, some in stencil making; while others combine two or more of the activities. Some of the practitioners have a factory type of organization with specific task among the trainees such as tying of the cloths, dyeing, marketing, fetching water, ironing and packaging.

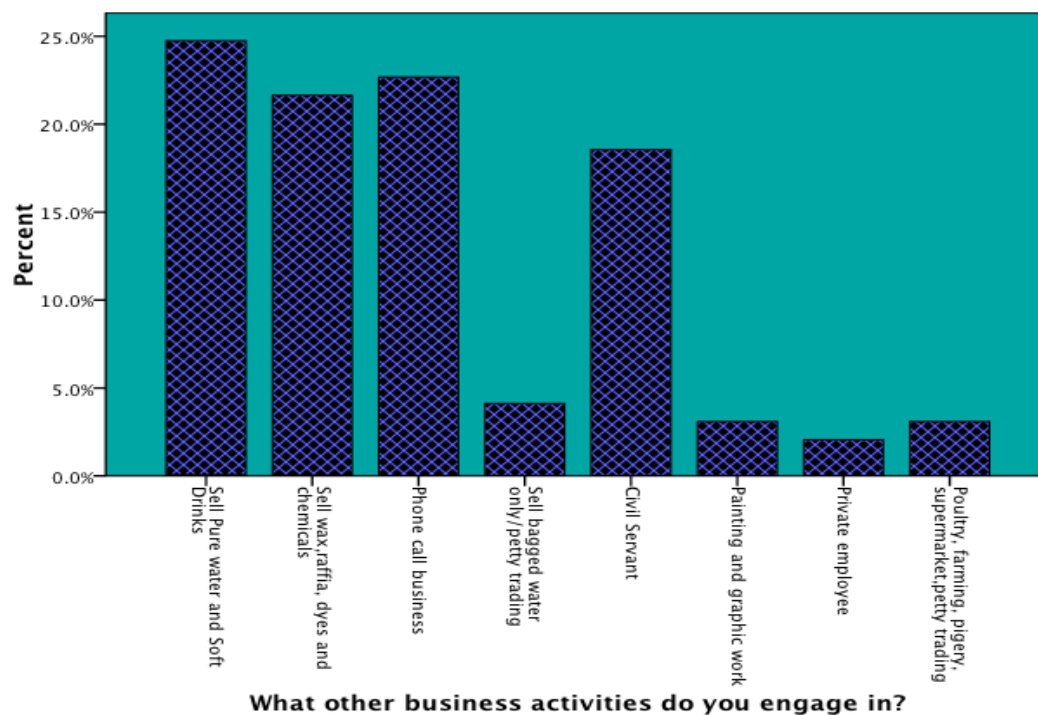
The family and co-operative societies play a vital role as a source of finance to raise start-up capital (see Fig.1). Very few practitioners have access to bank loans. Those with greater access to capital explore opportunities to diversify their business into selling of dyes, wax, chemicals and ready made clothes; while others with limited finances engage in other petty trading such as selling of soft drinks, telephone call business, selling of bagged water, civil servant, etc (see Fig.2). One of the practitioners recounted: *I really need loan to expand my business and diversify into other business activities. I discovered that people who are privileged to equip and diversify have more customers than those of us who do not have financial support.* Cressy, (1996), pointed out that “majority of new- start entrepreneurs do not set out to raise external finance; for those that attempted to (whose number greatly exceed those that succeed), their ability will be affected by information supplied to the potential founder”. Women practitioners especially are disadvantage in accessing loan and these women have multiple responsibilities as mothers, wives and producers. Tie-dye/batik practitioners (women in particular) are faced with this challenge because they do not have enough information to present to banks for loan. This limits their business expansion.

Figure 1: Source of start up capital.



SOURCE: Fieldwork, June 2007.

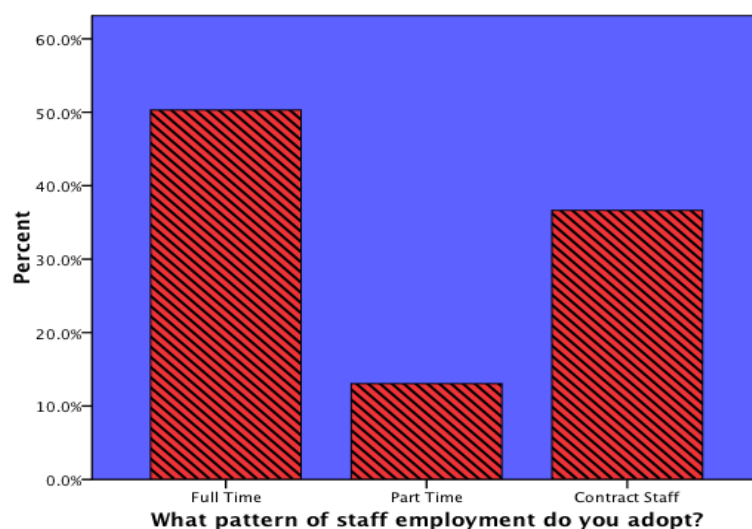
Figure 2: Other businesses the practitioners engage in.



SOURCE: Fieldwork, June 2007.

Some of the practitioners employ paid labour either on a contract, part-time or full time basis (see Fig.3). The number of clothes produced, amount of sales made and attitude to work/customers are used to evaluate the performance of employed labour. Any worker who performed below expectation is corrected, scolded, warned or stopped. Unfortunately, majority of the practitioners lack good management skills because they are not able to separate family influence from the growth of the business (see Appendix C, table 13). The practitioners have children and dependants (aged parents, siblings and extended family members) whom they are responsible for their wellbeing. This is probably because of the role family plays in raising start –up capital. Consequently, profit generated from the business is used for family welfare.

Figure 3: Pattern of Staff Employment.

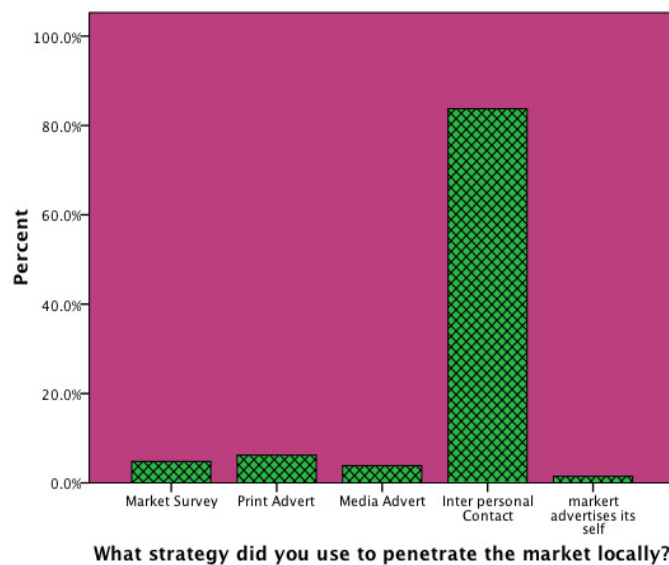


SOURCE: Fieldwork, June 2007.

Interpersonal contact is the major marketing strategy used by the practitioners to penetrate the local market (see Fig.4). As earlier mentioned, translating the questionnaire to local language in form of an interview gives the opportunity for additional information. It was discovered that these practitioners have indirect access

to international market; they are not aware of the opportunity offered by AGOA and do not utilise established government agencies like SMEDAN- a government organisation that offers advisory services to small/ medium scale businesses. Buyers come from surrounding neighbouring towns and cities (Oyo, Iseyin, Lagos, Ilorin, Shaki, Aba, etc) while others come from West African countries (Ghana, Senegal, Belgian Congo, Mali, Niger etc). Buyers purchase dyed cloths at wholesale or retail basis. Some of the practitioners have close relationship with customers who travel to European countries. These customers buy in bulk and export the clothes to overseas countries such as England, United State of America, etc. The industry is vulnerable to both local and international competitors. The practitioners devise a strategy of hiding designs from competitors. New designs are often hidden from local competitors and are brought out on market days (every 5 days). A new design provides only a short advantage because other dyers would copy it in the next market days. Most of the practitioners sell on credit and buyers repay on market days while others pay by instalments either twice or thrice within a period of 2 months. Some customers prefer to buy cheap cloths; consequently the practitioners adopt various strategies such as using cheap fabric, reducing the quantity of dye stuff, or buy in bulk to be able to meet the demand of such customers. It is however important to mention that from the responses of the consumers, this strategy adopted by the practitioners creates a bad image of the industry in the heart of the consumers because the dye is not fast to the clothes and the fabrics get worn out on time. This might also be another reason for low patronage of the product.

Figure 4: Strategy use to penetrate local market.



SOURCE: Fieldwork, June 2007.

Unfortunately, the practitioners do not have access to innovation, water, good roads, constant supply of electricity, and lack knowledge/access to information technology (see Appendix C, tables 7 to 11). The practitioners seek alternatives such as the purchase of generators, use stream water or well water (which dries up during dry season), or flowing river for production purposes (see image 22). Lack of adequate and functioning infrastructural facilities increases cost of production and price of the clothes produced as compared to similar products imported into the state. The high price of clothes coupled with the current poverty in the country, constitutes a low number of customers patronizing tie-dye/batik fabrics. At times the practitioners are forced to sell below cost of production. This situation generates low profit (83.5% of the practitioners make maximum profit of 25,000.00 naira or less-(approximately £100.00) in a month (see Appendix C, table 20). The growth of the business is however at the mercy of low profit and customers who buy on credit. It is important to mention that the practitioners complained of the unwilling attitude to pay debt of

clothes purchased on credit by most consumers. In an attempt to collect the money, consumers often respond negatively such as *mawala mi jo, ma san owo e, Nigeria gan jegbese* meaning please don't bother me, I will pay you your money even Nigeria is in debt. Furthermore the practitioners mention that some of these consumers will determine not to pay, they will be hiding/dodging from the practitioner, and some will pay part while others will pay all on two or three instalments. Consequently, the practitioners adopt a strategy of prayer and persuasion/ pleading to such consumers to pay. This however affects the financial status of the practitioners limiting re-investment into the business.

The practitioners form themselves into a larger group under a trade association. The benefit of being part of this group includes sharing of ideas among members, co-operation and trust in maintaining same price of clothes and attending social activities such as naming ceremony, wedding, graduation etc. Unfortunately, the practitioners do not maximize the benefits of operating in partnership/network such as advertising, training, access to loan at financially advantageous rates, consultancy advice and financial services. "The development and maintenance of effective informal and formal networks is a central feature of successful entrepreneurial activity especially where trust and co-operation exist. Co-operation is more secure and robust when agents have trust because of the reputation of themselves and other agents in the network for honesty and consistency" (Thompson, 1993:580; Macaulay, 1963: 62-63). However, "there is an element of risk and uncertainty within any business relationship" (Carter and Jones-Evans, 2000:119). Trust arises in response to the threat of risk and uncertainty. When trust exists, it minimises the potential risk and opportunism; for instance, some practitioners betray the group by selling at lower

price as compared to the agreed amount by the group especially when sales are very low. The practitioners should establish efficient networks that foster good communications, training, and access to loan that will contribute to sustainable industry.

Image 29: Photograph showing flowing river use by the practitioners as a source of water for production⁷.



SOURCE: Fieldwork, June 2007.

“A nascent entrepreneur’s past experience, training, education and skill development will affect the formation of business ideas and the ability to start successful business. This accumulation of knowledge, skills and experience is termed Human Capital” (Gary Becker, 1962). Formulation of business ideas may be influenced by work experience, by individual training and by recognition that a particular product or process “could be done better”. “Recognizing that a product or process could be done in a superior and different way is the spur behind many new businesses” (Deakins:

⁷ The practitioners restricted me to take photograph of people using the river because it can create a negative image of their product in the heart of consumers.

117). In this context, the practitioners have over 5 years of business experience and they depend on nascent experience acquired in the business. The findings revealed that the practitioners do not give attention to training/ re-training programmes. This limits their exposure to innovative ideas that could improve their production, design, distribution and marketing strategies, thus making the business vulnerable to competitors. Human capital is an important determining factor in new business creation. The importance of human capital tends to be reinforced by external financial institutions. “Bank managers rate employment experience as an important factor in lending to new venture entrepreneurs” (Deakins and Hussain; 1994a). For younger entrepreneurs, who have limited human capital, education can have an important role in providing a conducive environment for idea formation. Gavron et al (1998) discovered that “younger entrepreneurs (below the age of 30) are under-represented in entrepreneurship because of limited personal capital and limited access to finance”. This might probably be the reason of having older women and few men dominating the trade. However, limited scope for ideas formulation will always be a constraint and the limited experience (or human capital) that potential entrepreneurs in this age can draw upon will limit the potential opportunities for developing ideas.

Unfortunately, the practitioners underutilise banks as a source of finance probably due to unaffordable bank requirements in giving loan. Similarly, “idea formulations would be affected by experience in education and early training” (Deakins and Evans- Jones, 2000:117). Tie-dye/ batik practitioners in Abeokuta have poor educational status (see appendix C, table 3). Majority has either no formal education or incomplete primary/secondary education; very few learn the trade from tertiary institution. This will definitely affect the formulation of innovative ideas especially that about 41.7% do not attend training/workshop programmes and those that do, attend occasionally

(see Appendix C, tables 29 &30). Education systems are important in the development of creativity and idea formulation. “Education should provide scenarios that encourage creativity, lateral thinking and problem solving. However, the scope within a curriculum should be sufficient enough for the development of such transferable and core skills” (Deakins and Whittam, 2000:116). Formal education has a strong influence to promote entrepreneurial culture. For tie-dye/batik entrepreneurs to make maximum impact, formal education / training / re-training is highly essential. Greater investment in education / training programmes is needed if tie-dye/batik practitioners are to sustain their livelihood. “There are two types of entrepreneurs-the craft person entrepreneur and the opportunistic entrepreneur” (Smith, 1967). The craft man entrepreneur has a lower education, preferred manual work and wanted a stable income to support the family, while the opportunistic entrepreneur has a higher education, more prone to be a leader and to expand business. It can however be argued that tie-dye/batik practitioners in Abeokuta are craft person entrepreneur. Life long continuous learning and skills are needed in order to increase the capability of the practitioners and promote sustainable growth of their livelihood. The importance of education and training cannot be over emphasized. It is a route out of poverty that currently prevails in the country and for releasing the potential in an individual. It requires the support of government organisations, non-governmental organisations, and donor agencies to organise innovative programmes by establishing vocational training centres where the practitioners would have access to receive formal/ vocational training. This will create a pool of qualified practitioners with the knowledge and skills to contribute significantly to economic development. It will also enable the practitioners to compete favourably in this era of globalization.

4.2 Discussion of findings

The findings reveal that the practitioners are faced with diverse constraints ranging from poor educational status; poor financial position; lack of adequate training and re-training programmes; inadequate management, marketing and sales skills; lack of social amenities; few number of customers; increased competition; poor knowledge of technology and innovative ideas and low access to international/ overseas markets.

The challenges are multi-facet and require holistic approach. However, individual practitioners are willing to take minimal risk for the improvement of their business.

According to Brockhaus, (1980); Masters and Meier, (1988); and Peacock (1986),

“individuals with high tolerance would expose themselves to higher risks than individuals with low tolerance”. Kahneman and Tversky (1979) stated that “a person’s willingness to take risk is dependent on the perception of the situation.

Individuals will be risk averse if they perceive themselves in a win situation but will be risk seeking in a loss situation”. Consequently, considering the current situation of tie-dye /batik industries, the practitioners should determined to take risks for the renaissance of the industry.

Heath and Tversky (1991) also suggested that “individuals take considerable more risks in situations in which they feel competent. Risk taking depends on entrepreneur’s age, motivations, business experience, education and number of years in business”. Consequently, the practitioners should take critical analysis of the situation, examine their capabilities/ competences and develop confidence in themselves that any risk taken will lead to success. “Attention needs to be paid to developing a market strategy” (Oakey, 1995).

Also, in order to promote tie-dye/ batik trade, the government must provide adequate community social facilities. These amenities should be well located, accessible, adequate, functional and secure. “Increasingly a strong indigenous small-firm sector is a vehicle for regional economic development internationally” (Carter and Jones-Evans, 2000:110). The Nigerian government should recognise and strengthen the social and economic significance of the indigenous textile industries. Also entrepreneurs should identify entrepreneurial opportunities in the form of acting as a subcontractor to large corporations. Thus, corporations can develop partnership relationships with indigenous tie-dye / batik practitioners to assist the cottage industries to improve their operating and process efficiency, and to widen their product ranges. Also the practitioners can form a business synergy where two or more tie-dye/ batik practitioners combine business together to improve their business performance, spark up a dynamic cross pollination of ideas, and greater returns than from a single individual practitioner.

In order to overcome these challenges, the practitioners have to understand their personal strengths and weaknesses in relation to the business environment and determine to make strategic plan by turning their weaknesses into strengths and maximise the use of their strength for growth.

4.3 SUMMARY

Its being establish that resist dyeing in Abeokuta is an inherited craft mostly practised in large communal compounds by women and few men with little or no formal education. The practitioners lack adequate training and re-training programmes which limits their idea generations, consequently they depend on nascent experience

acquired in the business. The family plays important role as source of finance to raise start-up capital. The business expansion is limited because majority of the practitioners do not have access to bank loan. Inter-personal contact is the major market strategy use by the practitioners. The practitioners are faced with diverse constraints, which negatively affect the business. This include lack of functional social amenities, low purchasing power of consumers, poor educational status, poor financial position, increase competition, inadequate marketing skill, poor/ no knowledge of information technology, lack of adequate training and re-training, etc. Holistic approach is however required to overcome these challenges. The next chapter will look into consumers' perception of resist dyed fabrics.

CHAPTER FIVE DISCUSSIONS OF FINDINGS

(CONSUMERS RESPONSE)

5.0 INTRODUCTION

This chapter discusses the findings of the responses of consumers who patronize tie-dye/ batik fabrics. It looks into consumers' behaviour on the purchase of tie-dye/batik fabrics, consumers' choice of clothes in the midst of alternatives (Ankara, lace, tie-dye, batik, second hand clothes, Chinese textiles or Nigerian textiles) and consumers' perceptions/ expectations of tie-dye/ batik fabrics. It was discovered that change in consumers taste, low purchasing power and poor customers' services also contribute to low patronage of tie-dye/ batik fabrics.

5.1 CONSUMERS' PURCHASING BEHAVIOUR OF TIE-DYE/BATIK FABRIC

Consumers of tie-dye/batik are pertinent to this study. The consumers were selected using purposive sampling technique to select the consumers at random; 1200 consumers were selected and questionnaire given to all of them. 1117 questionnaires were retrieved from consumers of various demographic characteristics. Both male and female were selected, though majority are female. They engage in various occupations/ jobs; some are self employed, civil servant, private organisation employee, retired government /private worker, graduate or youth corper, clergy men, apprentice and students either in secondary, undergraduate or post-graduate levels (see Appendix D, table 32). The monthly income of the selected consumers varies, ranging from below #5,000.00 to over #95,000.00 per month. However, majority earn

between #5,000.00 and #15,000 in a month ⁸, only 3.6% earn above #95,000.00 some have no source of income and others decide to keep their income confidential (see Fig.5).

The consumers buy clothes from either shops in local markets, super market/ departmental stores, catalogue order or from the Internet. Majority patronizes shops in local market and very few people buy from catalogue order or the Internet. This might probably be due to lack of the use of Internet by sellers for marketing purposes. From the responses gathered, very few sellers advertise their products on the television, radio or magazines, more than half of the consumers (58.5%) (see Appendix D, table 36) are not stimulated by the advert to buy clothes; probably the advert are not convincing enough to persuade consumers to buy or because of consumers' low purchasing power. The type of clothes consumers patronize varies; it includes ready made, cut and sew or second hand. The ready made or cut and sew can either be of any type of fabric design such as tie-dye, batik, lace, printed textile (Ankara), or *asoke* (traditional woven fabric). The frequency of the purchase of clothes depends on the income of an individual. About half of the consumers (50.4%) cannot allocate 5% of their income to buy clothes monthly, while 52.2% buy clothes on credit. Among those that buy clothes on credit, they pay in instalment either, twice, thrice, four times or once within a period of 1 to 3 months (see Appendix D, tables 37 to 39).

⁸ At the time of the study (May, 2007- May, 2009) the exchange rate is between #220.00k and #250.00 to £1.00p.

Image 30: Batik fabrics sewn in traditional style as children clothes



SOURCE: Fieldwork, June 2007.

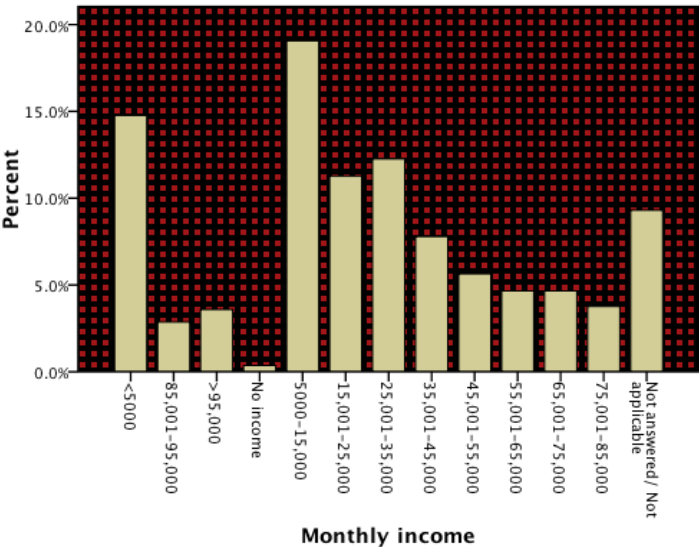
The frequency of the purchase of clothes by the consumers also depends on the season and whom the clothes are meant for. For instance, 20% of the consumers buy children's clothes seasonally (probably during Christmas, new year, Muslim festival etc.), while 28.8% buy children's clothes quarterly, and some don't probably because they are single or have no child. Majority buy themselves a self garment quarterly, some very often while others do not buy clothes for themselves; from the findings, this group are teenagers who receives clothes from their parents. Most consumers buy clothes for either their spouse, relations or friends seasonally (see Fig. 6 to

Image 31: Left image is a woman in tie-dye fabric sewn in traditional style and her son in lace fabric sewn in traditional style for boys. Right image is a woman in batik fabric sewn in traditional ladies style.



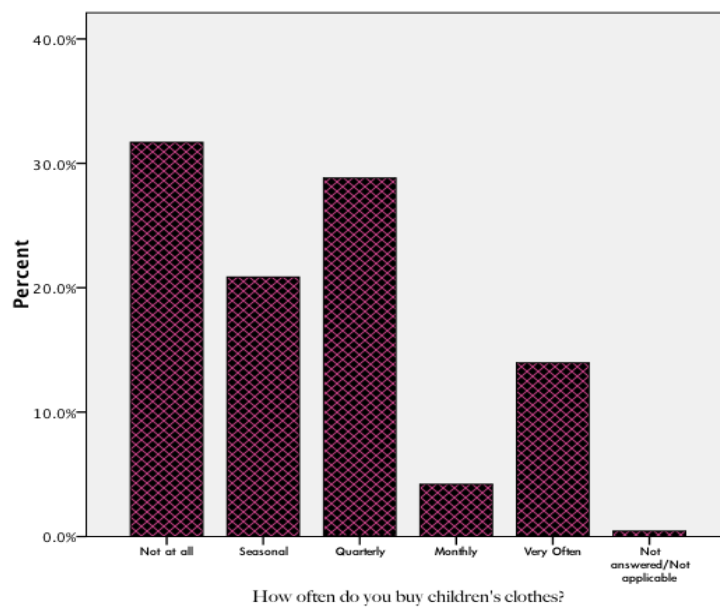
SOURCE: Fieldwork, June 2007.

Figure 5: Income distribution among the consumers.



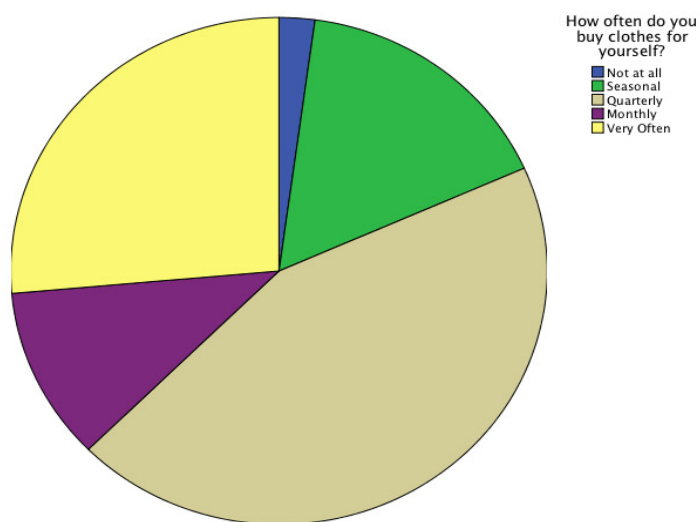
SOURCE: Fieldwork, June 2007.

