MOTIVATION AND ATTITUDE TOWARDS THE PURCHASE OF LOCALLY MADE APPARELS: A CASE STUDY OF ADIRE IN AKURE METROPOLIS

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Abstract

This study aimed to investigate the motivation and attitude of people towards the purchase of locally made apparels in Akure metropolis. Well-structured questionnaire purposively directed at three hundred and eighty four residents who purchased locally made apparel (adire) was used in the study to gather data for analysis. Data was analyzed descriptively through tables, charts and inferentially through Chi Square. Results revealed that durability of the cloth and the price of the cloth were major motivations for the residents to purchase locally made apparel like adire. Also, the respondents purchased locally made clothes and they preferred it to imported clothes. Their perception also showed that locally made clothes are good value for their money. They were also willing to recommend the clothes to other people. Furthermore, hypothesis revealed that there is a significant relationship between the socio-demographic characteristics and attitude of the people towards buying locally made clothes (P<0.05). This indicates that the local textile industry is well appreciated by the local people and this will continue to improve the local economy while creating opportunities for more people who want to delve into the local fabrics business. Therefore, government should invest more in the textile industry so as to create business, employment and empowerment opportunities for the local people.

Keywords: Motivation, Attitude, Perception, Textile, Local

Introduction

Culture is fundamentally a people's way of life, and it produces resources like knowledge, artifacts, expression, and insights that enhance the community's social and economic well-being. In terms of their inherent capacity to generate value through the strategic utilization of diverse production

factors to enhance wealth creation using available resources, this phenomenon becomes evident in the prevailing attitudes, norms, behaviors, beliefs, values, artistic expressions, craftsmanship, heritage, and innovative endeavors that define a society's operations. These eventually manifest as cultural heritage, an inheritance transferred across successive generations (Zakaree, 2013). Nigeria's culture is notably characterized by its multifaceted ethnic diversity and places with notable emphasis on various artistic mediums, including grass weaving, wood carving, leather and calabash artistry, pottery, painting, glass and metal craftsmanship, ivory carving, and textile weaving (Tomori, 2011).

The history of clothing and fashion is lengthy and rather rich (Vintilă-GhiŃulescu, 2011). Clothing is more expressive than words. One of the distinguishing characteristics of human clothing is that a group of individuals will all wear a similar pattern of clothes, and the evolution of these intricate and diverse cultural patterns is what defines human society. Although it communicates nonverbally, clothing could be considered a form of nonverbal communication. When you meet someone or a group of individuals for the first time, you can quickly build an impression of that person based on the message and crucial information that their clothing sends about them. Clothing improves beauty, gaits, and personality excesses on all forms by correcting postural flaws. It serves as a language analogy in that one can discuss the rules governing clothing in the same way that one discusses the grammatical rules governing speech (Oladipo, 2016). Wearing clothes is one way the public self is fashioned in both traditional and modern civilizations so that it can express itself not just in front of individuals who are members of the same group but also in front of strangers (Iuga, 2016).

Notwithstanding, it is accurate to say that only change remains solely constant throughout human history. More significant is the fact that change never occur in a vacuum and frequently interact with earlier phenomena to create new categories with distinct elements that unmistakably imply continuity (Olutayo *et al.,* 2011). Traditions and cultural practices develop and evolve over time, just as traditional clothing. In this process, the ideals of a specific culture or community may be validated through the traditional dress styles (Disele *et al.,* 2011). The modern society is generally moving away from traditional fabrics, unless there is a special event (Usep *et al.,* 2021), the transition is typically expressed in vogue (Ertürk, 2011). This is due to the fact that individuals

today copy western culture in many facets of life, and as a result, knowledge that is ingrained in their society continues to be ignored and degraded (Tapfuma and Hoskin 2016).

Many scholars have made contributions to knowledge in the past by conducting various studies such as Conserving and Sustaining Culture through Traditional Dress (Disele *et al.,* 2011), Contemporary Traditional Clothing in Maramureş (Iuga, 2016), Forms and Functions of Traditional Dress (Oladipo, 2016), Visibility and accessibility of indigenous knowledge on open access institutional repositories at universities in Africa (Tapfuma, and Hoskins, 2016), Getting Dress for Local Experience (Usep, et al 2021),). From Traditional Attire to Modern Dress: Modes of Identification, Modes of Recognition in the Balkans (XVIth-XXth Centuries) (Vintilă-GhiŃulescu2011) and others but there has not been much information available on the motivation for purchasing locally made clothing apparels. For this reason, this research aims to find out people's motivation for purchasing locally made clothing apparels.

