



---

**MARKETING STRATEGIES AND TIE-DYE ADIRE PATRONAGE  
TOWARDS ECONOMIC DEVELOPMENT OF JUKUN IN TARABA  
STATE, NIGERIA  
MARKETING STRATEGIES AND TIE-DYE ADIRE  
PATRONAGE TOWARDS ECONOMIC DEVELOPMENT OF JUKUN IN  
TARABA STATE, NIGERIA**

<sup>1</sup>Gausa Solomon, <sup>2</sup>Gausa, R.B., <sup>3</sup>Titikus, J.i., <sup>4</sup>Kereth. G.A

Modibbo Adama University of Technology, Yola, Adamawa State

Department: Industrial Design

Telephone: +2348033248493, +254737126569

<sup>2</sup> Federal Medical Centre Jalingo, Taraba State Nigeria

Modibbo Adama University of Technology, Yola, Adamawa State

Department: Industrial Design

<sup>4</sup> Sokoine University of Agriculture, Tanzania

### **Abstract**

The purpose of the study is to assess the level marketing strategies and tie-dye adire patronage towards economic development of Jukun in Taraba state, Nigeria. The study objectives seek to examine the relationship between marketing strategies and patronage and to determine the influence of tie-dye adire patronage towards economic development of Jukun in Taraba state, Nigeria. Cross-section descriptive survey was used to collect data from 200 respondents. Simple random sampling technique was used to sample the producers. Statistical Package for the Social Sciences (SPSS) version 20 was used to conduct a correlation analysis and linear regressions to determine the relationship and influences of patronage on economic development using  $P > 0.05$  as the level of significance. It was found that there is a high level of marketing and patronage of Jukun tie-dye. Also, the study showed that there is a significant relationship between marketing strategies and patronage. Furthermore, there is a level of influence of tie-dye adire patronage towards economic development of Jukun in Taraba state, Nigeria.

**Keywords:** Tie-dye Adire, Marketing Strategies, Patronage and Economic Development

### **INTRODUCTION**

Tie-dye adire art has dated back to many centuries as an ancient traditional culture. In Africa, as well as in Nigeria, tie-dye adire are produced by different ethnic groups. In Nigeria for example, tie-dye adire are used as a mean of local or cultural identity in the form of a dress code (Emman & Gausa, 2014). The techniques of the production differ one from the other depending on the

culture and environment. The Jukun people of Taraba have a unique method of production that made it stand out among others. The fishbone-like effect in cooperated in the production is the main center of focus in the design. Tie-dye adire is intimately attached to the economic and cultural ways of the people of Nigeria. Besides its role in the socio-cultural setting, it also plays vital economic roles by providing the people with job openings, and as a source of income, among other benefits (Hasan et al., 2016; (Gausa & Ezra, 2015); Ogundele, Chete, Adeoti, & Adeyinka, 2014). This is in line with the Nigerian government vision 2020 provision of job opportunities to all citizen (Priorities, 2013).

Gausa & Ezra (2015) indicated that the process of the production is quite slow and the final products seem poor most of the times. This is the characteristic of most handmade/homemade product for small-scale business. Shiseido (2017) opined that the products are characteristic of lesser quality compared to those produced by foreign enterprises. The designs, labeling, and marketing strategies tend to be imitations from another enterprise, making the market highly homogeneous (Oigo, 2012). As such this leads to poor patronage and lacks marketing strategies. Although these studies are done on traditionally made textile products from different countries, there is, therefore, the need to assess the future and prospect of tie-dye adire patronage towards economic development of Jukun in Taraba state, Nigeria.