Figure 6: Frequency of the purchase of children's clothes.



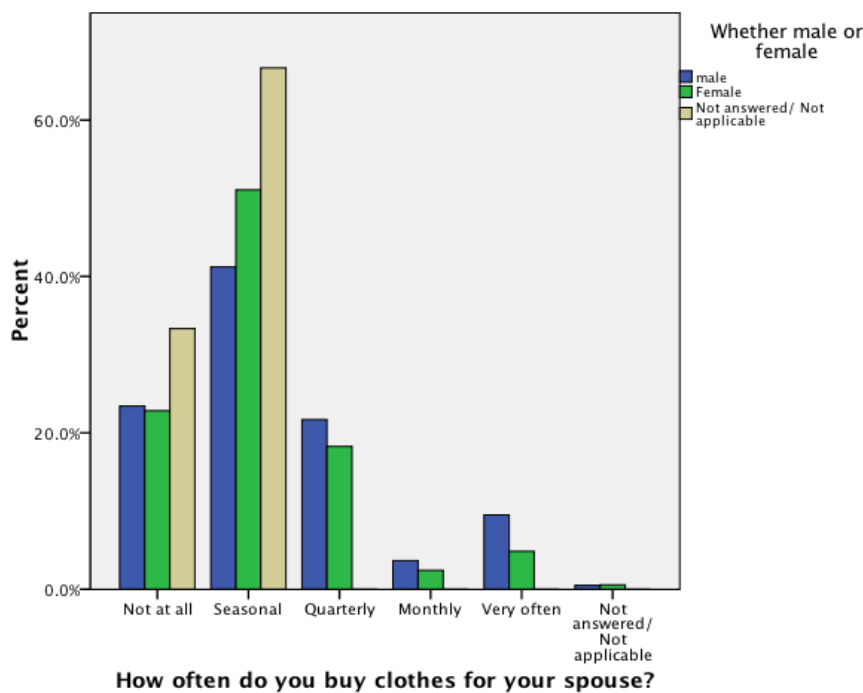
SOURCE: Fieldwork, June 2007.

Figure 7: Frequency of the purchase of self-garment.



SOURCE: Fieldwork, June 2007.

Figure 8: Frequency of the purchase of clothes for spouse.



SOURCE: Fieldwork, June 2007.

More than one third of the consumers (33.9%) do not patronize tie-dye/ batik fabrics; 30.5% buy tie-dye/ batik fabric seasonally, 20.0% buy the clothes quarterly; while only 3.6% purchase tie-dye/batik fabric monthly (see Appendix D, table 44). This confirms the low patronage of tie-dye/batik fabric by Nigerian consumers; this might probably due to the prevalent poverty in the country and high cost of the clothes. This is in line with an adage *ebi ki pa enia lo si ile alaso* meaning *a hungry man will not go to a cloth seller* (i.e will not buy cloth). On the other hand, the consumers patronize other fabrics, which are affordable to them. This includes Ankara (printed textile), lace, *aso-oke* (traditional woven fabric), etc. These fabrics are often use as *aso ebi* meaning *family or group attire*. This is a cultural practice whereby a celebrant picks a fabric for his/her guest to wear at his/ her party for identification. It is however important to mention that tie-dye/batik fabrics are sometimes use as *aso ebi*. Tie-dye/ batik practitioners have been very active in promoting the use and sale of the fabric

through *aso-ebi*. *Aso-ebi* ensures continuity in relation to the use and production of tie-dye/ batik especially to meet the taste of the celebrant. Also *aso-ebi* helps to be identified with the celebrant or people belonging to the same social group as the celebrant. Aso-ebi however keeps alive the use of tie-dye/ batik fabrics and the practitioners have played various roles in ensuring the continuity of tie-dye/ batik fabric through activities in production, design, use and sales.

Image 32: Batik fabric use by UNNAB Leo Club (Charity Organisation) as group attire – aso-ebi



SOURCE: Fieldwork, 2007.

Image 33: Batik fabric sewn in traditional style for men



SOURCE: Fieldwork, June 2007.

Image 34: Photograph showing display of lace fabrics in a local market.



SOURCE: Fieldwork, June 2007.

Image 35: Photograph showing samples of lace fabrics.



SOURCE: Fieldwork, June 2007.

Image 36: Lace fabric sewn in traditional style and use as aso-ebi



SOURCE: Fieldwork, June 2007.

Image 37: Photograph showing display of printed textile (Ankara) in a local market.



SOURCE: Fieldwork, June 2007.

Image 38: Ankara fabric use as aso-ebi



SOURCE: Fieldwork, June 2007.

A scenario was created to know the choice of the consumers in a pair of clothes if given a gift of #20,000.00k to spend all on clothes. It was discovered that in each pair, majority will select Nigeria textile print (Ankara) instead of tie-dye/ batik; Nigerian lace instead of tie-dye/batik; batik fabric instead of tie-dye fabric; Nigerian lace instead of Nigerian textile print, new Nigerian clothes instead of second hand clothes, Nigerian textile print instead of Asia textile print, Nigerian tie-dye/batik instead of China tie-dye/batik and cut and sew tie-dye/ batik instead of ready made tie-dye/batik (see Appendix D, tables 47 to 52). It can however be argued that finance/high price is not the only factor that contributes to the low patronage of tie-dye /batik fabrics. The decline stage of the industry is as a result of changes in taste, technology, competition and the economic situation of the country.

Image 39: Batik fabric sewn in traditional men's style and Ankara fabric in traditional women's style.



SOURCE: Fieldwork, June 2007.

In spite of its popularity, the consumers noted that tie-dye/ batik have some negative attributes such as non-fast of colour (see Appendix D, table 74), and too common designs (frequently seen). Consumers would be more satisfied if dyers employ colour fast dyes in production and produce designs that are unique⁹. According to Oliver, (1980) “customer satisfaction is the attitude like feeling of a customer towards a product or service after it has been used. It is generally described as the full meeting of one’s expectations”. “The concept of satisfaction is important because it is the essence of success in today’s highly competitive world of business” (Evans et al, 2006). It is important to mention that majority of the consumers complained of poor human relations/ negative attitude experience from tie-dye /batik practitioners while engaging in business interaction. According to Evans et al, (2006) “consumers are very likely to complain when they are not satisfied”. Most consumers of tie-dye/batik fabrics in Abeokuta pointed out that whenever they engage in window shopping or price bargaining (especially if the price do not favour the practitioner), often times tie-dye/batik practitioners raise abusive words such as *ole*, meaning *thief*, *wa gbe*, meaning *take it*, *ko ye kosan owo* meaning *you don’t need to pay*, *ofe ni* meaning *its free*, *kori buruku lo* meaning *go away with your mischief*, *kosi lo*, *osa ro* meaning, *go*

⁹ According to a dye producing company (COLORADO, www.bestdye.com/dyes-uses.php) reactive dyes are best for cotton or other plant materials because they are colour fast and wash fast; they are very good for tie-dyeing. However various chemicals are used in dyeing with reactive dyes; sodium carbonate is a dye fixer that makes dyes become part of the fabric. The fabric is first soaked in a solution of dye fixer dissolved in water. In vat dyeing (which is commonly used by the practitioners), the dye fixer is added to the dye bath near the end of the dyeing process. Urea and Ludigol are also used in tie dyeing but not in vat dyeing. Urea helps large amount of dye dissolve in small amount of water, it helps dye penetrate the fabric. Once reactive dye is mixed with water, it slowly starts to break down becoming gradually less effective. Ludigol is added to the dye to keep the dye from breaking down in water. It keeps the dye fresher and allows more dye to react with the fabric. Finally, Synthrapol detergent is used to wash out loose dye after the fabric is dyed. Unfortunately, the practitioners skip some stages of the dyeing process for economy reason; they adopt beating of the fabric with a wooden rod (mallet). Synthrapol is use to wash out different coloured dyes and prevent them from staining other fabric.

away with your evil omen, its early in the morning, a times some even go to the extent of using local broom to sweep the foot print of the consumer (see Appendix D, tables 75 & 76).

Customer satisfaction is a key influence in future purchases intentions. “A satisfied customer is very likely to share his/her experience with others, thereby engaging in a positive word-of-mouth advertising. Similarly, a dissatisfied customer is likely to switch brands and/or complain, thereby engaging in negative word-of-mouth advertising” (Shiv and Humber, 2000). Consumer satisfaction can be viewed with paradigm of pre-purchase expectations, post-purchase perceptions and disconfirmation (ie difference between pre-purchase expectations and post-purchase perception). According to Peters and Olison, (2005) “pre-purchase expectations are beliefs about anticipated performance of the product; post-purchase perceptions are the consumer’s thought about how well the product performed while disconfirmation refers to the difference between the two (i.e. post-purchase perceptions are compared with pre-purchase expectations). When the perceived performance exceed a customer’s expectation, (this is a positive disconfirmation), then the customer feels satisfied. On the other hand, if the perceived performance fall short of customer’s expectations (this is a negative disconfirmation), then the customer feels dissatisfied”. It is however important for tie-dye/batik practitioners to value consumers and treat them with respect and dignity because customers are asset for sustainable growth of tie-dye/batik industry. Customer satisfaction can however be achieved through Customer Relationship Management (CRM)¹⁰.

¹⁰ See section 7.9 of chapter 7 for detail.

Furthermore, the majority of the consumers agreed that clothes produced in Nigeria are very expensive, have aesthetic value and Nigeria textile industries have good brand name. However, they have been displaced by importation of cheap Chinese cloths. Consumers agree that China clothes fade easily, and not durable but affordable. An individual in newly purchased China clothes will look gorgeous and socially acceptable for any occasion even though after a short period the cloth will suddenly loose its beauty and be faded. However, the consumers agree that made in China clothes are not better than made in Nigeria clothes. Consequently, if the price of made in China clothes is the same as those made in Nigeria, it was discovered that the consumers would prefer to buy made in Nigeria clothes. It can however be argued that cheap price is the major reason for consumers' preference of China clothes. However, majority of the consumers are not in support of the government stopping China from importing clothes into the country. Similarly, consumers are not in support of the government eradicating sales of smuggled second hand clothing because they are affordable (see Appendix D, tables 53 to 73). Customers are the reasons for being in the business; they are the most precious assets. Customers can be reliable source of ideas, yet the practitioners do not involve them at the beginning of the business. Continued customers' involvement will maintain channels of communication and customers will prefer to enter into a relationship with one who listens and help to solve their problems.

5.2 SUMMARY

Majority of the consumers purchase ready made, cut and sew or second hand clothing from local markets. About half of the consumers cannot afford to allocate 5% of their

income to buy clothes monthly. Slightly more than half of the consumers buy clothes on credit and pay on instalment. However one-third of the consumers do not patronise tie-dye/ batik fabrics, while very few purchase tie-dye/ batik monthly. Consumers pointed out that tie-dye/ batik fabric are not colour fast having too common design. Consumers would be more satisfied if dyers produce unique designs that are colour fast. Similarly, most of the consumers complained of poor customers relations/services of tie-dye / batik practitioners. They emphasise that often times the practitioners raise abusive words when they engage in window shopping or unfavourable price bargaining.

Though made in Nigeria clothes have aesthetic value, consumers affirm that Nigeria clothes are very expensive and have been displaced by cheap imported clothes from China. However, if the price of made in Nigeria clothes is the same as made in China, consumers inform that they will prefer to buy made in Nigeria clothes. Its however important for tie-dye/ batik practitioners to value customers and engage them in their business as a good source of business feed back.

CHAPTER SIX GOVERNMENT POLICIES AND SUPPORT

6.0 INTRODUCTION

This chapter examined case study of some selected developed and developing countries with the aim that the strategies used could be adopted by Nigerian government and tie-dye/ batik practitioners for a sustainable industry. The chapter also explore Chinese renaissance strategies on textile industries, China accession to World Trade Organisation and the friendship relationship between China and Nigeria and argued that political diplomacy is likely to exist. The chapter also looks into modern influence of batik in Indonesian; Zaire's entrepreneurs creatively coping with crisis; Zimbabwean women overcoming challenges; government of developed countries policy support for small firms; importance of policy support in African Entrepreneurship and importance of Nigerian government policy support for tie-dye/ batik industry.

6.1 RENNAISANCE STRATEGIES: EXPERIENCE FROM CHINA TEXTILE INDUSTRIES

In the past, Chinese households weave cotton cloth for their own consumption or for marketing purposes; in China, cotton is the staple cloth of ordinary Chinese where weaving defines women's social, economic and moral role (Oliver, 2004). "Between 1271-1368, cotton textiles developed rapidly. This was supported by new techniques and high demand by both state and the people. During this period, the government established a system of imperial textiles production based on hereditary bonded

handicraft workers to produce for the state. Between 1368-1644, the government enforces compulsory production on both silk and cotton throughout the empire. The hereditary bonded workers were allowed to work commercially but were still obliged to provide services to the state on rotating basis” (Zhang, 1998). The trade in cotton was both expansive and profitable. Chinese merchants were exporting cotton textiles products to both Japan as early as the 16th century and to Europe and America by 1730s. It could however be argued that the continuity in government policy of utilizing the natural resources for the production of textiles is one of the anchor that secure firmly the development of textiles in China.

According to Oliver (2004), “from 1851 to 1864, the military conflicts and violence uprisings in China disrupted trade, impose great burdens on the economy and reduce the agricultural productivity, devastating the cotton producing regions. During this period, China also faced external threat in form of European naïve. This resulted in the opening of Empire to trade and direct foreign intervention; consequently, Chinese government was forced to seize control of imperial custom administration to foreign nationals; thus foreign goods and technologies flooded China. Consequently from 1870s, British textile exports to China steadily increased. The importation of cheap European textiles began a fundamental and painful transformation of textiles production in China”.

Furthermore, “British cotton exporter discovered that forcibly opening China’s market was not enough to guarantee consumers acceptance of British goods; Chinese consumers wanted heavy cloth which will provide protection from dust and cold and would withstand strenuous wearing. Imported British cloths last only one year; while

Chinese hand woven cloth would last three years. In response to this was to adulterate lighter cloth by filling it with clay and chalk, thereby giving an appearance of hand woven cloth. This quality disappears after the first washing; this disinclined Chinese consumers to purchase British cloth” (Oliver, 2004).

Over two decades, China has undertaken significant reforms to restructure and open up its economy to foreign trade (Walmsley et al, 2006). This reform has resulted into rapid growth in real per capital GDP averaging about 6.04% over the period of 1978-1995 (Maddison, 1998). “China has emerged as one of the world’s fastest growing economy through a combination of sound economic management, policy reforms, and pragmatic business considerations, motivated by a need to supply a growing industrial sector, and hard work” (Zafar, 2007). “China is currently the world’s sixth largest economy after the United States, Japan, Germany, France and United Kingdom and its slowly moving towards fourth place with an economic growth of more than 8% a year” (AGOA News, 2007).

In other to boost foreign investment, the Chinese government offer a number of special incentives in the early 1990s, including duty draw backs on imported intermediate inputs and capital goods used for the production of exports, exemption and reduction in the rate of income, taxes paid in profit and preferential tax rates for foreign enterprises which re-invest their profits (China Council, 2000). The Chinese economy has become increasingly open since late 1970s, when the Chinese government initiated economic reforms (Yang, 2006). This has affected other developing countries and has been a subject of intense debate especially since China accession to the World Trade Organization (WTO) on 11th December 2001. Foreign

investment was the focal point of China's negotiation for accession to WTO (Walmsley, 2006); consequently, China has aggressively pursued foreign investment over the past decade and has become a price setter for labour intensive manufactured goods creating competitive pressure. Since the beginning of the economic reforms in 1978, China's imports have grown at a rate similar to that for exports, with exports exceeding imports in every year since 1994 (Yang 2006).

According to Francois and Spinanger, (2001), "China's textile and clothing exports have proven very competitive and have faced more stringent restrictions under the Multifibre Agreement (MFA), than exports from most other developing countries". "The liberalization of MFA quotas has led to the expansion of Chinese exports probably at the expense of other developing countries" (IMF, 2005; IMF and World Bank, 2002). Virtually all of the increased imports originated in China and that prices from China were significantly lower than the rest of the world, clearly calling for anti-dumping action against China, rather than action against the rest of the world (Brink, 2007). Furthermore, Yang and Zhong (1998) stated that "from 1980 to 1994, China exports of textiles and clothing increased eight fold. This is because China's comparative advantage in textiles and clothing largely lies in its abundant supply of unskilled labour". Many developing countries fear that competitive manufacture from China will not only flood their markets, but also replace their export (Yang, and Adhukari, 2006; Lardy, 2002). "The effects of China's WTO accession on developing countries are likely to be felt in two areas: goods and services, market which will lead to increased competition from Chinese exporters as well as increased export opportunities in China" (Yang 2006). "China operates an export incentive, consequently, textile and clothing manufacturers have 40% advantage on currency

and 13% direct export subsidy. Infrastructural services such as water and electricity are free. China has a non-unionized work force, so wages are much lower and the Chinese companies sell their equipment somewhere else in the world when it gets to about four years old and invest in the latest state of the equipment. China grows a lot of its own cotton, converts the cotton into yarn, knits into fabric and exports to other countries. China does not export raw materials” (AGOA News, 2007).

6.2 CHINA ACCESSION TO WTO: THREAT OR OPPORTUNITY

“China protocol of accession to the WTO in 2001 included a textile specific safeguard clause. This clause allows for measures to be taken as a last resort to prevent sudden and sustained surge in Chinese textiles exports from impeding the orderly development of trade in clothing and textiles products” (Brussels, 2005). This safeguard clause can be invoked by any WTO member able to show market disruption by Chinese textile imports, serious enough to impede the orderly development of their textile trade. However, according to Kim and Reinert, (2006), “China textile safe guard did not appear in the Draft Protocol on Accession of The People’s Republic of China, but were added as a part of China’s accession arrangement later on, appearing in the Report of the Working Party on the Accession of China (Working Party Report), consequently, this special safe guard provisions is criticized as discriminatory measures”.

Similarly, Yang (2006) noted “the concerns over China’s ascendancy resemble the anxiety caused by Japan’s economic emergence after World War II. At that time, many developed countries feared Japan’s low wage competition would be a serious threat to the industries, thus Japan was denied Most Favoured Nation (MFN) status

even after its accession to GATT in 1955 by invoking non-application clause of the GATT (General Agreement on Tariffs and Trade). In the case of China, the response was to introduce in China's Protocol of Accession special and transitional product specific –safe guards and to continue the pre accession anti dumping and countervailing practices against Chinese exporters". Taking a critical look on this issue the question that continues to agitate one's mind is: *is China clothing and textiles industries a threat to developed and developing countries?* AGOA News, (2004) disclosed "MFA has been in place for over 40 years and has regulated the trade in textiles and apparel. The clothing industry is the most global of all industries. The decision to remove quotas on January 1, 2005 is set to turn on its head in the space of two to three years what has taken 40 years to develop. However, according to CLO trade President (Jack Kipling), the removal of quotas on the importation of apparel into the two world largest markets, the US and European Union is to have a dramatic effect on the clothing industry globally. Furthermore, many of leading industrial nations owes their success to the clothing and textile industries 40 to 50 years ago".

I quite agree with the introduction of safeguards on imported products with increased quantities that threatens to cause serious injury to the domestic industries that produce like or directly competitive products; however I am of the opinion that the clause should not apply only to China, but on any country that invokes threat. Secondly, Nigeria clothing and textiles industries is experiencing threats from imported second hand clothing from Europe and imported new clothes from China. Second hand clothing mainly from Europe has caused unbearable disruption in Nigeria domestic industries; the question is *why is safe guard clause in China WTO accession excluded second hand clothing and allow massive importation from Europe?* Anyway, its quite

appreciated that China identifies and utilizes its advantage or strength of low labour cost along with capital technology, export incentives, free infrastructural services, conversion of raw materials to finished products for export purposes and government commitment to reformation policy has allowed China to compete far above other countries on the basis of cheap price; which has significantly improved the economy. Consequently, Nigerian government and policy makers should have a new focus on renaissance of the domestic textile industries, especially that it has a long time effect on improving the economy.

6.3 NIGERIA –CHINA RELATIONSHIP: HONEST OR HYPOCRITICAL

The People's Republic of China and the Federal Republic of Nigeria established a diplomatic relationship in February 10th, 1971. China and Nigeria signed a number of agreements on trade, economic, technological as well as protocol on institution of higher learning of the two countries (China Daily, 2006). The two countries agreed to work on strategic plan for the future growth of bilateral relations to push forward the strategic partnership with political mutual trust, economic reciprocity, mutual assistance in international affairs, to expand co-operation in the areas of agriculture, energy, electricity, infrastructural construction, telecommunication, to expand cultural exchanges and to combat various diseases including malaria and bird flu (Chinese Embassy, 2004; China Daily, 2006).

Image 40: Photograph of Plaque to commemorate the opening of Chinese village.



SOURCE Fieldwork, June 2007.

Image 41: Plaque of Nigeria-China friendship.



SOURCE: Fieldwork, June 2007.

In an article published by Zafar, (2007) over the last decade, China has built a network of trade and investment links with close to 50 African countries and there has been a rush to buy up concessions to Africa's natural resources. China's search for natural resources to satisfy the demands of industrialization has led it to sub-Saharan Africa. The demand from China has contributed to an upward swing in prices of oil and metals from Africa. Chinese aid and investment in infrastructure are bringing

desperately needed capital to the continent. In return, throughout sub-Saharan Africa, Chinese companies are building vital infrastructure, including dams, ports and roads and helping to renovate government offices and other buildings; mining oil in Angola and Sudan, building roads in Ethiopia, working with electricity sector in Kenya, building infrastructure and developing the tourism industry in Sierra Leone and servicing mobile phone networks in Kenya and Nigeria. In an article written by Xujiang (2007), “China is becoming closer to Africa than the western countries are and that worries them”. Xujiang further emphasized that China unveiled \$20 billion package of loans to Africa with no terms or pressure on the payment of debt attached as opposed to the loans from some western countries and international organizations with strict conditions that have been proven unsuccessful in most countries. This has received criticism from G8 members (group of 8 countries)¹¹ that the loan will put new debt burdens on African countries leading to another debt crisis. However, Professor Li Bauping opposes this view stating that “ China is not the biggest lender to Africa. And it has never put extra terms on loans or put pressure on the paying of debts. Most of the loans to Africa have been cancelled’.

“Chinese companies in Nigeria are undertaking projects in rehabilitation of Nigerian railway, the Games Village of Abuja Sports Complex in the form of labour service. Major Chinese companies that have undertaken projects in Nigeria are China Geological Engineering Company, China Engineering Company (Group) and China Civil Engineering Construction Corporation. China has set up more than 30 solely

¹¹ G8 is a group of 8 countries, which include France, USA, Britain, Germany, Japan, Italy, Canada and Russia. The government of these major industrial democracies meet annually to deal with major economic and political issues facing their domestic societies and international community as a whole; <http://www.g7.utoronto.ca/>

funded companies and joint ventures in Nigeria. Furthermore between 2002 and 2003, there are 24 Nigerian students studying in China on scholarship paid by Chinese government” (China Daily, 2006). According to Akinrinade and Ogen, (2008), Chinese investment in the areas of infrastructural development could be crucial to Nigeria socio-economic development, the screwed trading relationship has turned Nigeria into a dumping ground for Chinese inferior and sub-standard textile products which has wrecked havoc on the Nigeria textile industry and stifled the development of Nigeria’s indigenous enterprise.

“China lacks attention to governance, democracy and human rights issues in Africa, de-linking aid from political reform. This has raised concern that the flow of Chinese aid may cause African governments to delay reforms that promote openness and accountability”, (Zafar, 2007). China's lack of attention to matters of resource transparency and disregard for environmental impact assessments risk is also a cause of concern.

Furthermore, according to Mooney, (2005), “many African leaders regard China as a reliable friend who has suffered similar imperialist aggression by Western powers, welcomes investment and development teams from Beijing. However, some African scholars argue that China is simply relaying the European colonial torch of purchasing raw materials from the continent and selling valued-added products back creating an unfavourable trade balance for Africa”. In an article written by Marks (2006), “China’s relationship with Africa has shifted from cold war ideology to a more classical pursuit of economic self-interest in the form of access to raw materials, markets and spheres of influence through investment, trade and military assistance to

the point where China can be suspected to pursuing the goals of any classical imperialist”. In this context it’s important to mention that Africa is a continent rich in natural resources but with minute utilization of these resources for economic development. Consequently this weakness has become a vital opportunity for any nation with development skill to seize and engage in a hidden agenda *friendship relationship*- I personally view this as a *tactic political diplomacy*.

