

Structural normative of consumer textile technologies entrepreneurship and the sustainability in Southwest Rural Areas of Nigeria

Abstract

The study examined the sustainability of consumer textile technology entrepreneurship amidst its structural normative in southwest rural area of Nigeria. It explicitly analyzed entrepreneurial cultural traits and economics agility needs related variables of the entrepreneurship influences on sustainability. The study was conducted in the rural southwestern region of Nigeria. Four states (Lagos, Ondo, Oyo, and Ogun) were randomly selected from the region. Multi-stage and stratified sampling techniques were used in selecting 1,649 consumer textile entrepreneurs across the states. Questionnaire, key informants and focus group discussion (FGD) guides were employed in data collection. While descriptive statistics were used in describing the data, correlation analysis was applied in establishing direction of influence between sustainability and structural normative of consumer textile technologies entrepreneurship Sustainability level of the entrepreneurship in southwest rural area of Nigeria was average. Respondents were independent entrepreneurs of favorable attitude towards the enterprise. While 52.7 percent were averagely proactive, 58.8 percent were averagely risk-averse with exhibition of low creativities skill on the entrepreneurship. The entrepreneurs possessed average knowledge of competitive advantage and networking strategies needs on the job but skills practices was poor. While 33.0 percent exhibits fairly good managerial skill on the job, 20.8 percent displayed high, and 46.2 percent was low. CTT entrepreneurial traits needs related variables {proactive aptitude ($r = 0.620$), autonomy value ($r = 0.591$), fatalism ($r = -0.317$), marketing system ($r = 0.574$), disposition ($r = 0.409$), risk averse ($r = -0.344$), and economic agility needs {(competitive strategic skill ($r = 0.318$), networking ($r = 0.501$), labor accessibility ($r = 0.321$)} showed significant relationship with sustainability. It was established that respondent's proficient in CTTE entrepreneurial traits related variables and economic agility were paramount in the sustainability, nevertheless there is need to establish related schools or vocational training centers for skill acquisitions and updating on the entrepreneurship in the studied area. Change agents and other related organizations that were involve in technology transfer and rural development should create awareness program on potential values and benefits of the entrepreneurship mostly in turning wastes to wealth. This would enhance enlightenment for building better positive attitudes toward CTTE. The environment must be made livable through job creation and accessible infrastructure to prevent migration and attracts youth's influxes into the community. This would also enhance labour availability and patronage. Standard cluster market should be established in the vicinity to enhance expertise and inputs supply.

Keywords: sustainability, consumer textile, entrepreneurship, technologies, structural normative, rural area

Volume 10 Issue 1 - 2024

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Received: January 25, 2024 | **Published:** February 08, 2024

Background scientific research

Nigeria is an agrarian society of a developing economic and about 65.0 percent of the population residence in rural area by means of farming as economic mainstay.^{1,2} Farming is generically practices at subsistence level in the nation FAO,³ and was grouped into two broad classes of on-farm and off-farm as intended for effective administrative narration of rural and agricultural development extension programs. While on-farm focus on pre-harvest, the off-farm major in post-harvest collectivities of primary processing and marketing, the off-farm generates raw materials to feed most manufacturing industries such as the agro-allied.⁴ Secondary processing activities at the various manufacturing levels and wastes handling is term non-farm. For example, farm productions on fibers, latex, dyes, hides and skin among others are on-farm textile and primary processing and marketing that follows are off-farm textile. For instance extraction of strands web (fibres) from the plantain stems and its marketing is off-farm. Secondary processing or adaptation

of these strands to other materials such as threads, fabrics, and yarn kits among others including other textile economic pathways and boundaries were classified as non-farm. For performance rationales, non-farm textile is further divided into two modal groups of domestic and industrial textiles. While domestic textiles focus on apparel and home furnishing including textile health care and wastes management which center on aesthetics and comfort purposes, the industrial textile features geo textile, medical textile, auto-textile, food and agro-textile among others.^{5,6} In this study the domestic textile is synonymous to consumer textile of Wikipedia⁷ that grouped textile into consumers and technical textile for fitness purposes.