Methodology

This study was carried out in Akure town which is the capital city of Ondo State, Nigeria. The target population were community residents of the town. A close-ended questionnaire was developed based on a comprehensive literature review and the questionnaire constructs focused on gathering information such as the socio-demographic characteristics of the respondents, their preference for locally-made clothes as well as their motivation for purchasing locally-made clothes, their perception and attitude towards locally-made clothes. Purposive sampling technique was used to select the respondents as three hundred and eighty-four copies of questionnaire were distributed to the students from the total number of community residents in Akure metropolis using Krejcie and Morgan (1970) sample size determination method. The questionnaire was distributed and the responses were retrieved and collated via Microsoft excel. Data obtained in this study was analyzed through the use of Statistical Package for Social Sciences (SPSS 23). The result was presented descriptively and inferentially. Descriptive statistics involved the use of charts, tables, percentages, means and standard deviations. Inferential statistics involved the use of Chi-Square.

Results

Table 1 reveals the socio-demographic characteristics of the respondents. Majority of the respondents were females (56.5%) between the 18-25 years of age (58.1%). All respondents had tertiary education and all respondents are Nigerian (100%), most of the respondents were also

single (92.7%) and majority of the respondents were Christians (97.7%). High percentage of the respondents were self-employed (29.4%), 73.4% of the respondents earned below ₦50,000.

Table 1: Socio-demographic characteristics of the respondents

Variables	Frequency (N=384)	Percentage (%)
Gender		
Male	167	43.5
Female	217	56.5
Age		
Below 18	9	2.3
18 - 25	223	58.1
26 - 35	152	39.6
Educational level		
Tertiary	384	100.0
Marital status		
Single	356	92.7
Married	28	7.3
Religion		
Christianity	375	97.7
Muslim	9	2.3
Occupation		
Student	112	29.2
Unemployed	20	5.2
Self-employed	113	29.4
Private sector	111	28.9
Public/civil servant	28	7.3
Monthly income		
Below 50,000	282	73.4
50,000-100,000	46	12.0
101,000-150,000	27	7.0
Above 150,000	29	7.6
Nationality		
Nigerian	384	100.0

Table 2 revealed the factors that motivates the respondents to purchase the local fabric. The statements were measured according to their means. The mean score ranged from 2.00 to 1.17. Durability of the cloth and the price of the cloth had the highest mean (2.00), respondents' income level also had a high mean (1.98), the design of the cloth had a high mean (1.98). However, peer group influence had the lowest mean (1.17).

Table 2: Motivational factors in purchasing local fabric

Motivational factors	Important	Not important	Mean	St. Dev	Rank
Durability of the cloth	384(100%)	0(0%)	2.00	0.000	1
Price of the cloth	384(100%)	0(0%)	2.00	0.000	1
My income level	375(97.7%)	9(2.3%)	1.98	0.151	3
Design of cloth	345(89.8%)	39(10.2%)	1.90	0.302	4
Colour of cloth	327(85.2%)	57(14.8%)	1.85	0.356	5
Weather	309(80.5%)	75(19.5%)	1.80	0.397	6
Self-esteem	272(70.8%)	112(29.2%)	1.71	0.455	7
Socio-economic status of the cloth	243(63.3%)	141(36.7%)	1.63	0.483	8
Name of cloth	157(40.9%)	227(59.1%)	1.41	0.492	9
Trending fashion style in the country	159(41.4%)	225(58.6%)	1.41	0.493	10
Peer group influence	66(17.2%)	318(82.8%)	1.17	0.378	11

Figure 1 shows that majority (92.2%) of respondents buy locally-made clothes.
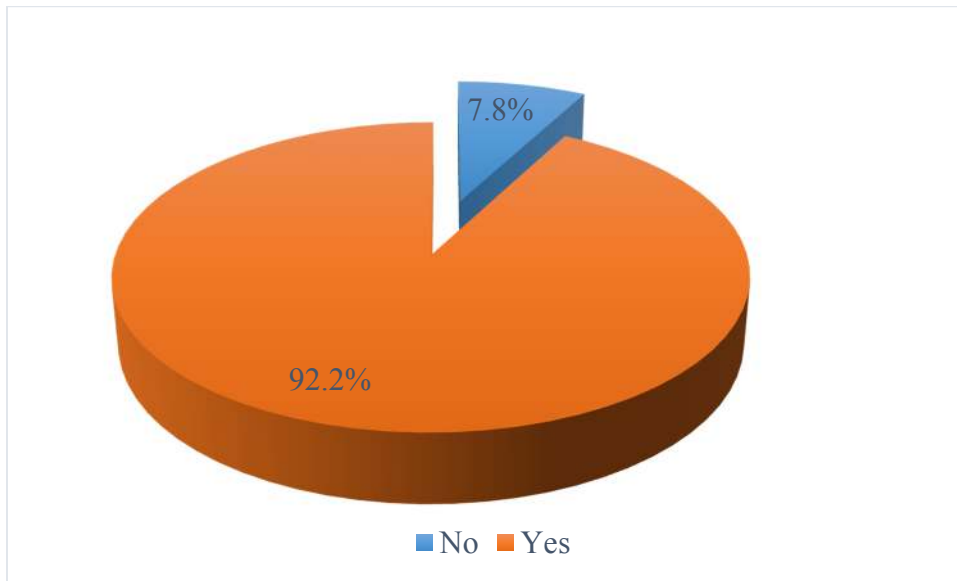