“Nigeria is a country that is eager to cash in on China's renewed interest in Africa. Nigeria exports to China exceeded imports with a surplus of \$960 million. However, Nigeria’s exports to China are chiefly raw materials (mineral resources and agro based products) while Chinese exports to Nigeria are a mixture of conventional and high -tech products and almost exclusively finished goods” (Vandu, 2005). According to the Head of Imo State Housing, Works and Transport Commission, Chinese firm had signed a Memorandum of Understanding (MOU) with Imo state government on the establishment of the export processing zone in Ngor-Okpala Local Government Area. When completed and put into operation it will help boost economic activities in the state through processing local raw materials into manufactured goods especially those that have to be imported now into the country. Based on this it seems China is sincere in its relationship with Nigeria or is it a political diplomacy/tactics of Chinese government. However, it will be interesting to note on-line comments (Vandu, 2005) of some Nigerians on this relationship; some in support while others remain skeptic or against (see Appendix B).

Currently, there is a drive in Nigeria towards export of cassava to China; Nigerian researchers and academics are against the export of cassava calling for cassava to be

processed into valuable products and these products exported instead, but the government turned a deaf ear. In the on-line discussion put on by Vandu (2005), one of the comments is *it would also be interesting to know how many permanent jobs these Chinese companies plan to create in Nigeria and other advantages they plan to offer to the people of Nigeria, excluding perks for government officials and trade commissioner naturally*. The issue now is one remain suspicious of the relationship between Nigerian government/trade commissioner and Chinese government; especially China's commitment not to interfere with government policy that promotes transparency. The question is why the Nigerian government's adamant in exporting raw materials to China in favour of China to satisfy the demand of natural resources for industrialization at the expense of Nigeria economic reformation? Also, in relation to import of cheap textiles and clothing from China, (which has seriously injured the local industries resulting into loss of productive capacity, factory closure and retrenchment), the government remains silent in imposing safe guard measure on China.

Furthermore, in an article written by Hattingh, (2008), "Manufacturing Association of Nigeria (MAN) and Nigerian Textile Manufacturers Association (NTMN) raised alarm over the systematic and deliberate destruction of Nigerian textile industry and economy by unscrupulous Chinese textile exporters. MAN and NTMN alleged that counterfeited textile fabrics from China specifically target and copy the trade marks of Nigerian Textile Manufacturers "made in Nigeria" or "made as Nigeria" on the selvedge and blatantly take SON (Standard Organization of Nigeria) markings to deliberately mislead consumers and falsify country of origin declaration; Chinese textile companies openly display Nigerian Manufacturers Trade mark on their

websites to attract potential importers. Also there is an allegation of sharp increase of over 80% market share in the volume of textiles being smuggled through land borders particularly Niger Republic”. Indeed, this is a shameful experience from China not valuing ethical principles and no regard to international trade laws. It is important to mention that *not all that glitters is gold*. It is however pertinent to carry out investigation to identify the Chinese exporters involve in this unpleasant act and enforce penalty/fines against such companies in order to protect the integrity of the existing Nigerian textile industries and the interest of the consumers. This issue has raised some questions: is Nigeria-China relationship honest or hypocritical? Is China truly a friend? Is Nigerian government really interested in the development/ sustainability of the local industries? Is the government really committed to the yearly nation wide broadcast of economic reformation policies and millennium goals or is the perks offer from China the motivating oversight factor against China or are there other hidden agenda yet to be unveil?

In an article published by AGOA News, “China will voluntarily limit the export of garments and some textile items to South Africa. According to Chinese ambassador to South Africa, (Liu Guijin), the department of trade and industry has been in protracted talks with its Chinese counterparts to try to persuade Beijing to curb the flow of clothing and textile exports which is putting some local firms out of business and killing thousands of jobs. Furthermore Chinese government was also committed to re-training South African textile and clothing workers and to form partnerships with local firms to make the industry more competitive”. Similarly, Chinese government agreed to limit textile export to Brazil, where Brazilian government says the products are threatening local industry affecting eight categories of products (Beijing Times,

2006). In the same view, Craig (2005) stated that US government re-impose restrictions on cotton- knit shirts, cotton trousers and man-made fibre underwear to limit a surge in imports from cheap producers in China. Craig further emphasized that this is great news for Mauritius and it will give the industry a breather space. The safeguard measures will restrict China's exports to US of certain categories to 7.5% growth per year. According to BD News (2006), Bangladesh exports of woven garments and knit wear recorded 23.65 and 41% growth respectively during the October-May period after imposition of safeguard measures against China in September 2005. Considering these few safeguard examples, the question that continues to agitate one's mind is: why is Nigerian government reluctant to impose safeguard measure against China in favour of the local textile industries? Surprisingly, Nigerian government decides to remain *dumb* to impose safeguard measures on her *friend*- China at the detriment of the local textile industries. Though the chairman of Nigerian Textiles Manufacturers Association (NTMA) Idi Abubakar called for government intervention to save Nigerian industries from imminent collapse which proved abortive (T&G Supply, 2005) I personally think it becomes pertinent for NTMA not to rely on the government to impose safeguard on her *friend*-China, dialogue between NTMA and Chinese counterpart will be necessary.

Indeed Nigeria has a lot to learn from China, however, I am of the opinion that Chinese investment in Nigeria will be advantageous if technology transfer occurs that will benefit local companies such as solar powered machines and soft wares that can improve the creativity/ design of tie-dye/batik products. Secondly recognizing that China is the major exporter of clothing and textiles products, Nigerian government should utilize the opportunity of the relationship by tapping into the mystery of the

Chinese incomparable success in the exportation of cheap clothing and textile products. Also, the government should maximize the scholarship opportunities offered by Chinese government by nominating students specializing in clothing and textiles to undertake research study in this area that will lead to the renaissance of Nigerian local textile and clothing industries.

Nigerian government need to take caution in the *admirable* development relationship with China. It is however important to note that future research would be necessary to answer some of the questions raised.

6.4 MODERN INFLUENCES OF BATIK IN INDONESIA

Batik has a special place in the world of textiles; in the philosophy of its colours and design and in the way it is made, folded and worn, batik expresses the spirit of the people who make it and wear it and who treasure it as part of their heritage. Batik is made in many other countries all over the world but it is in Indonesia that it has become an expression of local pride and an essential symbol of the nation. Most people agree that it is in Indonesia that the skill of batik making has reached the highest level of artistry (Kerlogue, 2004: 1).

As earlier mentioned on the production of imitation batik of the Indonesian by the Europeans, at the start of the 20th century, more people could afford to wear batik or imitation batik, which was being imported from European manufacturers.

Consequently, the importation of imitation batik from Europe was adversely affecting Javanese batik production and could eventually render it obsolete. By 1900 synthetic dyes were imported into Java from Europe so that the range of colours increased.

Patterns, which had once being reserved for royalty, were replicated on factory

produced so that anyone could wear them. Much of the Javanese batik industry were in the hands of Chinese and Arab entrepreneurs who dominated the supply of raw materials as well as the marketing of the finished cloths (Kerlogue, 2004: 105-107). After independence in 1945, the Indonesian government made effort to revive and develop batik both as economic force and as a symbol of Indonesian nationhood. All the existing Co-operatives in Java were brought together under one umbrella organization “The Union of Indonesian Batik Co-operatives” in an effort to pull purchasing resources and squeeze out foreign competition. The proliferation of co-operative organizations encouraged the setting up of large numbers of small scale batik enterprises at village level. As batik designers and entrepreneurs continue to respond to social, political and economic change, the industry continues to thrive in modern era. Despite the challenge from Western styles of clothing such as jeans, and T-shirts, batik and imitations of batik remains a central element in the attire of the people of Indonesia (Kerlogue, 2004: 135-139).

Furthermore, Kerlogue, (2004) highlighted that there were several development in the use of batik-Western styles began to be made up in batik cloth and there was a resurgence in the use of traditional costume. Batik was developed as a national costume with idea from Indonesian first President -Soekarno. He was instrumental in encouraging the creation of new designs, especially for batik worn by women on formal occasion, while in 1972, Ali Sadikun, the governor of Jakarta was responsible for the introduction of the long sleeved batik shirts as formal wear for men. This was endorsed by the President as part of national costume for men. Consequently, the art of batik has developed a significance expression of regional and national identity. It is worn by politicians at regional and local levels, by students on their graduation day,

by hotel staff and tourist guides and civil servants as part of their uniform.

At the start of 1970s, batik became increasingly the choice for glamorous evening wear. This period was characterized by a proliferation of batik fashion shows at which designers displayed their use of batik for ball gowns, cocktail dresses and other fashions for both men and women. As Indonesia opened its doors to increased foreign investment, the marketing of batik as an export product expanded throughout the world especially scarves and stoles in fine silk gauze became highly fashionable at the international level. The earliest source of present day batik practices is a combination of locally existing textiles techniques with a range of innovations introduced by practitioners over the centuries. Some of these are based on ideas and materials brought by settlers and visitors, some from traders and immigrants from overseas and some were probably the result of inventive exploration by enterprising women, always looking for ways of improving the quality of their art and increasing the variety of decoration by adjusting their production methods. In the same way, motifs found on imported textiles were often incorporated into the design fields of the Indonesian cloths.

Although, the economic crisis of 1997 hit the batik industry hard, batik costume and batik industry have shown remarkable resilience and remain the core of Indonesian national identity and pride.

It is important to note that Indonesian government is alert to social, political and economic changes, consequently responded positively with commitment to revive and develop batik industries as an expression of local pride- an essential symbol of the

nation through various innovative strategies and finally marketing batik as an export product.

6.5 CREATIVELY COPING WITH CRISIS: ENTREPRENEURS IN THE SECOND ECONOMY OF ZAIRE (THE DEMOCRATIC REPUBLIC OF CONGO)

“Zaire's immense natural resources make it potentially one of Africa's wealthiest countries, unfortunately, it has a per capital income that is among the lowest in the world” (MacGaffey, 1998). “The economy has been in decline since mid-1970s, a decline that intensified drastically at the end of 1980s” (Young and Turner, 1985; Leslie, 1987; Schatzberg, 1988; Willame, 1992). “Political and economic situation were devastated and there was rapid deterioration of the infrastructure, wide spread food shortages, the virtual disappearance of public health and education and the collapse of administrative capacity coupled with high rate of inflation. Business owners closed their enterprises, some multinationals moved their operations elsewhere and unemployment expanded” (Willame, 1991; deVillars 1992:121-155). “Supplying and operating a business and marketing products in such conditions presents enormous problems and many business failed in the 1980s and early 1990s” (Mac Gaffey, 1998).

“By 1994, Zaire's copper mining company and exporter barely produce, thus artisan mining gold and diamond increased especially after the discovery of new diamond beds on North East. Diamonds were the principal source of Zaire's foreign exchange earnings; unfortunately, diamond smuggling and fraudulent export deprived the country of revenues it should be receiving from its immense resources” (Bruneau,

1989).

“In this depressed economy, Zairian entrepreneurs use their talents of creativity and ingenuity to cope with the situation. Though the economy was devastated, people fended for themselves with a renewed spirit of creativity and resourcefulness. Small enterprises workshops and garages were proliferating and sold all kinds of things. Small -scale producers rivaled the declining operations of multi-nationals, people made soap and competed with wholesale importers: Marsavco shoemakers produced shoes and sandals to out compete Bata” (Ciervide, 1992:224).

“Due to shortage of goods, raw materials and foreign exchange, entrepreneurs engage in trading trips to other countries to import goods that they can sell profitably. They are able to travel to strange countries to find, purchase and ship desired commodities, cope with an unknown language and find a place to stay through personal connections based on ethnicity, or nationality, kinship, friendship from neighborhood or work place and religion. Traders rely on these ties of hospitality and shelter and for help in finding their way around; for locating goods at cheap prices and learning how best to purchase, ship and get through customs, for assistance with language problems and for finding means to invade visa regulations. These contacts guide traders to appropriate wholesalers or market places and show them the ropes so the way to continue on their own” (Makwala,1991; Rukarangita and Schoepf,1991; *Le Soft de Finance*,6 May, 1993; Braeckman,1992:208; Goossens and Tollens,1989; Rapoport,1993:708).

It can however be deduced that determination coupled with creativity, innovation, risk

taking and networking are the driving force of the Zairian entrepreneurs to cope/survive in a severely depressed economy. Indeed some of these contacts are illegal, however the importance of networking which I will personally refer to as *kinship networking* should be appreciated and done in a legal /appropriate procedure. Furthermore in my own view, it appears that commitment to policy implementation is a mirage among Nigerian policy makers; consequently, individual/collective tie-dye/batik practitioners should think inward, conceive creative / innovative ideas and engage these ideas with commitment in order to sustain their livelihood.

6.6 OVERCOMING CHALLENGES: WOMEN MICRO ENTREPRENEURS IN HARARE, ZIMBABWE

In a study carried out by Horn (1988), it was discovered that “Harare women in Zimbabwe incorporate various aspects of entrepreneurial behaviour that allows them to overcome many challenges they face in establishing and maintaining their enterprise. The challenges faced by the women include cultural traditions delineating the rural division of labour, lack of capital and credit sourcing wholesale stocks, market sites and architecture, unemployment, inflation, high cost of living, low wages etc”.

“In the rural areas, a woman's domain over garden crops in her patrilocal domicile and her ability to harvest enough to feed her family are traditional indicators that her husband's ancestors have accepted her and will bless the family with fertility-both in the womb and in the garden” (Lan, 1985). “Any surplus produced by the woman (labour of hands) can be disposed of in anyway she deems functional to the welfare of her family, such as selling or trading surpluses at periodic markets” (May, 1983;

Schmidt, 1992; Bhila, 1982).

“Establishing a micro enterprise requires initial capital; women could not access loans directly from the bank because bank policies would not accommodate small loans. Women however access funding through their spouses, siblings, parents and other kin. Once established, they join vendors’ daily cash flow with a revolving savings and credit opportunity” (Horn, 1994a: 96). In sourcing for wholesale stocks, women's networks worked informally to disseminate information as to where to purchase commodities at the cheapest price. The location of markets also poses a challenge. Many markets are situated where there are no pedestrian thoroughfares. Consequently, “in order to develop a customer pool, women may pay rent for their stalls but sell at bus stations or shopping centres during times of peak pedestrian activity” (Bloch, 1995; Ncube. 1995:15,20). Also the amount of profit that can be generated is limited to the number of customers (Daniel, 1994).

Despite the overwhelming obstacles they face on daily basis, the women utilize their business acumen, their self -taught insights into management, their knowledge of market and their customers, and their understanding of their roles to overcome challenges to their ability to do good business. Horn (1994) however concluded that “the challenges faced by entrepreneurs demand a response from policy makers, planners, urban and rural council as well as the entrepreneurs themselves. The policy should promote the benefit of the entrepreneurs without burdening micro-entrepreneurs to the extent that they are forced out of business”.

6.7 GOVERNMENT POLICY SUPPORT FOR SMALL FIRMS: EXPERIENCE FROM DEVELOPED COUNTRIES

It is important to reflect on the extent to which policy initiatives have had a positive impact on the competitiveness of smaller firms in the UK economy. “Fascination in the growth of small firms is based on government's desire to promote opportunities for employment” (Tilley and Tonge, 2003).

According to Burns, (2007), “over the last century until late 1960s, there was a decrease in the importance of small firms in the UK, measured in terms of their share of manufacturing, employment and output. The proportion of the UK labour force classified as self employed was at its lowest point in the 1960s. However, in late 1960s, Bolton Committee set up an investigation on the role of small firms in the economy and discovered that small firm sector was in a state of long-term decline, both in size and its share of economic activity”. Furthermore, Mason and Harrison, (1990) confirm that “between 1945 and late 1960s, there was little interest in small firms from either the government or academics. SMEs were regarded as being poorly managed, badly organised and reliant on outmoded technologies to produce inferior products and services”. “Economic planning was based on the premise that “big is beautiful”. Consequently, SMEs did not figure highly in government economic or industrial policies. Co-operation between government, trade unions and employers’ representatives (such as Confederation of British Industry) was almost entirely concerned with large organisations and there was no voice for small firm community” (Crouch and Streeck, 1997).

“Since the election of the first Thatcher government in 1979, small firms and

enterprise have being important to the policies of both Labour and Conservative parties” (Tilley and Tonge, 2003). “In the first four years of the first Thatcher government, more than one hundred SMEs related policies were introduced” (Beesley and Wilson, 1984). According to Johnson et al (2000), “the Competitiveness White Papers published during the 1990s acknowledge that small firms, particularly those that were growing rapidly could make an important contributions to competitiveness”. Government intervention can be justified on the grounds of equity with the removal of barriers that favour large firms in an attempt to provide a “level playing-field” for SMEs; government assistance for SMEs provides potential benefits in creating employment opportunities and establishing a seed bed of growing firms as well as improving innovation and competitiveness (Johnson, 1990; Johnson et al, 2000). Change is the major factor causing entrepreneurial revolution. Burns (2007) emphasise that change itself has changed to become discontinuous, abrupt but all pervasive. Similarly, Gary Hamel (2000) in Burns (2007), stated “for change has changed; no longer is it additive, no longer does it move in a straight line; in the twenty first century, change is discontinuous, abrupt, and seditious”. However, from 1970s, the situation has been reversed. Since then, small firms have increased in importance measured in terms of their share of employment and turn over (Burns, 2007). The small firms sector is recognised by the government as having a vital part to play in the development of the economy. It accounts for a significant proportion of employment output and it is a source of competition, innovation, diversity and employment (Frank et al, 1984: 257).

The contribution small firms make to the economy is increasing and their importance is fully recognised. David Birch (1979) showed that 81,5% of net new jobs in the

USA between 1969- 1976 was created by small firms (under 500 employees). Small growing firms have outstripped larger ones in terms of job creation; at times when larger companies retrenched, smaller firms continue to offer job opportunities. In USA, small firms generate more than 50% of GDP and over 50% of exports come from firms employing less than 20 people.

Small firms make up at least 95% of enterprises in European community. “In EU, small firms generate 66% of employment, in Italy, the proportion is 79%, in France it is 63% and in Germany, it is 60%” (Burn, 2007). Harrison and Taylor (1996) claim that “in the USA, it has been estimated that whilst 15000 medium sized businesses represent just 1% of all businesses, they generate a quarter of all sales and they employ a fifth of all private sector labour”. In the UK, Storey et al (1987) asserted that out of every 100 small firms, the fastest growing four firms would create half the jobs in the group over a decade – an assertion that has stood the test of time.

“It is no longer certain that SMEs can continue to make significant contributions to economic growth in a global economy typified by accelerated technological change and ever increasing market competitiveness” (OECD, 1993). “UK government White Papers on Science, Engineering and Technology on Competitiveness emphasize the significance of small firms as a catalyst for economic success through innovation and technology transfer” (Cabinet Office, 1995, 1996). “In the drive to sustain competitiveness among SMEs, there is a growing interest within the government in fostering stronger links between the SMEs sector and Higher Education Institutions” (Johnson and Tilley, 1999). It is believe that there are benefits to be gained by small firms from such interactions and partnerships.

The UK government introduced a network of “one- stop-shops” called Business Links intended to provide SMEs with a single, local gateway to advice and assistance (Bennett, et al 2001). “Entrepreneurship and innovation are central to the creative process in the economy and to promoting growth, increasing productivity and creating jobs. The governments aim is to create a broadly- based entrepreneurial culture in which more people of all ages and backgrounds start their own businesses” (DTI, 1998:14-15). According to Burns (2007), “technology has affected the revolution of small firms in three ways. Firstly new rapidly growing firms have pioneered the new technologies. Small firms have pioneered innovation in computers and the Internet. Secondly, technologies have facilitated the growth of self-employment and small businesses by easing communication, encouraging working from home and allowing smaller and smaller market segments to be serviced. Indeed information has become a product in its own right, which can be generated and transported anywhere around the world with the touch of a button”. New technologies have reduced fixed costs so that production can be profitable in smaller, more flexible units e.g. in the printing business. Finally, “SME policy has developed incrementally in the UK as the government responded to specific problems and difficulties as they arose” (Green, 1992). “The present government remains steadfast in supporting SMEs to promote growth and competitiveness” (Johnson et al. 2000).

6.8 IMPORTANCE OF GOVERNMENT POLICIES IN AFRICAN ENTREPRENEURSHIP

“The poor performance and gloomy forecast of the economies of most sub-saharan African countries (and now global) have raised concern pointing to lack of indigenous foundation of business skills” (Monga, 1998:169). Other studies have used culture to

explain Africa's economic problems (Bayart, 1989; Bayart, Mbembe and Tonlabor, 1992; Warner 1993; Warner and Miaffo, 1993). These authors concluded that the consumption of resources and non-accumulation of surpluses are the major impediments to the development of African entrepreneurship.

On the other hand, Marris and Somerset (1971:228) argued that “the poor quality of African businesses was a direct result of colonial administration that was indifferent or restrictive to trade towards immigrant communities. They concluded that the isolation of African businessmen could be seen as consequences of policies, which ignored the opportunity to train and finance them”. Brett (1973:294) emphasized that “the failure of Africans to move upward into business was the full power of the colonial that eliminated African middlemen (and small scale Asians) who were competing only too effectively on the market where opportunities existed”. Similarly, in a study carried out by Iheduru (1998) on black entrepreneurs in post-apartheid South Africa, discovered that “the apartheid regime deny the majority of its population the right of full participation in the economy. However, economic reforms and deregulation of black business activities helped to create an emergent black middle class and entrepreneurs. Consequently, bottom-up strategy was the approach used to economic empowerment for blacks and for democratization of the South African economy. These require institutionalized arrangements to help them graduate from lower levels of entrepreneurship to more sophisticated ones”.

Swainson (1987:40) added support to these views invoking the extensive restrictions placed in the way of indigenous capitalism during the colonial period in Kenya. “It was officially declared in 1964 by the government of Kenya that economic

opportunities that existed in Kenya were not available to Africans, consequently, the government was obliged to promote vigorously increased African participation in every sphere of the nation's economy. Statements such as “we must have a sort of monopoly so as to get our people into business after all colonial policy had protected their European big businessmen” were widely spread” (Government of Kenya, 1964: 41).

Maddison, (1959) emphasized that “long-term educational and technical support for African businessmen would eventually lead to desired outcomes”. Equally important is the need to create means of training the emerging African businessmen in basic organization, markets and the acquisition of know-how such as entrepreneurial skill, (Hambara, 1998: 225, Wariithi, 1964: 2717).

In my opinion, since African countries are now independent of the colonial era what significant efforts have the governments make to develop the economy? African government/leaders are known worldwide to be corrupt, full of greed and all manner of embezzlement practices, using the nations' resources to build *financial empire* for themselves and families. African governments should realize that the entire world is experiencing changes. This is inevitable and should however have the right attitude of mind and dedicatedly implement policies that will empower entrepreneurs and bring about improvement /reformation of the economy. Furthermore, the importance of education, training, basic knowledge of business skills coupled with technological and infrastructural support from government cannot be overemphasized.

6.9 IMPORTANCE OF NIGERIA GOVERNMENT POLICY SUPPORT FOR TIE-DYE/BATIK INDUSTRY

In an article written by Osinubi (2006), “Nigeria is a nation that is endowed with multifarious and multitudinous resources- both human and materials. However, due to gross mismanagement, profligate spending, kleptomania and adverse policies of various governments these resources have not been optimally utilized; channelled to profitable investments to bring about maximum economic benefits. Nigeria has been bedevilled with unemployment and poverty”. Maduagwu, (2000) traced government effort and programmes to alleviate poverty and concluded, “it is a shame that the government objectives and purposes ran parallel to the Nigerian poor expectations”. Maduagwu highlighted that in 1972, General Yakubu Gowon implemented National Accelerated Food Production Programme (NAFPP) with the aim to alleviate poverty. NAFPP turned out to be a colossal waste and nothing was achieved. In 1976, Operation Feed the Nation was publicized by General Olusegun Obasanjo, which expended much money to educate peasant farmers how to farm. The scheme only success was in creating awareness of food shortage and need to tackle the problem. In 1979, Shehu Shagari executed Green Revolution Programme (GRP) with objectives of mechanised farming, and curtailing food importation while boosting crop and fibre production. Many senior civil and military officers used their access to the state to the advantage of the facilities committed to GRP to get Certificate of Occupancy for large tracks of land. The lands are then used for speculative purposes such as collateral for securing loans. At the end of the programme in 1983, the sum of 2-billion naira taxpayers’ money was wasted. In 1983, General Babangida established Directorate for Food Roads, and Rural Infrastructure (DFRRI) for rural development, the project gulped 1.9 billion (about 80 billion today’s value) without Nigerians benefiting.