Prior mid 80's, textile industry represents the highest employer of labors and major source of foreign revenue in Nigeria.⁸ The nation oil boom which started in 1975 Kohan,⁹ offered an improved standard of living as well as good health care system through technology development that spawn uncontrolled population growth. The population growth was plinth on low rate of job creations and impelled

Nigeria into menace of unemployment with about 70 percent of the populace living below national poverty line.¹⁰ More than average of Nigeria youth's population lived in the rural areas with persistent high rate of rural-urban migration for socio-economic reasons.¹¹⁻¹³ This social drift positioned irrepressible pressure on diminutive and overstretched employment facilities in the cities which further deepened the nation financial crisis. According to researches, Nigeria is endowed with several human resources of substantial level of education and were unemployed (Salami, 2011).¹⁴ The unmanageable rate of joblessness in Nigeria was further traced to collapse in farming values.¹⁵ These phenomena further stimulate poverty and people then resorts into an various of means including menace for livelihood.

The G-20 summit on global financial crisis of 2008 leads to the advent and adoption of entrepreneurship as programmes of job creation toward poverty alleviation in most emerging and developing countries (IMF, 2009). In responding to the summits, most existing government policies and efforts on stemming unemployment and financial crisis looming Nigeria were adapted to augments developmental programs that were entrepreneurship oriented (Kolawole and Ajila, 2015). Integrated structural textile technologies were incorporates into most of these programs especially those targeted at youth's and rural empowerment. The central objective of these programs are to economically, socially, and culturally help each individual, family and community in achieving the highest level of living that remain profitable over the long term (Jibowo, 2015). This suggests that every programs of the entrepreneurship should remain steady with continuity and visibly capable of contributing to financial welfare of the people, community and its environs. UN¹⁶ described promotion of entrepreneurship as a possible source for job creation and economic dynamic forces that has generates several policies and scholar interests.

Recent advance efforts of government on job creations through reinvigoration of textile sector at the cottage level drew youths into the industry mostly consumer textile industry. Consumer textile industry involve collectivity of phases of specialties such as textile and fashion design, garment and jewelry making, home wear design, fashion marketing, textile care, recycling and other range of supporting professions. Apart from economic building capacity of consumer textile, it also represents a major requisite in the growth of societal psychosocial wellbeing. FMFBNP (2020) specified consumer textile entrepreneurship to have played major roles in the economics growth experienced by most developed nations like China, Kuwait, and Europe among others, and its significance cannot be overstated especially in the developing countries. Studies have established strong aptitude of entrepreneurship for stimulating economic growth, employment generation, and empowerment for the disadvantaged segment of the population, including women and youths.^{11,17}

However, while entrepreneurship is globally recognized for its positive impacts and benefits on the society, it is also true that its activities is rooted in the structural normative that dictates expected modal personality's and strategies. The factor spelt out probable entrepreneurial orientation and approaches to indicate an expected ways of role performance toward success. Consumer textile technologies entrepreneurship sustainability then becomes a function of maintenance including how resources and competences are enhanced and utilized through the system structural normative that represents its culture.

Hoogendoorn, Van der Zwan &, Thurik,¹⁸ specified that entrepreneurship is sustainable when it can cope with and recover from stresses and maintain its resources. Bacq, Hartog, &

Hoogendoorn^{19,20} argued that it must be appropriate to the environment and build on justifiable use of resources. Which mean that, within the environmental content it must be economically possible, culturally compatible, and ecologically sound to retain its ability for continuity and improvement. This involves not only making sure that the entrepreneurship is profitable, but that the operation is not creating environmental distresses that could cause harm in the ecological system.²¹ Entrepreneurship sustainability then become paramount in the countrywide development, and encompasses several human and environmental features Etebefia and Akinkumi (2013), in skill and knowledge for creativities and innovative aptitude, business plan, competitive strategies, networking, and research among others.

Aiao (2019), opined that CTTE must provide long-term benefits and continues to function over a number of years, while consistently returning a profit. Dacin, Dacin, & Matear,²² suggested that business models which align with principles of sustainability should be applied in the operation of CTTE. This implied that the model will not deplete but rather replenishes resources, and creates values and wealth for all stakeholders through actions which are ethical and just.²³ Stephanie²⁴ highlighted three dimensions of sustainability and were hinged on environmental protection, economic development and, social equity. Cassar²⁵ specified that business should conduct its operations ethically with sustainable economic, environmental and, social dimensions embedded within products, processes and services. This approach is refer to as triple bottom-line, which implies that an enterprise should expand its traditional focus on the financial bottom-line as the measure of performance to include ecological and social impact. An additional dimension of sustainability is the cultural element that would take into account the need for an enterprise to sustain traditional or indigenous knowledge, maintain cultural diversity and prevent loss of personal and community identity.²⁶

Objectives

Main objective:

The study reviewed influences of consumer textile technologies entrepreneurship structural normative on the sustainability in Southwest rural area of Nigeria.

