



INFLUENCE OF ENTREPRENEURIAL INTENTION ON TEXTILE PRODUCTION SURVIVAL AND MARKETING AMONGST UNDERGRADUATE STUDENTS IN SELECTED NIGERIAN UNIVERSITIES.

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Abstract

The inclusion of entrepreneurship in the Nigerian university system is due to the growing need for entrepreneurship education as a basic skill in the Nigerian educational system.

Keywords

Entrepreneurship, Entrepreneurship Education, Educational system, University level, Graduates

INTRODUCTION

Entrepreneurship is a self-motivated process of vision, transformation, and creation. It involves an application of liveliness and desire towards the creation and implementation of new ideas as well as creative solution. Essential ingredients include the willingness to take calculated risks in terms of time, equity or career; the ability to formulate an effective venture team; the creative skill to Marshall needed resources; necessary skill of building solid business plans; and finally, the vision to recognize opportunity where others see chaos, contradiction and confusion (Kuratko and Hodgetts, 2004). Global Entrepreneurship Monitors-GEM

**INTERNATIONAL JOURNAL OF CONTEMPORARY EDUCATION RESEARCH
(VOL. 11 NO.8) DECEMBER, 2019 EDITIONS**

The most fundamental reason for thinking about entrepreneurship education at the university level is to find a sustainable and lasting solution to the rapid growing unemployment widespread among university graduates in Nigeria. This study covers the various prospect and efforts made towards the advancements of entrepreneurship in textile production generally in Nigeria. Yamane sampling method was used to select 190 respondents from four prestigious universities. Data set were analyzed using descriptive statistics (frequencies, percentages and diagram, Pearson moment correlation (PPMC) and scatter diagram, simple linear regressions was used to test the research hypotheses, and two ways Analysis of Variance (ANOVA), Regression. Results show that the mean sexes, age, work experience, level of management category, and business type of the respondents were 1.59, 1.63, 1.76, 1.75 and 1.84 respectively. Majority (59.1%) of the respondents were female, 71.5% single, and 47.8% had BSc. Major factors affecting the respondents were prior training, research & development efforts ($R^2 = 0.185$), total capital invested and government policies ($R^2 = 0.180$), innovative strategy in modernization ($R^2 = 0.340$), new product & process development by dependency ($R^2 = 0.254$). PPMC showed significant relationship level of 0.001 ($p < 0.001$), ANOVA showed a 0.000 relationship between the factors. In conclusion there can be an overall sustainable development if Nigerian textile industries are revamped to meaningfully create and gainfully employ labour, also empowerment involves the emergence of entrepreneurship education as a tool for empowering the Nigerian youths. The study therefore recommends that integration of entrepreneurial trainings and vocations into the university educational system as well as the revamping of the textile industry through sustainable means should be of important in reshaping youth minds.

(2010:8) "define entrepreneurship education as a process of "building knowledge and skills either "about" or "for the purpose of" entrepreneurship generally, as part of recognized education programs at primary, secondary or tertiary-level educational institutions." Developing entrepreneurial skills among citizenries is one of the major objectives of the Nigerian vision 20:2020 (National Implementation Plan – NIP, 2010). Entrepreneurship is more than the mere creation of business. Although that is undoubtedly a facet, it is not the complete picture. The characteristics of seeking opportunities, taking risks beyond security, and having the tenacity to push an idea through to reality combine into a special perspective that permeates entrepreneurs. Thus, entrepreneurship is an integrated concept that permeates an individual's business in an innovative manner. This standpoint has transformed the way of conducting business at every level and in every country (Abubakar, 2017). The inclusion of entrepreneurship in the Nigerian university system is due to the growing need for entrepreneurship education as a basic skill in the Nigerian educational system. The most fundamental reason for thinking about entrepreneurship education at the university level is to find a sustainable and lasting solution to the rapid growing unemployment widespread among university graduates in Nigeria. The integration of entrepreneurship studies in the university education system is aim, to prepare the youths to be responsible enterprising individuals who will become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities (Ministry of Education in conjunction with National Universities Commission, 2011).The idea of this program is to foster and encourage building up knowledge and skills needed to create value through identifying and developing opportunities. In other words, the goal is to empower undergraduates irrespective of their areas of specialization with skills that will prepare and enable them engage in income yielding ventures if they are unable to secure paid jobs. Thus, it is a re-orientation from the take-a-job mentality to make-a-job mentality. It is a general belief that; a career in entrepreneurship offers substantial chances for individuals to enable them achieve; financial independence and benefit their countries economy by contributing to job creation, innovation, and economic growth. A reliable predictor or measure of entrepreneurial behavior and entrepreneurial activity; According to Krueger, Reilly, &Carsrud (2000) is

"Entrepreneurial Intention". The benefits of entrepreneurship to any nation cannot be overemphasized. Particularly, because of the advantages it holds for job creation and economic well-being (Murphy et al, 1996). The level of unemployment in Nigeria has persistently been on a steady increase from 21.10% in 2010 to 23.90% as at 2014 (Smith, 2005).

The craft of weaving is an absorbing one either for a hobby or as an income producing occupation. It is very fundamental to all mankind. It takes varied forms in different parts of the world. In some parts of the world, traditional weaving is still a living occupation craft with comparatively simple tools for an end product which are more superior to any machine woven fabrics. The weaving process involves special manipulative skills requiring creative mind and attitude for the understanding of the knowledge of the occupation. Although slow, the process of traditional weaving interlaces lengthwise warp yarns (ends), which are usually held taut in a frame or suspended from a tree as of the old tradition, with a crosswise filler or weft yarn (picks) to make the web of the fabric (Ntagu, 1997). Murphy (1978) defined weaving as the construction of cloth by interlacing two sets of yarn at right angles to each other. This paper advocates a discernable move towards a more outcome based approach to weaving, which requires functional technical knowledge and skill of the working of traditional loom. The fabric weave is the order of intersection of the warp and weft yarns on the loom. Depending on the warp yarns that are lifted, the design is warp faced. In some of the yarn intersection, it could be weft faced or a combination of the two (warp and weft faced fabrics). The consecutive order of fabric intersection is called its repeat. The strip patterns found in most woven fabrics are made by alternating the colours in the warp or weft arrangements. This confirms what Picton (1989) reported that "*many factors such as: the nature and colour of fabric, relationship between warp and weft, the method of embellishment of the surface of the fabric with extra weft go into the designing of the weave pattern*". In most traditional weaving, the use of colour in the warp direction produces colour strips along the length of the fabric. This process being a plain weave, has the highest number of interlacing as compared with other foundational weaves (Twill or Satin/ sateen), thereby producing the firmest fabric. The way in which the warp yarns are assembled enables the application of a wide range of patterns (Ntagu, 2015).