### **Tie-Dye Adire**

Tie-dye adire art is an old-fashioned that is traceable to many centuries as an ancient traditional culture. Though the precise origin of adire remains unknown, the documented proof shows that the art has been practiced in China between 615 and 906 AD, in Japan between 555-794AD and in certain parts of Asia, Indonesia, India, and Africa, particularly Nigeria (Gausa & Ezra, 2015). In Nigerian, traditional textiles are basically categorized as woven, non-woven, dyed or patterned and their major raw materials are mostly sourced locally. They are designed surfaced or structurally decorated (Makinde, Fajuyigbe, & Ajiboye, 2015). The clothes are produced on vertical and horizontal looms by females and males weavers in the community. Makinde, *et al.* (2015) further opined that the fabrics are produced as “Aso Oke” for the Yoruba Akwete, (Igbo) “Okene, (Ebira) Ashiasha (Tiv) and Adire (Yoruba) amongst others. The above-mentioned are structural design except for adire which is purely a surfaced decorated fabric.

Adire is inseparably connected to the economic and social fabrics of the Yoruba people and other ethnics groups in Nigeria. However, a study also revealed that apart from the Yoruba ethnics, adire fabrics are also produced by the Jukuns and the Hausa people of Nigeria (Gausa, 2005). Unlike the Yoruba adire, the Jukun Adire cloth bears a unique fish-bonelike effect (using herringbone stitch to create) that makes it stand out among others. The Jukun tie-dye adire is distinct and symbolic. The pattern on the fabrics represents the crocodile as a saviour in the Jukun legend and historical origin. The indigo colour (Abu pe) on the background is synonymous with rain making the ability of their king “the AKU Uka”. And the white resisted area (Abu fyen) represents the people as peace lovers (Okunna & Gausa, 2014).

However, Okunna & Gausa, (2014) observed that there is a dearth in form and innovation or modification in the production and finishing of the fabric. As such, Jukun tie-dye adire has now been overtaken by the Western trend in fashion and people tend to look for alternative means.

## MARKETING STRATEGIES

This is the ability to manage the marketing of businesses' or products are core to achievement, and a business requires to have in place good marketing strategies and effective implementation. Research and development for innovation and upgrading is an important factor; and in doing so, a business needs to establish research and development divisions and authorize them with experienced staff. There is also a need for the entrepreneurs to start research for products developments, new technologies, changing marketing and fashions, customer tastes and other critical aspects essential for business upgrading and innovation (Mboya & Kazungu, 2015).

There is various marketing strategies platform that ranges from but traditional to modern day use of the internet that any business can go on. The role of the internet has similarly given opportunities for export and e-marketing of handicrafts to people all over the world through virtual catalogs on websites (kisato 2014; ITC, 2007; UNIDO, 2005). This strategy has proven to be more effective and efficient in our today textile and fashion market strategies. Internationally, there are many persons and non-profit groups who are involved in the design, production, and marketing of arts as to help provide income and employment for people across the world (Hester, 2002).

Others are non-financial support services such as Business Development Service (BDS) offers training; mentoring, guidance and information, networking and subcontracting to improve the performance of businesses (Ndemo, 2006). Empirically it was identified that the common problem of marketing in the textile industry and MSEs is pure competition, lack of support, and inadequate information among others (Ikiara & Ndirangu, 2003; McCormick, Kinyanjui & Ongile, 1997; Kinyanjui, 2006). The Jukun tie-dye adire producers are not immune to the aforementioned problems but they had not been any empirical studies on modes of sales is marketing.

### Patronage

Patronage is what keeps a producer in business (Plankensteiner & Plankensteiner, 2016). This implies that, when Jukun tie- dye adire lacks patronage, then producer has no option than to pack out of business. There is an unlimited possibility for income generation in both the domestic and foreign markets if the traders in textile-based handicrafts can be reinforced in a systematic manner, to strategies and market their products appropriately (International Labour Organization (ILO), 2003; International Trade Centre (ITC), 2007; Ogollah, *et al.*, 2009; United Nations Industrial Development Organization (UNIDO), 2005 (Oigo, 2012).

Today, there are many International trade policies that encourage and support the export of products from developing countries. One of which is the Africa Growth and Opportunity Act (AGOA) a bilateral trade treaty between the United States of America and many African countries which provides a duty-free and quota-free access for African products into the US market (Eliassen, 2012; McNamara, 2008; Oigo, 2012). Ikiara & Ndirangu (2003) opinion that most textile industry has grabbed the advantage of AGOA to increase the level of apparel exports to the USA.