Specific objectives:

The study specifically:

- i. Analyzed entrepreneurial traits needs and,
- ii. Examined economics agility needs related variables of consumer textile technologies entrepreneurship influences on sustainability.

Methodology

Study area

Nigeria is divided into five agro-ecological zones for the purpose of agricultural technology transfer, which is rooted in environmental bionetwork, and six geo-political zones designated as political administration blocks. Thus, the study was conducted in the south-west agro-ecological zones. The area originally comprises of six states and the populaces are highly proficient in farming, trading and craft work. For effective administrative purposes, a state is divided into two or three extension zones based on the landmass and population density. An extension zone is made of six to eight blocks (A block is the equivalent of a Local Government Area/LGA). While each block has six to eight circles, each circle has nine or ten groups of villages. Each group of villages has at least five hundred or more people of both¹textilis and non-textilis (Figure 1).

¹People who are involved in textile activities or enterprise.



Figure 1 Map of Nigeria indicating the six geo-political regions.

Source: <http://www.nigeriagallery.com/Nigeria-States>.

Sample selection and research instrument

Simple random sampling technique was employed in selecting four states, which are Lagos, Ogun, Ondo, and Oyo from south-western region. A multi-stage and stratified sampling procedure were undertaken to select 25 percent of LGAs from each sampled state and sixteen groups² of villages from each block. Data were obtained in August–December, 2023. CTTE packages were grouped into 8 strata from available professional bodies' records (Table 1). Using the Raosoft sample size calculation (Oye, 2019), a total of 1,622 respondents was selected and interviewed across the region and 1,600 respondents who adequately responded to the questions were analyzed for the study. Personal observations, questionnaire and 61 Focus Group Discussion (FGD) sessions were held in eliciting qualitative information from the respondents. While 52 sessions of the FGDs were held during the professional group meetings at the village level, 9 were held at the LGAs offices³. A test-retest method was used to test the instruments for reliability within the interval of sixteen weeks.

Measurement of variables

Equipped variables for this study were dependent (sustainability) and independent variables (structural normative of consumer textile technologies entrepreneurship). The dependent variable (Y) was measured by the Triple Bottom Line metrics values of CTTE, which involved social, economic and environmental benefits returns. The total score for each respondent was calculated as sustainability index. Using the average score and standard deviation value, the scores were then categorized into 'highly sustainable', 'moderately sustainable' and 'not sustainable'. The independent variables(X) were measured by respondents' entrepreneurial traits related variables, and economic agility of CTTE. For example entrepreneurial traits related variables include the respondent's innovative ability, proactive value, risk taking tendency, and creativities among others. Economic agility needs such as competitive advantage strategies, networking, and labour relation among others were measured. The respondents were requested to respond to 15 items as relates with competitive advantage skill in CTTE on a 3-point Likert scale of agreed (A= 3); undecided (U=2); disagreed (D=1). Competitive advantages skill

²A group of villages comprises at least eight villages.

³Apart from general group meeting at the village level, group representatives' (local personnel's) meeting often held at the Local Government Area auditorium.

indexes was the summation of all the scores on the fifteen statements. Individual maximum score was 45, and the minimum was 15. Also, each respondents' positive networking disposition toward CTTE was assigned (1) points and negative networking disposition was scored (0) point. The expected mean value and standard deviation of networking was determined. Responses were also categorized into three levels of networking, based on expected networking mean score and standard deviation.

Data analysis

Descriptive statistics such as frequency, percentages, mean and standard deviation were used to summarize the data. Correlation analysis was applied in monitoring the influence of CTTE structural normative on sustainability.

