

## **Assessment of Bed Linen Produced from Guinea Brocade for Wealth Creation in Offa Local Government, Kwara State**

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### **Abstract**

Bed linen produced from guinea brocade exhibits remarkable quality attributes, showcasing its rich cultural heritage, the intricate pattern and vibrant colors inherent to guinea brocade contribute to its aesthetic appeal, making it attractive choice for consumers seeking unique and culturally significant bed linen options. Therefore, this study assessed bed linen produced from guinea brocade for wealth creation in Offa Local Government Area Kwara State. Three research questions were raised. The study adopted Cross cross-sectional descriptive survey research design. The population for the study comprised 3,014 home makers in Offa Local Government. Multi-stage sampling technique (including simple random) was used to select one hundred and fifty (150) homemakers in the study area. The instrument used was well well-structured questionnaire. Data were analyzed using descriptive statistics including frequency, mean and standard deviation. the findings revealed that respondents have seen guinea brocade bed line before ( $\bar{x}=1.67$ ) but not familiar with its characteristics ( $\bar{x}=1.21$ ) and never come across its promotion and advertisement ( $\bar{x}=1.35$ ). It also revealed that respondents perceived guinea brocade as suitable fabric ( $\bar{x}=3.99$ ), premium product worth investing in ( $\bar{x}=3.82$ ) and the appearance looks attractive ( $\bar{x}=3.98$ ). guinea brocade bed linen can reduce reliance on imported beddings ( $\bar{x}=2.63$ ), strengthening cultural heritage ( $\bar{x}=2.51$ ). It also revealed that respondents disagreed that maintenance requirements will increase their economic viability ( $\bar{x}=2.23$ ). It can be concluded that the preference and acceptance of Guinea brocade bed linen signify a lucrative market opportunity and means of wealth. The study recommends that home economics educators and fabric retailers engage in awareness campaigns on quality fabric selection and fabric-specific maintenance to promote durability and cost-effectiveness in household textile use.

**Keywords:** Bed Linen, Guinea Brocade, Textile Industry, Wealth Creation, Economic Impact.

## Introduction

Bed linen is a very important component of home textiles, encompassing various fabric items such as bed sheets, pillowcases, duvet covers, and blankets. It serves both functional and aesthetic purposes, influencing sleep comfort, hygiene, and overall bedroom appeal. The properties of bed linen directly affect sleep quality, leading to the development of a bed linen sleep quality index. Key factors influencing bed linen functionality include breathability, moisture absorbency, and softness (Chanda et al., 2020). Various fabric compositions, including cotton, polyester blends, and natural fibers like linen, to optimize physical and comfort properties of bed linens (Sundaresan et al., 2016). While conventional fabrics such as cotton, silk, and polyester dominate the bedding industry, indigenous textiles remain underutilized despite their potential benefit. One such fabric is guinea brocade, a woven cotton textile characterized by its glossy finish, embossed patterns, and durability. Although widely used in African fashion, its application in home textiles, particularly bed linen, remains largely unexplored.

Guinea brocade is a fabric made from 100% cotton and possess characteristics of cotton as it is strong, durable, absorbent, it is easy to wash, it can stand friction and hot water, so can be boiled as stated by Anyakoha (2015). Guinea brocade is highly valued for its luxurious appearance and cultural significance, making it a staple in traditional attire. The intricate woven designs and strong fibre composition of guinea brocade suggest that it could

serve as a viable alternative to conventional bed linen fabrics. However, consumer awareness regarding its potential for bedding remains low, primarily due to limited marketing, lack of exposure, and prevailing perceptions of its suitability. Research by Cao et al. (2014); Adetayo & Kareem (2019), and Akinrujomu (2024) indicates that for indigenous textiles to gain broader acceptance in home furnishings, several factors must align with consumer expectations. These include aesthetic appeal, texture, practicality, and affordability. Adapting traditional techniques can create modern interior decorations that meet contemporary demands (Akinrujomu, 2024). Understanding consumer perception of guinea brocade bed linen is essential to assess its market viability and potential for expansion.

