



ANALYSIS OF FACTORS INFLUENCING THE SELECTION OF TEXTILES BY HOUSEHOLD MEMBERS IN LAFIA METROPOLIS OF NASARAWA STATE



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ABSTRACT

The study investigated the factors influencing the selection of textile by household members in Lafia metropolis. Data obtained through interview schedule were subjected to simple statistical analysis of frequency distribution and percentages. Result showed that the majority (44.25%) age groups involved in the selection of textile materials were between 21–30 years. It also showed that the selection of textile were predominantly (53.5%) male. Most (51.7%) of the respondents were civil servant, 25.8% were student. It was found that 58.3% had tertiary education. It also showed that 75.0% of the respondents were Christians while 21.7% were Muslim. The table further showed that the respondents annual income between (N1000 – 50000) had the highest percentage of 57.5% while the annual income between (N10000 – 15000) had 9.5% of the respondents in selection of textile materials had source of income from monthly salary while artisan 2.2% had the least source of income. The study also identified monthly expenses in which majority 63.3% had monthly expenses between (N1000 – 10000). Result further showed that choice of textile quality by the respondents in the study area had majority 41.7% respectively. The results further revealed that 54.2% of the respondents preferred cotton materials. The results also showed various reasons for preference by the respondents in the study area, majority 22.5% had reasons for preference in weather condition while the least 5.0% in cotton materials. Occasion should be the most determined factors among other factors considered within age.

INTRODUCTION

The importance of textiles can be viewed from the fact that there is no aspect of human life that can go on smoothly without textiles whatever our needs, intensions or aspirations we must first of all be with and in textiles. In fact from the moment of birth, through life and to the point of departure from this world, man is draped in one form of textiles or another. The rich and poor, young and old, blind, physically challenged cherish textiles to the extent their resources can afford. (Raji *et al.*, 2008). Textiles along with food and shelter have been identified as potentials for life. The term textile embodies garments and accessories such as shoes, hand bags, scarf's, etc. The primary function is to protect man against the rigour of climate (Horn *et al.*, 1981). Textiles have found significant applications in almost all facets of human

endeavour, whether in industrial, construction, medical, astronomy, transportation, domestic, and military. Textiles when properly applied are responsible for the perfect maintenance, protection and upliftment of the honour and dignity of humanity (Ezema, 2005). People of several professions and trades are often identified by the styles of textile materials they have chosen to appear in during the discharge of their duties, people of different cultures and countries are also often identified by the form of textiles they wear most of the times (Raji *et al.*, 2008). According to (Oforghor, 2010) A textile is anything that is made up of fibers, yarns, or fabrics. The word *textile* originally meant a woven fabric. Today it means any material which is manufactured from fibres or yarns that is placed on the body to adorn, protect or to communicate intent. It includes all the

different, ornaments worn by people as well as their makeup. According to Horn *et al.* (1981) the first textile was made from animal skin. As time went on, people decorated their textiles with stains and powder made from natural materials such as earth and clay. The kind and variety of textiles today seems almost limitless. Today, textiles selections are much more varied than used to be, but the purpose of textile has not been changed. The knowledge of why people select textiles and what influences their textile selection will help household members select the textiles of their choice. A general acquaintance with fabrics and fibres will help greatly. During the selection, the buyer should use his sense of sight, touch and even smell in judging the textiles. Textile selection should not be a conclusion arrived at, but a means to choice and decision. Most family in Nigeria today derives their income from salaries and wages which are hardly ever adequate to take care of their needs. Studies have shown that the average Nigerian family provides textile for family members mostly during festivals, most often once in a year (Nnana, 1981, Njoku, 1995). The kind and quantity of textile selection can also be influence by the social status of the family. Also family members in business usually have textiles inventories and very expensive ones than family members that are not in business. Knowledge and abilities of family members are good resources which the household members can adequately used to cloth the family. Also family members that are well educated and have good knowledge of fabric and accessories can make intelligent textile selections. Another factor that influences the selection of textile is the family lifecycles. Textile expenditure rises steadily as family size increases and demands are highest at the expanding stage when children have come into the family and there are more demands on family budget, on food, children's education, health, entertainment and others in

section to their textile needs. (Olusanya *et al.*, 1993)