Results and discussions

Entrepreneurial cultural traits needs variables

Disposition towards CTTE and, proactive propensity: Disposition towards CTTE was assessed based on respondents' receptiveness, awareness, interest and knowledge of practicality and relevance of the entrepreneurship. According to data analysis 52.7 percent of the respondents had a favorable attitude towards CTTE, and 47.3 percent were indifferent. Only 9.5 percent displayed strong passion and enthusiasm for the enterprise, 52.4 percent habitually showed an average keen interest in implementing the business plans, accepting responsibilities and risks relating to the entrepreneurship respectively whereas, 47.6 percent were not. About 55.0 percent of the respondents exhibited an average level of determination and persistence propensity on the job but 45.0 percent were not. Just as all (100%) are willing to encourage other people to get engaged in CTTE as against joblessness, at the same time 76.9 percent are highly willing to opt for better job opportunities when there is an opening. Findings unveiled that 10.3 percent of the textilis got engaged in CTTE on instinct of passion, and 21.1 percent were due to lacked of financial support to further education. Little above average (54.5%) came into the business due to unemployment, 8.0 percent was through inheritance and 6.1 percent were attracted by the enterprise lucrative value. Most (70.3%) were not satisfied with the enterprise due to low patronage, but 29.7 percent does. While 58.0 percent were averagely satisfied with the monetarist benefit-return, 42.0 percent were not, but all (100%) were satisfied with psychosocial benefits derived from CTTE.

Ability to identify opportunities and exploit such for profitable reality was examined. Finding identified 51.3 percent of the respondents as averagely proactive who were not only consistently involved in market survey for spotting changes and opportunities in the enterprise but possess ability to interprets impacts of such changes on consumers behaviour and, 48.7 percent were reticent.

Risk aversion and fatalism tendencies

The risk aversion average score of the respondents was 11.5 out of 21.0 (SD = ±0.6). Analysis specified 41.2 percent to have had low risk aversion tendency, 30.3 percent were highly risk-averse and 28.5 percent were moderately risk-aversed. While 34.4 percent of the respondents demonstrates low fatalistic tendency, 42.3 percent were moderate, and 23.3 percent were highly fatalistic. Seventy five percent of the textilis have an average self-confidence instinct on the job performance. Very few (21.5%) showed high optimistic value on the job, 34.3 percent were on the average and 46.2 percent have low. According to this finding, 49.4 percent displayed low courage-ability aptitude. High risk aversion and fatalism tendencies are likely

to hinder an individual drives for innovativeness. These identified tendencies might resist braveness and timely implementation of business plan (Samson *et al.*, 2016).²⁷

Business autonomy and managerial proficient

Detailed analysis identified the respondents (74.5%) as individual private entrepreneurs, 11.5 percent formed partnerships with spouse, 9.5 percent teamed up with parents and 4.4 percent were with friends. Few above average (63.7%) have personal business shop, 36.3 percent did not but, while 22.2 percent adopts daily move from one community market to the others within and outside the LGA's, 14.1 percent practices mobile services such as hawking within the community. Further, 81.3 percent were involved in decision initiation and legitimization on the job, whereas 77.0 percent were accountable for proceeds keeping and bear risks. The above identified responsibilities may heighten vision development, aids intuitive passion for market research including determination and persistence to build identity in the enterprise.

The mean value of managerial skill on the job displayed by the entrepreneurs was 26.4+ 3.1 out of 48.2 + 5.7. While 56.3 percent exhibits strong inner urge for an effective business management skills, 43.7 percent were not, and 58.0 percent shown an average management trait required in controlling business and resources. More than average (57.2%) have an average knowledge on the enterprise structure and 42.8 percent was low. The respondents 'possessed an average level of knowledge on problem solving as it relate to CTIE when, 62.7 percent often adjusts business plans to suit situation, 37.3 percent were not.

Creativities and, innovative aptitudes

Ability to generate and convert new ideas into certainties was reviewed. Habitual practices among studied textilis were to copy new ideas from catalogues, postal, friends, internet, professional bodies, customers, markets, festivals and social gathering respectively. While 34.9 percent often altered copied ideas, 65.1 percent seldom did. Finding identified 43.1 percent of the respondents as fairly often generates new ideas and introduced such to customers, but 56.9 percent seldom did. About 52.0 percent have low creativities value, and 48.6 percent demonstrates an average.#

Economics agility needs: Textile economics skills require on CTTE was reviewed through the following variables

Labour accessibility and marketing system

According to respondents, competent hired labour are seldom available in the area, and when available the require wages were high relatives to outputs. However, 25.6 percent often engaged hired labor on the job, 39.1 percent rarely did, just as 35.3 percent did not at all. In tandem with Oye (2019) family members are means to free labor supply in the study area. The average labor size was 3.2 (SD = ± 0.9). The textilis specified free labour as relatively not available which was deep-rooted on the fact that most youths were routinely out of the community for school or other self actualization. About 43.0 percent of the textilis have an average good labor relation while 57.1 percent was low.