Theoretically, it is possible to design a fabric structure to produce the characteristics demanded but in practice this is not as easy as it sounds. The warp and weft may be interlaced in a variety of patterns to produce fabrics which are surprisingly flexible and yet are strong and durable. These characteristics arise from the structure of the fabrics itself and also from the structure of the fibers which are used in the weaving (Lord and Mohammed, 1976). The art of weaving is one aspect of the prized legacy possessed by the Igbo, the Hausa and the Yoruba speaking area in Nigeria to be precise. Some of the end products of the weaving culture are fabrics such as *Akwa-Ocha*, *Akwete*, *Farin*, *Popo*, *Tsamiya*, *Atala Anger*, *Tugudu*, *Aso-Oke*, *Okene*, *Onorupa*, *Ikente*, *Onusuga*, *Alaari*, *Etu*, *Sanyan* and many more showing wealth of exuberant handcrafted textiles woven across Nigeria. Also as a common practice across Africa, some of the handcrafted textiles like *kente*, *adinkra* (Ghana), *Marrakesh* (Morocco), *Bouake* (Ivory-Coast) exists and is made with different types of traditional loom structure (Vertical or Horizontal types). The final creation of traditional fabric could be appreciated from myriads of perspectives because it is an important component of traditional belief system, cultural impression, history and thoughts process of a people. Indeed, a people's way of life and mood can be read through colour impressions as applied in their fabrics. This is why colours communicate differently to people and also have different values and tend to draw out peculiar attributes of people.

Obviously, these textiles vary according to ethnic groups in pattern of production. The hand crafted textiles of Nigeria according to Eicher (1976) "*are many and exciting and she recognizes that they represent a wide variety of cloth technologies common to Africa. She further stated that the excellence of one type of weaving over another depends on locality and the tradition of the people*". This assertion gives us focus and stresses the need to pay due attention to individual culture not only as an expression of aesthetic value and philosophies but also as an entity embodying industrial potentials and entrepreneurial opportunities. Therefore, this study will examine the influence of entrepreneurial intention on cloth weaving among undergraduate students in Nigeria.

Statement of Research Problem

One notable challenge threatening the developing nations of the world, especially Nigeria is how to get their youth gainfully employed. To be specific,

countless of youth are graduating from higher institutions of learning every year in Nigeria, without equivalent job opportunities for them. The consequence of this deficiency has always been associated with diverse forms of criminality, violence and numerous social vices which youth are noted for (Akanbi, 2013). This suggests that entrepreneurship engagement is not only a function of education but much more of intention. This is because intentions have the ability to predict individual's behavior particularly when the behavior is rare, hard to observe or involves unpredictable time lags (Krueger and Brazeal, 1994). Meanwhile, the indigenous weaving culture has for long been beset with several modern economic and technological pressure that threatened it with forceful extinction. Happily, there are still in existence some of the woven structures in most ethnic group within the country. Unfortunately, with the machine made fabrics, most ethnic groups have lost interest and almost abandoned the indigenous weaving practices. There seem to be a total collapse the transmission of skills of the indigenous weaving technology as younger generations shy away from participating in it. The introduction of foreign made fabrics has corrupt our traditional culture so much that youths find it difficult to accept locally woven materials. Knowledge about the indigenous traditional woven fabrics of Nigeria reveals the extent the people have advanced in the area of weaving and clothing needs. The importation of machine manufactured fabrics into the country which ran into millions of Naira, made the traditional handcrafted fabrics suffer big setback. The popularity of the woven fabrics have been on the decline not necessarily due to lack of demand but more due to its unavailability in the market. In comparing the machine made fabrics with the handcrafted ones in the market environment, it becomes obvious that the latter is seriously on the decline while the former (for example the Ankara fabrics) is growing in demand and available in the market (Ntagu, 2015). "Why is there problem with the traditional woven fabrics?" In this case, Poor financial returns; coupled with high cost of raw materials and transportation cost, poor marketing strategy and monotony in design, Drudgery; conservative technology and culture, some of which are based on superstition which led to lack of innovation, no access to technological information and most unfortunate there is no raw materials research and development council's in it, Lack of sustainability;

poor economic returns, Drudgery of production technology with non-conducive working environment.

The sustainability of the traditional textile technology can only be achieved if: "a cue is taken from Japan's experience by revolutionizing the traditional textile weaving from wooden to automated form while taking into consideration the needs of the weaver, environmental and educational level of the people respectively". And "the attention of the younger generation is drawn and encouraged to contribute innovatively by developing modern functional and fashionable applications of traditional woven fabrics other than as cultural wearing attire".

Research Questions

In the view of addressing the hindrances raised above, this study proffered solutions to the following questions:

1. What is the value of foreign textile over locally weaved textile?
2. What necessary trainings are needed for the undergraduates?
3. What does it require to start up a textile business
4. What are the sustainable measures to put in place for textile weaving in Nigeria?

Literature Review

Textile and Fabric Design

Textiles and dress is a symbol of identity. Ridgewood (2002) sees dress as a matter of ethnicity and the wearer's place of origin. Chukueggu and Cyril-Egware (2009) collaborates that textiles reflects man's environment, his society and community and stand as means of non-verbal communication in revealing the culture and history of a people. This Welters (2002) observed that dress was once used to identify individuals as members of specific groups in Greece, and confirmed that the communicative power of dress is very visible. Cyril-Egware (2012) confirms that textiles and their use as dress are foremost in the expression of a people's identity. It is a significant aspect of a people's culture. The development of textiles for clothing started with leaves and animal skins. Single skins wear worn as capes thrown around the shoulders made of a simple garment. Needles wear made from animal bones and used for sewing animal fur and leather garments. Cloth and clothing are

components of fashion. Clothing refers to fabric used for covering the body, while cloth refers to fabric or textile. The earliest garments were made of leather and non-fabrics, which are included in category of clothing. Clothing remains a major creative focus for many people in the society. People invest substantial resources, time, material, money and labour with the secondary effect that as people creates and wear clothes, they also make statement about themselves. Clothing is a principle medium through which identity is expressed and symbolized all over the world. Clothing remains a major creative focus for many people in the society. People invest substantial resources, time, material, money and labour with the secondary effect that as people creates and wear clothes, they also make statement about themselves. Clothing is a principle medium through which identity is expressed and symbolized all over the world.