However, Okunna & Gausa (2014) decry the paucity in support and research and that is forcing a rapid decline in Nigerian traditional textile and its patronage due to poor innovative ideas. Different trends, as a result of development, and innovative research are coming to being. In

Kenya for instance, Economic Survey for 2011 credited 80 percent of newly created jobs in 2010 to the MSE sector (ROK, 2011). Meaning that the sector has the capacity of boosting economic development but need support. According to Oigo (2012) the government of Kenya in recent years put in place a different of policies to encourage local production in the small-scale sector.

These policies included export incentive schemes such as the Export Promotion Council (EPC) and the Women's Bureau (Karmakar & Tewari, 2014; Oigo, 2012). The policy emphasizes that the handicraft producers need support in improving design, packaging, and marketing of their products (ROK, 2006). However, in Nigerian, this link seems to be weak or not even functioning among the traditional textile producers (Gokilavani, Rajasekaran, & Krupa, 2015; Diogu, Nwigwe & Anne, 2014; Fukunishi, 2013).

## **ECONOMIC DEVELOPMENT**

Economic development is a key factor of sustainable development that leads to better the general living conditions and opportunities (Olajide, Fajuyigbe, & Ajiboye, 2015). Sustainability comprises of social, economic and environmental concerns in development (Hasan et al., 2016). Thus, sustaining economic development pace in countries will only be possible with suitable policies and systems that can improve the dynamic effects of the textiles and clothing industries. Textile and clothing industries have been an instrument that catalyzed the growth and developmental approaches in developed and developing countries (Keane & te Velde, 2008). In Nigeria, these businesses are vital in economic and in social terms providing incomes, jobs, especially for men, women, and foreign currency incomes.

Though, sustainability Textile and clothing industries are necessary due to the critical role played by the sector in national development. But it suffices to note that economic development can be achieved if only it is cantered on the effective optimal utilization of available human and physical resources with sufficient and suitable technology that esteem diverse cultures. Development can only happen when all the capitals are harness together and apply them for national development. The Nigerian traditional textile industry has the potentials for national development when properly harnessed, promoted and protected. However, there is the need to assess their contribution to national development and areas where they may need support to improve. The potential of the textile and apparel industries to add to long-run growth and development depends largely on the attributes of the patronage as well as the quality and efficiency of management strategies and organizations in developing countries.

### **Research Methodology**

This study used a cross-section descriptive survey to collect data from the respondents. The study utilized a self-administered questionnaire to elicit information from the producers. The questionnaires were designed using five levels Likert scale items which were administered to 200 participants who were Jukun tie-dye adire producers within the settlement under study.

### ***Study Area***

The study is conducted in the Lafiya local government area of Nasarawa State. Lafiya is in the central part of Nigeria and it's the capital of Nasarawa state. It is about 27,117km<sup>2</sup> and is located at latitude 8°29'30"N and longitude 8°31'0" E (Google maps, 2018). The study area has a population of 1,869,377 according to 2006 census. It has a GDP of \$3.02billion with \$1,588 per capital income. Although wukari is the homeland of the Jukun and is their first Jukun settlement (Meek, 1939) (in Gausa, 2016). But Lafiya was chosen for the study because is the center for

adire production at the moment and it has a lot of connection with tie-dire as well as the Wapan people of wukari.

### **Sampling Techniques**

A simple random sampling technique was used to sample the producers and the consumers. Both strata were later sampled randomly thereby giving every participant the opportunity of participating in the study.

### **Validity and Reliability**

The instrument was validated in both content and face. The content validity will be established based on the research objectives with guidance by two experts in the Department of fashion design and marketing department, Kenyatta University Nairobi, Kenya. Face validity was ensured through the clear and concise wording of questionnaire items and relatively short statements. The instrument reliability was achieved using the test-retest method to measure the degree of consistency or accuracy among a set of survey items. Cranach Alpha was used to measure internal consistency among a set of items and only items with the corresponding construct of 0.70 and above were considered appropriate for the study.