The respondents (100%) were involved in guerrilla marketing, at the same time 29.2 percent engaged public relation (PR) services mostly press coverage. Advertising kits adopted by 29.7 percent of the respondents was brochures, 14.5 percent used business cards, 11.2 percent applies labels, but 44.6 adopt none. The textilis (100%) practices Business to Customers (B to C) sale system that is, selling

directly to end consumers, at the same time 41.8 percent also sell to others such as wholesale and retail business stores. Since the respondents are the owner of the enterprise, such are prone to develop strong internal locus of control mechanism for effective performances on the job.^{19,20}

Networkability

Competency in making contact with broad range of people for information and resource sharing was investigated. Practically, every textilis for the study acknowledged networking as an effective and cheap approach for solving problem and gaining free access to useful facilities in CTTE respectively. While 88.3 percent agreed that networking is an effective strategy to reduce financial risks, 12.7 disagreed. The respondents were able to identified key stakeholders in their field of specialties and, have developed network with relevant professional contacts, moreso 75.4 percent displayed knowledge on principle of proactive networking. Major stakeholders acknowledged by all (100%) respondents were consumers, colleagues, suppliers, financiers, services suppliers, governmental agents, trade union, and unit organisations. They have an average knowledge on market clustering and, identify some established CTTE clusters market in the communities' proximity where less than an average (32.7%) operates. Discussion made known the presence of entrepreneurship incubator who are set- up by government to support small scale enterprise. Major identified incubators in the area were the rural developmental extension agents whom were described as seldom accessible. Observation made known that the agents' centres are located in the metropolis where 47.3 percent of the respondents have visited for assistance and, the centres were able to proffered solutions to most complain. Findings revealed the centres as being engaged with advisory services to clients who were often been sent to advanced CTTE entrepreneurs (paraprofessionals) on technical issues in the metropolis for assistance. The textilis' engaged mentorship who regularly helps in solving problems emanating from the job. Major identified mentorship adopted by 89.0 percent were the induction trainers, while 45.7 percent also consults with other advanced textilis within the community, 13.9 percent consults outside the community and 92.7 percent engaged online social consultation.

Competitive advantage skills and knowledge

Analysis of respondents' skill practices on competitive strategies to outshine other entrepreneurs in the business was poor. According to findings individual respondent have a brand name, 59.6 percent have signpost, but none have intellectual property proof (IP). Only 22.1 percent have brand logo, 77.9 percent did not, and while 38.3 percent have specific target market, 61.7 did not. Main market segmentation allied by those textilis with specific target market was structured by gender (83.3%), age (11.1%), and ethnicity (4.6%). The entrepreneurs complained that customers in the study area were repeatedly not ready to pay for quality services. Habitually, the textilis rendered skeletal consultant and advisory services whilst 47.8 percent displayed good customer service skill, 52.2 percent were poor. Every respondent described CTTE market as highly saturated and, acknowledged skilful competitive advantage as a dominant tool for breaking-barrier towards good sales. Even as 27.9 percent practices price skimming by being the first to market new products in the area yet, there was need to sell at moderate low price. Most (41.3%) respondents operate in contemporary mass market and 58.7 percent function within home-based. All the respondents were aware of distance-trade approach (where an entrepreneur renders service from their domain to consumers outside the environment mostly in the metropolis) and while 37.1 percent adopts the approach, 33.5 percent were consistently engaged in on-line services.