Beyond functionality, the integration of guinea brocade into bed linen production presents significant economic opportunities. The textile and garment (T&G) industry plays a crucial role in employment and economic growth in developing countries, particularly for women (Abrams, 2012). However, the heavy reliance on imported bedding materials has hindered the growth of local textile. Expanding the use of indigenous fabrics like guinea brocade in the home textile sector can help reduce import dependency, create employment for local fabric producers and designers, and promote cultural preservation. Studies highlight the potential of traditional fabrics like Yoruba textiles in Nigeria for interior decoration, supporting entrepreneurship and reducing dependency on foreign

imports (Akinrujomu, 2024). Indigenous textiles are essential for cultural preservation and tourism promotion (Ayesu et al., 2023). Local textiles play a crucial role in enhancing the home economy and achieving sustainability, with studies showing high potential from the perspective of university students (Al-Khafaji, 2024).

Consumer preferences for bed linen and recycled products are influenced by various factors. For bed linen, fabric properties such as softness, durability, and comfort significantly impact sleep quality and consumer satisfaction (Chanda et al., 2020). Design, color, and motifs play crucial roles in fabric selection, particularly for African print fabrics (Adeloye et al., 2023). While guinea brocade is admired for its strength and unique patterns, some consumers may perceive it as too stiff or difficult to maintain compared to conventional bedding materials. Additionally, limited awareness, inadequate branding, and the lack of strategic marketing efforts may further limit its market penetration. Furthermore, seasonal demand fluctuations and concerns over pricing could pose challenges to the widespread adoption of guinea brocade bed linen.

This study seeks to assess consumer awareness, perception, and acceptability of guinea brocade bed linen while examining its potential economic benefits for wealth creation. By analyzing key factors such as aesthetic appeal, fabric quality, durability, affordability, and marketability, the research aims to provide insights that will support the development and promotion of guinea

brocade bed linen in the home textile industry. The findings will be valuable for policymakers, textile manufacturers, home furnishing businesses, and entrepreneurs seeking to promote indigenous textiles as sustainable alternatives to imported bedding materials.

### Objectives of Study

The main objective of this study was to assess the bed linen produced from Guinea brocade for wealth creation in Offa local government. Specifically, the objectives were to:

1. Assess awareness of guinea brocade bed linen for wealth creation.
2. Examine consumer perception and acceptability of guinea brocade bed linen for wealth creation.
3. Determine the potential economic benefits of using guinea brocade fabric for bed linen

### Methodology

**Research Design:** This study's research design is cross-sectional descriptive survey

**Study population:** The population of this study comprises of the entire home makers in Offa Local Government Area of Kwara State. Three units were selected from the wards in Offa and the total population is three thousand and fourteen (3014). This figure was gotten from the Local Government. The female home makers were used because they are responsible with family clothing.

**Study Sample:** The sampling procedure used for this study is a multistage random sampling method. Firstly, the simple random sampling technique was used to select only three wards (25%)

from the twelve wards in Offa Local Government. Secondly, simple Random Sampling Technique was used to select only three (3) units from the selected ward, thirdly, systematic random sampling technique was used to select every 3<sup>rd</sup> household in the selected three (3) units to make a sample of 150 respondents. This was done with replacement in a situation where the researcher was unable to access the homemaker in the selected household.

**Materials and Production Method:** The materials needed to produce a bed linen: Guinea brocade, natural fibers, and Threads were obtained from Ita-Amodu, Off Old Yidi Road, Off Taiwo Road, Ilorin, Kwara State.