Textile design is about creative decoration of fabrics and other allied products for clothing, drapes and furnishing. The decoration may be through dyeing, painting, printing, embroidery, appliqué or other decorative processes. The symbolized identities of the people are expressed physically in their dress style. In other words, people all over the world are identifies by their dressing-Textiles. Clothing and fashion is a component of Textile design which is an area of the visual arts. It comprises of necessary creative skills with economic value which will inculcate proper education for self-reliance and job security. The production of textiles is a strong tool for entrepreneurship in the Nigeria and the global market to help curb restiveness, reduce poverty, creates wealth through employment and highlights the region for tourism and industrialization. The textiles and fashion industry is a huge employer of labour. Between the 1970 and 1990 when all the textile industries were functioning, a lot of people were employed. The unnecessary militancy and restiveness was not there because the active populace had put their energy to useful venture in the industries. The First modern industry began with John Kay's development of the flying shuttle in 1733. The Industrial Revolution which took place in Europe (England) about the 18th century and at the beginning of the 19th century, impacted on the development of local fabrics in Nigeria. It led to the changes in the textile industries in Nigeria. Textile revolution flooded Nigerian market with cheap mass produced fabrics. The revolution contributed to the improvement of the quality of local fabrics and

products in a number of ways. It created awakening among the Cotton yarns were spun by machines and were readily available in different colours and qualities, and cheaper than the imported ones. These in turn fed the weaving section, making it possible for the local hand loom weavers to produce cheaper, colourful and quality fabrics. The pattern applications on Nigerian clothes were modernized, thereby keeping abreast with the changing tastes of modern Nigerian fashion. There is barely an Africa textile that has not been subject to change in response to internal and external influences. However, Nigerian traditional textiles are currently making waves nationally and internationally even as they exist side by side with the industrially mass produced textiles. In spite of this development, this has not made any significant impact in the Nigerian economy in recent times. This may have been as a result of non-existence of textile production culture in the region for economic growth and empowerment, or as a queue into the fashion trend. Textiles and fashion play vital rolls in the development of Nigeria, educationally; politically, socially, economically and culturally. From field research, it became necessary to document the history and culture of twins especially in Nembe on fabric, which could serve as identity and as well industrialize the people for sustainable global economic development. Symbol of relations between different ethnic groups. Adamtey (2008) sees traditional clothing as customary clothes that identify. Therefore, the promotion of micro and small enterprises (MSEs) has become a popular development tool around the world. Accordingly, the Federal Government of Nigeria (FGN) has shown increasing interest in promoting entrepreneurship and innovation in indigenous MSEs especially in the textile sector. This has been achieved by the various support programs to improve their competitiveness through enhancing technology and innovation capabilities such as upgrading product quality, improving design and packaging, and training to improve their competitiveness (Pyke, 1994). The notion is that innovation is essential for MSEs to become and remain competitive, move to higher return activities, and to grow and graduate to medium and large enterprises, thus, creating new employment opportunities (Ernst, 2004). Recognizing the significance of the MSEs' sector, the FGN enunciated the National Economic Empowerment and Development Strategy (NEEDS) in 2003 and the Vision 20:2020 in 2007 to accelerate their development and growth. Similarly, the revised Industrial

Policy of Nigeria in 2008 also singled out the MSEs' sector as major instruments to create a productive and vibrant private sector and reduce poverty among urban `dwellers. These policy documents emphasised the provision of finance, training, infrastructure and upgrading of production technology among other intervention. However, According to Adegbite (2010), in spite of their potential to improve economic growth, MSEs impacts in Nigeria are not so obvious. They employ lower levels of techniques while their innovative activities are limited. This is largely due to the harsh environment where they operate. According to Ernst (2004), unreliable enforcement of contracts, excessive regulatory and administrative requirements, limited access to finance, and inadequate infrastructure services all impose disproportionately high transaction costs on MSEs for doing business generally and for innovative activity in particular. Improving competitiveness is even more crucial in the context of trade liberalization and increasing integration into the world market. Lack of adaptation and upgrading of production technology poses serious challenges, while firms that keep up or even initiate their own original improvements can be expected to perform well (Romijn 2002).

Sources and Types of Textiles

Textiles can be made from materials such as animal, plant, minerals and synthetic product. Textiles from animals are in form of fur, hair and skin or silk. Hair from goat or sheep is referred to as wool, which is commonly used for warm clothing. Silk is an animal textile made from fibres of cocoon of the Chinese silkworm (Travis, 2012). Another material for textile is plant. All plants can be used to produce grass and rush while only fibres from plants are used in producing hemp and sisal. Coir (coconut fibre) is used in making twine, brushes, mattresses; floor tiles etc. straw and bamboo are used to make hats. Fibres from pulpwood trees, cotton, rice, hemp and nettle are used in making clothing. In a similar vein, Asbestos and basalt fibre are used for vinyl tiles, sheeting and adhesives. **Glass fibre** is used in producing ironing boards, ropes, mattress covers and cables. **Metal fibres:** metal foil and metal wire have a variety of uses including production of cloth-of-gold and jewellery (Adejimi and Osho, 2015). The last source of textile material is synthetic fibres. All synthetic textiles are used primarily in the production of clothing. It could be

in form of Polyester, Aramid, Acrylic, Spandex, Olefin, Ingeo, Lurex, Carbon or Milk proteins which was developed during World War 1 in Germany, (Romijn, 2002). The manufacture of textiles is one of the oldest of human technologies. To make textiles; the first requirement is a source of fibre from which turns yarn into cloth. The machine for weaving is the loom.

Global Value Chain

The retail textile industry has a buyer-driven value chain. Large retailers decide what and where to produce and how much to charge. These retailers and the big brands they carry are typically in developed countries in Europe, Japan, and the United States. The brands carry out the branding, design, and marketing, and typically outsource the production of garments. Consequently, the knowledge-intensive part of the value chain is in developed countries, while the labor-intensive part is in developing countries. At the same time, the complexity and global nature of the industry's supply chain obscures its overall functioning. Baptist World Aid Australia recently analyzed the practices of more than 200 fashion brands selling clothing to the Australian market. Seventy-five percent of the brands did not know where the inputs were coming from, including for fabric, zippers, and thread. Neither consumers nor employees knew how the value chain worked, from fiber production to the final product. And there was limited awareness of what happens to clothing after consumers discard it (Kearney, 2017).

