CONSUMER ATTITUDES TOWARDS THE GHANAIAN AFRICAN PRINT
TEXTILE INDUSTRY

By

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DECLARATION

I declare that this thesis, "**Consumer Attitudes Towards the Ghanaian African Print Textile Industry**," is my work. All the sources I have quoted have been acknowledged through complete references. I also declare that I submitted the thesis to originality checking software which falls within the originality requirements. This work is a resubmission of my Thesis for examination at UNISA.

David Ashaley Nikoi   January 2022
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DEDICATION

I dedicate this work to God and my family, namely Mrs. Juliana Ashaley-Nikoi, Daveen-Danise, Daveroy, Zedjulia, and Zalmony. A special dedication to my late father, Mr. Martin Nikoi Kotey, who taught me that success in life depends on the acquisition of God and knowledge, a tenet that gave me the passion for studying to this level.

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ABSTRACT

The Ghanaian textile industry is faced with a drifting consumer attitude in favour of Asian and European African print textile brands. The actual state and reasons of the Ghanaian African print textile consumers' attitudes are unknown. Studies that have explored the subject area tend to be eurocentric. The few studies that have been conducted in sub-Saharan Africa and Ghana gave limited attention to the attitudinal and demand factors that account for the Ghanaian African print textile consumers' choices. It is against this background that this study examines consumers' attitudes towards the Ghanaian African print textile industry. It seeks to identify the demand factors that motivate consumers to buy Ghanaian African print textiles, the brand attributes that form their brand perception, and the elements of normative beliefs that influence their purchase behaviour towards the Ghanaian and foreign African print textiles.

A review of previous studies and theoretical models such as the economic theory and the theory of planned behaviour identified five relevant constructs: economic factors, marketing environmental factors, motivational factors, attitudinal, and purchase behaviour factors. These were used to develop a conceptual model that formed the basis of the research. Guided by the positivist research philosophy, this research adopted the mono-method quantitative approach that conducted a cross-sectional field survey with 443 respondents in four key consumption areas of Accra, Kumasi, Takoradi, and Tamale in Ghana. The study used factor analysis to identify the relevant factors for hypothesis testing. Structural equation modelling, t-test and ordinary least squares regression were also employed in the study.

The study's findings supported some of the hypothesized constructs and rejected others. It revealed that the Ghanaian African print textile consumers' attitudess is positive. The consumers' industry knowledge anchors these attitudes, beliefs, especially in the Africaness of the product and positive perceptions of the industry, among others. Consumers' motivation was also positive and is anchored by their self-gratification, appealing product design, colours, limited editions and supplies. These research findings fill the knowledge gap in the study area.

The study contributed to knowledge by developing a model for the attitude of the Ghanaian African print textile consumer. It established that the Ghanaian African print textile consumers' attitudes is positive, which ironed out controversies among academics on the subject. The study integrated the five key constructs that determine African print textile consumers' attitudes, motivation, and purchase behaviour. The study established their interrelationship and proposed a model that broadens knowledge on the subject area, among other pertinent findings to academic literature. Finally, it draws out many managerial and policy implications that direct industry and future research.

OKUFINQIWE

Imboni yezindwangu yase-Ghana ibhekene nezimo zengqondo zabathengi ezintengantengayo ezivuna izinhlobo zezindwangu eziphrintiwe zase-Asian Kanye nase- European African. Isimo sangempela kanye nezizathu zezimo zengqondo zabathengi bendwangu yase-Ghana yase-Afrika azaziwa. Izifundo ezihlole indawo yesifundo zivame ukuba yi-Eurocentric. Ucwaningo olumbalwa oluye lwenziwa e-Afrika eseningizimu ye-Saharan Africa nase- Ghana lunikeze ukunakwa okulinganiselwe ezicini zengqondo nezidingo ezithinta ukukhetha kwabathengi bendwangu yokuphrintha yase-Ghana yase-Afrika. Kungenxa yalesi sizinda lapho lolu cwaningo luhlole izimo zengqondo zabathengi mayelana nemboni yendwangu yokuphrintha yase-Afrika. Lolu cwaningo belufuna ukuhlonza izici ezidingekayo ezikhuthaza abathengi ukuthi bathenge izindwangu zokuphrintha zase-Ghana zase-Afrika, izibaluli zomkhiqizo ezakha umbono womkhiqizo wabo, kanye nezici zezinkolelo ezivamile ezinomthelela ekuthengeni kwabo izindwangu zokuphrintha zase-Ghana nezangaphandle zase-Afrika.