The equipment needed for production

- *Sewing machine:* A sewing machine is used to stitch the outer fabric and inner filling together. A professional-grade sewing machine is ideal for producing high-quality duvets.
- *Scissors:* Scissors are used to cut the outer fabric and inner filling to the appropriate size.
- *Measuring tools:* Measuring tools like a ruler or measuring tape are used to ensure that the outer fabric and inner filling are cut to the correct size.
- *Iron:* An iron is used to press the fabric and create crisp seams.
- *Other tools:* Other tools like pins, needles, and a rotary cutter are needed to produce of bed linen

Method of production of duvet using Guinea brocade

Preparation of the materials

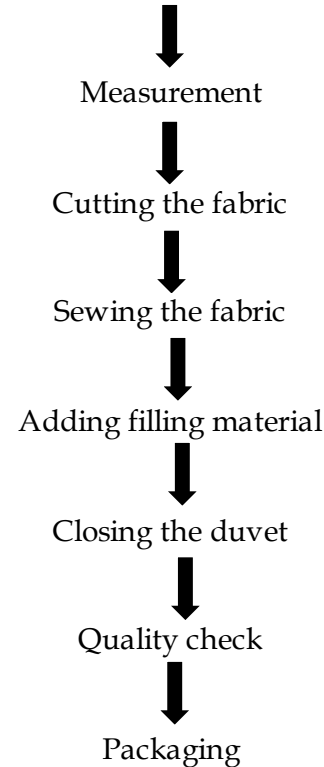


Figure 1: Sewing production of duvet using Guinea brocade

### Production of Duvet from Guinea Brocade

1. *Preparation of the materials:* is the process of making all the material needed for the production of duvet ready and available for use including the sewing machine, it should be in proper setting to enable it to work diligently and efficiently.
2. *Measurement:* is to determine the dimension of the duvet, this includes measuring the length, width and the thickness of the duvet. Measurement of the duvet is important because they ensure that

the duvet is the correct size and shape for its intended use.

3. *Cutting the fabric*: once the fabric and measurement is available, it is process of cutting the fabric in required size and shape for the duvet, this step required precision and accuracy.
4. *Sewing the fabric*: this is the process of joining different layer of the fabric together using sewing machine, duvet is made up of two-layer fabric, the top layer and bottom layer of fabric, it is done by placing right side of two layers facing each other, sew around the perimeter of the duvet, leaving an opening for turning right side out.
5. *Adding filling material*: this is the process of inserting the filling material in to the duvet cover to create warmth and insulation, the filling material are synthetic microfiber which is designed to trap warm air and keep the sleeper comfortable during colder weather. They are used because of being hypoallergenic, affordable, and easy to wash.
6. *Closing the duvet*: once the filling material is placed between the two layers of the duvet cover, sew the opening closed then stitch in place to prevent it from shifting.
7. *Quality check*: it involves inspecting the duvet for any defect, flaws, imperfection or inconsistencies in the stitching, filling that can affect their performance durability and aesthetic appeal.
8. *Packaging*: fold and package for shipment and to protect it from dust and dirt.

#### **Instrument for Data Collection:**

Section A contain the demographic information of the respondents such as age, sex, level of education, occupation and income. Section B elicited data on the level of awareness of guinea brocade bed linen among the respondents. The items rated on a "4 - point scale ranging from (3 = Highly aware HA; 2 = Aware A; 1=Somewhat aware SA and 0=Not aware NA. The mean scores indicate the extent of awareness, with higher values greater than mid mean of 1.50 signifying greater awareness while the values lower than mid mean signifying lower awareness Section C contained information on the consumer perception and acceptability of guinea brocade bed linen. The item rated on a "5 -point Likert scale ranging from (5 = Strongly agree SA; 4 = Agree A; 3 = Undecided U; 2 = Disagree D; 1 = Strongly disagree SD). The mean scores indicate the agreement, with higher values greater than mid mean of 3.00 signifying agreement while the values lower than the mid mean signifying disagreement Section D elicited information on the potential economic benefits of using guinea brocade fabric for bed linen Section. The statement was rated on a "4-point rating scale ranging from (4 = highly beneficial HB; 3 = Beneficial B; 2= Somewhat beneficial SB; 1= Not beneficial NB). The mean scores indicate the agreement, with higher values greater than 2.50 signifying agreement while the values lower than mid mean signifying disagreement.

