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A SURVEY OF MARKETABILITY, ENTREPRENEURIAL SKILLS AND INDIGENOUS KNOWLEDGE PRACTICES OF ADIRE/KAMPALA TRADERS IN ABEOKUTA, OGUN STATE

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ABSTRACT

This study investigates the marketability, entrepreneurial skills, and indigenous knowledge practices of Adire/Kampala traders in Abeokuta, Ogun State. Utilizing a descriptive survey design, data were collected from 266 traders across 22 markets with the aid of a validated semi-structured questionnaire. Data analysis involved the use of descriptive and inferential statistics. Findings from the study revealed a high level of acceptance and demand for Adire/Kampala in the study area, with 90.6% of respondents emphasizing product quality and 90.2% aligning branding with customer demands. A significant correlation was found between entrepreneurial skills and marketability ($r = 0.506$, $p < 0.001$). However, challenges such as globalization, rural-urban migration, and competition from factory-produced alternatives threaten the sustainability of this traditional craft. The study highlights the importance of enhancing entrepreneurial skills and preserving indigenous knowledge to adapt to modern market demands. Recommendations include regular training for traders, government support, and the adoption of digital marketing strategies to strengthen the market presence of Adire/Kampala.

Keywords: Adire, Kampala, marketability, entrepreneurial skills, indigenous knowledge, Ogun State, Nigeria

Introduction

The ability of business organizations to thrive in competitive markets largely depends on their understanding of market dynamics and consumer behavior. Marketability, defined as the capacity of a product to be sold effectively, encompasses various elements such as product quality, pricing strategies, distribution channels, and promotional activities. According to (Kinnear & Sutherland, 2000), a thorough analysis of these factors is essential for organizations to meet customer expectations and enhance their market presence. Effective marketing strategies must align with the needs and preferences of the target audience, as customers are more likely to engage with products that address their specific requirements (Opele et al., 2021).

In the context of the Adire/Kampala trade in Abeokuta, Ogun State, the marketability of these traditional textiles is crucial for the entrepreneurial success of local artisans (Yan & Guan, 2019). The Adire/Kampala

business not only reflects cultural heritage but also plays a significant role in the economic landscape of the region. The marketing mix comprising price, product, place, and promotion serves as a foundational framework for enhancing the marketability of these textiles. Effective branding, which communicates quality and cultural significance, is vital for attracting and retaining customers in an increasingly competitive market.

Despite the rich cultural history associated with Adire/Kampala, recent trends indicate a decline in its marketability. Factors such as globalization, the rise of factory-produced alternatives, and shifts in consumer preferences pose significant challenges to traditional artisans. The influx of modern textiles, particularly Ankara prints, has created a competitive environment where handmade Adire/Kampala struggles to maintain its appeal (Phan et al., 2020). Consequently, understanding the entrepreneurial skills and indigenous knowledge practices of Adire/Kampala traders becomes essential for revitalizing this industry and ensuring its sustainability (Adewole, & Opele, 2019). Moreover, the challenges faced by Adire/Kampala traders are compounded by socio-economic factors, including rural-urban migration and family dislocation, which disrupt traditional knowledge transmission and affect the availability of skilled labor (Olu-Owolabi et al., 2020). As younger generations gravitate towards formal education and modern employment opportunities, the art of Adire/Kampala production risks being lost (Lwoga & Ngulube, 2007). This underscores the need for strategic interventions that not only promote marketability but also preserve the indigenous knowledge and cultural practices integral to this textile tradition. This study aims to explore the marketability of Adire/Kampala, assess the entrepreneurial skills of its traders, and identify the constraints to indigenous knowledge practices within the context of Abeokuta. By examining these dimensions, the research seeks to contribute to the understanding of how traditional crafts can adapt and thrive in a rapidly changing market landscape.

Objective

The following specific objectives are set to:

1. investigate the level of marketability of Adire/Kampala in Abeokuta, Ogun State.
2. ascertain the level of entrepreneurial skills among Adire/Kampala in Abeokuta, Ogun State
3. investigate the constraints to indigenous knowledge practices and entrepreneurial skills among Adire/Kampala business in Abeokuta, Ogun State.

Research Questions

The following research questions were answered in this study:

1. What is the level of marketability of Adire/Kampala in Abeokuta, Ogun State?
2. What is the level of entrepreneurial skills among Adire/Kampala traders in Abeokuta, Ogun State?

3. What are the constraints to indigenous knowledge practices and entrepreneurial skills among Adire/Kampala business in Abeokuta, Ogun State?