Approaches to Wealth Creation Through Textile and Fabric Production

According to Ogunduyile (2001), the study of textiles design in both institutional and craft based level is about the study of marketing which could be viewed from the historical chronology of fashion clothing and trends. Nigeria textile craft industry have long established tradition of weaving which was in the beginning made for individual uses and for local markets. Though this local textiles craft consumption are faced with challenges from industrialised and commercialised production coupled with unrestricted importation of textile goods.(Kashim, Adiji and Oladumiye, 2012). Creating wealth through textile and fabric production has a multi-faceted approach. They include;

Cotton Plantation: This involves cultivation of cotton seeds for commercial production of cotton for textiles and fabrics production.

Weaving: Is the process of constructing fabrics by interlacing two sets of yarns (the warp and the weft yarns) at right angles (Anyakoha, 2006).

Knitting: The process of constructing fabrics by forming rows of loops with the yarn,(Anyakoha, 2006). Knitting has several active loops on one time, on the knitting needle waiting to interlock with another loop.

Crocheting: It involves interlacing loops of yarn formed on a crochet hook together in a line.

Dyeing: Across the South, bright colours and patterns are popular. These are created using various techniques which keep some of the cloth from being dyed. Pattern-dyed cloth is known as Adire is common mostly South- Western zone of Nigeria.

Special garments production: In some parts in Nigeria, special garments are made from strips of woven cloth (known as Aso-Oke in Yoruba regions), where weavers are often commissioned to make a special pattern for certain families or occasions.

Fashion design (Tailoring): Is the art of the application of design and aesthetics or natural beauty to clothing and accessories.

Ginning: This is the process of separating or removing cotton fibres from the seeds.

Spinning: Is the process of drawing the fibres into silvers and twisting them for strength.

Chemical treatment: Fleece from sheep must be processed in soapy alkaline water to remove dirt and grease, also viscose rayon from wood pulp or cotton linters are treated with certain chemicals like acetic acid to produce regenerated cellulose fibre. Viscose rayon is used for bed sheets, bedcovers, home finishing's, table cover, underwear's, etc. (Anyakoha, 2006).

Embroidery: is a decorative needle work in which designs and pictures are created by stitching strands of some material on to a layer of another material.

Laundry and dry cleaning: is the washing of clothing and lines. Is a business establishment where cloth, lines, etc are laundered.

Marketing of textiles and fabrics designed end products: All the above mentioned activities will end up in turning out products which must be marketed by experienced entrepreneurs or marketers. Marketing of textile

products therefore entails identifying where any of those items are needed. Such products or services must be promoted in such ways that it will attract the customers' attention, stimulate them to buy and satisfy them appropriately. This will result to profitability for the enterprise (Adejimi and Osho, 2015).

The first modern textile mill in Nigeria, Kaduna Textile Mill, was started in 1956 in Kaduna, northern Nigeria. The primary reason for setting up the mill was to process the cotton that was being produced in the northern part of the country. By the 1970s and the 1980s, the Nigerian textile industry had grown to become the third largest in Africa (Abimbola, 2010). A report by the United Nations University (U.N.U.) states that in 1987, there were 37 textile firms in the country, operating 716,000 spindles and 17,541 looms. This was the golden period of Nigeria's textile industry. Between 1985 and 1991, it recorded an annual growth of 67%, and as at 1991, it employed about 25% of workers in the manufacturing sector (Banger). Unfortunately, the industry's relevance to national economic growth had decreased drastically in recent times. Hence, certain nagging questions naturally come to mind. What could have been responsible for the dwindling fortune of Nigerian textile industry? What led the industry - which was once the largest employer of labour in the manufacturing sector of the country - to become one that desperately needs help? How can we salvage the economic downturn of the industry or what could be done to bring it back from the brink? (Makinde et al, 2015). This study was pivoted on the conceptual understanding of modernisation and dependency which in turn determines the level of development and growth in a nation's economy. With respect to this study, the twin concept helps to clarify the place of Nigerian textile industry locally, and in the international competitive economies and arrangements in which Nigeria has little or no control.

Marketing Concept

Marketing is regarded by some successful companies as the key stone of their business. These companies view marketing as an overall business philosophy, a way of thinking about business and a way of working which runs through every aspect of the firm's activities. They regard marketing as a profit-oriented approach to business that permeates not just the marketing

department but the entire business. This marketing-oriented business philosophy is referred to as the marketing concept. It is simply the adoption of a business philosophy that puts customer satisfaction at the center of management thinking throughout the organization that distinguishes a market-oriented firm from other less enlightened companies. The marketing concept has been defined in different ways by various authors. Morden, (1987) described marketing concept as: "The most important managerial task within the organization is that of understanding the needs and wants of customers in the market, and of adapting the operations of the organization to deliver the right goods and services more effectively and efficiently than its competitors". Kotler, (1995); gave a definition of marketing concept similar to the above. According to him, the "Marketing concept holds that the key to achieving organizational goals consists of determining the needs and wants of target market and delivering the desired satisfactions more effectively and efficiently than competitors". On the other hand, Schewe and Smith (1980) viewed the marketing concept as: "the philosophy of business, or attitude of management which maintains that the focal point of the entire firm is the consumer". Bolt (1987) in his distinction between marketing and marketing concept stated that: "the marketing concept is a philosophy, an attitude or a course of business thinking (...). The marketing concept is concerned with marketing company in the market place".

Notwithstanding, the marketing concept incorporates some fundamental and basic ideas that are of utmost importance to the survival of a business. These ideas are illustrated in the following statements: Drucker (1985) stated that, "if we want to know what a business is, we have to start with its purpose – And its purpose must lie outside of the business itself. Infact, it must lie in society, since a business enterprise is an organ of society. There is only one valid definition of business purpose: To create a customer". Lal (2002) supported this point of view by saying that: "The new image of marketing implies that management must start with the customers' needs and desires, in so far as they can be ascertained in advance of production, and follow through to activities which aid the customer in getting utility from products which he has purchased". Accordingly, the customer and his wants become the fulcrum around which a business moves. Concern and responsibility for marketing, although centered in one department for operational purposes,

must permeate all areas of the business enterprise. Travis (2012) further stated that: "one thing we know for such about society and consumers is that they are constantly changing in ways that are extremely important to every business. The trick is to anticipate and act on these changes before the competitor does, and to do it at the right time and in the right way". Although, the marketing concept is referred to as new, it is of course, not new at all. Every successful business has followed it, albeit sometimes unconsciously or by accident. Obviously no business can succeed for very long without filling customers' needs or wants in an efficient manner (Buell, 1970).