Ukubuyekezwa kwezifundo zangaphambili namamodeli wethiyori, njengethiyori yezomnotho Kanye nethiyori yokuziphatha okuhleliwe, kuhlonze izakhiwo ezinhlanu ezifanele: izici zomnotho, izici zemvelo zokuthengisa, izici ezikhuthazayo, izici zengqondo, nezici zokuziphatha zokuthenga. Lezi zakhiwo zasetshenziswa ukuthuthukisa imodeli yomqondo eyakha isisekelo socwaningo. Elawulwa ifilosofi yocwaningo lwe-positivist, umcwaningi wasebenzisa indlela ye-quantitative ye-mono-method quantitative futhi wenza inhlolovo yensimu ehlukene nabaphenduli ababeyinxenye yocwaningo abangu-443 ezindaweni ezine ezibalulekile zokusetshenziswa e-Ghana, amagama azo yilawa,i- Accra, i-Kumasi, i-Takoradi, kanye nase-Tamale. Umcwaningi usebenzise i-factor analysis ukuze abone izici ezifanele zokuhlolwa kwe-hypothesis. Ukumodela kwezibalo zesakhiwo, ukuhlola kuka- t-kanye nokuhlehla kwezikwele ezincane ezijwayelekile nakho kusetshenzisiwe ocwaningweni.

Okutholwe kulolu cwaningo kusekele ezinye zezakhiwo ezicatshangelwe futhi zanqaba ezinye. Ucwaningo luveze ukuthi izimo zengqondo zabathengi bendwangu yase-Afrika yase-Ghana zazilungile. Ulwazi lwemboni yabathengi lwagxilisa izimo zengqondo zezinkolelo zabo,ikakhulukazi inkolelo yabo ebu-Afrika bomkhiqizo kanye nombono wabo omuhle

ngemboni, phakathi kokunye. Ngokwalokho okutholwe kulolu cwaningo, ukugqugquzelwa kwabathengi nakho bekukuhle futhi bekusekelwe ekuzaneliseni kwabo, ukwakheka kwemikhiqizo ekhangayo, imibalo, izinhlelo ezinomkhawulo, kanye nezinsiza. Imiphumela yocwaningo igcwalise igebe lolwazi endaweni yocwaningo.

Ucwaningo lube nomthelela olwazini ngokwakhiwa kwemodeli yezimo zengqondo zabathengi bendwangu yase-Afrika ephrinthwe e-Ghana. Ithole ukuthi izimo zengqondo zabathengi bendwangu yase-Ghana yase-Afrika zazilungile, ngaleyo ndlela isusa impikiswano ngale ndaba phakathi kwezifundiswa. Ucwaningo luhlanganise izinto ezinhlanu ezibalulekile ezinquma izimo zengqondo zabathengi bendwangu ephrinthiwe yase-Afrika, ugqozi, kanye nokuziphatha kokuthenga. Ucwaningo lwasungulwa ukuhlobana kwalezi zakhiwo futhi lwaphakamisa imodeli eyandisa ulwazi endaweni yesifundo, phakathi kokunye ukubamba iqhaza elifanelekile ezincwadini zezemfundo. Ekugcineni, iveze imithelela eminingi yokuphatha nenqubomgomo engaqondisa ucwaningo lwangomuso.

TABLE OF CONTENT

xi

LIST OF TABLES

LIST OF ABBREVIATIONS

AFI – Absolute Fit Indices

AGFI – Adjust Goodness Fit Index

AMOS – Analysis of Moment structures

AVE – Average Variance Extracted

BOF – Business of Fashion

CCA – Confirmation Component Analysis

CFA – Confirmatory Factor Analysis

CIC – Consumer Insight Consult

DF – Degree of Freedom

GFI – Goodness of Fit Index

GOF – Goodness of Fit

GSDO – Ghana Social Development Outlook

GTP – Ghana Textiles Printing

IFI – Incremental Fit Indices

ISSER – Institute of Statistical Social and Economic   Research

KMO – Kaiser-Meyer – Olkin

MC – Motivation to Comply

MKT – Marketing Environment

MOT – Ministry of Trade

NB – Normative Beliefs

NFI – Normal Fit Index

PB – Purchase Behaviour

PBC – Perceived Behavioural Control

PBF – Purchase Behaviour Foreign

xxi

PBG – Purchase Behaviour Ghanaian

PDB – Power Distance Beliefs

RMSEA – Root Means Square of Approximation

SEM – Structural Equation Modelling

SGER – State of Ghanaian Economy Reports

SKU – Stock Keeping Units
SPSS – Statistical Package for Social Scientists

SRO – Secondary Research Objective

TLI – Tucker Lewis Index

TPB – Theory of Planned Behaviour TRA

– Theory of Reasoned Action

UNISA – University of South Africa

USP – Unique Selling Preposition

CHAPTER ONE

INTRODUCTION AND BACKGROUND
1.1 INTRODUCTION AND BACKGROUND

This section introduces the chapter and discusses the background that sets the study's context. This is followed by the research problem, the research questions, objectives, significance, and delimitations and limitations of the study. The chapter also highlights the contribution to knowledge, summary of the literature and the research methodology. Summary of the chapter, structure of the research and the definition of key research concepts also ensue. The outline of the chapter is depicted in Figure 1.1.