Hypotheses

Ho1 Entrepreneurial skills will not significantly influence marketability of Adire/Kampala.

Ho_2: Indigenous knowledge practices and entrepreneurial skills will not jointly influence marketability of Adire/Kampala.

Methodology

This study utilizes a descriptive survey design to assess the marketability, entrepreneurial skills, and indigenous knowledge practices of Adire/Kampala traders in Abeokuta, Ogun State. The target population consists of 532 small and medium enterprises (SMEs) in the Adire/Kampala trade within the Odeda and Abeokuta South local government areas. A sample size of 266 traders was determined through multi-stage sampling, which involved purposively selecting two local governments known for their Adire/Kampala businesses and subsequently identifying 22 relevant markets. Data were collected using a structured questionnaire titled "Indigenous Knowledge Practices, Entrepreneurial Skills, and Marketability of Adire/Kampala Questionnaire." The instrument comprises demographic information, an Indigenous Knowledge Practices Scale (IKPS) with 22 items, and an Entrepreneurial Skills Scale (ESS) also containing 22 items. The items are measured on a modified 4-point Likert scale ranging from Strongly Agree to Strongly Disagree. Face validity was established through expert review, and a pilot study involving 40 respondents was conducted to refine the questionnaire. The researcher and two trained assistants administered the questionnaires in person over nine weeks, ensuring adequate engagement and support for participants, particularly those with low literacy levels. This approach facilitated thorough data collection and completion of all sections of the questionnaire. Quantitative data were analyzed using descriptive statistics, including frequency counts, percentages, and means, to address the research questions. For hypothesis testing, multiple regression analysis assessed the influence of entrepreneurial skills and indigenous knowledge practices on the marketability of Adire/Kampala, utilizing the Statistical Package for Social Sciences (IBM SPSS) version 29 for all statistical analyses.

Results

Table 1: Demographical characteristics of Adire/Kampala producers in the study

Variables	Labels	Frequency	Percentage
Sex	Male	85	32.0
	Female	181	68.0
Age	15-20 years	26	9.8
	21-25 years	38	14.3
	26-30 years	41	15.4
	31-40 years	45	16.9
	41-50 years	40	15.0
	51 years and above	76	28.0
Educational qualification	Primary school certificate	34	12.8
	SSCE	42	15.8
	OND	60	22.6
	HND	26	9.8
	B.Sc.	28	10.5
	M.Sc.	22	8.3
	PhD	13	4.9
	None of the above	41	15.4

Table 1 showed the demographic characteristics of Adire/Kampala producers in the study. Majority of the producers are female (68.0%), indicating that women dominated this sector, likely due to cultural and economic factors. Age distribution showed a fairly even spread across different groups, with the highest percentage (28.0%) being individuals aged 51 years and above, indicating that older, more experienced artisans play a significant role in the trade. Educational qualifications vary widely, with the largest group holding an Ordinary National Diploma (OND) at 22.6%, while 15.4% of respondents have no formal education, which may indicate barriers to education or a reliance on apprenticeship-based learning in this craft. The relatively low percentage of higher education holders (M.Sc. – 8.3% and PhD – 4.9%) indicated that formal education beyond secondary school is not a primary requirement for participation in this industry.

Research question one: What is the level of marketability of Adire/Kampala in two LGs in Abeokuta, Ogun State?