Peoples Bank of Nigeria and Community Bank of Nigeria were set up for poverty alleviation purposes. These financial institutions neither lived up to their expectations nor did they actualize their aims and purposes. Maryam Babangida set up Better Life Programme for rural women and ended up making millionaires out of BLP officials and friends. Better life for rural women became better life for rich women. In 1993, Abacha and his wife set up Family Support and Economic Advancement Programme (FEAP) which, gulped over 10 billion of tax payers' money to no fruitful outcome. It is important to mention that during Babangida's regime, National Directorate of Employment (NDE) was established with a mandate to implement programmes to combat unemployment". However, according to Dawodu (n.d), "the draw back on NDE's schemes is that there is no follow-up programme for beneficiaries. Many of them do not utilize the skill acquired, and others do not properly invest the loans they received and found themselves in a worse state". "Governing Nigeria has become business with direct and indirect appropriation of public funds. The big-men are sharing the spoils while the poor looks on- the rich are getting richer and the poor are getting poorer", Maduagwu, (2000). All the programmes put forward to address the situation proved abortive due to bad governance, mismanagement, corruption, etc and thereby have both direct and indirect effect on the poor competitive ability on small/medium enterprises such as tie-dye/batik industries.

According to Bateman and Lloyd (2003), "if the SMEs sector is to fulfil its early promises in terms of promoting rapid economic development, then policy support is desperately needed". Similarly, Daly et al (1991) confirm that start up and micro businesses together create between one- third and two thirds of all new jobs. Thus there has been expansion in the number of small business in U.K. Consequently; "this

expansion in the small business has been paralleled by a resurgence of interest in small business as an object of research and policy among academics and policy makers” (Gibb, 1993, Storey, 1994). Storey and Johnson (1987) were critical of the view that “small businesses were a solution to unemployment and pointed out that minority of businesses create the majority of new jobs and were also associated with considerable growth and innovation”.

Throughout history, entrepreneurship has been found to be important and meaningful in society at points of transitions; for example, tradition to modern, modern to post-modern, and government controlled economies to free market. This entrepreneurship is harnessed by societies as a common approach to solving dilemmas, to break of old, stable and hierarchical traditions and institutions and to introduce new innovative ways of behaviour. Birch (1979), and Storey and Johnson (1987), stressed the importance of small firms to job and wealth creation and economic regeneration. “In developed market economies, such as the United Kingdom, there has been a renaissance in the small business sector” (Carter and Jones- Evans, 2000:49). The majority of enterprises employ less than 10 employees and small businesses have become a major contributor to private –sector employment and output. Political systems differ in degrees, having influence on entrepreneurial culture. In egalitarian and democratic societies, entrepreneurial qualities such as leadership, creativity, self-reliance and self-confidence are fostered thus stimulating entrepreneurial behaviour. Unfortunately, the prolonged history of military ruling the country has an adverse effect on entrepreneurship and the economy of the country with fruits of corruption and embezzlement. It is however hoped that the current democratic government will engage the leadership / self-reliant programs that will stimulate entrepreneurial

behaviour.

Base on the research findings, there are a number of challenges facing tie-dye/batik industries, which justify policy to support this sector of Nigerian economy.

1. Cheap Chinese new clothes and smuggled second hand clothes dominate the market thereby making it difficult for the local practitioners to compete favourably on price.
2. Though there are established government organizations (such as Small and Medium Enterprises Development Agency of Nigeria; SMEDAN) responsible to give advisory services/assistance to SMEs, tie-dye/batik practitioners are unable to utilize information provided by such organizations.
3. The prevalent poverty in the country and consumers' poor purchasing power discourage the practitioners from taking business risk that has potential for business growth.
4. Tie-dye /batik practitioners find it relatively difficult to obtain bank loan due to their small size. Thus the existence of *finance gap* justifies government intervention to provide subsidized finance and loan guarantees for this sector of the economy. The government should give attention to finance and regulations that will put small firms such as tie-dye/batik industry on a similar footing to larger ones in relation to bank and other financial institutions.
5. Infrastructural inadequacies such as unsteady power supply and high rate of used and unused electricity/water bill coupled with practitioners in search for alternatives such as purchase of generator and high cost of maintenance has raised production cost and price of tie-dye/batik fabrics.
6. World wide, small businesses are seen as important source of new jobs, regional

development, innovation and competition. They are a solution to unemployment, thus tie-dye/batik industry can make an important contribution to lower the high rate of unemployment in the country. The government should design policy in favour of this sector in promoting economic growth and competitiveness.

It is vital to state that the government of either developing or developed countries recognizes that good policy implementation will result into the welfare of the citizen. The case studies proved that government commitment to economic reformation of small/medium scale industries has a positive impact in the development of this sector of the economy. It is also important to note that in countries experiencing severe hardship people device strategies for survival of their livelihood. Unfortunately, Nigeria that is blessed with both human and natural resources has been caught up in an economic and political decay because of the failure to generate a political leadership capable of moving the country forward. It is time to address this issue and put leaders with sound moral, integrity, dedication and love of the people who are ready to give selfless service to the growth and development of the country. Consequently, importance of government policy support for the development of tie-dye/batik industry cannot be overemphasized. Taking a look at some policy implementation in selected developing and developed countries, it is hoped that Nigeria policy makers will draw ideas from these policies and implement it for the benefit of the citizen and development of the country.

6.10 SUMMARY

The case studies examined in the chapter showed that governments of either developed or developing countries recognise that good policy implementation will

improve the economy. China undertakes significant economic and policy reforms that resulted to rapid growth. Though China and Nigeria engage in a friendship relationship with the aim to work on strategic plan for future growth, the chapter argue that political diplomacy exist in the relationship. Through various innovative strategies, the batik industries in Indonesia are able to overcome the economic crisis of 1997, by developing the industry as an essential symbol of the nation. Zairian entrepreneurs are able to cope with devastated political and economic situation because they engage in creativity and innovation (small enterprises rivalled multi-nationals and competed with wholesale importers); risk taking, kinship networking and determination (entrepreneurs made business trip to foreign countries relying on ties of hospitality for help).

In UK, during the first Thatcher government, over one hundred SMEs related policies were introduced which provided opportunities for SMEs to create employment and remain competitive. Though several authors argued that poor quality of African businesses was a direct effect of colonial administration, the chapter argued that African leader/government are known to be corrupt with epileptic growth since independence. It is time for the leaders to have right attitude of mind and implement policies that will empower entrepreneurs. The next chapter proposes strategies for sustainable tie-dye/batik industries.

CHAPTER SEVEN STRATEGIES FOR SUSTAINABLE TIE-DYE/ BATIK INDUSTRY IN ABEOKUTA

7.0 INTRODUCTION

The chapter proposes various strategies and models that are required for the renaissance of tie-dye/batik industry. This includes innovation strategy; marketing niche strategy; EVIPI: innovation stimulant for the renaissance of resist dyeing industries in Abeokuta; market segmentation, targeting and positioning strategy; customer relationship management strategy; establishment of an export centre as a proposed policy support program for sustainable growth of tie-dye/batik industries in Abeokuta; communication model for the export centre; networking model and proposed sustainable model for tie-dye/ batik industry in Abeokuta..

7.1 INNOVATION STRATEGY

Innovation can make a huge difference to organizations of all shapes and sizes. According to Bessant and Tidd, (2007: 4) “if we don’t change what we offer the world (product and services) and how we create and deliver them, we risk being overtaken by others who do”. Innovation is about survival; survival is not compulsory. Those enterprises, which survive, do so because they are capable of regular and focused change. In Bessant and Tidd, (2007:5) “Companies that do not invest in innovation put their future at risk. Their business is unlikely to prosper and they are unlikely to be able to compete if they do not seek innovative solutions to emerging problems”. “Innovation is the motor of the modern economy, turning ideas and knowledge into products and services” (U.K Office of Science and Technology,

2000). “In Canada, the success of many high-growth, small and medium sized enterprises (SMEs) is significantly connected to innovation; innovative enterprises typically achieve stronger growth or are more successful than those that do not innovate, gaining market share and increasing profitability” (Government of Maitoba, Canada, 2006).

Kanter (1983) defines “innovation as the process of bringing new problem solving ideas into use. It is the generation of acceptance and implementation of new ideas, processes, products or services”. “Innovation is a complex activity, which proceeds from the conceptualization of new idea to a solution of problem and then to the actual utilization of economic or social value” (Myers and Marquis, 1969). Innovation is associated with growth. One person’s problem is another’s opportunity. The skill to spot opportunities and create new ways to exploit them is at the heart of innovation process. Zaltman et al (1973) defines “innovation as any idea, practices or material artifact perceived to be new by the relevant unit of adoption”. Damanpour and Evans, (1984) stated that “innovation need not involve absolute novelty. It may be the introduction of something familiar from one context to another context where it is unfamiliar”. In this context tie-dye/batik practitioners must utilise innovation in production, products, services, marketing, packaging and delivery to create a change to compete favourably.

“Competition stimulates innovation” (Walton, 1987). A high degree of turbulence in the environment (instability and unpredictability) will stimulate innovation by making the organization more aware of the cues to innovate (Aiken and Alford, 1970). “The challenge is one of dealing with an uncertain world by constantly trying new things.

There is need to constantly search not just for innovation opportunities but for early warning signals that someone else's innovation may pose a threat. "Innovation is a complex process which carries risks and needs careful and systematic management; it's about change and the process of change itself" (Bessant and Tidd, 2007).

Innovation consumes resources, time, energy, ideas and money. However, no organization has infinite resources; consequently, there is a need to think about being strategic in innovation activities. Successful entrepreneurs must use systematic innovation, which consists in the purposeful, and organized search for changes and in the systematic analysis of opportunities such changes might offer for economic and social innovation (Drucker, 1985).

7.2 MARKETING NICHE STRATEGY

"A niche market is composed of individuals and businesses that have similar interests and needs which can be readily identified and can be easily targeted and reached"

(Drost, 2007). "Niche markets are usually ignored by larger multinational firms who are not interested in low sales volume yielded by small segment. Such ventures are profitable because of the disinterest on the part of large businesses and /or lack of awareness on the part of other small companies" (West et al.2006, pg.322). A

business that focuses on niche markets is addressing a need for a product or service that is not being addressed by mainstream providers. "A perfect niche market is the location or domain in which you are mostly readily accessible to the people who are mostly likely to benefit from (and thus value), the offer that you are simultaneously most free to exercise your brilliance" (Gordon, 2002). Therefore, your offer is who you are and what you do, while your niche is where and with whom you do it. In this context, this research proposes innovation in niche market for sustainable growth of

tie-dye/batik industries in Abeokuta. Through extensive research and analysis, tie-dye/batik practitioners should provide answers to: who are our customers? What do they want from us? Who are our most profitable customers? What do we need to do to keep existing customers and attract new ones? They should seek to:

Target the most valuable customers and maximize their value.

Improve communication and connect with customers

Transform the business culture so that it is more conducive to putting customers rather than profit first.

Build customers loyalty through gaining and demonstrating a deeper understanding of customers' needs and preferences.

Build and use a data warehouse, which brings together information from core transaction.

Adopt and promote electronic business strategies.

It however becomes necessary to understand customers' needs, practitioners' capabilities and their competitive strengths and weaknesses. Knowing and working from strengths are essential parts of developing niche marketing. If the practitioners can fulfil customers' needs better than the competitors by utilizing their strength, then, they will be able to profitably maximize the market opportunity. Recognizing that customers are different in terms of their need for product and services, the practitioners have to decide which of these customer segments they should target. After selecting a target, the practitioners need to decide on the value proposition or positioning of their products with respect to competitive offerings. The emphasis should be on providing value to customers by satisfying their needs with little focus on cost. However, because of their poor educational status, the practitioners will need

to employ competent and dedicated staff that will handle the task efficiently and effectively. According to Gordon, (2002), taking on a niche can be a low risk way to grow a business as long as the below rules are followed by the practitioners:

- Identify the unique need of the potential customers and look for ways to tailor your product or service to meet them.
- Understand the market slogans and communicate to the target group as an understanding member (not as outsider)
- Always test the market before moving ahead to gauge the market's receptiveness to your product or service and message. Take a survey about the feed back from customers on what product/ services that would help your customers. Assess the direct competitors and determine how you will position against them and create your own unique selling position. In a highly competitive trade, serving customers better than the competition is the key to success. Tie-dye/batik practitioners should however set goals for customers' satisfaction, improve their business interactions with customers in how to prepare and deliver responses to customers' request.

7.3 EVIPI: INNOVATION STIMULANT FOR RENAISSANCE OF RESIST DYEING INDUSTRIES IN ABEOKUTA, NIGERIA.

In order to achieve maximum benefit of innovation in niche marketing and to be able to sustain the resist dyeing industries in Abeokuta, this research proposes *EVIPI* an acronym of words that can stimulate a positive attitudinal change in the practitioners towards implementing innovation as a strategy to resist threat from competitors. They need to utilize *EVIPI* in niche market to stimulate innovative ideas. The following are the essential components of *EVIPI* needed for the revival of the industry:

Examine: the practitioners should personally examine their competitive strengths and weaknesses. Individual practitioners should make personal assessment of his/her abilities, capabilities, potentials, and those of the business. This should be written down. The strength and weaknesses will dictate the areas to seek ideas; this will help the practitioners to build on their strength and work around their weaknesses.

Vision: every practitioner should have a vision statement that is desirable, inspiring, challenging, and that will stir up innovative ideas. This will help to maintain focus on the vision.

Ideas: tie-dye/batik practitioners should seek, think, and generate new ideas beyond the status-quo. Ideas can be generated from external resources (such as communicating with clothing and textile organizations, other textile industries, from competitors especially Asian and second hand competitors); reading and listening to business books (such as magazines, electronic books, websites, journals, or newspapers; listening to business audio books, tapes or radio stations in business related issue); by establishing a team of *think tank* to brain storm ideas (such as asking and answering vital questions in line with production, product improvement, customers service, customers needs and values, distribution channels, training, brand positioning); by observing consumers' behaviour (such as what do people buy and don't like? where do they buy, when and how? what are they buying more and why?); through customer relation management (such as customers segmentation, targeting and positioning, communication programs, by introducing new products for the existing market or new markets for existing products), etc. It is important to mention that consumers are dissatisfied with tie-dye /batik fabric bleeding off colours easily;

consequently ideas can be generated on improving the fastness of the dyes used. This can be achieved by involving the suppliers of dyestuff. Ideas can also be generated by changing tie-dye/ batik fabric with the view of using better fabric, colour, packaging, adding new features such as beads, improving its usability, improving the quality, and service. All the ideas generated must be documented. The practitioners should engage their brain to pull together all these information to create profitable business ideas.

Prioritize: they should review, combine, filter and prioritize all the ideas generated. The innovative ideas should be used to, create a temporary monopoly by harnessing the power of the greatest asset and innovate the business ahead of the competitors.

Implementation: the ideas generated should be put into action. Turn the ideas into practice, evaluate, modify and innovate regularly for improvement.

The business environment is characterized by competition with demand for products at lower prices. To remain competitive, tie-dye/batik practitioners must create customers' value better than the competitors and regularly implement innovative vision driven ideas that will transform the business. However, in creating customers value, different customer segments may want a different type of relationship; consequently, tie-dye/batik practitioners should provide the type and level of service that is appropriate to the needs of the individual segment.

7.4 MARKET SEGMENTATION, TARGETING AND POSITIONING STRATEGY

Market segmentation is vital for the success of a business. It involves the analysis of mass markets to identify sub- groups of consumers with similar wants and buying requirements (West et al, 2006:144). The firm is then in a position to best meet the desires of the consumers belonging to that segment. The identification of a segment allows the firm to identify a profile of its typical desired customers. This will in turn allow the firm to develop a product configuration, pricing scheme, promotional campaign, and distribution coverage plan to best meet the needs of the identified typical consumer.

“The most important variables for identifying segments include: Geography (global, global regional, national, national regional, city/state, neighbourhood/local, topography and climate); Demography (gender, age, education, income, religion, ethnicity, family size, stage of family cycle, and social status/class), Psychograph (personality, lifestyle and values), and Behaviour (usage rate, loyalty level, event creation and key benefits)” West et all (2006:144- 160). In this context, tie-dye/ batik practitioners should divide the consumers base on gender, income, life style, education, social status etc. This will help the practitioners to meet the need of individual consumers in each segment.

7.5 Geography Bases for Segmentation

“Global segmentation assumes that the firm sees the entire world as it’s appropriate playing field. The danger of this approach is the potential for cultural inappropriateness without some modification for different regions or nations. On the other hand, small firms often use local segmentation to keep the market confined to a

manageable area of coverage until a far greater understanding of possible niches is gathered. Topography such as rivers, mountain, lakes, and valleys may have a bearing on effective segmentation. This also applies to climatic conditions such as arid desert and humid rainforest” (West et al, 2006). For effective marketing and management of tie-dye/ batik business, this research proposes local segmentation of consumers within the state and its environs.

7.6 Demography and Psychograph Bases for Segmentation

Gender and age are important component of demography segmentation. Sex segmentation involves choosing male or female as the target audience. An important approach to age segmentation involves the concept of cohort of society moving through the ageing process together. Schuman and Scott (1989) presented six generational cohorts in the US market ¹². However, Schewe and Meredith (2004) examined generational cohort in a global setting and found that there are a number of countries which may not have the kinds of cohort found in USA. They argued that underdeveloped nations are not fertile ground for cohort segmentation. They further stressed that for cohort to be formed, it requires telecommunication, infrastructure that facilitates mass communication, a population that is reasonably literate, and the event

¹² Schuman and Scott, (1989) generational cohort includes: the GI Generation (those between 1901 and 1924) who are conservative and civic concerned; the Silent Generation (those born between 1925 and 1945) who are interested in conforming and raised families at an early age and are concerned with youthfulness and vitality; the Baby Boomers (those born between 1946 and 1964) who believe that personal acquisition are important, have high level of disposable income and who are concerned with value and do not want to be perceived as older; Generation X (those born between 1961 and 1981) who are considered to be somewhat cynical, have great economic power and feel somewhat lost or alienated; Generation Y (those born between 1976 and 1981) who are a subset of Generation X, interested in urban style like outdoor activities and enjoy retro-style products and the Millennial (those born between 1982 and 2002) who are multi cultural interested in high- tech products, are well educated and are more used to violence and sex as part of life.

involved must have significant impact. In this context, further research is necessary to identify generational cohort in Nigeria. It is however important to state that tie-dye/ batik practitioners should collaborate/ network with Higher education institutions to conduct research (e.g. generational cohort in Nigerian setting) in the various areas that are challenging to their business growth. The practitioners will however benefit from such research findings and recommendations.

Income is another important demography segmentation. The important distinction in income is found in the difference between disposable income and discretionary income ¹³. The research findings reveals that majority of the consumers earn between #5,000.00 and #15,000.00 monthly and the poverty situation in the country makes most consumers to use the remainder from disposable income on clothes occasionally/festive periods. The practitioners should target this group of consumers and meet their needs especially during festive periods.

Occupation can also serve as appropriate basis for segmentation. Tie-dye/ batik products could be aimed at housewives, professionals, students, white-collar workers (managers, executives, professionals) or blue-collar jobs (labourers, trade people), the retired/ pensioners and the unemployed. Similarly, religion and social class/ status can also be used for segmentation. Religious teachings/doctrine in Nigeria dictate the consumption of certain types of clothing. For instance Muslim women in Pudah have to cover their entire body while Christianity prohibit the use of revealing styles/

¹³ Disposable income is the income that is left over after taxes, and creditors are paid while discretionary income is what is left over from disposable income after basic necessities have been acquired. The remainder is then use to buy such products/ services as fashion items/ jewellery, cosmetics, fragrances, etc.

immodest dressing. Social class/status can be utilized as effective basis for segmentation. This is because each group has different wants, needs, expectations and preferences. Psychograph segmentation is base on similarity of life styles, personalities and values. This is important because it brings understanding of how the segment members live their daily lives and opportunity to tie products and services to their particular values and aspirations. Lifestyle reflects the ways in which the individual chooses to live his/ her life, what type of activities people enjoy, what life settings they desire etc.

7.7 Behaviouristic Bases for segmentation

This bases is built around the understanding that consumers usage rate, responses to a particular products or services and loyalty level varies. Usage rates involve the amount that is normally consumed by individual. The wants and needs of each group may be different from each other and consumers are heavy, moderate or light users of a particular product or services. However, heavy users are more important than others because they consume high volumes and they may be more likely to be loyal to a particular brand than moderate or light users. The research findings show that the usage rate of tie-dye/ batik fabrics is mostly occasional/festive periods. Consequently, the practitioners should seize this period as opportunity to maximize sales of tie-dye/ batik fabrics.

Another effective bases for segmentation is loyalty level. There are five different levels of loyalty: brand insistence, brand loyalty, split loyalty, shifting loyalty, and no

loyalty (the switchers)¹⁴. According to West et al (2006), studying these different groups give information about the strength and weaknesses of a firm. Studying the brand insisted only tells what the firm is doing right for that particular group of individual. This provides no helpful insight on what the firm failed to do to attract others. Studying the brand loyal and the shifting loyal provide insight into who the brand's direct competitors are in the eyes of those consumers, studying the switchers inform the firm what it takes to potentially attract consumers with special promotions. Consequently, in order to increase the usage rate and loyalty level of tie-dye/ batik consumers, continuous innovation of tie-dye/batik products and good customers' services is very vital. Each practitioner could have a unique name for his/ her product for easy consumers identification among others in the market. This could serve as a trademark for the tie-dye/ batik produced and a label could be attached to the selvedge of the fabric produced. Future research should be carried out to know the loyalty level of each segment of the consumers of tie-dye/batik fabrics in Abeokuta. This will help to make strategic plan to attract customers' loyalty.

7.8 TARGETING AND POSITIONING

Targeting involves deciding on the number of different segments to select and serve the best action plans to reach the identified segments while positioning refers to

¹⁴ Brand insistence is the highest level of loyalty and it reflects the consumer who when faced with the favourite brand not being available will not buy any alternative brand. Brand loyalty reflects the consumer who will buy the favourite brand if it is available, but in the event that it is not available may purchase another brand instead. Split loyalty reflects having loyalty to more than one brand. Here the consumer may want only two of the brands available in the product/ service class, but either might be acceptable on any given occasion. Shifting loyal are those who are loyal to one brand for a period of time and then shift to another brand for a period of time, while switchers are those who have no loyalty to any brand in that product or service class.

placing of the product or services in a particular perceptual position within the mind of the consumers (West et al: 161-163). The idea is to ensure that the target consumer has a clear and distinctive image in mind regarding the product/ service offerings being aimed at them; this must be clear, consistent and positive. Ries and Trout (2001), argue that positioning is the strategic key that aids a consumer to buy a particular product or pay for a service before he/she ever even goes to the shop. They further stress that the point is to keep the product brand name automatically at the top of the choice possibilities in the mind of the consumer- consumer franchise (the ability of the firm to keep its product, brand or business name foremost in the mind of the target consumer. Unfortunately, from the findings of this study, it reveals that the consumers have a bad image of the tie-dye/batik products because of the dyes used are not fast. However in order to build consumers confidence in the product, the practitioners will need to give attention to innovation in production, product, marketing and create new brand image in the mind of the consumers.

7.9 CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY

Customer Relationship Management (CRM) is also called Customer Management; it is a business approach that seeks to create, develop and enhance relationships with carefully targeted customers in order to improve customer value and corporate profitability, thereby maximize shareholder value (Payne, 2006:4). CRM is aimed at increasing the acquisition and retention of profitable customers by respectively initiating and improving relationship with them (Gupta and Lehmann, 2005). According to Payne (2006:11-15) as industries have matured, there have been changes in market demand and competitive intensity that have led to a shift from transaction marketing to relationship marketing. Marketing on the basis of relationships

concentrates attention on building customer value in order to retain customers. By building on existing investment, in terms of product development and customer acquisition costs, tie-dye/batik practitioners could generate potentially higher revenue and profit at lower cost. Marketing on the basis of transactions by contrast involves greater financial outlay and risk. Relationship marketing is the development of long term and intimate relationships between the buyers and sellers. “CRM is about achieving, maintaining and improving competitive strength by anticipating customers’ future needs as well as satisfying their current requirements. It involves open communications and the ability to know the customer so well that changes in wants and needs could be anticipated before they become critical” (West et al, 2006)¹⁵. In this context, tie-dye/batik practitioners should view customers as key business assets; consequently, the practitioners need to develop customer’s relationship to improve customer retention, acquisition and profitability.

7.10 PROPOSED POLICY SUPPORT PROGRAMMES FOR SUSTAINABLE GROWTH OF TIE-DYE/BATIK INDUSTRIES IN ABEOKUTA.

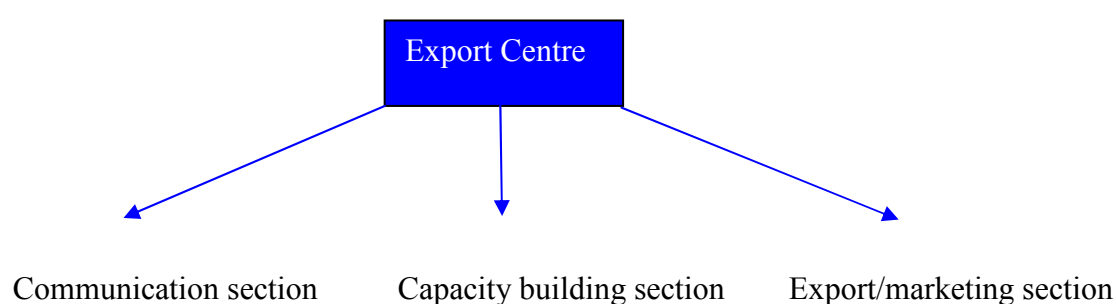
In view of the prevalent poverty in the country, the poor purchasing power of the consumers, the poor educational status of the practitioners, and the practitioners’ unawareness of aim of AGOA (African Growth and Opportunity Act)¹⁶ this research

¹⁵ For further detail on CRM, see Payne (2006). Gupta and Lehmann (2005), Kotler (2003) and West et al (2006).