RESEARCH METHODOLOGY

Description of the Study Area

Lafia Local Government Area is located within longitude 7 – 33° East and latitude 9 – 33° north of the equator. It has a land area of about 298,000 square kilometer with a population of 365,731 inhabitants (NPC, 2006). The local Government shares boundaries with Obi LGA in the South, Nasarawa Eggon in the North, Doma LGA in the West and Quan-pan LGA of Plateau State in the East. Major tribes found in the study area are: Eggon, Kanuri, Hausa, Gwandara, Rindre, Ibo, Yoruba, Mada, Tiv among others (Nasarawa State Ministry of Information, 2006). The Local Government area is characterized by long period of rainy season which start around March to October and with intensive dry season from November to March while the annual mean temperature of about 37°C. The soil is well drained fertile and prevailing economic activities are mainly agriculture and trading. Major crops grown range from tree crops to food crops in commercial quantities (Nasarawa State Ministry of Information, 2010).

Samples size and Sampling Techniques

A two –stage sampling procedure was used in selecting the sample size. First, four town communities within Lafia metropolis were randomly selected. These include Bukan Sidi, Tudun Gwandara, Sabon Pegi and Tudun Kauri. However, 30 households were randomly selected from each of the four communities to give a total 120 households. The heads of the selected household served as the respondents for the study.

Methods of Data Collection

Data were collected with the aid of structured questionnaire and scheduled interview administered on the household heads by the researcher. Data were collected on the socio-economic characteristics of the respondents, level of the selection of various textile materials by the respondents and factors influencing their selection of textiles in the study area.

Method of Data Analysis

Data collected were analyzed using simple descriptive statistics such as frequency; percentage.

RESULTS AND DISCUSSION

Table 1 Distribution of respondents according to their Demographic characteristics.

From table 1 which represents the age distribution of the respondents, majority 44.2% falls within the age range of 21 – 30 years. This finding agrees with Umbugadu (2005). The above information implies that most of the respondents were young people who are most likely to have high taste for textile selection. Majority 53.3% of the respondents, were male this means that male are more involved in the selection of textiles materials than female in the study areas. This finding agrees with the Horn *et al.* (1981) that male make more effort on textiles selection. The result revealed that majority 51.7% of the respondents were married while 41.7% were single and 3.3% were both divorced and widowed involved in the selection of textile

materials. Table 1 also showed that 41.7% were civil servant, while 25.8% were students, 19.2% Business, 10.0% were farmers and 3.3% were artisan. This agrees that majority of the respondent were civil servants that involved in textile selection. Table 1 also revealed that the educational status of the respondents in which majority 58.3% had tertiary education 5.8% had no formal education while both junior and senior secondary school had 5.0% and 29.2% respectively and the least of the educational status is primary school 1.7%. Tate *et al.* (1998) observed that better educated men and women look for better quality when selecting textiles. The table also revealed that majority 75.0% of the respondents were Christians 21.7% were muslims and 3.3% were traditionalist The result shows that household size between 1–5 had the majority 56.7% followed by household size between 6 – 10 (33.3%) while the least of household size between 16 – 30 had (1.7%) of the respondents in the study area. This agrees with Oforghor (2010) that the less the member of household size the more attention is paid to textiles selection. The result also shows the total annual income. Annual income between (₦1000 – 5000) had the majority 57.5% followed by annual income between ₦51,000 – ₦100,000 had 18.3% of the respondents in the study area. The table shows that 35.8% of the respondents had longer experience of about 1 – 10years in textiles selection in the study area while 33.3% had experience about 11 – 20 years and above. This agrees with Corps (1991) that year of experience had educated people on how to select textile materials for their household members.