Table 2: Level of marketability of Adire/Kampala in Abeokuta, Ogun State

Marketability of Adire/Kampala	Very high level	High level	Low level	Very low level	$\bar{X}$	S.D.
Product (Weighted Mean = 2.98)						
We ensure that the Adire/Kampala is of high quality to a	20 7.5%	241 90.6%	5 1.9%	%	3.06	0.302
Our products brand is based on the need of customers demand to a	18 6.0%	240 90.2%	10 3.8%	%	3.02	0.312
Before production, customer's interest is put first to a	15 5.6%	216 81.2%	34 12.8%	1 0.4%	2.92	0.440
Our Adire/Kampala is designed looking at the environment to a	25 9.4%	193 72.6%	45 16.9%	3 1.1%	2.90	0.548
Price (Weighted Mean = 2.89)						
We ensure that the Adire/Kampala quality worth the fixed price to a	45 16.9%	170 63.9%	49 18.4%	2 0.8%	2.97	0.620
The cost of the product attracts customers to a	33 12.4%	160 60.2%	72 27.1%	1 0.4%	2.85	0.622
The price is highly competitive in the market to a	25 9.4%	163 61.3%	73 27.4%	5 1.9%	2.78	0.631
Price survey helps to arrive at a reasonable price for the product to a	3 1.1%	254 95.5%	9 3.4%	%	2.98	0.212
Place (Weighted Mean =2.91)						
Adire/Kampala trade is securely tied to its traditional roots that enhances marketability to a	16 6.0%	236 88.7%	13 4.9%	1 0.4%	3.00	0.353
Well recognised centres, towns and local's areas where Adire/Kampala can be sold to a	22 8.3%	209 78.6%	33 12.4%	2 0.8%	2.94	0.484
There are modern markets, stores and boutiques where Adire/Kampala can be marketed to a	22 8.3%	188 70.7%	56 21.1%	%	2.87	0.527
Adire/Kampala trade sometimes has government designated markets for the purpose of marketability to a	19 7.1%	176 66.2%	70 26.3%	1 0.4%	2.80	0.558
Promotion (Weighted Mean =2.83)						
Culture identity help to promote Adire/Kampala to a	29 10.9%	200 75.2%	34 12.8%	3 1.1%	2.96	0.530
Both print and social media are good channels of promoting Adire/Kampala to a	22 8.3%	197 74.1%	44 16.5%	3 1.1%	2.89	0.532
Culture preservation help to promote Adire/Kampala marketability to a	15 5.6%	179 67.3%	71 26.7%	1 0.4%	2.78	0.540

The cost of media promotion is high but it gives certain class that enhances marketability to a	15 5.6%	164 61.7%	79 29.7%	8 3.0%	2.70	0.620
Weighted Mean = 2.90						

Table 2 showed the analysis of the marketability of Adire/Kampala in Abeokuta, Ogun State. The study revealed a generally high level of acceptance and demand across different marketing elements; product, price, place, and promotion with an overall weighted mean of 2.90.

Regarding the product, most respondents (90.6%) emphasized the high quality of Adire/Kampala ($\bar{x}$ =3.06). Additionally, 90.2% affirmed that branding aligns with customer demand ($\bar{x}$ =3.02), and 81.2% highlighted the importance of customer preference in production ($\bar{x}$ =2.92). This revealed the strong customer-oriented approach of Adire/Kampala producers, ensuring the textile remains relevant to consumer needs. However, while quality is well-maintained, the need to continually innovate and adapt designs to environmental and fashion trends remains crucial ($\bar{x}$ =2.90). On pricing, the responses indicate that Adire/Kampala is perceived as fairly priced relative to its quality ($\bar{x}$ =2.97). The competitive pricing strategy ($\bar{x}$ =2.78), and price attractiveness to customers ($\bar{x}$ =2.85) showed that affordability plays a role in its marketability. However, government policies or economic fluctuations affecting production costs could impact price stability. Regarding place (distribution channels), the existence of well-recognized markets and local trading areas enhances accessibility ($\bar{x}$ =2.94). Although Adire/Kampala remains deeply tied to traditional trading networks ($\bar{x}$ =3.00), the presence of modern boutiques and markets is increasing ($\bar{x}$ =2.87). Finally, on promotion**,** cultural identity and preservation remain key drivers of Adire/Kampala's marketability ($\bar{x}$ =2.96). While social and print media are effective ($\bar{x}$ =2.89), the high cost of media promotion poses a challenge ($\bar{x}$ =2.70). The study revealed the need for digital marketing expansion, government support in designated markets, and price regulation strategies to enhance Adire/Kampala's market reach and competitiveness**.**

Research question two: What is the level of entrepreneurial skills among Adire/Kampala traders in two LGs in Abeokuta, Ogun State?

Table 3: Level of entrepreneurial skills among Adire/Kampala traders

Level of entrepreneurial skills	**Very high level**	**High level**	**Low level**	**Very low level**	$\bar{x}$	**S.D.**
Innovation (Weighted Mean =3.00)						
Innovative ideas have consolidated the place for Adire/Kampala in textile business to a	19 7.1%	245 92.1%	2 0.8%	 %	3.06	0.274
Innovation blended with creativity has expanded the fortune of Adire/Kampala trade to a	16 6.0%	242 91.0%	6 2.3%	2 0.8%	3.02	0.336