### **Validity and Reliability of Research Instrument:**

The instrument was validated by three experts in the Department of Home Economics, University of Ilorin using face validity. The face validation measured the appropriateness of the items by checking whether it measures what it sets out to measure, for instance, appropriateness of language, relevance of suitability of the items and extent of coverage. The research instrument was administered to 20 randomly selected homemakers in Ilorin South local government area of Kwara State. The questionnaires were subjected to Cronbach alpha statistics and an acceptable reliability coefficient of 0.786 was obtained.

**Method of Data Collection:** The questionnaires were distributed by the researcher with the help of two (2) trained research assistants using two weeks. The research assistants were trained on the rudiments of questionnaire administration, distribution and collection by the researcher. This thorough process resulted in a return rate of 100% (150 copies of questionnaire), indicating a very strong engagement from the participants and providing a robust basis for data analysis.

**Data and statistical analysis:** Data collected were analyzed with descriptive statistics such as, frequencies, percentages, mean ( $\bar{x}$ ), standard deviation (SD). The mean of 1.5, 3.0 and 2.5 were the benchmark for section B, C and D respectively. All items with a mean score above the mid mean score were accepted, and items

below mid mean score was not accepted.

## **Results**

### **Socio-demographic characteristics of the respondents**

The results of the socio demographic characteristics reveals that 32.7% of the respondents were within the age range of 20 and 30 years, 25.3% were in the range of 30 and 40 years, 24% were in the range of 40 and 50 years and 18% were within the range of 50 and above. Many (68.7%) of the respondents were female while less than half (31.3%) were male. Data also reveals that 58.0% of the respondents are HND/B.Sc. holders, 24.7% are OND/NCE holders, 16% are M.Sc./PhD holders and 1.3% are Secondary School leavers. Some (31.3%) of the respondents were self-employed, 30.7% of the respondents were employed in private sector, 20% were students, 14.7% were employed in public sector and 3.3% of the respondents were retired. Data also reveals that 26% earn between ₦30,100 and ₦50,000 monthly, 25.3% earn between ₦50,100 and ₦70,000 and 25.3% earn between ₦70,100 and above, and 23.3% earn between ₦10,000 and ₦30,000 monthly.

### **Awareness of guinea brocade bed linen for wealth creation**

Table 1 presents the respondents' awareness regarding the use of guinea brocade fabric in bed linen production for wealth creation. The findings reveal that respondents are aware of the use of guinea brocade in bed linen production ( $\bar{x}$ =1.61) and had encountered such products through visual or auditory sources ( $\bar{x}$ =1.67). Additionally,



respondents reported knowing individuals who use guinea brocade for bed linen ( $\bar{x} = 1.50$ ), reinforcing the

notion that the fabric is recognized within certain circles.

**Table 1: Awareness of guinea brocade bed linen for wealth creation**

Statements	Mean	Std. Deviation	Remark
I am aware that Guinea brocade fabric is used in the production of bed linen.	1.61	0.49	Aware
I have seen or heard about bed linen made from Guinea brocade fabric.	1.67	0.47	Aware
I know people who use Guinea brocade fabric for their bed linen.	1.50	0.50	Aware
I know where to purchase Guinea brocade bed linen in my locality.	1.15	0.36	Not aware
I have come across advertisements or promotions for Guinea brocade bed linen.	1.35	0.48	Not aware
I am aware of the durability of Guinea brocade fabric when used as bed linen.	1.17	0.37	Not aware
I know the differences between Guinea brocade bed linen and other types of fabric used for bedding.	1.26	0.44	Not aware
I have read or received information about the benefits of using Guinea brocade for bed linen.	1.43	0.50	Not aware
I am aware of the cost implications of using Guinea brocade for bed linen compared to other fabrics.	1.15	0.36	Not aware
I am familiar with the characteristics of Guinea brocade fabric when used for bed linen.	1.21	0.41	Not aware

**Field Survey, 2023**

However, there is lack of awareness of specific aspects related to guinea brocade bed linen. For instance, respondents indicated no knowledge of where to purchase guinea brocade bed linen ( $\bar{x} = 1.15$ ), no exposure to advertisements or promotions ( $\bar{x} = 1.35$ ), and no familiarity with its durability as a bedding fabric ( $\bar{x} = 1.17$ ). Furthermore, respondents do not understand the differences between guinea brocade and other bedding fabrics ( $\bar{x} = 1.26$ ), do not understand the characteristics of guinea brocade fabric

when used for bed linen ( $\bar{x} = 1.21$ ) and not aware of its cost implications ( $\bar{x} = 1.15$ ).