Table 1: Distribution of respondents according to their demographic characteristics n=120

Characteristics	Frequency	Percentage
Age (years)		
21 – 30	53	44.2
31 – 40	38	31.7
41 – 50	22	18.3
Above 50	7	5.8
Total	120	100.0
Sex		
Male	64	53.3
Female	56	46.7
Total	120	100.0
Marital status		
Single	50	41.7
Married	62	51.7
Divorced	4	3.3
Widowed	4	3.3
Total	120	100.0
Major occupation		
Civil servant	50	41.7
Student	31	25.8
Business	23	19.2
Farmers	12	10.0
Artisan	4	3.3
Total	120	100.0
Education level		
No formal education	7	5.8
Primary school	2	1.7
Junior secondary school	6	5.0
Senior secondary school	35	29.2
Tertiary	70	58.3
Total	120	100.0
Religion		
Christianity	90	75.0
Islam	26	21.7
Traditional	26	21.7
Total	120	100.0
Household size		
1 – 5	68	56.7
6 – 10	40	33.3
11 – 15	10	8.3
16 – 20	2	1.7
Total	120	100.0
Annual Income (N)		
1000 – 50000	69	57.5
51000 – 100000	22	18.3
101000 – 1500000	11	9.2
151000 – 200000	18	15.0
Total	120	100.0
Years of buying textiles		
1 – 10	43	35.8
11 – 20	40	33.3
21 – 30	25	20.8
31 – 40	10	8.3
41 – 50	2	1.7
Total	120	100.0

Source: Field survey 2011

Distribution of Respondents Base on Level of selection of various Textile Materials

Table 2 shows that majority (41.7%) of the respondents selected textiles occasionally, compared to 27.5% and 17.5% of respondent who selected textiles monthly or twice in a month respectively. This means that within the study area, people select textiles occasionally. 44.2% of the respondents said their source of income is from monthly salary. This gives a higher percentage when compared to 29.7% and 15.2% of those whose sources of income were from the monthly salary. The table also shows that the respondents (63.3%) had been involved in spending less money on selection of textiles, giving a higher percentage of monthly expenditure on selection of textiles. Table 2 revealed that majority of (55%) of the respondents agrees that year of experience help them in textiles selection giving a higher percentage when compared to 35% and 10% of the respondents who said their years of experience help them partially and non

materials respectively materials. This support the findings of Green (1983) that budgeting aids persons and families to get maximum value for expenditure to assist the family or individual to adjust to expenditure. This gives a higher percentage when compared to 32.5% and 10% of those who select moderate quality materials or cheap respectively. This means within the study area, people selected expensive quality materials. It further shows that 54.2% of the respondents preferred cotton materials, giving a higher percentage when compared to 15.8% and 14.2% of the people like cotton materials because of the absorption of its characteristics such as absorption of perspiration, aeration, comfort ability, cooling in any weather condition while 22.5% of the respondents said the reason for preference were for prestige with high percentage when compared to 21.7% and 20.8% of those who had reasons that it is because of the cost of income level and weather respectively. Prestige was preferred because of their high position in society or the nature of their work.

Table 2: Distribution of respondents based on level of selection of various textile materials

How often textile are brought	Frequency	Percentage
Weekly	10	8.3
Monthly	33	27.5
Twice in a month	21	17.5
Occasionally	50	41.7
Yearly	4	3.3
Festivities	2	1.7
Total	120	100.0
Source of income		
Parents	21	15.2
Business	41	29.7
Monthly salary	61	44.2
Farm produce	12	8.7
Artisan	3	2.2
Total	120	100.0
Multiple responses Monthly expenses on textile (N)		
1000 – 10000	76	63.3
11000 – 20000	26	21.7
21000 – 30000	13	10.8
31000 – 40000	2	1.7
41000 – 50000	3	2.5
Total	120	100.0
Effects of experience (year)		
In textile selection		
Yes	66	55.0
No	12	10.0
Partially	42	35.0
Total	120	100.0
Choice of textile quality		
Very expensive	8	6.7
Expensive	50	41.7
Cheap	11	9.2
Very cheap	12	10.0
Moderate	39	32.5
Total	120	100.0
Material preferred		
Cotton	65	54.2
Wool	19	15.8
Nylon	11	9.2
Linen	17	14.2
Total	120	100.0
Reasons for preference		
Income level	65	21.7
Prestige	27	22.5
Occupation	14	11.7
Weather	25	20.8
Colour	6	5.0
Family	22	18.3
Total	120	100.0