### **Data Analysis and Presentation**

Statistical Package for the Social Sciences (SPSS) version 20 was used to conduct a Pearson's correlation analysis on marketing strategies and tie-dye adire patronage. Finally, linear regressions analysis was done on determining the relationship and influences of tie-dye adire patronage towards economic development of Jukun in Taraba state, Nigeria using  $P > 0.05$  as the level of significance.

### **Ethical issues**

Permission was sought from the market association officials as well as the community leaders. The researcher also sought the respondents' consent before administering the questionnaire. The respondents were assured of total confidentiality and anonymity by using level of study and not their real identities and to also assure them that the information given would only be used for the purpose intended. Participation was purely voluntary and the respondent has the right to withdraw from the study at any time without giving any explanation to the researcher.

### **Result**

The results of the correlation and regression analyses cover the study objectives on the relationship between marketing strategies and patronage and the influence of tie-dye adire patronage on the economic development of Jukun in Taraba state, Nigeria. The result of the correlation analysis in Tables 1 shows the relationship between marketing strategies and tie-dye adire patronage.

**Table 1: Pearson Correlation between marketing strategies and tie-dye adire patronage**

---

Marketing strategies	Patronage
----------------------	-----------

---

Marketing strategies	Pearson Correlation	1	.228**
	Sig. (2-tailed)		.001
	N	200	200
Patronage	Pearson Correlation	.228**	1
	Sig. (2-tailed)	.001	
	N	200	200

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

The correlation result in Table 1 indicates the pattern of association between marketing strategies and tie-dye adire patronage. The result reveals that marketing strategies are positively associated with tie-dye adire patronage. This shows that there is a positive correlation between marketing strategies and tie-dye adire patronage.

The coefficient of determination  $r = .228$  when squared reveals 0.0520 shared variance. This means that 5.20% of the variance in scores exists between marketing strategies and tie-dye adire patronage. Therefore, there is a positive association [ $r=.228$ ,  $n=200$ ,  $p<.001$ ] between marketing strategies and tie-dye adire patronage.

The result of the correlation analysis in Tables 2 shows the relationship between marketing strategies, tie-dye adire patronage, and economic development.

**Table 2: Pearson Correlation between marketing strategies, tie-dye adire patronage, and economic development**

		Marketing strategies	Patronage	Economic development
Marketing strategies	Pearson Correlation	1	.228**	.205**
	Sig. (2-tailed)		.001	.004
	N	200	200	200
Patronage	Pearson Correlation	.228**	1	.344**
	Sig. (2-tailed)	.001		.000
	N	200	200	200

Economic development	Pearson Correlation	.205**	.344**	1
	Sig. (2-tailed)	.004	.000	
	N	200	200	200

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

The correlation results in Table 2 reveals the pattern of association between marketing strategies, tie-dye adire patronage, and economic development. The result shows that marketing strategies and tie-dye adire patronage are positively associated with the economic development of Jukun in Taraba state, Nigeria. This indicates that there is a positive correlation between marketing strategies, tie-dye adire patronage and economic development of Jukun in Taraba state, Nigeria.

On marketing strategies and economic development, the coefficient of determination  $r = .205$  when squared reveals 0.0420 shared variance. This means that 4.20% of the variance in scores exists between marketing strategies and economic development. Therefore, there is a positive association [ $r=.205, n=200, p<.004$ ] between marketing strategies and economic development.

On tie-dye, adire patronage and economic development, the coefficient of determination  $r = .344$  when squared reveal 0.1183 shared variances. This means that 11.83% of the variance in scores exists between tie-dye adire patronage and economic development. Therefore, there is a positive association [ $r=.344, n=200, p<.000$ ] between tie-dye adire patronage and economic development.

In Table 3 is the model summary result of the regression analysis between marketing strategies, tie-dye adire patronage, and economic development.

**Table 3: Model summary**

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change of Statistics	
					R Square Change	Sig. F Change
1	.368 <sup>a</sup>	.135	.126	.613	.135	.000

a. Predictors: (Constant), Tie-dye adire patronage, marketing strategies

b. Dependent Variable: Economic development

The result of the model summary in Table 3 reveals R coefficient of .368, R square coefficient of .135 and adjusted R square coefficient of .126. The adjusted R Square value of the model accounts for 12.6% of the variance in the Economic Development.