Figure 1. 1: Outline of Chapter

INTRODUCTION AND BACKGROUND	→	1.1 INTRODUCTION
		1.2 RESEARCH PROBLEM
		1.3 RESEARCH QUESTIONS
		1.4 RESEARCH OBJECTIVE
		1.5 THEORY, CONCEPTUAL MODEL & RESEARCH HYPOTHESES
		1.6 RESEARCH PURPOSE
		1.7 SIGNIFICANCE OF THE STUDY
		1.8 DELIMITATION & LIMITATION OF THE STUDY
		1.9 CONTRIBUTION TO KNOWLEDGE
		1.10 SUMMARY OF LITERATURE
		1.11 RESEARCH METHODOLOGY
		1.12 SUMMARY OF CHAPTER
		1.13 STRUCTURE OF THE RESEARCH
		1.14 DEFINITION OF KEY TERMS

Source: Researcher's Creation.

1.1.1 Background to the Study

According to Mehta et al. (2020) and Trail (2018), consumers are the market drivers who determine the competitiveness, market dynamics, firm's profitability, and business success. The extant

1

literature asserts that firms increase their chances of business growth, success, and profitability by understanding consumer behaviour. Understanding consumers' behaviour in the context of this study requires a specific focus on their attitudes, purchase motivations, needs, preferences, and their decision-making process in product acquisition (Trail, 2018; Voramontri and Klieb, 2019; Xhema, 2019:505). According to Nystrand and Olsen (2020:2), consumer behavioural studies have thus emerged to help understand consumers' attitudes and how these attitudes translate into actual economic behaviours for improved business success. These attitudes play a critical role in sustaining the textile industry's growth, profitability, and success.

In this study, African print textiles, garments, and apparel are used interchangeably. The Ghanaian African print textile industry and the African print textile industry are also used interchangeably. Previous studies affirm the socio-cultural and economic contribution of the textile industry to many national economies. Prominent among these economies are China, the EU, India, and Ghana (Diriba et al., 2019; Falode et al., 2016; Howard, 2013; WTO, 2019). Indexed by profit margins, growth, and foreign exchange earnings, among other indicators, the textile industry appears to be very profitable (Howard et al., 2019). The Business of Fashion (BOF) and McKinsey & Company (2019) publications assert that the economic profit for key players of the clothing and textile industry has doubled over the years, with some individual companies raking more than US$ 2 billion in 2017. There was also an appreciable revenue growth of up to 74% and margins up to 14% in 2017 (BOF and McKinsey & Company, 2019). Besides, the sector provides rewarding employment and serves the basic clothing needs of textiles consumers (Gott, 2010; Howard, 2013; Kozlowski et al., 2015). Accordingly, Diriba et al. (2019) assert that the textile and clothing industry is a reliable source of foreign currency for many nations globally.

Globally, the textile industry (including the African print textile industry) grows 18% annually, constitute 7% of total world exports, consists of approximately 2% of global GDP, and is worth trillions of dollars in total turnover on its value chain (Diaconu, 2017; Gardetti and Torres, 2013; Kozlowski et al., 2015; Raichurkar and Ramachandran, 2015). International trade statistics by WTO (2019) indicate that in 2018, the global textile exports to nations worldwide were UD$315

2

billion. A considerable amount of these exports ends up in Africa (Diriba et al., 2019; Ellen McArthur Foundation, 2017; Essel, 2017; Young, 2012).

The continent of Africa, especially West Africa, has been a repository and a consumption destination of millions of yards of fabrics produced globally (Essel, 2017; Relph and Irwin, 2010:15-16). West Africa contributes significantly (65%) to this growing global African print textile trade and consumption with its rich textile traditions. African prints are textile prints with design inspiration of the African culture and heritage (Essel, 2017). Sylvanus (2013) and Verbong (2007) indicate the popularity of African prints (a specialized duplex printing of fabrics with wax) trade and consumption among West Africans. Due to this popularity, the African print textile segment of the textile industry is the main focus of this study.