Source: Field survey, (2011)

Distribution of respondents according to their meaning of selection of textiles

Table 3 revealed that majority (56.7%) of the respondent's defined textiles as anything to adorn or protect the body. This gives a higher percentage when compared to those of the respondents who defines textiles as both to adorn or protect the body anything placed on the body (29.2%) respectively. This means within the study area, textiles means anything to adorn or protect the body. 82.5% of the respondents said their reason for wearing textiles is for general protection. This gives a higher percentage when compared to those respondents who had their reasons as to protect them from wind and snow (10.0%) and cold (5.0%)

respectively. This agrees that majority of the people wear textile mostly for general protection in the study area. According to Anyakoha (2005), the textile worn makes a man that is textiles worn by an individual's personality traits, lifestyle, and value interest, and emotional stability, social-economic mental and educational status. The table also shows that 58.3% of the respondents in the study area selected had good quality textiles by identifying through texture and colour. This gives higher percentage when compared to those that identified textiles through colour only (30.8%) and texture only (10.8%). This agrees that people select textiles because of their quality texture and colour.

Table 3: Distribution of respondents according to the meanings of textiles

Meaning of textiles	Frequency	Percentage
Protect the body	68	56.7
Anything placed on the body	17	14.2
Both	35	229.2
Total	120	100.0
Reasons for wearing textiles		
General protection	99	82.5
Protection from cold	6	5.0
Protection from wind and snow	12	10.0
None of the above	3	2.5
Total	120	100.0
Identification of quality textiles		
Colour	13	10.8
Texture	37	30.8
Texture and colour	70	58.3
Total	120	100.0

Source: Field survey 2011

Distribution of respondents according to factors influencing the selection of textiles

Table 4 shows that 29.0% of the respondents in the study area agreed that income level was the highest factor that influence most people

in the selection of textiles followed by 25.8% who mentioned season as the most influential factors (24.2%) location and occupation and 11.7% occasion and the least 7.5% age also influence textiles selections. This means that majority of the respondents consider income

and season as the major factors influencing selection of textiles of household members. Table 4 also shows that 30.8% of the respondents in the study area agreed that colour is the most influential factor for people in selection of textiles, it attraction stimulate household members. The table also showed that 22.5% texture, 16.7% income, comfort and season 9.2% were the most influential factors for people in the selection of textiles to suit occasion offices, also for season or weather, this agreed with Salami, *et'al* (2004), noted that textiles tend extend the

personality. A good fit allows the joyous sense of motion and freedom giving both comfort and grace. Majority (65.8%) of the respondents choose occasion as their most influential factor because they wear textiles to suit occasions. The respondents said they cannot wear a short skirt or skimpy textiles board meeting or weeding so they selected textiles that suit the occasion at the moment. Also some said the most influential is comfort (14.2%) because of their income and durability and ease of wearing.

Table 4: Distribution of Correspondents according to the most influential factors Considered during textiles selection

Factors that affect textiles	Frequency	Percentage
Season	31	25.8
Location/occupation	29	24.2
Income	35	29.2
Age	9	7.5
Occasion	14	11.7
Multiple responses	22	18.3
Most influential factors		
Seasons	11	9.2
Location/occupation	3	2.5
Income	20	16.7
Age	8	6.7
Occasion	7	5.8
Comfort	10	8.3
Colour	37	30.8
Texture	27	22.5
Multiple response	4	3.3
Most influential factors		
Location/occupation	8	6.7
Quality	12	10.0
Season	4	3.3
Comfort	17	14.2
Occasion	79	65.8
Total	120	100.0

Source: Field Survey, 2011

Conclusion

The finding of these research indicated that the experience of selection helped people in selecting textiles, therefore the industries should improved in manufacturing quality textiles materials.

Recommendation

Based on the finding of this research works, the following recommendations were made. Respondents should carefully select textiles materials that suits them

They should select textiles based on their cultural background.

Home maker most selected and wear textile that suit different occasion.

Colour textile materials should therefore be manufactured and supplied to the market at different seasons of the year.

Income level of the target market should be considered in manufacturing textiles.

Occasion should be the most determined factors among other factors considered within age.

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