Further discussion on competitive advantage practices revealed that the respondents often cut price. While 73.5 percent offers products and services at lower price than other competitors, 26.5 percent set same price but seldom engaged preferential treatments by giving products at low price to specific customers. About 65.0 percent had sometimes offered unique products to customers as 71.0 percent showed proprietary knowledge in the entrepreneurship. Just as 69.0 percent shows an average reputation for quality products on the job, 68.7 percent operated the enterprise within non-conducive organizational culture. In-depth analysis revealed studied entrepreneurs as deficient in time management skill where 61.4 percent seldom met costumers' deadline, 63.5 percent practiced unconventional time schedule, and about 44.0 percent spent less quality time per day on the job.

While all (100%) respondents agreed that pioneering new design aids identity building in CTTE at the same time disagreed that pioneering a design often result in patronage increase. This was based on the fact that none of the new design has an IP right hence, could be plagiarise. Again, 69.0 percent agreed that speciality in a single field enriches proficient but specified that patronages are very low due to over congestion in all fields of CTTE. This might account for respondents' engagement in more than one specialty area. The studied respondents agreed that working in a niche market could enhance technical ability and production knowledge, 36.5 percent were into niche market and 63.5 percent were not. This was attached to inability to penetrates and break barrier of the highly saturated and competitive market. Table 2 showed respondents knowledge on strategies for competitive advantage. Respondents' job experience mean value was 11.1+ 2.7 years.

CTTE wastes generation and management practices

In supports of (Ajila, 2016) the respondents acknowledged that consumer textile generates high volume of wastes mostly solid wastes and, were all (100) aware of possibilities of repositioning CTTE wastes to wealth. While 82.3 percent of the respondents lacked knowledge on appropriate wastes management's procedure, level of awareness on danger posed by poor wastes handling on the enterprise among 93.7 percent was low. All (100%) respondents were aware of the following system of waste disposal; open land dumping, and air burning, landfill, recycling, incineration, and decomposition. Frequently waste disposal systems practiced on CTTE were open land dumping and air burning respectively, 38.3 percent also dumped wastes on water course. While 46.2 percent of the respondents pretty practiced reused, 7.8 percent seldom recycled wastes. The respondents highlighted unaesthetic, unhygienic, stench environment as well as blocked drainages as

major experienced impact of bad wastes CTTE management in the studied area. They were familiar with wastes recycle entrepreneurship training schemes but claimed that such were restricted to the cities. There was no accessible waste management training center or any government policy on recycle in the study area.

Sustainability

Sustainability was assessed through CTTE socio-economic and environmental values: Data analysis on sustainability of the entrepreneurship was as shows in Table 3. Little above average (52.5%) of the respondents agreed that the CTTE served an effective means for job creation and security but 40.0 percent disagreed. Just as about 50.0 percent agreed that CTTE aids community growth and industrialization, 34.2 percent disagreed. Majority (86.4%) of the respondents agreed that the enterprise have boosted their prestige, when 53.5 percent agreed that it upheld the society socio-cultural dignity and modesty, 32.5 disagreed. Also, 87.4 percent agreed that the entrepreneurship can be operated on a small scale, 97.6 percent agreed that it fitted into the community economic structure and activities, 97.0 percent agreed that the procedural activities were built on improving the existing knowledge. Result revealed the mean values for sustainability of CTTE in the study area as 64.7, with standard deviation of 9.1. Table 4 revealed 28.3 percent of the respondents to have scored sustainability as above 67.5 (High level). While 51.6 percent rated had sustainability score between 58.7 and 67.5 (Averagely level), and 20.1 percent scored was between 0 and 58.3 (Low level). This implies that the level of sustainability of CTTE in southwestern rural area of Nigeria was average.

Results of correlation analysis

Data collected were subjected to correlation analysis to examine relationship between the enterprise structural normative factor and its sustainability. Result in Table 5 showed significant relationship at p<0.01 and p<0.05 level between sustainability and entrepreneurial cultural traits related variables [autonomy(r = 0.591), fatalistic(r = - 0.317), risk aversion (r = -0.344), disposition toward CTTE (r = 0.409): and economics agility needs [networking skill (r= 0.501), knowledge on competitive strategies (r=0.487), marketing system (r=0.574), and competitive advantage skill practices (r=0.318)]. The positive correlation simply means that the more the magnitude of variation in these variables, the higher the predisposition to sustainability. The coefficient of determination (r²) explained degree of variation in the sustainability of fashion innovation as relates with each of the enterprise structural normative variables analyzed.²⁸⁻³³