Innovative technology in the course of Adire/Kampala production makes the business more attractive to a	18 6.8%	221 83.1%	25 9.4%	2 0.8%	2.96	0.437
Innovation using modern equipment and facilities added to the beauty of Adire/Kampala to a	21 7.9%	209 78.6%	36 13.5%	 %	2.94	0.460
Persistency (Weighted Mean =2.83)						
Determination to protect the local content of Adire/Kampala despite technological importation to a	29 10.9%	171 64.3%	65 24.4%	1 0.4%	2.86	0.591
Determination to succeed in Adire/Kampala business in the face of economic hardship to a	34 12.8%	150 56.4%	82 30.8%	 %	2.82	0.636
We persistently hold the front for Adire/Kampala in the face of stiff competition	30 11.3%	155 58.3%	79 29.7%	2 0.8%	2.80	0.634
Never-die spirit in the face of sophisticated equipment and facilities in the textile trade to a	28 10.5%	166 62.4%	70 26.3%	2 0.8%	2.83	0.608
Visionary (Weighted Mean =2.92)						
We are optimistic about the acceptance of our culture-based ingenuity towards Adire/Kampala to a	25 9.4%	205 77.1%	34 12.8%	2 0.8%	2.95	0.500
We are seeing into the bright future of our indigenous knowledge practices in Adire/Kampala to a	28 10.5%	192 72.2%	45 16.9%	1 0.4%	2.93	0.534
There is projection into the future of Africa where our culture and indigenous knowledge practices will **b**e globally accepted to a	21 7.9%	202 75.9%	42 15.8%	1 0.4%	2.91	0.495
There is high level conviction about the prospect of indigenous knowledge practices using Adire/Kampala to a	21 7.9%	194 72.9%	50 18.8%	1 0.4%	2.88	0.519
Flexibility (Weighted Mean =2.82)						
There is ability to change from the obscurity of local product to an internationally accepted product to a	31 11.7%	182 68.4%	52 19.5%	1 0.4%	2.91	0.566
There is weathering the dynamics of human nature of both rejection and acceptance almost simultaneously to a	24 9.0%	178 66.9%	64 24.1%	 %	2.85	0.556
There is easy adaptation to the modern trends of production and marketing to a	21 7.9%	163 61.3%	81 30.5%	1 0.4%	2.77	0.588
There is readiness to transform to meet the prevailing circumstances in Adire/Kampala business to a	22 8.3%	161 60.5%	82 30.8%	1 0.4%	2.77	0.594

Table 3 showed the analysis of the entrepreneurial skills among Adire/Kampala traders in Abeokuta, Ogun State. The study revealed a strong inclination toward innovation, visionary thinking, and persistence in their trade. The innovation category has the highest weighted mean (3.00), indicating that traders acknowledged

the role of creativity and modern technology in sustaining the business. Over 90% of respondents agreed or strongly agreed that innovative ideas and the adoption of technology have strengthened the market position of Adire/Kampala ($\bar{x}$ =3.06). However, despite innovation, there is a noticeable gap in the integration of modern equipment, as seen in the slightly lower mean ($\bar{x}$ =2.94) for technology-driven aesthetics. This indicated that while traders embrace innovation, access to modern tools may still be a challenge. Additionally, visionary traits scored highly ($\bar{x}$ =2.92), with traders demonstrating strong optimism about the future of Adire/Kampala and its global acceptance. The belief in the long-term sustainability of indigenous textile practices remains a motivating factor for many.

On the other hand, persistence and flexibility, though still significant, have slightly lower means ($\bar{x}$ =2.83 and 2.82, respectively), indicating challenges in adapting to economic fluctuations and competition. Traders expressed determination to protect local textile heritage despite technological advancements ($\bar{x}$ =2.86), yet economic hardship and competition remain hurdles ($\bar{x}$ = 2.82). Flexibility in adapting to modern trends and market demands also showed a mixed response, with a relatively lower mean ($\bar{x}$ =2.77) for modern marketing adaptation. This revealed that while traders are resilient and optimistic**,** there is a need for enhanced training and access to global markets to ensure sustainable growth and competitiveness. The study revealed that Adire/Kampala traders possess strong entrepreneurial skills**,** particularly in innovation and vision, but they require more support in flexibility and adaptation to meet modern business challenges effectively.

Research question three: What are the constraints to marketability of Adire/Kampala in two LGs in Abeokuta, Ogun State?