Extant literature identifies Ghana, as one of the vital manufacturing, trade, and consumption destinations of African print textiles within Sub-Saharan Africa (Essel, 2017; Sylvanus, 2013; Uqalo Research, 2015). This is due to its long-time experience in textile printing technology and its quality delivery since the 1960s. Ghana ranks second in Africa, with 7% of the global consumption of African prints, which is high relative to its peers. Ghana is further rated as the third highest production source of African print textiles in Africa, with a 3% share of the global production of African print textiles (Essel, 2017). The industry is worth over 150 million yards and US$250 million per annum which creates over 4,000 direct jobs and 70,000 indirect jobs (Amankwah-Amoah, 2015; Howard, Essuman, Asare, 2019). Textile production geared towards meeting the Ghanaian consumer's clothing needs also became a key sector of Ghana's postindependence industrial drive (Ackah et al., n.d.; Verbong, 2007).

Global textile competitive trends tends to indicate that China dominates Africa and Ghana with very cheap African print textile substitutes that sell at about 30% of the prices offered by the Ghanaian African prints textile industry (Amankwah-Amoah, 2015; Anafo, 2015; Lampert and Mohan, 2014). While this influx may adversely affect local producers, it also has implications for preference and change in consumption patterns. Kim (2019) opines that bargain prices are imperative in influencing consumers' attitudes positively. BOF and McKinsey & Company (2019)

3

publications contend that Asia offers broader market access and meets consumer needs at their doorstep because it has the capability in every stage of textile production that range from the cultivation of inputs to textile and garment manufacturing. Consequently, Howard (2013) and Sylvanus (2013) allude to a shifting consumer taste and preferences from Ghanaian African print textile to cheap imported substitutes. Ghartey and Boachie-Mensah (2015) also suggest that the Ghanaian African print textile consumers' attitude is negative due to the competitive pressures from imports and the global textile giant's effort towards capturing Ghanaian consumers.

Internationally, within the period of 2017 to 2020, BOF and McKinsey & Company (2017, 2019, 2020) publications observe that the volatile textile and fashion environment are characterized by a glut in inventory. This culminates in increased global competition in the industry coupled with the freezing of consumer spending which in turn spurs consumer bargain attitudes. This international phenomenon has far-reaching ramifications for the attitudes and behaviour of textile consumers towards textile industries in Africa. The Ghanaian African print textile industry is not exempted from this global economic trend. This appears critical to the industry's future based on the established positive relations between consumer attitude and (purchase) behaviour in textile and apparel literature (Cho and Son, 2019:16; Dhir et al. 2021: 3; Orji, 2013:164; Shahid et al., 2019).

Internationally and in Africa, issues of textile consumers' buying motivations and attitudes have been investigated from the psychological (Gao et al. 2016), economic (Bartels and Reinders, 2016; Shepherd et al. 2015) and sociological perspectives (Lalwani and Forcum, 2016). Despite the prospects of the Ghanaian African print textile industry and the reported consumer attrition noted above, academic researchers have neglected consumer attitudes and purchase behaviour issues towards the industry.

Mehta et al. (2020) argue that attitude is a complex area of study because consumers tend to differ although they could be influenced by similar internal and the external factors. Consequently, a lack of understanding of these attitudes and behaviours poses a significant challenge to the global and African print textile industry's future (Foxall, 2017; Lalwani and Forcum, 2016). This calls for an understanding of the Ghanaian consumers' attitudes that influence their purchase behaviour given

4

their complexities and importance. Despite the indispensability of insights into consumers' attitudes towards the Ghanaian African print textile industry, very few studies have been conducted from the consumer's perspective. This research is necessary because it investigates the knowledge gap on the attitudes of the Ghanaian African print textile consumers, which helps to explain their assumed lack of patronage of Ghanaian African print textiles (Essel, 2017; Ghartey and Boachie-Mensah, 2015). It is against this background that the study seeks to determine consumers' attitudes towards the Ghanaian African print textile industry. Supported by selected economic factors such as consumers' income, price, and liquidity, this study adopts the Theory of Planned Behaviour, which serves as a blueprint theory in the investigation of the Ghanaian African print textile consumers' attitude (Dhir et al.2021; Zwicker et al. 2020). The research problem is next discussed.

1.2 THE RESEARCH PROBLEM

The importance of consumer attitudes to business success and the calls from academia, industry players, and policymakers for decision-relevant information on consumers' attitude, psyche, desires, and decision processes have led to several studies in the subject area (Dhir et al., 2021; Haryani and Motwani, 2015; Malter et al., 2020; Xhema, 2019). The competitive environment in which businesses operate, necessitates a better understanding to win the consumer (Trail, 2018).