Table 1 Strata and packages of consumer textile technologies entrepreneurship in southwestern states of Nigeria

Subsets	Strata	Packages
Non-farm	Textile processing	Fabrication (weave, Knitting, matting, basketry, braiding etc) hide and skin processing, fiber processing, yarn making, dye production among other.
Non-farm	Textile design	Fabric printing, batik, tie & dye, embroidery, monographic, among other fabric finishing's.
Non-farm	Homewares/furnishing	Soft furnishing making, furniture's, flower/horticulture, wall hang paints, calabash and clay work, events organizing and, stage managing among others.
Non-farm	Fashion industry boundary	Clothing accessories production, Jewries making, make-up artist/ cosmetology, hair dressing/barbing saloon, foot wears,
Non-farm	Fashion design	Garment production, costume production, pattern making, fashion stylist, knitwear design and tailoring among others.
Non-farm	Sanitation	Textile health care, waste management and others.
Non-farm	Fashion industry pathways	Fashion consulting, fashion education, fashion shows, models and model agents, Fashion photographic, fashion media, and public relations among others.
Non-farm	Fashion sales and marketing	Fashion merchandisers, sourcing agents, branding and packaging, quality control, distribution, importing and exporting and others.

Source: Field of survey, 2023

Table 2 Respondents statement of opinion on knowledge in competitive advantage on consumer textile technologies entrepreneurship

Statements of opinion	Agreed	Undecided	Disagreed
Followings are good strategies for competitive advantage on CTTE:			
Pioneering new products	26.8	24	49.2
Expert in a specific field	38.1	17	44.9
Operating a forte	20.3	51.7	28
Quick decision- making in business	22.4	34.1	43.5
Flexibility of production lines	61.5	21.2	17.3
Sporting new idea and exploit before others	73.2	14	12.8
Functioning within a trade collectively	29.6	20.2	50.4
Develop brand identity	68.3	15	16.7
Offer personal customer and after sales services	66.9	22	21.1
Outsourcing to expand products brand name	48.3	36.7	35
Penetration price	71.5	18.1	10.4
Develop a unique selling point	45.2	33.7	21.1
Displayed a proprietary skill	67	15.2	17.8
Positioned in an accessible environment	96.5	2.5	1
Situated in a reputable area	55.3	31.9	12.8
Analyze enterprise SWOT	48.7	33	18.3
Conducive organizational culture	66	260	8
Reputation for quality products and services	99.5	0	0
Appropriate modern facilities and equipment	78.7	151	6.2
Strict deadline for time management	97.8	3.2	0
Know other competitors products	53.5	15.5	31
Accomplish brand loyalty	74	21	5

Source: Field survey, 2023

Table 3 Percentage distribution of respondents according to opinion on sustainability of consumer textile technologies entrepreneurship N=1,600

Statements of opinion	A	U	D
Consumer textile entrepreneurship innovation;			
Enhance establishment of inputs supply lines within the environment	31.7	10.8	57.5
Encourage growth of standard fashion market in the community axis	37.3	6.1	56.6
Attract major supportive lines agencies into the area	34.6	4.1	62.3
Aid community growth and industrialization	50.6	14.2	34.2
Bring constant influx of visitors to the community markets	35.5	2.5	62
Is an effective means of job creation and security	52.5	7.5	40
Uphold the society socio-cultural dignity and modesty	53.5	15	32.5
Is less capital intensive	41	42.6	17.4
Allow solitary operator.	46.5	53.5	0
Encourage operation at small scale level	87.4	0.9	11.7
Provide opportunities for wide range of mental status	64	9	27
Possess stimulating economic values retunes	37.3	9.6	53.1
Do not disrupts the society religion ethics and beliefs	48.3	7.5	44.2
Fit into the community economic structure and activities	97.6	2.4	0
Tools technicians and spare parts were available in the community axis	26.3	4.6	68.1
Induce no health hazard to the physical and biological environment	31.4	13.5	55.1
Have secondary benefits ability of attracting other jobs	45.5	24.5	30
Have high reliability value	32.1	16.6	51.3
Procedures were relatively less vigorous and strength drain	47.9	32	20.1
Activities require less expand of landhold	99.5	0.5	0
Is predictable	53.3	9.5	37.2
Is built on improving the existing knowledge	97	3	0
Is a reliable source of incomes for self sufficient	35.3	21.5	43.2
Inputs are accessible with ease	46.1	2.7	51.2
Aid opportunity of meeting people of different class and race	88.2	2.1	11.7

Table 3 Continued...