Table 4: Constraints to marketability of Adire/Kampala in Abeokuta

Constraints to marketability of Adire/ Kampala	SA	A	D	SD	$\bar{x}$	S.D.
Lack of gainful employment	33	228	5		3.11	0.364
	12.4%	85.7%	1.9%	%		
Rural to urban migration	39	212	14	1	3.09	0.456
	14.7%	79.7%	5.3%	0.4%		
Family dislocation through divorce	49	192	25		3.09	0.521
or marital problems	18.4%	72.2%	9.4%	%		
Influence of modern and	58	152	55	1	3.00	0.664
individualistic life style	21.8%	57.1%	20.7%	0.4%		
Modification of indigenous	70	119	76	1	2.97	0.752
techniques	26.3%	44.7%	28.6%	0.4%		
Emergence of international markets	60	118	87	1	2.89	0.747
	22.6%	44.4%	32.7%	0.4%		
Western educational system	33	167	59	7	2.85	0.656

Globalisation of business	12.4% 29 10.9%	62.8% 174 65.4%	22.2% 57 21.4%	2.6% 6 2.3%	2.85	0.626

Table 4 showed the constraints to the marketability of Adire/Kampala in Abeokuta. The most significant constraints, as reflected by the highest mean scores, include lack of gainful employment ($\bar{x}$ = 3.11) and rural-urban migration ($\bar{x}$ =3.09), indicating that economic hardship and migration patterns contributed to a shrinking workforce and reduced market presence. Additionally, family dislocation through divorce or marital problems ($\bar{x}$ =3.09) presents a social challenge, potentially disrupting family-based businesses and traditional knowledge transmission. The influence of modern and individualistic lifestyles ($\bar{x}$ =3.00) further revealed the shift from communal production methods to personal preferences, which may hinder the collective effort needed for market expansion. Moreover, factors related to technological and global influences also play a significant role in limiting the marketability of Adire/Kampala. The modification of indigenous techniques ($\bar{x}$ =2.97) and the emergence of international markets ($\bar{x}$ =2.89) indicated that while modernization may enhance production, it also presents competition that threatens the originality of traditional Adire/Kampala. The Western educational system ($\bar{x}$ =2.85) and globalization of business ($\bar{x}$ =2.85) indicated that formal education and global economic shifts steer younger generations away from traditional crafts, leading to a decline in indigenous knowledge practices.

Testing of hypotheses

Hypothesis one: Entrepreneurial skills will not significantly influence marketability of Adire/Kampala

Table 5: Pearson Product Moment Correlation (PPMC) showing the relationship between entrepreneurial skills and marketability of Adire/Kampala

Variables	Mean	Std. Dev.	n	R	p-value	Remarks
Marketability of Adire/Kampala	46.4343	4.17688				
			266	.506*	.001	Sig.
Entrepreneurial skills	46.2669	4.04971				

* Correlation is significant at the 0.05 level (2-tailed).

Table 5 presents the findings of a Pearson Product Moment Correlation (PPMC) analysis investigating the relationship between entrepreneurial skills and marketability of Adire/Kampala in two Local Governments in Abeokuta. The table showed that there is a statistical significant relationship between entrepreneurial skills

and marketability of Adire/Kampala (r=.506, n=266, p(.001)<.05). Hence, entrepreneurial skills influenced/enhanced the marketability of Adire/Kampala in the study. The hypothesis is rejected.

Hypothesis two: Indigenous knowledge practices and entrepreneurial skills will not jointly contribute to marketability of Adire/Kampala.

Table 6: Summary of Multiple Regression analysis showing joint contribution of indigenous knowledge practices, and entrepreneurial skills to marketability of Adire/Kampala

R	R Square		Adjusted R Square	Std. Error of the Estimate	
.535	.286		.281	3.54194	
		A N O V A			
Model	**Sum of Squares**	**DF**	**Mean Square**	**F**	**Sig.**	**Remark**
Regression	1323.859	2	661.930	52.763	.001	Sig.
Residual	3299.423	263	12.545			
Total	4623.282	265				

Table 6 showed that the joint contribution of indigenous knowledge practices, and entrepreneurial skills on marketability of Adire/Kampala was significant. The table also shows a coefficient of multiple correlation (R = .535 and a multiple R^2 of .286. This means that 28.6% of the variance was accounted for by two predictor variables when taken together. The significance of the composite contribution was tested at α = 0.05. The table also shows that the analysis of variance for the regression yielded F-ratio of 52.763 (significant at 0.05 level). This implies that the joint contribution of the independent variables to the dependent variable was significant and that other variables not included in this model may have accounted for the remaining variance.