#### **Consumer perception and acceptability of bed linen from guinea brocade for wealth creation**

Table 2 presents consumer perceptions and acceptability of guinea brocade bed linen for wealth creation. The result shows that respondents generally hold a positive perception toward the use of guinea brocade for bed linen.

Respondents strongly agreed that bed linen made from guinea brocade is aesthetically appealing and can enhance bedroom décor ( $\bar{x} = 4.28$ ), highlighting the fabric's visual appeal and decorative value. Similarly, respondents agreed that they are willing to purchase such bed linen if it is readily available ( $\bar{x} = 4.11$ ), and they believe the fabric meets high-quality finishing standards ( $\bar{x} = 4.00$ ). Other statements, such as the

fabric's durability ( $\bar{x} = 3.99$ ), attractiveness ( $\bar{x} = 3.98$ ), fabric quality, ( $\bar{x} = 3.88$ ), perceived it as a premium product worth investing in ( $\bar{x} = 3.82$ ) and perceived comfort and luxury ( $\bar{x} = 3.79$ ), also received favorable ratings. Finally, there was a positive inclination toward recommending guinea brocade bed linen based on its quality and uniqueness ( $\bar{x} = 3.59$ ), suggesting that consumers recognize its distinctiveness.

**Table 2: Consumer perception and acceptability of bed linen from guinea brocade for wealth creation**

Statement	Mean	Standard deviation	Remark
Bed linen made from guinea brocade is aesthetically appealing and can enhance bedroom décor.	4.28	0.94	Agreed
I believe guinea brocade is a suitable fabric for making durable bed linen.	3.99	1.05	Agreed
Guinea brocade bed linen can provide a comfortable and luxurious sleeping experience.	3.79	1.21	Agreed
I consider the appearance of guinea brocade bed linen to be highly attractive	3.98	1.08	agreed
I am willing to purchase guinea brocade bed linen if it is readily available in the market.	4.11	1.12	Agreed
The fabric quality of guinea brocade bed linen is excellent	3.88	1.31	Agreed
I perceive bed linen made from guinea brocade as a premium product worth investing in.	3.82	1.21	Agreed
The finishing of guinea brocade bed linen meets high-quality standards.	4.00	1.09	Agreed
I would recommend guinea brocade bed linen to others based on its quality and uniqueness.	3.59	1.14	Agreed
I am impressed by the design of guinea brocade bed linen.	3.85	1.20	Agreed

Field Survey, 2023

**Potential economic benefits of using guinea brocade fabric for bed linen**

Table 3 presents respondents' perceptions based on the potential economic benefits of using guinea brocade fabric for bed linen.

Respondents agreed that the adoption of guinea brocade for bed linen can reduce reliance on imported bedding materials, thereby strengthening the local economy ( $\bar{x} = 2.63$ ). Additionally, they recognized its potential in creating



job opportunities for fabric producers and designers ( $\bar{x} = 2.53$ ) and serving as a profitable venture for entrepreneurs in the home textile market ( $\bar{x} = 2.84$ ). These findings suggest that guinea brocade bed linen is perceived as having significant economic prospects within local markets. Moreover, respondents agreed that promoting guinea brocade bed linen could increase demand for locally produced fabrics ( $\bar{x} = 2.53$ ) and contribute to the growth of the fashion and interior decoration

industries ( $\bar{x} = 2.51$ ). Similarly, they acknowledged its role in strengthening cultural heritage and creating a niche market for traditional textiles ( $\bar{x} = 2.51$ ). However, they disagreed with the notion that the maintenance requirements of guinea brocade bed linen would increase its economic viability in the long run ( $\bar{x} = 2.23$ ), suggesting that upkeep challenges could negatively impact consumer acceptance