¹⁶ AGOA is a United State Trade Act that significantly enhances U.S market access for 39 sub-Saharan African countries. It provides duty-free and quota free treatment

proposes an *export centre* of tie-dye/ batik fabrics for Nigerian government in particular Ogun State government as an arm to contribute to foreign investment. The centre will help to promote Nigerian clothing culture at international level. The centre would serve as an intermediary between tie-dye/ batik practitioners and buyers at international market. The centre could also serves as an international sales point of tie-dye/ batik products and provide advisory service to the practitioners. It is however proposed that the centre should have three sections: the communication, capacity building/training and re-training, and the exporting/marketing sections

Figure 9: Proposed Export Centre



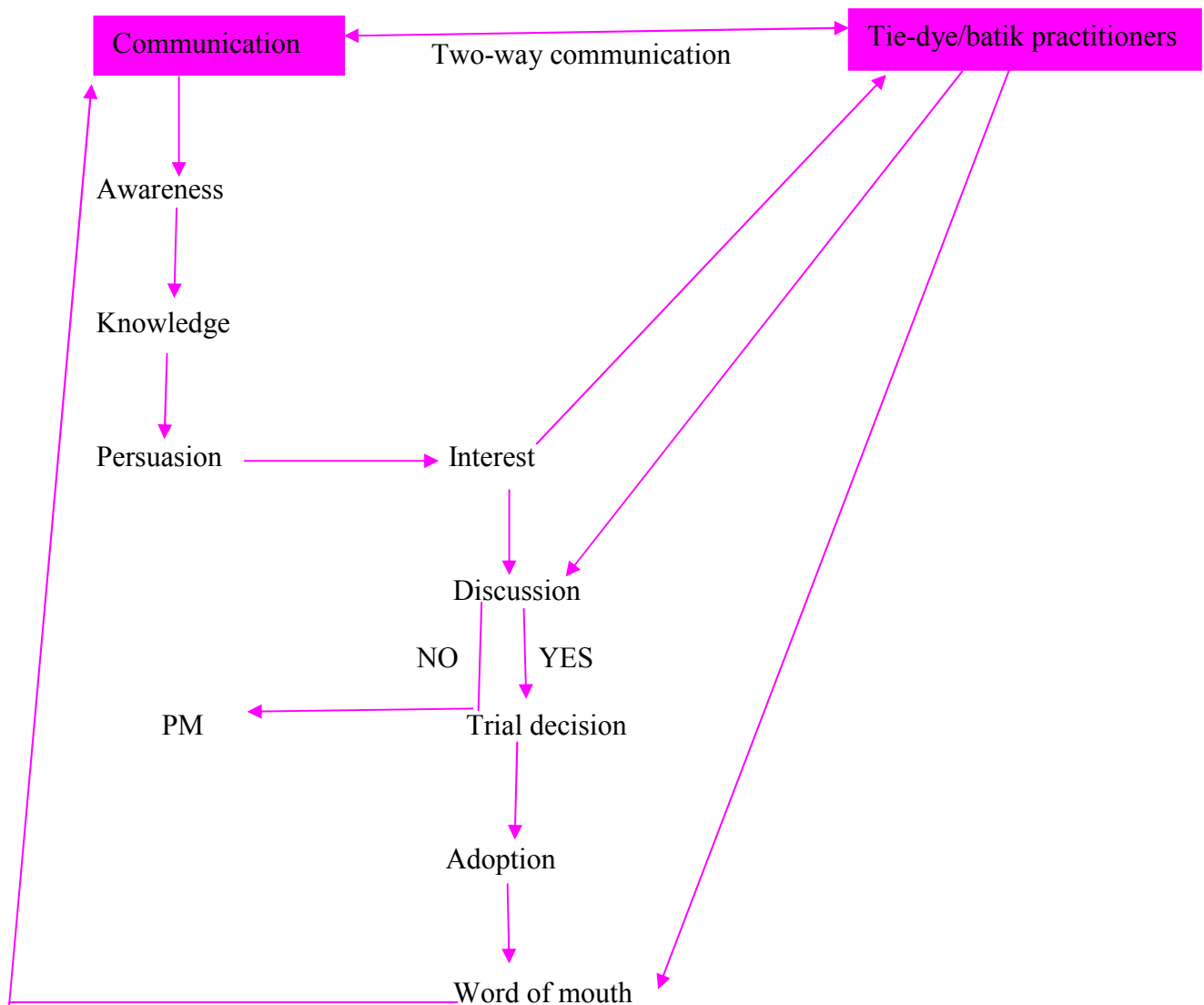
SOURCE: Adetoun Amubode, April 2009.

The communication section will exchange detailed information (using all communication techniques and media in both English and local language) between the centre and the practitioners, creating awareness and messages that will arouse the interest of the practitioners to patronise the centre. This study however proposes a communication model for the centre (see figure 10). The capacity building section will focus on training and retraining of the practitioners to utilise their maximum potential for sustainable growth of their livelihood. This section will also ensure that

for apparel articles made in Sub-Saharan African countries.
http://www.agoa.gov/agoa_legislation/agoa_legislation.html

the practitioners are trained to produce quality fabrics that would be acceptable as an international standard, while the exporting/marketing section will on behalf of the practitioners send the fabrics produced to foreign countries for sale or sell to targeted consumers within the country. It is important to mention that this section will ensure that the practitioners meet the international standard and will have to pay for the services rendered. Alternatively, this section can enter into a contract with the practitioners on behalf of the centre. The section will buy tie-dye/ batik fabrics from the practitioners and claim the sole producer of the fabrics. The section will then market the fabrics to targeted consumers within and outside the country. This will however reduce the pressure of insufficient finance for re-investment as compared to the business being at the mercy of consumers who buy on credit. This will ensure that tie-dye/ batik is readily available at the international stores.

Figure 10: Proposed Communication Model for the Export Centre.



KEY

PM Personal marketing.

SOURCE: Adetoun Amubode, April 2009.

Awareness: The centre will ensure that the practitioners are well informed of the aim of the centre. The practitioners have to be mindful that the centre is to give them support of their livelihood.

Knowledge: at this stage, the centre should ensure that the practitioners have explicit information, facts, truths, and ideas of the centre. They should be familiar with the principles of the centre.

Persuasion: the centre should make the practitioners believe that the centre is for the good of their livelihood. They should successfully urge them to take positive action in patronising the centre by emphasizing the benefits of the centre to their trade.

Interest: at this stage, a feeling of curiosity would be aroused in the practitioners. Each practitioner will likely give attention to take advantage of the centre for the progress of his or her livelihood.

Discussion: at this stage, the practitioner will propose in his or her mind to visit the centre and talk with an official of the centre. This stage involves detailed consideration in both speech and writing. It is important to mention that at this stage, the practitioner will either decide to patronise the centre or reject the offer. In case the practitioner decides to reject the export centre offer, he/she will have to market his/her product himself/herself (PM) using the proposed sustainable model for tie-dye/ batik industry (see 7.12).

Trial decision: after much consideration, the practitioner proposes in his/her mind to attempt/accept the principles and aim of the centre.

Adoption: at this stage the tie-dye/batik practitioner takes up the idea of the centre and hand over the sale/marketing of his/her product to the centre.

Word of mouth: the practitioner will publicize the services of the centre to others.

He/she will encourage others to patronise the centre.

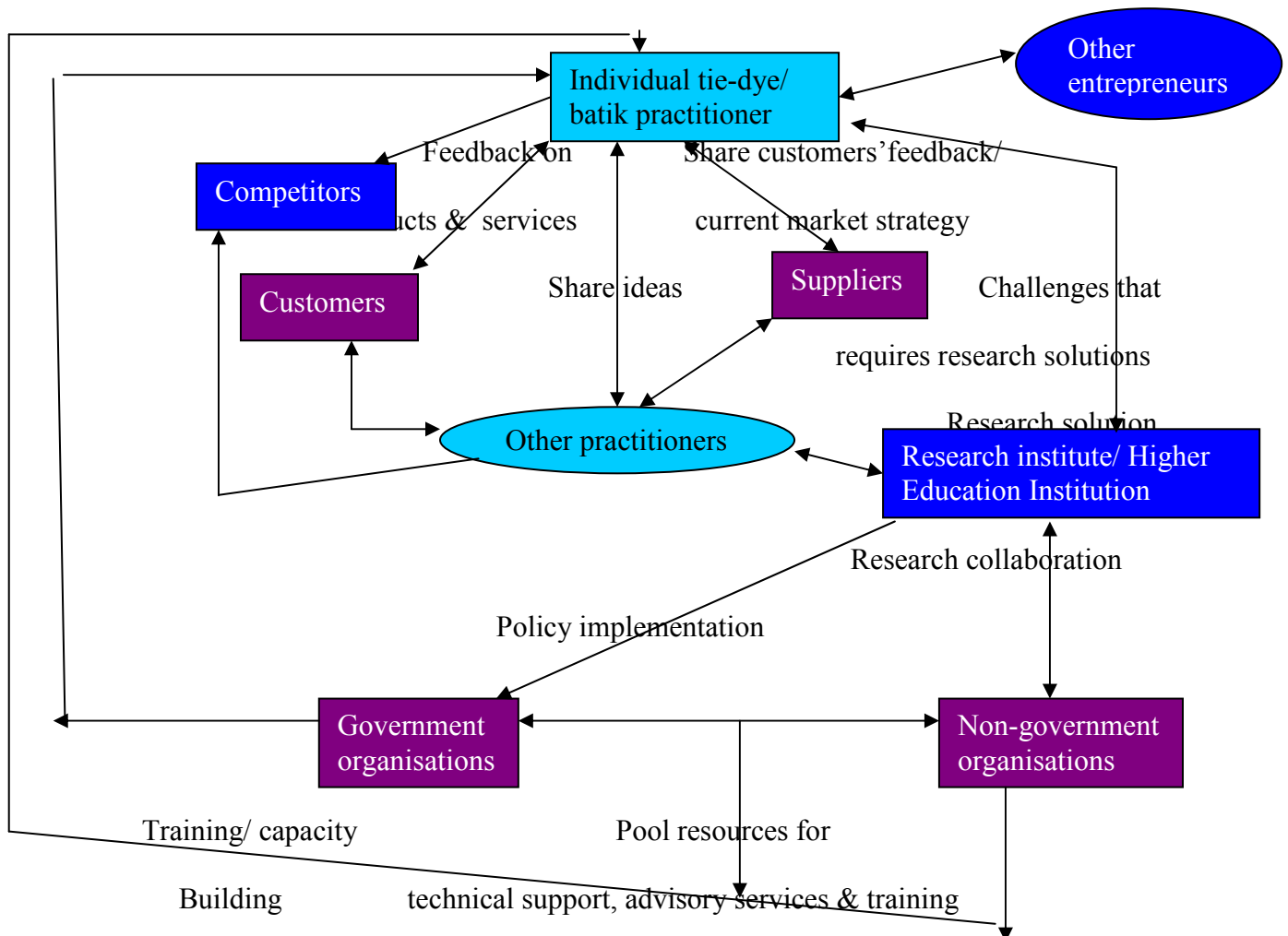
7.11 PROPOSED SUSTAINABLE MODEL FOR TIE-DYE/BATIK INDUSTRY IN ABEOKUTA.

In view of the various challenges facing tie-dye/batik industry in Abeokuta, Ogun State, Nigeria, I however suggest holistic approach for sustainable growth of the industry. Consequently this research proposes five major pillars for sustainable growth of the industry. They are: Practitioners personal capacity development, Continuous innovation, Customer relationship management, Networking and Government policy support. Each of these pillars play important role and will strengthen sustainable growth of tie-dye/batik industry, however, the absence of any of the pillars might result into sustainability collapse of tie-dye /batik industry.

Networking: networking is about making connections and building enduring, mutual beneficial relationships. It is a professional relationship that actively fosters contacts and disseminates information. Tie-dye /batik practitioners should network with people they trust. This will give the practitioners ideas and access to knowledge, information, and business opportunities. The practitioners should engage in both formal (done in an organized and precised manner) and informal (unofficial) network. They should engage in formal network with government organizations, Non-government organizations, Higher Education institutions, Research Institutes, etc, similarly, they should make informal contact with other practitioners, customers, competitors, suppliers, and other entrepreneurs. This study proposes a networking model where individual tie-dye/ batik practitioners network with other practitioners to share

business ideas; with customers for feed back on products and services (for improvement); with suppliers to share customers’

Figure 11: Proposed networking model



SOURCE: Adetoun Amubode, May 2009.

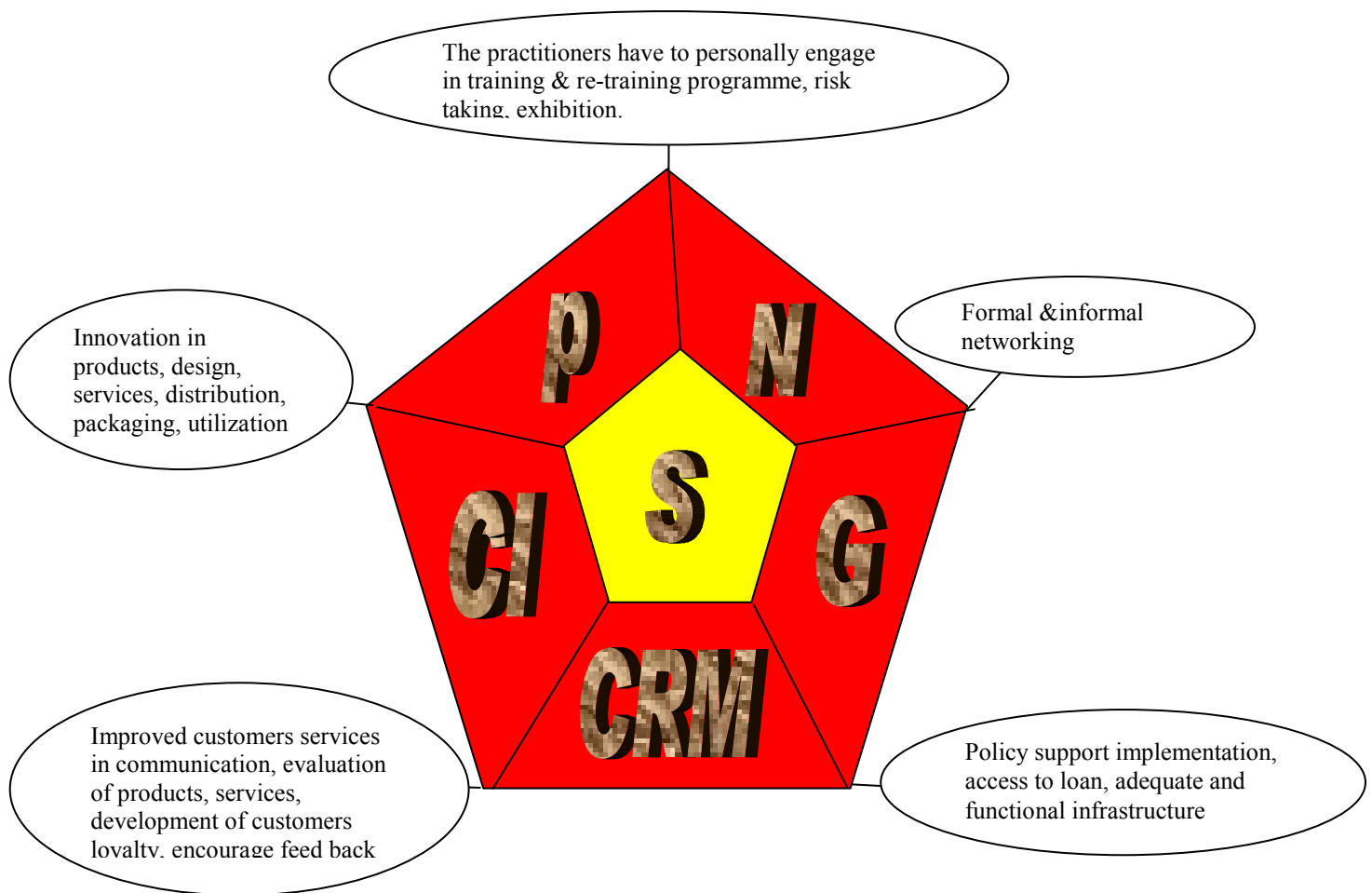
feedback and current market challenge/ strategy; with other entrepreneurs to be able to identify other business strategies that can be adopted, with competitors to have insight in their business strength ; with research institute/ higher education institutions for challenges that requires research solutions and with government and non-government organisations for technical assistance, advisory services or for capacity building training programmes. The research institutes/ higher education institutions

could partner with the government organisations for policy implementation and could have research collaboration with non-government organisations. Both government and non-government organisations could pool resources together for human development of tie-dye/ batik practitioners in training/re-training/ capacity building programmes. Also, individual organisation (government/ non-government) could organise capacity building/ training programmes for the practitioners.

Government policy support: the importance of government support for tie-dye/batik industry cannot be overemphasised. Nigerian government must provide programs of action for active help, encouragement, loan, capacity building, marketing assistance and build infrastructures strong enough for sustainable tie-dye/batik industries.

Building adequate and functional infrastructures (good roads, constant supply of water and electricity, effective communication systems, etc) is one of the bases for sustainable growth of tie-dye/batik industry. This will in turn create conditions for poverty reduction in the country. Government should also enforce safe guard measures against China to limit the influx of Chinese textiles to Nigeria.

Figure 12: PROPOSED SUSTAINABLE MODEL



KEY

P: Practitioners personal capacity development.

CI: Continuous innovation.

CRM: Customer relationship management.

N: Networking.

G: Government policy support.

S: Sustainable tie-dye/batik industry.

SOURCE: Adetoun Amubode, April 2009.

Continuous innovation: the practitioners must continuously seek and implement new ways of doing things or introducing something new. This can either be by making the familiar strange or the strange familiar in either their products, design, services, distribution, packaging, utilization, etc.

Customers' relationship management: it is very vital for the practitioners to develop intimate relationship with consumers through improved communication, evaluation of services and products provided, develop customers loyalty and encourage feed back from consumers. Bell (2002) emphasized that it is no longer sufficient to just have a relationship with your customer; you need to develop the love of your customers. Bell (2002) suggested seven (7Es) important steps in building customer love¹⁷. Tie-dye/batik practitioners should adopt these steps to build a lasting relationship with their customers. Bell further emphasise the benefits from achievement of customer's love to include:

- Customers who love you go out of their way to take care of you.
- Customers do not just recommend the company/product to their friends, they insist on their friends using the product/company.

¹⁷ Enlistment- customers care when they share (the key is knowing exactly when and how to include customers, since bringing them as co-producers of a service make them more loyal. Engagement- the power of straight talk (the company must find a way to listen to and talk straight with customers in such a way that customers believe that their input made a difference). Enlightenment- growing customer love (educating and keeping customers up to date helps to build their loyalty and commitment). Entrustment- affirming the covenant reliability is vital for trust, so to convince customers that you can be trusted, you must be seen as caring for them to get them to care for you. Empowerment- customer control through consistency (customers feel in control when they have an offering that is consistent- keep the core offering intact). Enchantment- making the process magical (engage in service which surprises adds the sizzling and not showing how, keep the mystery and builds devotion). Endearment- giving without a toll or price (showing generosity to customers if backed by authenticity, says that you really care about them and are not just concern with profit (Bell, 2002).

- They forgive you for mistakes (once you have earned their love), and try to back you up to others who have had bad experiences.
- They will give helpful, candid and forthright feedback when they see a problem.
- They do not take legal action against you.
- They will pay more for what you offer because they feel that your offering is worth it.

It is however very important that tie-dye/batik practitioners re-new (from abusive habit to a loving one) their relationship with customers, because keeping customers happy is a key to long-term viability and success of tie-dye/batik industries.

Practitioners personal capabilities development: it is very vital for the practitioners to improve on their potentials through training and re-training programmes, risk taking, exhibition/attending trade fair etc.

7.12 SUMMARY

The chapter argued that continuous innovation is the vehicle of the modern economy. Competition stimulates innovation and businesses that do not invest in innovation will be at future risk. The chapter proposes EVIPI an acronym of words as innovation stimulant for renaissance of resist dyeing industries in Abeokuta. Niche market was suggested as a strategy that will allow tie-dye/batik practitioners understand customers' needs and develop strategies to meet these needs better than their competitors.

Considering the poor purchasing power of the consumers and the poor educational status of the practitioners, establishment of an export centre of tie-dye/batik fabrics was proposed. The centre will have a mandate of effective communication, capacity building and exportation/marketing of the fabric. The chapter suggested holistic approach to sustainable growth of tie-dye/batik industries. Five major pillars were identified for sustainable growth; they are: continuous innovation, customer relationship management, networking, government policy support and practitioners personal capabilities development.

CHAPTER EIGHT CONCLUSION, RECOMMENDATIONS AND PROPOSED FUTURE RESEARCH

8.0 INTRODUCTION

The chapter draws conclusion from the study, provide suggestions for improvement and proposes future research.

8.1 CONCLUSION

Nigerian textile industries started establishment in 1950s providing employment opportunities for thousands of Nigerians excluding those directly employed in the cottage/ small-scale or traditional sector of the industry such as tie-dye/ batik industry, which is the focus of this study. This industry has contributed to the economic growth, social life, cultural value and clothing need of the populace. Tie-dye/ batik are use for everyday activity such as casual wears, clothes for religious/ festive occasions, work clothes or as group attire (aso-ebi).

Tie-dye/batik textile industries in Abeokuta operate as cottage/ micro-scale enterprises. Tie-dye /batik practitioners engage in productive ventures which contribute to economic growth. Tie-dye/ batik activities empower the practitioners economically and enable them to contribute to the local economy in job creation and social activities. Among the Yoruba, tie-dye/ batik craft is almost exclusively

women's trade though there are few men in the trade. These women are creative and have the skills to produce beautiful fabrics of various colours. They have family based values and a lower propensity for risk. Being an inherited craft, the women have sustained the craft instilling an entrepreneurial culture in their children. This however gives the children opportunity to have work experience at a young age exposing them to entrepreneurial life style. The craft is also acquired through apprenticeship from skilled relatives. This is an informal arrangement that enables individual to acquire skills and set up their own businesses. Family and childcare responsibilities take a lot of the women's practitioners' time inhibiting their income generating effort. The income generated from the craft is often used for the welfare of their family especially in food provision and educating their children.

Both indigenous and large textile and clothing industries in Nigeria operates in a turbulent environment of increasing global competition from China and smuggled second-hand clothing from Europe. The textile and clothing industries are in crisis under the pressure of cheap and sub-standard Chinese products and smuggled second hand clothing from Europe coupled with inadequate and non -functional infrastructural facilities, low consumers purchasing power and lack of innovative strategies. Failure to provide consistent electricity, water, and good roads to transport goods has prevented the local industries from becoming efficient and successful. The epileptic power supply has resulted to unbearable crisis, which compelled manufacturers and local practitioners to generate their own electricity using generating plants. This leads to additional cost of fuel resulting in increase production cost. Consequently, Nigerian clothing and textile industry has experience massive decline in employment opportunities and closure of many of the industries as a result

of unfavourable internal and external policy conditions. Consequently the industries have not been able to reach its maximum growth potential.

Nigerian consumers are pertinent to this study. The research findings reveal that consumers are willing to buy Nigerian textiles if the prices can match Chinese made textiles. Consumers acknowledge that made in Nigeria textile products are of better quality than Chinese textiles, however consumers overlook the poor quality of Chinese textiles because of the very low price. Also the high rate of poverty and unemployment in the country has turned many Nigerians to patronise and trade in smuggled second hand clothing. Patronage of second hand clothing by Nigerian consumers has resulted to extinction of *pass me down* clothing culture. The proposed model for *internal second-hand clothing* should be implemented to rekindle *pass-me down* clothing culture. Unfortunately, consumers of tie-dye/batik fabrics are not satisfied with tie-dye/batik fabrics. They complained that tie-dye/batik fabrics are not fast to dyes. This however affects re-purchase intention. Consumers also pointed out poor customer relation among tie-dye/batik practitioners. Tie-dye/batik practitioners should note that customers are asset to their business and the success of their business is base on long term good relationship with satisfied customers. It is pertinent to mention that capacity building training on customer relationship management is vital for individual tie-dye/batik practitioner in other to acquire the skill that will enable them to manage their customers effectively.