Consumer Orientation

Consumer orientation in consumer market simply reflects the drive towards the identification, production and offering of consumer products that satisfy the needs and requirement of buyers. The rationale, for such orientation derives from the marketing concept, which states that the consumer's wants and satisfaction is the economic and social more towards the identification, production and offering of consumer products that satisfy the needs and requirement of buyers. The rationale, for such orientation derives from the marketing concept, which states that the consumer's wants and satisfaction is the economic and social justification of a company's existence (Stanton 1975). Why is consumer orientation the consumer market? The question is pertinent, as firms will only adopt the business philosophy if it will help to further their profit interest or at least prevent them from failing in business. Simply put, consumer orientation is one of the pillars of marketing concept. Writing on exchange relations, Kotler (1995) defined the marketing concept as a management orientation that holds the key task of the organization to determine the needs and wants of target market and organization to delivering the desired satisfaction more effectively and efficiently than its competitors. The requirements of the marketing concept were identified by Kotler (1995) to include; Consumers can be grouped into different market segments depending on their needs and wants. The consumers in any market segment will favour the offer of that organization which comes closest to satisfying their particular needs and wants. The organization task is to research and choose target markets and develop effective offers and marketing programmes as the key to attracting and holding customers.

Consumer Behaviour

Talking about poor mass consumption of home-made products, major problem is inherent in the ostentatious life-style of the average Nigerian, particularly those in the elite class whose sharp taste for imported goods as instruments of class discrimination has diffused into the psyche of the rest of the populace particularly the youths. This unholy preference of the average Nigerian for foreign goods some of which in fact are inferior to home made goods has overrun the desired spirit of loyalty, patriotism and support for the nation and anything national. In this regard we have an attitudinal crusade to launch nationally (Smith, 2005).

Financing mechanisms

In the Nigerian textile industry today, finding the right funding formula is still a big challenge. Financing remains informal and fragmented across the entire value chain of the local textile business, making it very difficult to have sufficient capable and serious players in the production, packaging and distribution segments of the industry (Adedeji, 2016).

Development of technical skills

The local industry is currently lacking a structured and formal way of developing talents and the skills needed at every point within the industry value chain – artistes, producers, weavers, designers, loom technicians, marketers, etc. The resultant effect is the gross shortage of competent individuals and the relatively poor quality of textile productions (in terms of texture, structure, branding, packaging and marketing) compared to other more developed regions (Adedeji, 2016).

Several studies in the literature shows that innovative enterprises perform better than others and this is reflected in their sales turnover and profit. In the process, they acquire more resources to be more innovative. However, the calculation of profit is problematic particularly for micro and small scale firms operating in the informal sector. In most cases they do not keep accurate records of financial transactions to facilitate the calculation of profit. This has necessitated the use of sales turnover as a proxy for business performance in this study. Figure 1 further show that the relationship and factors affecting business performance is not always unidirectional. They are influenced by a

variety of internal and external factors such as human capital (education, training and years of work experience); type of business ownership; innovation strategy; new product development; networking and linkage; while market preference is bidirectional. The framework also recognizes the leadership role of the entrepreneur in an enterprise. Some of these include planning and the coordination of innovation activities in the firm (Schumpeter, 1934). In addition, the entrepreneur brings a certain stock of human capital such as knowledge and skills into the enterprise which is obtained through education, training and earlier experience. Over time, the capability base of the enterprise is further enhanced through internal learning, informal experimentation, making minor adaptation to products and processes, in-house staff training, and so on (Drucker, 1985). All these factors have an effect on technology innovations and performance of an enterprise. Similarly, Figure 1 further shows that technology innovation is also influenced by the type of business ownership structure such as sole proprietorship, partnership, cooperatives and limited liability companies. Small-scale enterprises are usually individual or sole proprietorship forms of business. Hence, the decision to be innovative or less innovative lies with the single individual. However, in case of enterprises that are partnership, cooperatives or limited liability companies, decision about technology innovations is not likely to be taken by a single individual but collectively by partners, members or management (Adegbite, 2011). The outcomes of both decision making processes has advantages as well as disadvantages. For instance, Noteboom (1994) suggested that sole proprietor enterprises can take quick decision, employ motivated people and have unique or scarce competencies while innovation decisions taken in other forms of business are based on inputs of several persons. Choice of market coverage shown in the framework influences and is also influenced by innovation activities. Choice of markets and the preference to network are also interrelated and singularly or collectively impact the enterprise's innovation practices. Lal and Dunnewijk (2008) further argued that choice of innovation is often determined by the market in which the enterprise operates. For less cost sensitive markets, like local, national or regional markets, product innovations may be preferred, while process innovations are aimed at flexibility in production processes, improvement in quality and reliability, and for high productivity to enhance

competitiveness in the international market. Network relations or linkage shown in the framework has an impact on technology innovations. Lal (2002); Santoro and Chakrabarti (2002); and Smith (2005) explained that for the external sources of inputs to technology innovations, interaction with suppliers, customers, public institutions; R&D institutes; tertiary educational institutions and industry associations may provide the missing inputs into the learning process which the enterprise itself cannot easily provide. External interaction may take place for the purpose of gathering information about technologies and markets; capacity building for skill acquisition; and also for obtaining various other inputs to complement the internal learning process. Some of these include external staff training, procurement of parts and components, advisory and consulting services and so on. The mobilization of external resources for technological innovation is called 'learning by interacting'.

In this study, indigenous textile firms fall into the category of enterprises that are consumer-dominated in line with the classification of technology-based business firms by Amadi (2012). These firms derive their immediate sources of technology innovations from the consumers of output. Apparently, because they are micro and small-scale enterprises, consumer-dominated firms tend to lack internal resources to engage in original research and development (R&D) activities to develop new technologies, which demand that such firms develop linkages to access technological inputs.