**Table 3: Potential economic benefits of using guinea brocade fabric for bed linen**

Statements	Mean	Std. Deviation	Remarks
The adoption of guinea brocade for bed linen can reduce reliance on imported bedding materials, strengthening the local economy	2.63	0.61	Agreed
Using guinea brocade for bed linen can create job opportunities for fabric producers and designers.	2.53	0.63	Agreed
Guinea brocade bed linen can serve as a profitable venture for entrepreneurs in the home textile market.	2.84	0.70	Agreed
The promotion of guinea brocade bed linen can enhance the demand for locally produced fabrics.	2.53	0.55	Agreed
The production of guinea brocade bed linen can contribute to the growth of the fashion and interior decoration industries	2.51	0.65	Agreed
The use of guinea brocade for bed linen can strengthen cultural heritage and create a niche market for traditional textiles.	2.51	0.63	Agreed
The maintenance requirements of guinea brocade bed linen may increase its economic viability in the long run.	2.23	0.36	Disagreed

### Field Survey, 2023

#### Discussion of Findings

The study revealed that most respondents are not aware of guinea brocade as a material used in the production of bed linen. Although a few respondents reported being aware that guinea brocade can be used for bed linen and have seen or heard of such products, the majority were not aware

of important details such as where to purchase the product, its durability, its characteristics compared to other fabrics, or the cost involved. This generally low level of awareness is not surprising and aligns with the aim of this study. As stated in the introduction, guinea brocade is traditionally associated with clothing, especially in

cultural and ceremonial contexts, and is rarely considered for home furnishing products like bed linen. The absence of advertisements, product displays, or market exposure has contributed to the fact that most respondents are not aware of its potential use in bedding. Moreover, the lack of consumer education and limited promotion further explains why the idea of using guinea brocade for bed linen is unfamiliar to many. It confirms that the product is still new and not yet recognized in the market, which justifies the need to investigate its potential for wealth creation. This is supported with the study of Chaudhry & Verma (2020); Adetayo & Kareem (2019) which posited that consumer awareness of indigenous textiles has demonstrated that product knowledge significantly influences purchasing behavior, perceived quality, product understanding, and consumer traits related to design aesthetics positively affect purchase intentions for traditional apparel.

However, increasing consumer awareness can positively impact willingness to purchase sustainable clothing. An experimental study demonstrated that providing information about eco-friendly textiles enhanced consumer involvement and willingness to buy sustainable apparel (Saeed et al., 2023). Therefore, targeted awareness strategies and promotional efforts are necessary to increase consumer familiarity and drive market demand for guinea brocade bed linen.

Consumer perception and acceptability of guinea brocade bed linen indicated positive perception and find the product acceptable for use. A

majority of the respondents agreed that guinea brocade bed linen is visually appealing and can contribute to enhancing the aesthetic appearance of a bedroom. This suggests that the fabric's texture, color, and overall finish are seen as suitable for interior decoration purposes. In addition to its visual appeal, respondents expressed confidence in the durability and quality of guinea brocade when used as bed linen. This is in line with study of Nartker et al., (2022) which revealed that aesthetic attributes of textile products, including visual, tactile, and olfactory aspects, play a significant role in consumer perception and continued use, particularly for assistive devices where aesthetics can impact stigma avoidance. Many perceived the product as comfortable, luxurious, and capable of providing a premium sleeping experience. This reflects consumer openness to the idea that guinea brocade, traditionally used for garments, can be innovatively applied in household textiles without compromising comfort or function. Supported with the study of Lee (2016) which opined that consumers prefer lightweight fabrics with good water absorption, thermal insulation, and durability, with cotton being the most popular material for bed linens. Furthermore, the willingness of respondents to purchase guinea brocade bed linen if made readily available in the market indicates a strong level of acceptability and market potential. Respondents also recognized the fabric's high-quality finishing, and many considered it a product worth recommending to others. This shows that there is both perceived value and

potential demand, especially among consumers who appreciate unique, locally-inspired products that also reflect quality craftsmanship. This supported with the study of Adetayo & Kareem (2019) which posited that product attributes such as quality, accessibility, and design influence purchase intentions for traditional textiles. Consumers' need for uniqueness moderates the relationship between product image and perceived value, with uniqueness being more influential than functional value for innovative products (Park & Gunn, 2016). Similarly, studies on brand awareness, fashion directionality, and design performance also significantly influence purchase intentions for home textile brands. While functionality remains important, consumers increasingly seek sentimental satisfaction from their bedding choices (Zhang et al., 2024)