Tie-dye/batik practitioners have managed and developed their business from tacit knowledge, which is not enough to compete favourably in the current global market. Substantial evidence in literature supports entrepreneurial characteristics such as

ability to be alert to profitable opportunities, high need for achievement, internal locus of control, high level of perceived self-efficacy, intrinsic motivation (interest and enjoyment), risk taking, self-discipline, commitment, problem solving and innovative skills are strong determinants of entrepreneurial success. Tie-dye/batik practitioners need to be empowered through training/workshops and networking opportunities to help gain access to information that could improve their business and management skills for sustainable growth.

In order to compete favourably in the changing business environment with challenges of globalisation, technological revolutions and changes in consumers' taste, then continuous innovation in production of tie-dye/batik products and services becomes imperative. Good customer relationship will stimulate objective feedback from customers and generate new ideas/suggestions that could be exploited and put to practice to improve tie-dye/batik products and services.

Tie-dye/batik practitioners should engage in both formal and informal network with a group of like-minded people especially with customers, suppliers, higher education institutions, government and non-governmental organisations and with other tie-dye/batik practitioners. The practitioners need to build a relationship with these people for mutual benefits where they could draw ideas, information and receive help for the improvement of their business.

The importance of tie-dye/batik industries to Nigeria economy as a vehicle for economic growth, poverty alleviation, job creation and opportunities to promote indigenous entrepreneurship cannot be over emphasized. The challenges facing tie-

dye/batik industries are multifaceted, consequently much is expected from the government to provide support such as adequate and functional infrastructural facilities¹⁸, easy access to bank loan, implement training and re-training programme and provide free financial literacy services so that tie-dye/batik practitioners are adequately informed and could take effective actions regarding the use and management of money for the expansion of their businesses.

For this sector of Nigeria economy to develop, there is need to protect the local industries by enforcing safeguard measure against China (this will restrict China's export to Nigeria and allow a re-surge of the few existing Nigerian textile industry). It becomes pertinent for Nigerian policy makers to consider growth policies for this sector of Nigerian economy so as to improve production, sales, and marketing of tie-dye/ batik products. Nigeria policy has to be reviewed to promote economic growth. The proposed export centre should be implemented; this can earn foreign currency and expand investment opportunities. However, adequate and functional infrastructural facilities will complement any sustainable business strategy.

8.2 RECOMMENDATION

These recommendations should be regarded as models rather than comprehensive business strategies. Base on the research findings the following suggestions are recommended for the government to implement:

1. Nigerian government should impose anti-dumping action against her friend- China to control further surge in Chinese textiles. Excessive inflow of Chinese textile into

¹⁸ Nigerian government should ensure that contractors of infrastructural projects comply with technical specifications and maintenance of such projects should not be ignored.

Nigerian market is pushing local textile industries out of business. Safe guard measure on China will likely improve the growth of Nigerian textile industries just like their counterpart in Bangladesh, (BD News, 2006), South Africa, (AGOA News 2006) Brazil (Beijing Times, 2006) and US (Craig, 2005) where safeguard measures are enforced.

2. Base on the poor management of smuggled second hand clothing trade, the environmental impact assessment of the possible threat of smuggled second-hand clothing should be made public to Nigerians. This will likely be an eye opener to Nigerians and consumers of smuggled second-hand clothing on the health and safety risk in consuming second-hand clothing.

3. Government should encourage mechanised cultivation of cotton plant as raw material for the processing of fabrics, which could be patronised by tie-dye/ batik practitioners. This might create attention on the development of raw material to finished goods and development of indigenous technology to support indigenous businesses.

4. Establishment of dyestuff industries (natural and synthetic dyes) in Abeokuta. This will give the practitioners easy access to dye stuff, reduce overdependence on imported dyes and might lead to growth of the local economy.

5. Adequate, functional and durable infrastructural facilities would strengthen the economy and activities of tie-dye/batik industries. Consequently, contractors of infrastructural facilities who do not comply with technical specifications should face legal action because a lot of money is invested in these projects for the benefit of Nigerians and economic growth of the nation.

6. Government should encourage the use of made in Nigeria fabrics and this should start from government organisations especially Nigerian embassy worldwide. Tie-

dye/batik fabrics could be use for interior decorations in homes, offices, tourist centres, etc. This is similar to Indonesian strategy and would likely increase patronage of tie-dye/ batik fabrics and also sustain the cultural role of this sector of Nigerian economy.

7. Nigerian fabrics should be worn by government officials to any official occasion within and outside the country. Tie-dye/batik fabrics could be sewn in decent Western styles or traditional style for such occasion in order to promote Nigerian clothing culture.

8. In order to encourage local patronage of tie-dye/ batik fabrics, Ogun State government should create public awareness/ campaign on consumption of tie-dye/ batik products.

9. The government should organise annual award competition for individual/ practitioner who creatively use innovative ideas in the production of tie-dye/batik fabrics. This will likely stimulate interest in the craft among many Nigerians especially the youth to creatively develop/ exploit new ideas in design, production and utilisation of tie-dye/ batik fabrics.

10. The government should encourage the production of a local magazine where tie-dye/batik practitioners can advertise their business at affordable price. This would be a source of promotion and avenue for the consumers to be informed of tie-dye/ batik products and services. It will also ensure that the messages of the practitioners are more consistent in the heart of the consumers.

11. Government should disseminate information to the practitioners on the benefit of AGOA. This would be a source of enlightenment and would likely stimulate the practitioners to take risk to directly or indirectly (through the proposed export centre) export their product to US. Consequently there would be need for the government to

train/ re-train tie-dye/ batik practitioners to meet the current global marketing strategies.

12. There is need to provide financial education to the practitioners on accessing credit/ bank loans, especially that access to finance might give opportunity for the practitioners to diversify their business.

13. The models proposed in the study should be implemented. It is hoped that these models will likely improve the capabilities of the practitioners to favourably manage and market their business in the mist of diverse challenges.

The following suggestions are recommended for tie-dye/batik practitioners:

1. Tie-dye/batik practitioners should develop their skill continually by attending training and re-training programmes; so that they are up-dated of the market situation/ strategies required to improve on their product and services. This will add valuable asset to their business.
2. They should build a good relationship with customers because customers are asset to business growth and success. They could also establish a customer advisory board to get advise and feedback about tie-dye/batik products and services.
3. They should improve on their product and services to meet customers' expectations and satisfaction. Customers' satisfaction is a vital business opportunity that could lead to customer retention, acquisition, profitability, and positive word of mouth advertisement of tie-dye/ batik products.
4. They could produce ready-made garment using standard body measurement to meet the taste of targeted segment of consumers. They can also creatively utilise tie-dye /batik fabrics to produce other items such as framed wall hangings. This will likely be cheaper for the consumers as compared to buying cut and sew fabric. It will also give

the consumers a wide range of choices.

5. They could produce a detailed list of their products in a catalogue with price tag so that consumers would be able to make an order and have a preview of the product before purchase.

6. They could offer customers gift voucher that could be passed on to a friend or family member redeemable if purchases are made. This could be a strategy to increase sales and customers patronage of tie-dye/ batik products.

7. They could have business and post cards that contain information about their products and contact details which they could give/ send to their customers. This would be a strategy of marketing their product and services and a reminder of their product in the heart of the consumers.

8. They should collaborate/ network with research institutions/ higher education institutions and other formal and informal institutions to share ideas, create opportunity to be mentored or be a role model, and for easy communication of their challenges with feedback on possible solutions.

8.3 PROPOSED FUTURE RESEARCH

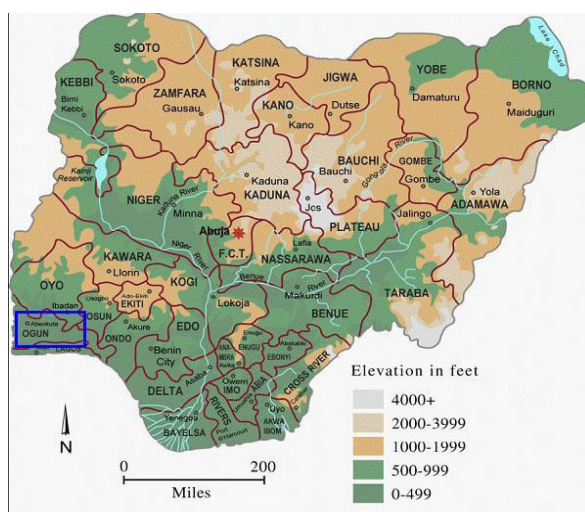
From the research findings, the study proposes that future research should be conducted on the assessment of the impact of Nigerian Custom Department on imported and smuggled textile; the effect of smuggled second-hand clothing on the environment and health of Nigerian consumers along with strategies to combat smuggling of second-hand clothing in Nigeria; generational cohorts of consumers in the Nigerian market along with Consumer education as a tool to empower consumers on the right skill for clothing purchase and financial literacy as an information tool for tie-dye/batik practitioners to access credit facilities.

APPENDIX A Area of Study (Ogun State)

Politically, the state is divided into twenty local government areas. The state consists of mainly the Yoruba ethnic group, predominantly by the Egbas, Yewas, Aworis, Eguns, Ijebus and Remos (Ogun State Investors' Guide, 2003). The state is dominated by rain forest in the south and forest savannah in the north. Agriculture remains the main stay of the economy of the state. In spite of its enormous human and non-human resources for wealth creation, Ogun State is described as a civil servant state; there is an insignificant private sector participation in productive or enterprising initiatives within the state,

(Benson, www.socialedge.org/admin/Attachments/scale/why%20you%20shouldnt%20scale%20up/gcbe1.p_1.doc Benson (2005), further discovered that the state is faced with the challenge of how to stimulate the dormant economic position into a vibrant economy and to ensure that such economic initiatives grow and mature to the point of washing away the trace of ugly poverty within its borders

Map 1: Map of Nigeria showing Ogun State.



SOURCE: <http://www.ogunstate.gov.ng/cargoair/>

APPENDIX B On line comments of some Nigerians on Nigeria –China relationship

The success of Eastern Nigeria in real market economy is due to our partnership with Chinese. And if the Chinese oil companies have been in Nigeria as long as the American and Western Europe multinational oil companies, the host communist in the Niger Delta of Nigeria would not have been so neglected and underdeveloped as they are today.

Though I wouldn't mind being described as a Sino-skeptic, I pretty much appreciate Chinese investments in Africa. However, I am deeply distrustful of a relationship where China gets to export predominantly manufactured goods into Africa, while African nation on the other hand export raw materials and unprocessed goods to China. Chinese investments in Africa can be a force for good if and only technology transfer occurs, which will benefit local companies and give rise to local startups. For now I cannot be certain that such is happening. Therefore, I choose to remain a sino-skeptic for the time being.

SOURCE: Vandu, C. (2005), *Sino-Nigerian Relationship: True Partnership?* [on line]. Available from: <http://chippla.blogspot.com/2005/08/sino-nigerian-relationship-true.html>

APPENDIX C Data Analysis (Practitioners Responses)

Table 1: **Age in years**

| Age in years | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------|-----------|---------|---------------|--------------------|
| Valid | 23-27 | 12 | 5.5 | 5.5 | 5.5 |
| | 28-32 | 11 | 5.0 | 5.1 | 10.6 |
| | 33-37 | 36 | 16.5 | 16.6 | 27.2 |
| | 38-42 | 40 | 18.3 | 18.4 | 45.6 |
| | 43-47 | 36 | 16.5 | 16.6 | 62.2 |
| | 48-52 | 33 | 15.1 | 15.2 | 77.4 |
| | 53-57 | 22 | 10.1 | 10.1 | 87.6 |
| | 58-62 | 15 | 6.9 | 6.9 | 94.5 |
| | >62 | 12 | 5.5 | 5.5 | 100.0 |
| | Total | 217 | 99.5 | 100.0 | |
| Missing | System | 1 | .5 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

Table 1 reveals 10.6% of tie-dye/batik practitioners are within the age of 23 and 32 years,

1 8.4% are within the age of 38 and 42 years while 5.5% are over 62 years. It can however be deduced that young adult are more in the trade. This is probably because the trade is acquired and transferred among family members.

Table 2: **Whether male or female**

| Gender | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------|-----------|---------|---------------|--------------------|
| Valid | Male | 27 | 12.4 | 12.9 | 12.9 |
| | Female | 183 | 83.9 | 87.1 | 100.0 |
| | Total | 210 | 96.3 | 100.0 | |
| Missing | Not answered | 7 | 3.2 | | |
| | System | 1 | .5 | | |
| | Total | 8 | 3.7 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

Table 2 shows that the trade is feminine dominated; 12.9% of the practitioners are male while 87.1% are female.

Table 3: **Educational background**

| Education | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|------------------------------------|-----------|---------|---------------|--------------------|
| Valid | No formal education | 41 | 18.8 | 19.3 | 19.3 |
| | incomplete primary | 25 | 11.5 | 11.8 | 31.1 |
| | Complete Primary | 20 | 9.2 | 9.4 | 40.6 |
| | incomplete secondary | 43 | 19.7 | 20.3 | 60.8 |
| | Complete secondary | 54 | 24.8 | 25.5 | 86.3 |
| | Higher Education/ Polytechnique | 29 | 13.3 | 13.7 | 100.0 |
| | /NCE/ University | | | | |
| | Total | 212 | 97.2 | 100.0 | |
| | Missing | | | | |
| | Not answered | 5 | 2.3 | | |
| Missing | System | 1 | .5 | | |
| | Total | 6 | 2.8 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

As shown in the table, 19.3% of the practitioners have no formal education, 11.8% and 20.3% have incomplete primary and secondary education respectively; only 13.7% are either graduates of Polytechnic, technical colleges, teacher training or University. This poor educational status will affect the growth of the trade.

Table 4: **Business age**

| Business Age | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Less than one year | 4 | 1.8 | 1.9 | 1.9 |
| | Btwn 1-5 years | 26 | 11.9 | 12.3 | 14.2 |
| | Above 5 years | 181 | 83.0 | 85.8 | 100.0 |
| | Total | 211 | 96.8 | 100.0 | |
| Missing | Not answered | 6 | 2.8 | | |
| | System | 1 | .5 | | |
| | Total | 7 | 3.2 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table, 85.8% of tie-dye/ batik practitioners have been in the business for over 5 years, only 1.9% of the practitioners are less than a year. It can be deduced that majority of the practitioners have business experience.

Table 5: **How do you get your design?**

| Source of design | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|----------------------------|-----------|---------|---------------|--------------------|
| Valid | Personal Creativity | 191 | 87.6 | 91.8 | 91.8 |
| | Employ a Designer | 12 | 5.5 | 5.8 | 97.6 |
| | From Customers | 2 | .9 | 1.0 | 98.6 |
| | From catalogue or magazine | 3 | 1.4 | 1.4 | 100.0 |
| | Total | 208 | 95.4 | 100.0 | |
| | Missing | | | | |
| Missing | Not answered | 9 | 4.1 | | |
| | System | 1 | .5 | | |
| | Total | 10 | 4.6 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table indicates that 91.8% of the practitioners personally create their design, 5.8% employ designers, while 1.0% of the practitioners get their design from customers. It can be deduced that the practitioners are creative in their design.

Table 6: **From who did you sought advise?**

| | Source of advise | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------------------|-----------|---------|---------------|--------------------|
| Valid | Banks | 2 | .9 | 1.0 | 1.0 |
| | Accountants | 5 | 2.3 | 2.4 | 3.3 |
| | Enterprise Agencies | 8 | 3.7 | 3.8 | 7.1 |
| | Friends | 39 | 17.9 | 18.6 | 25.7 |
| | Family Members | 120 | 55.0 | 57.1 | 82.9 |
| | Local Authority | 1 | .5 | .5 | 83.3 |
| | From Experience | | | | |
| | Designer/others in the business | 35 | 16.1 | 16.7 | 100.0 |
| | Total | 210 | 96.3 | 100.0 | |
| | | | | | |
| Missing | Not answered | 7 | 3.2 | | |
| | System | 1 | .5 | | |
| | Total | 8 | 3.7 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table, 57.1% of the practitioners source advise on the business from family members,18.6% from friends.16.7% from colleagues in the trade while just 1.0% source advise from banks. This shows that family members play an important role in rendering advises. This is probably because the trade is mostly acquired and

transferred among family members.

Table 7: **Do you have access to constant supply of water?**

| Access to water | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-------|-----------|---------|---------------|--------------------|
| Valid | Yes | 23 | 10.6 | 10.6 | 10.6 |
| | No | 194 | 89.0 | 89.4 | 100.0 |
| | Total | 217 | 99.5 | 100.0 | |
| Missing System | | 1 | .5 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

From this table 89.4% of the respondents do not have access to constant supply of water. They make use of streams or deep well which dries up during the dry season; while 10.6% have access to tap water or deep well.

Table 8: **Do you have access to constant supply of electricity?**

| Access to electricity | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Yes (Use generator) | 7 | 3.2 | 3.2 | 3.2 |
| | No | 210 | 96.3 | 96.8 | 100.0 |
| | Total | 217 | 99.5 | 100.0 | |
| Missing | System | 1 | .5 | | |
| | Total | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table reveals 96.8% of tie-dye/batik practitioners do not have access to constant supply of electricity, while 3.2% are able to afford generator for their electrical use.

Table 9: **Do you have access to good roads?**

| Access to good roads | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|-----------|---------|------------------|-----------------------|
| Valid | Yes | 8 | 3.7 | 3.7 | 3.7 |
| | No | 204 | 93.6 | 94.0 | 97.7 |
| | Partially | 5 | 2.3 | 2.3 | 100.0 |
| | Total | 217 | 99.5 | 100.0 | |
| Missing System | | 1 | .5 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table shows that majority of the respondents (94.0%) do not have access to good roads. Only 2.3% have partial access to good roads while 3.7% have access to good roads. This will definitely affect their business adversely.

Table 10: **Do you have access to communication services?**

| Access to communication services | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------------|------------------------|-----------|---------|---------------|--------------------|
| Valid | Yes (Mobile telephone) | 205 | 94.0 | 95.3 | 95.3 |
| | No | 10 | 4.6 | 4.7 | 100.0 |
| | Total | 215 | 98.6 | 100.0 | |
| Missing | Not answered | 2 | .9 | | |
| | System | 1 | .5 | | |
| | Total | 3 | 1.4 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table shows that 95.3% of the respondents have personal mobile telephone for communication purposes while 4.7% do not have. Unfortunately there is no government telephone boot in the state, thus those that do not have make use of private business centres.

Table 11: **Do you have a website?**

| Have a website | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-------|-----------|---------|---------------|--------------------|
| Valid | Yes | 9 | 4.1 | 4.1 | 4.1 |
| | No | 208 | 95.4 | 95.9 | 100.0 |
| | Total | 217 | 99.5 | 100.0 | |
| Missing System | | 1 | .5 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

From the table 95.9% of the practitioners do not have a website, while just 4.1% have.

This might be due to lack of knowledge of information technology. This will probably limit the number of their customers.

Table 12: **Do you hire/employ labour?**

| Hire labour | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 157 | 72.0 | 72.4 | 72.4 |
| | No | 60 | 27.5 | 27.6 | 100.0 |
| | Total | 217 | 99.5 | 100.0 | |
| Missing | System | 1 | .5 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table 72.4% of the respondents hire labour either on contract, part-time or full time basis while 27.6% do not hire labour. They probably make use of their family members or apprentice. It should however be mentioned that those that hire labour still make use of family members or apprentice to help in the running of the business.

Table 13: **How are you able to separate family influence on growth of the business?**

| Separate family influence | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|--|-----------|---------|---------------|--------------------|
| Valid | Being Objective/self discipline | 24 | 11.0 | 27.0 | 27.0 |
| | By advising them | 6 | 2.8 | 6.7 | 33.7 |
| | Not possible, I'm committed to their welfare | 59 | 27.1 | 66.3 | 100.0 |
| | Total | 89 | 40.8 | 100.0 | |
| Missing | Not answered | 128 | 58.7 | | |
| | System | 1 | .5 | | |
| | Total | 129 | 59.2 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table, 66.3% of the practitioners are not able to separate family influence on the growth of their businesses, because of their commitment to family welfare and probably because of the role family play to provide start up capital; while 27.0% are self discipline/ being objective in handling family influence.; thus the practitioners lack management skill.

Table 14: **How do you measure/evaluate workers' performance?**

| | Evaluation of workers performance | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|------------------|-----------------------|
| Valid | Attitude to customers | 24 | 11.0 | 16.6 | 16.6 |
| | Number of Sales Made | 31 | 14.2 | 21.4 | 37.9 |
| | Attitude to Work | 37 | 17.0 | 25.5 | 63.4 |
| | Number of clothes they produce | 53 | 24.3 | 36.6 | 100.0 |
| | Total | 145 | 66.5 | 100.0 | |
| Missing | Not answered | 72 | 33.0 | | |
| | System | 1 | .5 | | |
| | Total | 73 | 33.5 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table shows that 36.6% of the respondents evaluate workers' performance base on the number of clothes they produce, 25.5% use attitude to work for evaluation purposes while 16,6% use attitude of the workers to customers to measure performance. It can however be deduced that the practitioners are more interested in production than good services to customers.

Table 15: **What action do you take on workers who perform below expectations?**

| Action for poor performance | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | Correct /encourage them | 89 | 40.8 | 61.0 | 61.0 |
| | Shout at /scold them | 34 | 15.6 | 23.3 | 84.2 |
| | Warn Them | 16 | 7.3 | 11.0 | 95.2 |
| | Employ another/stop him or her | 7 | 3.2 | 4.8 | 100.0 |
| | Total | 146 | 67.0 | 100.0 | |
| Missing | Not answered | 71 | 32.6 | | |
| | System | 1 | .5 | | |
| | Total | 72 | 33.0 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table reveals the actions of the practitioners on workers poor performance; 61.0% of the respondents correct/encourage any worker who perform below expectations, 23.3% shout/scold the worker while 4.8% either employ another or stop the worker. Consequently, the practitioners are weak in taking action against poor performance of workers because of the benefit of cheap labour.

Table 16: **What criteria do you use to accept apprentice?**

| | Criteria for accepting apprentice | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------------------|-----------|---------|---------------|--------------------|
| Valid | Educational Qualification | 9 | 4.1 | 4.4 | 4.4 |
| | Referee Recommendation | 160 | 73.4 | 78.4 | 82.8 |
| | No Criteria | 35 | 16.1 | 17.2 | 100.0 |
| | Total | 204 | 93.6 | 100.0 | |
| | | | | | |
| Missing | Not answered | 13 | 6.0 | | |
| | System | 1 | .5 | | |
| | Total | 14 | 6.4 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

The table indicates 78.4% of tie-dye/ batik practitioners accept apprentice through referee recommendation, 17.2% of the practitioners have no criteria to accept apprentice while 4.4% accept apprentice base on their educational qualification. This is probably the reason for poor educational status of the practitioners in the trade

Table 17: **Do you sell on credit?**

| Sell on credit | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 203 | 93.1 | 94.0 | 94.0 |
| | No | 13 | 6.0 | 6.0 | 100.0 |
| | Total | 216 | 99.1 | 100.0 | |
| Missing | Not answered | 1 | .5 | | |
| | System | 1 | .5 | | |
| | Total | 2 | .9 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In the table above, 94.0% of the respondents sell on credit; while only 6.0% don't.

This will affect cash flow and re-investment into the business.

Table 18: **How many instalments do your customers repay?**

| Payment of credit | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | Once/every market day | 4 | 1.8 | 2.0 | 2.0 |
| | Twice | 175 | 80.3 | 85.8 | 87.7 |
| | Thrice | 25 | 11.5 | 12.3 | 100.0 |
| | Total | 204 | 93.6 | 100.0 | |
| Missing | Not answered/Not applicable | 13 | 6.0 | | |
| | System | 1 | .5 | | |
| | Total | 14 | 6.4 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table, 85.8% of the customers pay for the goods purchased twice, 12.3% pay thrice while only 2.0% pay once. Consequently, delay in payment of goods purchased by customers will definitely affect the growth/expansion of the business.

Table 19: **Does the business generate enough profit for expansion?**

| Profit enough for expansion | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 29 | 13.3 | 13.4 | 13.4 |
| | No | 187 | 85.8 | 86.6 | 100.0 |
| | Total | 216 | 99.1 | 100.0 | |
| Missing | Not answered | 1 | .5 | | |
| | System | 1 | .5 | | |
| | Total | 2 | .9 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

From this table, 86.6% of the businesses do not generate enough profit for expansion.

Table 20: **What is your profit in a month?**

| Monthly profit (#. k) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|---------------|-----------|---------|------------------|-----------------------|
| Valid | <10,000 | 28 | 12.8 | 27.2 | 27.2 |
| | 10,001-15,000 | 39 | 17.9 | 37.9 | 65.0 |
| | 15,001-20,000 | 15 | 6.9 | 14.6 | 79.6 |
| | 20,001-25,000 | 4 | 1.8 | 3.9 | 83.5 |
| | >25,000 | 13 | 6.0 | 12.6 | 96.1 |
| | Personal | 4 | 1.8 | 3.9 | 100.0 |
| | Total | 103 | 47.2 | 100.0 | |
| Missing | Not answered | 114 | 52.3 | | |
| | System | 1 | .5 | | |
| | Total | 115 | 52.8 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table shows that 37.9% of the respondents make a profit of between #1,0001.00k and #15,000.00k, 12.6% of the practitioners make a profit of over #25,000.00k, 27.2% made a profit of less than #10.000.00k, while 3.9% keep the profit made confidential.