Figure 1: Purchase of local fabric

Table 3 shows respondents' perception about locally made clothes. The statements were measured according to their means. The mean score ranged from 3.81 to 2.14. The respondents' perception

of locally made fabrics being good value for money had the highest mean (3.81) and this is followed by their perception of locally made fabrics being safe to use (3.79). Locally made fabrics have good designs also had a high mean (3.59). However, locally made fabrics are not reliable had the lowest mean (2.14)

Table 3: Perception about locally made clothes

Variables	Mean	St. Dev
Locally made fabrics are cheap	2.91	1.138
Locally made fabrics are reasonably priced than foreign ones	3.44	1.020
Locally made fabrics are available nationwide	3.42	1.056
Locally made fabrics are adequately publicized	2.58	1.019
Locally made fabrics are not reliable	2.14	1.003
Locally made fabrics usually have high quality	3.30	1.059
Locally made fabrics have adequate varieties in the market	3.37	1.051
Locally made fabrics are neatly and attractively packaged	3.53	0.942
Locally made fabrics are safe to use	3.79	0.971
Locally made fabrics are good value for money	3.81	1.014
Locally made fabrics have good designs	3.59	0.883
Locally made fabrics are durable and last long	3.57	1.122

Table 4 reveals respondents attitude towards buying local fabric (Adire). The statements were measured according to their means. The mean score ranged from 3.73 to 2.38. Respondents willing to recommend locally made clothes to others had the highest mean (3.73) and this is followed by their willingness to continue to patronize locally made clothes (3.71). However, "I buy locally made clothes because I don't have enough money to buy imported ones" had the lowest mean (2.38).

Table 4: Attitude towards buying local fabric (Adire)

Variables	Mean	St Dev
I buy locally made clothes because they are cheap	2.91	1.009
I buy locally made clothes because they create business opportunity for local people	3.57	0.882
I buy locally made clothes so that they continue to exist	3.47	0.958
I buy locally made clothes so as to improve Nigerian economy	3.34	0.897
I buy locally made clothes to prevent Nigerian textile companies from closing up	3.23	0.894
I buy locally made clothes because I don't have enough money to buy imported ones	2.38	0.970
Generally, I am satisfied with locally made clothes	3.52	0.885
I am willing to recommend locally made clothes to others	3.73	0.880
I will continue to patronize locally made clothes	3.71	0.889

Figure 2 shows the respondents preference for locally made fabric over imported fabrics. 60.9% of the respondents preferred locally made fabric over imported fabrics.
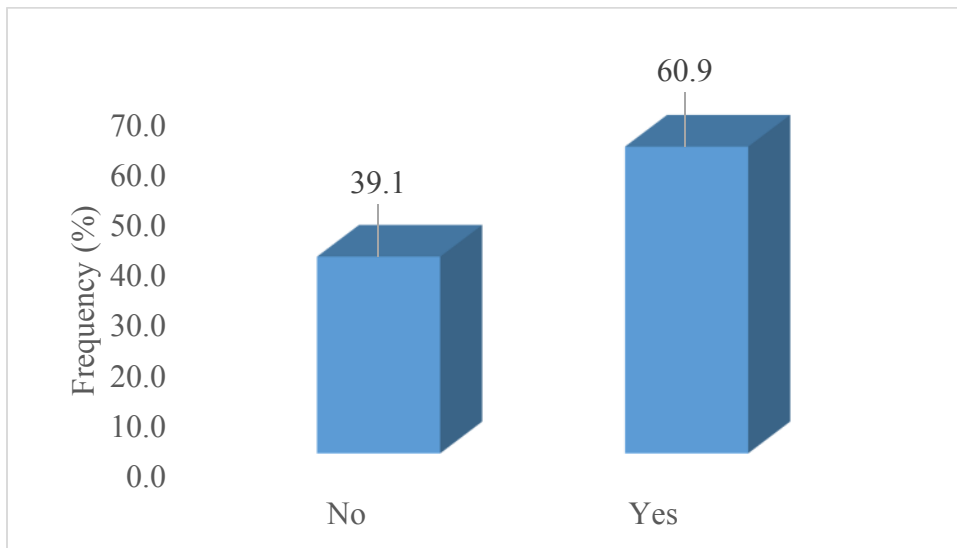