In Table 4 is the analysis of variance result between marketing strategies, tie-dye adire patronage, and economic development.

**Table 4: Analysis of Variance**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	11.560	2	5.780	15.399	.000 <sup>b</sup>
1	Residual	73.940	197	.375		
	Total	85.500	199			

a. Dependent Variable: Economic development

b. Predictors: (Constant), Tie-dye adire patronage, marketing strategies

The Analysis of Variance (ANOVA) results in Table 4 shows F statistics of 15.399 and p-value of 0.000 less than the significance level  $p < 0.05$ . This reveals that the regression model is statistically significant.

In Table 5 is the analysis of variance result between marketing strategies, tie-dye adire patronage, and economic development.

**Table 5: Linear Regression Analysis**

<b>Table 4: Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.992	.338		5.897	.000
1	Marketing strategies	.040	.020	.134	1.969	.050
	Tie-dye adire patronage	.192	.042	.313	4.604	.000

a. Dependent Variable: Economic development

The result of the linear regression analysis indicates a positive beta value and this shows that there is a positive influence exists between the predictors (marketing strategies and tie-dye adire patronage) and the outcome (economic development). The marketing strategies beta value of 0.040 unit increase will result in an increase in economic development by 0.04 if the other predictor remains constant. Also, the tie-dye adire patronage beta value of 0.192 unit increase will result in an increase in economic development by 0.19 if the other predictor remains constant. The standard error indicates how the beta values differ significantly from zero and the coefficient of 0.134 for marketing strategies is significantly different from zero because the p-value is 0.050 which is less than 0.05. Also, the coefficient of 0.313 for marketing strategies is significantly different from zero because the p-value is 0.000 which is less than 0.05.

## **Discussion, Conclusion and Recommendations**

### ***Discussion***

The relationship between marketing strategies and tie-dye adire patronage was examined using Pearson product-moment correlation coefficient. Preliminary analyses were done to ensure that the assumptions of normality, linearity, and homoscedasticity are not violated. There were a positive association and correlation between the two variables which indicated that the more the marketing strategies put in place the more the level of tie-dye adire patronage. The regression analysis result indicated that marketing strategies and tie-dye adire patronage had a positive and significant influence on the economic development of Jukun in Taraba state, Nigeria.

### **Conclusion**

This research concludes that the marketing strategies and tie-dye-adire patronage are significant predictors of the economic development of Jukun in Taraba state, Nigeria. Hence, the marketing strategies should be intensified to boost more patronage in and outside the state, Nigeria and globally.

### **Recommendations**

The study findings should be viewed within the context of its limitations as such generalization of the findings should be done with a caution. The study makes use of questionnaire only in providing cross-sectional data as such further research could be conducted using a mixed methods research design approach in elucidating both quantitative and qualitative data.

### **References**

- Kothari. C.R. (2004). *Research Methodology: Methods & Techniques*. New Age International (P) Ltd. new age international (p) limited, publishers. <https://doi.org/10.1017/CBO9781107415324.004>
- Kothari C.R. & Gaurav Garg. (2014). *Research Methodology*. New Age International Publishers (Third Edit). New Delhi.
- Creswell, John W. (2014). *Research Design Qualitative, Quantitative and Mixed Method Approach* (4th ed.). London: SAGE Publications India Pvt. Ltd.
- Eliassen, I. E. (2012). Chinese Investors : Saving the Zambian Textile and Clothing Industry? Ina Eirin Eliassen, (October), 1–59.