Table 21: **Do you have financial resources for expansion of the business?**

| Finance for expansion | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 23 | 10.6 | 10.6 | 10.6 |
| | No | 193 | 88.5 | 89.4 | 100.0 |
| | Total | 216 | 99.1 | 100.0 | |
| Missing | Not answered | 1 | .5 | | |
| | System | 1 | .5 | | |
| | Total | 2 | .9 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

The table reveals 89.4% of the practitioners do not have financial resources for the expansion of the business. Consequently, the financial expansion of the business is at the mercy of low profit and customers who buy on credit.

Table 22: **Do you need loan for expansion?**

| Need loan for expansion | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 203 | 93.1 | 94.0 | 94.0 |
| | No | 13 | 6.0 | 6.0 | 100.0 |
| | Total | 216 | 99.1 | 100.0 | |
| Missing | Not answered | 1 | .5 | | |
| | System | 1 | .5 | | |
| | Total | 2 | .9 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table reveals that 94.0% of the respondents need loan for the expansion of their businesses; while 6.0% are not in need of loan for business expansion.

Table 23: **Is the business vulnerable to local competitors?**

| Business vulnerable to local competitors | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--------------|-----------|---------|------------------|-----------------------|
| Valid | Yes | 208 | 95.4 | 96.7 | 96.7 |
| | No | 7 | 3.2 | 3.3 | 100.0 |
| | Total | 215 | 98.6 | 100.0 | |
| Missing | Not answered | 2 | .9 | | |
| | System | 1 | .5 | | |
| | Total | 3 | 1.4 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table reveals that 96.7% of tie-dye/batik industries are vulnerable to local competitors, while local competitors do not affect 3.3% of the industries.

Table 24: **Is the business vulnerable to international competitors?**

| Business vulnerable to international competitors | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|--------------|-----------|---------|------------------|-----------------------|
| Valid | Yes | 189 | 86.7 | 87.9 | 87.9 |
| | No | 21 | 9.6 | 9.8 | 97.7 |
| | Not Sure | 5 | 2.3 | 2.3 | 100.0 |
| | Total | 215 | 98.6 | 100.0 | |
| Missing | Not answered | 2 | .9 | | |
| | System | 1 | .5 | | |
| | Total | 3 | 1.4 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

The table indicates 87.9% of the businesses are vulnerable to international competitors, 2.3% of the respondents are not sure whether the business is vulnerable to international competitors while 9.8% of the businesses are not affected by international competitors.

Table 25: **Do you engage in other business activities?**

| Engage in other business | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 107 | 49.1 | 50.5 | 50.5 |
| | No | 105 | 48.2 | 49.5 | 100.0 |
| | Total | 212 | 97.2 | 100.0 | |
| Missing | Not answered | 5 | 2.3 | | |
| | System | 1 | .5 | | |
| | Total | 6 | 2.8 | | |
| Total | | 218 | 100.0 | | |

Source: Fieldwork, June 2007.

In this table about half of the practitioners (50.5%) engage in other micro business activities.

Table 26: **Do you have access to innovation?**

| Access to innovation | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 36 | 16.5 | 16.9 | 16.9 |
| | No | 177 | 81.2 | 83.1 | 100.0 |
| | Total | 213 | 97.7 | 100.0 | |
| Missing | Not answered | 4 | 1.8 | | |
| | System | 1 | .5 | | |
| | Total | 5 | 2.3 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table, 83.1% of the practitioners do not have access to innovation only 16.9% have access to new discoveries.

Table 27: **Do you have access to information technology?**

| Access to information technology | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--------------|-----------|---------|------------------|-----------------------|
| Valid | Yes | 26 | 11.9 | 12.1 | 12.1 |
| | No | 188 | 86.2 | 87.9 | 100.0 |
| | Total | 214 | 98.2 | 100.0 | |
| Missing | Not answered | 3 | 1.4 | | |
| | System | 1 | .5 | | |
| | Total | 4 | 1.8 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

The table reveals 87.9% of the respondents do not have access to information technology.

Table 28: **Do you have knowledge of information technology?**

| | Knowledge of information technology | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|------------------|-----------------------|
| Valid | Yes | 16 | 7.3 | 7.5 | 7.5 |
| | No | 197 | 90.4 | 92.5 | 100.0 |
| | Total | 213 | 97.7 | 100.0 | |
| Missing | Not answered | 4 | 1.8 | | |
| | System | 1 | .5 | | |
| | Total | 5 | 2.3 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

From the table, 92.5% of the practitioners do not have knowledge of information technology. This might probably be due to lack of access to information technology and poor educational status.

Table 29: **Do you attend training/workshop?**

| Attend training/ workshop | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|-----------------|-----------|---------|------------------|-----------------------|
| Valid | Yes | 123 | 56.4 | 58.3 | 58.3 |
| | No | 88 | 40.4 | 41.7 | 100.0 |
| | Total | 211 | 96.8 | 100.0 | |
| Missing | Not answered | 6 | 2.8 | | |
| | System | 1 | .5 | | |
| | Total | 7 | 3.2 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

The table shows that 58.3% of the respondents attend training/workshop .while others (41.7%) do not attend training/workshop. This might be a reason for poor access to innovation.

Table 30: **How often do you attend training/workshop?**

| | Frequency of attendance at training /workshop | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|---------------|--------------------|
| Valid | Weekly | 3 | 1.4 | 2.5 | 2.5 |
| | Monthly | 7 | 3.2 | 5.9 | 8.4 |
| | Quarterly | 17 | 7.8 | 14.3 | 22.7 |
| | Bi-annual | 90 | 41.3 | 75.6 | 98.3 |
| | Anytime i feel like/ occasionally | 2 | .9 | 1.7 | 100.0 |
| | Total | 119 | 54.6 | 100.0 | |
| Missing | Not answered/Not applicable | 98 | 45.0 | | |
| | System | 1 | .5 | | |
| | Total | 99 | 45.4 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

In this table, 75.6% of the respondents attend training/workshop twice in a year, 14.3% of the practitioners attend quarterly, 5.9% attend monthly, while 1.7% of the practitioners attend training/ workshop anytime they feel like. Although these figures suggest that practitioners do take up opportunities for training, there are good value individual practitioner would benefit by taking up the opportunities for training.

Table 31: **What body organizes the training/workshop?**

| | Training/workshop organisation | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Government organization | 80 | 36.7 | 70.2 | 70.2 |
| | Non- Governmental organization | 29 | 13.3 | 25.4 | 95.6 |
| | Trade Union | 5 | 2.3 | 4.4 | 100.0 |
| | Total | 114 | 52.3 | 100.0 | |
| Missing | Not answered | 103 | 47.2 | | |
| | System | 1 | .5 | | |
| | Total | 104 | 47.7 | | |
| Total | | 218 | 100.0 | | |

SOURCE: Fieldwork, June 2007.

This table shows that 70.2% of the training/workshop programmes are organised by government organisations, 25.4% by non-government organisation while 4.4% are organized by trade unions.

APPENDIX D DATA ANALYSIS

(CONSUMERS' RESPONSES)

Table 32: **Whether male or female**

| Gender | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Male | 410 | 36.7 | 36.7 | 36.7 |
| | Female | 701 | 62.8 | 62.8 | 99.5 |
| | Not answered/ Not applicable | 6 | .5 | .5 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 33: **Job engage in**

| Job | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------------|-----------|---------|------------------|-----------------------|
| Valid Self Employed | 271 | 24.3 | 24.3 | 24.3 |
| Student | 394 | 35.3 | 35.3 | 59.5 |
| Civil Servant | 314 | 28.1 | 28.1 | 87.6 |
| Private Organisation | 90 | 8.1 | 8.1 | 95.7 |
| Retired | 21 | 1.9 | 1.9 | 97.6 |
| Graduate/Youth | 2 | .2 | .2 | 97.8 |
| Corper | | | | |
| Clergy/Evangelist/Pa stor/imam | 9 | .8 | .8 | 98.6 |
| Apprentice | 7 | .6 | .6 | 99.2 |
| Not answered/Not applicable | 9 | .8 | .8 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007

Table 34: **Monthly income**

| Monthly income | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid <5000 | 165 | 14.8 | 14.8 | 14.8 |
| 85,001-95,000 | 32 | 2.9 | 2.9 | 17.6 |
| >95,000 | 40 | 3.6 | 3.6 | 21.2 |
| No income | 4 | .4 | .4 | 21.6 |
| 5000-15,000 | 213 | 19.1 | 19.1 | 40.6 |
| 15,001-25,000 | 126 | 11.3 | 11.3 | 51.9 |
| 25,001-35,000 | 137 | 12.3 | 12.3 | 64.2 |
| 35,001-45,000 | 87 | 7.8 | 7.8 | 72.0 |
| 45,001-55,000 | 63 | 5.6 | 5.6 | 77.6 |
| 55,001-65,000 | 52 | 4.7 | 4.7 | 82.3 |
| 65,001-75,000 | 52 | 4.7 | 4.7 | 86.9 |
| 75,001-85,000 | 42 | 3.8 | 3.8 | 90.7 |
| Not answered/ Not applicable | 104 | 9.3 | 9.3 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 35: **Where do you buy clothes?**

| Place of clothes purchase | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Catalogue order | 23 | 2.1 | 2.1 | 2.1 |
| | Shop in local market | 864 | 77.4 | 77.4 | 79.4 |
| | Super/dept stores | 219 | 19.6 | 19.6 | 99.0 |
| | Internet | 5 | .4 | .4 | 99.5 |
| | Not answered/ Not applicable | 6 | .5 | .5 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 36: **Does advertisement stimulate you to buy clothes?**

| Advertisement stimulate clothe purchase | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 460 | 41.2 | 41.2 | 41.2 |
| | No | 653 | 58.5 | 58.5 | 99.6 |
| | Not answered/ Not applicable | 4 | .4 | .4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 37: **Can you allocate 5% of your income to buy clothes monthly?**

| Monthly purchase of clothes | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 546 | 48.9 | 48.9 | 48.9 |
| | No | 563 | 50.4 | 50.4 | 99.3 |
| | Not answered/ Not applicable | 8 | .7 | .7 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 38: **Do you buy clothes on credit?**

| Buy clothes on credit | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 583 | 52.2 | 52.2 | 52.2 |
| | No | 532 | 47.6 | 47.6 | 99.8 |
| | Not answered/ Not applicable | 2 | .2 | .2 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 39: **If you buy clothes on credit, how many installments do you repay?**

| Redemption of credit | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|-----------|---------|---------------|--------------------|
| Valid Once | 27 | 2.4 | 2.4 | 2.4 |
| Twice | 500 | 44.8 | 44.8 | 47.2 |
| Thrice | 73 | 6.5 | 6.5 | 53.7 |
| Four times | 2 | .2 | .2 | 53.9 |
| Not answered/ Not applicable | 514 | 46.0 | 46.0 | 99.9 |
| 999 | 1 | .1 | .1 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 40: **How often do you buy children's clothes?**

| Frequency of purchase (Children's clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|-----------|---------|------------------|-----------------------|
| Valid | Not at all | 354 | 31.7 | 31.7 | 31.7 |
| | Seasonal/ festive period | 233 | 20.9 | 20.9 | 52.6 |
| | Quarterly | 322 | 28.8 | 28.8 | 81.4 |
| | Monthly | 47 | 4.2 | 4.2 | 85.6 |
| | Very Often (at least thrice a month) | 156 | 14.0 | 14.0 | 99.6 |
| | Not answered/Not applicable | 5 | .4 | .4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 41: **How often do you buy clothes for yourself?**

| Frequency of purchase (Self garments) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|---|-----------|---------|---------------|--------------------|
| Valid | Not at all | 24 | 2.1 | 2.1 | 2.1 |
| | Seasonal | 181 | 16.2 | 16.2 | 18.4 |
| | Quarterly | 494 | 44.2 | 44.2 | 62.6 |
| | Monthly | 123 | 11.0 | 11.0 | 73.6 |
| | Very Often (at least thrice in a month) | 295 | 26.4 | 26.4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 42: **How often do you buy clothes for your spouse?**

| Frequency of purchase (Spouse clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|--|-----------|---------|------------------|-----------------------|
| Valid | Not at all | 258 | 23.1 | 23.1 | 23.1 |
| | Seasonal | 531 | 47.5 | 47.5 | 70.6 |
| | Quarterly | 217 | 19.4 | 19.4 | 90.1 |
| | Monthly | 32 | 2.9 | 2.9 | 92.9 |
| | Very often (at least thrice in a month) | 73 | 6.5 | 6.5 | 99.5 |
| | Not answered/ Not applicable | 6 | .5 | .5 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 43: **How often do you buy clothes as gift for your relations/ friends?**

| Frequency of purchase (Clothes for relations/ friends) | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Valid Not at all | 98 | 8.8 | 8.8 | 8.8 |
| Seasonal | 871 | 78.0 | 78.0 | 86.8 |
| Quarterly | 78 | 7.0 | 7.0 | 93.7 |
| Monthly | 14 | 1.3 | 1.3 | 95.0 |
| Very often (at least thrice in a month) | 52 | 4.7 | 4.7 | 99.6 |
| Not answered/ Not applicable | 4 | .4 | .4 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 44: **How often do you buy tie-dye/ batik clothes?**

| Frequency of purchase (Tie-dye/ Batik clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|--|-----------|---------|------------------|-----------------------|
| Valid | Not at all | 379 | 33.9 | 33.9 | 33.9 |
| | Seasonal | 341 | 30.5 | 30.5 | 64.5 |
| | Quarterly | 223 | 20.0 | 20.0 | 84.4 |
| | Monthly | 40 | 3.6 | 3.6 | 88.0 |
| | Very often (at least thrice in a month) | 129 | 11.5 | 11.5 | 99.6 |
| | Not answered/ Not applicable | 5 | .4 | .4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 45: **How often do you buy lace?**

| Frequency of purchase (Lace) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|--|-----------|---------|------------------|-----------------------|
| Valid | Not at all | 48 | 4.3 | 4.3 | 4.3 |
| | Seasonal | 741 | 66.3 | 66.3 | 70.6 |
| | Quarterly | 196 | 17.5 | 17.5 | 88.2 |
| | Monthly | 45 | 4.0 | 4.0 | 92.2 |
| | Very often (at least thrice in a month) | 85 | 7.6 | 7.6 | 99.8 |
| | Not answered/ Not applicable | 2 | .2 | .2 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 46: **How often do you buy textile print "ankara"?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|------------------|-----------------------|
| Valid | Not at all | 123 | 11.0 | 11.0 | 11.0 |
| | Seasonal | 259 | 23.2 | 23.2 | 34.2 |
| | Quarterly | 500 | 44.8 | 44.8 | 79.0 |
| | Monthly | 56 | 5.0 | 5.0 | 84.0 |
| | Very Often (at least thrice in a month) | 171 | 15.3 | 15.3 | 99.3 |
| | Not answered/Not applicable | 8 | .7 | .7 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 47: **If you receive a gift of 20,000.00 naira to buy clothes, which choice will you pick: tie-dye/ batik or Nigeria Textile print?**

| Choice (tie-dye/ batik or Nigerian print) | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Valid Tie dye/Batik | 221 | 19.8 | 19.8 | 19.8 |
| Nigerian Textile Print | 829 | 74.2 | 74.2 | 94.0 |
| Not answered/ Not applicable | 67 | 6.0 | 6.0 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 48: **If you receive a gift of 20,000.00 naira to buy clothes, which choice will you pick: tie-dye/ batik or Nigerian lace?**

| Choice (tie-dye/ batik or Nigerian lace) | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Valid Tie Dye/Batik | 172 | 15.4 | 15.4 | 15.4 |
| Nigerian Lace | 884 | 79.1 | 79.1 | 94.5 |
| Not answered/ Not applicable | 61 | 5.5 | 5.5 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 49: **If you receive a gift of 20,000.00 naira to buy clothes, which choice will you pick: tie-dye or batik?**

| Choice (tie-dye or batik) | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|-----------|---------|---------------|--------------------|
| Valid Tie-dye | 486 | 43.5 | 43.5 | 43.5 |
| Batik | 563 | 50.4 | 50.4 | 93.9 |
| Not answered/ Not applicable | 68 | 6.1 | 6.1 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 50: **If you receive a gift of 20,000.00 naira to buy clothes, which choice will you pick: Second hand clothes or Nigerian clothes?**

| Choice (second-hand or Nigerian clothes) | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Valid Second Hand Clothes | 128 | 11.5 | 11.5 | 11.5 |
| Nigerian Clothes | 911 | 81.6 | 81.6 | 93.0 |
| Not answered/ Not applicable | 78 | 7.0 | 7.0 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007

Table 51: **If you receive a gift of 20,000.00 naira to buy clothes, which choice will you pick: tie-dye/ batik or Asia/ China clothes?**

| Choice (tie-dye/ batik or Asia/ China clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Tie dye/Batik | 600 | 53.7 | 53.7 | 53.7 |
| | Asia/China clothes | 446 | 39.9 | 39.9 | 93.6 |
| | Not answered/ Not applicable | 71 | 6.4 | 6.4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 52: **If you receive a gift of 20,000.00 naira to buy clothes, which choice will you pick: cut and sew tie-dye/batik or ready made tie-dye/ batik?**

| Choice (cut and sew tie-dye/ batik or ready made tie-dye/ batik) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Cut & sew tie-dye/ batik | 808 | 72.3 | 72.3 | 72.3 |
| | Ready made tie-dye/batik | 237 | 21.2 | 21.2 | 93.6 |
| | Not answered/ Not applicable | 72 | 6.4 | 6.4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 53: **Clothes produced in Nigeria are very expensive**

| Nigerian clothes are expensive | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------------|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 36 | 3.2 | 3.2 | 3.2 |
| | Disagree | 207 | 18.5 | 18.5 | 21.8 |
| | Strongly Disagree | 66 | 5.9 | 5.9 | 27.7 |
| | Agree | 629 | 56.3 | 56.3 | 84.0 |
| | Strongly Agree | 177 | 15.8 | 15.8 | 99.8 |
| | Not answered/ Not applicable | 2 | .2 | .2 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 54: **Nigeria textile industries have good brand name.**

| Nigerian textile industries have good brand name | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 43 | 3.8 | 3.8 | 3.8 |
| | Disagree | 89 | 8.0 | 8.0 | 11.8 |
| | Strongly Disagree | 28 | 2.5 | 2.5 | 14.3 |
| | Agree | 635 | 56.8 | 56.8 | 71.2 |
| | Strongly Agree | 320 | 28.6 | 28.6 | 99.8 |
| | Not answered/ Not applicable | 2 | .2 | .2 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 55: **I can never buy made in Nigeria clothes again.**

| Will never buy Nigerian clothes again | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 35 | 3.1 | 3.1 | 3.1 |
| | Disagree | 502 | 44.9 | 44.9 | 48.1 |
| | Strongly disagree | 522 | 46.7 | 46.7 | 94.8 |
| | Agree | 37 | 3.3 | 3.3 | 98.1 |
| | Strongly Agree | 18 | 1.6 | 1.6 | 99.7 |
| | Not answered/ Not applicable | 3 | .3 | .3 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 56: **The design of Nigerian clothes have no aesthetic value.**

| Aesthetic value (Nigerian clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------------|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 73 | 6.5 | 6.5 | 6.5 |
| | Disagree | 593 | 53.1 | 53.1 | 59.6 |
| | Strongly Disagree | 330 | 29.5 | 29.5 | 89.2 |
| | Agree | 88 | 7.9 | 7.9 | 97.0 |
| | Strongly Agree | 29 | 2.6 | 2.6 | 99.6 |
| | Not answered/ Not applicable | 4 | 0.4 | 0.4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 57: **The styles of Nigerian clothes are not fashionable.**

| Nigerian styles are not fashionable | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 28 | 2.5 | 2.5 | 2.5 |
| | Disagree | 451 | 40.4 | 40.4 | 42.9 |
| | Strongly Disagree | 561 | 50.2 | 50.2 | 93.1 |
| | Agree | 36 | 3.2 | 3.2 | 96.3 |
| | Strongly Agree | 36 | 3.2 | 3.2 | 99.6 |
| | Not answered/ Not applicable | 5 | .4 | .4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 58: **Made in Nigeria clothes fade easily.**

| Nigerian clothes fade Easily | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 30 | 2.7 | 2.7 | 2.7 |
| | Disagree | 569 | 50.9 | 50.9 | 53.6 |
| | Strongly Disagree | 223 | 20.0 | 20.0 | 73.6 |
| | Agree | 216 | 19.3 | 19.3 | 92.9 |
| | Strongly Agree | 73 | 6.5 | 6.5 | 99.5 |
| | Not answered/ Not applicable | 6 | .5 | .5 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 59: **Second hand clothes is better than new Nigerian clothes**

| Second-hand clothes are better than Nigerian clothes | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 38 | 3.4 | 3.4 | 3.4 |
| | Disagree | 373 | 33.4 | 33.4 | 36.8 |
| | Strongly Disagree | 276 | 24.7 | 24.7 | 61.5 |
| | Agree | 341 | 30.5 | 30.5 | 92.0 |
| | Strongly Agree | 87 | 7.8 | 7.8 | 99.8 |
| | Not answered/ Not applicable | 2 | .2 | .2 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 60: **Clothes produced in Nigeria are not to my taste.**

| Nigerian clothes – not my taste | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------------|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 33 | 3.0 | 3.0 | 3.0 |
| | Disagree | 656 | 58.7 | 58.7 | 61.7 |
| | Strongly Disagree | 307 | 27.5 | 27.5 | 89.2 |
| | Agree | 72 | 6.4 | 6.4 | 95.6 |
| | Strongly Agree | 45 | 4.0 | 4.0 | 99.6 |
| | Not answered/ Not applicable | 4 | .4 | .4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 61: **Made in China clothes fade easily.**

| China clothes fade easily | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 198 | 17.7 | 17.7 | 17.7 |
| | Disagree | 145 | 13.0 | 13.0 | 30.7 |
| | Strongly Disagree | 74 | 6.6 | 6.6 | 37.3 |
| | Agree | 479 | 42.9 | 42.9 | 80.2 |
| | Strongly Agree | 213 | 19.1 | 19.1 | 99.3 |
| | Not answered/ Not applicable | 8 | .7 | .7 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 62: **The styles of China/ Asian clothes are not fashionable.**

| Fashionable styles (China/ Asian clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 175 | 15.7 | 15.7 | 15.7 |
| | Disagree | 334 | 29.9 | 29.9 | 45.6 |
| | Strongly Disagree | 99 | 8.9 | 8.9 | 54.4 |
| | Agree | 382 | 34.2 | 34.2 | 88.6 |
| | Strongly Agree | 120 | 10.7 | 10.7 | 99.4 |
| | Not answered/ Not applicable | 7 | .6 | .6 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 63: **The clothes produced in China are very expensive.**

| China clothes are expensive | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 181 | 16.2 | 16.2 | 16.2 |
| | Disagree | 506 | 45.3 | 45.3 | 61.5 |
| | Strongly Disagree | 287 | 25.7 | 25.7 | 87.2 |
| | Agree | 99 | 8.9 | 8.9 | 96.1 |
| | Strongly Agree | 38 | 3.4 | 3.4 | 99.5 |
| | Not answered/ Not applicable | 6 | .5 | .5 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 64: **Second hand clothing is better than made in China clothes.**

| Second-hand clothes better than Chinese clothes | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 172 | 15.4 | 15.4 | 15.4 |
| | Disagree | 372 | 33.3 | 33.3 | 48.7 |
| | Strongly Disagree | 129 | 11.5 | 11.5 | 60.3 |
| | Agree | 339 | 30.3 | 30.3 | 90.6 |
| | Strongly Agree | 102 | 9.1 | 9.1 | 99.7 |
| | Not answered/ Not applicable | 3 | .3 | .3 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 65: **I can afford to buy made in China clothes regularly.**

| Can afford to buy Chinese clothes regularly | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 166 | 14.9 | 14.9 | 14.9 |
| | Disagree | 153 | 13.7 | 13.7 | 28.6 |
| | Strongly Disagree | 75 | 6.7 | 6.7 | 35.3 |
| | Agree | 523 | 46.8 | 46.8 | 82.1 |
| | Strongly Agree | 193 | 17.3 | 17.3 | 99.4 |
| | Not answered/ Not applicable | 7 | .6 | .6 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 66: **The clothes produced in China are very durable.**