Research Methodology

A descriptive research design was adopted for this study. The study population for the independent variable consists of all undergraduate students in the first four universities in Nigeria to offer a degree in entrepreneurship such as: Federal University of Agriculture Abeokuta, Federal University of Technology Akure, Joseph Ayo Babalola University Osun State and Lead City University Ibadan, Oyo State. This study employed multi-stage sampling technique which involved purposive sampling, stratified random sampling and simple random sampling techniques. To test the hypothesis formulated for this study, simple linear regressions and Pearson moment correlation was used to test the research hypotheses .

Data Analysis

Analysis of Response Rate

The questionnaire was administered to one hundred and ninety (190) respondents which is the sample size of the study, out of which one hundred and eighty six (186) of the questionnaires were finally administered and retrieved. Given this, it implies that 97.89% of the administered items were retrieved. The table below shows the details at a glance

Table 1 Analysis of Questionnaire

Questionnaire	Respondents	Percentage (%)
Returned	186	97.89
Not Returned	4	2.11
Total Distributed	190	100

Source: Field Survey, 2019

Analysis of personal data of respondents

The gender of the respondents of this research was 76 males while 110 of the respondents were females, indicating 40.9% and 59.1% respectively with the mean computation as 1.59. This means that the research study has most of its respondents being females. Fadipe, (1970), observes that the traditional strip loom constructed in a house like manner (rectangular form, panel form or strip form) and the product from the loom, depending on the sex of the weaver. However, the looms used by the females are more easily installed because it occupies little space. The respondent of this research marital status shows 133 (71.5%) were single, 45 (24.2%) were married, 4(2.2%) were divorced and 4(2.2%) were others. The mean computation was found to be 1.35. This means that the research study has most of its respondents being single.

The work experience of the respondents shows 106 (57%) were between 1-5 years, 41 (22%) were between 6-10 years, 17(9.1%) were between 11-15 years and 22 (11.8%) were above 15 years. The mean computation was found to be 1.76. This means that the research study has most of its respondents with a work experience to be between 1-5 years. The age categories of the respondents are shown that 99 (53.2%) falls between 25 years and below, 60

(32.3%) were between 26-45 years, 23 (12.4%) were between 46-55 years, and 4 (2.2%) were between 56 years and above. The mean computation was found to be 1.63. This means that the research study has most of its respondents between the ages of 25 years and below. Ogunsiakan (2002), opines that textile production is a strong tool for empowering the upcoming youth because of the ability and strength to diversify. Clarifications of respondents based on educational qualification. It shows that 56 (30.1%) were SSCE holders, 89 (47.8%) were HND/B.Sc. holders, 30 (16.1%) were M.Sc./MBA. Holders and 11 (5.9%) were others. The mean computation was found to be 1.98. This means that the research study has most of its respondents as HND/B.Sc holders. Clarifications of respondents based on management categories. It shows that 66 (35.5%) were lower level managers, 99 (53.2%) were middle level managers, and 21 (11.3%) were top level managers. The mean computation was found to be 1.76. This means that the research study has most of its respondents to be middle level managers. The respondents category of business scaling shows that 60 (32.3%) were small scale business, 95 (51.1%) were medium scale business, and 31 (16.7%) were large scale business. The mean computation was found to be 1.84. This means that the research study has most of its respondents to be operators in medium scale business.

Table.2: Distribution table of respondents' personal data

T	Variable	F	%	Valid percentage	Cumulative %	Mean μ
Sex	Male	76	40.9	40.9	40.9	1.59
	Female	110	59.1	59.1	100.0	
	Total	186	100.0	100.0		
Marital Status	Single	133	71.5	71.5	71.5	1.35
	Married	45	24.2	24.2	95.7	
	Divorced	4	2.2	2.2	97.8	
Work experience	Others	4	2.2	2.2	100.0	
	Total	186	100.0	100.0		
	1-5 years	106	57.0	57.0	57.0	
	6-10 years	41	22.0	22.0	79.0	
	11-15 years	17	9.1	9.1	88.2	
	Above 15 years	22	11.8	11.8		

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	Total	186	100.0	100.0	100.0	1.76
Age of the respondent	< - 25	99	53.2	53.2	53.2	
	26-45	60	32.3	32.3	85.5	
	46-55	23	12.4	12.4	97.8	
	56 and above	4	2.2	2.2		
	Total	186	100.0	100.0	100.0	1.63
Educational Qualification	SSCE	56	30.1	30.1	30.1	
	Valid	89	47.8	47.8	78.0	
	MSC/MBA	30	16.1	16.1	94.1	
	Others	11	5.9	5.9	100.0	
	Total	186	100.0	100.0		1.98
Management Category	Lower Level	66	35.5	35.5	35.5	
	Valid Middle Level	99	53.2	53.2	88.7	
	Top Level	21	11.3	11.3		
	Total	186	100.0	100.0	100.0	1.75
Business Type	Small Scale	60	32.3	32.3	32.3	
	Valid Medium Scale	95	51.1	51.1	83.3	
	Large Scale	31	16.7	16.7		
	Total	186	100.0	100.0	100.0	1.84

Source: Field Survey, 2019

Hypothesis Testing

Linear regression analysis was used to test the research hypotheses and analyse the dependent and independent variables and Pearson moment correlation and scatter diagram was use to study the relationship between two variables. It shows what happens to one variable when the other variable changes.

Hypothesis 1: Foreign textile has no value over locally made textile.

Table 3: Model Summary of Research & Development efforts and Prior Training In Weaving

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.430 ^a	.185	.180	.43582
a. Predictors: (Constant), Research & Development efforts				

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Table 3a ANOVA^a of Research & Development efforts and Prior Training In Weaving

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.909	1	7.909	41.637	.000 ^b
Residual	34.949	184	.190		
Total	42.858	185			
a. Dependent Variable: Prior Training in Weaving					
b. Predictors: (Constant), Research & Development efforts					

The result from the model summary table revealed the extent to which the variance, prior training in weaving can be explained by research & development efforts is 18.5% ($R^2 = 0.185$). The ANOVA table shows the Fcal 41.637 at 0.000 significant levels. The table shows that foreign textile has more value over locally made textile among undergraduate students in Nigerian universities.