Statements of opinion	A	U	D
Have capacity of absorbing higher work forces	94.6	3.1	2.3
Generate less wastes	67.7	18.4	13.9
Wastes pose no danger to the environment	30.6	32.3	37.1
Wastes are very easy to manage	63.3	24	12.7
Afford entrepreneurs more external exposure and opportunities	99.2	0.8	0
Boost entrepreneurs esteem	86	13.5	0.5
Enhanced people sense of civilization	98.6	1.4	0
Inputs price are generally inexpensive	33.4	8.1	59.5
Ease promotion of good human relation	96.5	3.5	0
Stimulates good mental alertness	98.5	1.5	0
Wastes have second hand values	21.5	31.1	47.4

Source: Field survey, 2023.

Table 4 Levels of sustainability of consumer textile technologies entrepreneurship

Levels of sustainability	Frequency	Percentage
Above 67.5 (High level)	453	28.3
Between 58.7 – 67.5(Average level)	825	51.6
Below 0 – 58.3(Low level)	322	20.1
Total	1,600	100

Mean=67.4

Standard Deviation = 9.1

Source: Field survey, 2023

Table 5 Relationship between sustainability and structural normative factor of consumer textile innovation entrepreneurship

Variables	Coefficient (r)	Coefficient of determination (r2)
Disposition to CTTE	0.409*	0.167
Fatalism	-0.317*	0.101
Risk aversion	-0.344*	0.118
Pro-activeness	0.211**	0.046
Autonomy	0.591*	0.349
Managerial skill	0.237**	0.056
Creativities	0.265*	0.07
Innovativeness	0.291*	0.085
Competitive advantage skill	0.338**	0.114
Waste management skill	0.214*	0.046
Time management trait	0.116	0.014
Marketing system	0.574*	0.329
Networking	0.501*	0.251
Competitive advantage knowledge	0.483**	0.233
Labor accessibility	0.192*	0.037

Critical value of r at $p < 0.01 = 0.171$.

Critical value of r at $p < 0.05 = 0.124$.

*r is significant at $p < 0.01$ level.

**r is significant at $p < 0.05$ level.

Source: Field survey, 2023.

Conclusion and recommendations

According to interpretations of data collected it could be pronounced that the sustainability of consumer textile technologies entrepreneurship in the southwest rural area of Nigeria was average. Respondents' disposition to the enterprise; innovativeness, proactive-ability, autonomy aptitude; including networking system, competitive advantage strategies, labour, and marketing drive, showed significant

relationship with sustainability. The respondents were independence entrepreneurs of favorable attitude towards CTTE. More than average possessed an average proactive tendency with low creativities index on the job. There were no standard training schools on CTTE in the area and major identified incubators were the rural development extension agents who were seldom accessible. The respondents possessed good knowledge on competitive advantage and networking strategies, but displayed poor skill practices on competitive advantage strategies. The

respondents lacked knowledge on appropriate waste management's system and recycling of CTTE. Therefore, there is need to establish CT schools or vocational training centers for skill acquisitions and updating in the studied area. This could also aids creativities and innovativeness including other entrepreneurial orientation skills such as networking and competitive advantage strategies, as well as appropriate managerial and waste management approaches. Again, it is crucial to strengthen the CTTE supportive lines like;

- a) Creating an accessible markets for patronage and inputs supply in the studied areas;
- b) Change agents and other related organizations that serve as incubators should create awareness program on potential values and benefits of consumer textile entrepreneurship. This will enhance enlightenment for building positive attitudes toward CTTE. The Incubators could also encourage entrepreneurs in establishing and joining a viable cluster markets;
- c) Individual community through self-mobilization could resuscitate most of the moribund infrastructure facilities or social amenities towards creating an enabling environment. This effort could motivate external investors and government in establishing industries and skill acquisition or training centers in the areas that would encourage youths to stay back in the community. Apart from the fact that this could boost labour accessibility, it will also aid patronages.

Acknowledgments

None.

Funding

None.

Conflicts of interest

There is no any form of conflict of interest about this research work.

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