| Durable (Chinese clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 179 | 16.0 | 16.0 | 16.0 |
| | Disagree | 573 | 51.3 | 51.3 | 67.3 |
| | Strongly Disagree | 113 | 10.1 | 10.1 | 77.4 |
| | Agree | 199 | 17.8 | 17.8 | 95.3 |
| | Strongly Agree | 48 | 4.3 | 4.3 | 99.6 |
| | Not answered/ Not applicable | 5 | .4 | .4 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 67: **I can never buy made in China clothes again.**

| Can never buy Chinese clothes again | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 201 | 18.0 | 18.0 | 18.0 |
| | Disagree | 620 | 55.5 | 55.5 | 73.5 |
| | Strongly Disagree | 135 | 12.1 | 12.1 | 85.6 |
| | Agree | 51 | 4.6 | 4.6 | 90.2 |
| | Strongly Agree | 103 | 9.2 | 9.2 | 99.4 |
| | Not answered/ Not applicable | 7 | .6 | .6 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 68: **The design of China clothes have no aesthetic value**

| Aesthetic value (China clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 211 | 18.9 | 18.9 | 18.9 |
| | Disagree | 652 | 58.4 | 58.4 | 77.3 |
| | Strongly Disagree | 90 | 8.1 | 8.1 | 85.3 |
| | Agree | 120 | 10.7 | 10.7 | 96.1 |
| | Strongly Agree | 36 | 3.2 | 3.2 | 99.3 |
| | Not answered/ Not applicable | 8 | .7 | .7 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 69: **Made in China clothes are better than made in Nigeria clothes.**

| Chinese clothes are better than Nigerian clothes | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 139 | 12.4 | 12.4 | 12.4 |
| | Disagree | 400 | 35.8 | 35.8 | 48.3 |
| | Strongly Disagree | 414 | 37.1 | 37.1 | 85.3 |
| | Agree | 101 | 9.0 | 9.0 | 94.4 |
| | Strongly Agree | 56 | 5.0 | 5.0 | 99.4 |
| | Not answered/ Not applicable | 7 | .6 | .6 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 70: **If the price of clothes made in China is the same as those made in Nigeria, then I will prefer to buy made in Nigeria clothes.**

| Preference (Chinese or Nigerian clothes) | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 42 | 3.8 | 3.8 | 3.8 |
| | Disagree | 76 | 6.8 | 6.8 | 10.6 |
| | Strongly Disagree | 42 | 3.8 | 3.8 | 14.3 |
| | Agree | 476 | 42.6 | 42.6 | 56.9 |
| | Strongly Agree | 478 | 42.8 | 42.8 | 99.7 |
| | Not answered/ Not applicable | 3 | .3 | .3 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 71: **I will be glad if government stops China from importing clothes to Nigeria.**

| Government should stop importation of Chinese clothes | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-------------------------------|-----------|---------|---------------|--------------------|
| Valid | Not Sure | 72 | 6.4 | 6.4 | 6.4 |
| | Disagree | 639 | 57.2 | 57.2 | 63.7 |
| | Strongly Disagree | 185 | 16.6 | 16.6 | 80.2 |
| | Agree | 96 | 8.6 | 8.6 | 88.8 |
| | Strongly Agree | 122 | 10.9 | 10.9 | 99.7 |
| | Not answered / Not applicable | 3 | .3 | .3 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 72: **I will be glad if government wipe of completely smuggling of second hand clothes**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|-----------|---------|---------------|--------------------|
| Valid Not Sure | 33 | 3.0 | 3.0 | 3.0 |
| Disagree | 409 | 36.6 | 36.6 | 39.6 |
| Strongly Disagree | 248 | 22.2 | 22.2 | 61.8 |
| Agree | 139 | 12.4 | 12.4 | 74.2 |
| Strongly Agree | 270 | 24.2 | 24.2 | 98.4 |
| Not answered/ Not applicable | 18 | 1.6 | 1.6 | 100.0 |
| Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 73: **The designs of fabric made in China is better than those made in Nigeria**

| Chinese fabric designs are better than Nigerian designs | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---------------------------------|-----------|---------|------------------|-----------------------|
| Valid | Not Sure | 55 | 4.9 | 4.9 | 4.9 |
| | Disagree | 101 | 9.0 | 9.0 | 14.0 |
| | Strongly Disagree | 186 | 16.7 | 16.7 | 30.6 |
| | Agree | 73 | 6.5 | 6.5 | 37.2 |
| | Strongly Agree | 34 | 3.0 | 3.0 | 40.2 |
| | Not answered/ Not applicable | 668 | 59.8 | 59.8 | 100.0 |
| | Total | 1117 | 100.0 | 100.0 | |

SOURCE: Fieldwork, June 2007.

Table 74: **Consumers' response to colour fastness and design of tie-dye and batik fabrics**

| Colour fast | Freq. | Per. | Cum. | Des. | Freq. | Per. | Cum. |
|----------------|-------|--------|--------|--------|-------|--------|--------|
| Yes | 253 | 22.65 | 22.65 | Common | 980 | 87.74 | 87.74 |
| No | 864 | 77.35 | 100.00 | Unique | 137 | 12.26 | 100.00 |
| Total | 1117 | 100.00 | | Total | 1117 | 100.00 | |

Key: Freq.- Frequency Per.- Percentage Cum.- Cumulative Des. - Design

SOURCE: Fieldwork, June 2007.

Table 75: Frequency Distribution of post-purchase expectations and re-purchase intension

| Product | Freq. | Per. | Cum. | Cust. | Freq. | Per. | Cum.Per |
|----------------|--------------|---------------|---------------|--------------|--------------|---------------|----------------|
| Meet | | | Per. | Meet | | | |
| Exp. | | | | Exp | | | |
| Yes | 253 | 22.65 | 22.65 | Yes | 515 | 46.11 | 46.11 |
| No | 864 | 77.35 | 100.00 | No | 602 | 53.89 | 100.00 |
| Total | 1117 | 100.00 | | Total | 1117 | 100.00 | |
| | | | | | | | |

Key:

Exp- Expectation Cum. Per.- Cumulative Percentage

Freq- Frequency Cust. Meet Exp- Customer meets Expectations

Per- Percentage

SOURCE: Fieldwork, June 2007.

Table 76: Consumers' re-purchase intension of tie-dye and batik fabrics

| Re-purchase | Frequency | Percentage | Cumulative |
|--------------------|------------------|-------------------|-------------------|
| Intension | | | Percentage |
| Yes | 260 | 23.28 | 23.28 |
| Not Sure | 474 | 42.43 | 67.71 |
| No | 383 | 34.29 | 100.00 |
| Total | 1117 | 100.00 | |

SOURCE: Fieldwork, June 2007.

APPENDIX E SAMPLES OF CATEGORISATION OF IMAGES

| Image | Documenting | | |
|------------------------------|---|--|---|
| Type | Recording category | Phenomenon | Validity in selection |
| Adire Production Area. |  |  |  |
| Chinese Village |  |  |  |
| Research Assistants |  |  |  |
| Lock up shops |  |  |  |
| Second Hand Market |  |  |  |

Tie-dye/
Batik
Sample



Other
fabric
sellers



Itoku
Market



Consumers



Lace
fabric
sewn in
traditional
style



APPENDIX F REFERENCES OF ARTICLES ACCEPTED FOR PUBLICATION

Journal of Fashion Marketing and Management - Decision on Manuscript ID JFMM-07-2008-0035

Tuesday, July 8, 2008 7:45 AM

From:

"s.g.hayes@mmu.ac.uk" <s.g.hayes@mmu.ac.uk>

[Add sender to Contacts](#)

To:

amuboto@yahoo.com, aaa3@soton.ac.uk

08-Jul-2008

Dear Mrs. Amubode:

It is a pleasure to accept your manuscript entitled "EVIPI:Innovation Stimulant in Niche Market for Renaissance of Resist Dyeing Industries" in its current form for publication in the Journal of Fashion Marketing and Management.

Please go to your Author Centre on Manuscript Central (Manuscripts with Decisions/Manuscripts I have co-authored) to complete the copyright assignment form.

We cannot publish your paper without the copyright form. Only the submitting author need complete the form, however, all authors may wish to print a copy for their records. If any of the information is incorrect please contact the journal Publisher immediately.

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Thank you for your fine contribution. On behalf of the Editors of the Journal of Fashion Marketing and Management, we look forward to your continued contributions to the Journal.

Sincerely,

Dr. Steven Hayes

Editor, Journal of Fashion Marketing and Management

s.g.hayes@mmu.ac.uk

Re: Enquiry- Journal article

Tuesday, March 31, 2009 6:21 AM

From:

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"Olawejaju Tope" <wajutope@yahoo.com>

[Add sender to Contacts](#)

To:

"adetoun adedotun" <amuboto@yahoo.com>

(Mrs) Amubode A.A.

Department of Home Science and Management,

University of Agriculture , Abeokuta ,

Dear (Mrs) Amubode,

PAYMENT OF PAGE CHARGES

Following the review of your manuscript titled “Customer relationship management: towards satisfying tie-dye/batik consumers in Abeokuta metropolis”, it is intended to be published subject to payment of ₦13,000.00 as page charges.

The acceptance letter will be issued after payment of the stipulated amount as indicated.

Kindly note that, cheque or bank draft addressed to ASSET Editorial Office, University of Agriculture, Abeokuta, Nigeria, can be sent through registered post for payment.

Thank you for your interest in ASSET.

Yours sincerely

O.T. Onifade

For: Editor-In-Chief



SOCIETY OF NIGERIAN ARTISTS OYO STATE CHAPTER

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MRS ADETOUN ADEDOTUN AMUBODE

DEPT OF HOME SCIENCE & MGT

UNIVERSITY OF AGRICULTURE, ABEOKUTA

OGUN STATE, NIGERIA*

Dear Sir/ma,

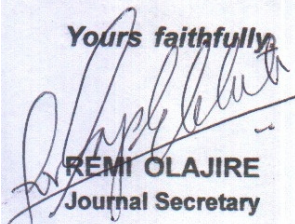
ACCEPTANCE OF ARTICLE FOR PUBLISHING IN NIGERIAN ART REFLECTIONS:
A JOURNAL OF THE SOCIETY OF NIGERIAN ARTISTS, OYO STATE CHAPTER

I have the pleasure to inform you that your paper titled THE IMPLICATION OF SURGE IN CHINESE TEXTILES IMPORT ON NIG. TEXTILE INDUSTRY has been assessed and found acceptable for publishing in the Vol. 8 of Nigerian Art Reflections: A Journal of the Society of Nigerian Artists, Oyo State Chapter.

Two copies of the Journal shall be sent to you after publishing, we look forward to future contributions from you.

Congratulations.

Yours faithfully,


REMI OLAJIRE
Journal Secretary

Re: Permission for already accepted publishable article

Wednesday, May 13, 2009 2:17 AM

From: "Olawaju Tope" <wajutope@yahoo.com>

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To: amuboto@yahoo.com

Cc: "Richard Whitfield" <RWhitfield@emeraldinsight.com>

Dear Mrs. Adetoun Amubode

Many thanks for your email. Please allow me to introduce myself. My name is Emily Hall and I am the Rights Manager here at Emerald. Emerald allows its authors to place a non-Emerald branded version of your article within your current institution's website. By this we mean that while it can have all of the Editorial changes, it must be in a different format – i.e. different font, different layout etc and must not have any Emerald logos or branding. We also ask that you include a link to the journal homepage www.emeraldinsight.com

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APPENDIX G

QUESTIONNAIRE FOR TIE-DYE/ BATIK PRACTITIONERS

This questionnaire is designed to explore the sustainable marketing strategies for tie-dye/ batik industries in Abeokuta, Ogun State, Nigeria. Kindly spend few minutes of your time to complete the questionnaire.

Thank you for your co-operation.

Adetoun Amubode

SECTION A: Demographic Data

Age: (a) 18-22 (b) 23-27 (c) 28-32 (d) 33-37 (e) 38-42 (f) 43-47 (g) 48-52 (h) 53-57 (i) 58-62 (j) >62.

Gender: (a) Male (b) Female

Educational Background: (a) No formal education (b) incomplete primary (c) complete primary (d) incomplete secondary (e) complete secondary (f) Higher Education/University.

SECTION B: Tie-dye/ batik business start up

Did you make a business start-up plan? (a) Yes (b) No

How did you raise start-up capital for the business? (a) Family (b) Friends (c) Personal savings (d) Loan from co-operative society (e) Bank loan (f) Others (specify).....

Business age: (a) < 1 year (b) 1-5 years (c) Above 5 years

How do you get your design? (a) Personal creativity (b) Employ a designer (c) From customers (d) Others (specify).....

Do you seek advice or information? (a) Yes (b) No

From who did you sought advice? (a) Banks (b) Accountants (c) Enterprise Agencies (d) Friends (e) Family members (f) Solicitor (g) Local Authority (h) others (specify)

Are you a member of a trade association? (a) Yes (b) No

Is there any benefit of being a member of a trade association? (a)Yes (b) No

If yes, kindly specify the benefit.....

Do you have access to constant supply of electricity? (a) Yes (b) No

Do you have access to constant supply of water? (a) Yes (b) No

Do you have access to good roads? (a) Yes (b) No

Do you have access to communication services? (a) Yes (b) No

Do you have a website? (a) Yes (b) No

If yes, how often do you up-date the site? (a) weekly (b) twice in a month (c) monthly (d) quarterly (e) bi-annual (f) annually

SECTION C: Staff Employment

Do you hire/ employ labour? (a) Yes (b) No

If yes, how many staff do you have?.....

What pattern of staff employment do you adopt? (a) Full time (b) Part-time (c)

Contract staff (d) Others (specify).....

Do you employ family members? (a) Yes (b) No

Do you pay the employed family members? (a) Yes (b) No

How are you able to separate family influence on the growth / development of the business?.....

Do you measure/ evaluate workers performance? (a) Yes (b) No

How do you measure/ evaluate workers performance?.....

What action do you take on workers who perform below expectations?

Do you have apprentice? (a) Yes (b) No

If yes how many apprentice(s) do you have?

What criteria do you use to accept apprentice? (a) Educational qualification (b)

Referee recommendation (c) No criteria (d) others

How many years do apprentice spend on the business before graduation?

SECTION D: Business growth

What strategies did you use to penetrate the market locally? Please share your experience. (a) Market survey (b) Print advert (c) Media advert (d) interpersonal contact (e) others (specify)

Do you sell on credit? (a) Yes (b) No

If yes, how many instalments do your customers repay? (a) Once (b) Twice (c) Thrice
(d) Others (specify)

What is your profit in a month?

Is the profit substantial? (a) Yes (b) No

Do you save some money from the profit generated? (a) Yes (b) No

Does the business generate enough profit for expansion? (a) Yes (b) No

Do you have financial resources for the expansion of the business? (a) Yes (b) No

Do you need loan for expansion? (a) Yes (b) No

Is the business vulnerable to local competitors? (a) Yes (b) No

Is the business vulnerable to international competitors? (a) Yes (b) No

Who are your competitors?

Do you engage in other business activities? (a) Yes (b) No

What other business activities do you engage in?

Do you have access to innovation? (a) Yes (b) No

Do you have knowledge of information technology? (a) Yes (b) No

Do you have access to information technology? (a) Yes (b) No

Do you attend training/ workshop? (a) Yes (b) No

If yes, how often do you attend training/ workshop? (a) weekly (b) monthly

(c) Quarterly (d) Bi-annual (e) annually (f) others (specify)

Which body organises the workshops/ training? (a) Government organisation (b) Non-government organisation (c) Trade Union (d) others (specify)

Do you export your products to other countries? (a) Yes (b) No

If yes, kindly circle the country/ countries you export your products to: (a) African countries (b) Asian countries (c) Europe (d) Others (specify)

Are you aware of the existence and benefit of AGOA? (a) Yes (b) No

What are your expectation (s) from the government/ non-government organisation?

SECTION E: Customers' patronage

Estimate the average number of customers that patronises you in a day?

Do you customers buy on retail or wholesale? (a) Retail (b) Wholesale

Do you produce cheap clothes clothes for your customers? (a) Yes (b) No

If yes what strategies do you adopt to produce cheap and affordable clothes for those customers?

SECTION F: Business challenge

Do you experience any problem in running the business? (a) Yes (b) No

Kindly tick any problem/s experienced in running the business (write out any that is not listed): (a) Lack of sufficient number of customers (b) Customers buying on credit (c) under charging (d) lack of social amenities (e) employing staff (f) late payment of bills (g) delegation of duties (h) access to international market (i) effective management skill (j) competition (k) family interference (l) marketing the product (m) others (specify)

.....
.....
.....

How are you able to handle the problem (s)/ challenges? Please

discuss
.....
.....
.....

QUESTIONNAIRE FOR CONSUMERS OF TIE-DYE/ BATIK FABRIC

This questionnaire is designed to investigate the expectations of consumers of tie-dye/ batik products. Kindly spend few minutes of your time to respond to the questions.

Thank you for your co-operation.

Adetoun Amubode

SECTION A: Demographic data

Gender: (a) Male (b) Female

Job: (a) Self employed (b) student (c) civil servant (d) private organisation (e) retired
(f) graduate/ youth corper (g) clergy/ evangelist/pastor/ imam (h) Apprentice (i) others
(specify)

How much is your monthly income? (a) no income (b) <5000 (c) 5000-15,000 (d)
15,001 – 25,000 (e) 25,001-35,000 (f) 35,001-45,000 (g) 45001-55,000 (h) 55,001-
65,000 (i) 65,001-75,000 (j) 75001-85,000 (k) 85,001-95,000 (l) >95,000

SECTION B: Consumers' clothing behaviour

Where do you buy clothes? (a) catalogue order (b) shop in local market (c)
super/departmental stores (d) internet (e) others (specify)

Does advertisement stimulate you to buy clothes? (a) Yes (b) No

Can you allocate 5% of your income to buy clothes monthly? (a) Yes (b) No

Do you buy clothes on credit? (a) Yes (b) No

If yes, how many instalments do you repay? (a) Once (b) Twice (c) Thrice (d) Four times (e) irregular

Kindly tick the frequency of purchase of clothes

| Frequency of purchase | Festive season | Monthly | Quarterly | Very often (at least thrice in a month) | Not at all |
|---------------------------------|----------------|---------|-----------|---|------------|
| Children's clothes | | | | | |
| Self garments | | | | | |
| Spouse clothes | | | | | |
| Clothes for relations as gift | | | | | |
| Tie-dye/ batik fabrics/ clothes | | | | | |
| Lace | | | | | |
| Textile print (Ankara) | | | | | |

If you receive a gift of #20,000.00 to use all on purchase of clothes, kindly circle or underline your choice in each pair.

Tie-dye/batik fabric or Nigerian textile print (Ankara)

Tie-dye/ batik fabric or Nigerian lace.

Tie-dye or Batik

Second-hand clothes or New Nigerian clothes.

Tie-dye/ batik or Asian/ Chinese fabrics

Cut & sew tie-dye/ batik or ready made tie-dye/ batik

SECTION C: Consumers' perception of tie-dye/batik fabrics

The colour of tie-dye/ batik fabrics are fast to dye (a) Yes (b) No

The design of tie-dye/ batik fabrics are (a) Unique (b) Common

Tie-dye/ batik fabrics meet my expectations after purchase (a) Yes (b) No

The customer service of tie-dye/ batik practitioners meet my expectations (a) Yes (b) No

Will you buy tie-dye/ batik fabrics again? (a) Yes (b) Not sure (c) No

Kindly rate the following statements objectively by circling the appropriate number

Strongly agree (5) Agree (4) Strongly disagree (3) Disagree (2) Not sure (1)

Clothes produced in Nigeria are very expensive. 5 4 3 2 1

Nigerian textile industries have good brand name. 5 4 3 2 1

I can never buy made in Nigeria clothes again. 5 4 3 2 1

| | | | | | |
|---|---|---|---|---|---|
| The design of Nigerian clothes has no aesthetic value. | 5 | 4 | 3 | 2 | 1 |
| The styles of Nigerian clothes are not fashionable. | 5 | 4 | 3 | 2 | 1 |
| Made in Nigerian clothes fade easily. | 5 | 4 | 3 | 2 | 1 |
| Second-hand clothes are better than new Nigerian clothes. | 5 | 4 | 3 | 2 | 1 |
| Clothes produced in Nigeria are not to my taste. | 5 | 4 | 3 | 2 | 1 |
| Made in China clothes fade easily. | 5 | 4 | 3 | 2 | 1 |
| The styles of China/ Asian clothes are not fashionable. | 5 | 4 | 3 | 2 | 1 |
| The clothes produced in China are very expensive. | 5 | 4 | 3 | 2 | 1 |
| Second-hand clothing is better than made in China clothes. | 5 | 4 | 3 | 2 | 1 |
| I can afford to buy made in China clothes regularly. | 5 | 4 | 3 | 2 | 1 |
| The clothes produced in China are very durable. | 5 | 4 | 3 | 2 | 1 |
| I can never buy made in China clothes again | 5 | 4 | 3 | 2 | 1 |
| The design of China clothes have no aesthetic value | 5 | 4 | 3 | 2 | 1 |
| Made in China clothes are better than made in Nigeria clothes | 5 | 4 | 3 | 2 | 1 |
| If the price of clothes made in China is the same as those made | | | | | |
| in Nigeria, then I will prefer to buy made in Nigeria clothes | 5 | 4 | 3 | 2 | 1 |

I will be glad if government stops China from importing clothes

to Nigeria

5 4 3 2 1

I will be glad if government wipe off completely smuggling of

second-hand clothes

5 4 3 2 1

The design of fabrics made in China is better than those made

in Nigeria

5 4 3 2 1

APPENDIX H SUPPORT LETTER FROM MY SUPERVISOR



**University
of Southampton**

Winchester School of Art

Professor Bashir Makhoul BA MA PhD
Head of School

| | | |
|---------------------------|-----|---------------------|
| University of Southampton | Tel | +44 (0)23 8059 6900 |
| Winchester Campus | Fax | +44 (0)23 8059 6901 |
| Park Avenue Winchester | Web | www.wsa.soton.ac.uk |
| SO23 8DL United Kingdom | | |

May 27, 2007

To Whom It May Concern:

I am writing on behalf of Mrs. Adetoun Adedotun Amubode, a PhD candidate at the Winchester School of Art, University of Southampton and recipient of a Commonwealth Scholarship. Mrs Adetoun is researching textile production and manufacture in her native Nigeria and needs to collect data and statistics from current Nigerian textile businesses to support her research. Photography, video and audio recording are part of the research methods included in her PhD research and will be used to help determine the best way forward for Nigerian textile production in the future. This research represents a serious academic inquiry and your assistance in discussing your business strategies and methods with Mrs. Adetoun Adedotun Amubode, as well as providing permission for photography/audio recording, would be greatly appreciated.

With Regards,

A handwritten signature in black ink, appearing to read 'Jessica Hemmings'.

Dr Jessica Hemmings
Winchester School of Art
Park Avenue
Winchester
SO23 8DL
England

APPENDIX I TRANSCRIPTS OF THE INTERVIEW

Most of the consumers just come for window-shopping. They don't patronise us as much as they do before, because they feel the clothes are expensive and they have cheap Chinese textile as alternative.

Poverty in the country also contributes to the low patronage. People are really suffering yet the government is not concern. Corruption has become the order of the day.

I'm a widow and I struggled to send my daughter to the Polytechnic. She graduated over two years ago and could not get a job. She has now joined me in the business.

Its difficult to separate business money from domestic purse because I make use of some of the profit I made to buy food stuff for my family, clothe and educate my children.

The youth are no longer interested in this trade. They want white-collar job, which are not even available.

I really need loan to expand my business and diversify into other business activities. I discovered that people who are privilege to equip and diversify their business have more customers than those of us who do not have financial support.

Most customers are attracted to shops that are well equipped.

My husband who works in a textile company as a factory worker lost his job some months ago. The burden of household expenses now greatly falls on me. He has gone to the village to start farming.

I do not have landed property to present as collateral to bank officials for loan.

I am afraid of the risk of employing educated personnel because I feel he or she can dupe me since I have no formal education.

I am aware of some government support agencies, but one will have to bribe the officials before they can attend to you.

Lack of constant electricity supply has negatively affected my business and those of others. Imagine producing in an environment of total black out for days. I had to get a generator to aid my business. At times I have to queue for days to get fuel from the petrol station. Even with my money at hand, it's so difficult to get fuel for the generator, please let the government know that we need great help in this area.

I started my business at home in a communal compound, but over time, I relocate to this shop with the opportunity of increasing the number of customers and sales.

I use both synthetic and indigenous dye in production because some of the customers specifically do request for fabric designs in indigenous indigo dye.

I have some customers who travel to oyinbo's (European) countries. They usually buy in large quantity and probably re-sell to their friends and relations or distribute as gift.

Water is an important production need, Often times we make use of the flowing river because the wells dry up during the dry season and it requires much energy to draw out a bucket of water from the well.

Most customers buy on credit and are reluctant to pay their debt. They would be hiding from me and even abuse you making comments like: please don't border me, I will pay you your money even Nigeria is in debt.

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