- Gausa, S. (2005). *Tie-dye (Adire) among the Jukun people. A B.Tech thesis submitted to the Department of Industrial Design. Federal University of Technology, Yola. Unpublished.* Yola, Nigeria.
- Gausa, S., & Ezra, A. (2015). Tie - Dye (Adire) among the Jukun People. *Mgbakoigba: Journal of African Studies*, 4, 1–13.
- Gokilavani, S., Rajasekaran, R., & Krupa, M. E. (2015). A Study on Logistic and Supply Chain Management System of Hosiery Textile Industry in Tiruppur City- India. *Advances in Economics and Business Management (AEBM)* p-ISSN: 2394-1545; e-ISSN: 2394-1553; Volume 2, Issue 13; July-September, 2015 Pp. 1301-1305, 2(13), 1301–1305. Retrieved from [http://www.krishisanskriti.org/vol\\_image/22Oct2015061011zzzzzS GOKILAVANI 1301-1305.pdf](http://www.krishisanskriti.org/vol_image/22Oct2015061011zzzzzS GOKILAVANI 1301-1305.pdf)
- Hasan, K. M. F., Mia, M. S., Md, A., Rahman, M. M., Ullah, A. N. M. A., & Ullah, M. S. (2016). Role of Textile and Clothing Industries in the Growth and Development of Trade & Business Strategies of Bangladesh in the Global Economy, 5(3), 39–48. <https://doi.org/10.5923/j.textile.20160503.01>
- Ikiara, M. M. & Ndirangu, L. (2003). Developing a revival strategy for the Kenyan cotton-textile industry: A value chain approach. Nairobi: Kenya Institute for Public Policy Research and Analysis (KIPPRA).
- Israel, G. D. (1992). Determining Sample Size 1, (November), 1–5.
- Karmakar, S., & Tewari, M. (2014). *Using IPRs to protect niches? Evidence from the Indian textile and apparel industry.*
- Keane, J., & te Velde, D. W. (2008). The role of textile and clothing industries in growth and development strategies. *ODI Working Paper*, (May), 1–71. Retrieved from <http://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/3361.pdf>
- Kisato J. (2014). *Utilisation of e-marketing tools and influencing forces on the performance of micro and small fashion enterprises in Nairobi County, Kenya. Kenyatta University.* Kenyatta University.
- Mboya, J., & Kazungu, K. (2015). Determinants of Competitive Advantage in the Textile and Apparel Industry in Tanzania: The Application of Porter's Diamond Model. *British Journal of Economics, Management & Trade*, 7(2), 128–147. <https://doi.org/10.9734/BJEMT/2015/16208>
- McNamara, K. (2008). the Global textile and Garments Industry: The Global Textile and Garments industry: The Role of Information. *Word Journal Of The International Linguistic Association*, 1–80.
- Ogundele, O., Chete, L. N., Adeoti, J. O., & Adeyinka. (2014). *Industrial development and growth in Nigeria : Lessons and challenges. African growth initiative, World Institute for Development Economics Research.*
- Oigo, E. B. (2012). *Role of product range, Network Associations and Marketing Strategies in Business Performance of Textile Handicraft Traders in Nairobi, Kenya. A Research*

Thesis Submitted in Fulfillment of the Requirements for the Award of the Degree of Doctor of Philosophy in the school of applied Human Sciences of Kenyatta University.

- Okunna, E. & Gausa, S. (2014). Adapting the Jukun Traditional Symbols for Textile Design. *Mgbakoigba: Journal of African Studies.*, 3., 107–124.
- Olajide M, D., Fajuyigbe, M. O., & Ajiboye, O. J. (2015). Nigerian Textile Industry: a Tool for Actualising Economic Stability and National Development. *European Journal of Business and Social Sciences*, 4(08), 331–344. Retrieved from <http://www.ejbss.com/recent.aspx/>
- Plankensteiner, B., & Plankensteiner, B. (2016). African Lace : an industrial fabric connecting Austria and Nigeria, (August 2013). <https://doi.org/10.4000/anthrovision.679>
- Polit, D.F. and Hungler, B. . (2013). *Essentials of Nursing Research: Methods, Appraisal, and Utilization*, (8th Edition ed.).
- Priorities, D. (2013). Nigeria Vision 20: 2020 The 1 st NV20: 2020 Medium Term Implementation Plan Volume I: The Vision and Development Priorities May 2010 DRAFT : not for circulation, I(May 2010).
- Shiseido. (2017). *Global Innovation and Entrepreneurship*. <https://doi.org/10.1007/978-3-319-43859-7>