Figure 2: Preference for locally made fabric over imported fabrics

Table 5: Relationship between socio-demographic characteristics and attitude towards buying local fabrics

Table 5 reveals the relationship between socio-demographic characteristics and attitude towards buying local fabrics. There is a significant relationship between the respondents' attitude towards buying local fabrics and gender (P<0.05), age (P<0.05), marital status (P<0.05), religion (P<0.05), occupation (P<0.05), income (P<0.05).

Table 5: Relationship between socio-demographic characteristics and perception on Adire

Variables	Chi-Square value (χ^2)	Sig. value	Decision
Gender	185.031	0.000	Significant
Age	203.039	0.000	Significant
Marital status	164.797	0.000	Significant
Religion	53.979	0.000	Significant
Occupation	612.225	0.000	Significant
Income	651.013	0.000	Significant

P<0.05

Discussion

This study established that both the longevity and cost of garments serve as key incentives for the acquisition of local fabrics. This highlights the superior durability of domestically produced clothing. Additionally, the investigation underscored that the price point of locally crafted apparel plays a role in motivating purchases. According to Kowshik and Melody (2018), durability refers to a material's physical attribute, denoting its capacity to withstand the test of time. Alternatively, it can be described as the extent to which a garment maintains its form and visual appeal even after enduring wear and tear. This is consistent with the research of Mostaque (2018), who also claimed that consumers buy local retail apparel clothing brands due to the product authenticity. According to the research carried out in America by Monitor, Cotton Incorporated Lifestyle (2019), it was discovered that higher-priced garment was of better quality than lower price. Also, Keiser and Garner (2012) also claimed that consumers tend to use price as an indication of quality.

The investigation also unveiled that respondents indeed engage in the acquisition of garments produced within their locale. This observation underscores the respondents' deep-seated pride in

their heritage and cultural practices. This phenomenon resonates with the study conducted by Anamaria (2016), which similarly ascertained that individuals persist in the acquisition and wearing of traditional attire.

The study uncovered the participants' viewpoints concerning domestically crafted garments. The findings distinctly indicated that locally produced fabrics were deemed highly cost-effective, regarded as safe for usage, and were acknowledged for their remarkable longevity. This consensus aligns with the research conducted by Mostaque and Anushe (2020), who similarly found that locally manufactured apparel excelled in terms of fit, impeccable stitching, exceptional durability, and most notably, the enduring preservation of their originality over many years of use.

The study examined the respondents' perspective regarding the purchase of indigenous fabric, specifically adire. The findings indicated that respondents were inclined to endorse domestically produced garments to others, display a consistent intent to support local clothing, exhibit a preference for items crafted locally, and were motivated to buy local clothing due to the economic opportunities they create for the community. These outcomes are congruent with the findings of Mostaque and Anushe (2020), who similarly uncovered that respondents express a willingness to sustain their patronage of local clothing rather than opting for imported alternatives. Furthermore, respondents demonstrated a distinct preference for purchasing locally made textiles instead of imported ones. The research also underscored a substantial correlation between socio-demographic attributes and the disposition towards purchasing local fabrics.

Conclusion and Recommendations

This research investigated the motivation in purchasing locally made apparels and concludes that durability of clothes as well as price of the clothes are very important factors that people consider before purchasing locally made clothes. This study also concludes that people purchase locally made clothes and they perceived that locally made clothes are good value for their money. They also agreed that locally made clothes are safe to use. The respondents' attitude towards locally made clothes revealed that they were willing to recommend locally made fabrics to other people. The inclination of the participants towards domestic attire in contrast to imported clothing reflects a genuine recognition and admiration for the local textile sector within the community. This positive sentiment is poised to contribute consistently to the growth of the local economy, simultaneously fostering prospects for individuals aspiring to engage in the realm of local fabric

entrepreneurship. Therefore, government should invest more in the textile industry so as to create business, employment and empowerment opportunities for the local people.

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