Table 7: Summary of multiple regression analysis showing relative contribution of indigenous knowledge practices, and entrepreneurial skills to marketability of Adire/Kampala

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta Contribution		
(Constant)	17.977	2.809		6.400	.001
Indigenous knowledge practices	.420	.126	.178	3.340	.001
Entrepreneurial skills	.483	.055	.468	8.784	.001

Table 7 revealed the relative contribution of the two independent variables to the dependent variable, expressed as beta weights, viz: indigenous knowledge (β = .178, p<.05), and entrepreneurial skills (β = .468, p<.05) respectively. Hence, indigenous knowledge practices and entrepreneurial skills were significant i.e., could independently and significantly predict marketability of Adire/Kampala in the study.

Discussion

The findings of this study reveal a generally high level of acceptance and demand for Adire/Kampala across various marketing elements: product, price, place, and promotion. Notably, a significant majority of respondents emphasized the high quality of Adire/Kampala, aligning with the assertion by (Olu-Owolabi et al., 2020) that product quality is a crucial factor in market success. This underscores the necessity for businesses to identify and meet the specific needs and preferences of their target markets, as highlighted by (Adeyeye et al., 2018).

The study also demonstrated that branding plays a pivotal role in enhancing marketability. A substantial 90.2% of respondents indicated that their branding efforts align with customer demands, reinforcing the idea that a strong brand identity is essential for differentiating products in a competitive landscape. However, the need for continuous innovation and adaptation to environmental and fashion trends was highlighted as crucial for maintaining relevance in the market (Onuoha & Opele, 2022). Pricing strategies were perceived as competitive relative to the quality of Adire/Kampala, with 63.9% of respondents affirming that the price reflects the product's value. This finding supports (Adewole, et al, 2021) who emphasized the importance of establishing a price that corresponds to the value perceived by customers. Nevertheless, external factors such as government policies and economic fluctuations can significantly impact pricing stability, necessitating a proactive approach to pricing strategies.

The research also identified significant constraints to the marketability of Adire/Kampala, including lack of gainful employment and rural-urban migration. These socio-economic challenges indicate that economic hardship and migration patterns contribute to a shrinking workforce and diminished market presence for traditional artisans (Grainger et al., 2020). Additionally, family dislocation and modern individualistic lifestyles have disrupted traditional knowledge transmission, posing further challenges to the sustainability of the Adire/Kampala trade (Ahmad et al., 2020). Moreover, the influence of globalization and the emergence of factory-produced alternatives have created a competitive environment that threatens the originality of traditional crafts. This highlights the need for strategic interventions aimed at preserving indigenous knowledge and promoting the unique cultural heritage associated with Adire/Kampala. The findings suggest that enhancing entrepreneurial skills and fostering innovation among traders will be

vital for navigating these challenges and ensuring the continued marketability of Adire/Kampala in a rapidly changing economic landscape (Chen et al., 2018). In all, the study underscores the importance of addressing both marketability and the preservation of indigenous knowledge practices to sustain the Adire/Kampala business in Abeokuta. By leveraging entrepreneurial skills and adapting to modern market demands, traders can enhance their competitiveness while maintaining the cultural significance of their products (Egbetokun et al., 2012).

Conclusion

This study highlights the critical role of marketability, entrepreneurial skills, and indigenous knowledge practices in the success of Adire/Kampala traders in Abeokuta, Ogun State. The findings indicate that high product quality, effective branding, and competitive pricing significantly enhance the marketability of these traditional textiles. However, traders face substantial challenges, including socio-economic factors such as lack of gainful employment, rural-urban migration, and competition from factory-produced alternatives. These challenges threaten the sustainability of the Adire/Kampala trade and underscore the need for strategic interventions.

To ensure the continued viability of the Adire/Kampala business, the following recommendations are proposed:

1. There is a need to regularly conduct regular workshops and training programs to equip traders with essential entrepreneurial skills, particularly in innovation, marketing strategies, and technological integration. This will empower them to adapt to market changes and improve their business practices.
2. The association of Adire/Kampala should develop initiatives aimed at raising awareness about the cultural significance of Adire/Kampala. This could involve community campaigns and collaborations with cultural organizations to educate younger generations about the importance of preserving indigenous textile practices.
3. There is a need to advocate for government policies that provide financial assistance and resources to support Adire/Kampala traders. This includes creating designated markets and providing subsidies for materials, which can help alleviate economic pressures on artisans.
4. There is a need to encourage traders to adopt digital marketing strategies to reach a broader audience. Establishing an online presence can enhance visibility and attract customers who may not have access to traditional markets.
5. Adire/Kampala traders should promote partnerships among traders, local government, and educational institutions to create a support network. This collaboration can facilitate knowledge sharing, resource pooling, and collective marketing efforts to strengthen the market position of Adire/Kampala.

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