Table 3b Coefficients^a of Research & Development efforts and Prior Training In Weaving

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.925	.382		7.656	.000
Research & Development efforts	.463	.072	.430	6.453	.000
a. Dependent Variable: Prior Training in Weaving					
b. Independent Variable: Research & Development efforts					

The coefficient table shows that the simple model that expresses how there is a significant relationship between research & development efforts and prior training in weaving among undergraduate students in Nigerian universities. The model is shown mathematically as follows:

$Y = a + bX$ where y is prior training in weaving and x is research & development, a is a constant factor and b is the value of coefficient. From this table therefore, prior training in weaving is $=2.925 + 0.463$ research & development.

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Therefore, a unit increase in research & development will lead to 0.463 increases in prior training in weaving.

The above result implies that foreign textile has more value over locally made textile among undergraduate students in Nigerian universities i.e. since our P value (0.000) is less than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. foreign textile has more value over locally made textile among undergraduate students in Nigerian universities.

Table 3c Correlations of Research & Development efforts and Prior Training in Weaving

		Research & Development efforts	Prior Training in Weaving
Research & Development efforts	Pearson Correlation	1	.430**
	Sig. (2-tailed)		.000
	N	186	186
Prior Training in Weaving	Pearson Correlation	.430**	1
	Sig. (2-tailed)	.000	
	N	186	186

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation table shows that the Pearson correlation coefficient (r) for research & and development efforts and prior training in weaving is 0.430 which has a statistically significant linear relationship since our p-value is less than 0.001 (i.e. $p<0.001$) for a two-tailed significant test based on 186 complete observation. The results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in research & development efforts is associated with increase in prior training in weaving) and the strength of the association is approximately moderate ($3 < r < 5$).

Hypothesis 2: No trainings are necessary to get involved in textile production
Table 4 Model Summary of Government Policies and Total Capital Invested

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425 ^a	.180	.176	.48580
a. Predictors: (Constant), Government policies				

Table 4a ANOVA^a of Government Policies and Total Capital Invested

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.558	1	9.558	40.499	.000 ^b
Residual	43.424	184	.236		
Total	52.982	185			
a. Dependent Variable: Total Capital Invested					
b. Predictors: (Constant), Government policies					

The result from the model summary table revealed the extent to which the variance, total capital invested can be explained by government policies is 18% ($R^2 = 0.180$). The ANOVA table shows the Fcal 40.499 at 0.000 significant levels. The table shows that trainings are necessary to get involved in textile production among undergraduate students in Nigerian universities.

Table 4b Coefficients^a of Government Policies and Total Capital Invested

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.104	.323		9.614	.000
Government policies	.384	.060	.425	6.364	.000
a. Dependent Variable: Total Capital Invested					
b. Independent Variable: Government Policies					

The coefficient table shows that the simple model that expresses how there is a significant relationship between government policies and total capital invested among undergraduate students in Nigerian universities. The model is shown mathematically as follows: $Y=a+bX$ where y is total capital invested and x is government policies, a is a constant factor and b is the value of coefficient. From this table therefore, total capital invested is $=3.104+0.384$ government policies. Therefore, a unit increase in government policies will lead to 0.384 increases in total capital invested.

The above result implies that trainings are necessary to get involved in textile production among undergraduate students in Nigerian universities i.e. since our P value (0.000) is LESS than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. trainings are necessary to get involved in textile production among undergraduate students in Nigerian universities.

Table 4c Correlations of Government Policies and Total Capital Invested

		Government policies	Total Capital Invested
Government policies	Pearson Correlation	1	.425**
	Sig. (2-tailed)		.000
	N	186	186
Total Capital Invested	Pearson Correlation	.425**	1
	Sig. (2-tailed)	.000	
	N	186	186

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation table shows that the Pearson correlation coefficient (r) for government policies and total capital invested is 0.425 which has a statistically significant linear relationship since our p-value is less than 0.001 ($p<0.001$) for a two-tailed significant test based on 186 complete observation. The results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in government policies is associated with increase in total capital invested) and the strength of the association is approximately moderate ($3 < r < 5$).

Hypothesis 3: No capital investment is needed to operate a textile industry

Table 5 Model Summary of Modernization and Innovative Strategy

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583 ^a	.340	.336	.39462
a. Predictors: (Constant), Modernization				

Table 5a ANOVA^a of Modernization and Innovative Strategy

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.763	1	14.763	94.800	.000 ^b
	Residual	28.653	184	.156		
	Total	43.416	185			
a. Dependent Variable: Innovation Strategy (Occasional/Continuous)						
b. Predictors: (Constant), Modernization						

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The result from the model summary table revealed the extent to which the variance, innovative strategy can be explained by modernization is 34% (R Square = 0.340). The ANOVA table shows the Fcal 94.800 at 0.000 significant level. The table shows that capital investment is needed to operate a textile industry among undergraduate students in Nigerian universities.

Table 5b Coefficients^a of Modernization and Innovative Strategy

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.497	.304		8.215	.000
Modernization	.565	.058	.583	9.737	.000
a. Dependent Variable: Innovation Strategy (Occasional/Continuous)					
b. Independent Variable: Modernization					

The coefficient table shows that the simple model that expresses how there is a significant relationship between modernization and innovative strategy among undergraduate students in Nigerian universities. The model is shown mathematically as follows: $Y=a+bX$ where y is innovative strategy and x is modernization, a is a constant factor and b is the value of coefficient. From this table therefore, innovative strategy is $=2.497+0.565\text{modernization}$. Therefore, a unit increase in modernization will lead to 0.565 increases in innovative strategy.

The above result implies that capital investment is needed to operate a textile industry among undergraduate students in Nigerian universities i.e. since our P value (0.000) is LESS than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. capital investment is needed to operate a textile industry among undergraduate students in Nigerian universities.

Table 5c Correlations of Modernization and Innovative Strategy

		Modernization	Innovation (Occasional/Continuous)	Strategy
Modernization	Pearson Correlation	1	.583**	
	Sig. (2-tailed)		.000	
	N	186	186	
Innovation (Occasional/Continuous)	Pearson Correlation	.583**	1	
	Sig. (2-tailed)	.000		
	N	186	186	

**. Correlation is significant at the 0.01 level (2-tailed).

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The correlation table shows that the Pearson correlation coefficient (r) for modernization and innovative strategy is 0.583 which has a statistically significant linear relationship since our p-value is less than 0.001 ($p<0.001$) for a two-tailed significant test based on 186 complete observation. The results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in modernization is associated with increase in innovative strategy) and the strength of the association is approximately strong ($5 < r < n$).

