THE UTILITY OF ADIRE: WOMEN ENTREPRENEURSHIP, ATTITUDE AND MARKETING STRATEGIES FOR COMPETITIVE EDGE

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ABSTRACT

The study was carried out to investigate the survival marketing strategies of entrepreneurs in the Adire industry. It was aimed at identifying the capacity factor of entrepreneurs and critical factors militating against entrepreneurship development in the Adire industry. Also the relationship between the entrepreneur’s age, educational level, and their perceived motivating factors and inhibitions to entrepreneurship development was established. A pre-tested and structured interview schedule was employed to elicit information from one hundred Adire producers using random sampling method. Focus group discussion forum was also employed to source information from customers of Adire. Descriptive statistics such as frequency counts, and percentages were used to analyse the data. Pearson’s correlation analysis was used to establish the relationship between the variables tested. The variables were measured using 5-point Likert Scale. The research revealed, among other factors that Adire entrepreneurs were surviving competition through deft creativity and innovativeness’ such as using topical and traditional motifs, appealing colours, synthetic dyes and other ingenuity to stave off competition. The study also revealed a shift from female dominated art to male participation, organic growth in styles and their diffusion across centres to ensure competitiveness.

The study concludes that Adire is still very relevant in the economic development of Nigeria by way of solving unemployment problem. Therefore, the government of Nigeria should encourage the industry with modern infrastructures and soft loans for expansion of their business.

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