The economic implications of using guinea brocade bed linen were widely acknowledged by respondents. Many agreed that adopting guinea brocade for bedding could reduce reliance on imported fabrics, thereby strengthening the local economy. The production of guinea brocade bed linen was also seen as a means of generating employment opportunities for textile producers, designers, and entrepreneurs within the home textile sector. Furthermore, respondents recognized that increasing demand for this product could boost the local fabric industry, leading to broader economic benefits. The claim is supported by research by Makinde et al. (2015) that a well-managed textile industry can positively impact the economy and reduce unemployment

Another key finding was that the adoption of guinea brocade bed linen could contribute to the growth of related industries, such as fashion and interior decoration. However, concerns were raised about potential challenges, which could affect the sustainability of this business opportunity. Additionally, some respondents disagreed that the maintenance requirements of guinea brocade bed linen would enhance its economic viability in the long run, possibly due to perceptions of high upkeep costs.

These findings align with research on indigenous fabric utilization, which suggests that local textile production using indigenous materials like wool, mohair, and natural dyes can yield economic, environmental, and social benefits (Cao et al., 2014). Studies on textile industry growth also indicate that Quality information sharing and customer relationships are crucial supply chain management practices that enhance performance in textile Small and Medium Scale Enterprises (Adwiyah et al., 2020). Therefore, addressing marketing challenges and increasing consumer outreach can help maximize the economic benefits of guinea brocade bed linen.

### Conclusion

This study investigated the awareness, perception, and economic potential of using guinea brocade fabric in the production of bed linen for wealth creation. The findings revealed that most respondents are not aware of guinea brocade as a fabric used in bed linen production. This outcome aligns with the study's premise that guinea brocade is traditionally used for

clothing and has not been popularly introduced or promoted as a household textile. The lack of product visibility, promotional efforts, and consumer education justify the need for this research and confirms that the product remains new and largely unfamiliar in the market. Despite limited awareness, respondents showed a generally positive perception and strong acceptability of guinea brocade bed linen. Many appreciated its aesthetic appeal, durability, comfort, and overall quality, suggesting openness to its innovative application in home furnishing. There was also a demonstrated willingness to purchase the product, indicating promising market potential if awareness and availability improve. Moreover, the study highlights the significant economic opportunities associated with the adoption of guinea brocade bed linen. Respondents acknowledged that promoting this product could reduce reliance on imported textiles, boost the local textile industry, create employment, and support related sectors such as fashion and interior decoration. However, concerns about product maintenance and market sustainability indicate the need for further efforts in quality assurance and consumer sensitization.

### Recommendations

Based on the findings, the following recommendations were made:

1. Textile associations and entrepreneurs should implement targeted campaigns (e.g., exhibitions, social media promotions, and workshops) to educate consumers about the use of

guinea brocade for bed linen, emphasizing its benefits, durability, and uniqueness.

2. Designers and SMEs involved in textile and home furnishing should invest in attractive branding, product packaging, and storytelling that highlight the cultural and economic value of guinea brocade bed linen to enhance market appeal.
3. Collaboration with retailers and distribution networks should be made to ensure that guinea brocade bed linen is available in local markets and online platforms to encourage purchase.
4. Policymakers should support local fabric producers and designers through grants, training, and access to quality production equipment to improve fabric finishing, durability, and competitive pricing.
5. Consumer Education to Provide guidelines on the care and maintenance of guinea brocade bed linen to address concerns about upkeep.

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