Hypothesis 4: Sustainable measures has no relationship with textile production in Nigeria

Table 6 Model Summary of Dependency and New Product & Process Development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.250	.50395

a. Predictors: (Constant), Dependency

Table 6a ANOVAa of Dependency and New Product & Process Development

	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.904	1	15.904	62.624	.000 ^b
Residual	46.729	184	.254		
Total	62.633	185			

a. Dependent Variable: New Product & Process Development.
b. Predictors: (Constant), Dependency

The result from the model summary table revealed the extent to which the variance, new product & process development can be explained by dependency is 25.4% ($R^2 = 0.254$). The ANOVA table shows the Fcal 62.624 at 0.000 significant level. The table shows that sustainable measures have relationship with textile production in Nigeria among undergraduate students in Nigerian universities.

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Table 6b Coefficients^a of Dependency and New Product & Process Development

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.863	.277		10.349	.000
Dependency	.437	.055	.504	7.914	.000

a. Dependent Variable: New Product & Process Development.
b. Independent Variable: Dependency

The coefficient table shows that the simple model that expresses how there is a significant relationship between dependency and new product & process development among undergraduate students in Nigerian universities. The model is shown mathematically as follows:

$Y=a+bX$ where y is New Product & Process Development and x is dependency, a is a constant factor and b is the value of coefficient. From this table therefore, new product & process development is $=2.863+0.437\text{dependency}$. Therefore, a unit increase in dependency will lead to 0.437 increases in new product & process development.

The above result implies that sustainable measures have relationship with textile production among undergraduate students in Nigerian universities i.e. since our P value (0.000) is LESS than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. sustainable measures have relationship with textile production among undergraduate students in Nigerian universities.

Table 6c Correlations Of Dependency And New Product & Process Development

		Dependency	New Product & Process Development.
Dependency	Pearson Correlation	1	.504**
	Sig. (2-tailed)		.000
	N	186	186
New Product & Process Development.	Pearson Correlation	.504**	1
	Sig. (2-tailed)	.000	
	N	186	186

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation table shows that the Pearson correlation coefficient (r) for modernization and innovative strategy is 0.504 which has a statistically significant linear relationship since our p-value is less than 0.001 ($p<0.001$) for a two-tailed significant test based on 186 complete observation. The results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in dependency is associated with increase in new product & process development) and the strength of the association is approximately moderate ($3<r<5$).

Empirical Findings

Hypothesis 1

Findings of the study further indicate that based on the first hypothesis tested, the Pearson correlation coefficient (r) for research & and development efforts and prior training in weaving is 0.430 which has a statistically significant linear relationship since our p-value is less than 0.001 (i.e. $p<0.001$) as shown . The results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in research & development efforts is associated with increase in prior training in weaving) and the strength of the association is approximately moderate.

Hypothesis 2

The second hypothesis tested states that, the Pearson correlation coefficient (r) for government policies and total capital invested is 0.425 at a significant level of 0.001 ($p<0.001$) as shown in table 4.3.8. The hypothesis concluded that, the results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in government policies is associated with increase in total capital invested).

Hypothesis 3

The third hypothesis states that, there is a significant correlative relationship between modernization and innovative strategy at 0.583 with a 0.001 significance level as shown .The hypothesis concluded that as modernization

increases, innovation strategy also tends to increase. There does appear to be a positive and linear relationship between modernization and innovative strategy.

Hypothesis 4

Also the fourth hypothesis states that, the correlation table shows that the Pearson correlation coefficient (r) for Dependency and New Product & Process Development is 0.504 which has a statistically significant linear relationship of 0.001as shown in table 4.3.16.The results states that the direction of the relationship is positive (i.e. positively correlated), meaning that these variables tend to increase together (i.e. increase in dependency is associated with increase in new product & process development).

The general findings reveal that globalization poses a major threat to the textile industry. The informationalization of the industry in the colonial period and the removal of trade restrictions cause an unrestrained importation of all kinds of foreign textile. Inconsistency in government polices coupled with administrative lapses often hinders restrictive import measures (slotterback 2007).

Conclusion

Amadi (2012), is of the opinion that Nigeria is full of business potentials which if optimally harnessed, will completely eradicate the menace of unemployment and poor standards of living. He further states that the Nigerian youths need adequate sensitization on value creation and attitudinal change in entrepreneurial development. In his entrepreneurship for national development, textiles and fashion are stated as lucrative and viable areas of enterprise for Nigerian youth. Empowerment involves the emergence of entrepreneurship education as a tool for empowering the Nigerian youths. This can be achieved in textiles as a vocational course. There can be an overall sustainable development if Nigerian textile industries are revamped to meaningfully create and gainfully employ labour. The production of textiles is a strong tool for empowerment in global economy to help curb restiveness, reduce poverty, creates wealth through employment and highlights the region for tourism and industrialization. With constant change in fashion, Nigerian textiles in form of tie/dye and batik, aso oke, akwete, pelete bite, Ankara,

embroidery, appliquéd and other areas of textile design have become a major source of economy, making waves nationally and internationally. They are used to sew modern dresses, costumes, furnishing, and industrial wares. Nigerian textiles in form of tie/dye batik and Ankara have recently taken over the fashion industry this is admirable in the styles and accessories from numerous ideas from various fashion centers. The main area of focus is Nigerian textiles and fashion as a tool for global economic development and job security in the 21st century. Tie/ dye batik though of Japanese origin is highly practiced in the western and northern parts of Nigeria. Raw materials for production are readily available. It will help alleviate poverty for sustenance of social, political, cultural, and economical peace to help build a land full of bright opportunities for all citizens. It will also lead to self employment, industrialization, tourism, enhanced cultural environment which will in turn lead to job creation and global market. The study therefore promotes that youths (undergraduates inclusive) gain knowledge and skills through entrepreneurial education to enhance or increase the formation of entrepreneurial intentions towards extension of the textile industry. This in turn will help them in stabilization and forecasting for the present and future of the entrepreneur in an independent mind.

RECOMMENDATIONS

- i. The researcher recommends that the government introduce affirmative action, by setting policies that encourages entrepreneurial activities towards more textile establishments.
- ii. Prior training should be put in place for better understanding of the technical know-how in the textile industries as well as increased innovation in process and product.
- iii. Enabling business environment should be created by government in reducing the challenges youth entrepreneurs face in Nigeria business environment, and also development of the local and foreign market to increase viability, practicability, and profitability in textile production.

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