A contextual literature review reveals that consumers' positive attitudes inclines them towards a company's product to increase their turnover, which helps to improve a company's profitability and business success (Xhema, 2019). The extant literature shows that consumers' attitudes are a function of personal, societal, and brand values they endorse or reject, their budget limitation, and affordability. Arens and Hamilton, (2016); Dolbec and Fischer, (2015) and Shepherd et al., (2015) found that the action of fashion bloggers, fashion designers, stylists, and models on social media also influences buying attitudes and behaviours. However, these findings are foreign to Ghana. Very few studies have been conducted in the Ghanaian African print textile consumers' context. In this line, Howard et al. (2019) state that information on the industry is limited.

Opoku and Akorli (2009) investigated a mixed bag of products, including rice and textiles. They used aggregated data to conclude that the Ghanaian consumer has a positive attitude towards local

5

products, including Ghanaian African print textiles. However, lack of specificity in the products used means that their conclusion cannot fully depict that of the Ghanaian African print textile consumers.

Similarly, Quartey and Abor's (2011) measured consumer preferences against factors that do not determine the attitude (e.g., policy changes and ban of foreign textile) but neglect other aspects of the Ghanaian consumers' attitude. The current study, however, focuses on attitudes that affect consumers' purchase behaviour and concentrates on attitude antecedent factors such as economic factors, marketing environment factors, and motivational factors. Studying these factors provides a broader perspective on what influences consumers' attitudes.

Additionally, Ghartey and Boachie-Mensah's (2015) measured consumers' attitudes towards counterfeit African print products on the Ghanaian market. They focused on key factors influencing attitudes such as price integrity, novelty-seeking, and status consumption. However, their study did not cover market factors that influence attitude and mediating factors between the market factors and attitude. Ghartey and Boachie-Mensah's study (2015) however, found that consumer attitudes towards the Ghanaian African print textiles was negative.

Dwobeng, Agyapong, and Nyarku (2020) studied factors affecting consumers' purchase intentions of counterfeit Kente products. Their study revealed that consumers' intentions to buy counterfeit Kente are informed by price and value consciousness. While his research focuses on a type of African print on the market, the category used is also very narrow; hence, the study's conclusions are specific to Kente products.

Other studies such as Amankwah-Amoah, (2015), Anafo, (2015), Essel, (2017) and Howard et al., (2019) that investigated the Ghanaian African print textile industry problems, which dwelt mainly on the supply side factors. This viewpoint neglected specific important demand-side factors such as the African print textile consumers' attitudes. This makes the previous studies limited in their focus and scope on the subject matter, creating a knowledge gap in the research area.

6

It is further noted that these studies are also limited by their geographical location. While Quartey and Abor's work was restricted to the Accra-Tema area, Opoku and Akorli (2009) was done only at Madina, a suburb of Accra. Ghartey and Boachie-Mensah's study was also limited to Cape Coast. While these studies are helpful to the study area, they fail to provide an in-depth understanding of the Ghanaian African print textile consumers' attitudes, which leaves a knowledge gap that this study seeks to fill. These works, some of which were conducted over a decade ago, were limited to the urbanized southern side of Ghana and therefore lacked the needed national character for generalization.

Moreover, apart from Opoku and Akorli (2009), the rest of the studies had no solid theoretical base. This methodological weakness calls for a more robust statistical method of investigation within a broader geographical scope. The literature review also revealed limited recent studies on the research area, which is affirmed by Howard et al. (2019), who lamented the limited industry statistics. These gaps notwithstanding, these studies arrived at conflicting conclusions, which creates a need for a study to affirm the correct conclusions about the attitudinal direction of the Ghanaian African print textile consumer. Therefore, there is a need to study a broader assessment of the situation from the demand side in a more expansive geographical space to give the results a national character. This work investigates in detail the factors that influence consumer attitudes and the motivational factors that mediate these environmental factors and consumer attitudes.

The study is underpinned by the Theory of Planned Behaviour, supported by the Theory of Reasoned Action and the economic theory. This study will help to address issues of inconsistent conclusion and contribute to the literature on the demand side that is lacking. The findings from this study will firm up or contradict results of earlier studies. Providing current happenings on the industry from the demand side helps academic researchers, industry managers, and policy makers. The following research questions arise.

1.3 RESEARCH QUESTIONS
The research questions of this study are:

i.   What influence does economic factors have on marketing stimuli (market environment) of Ghanaian African print textiles?

ii.   What effect has marketing stimuli (market environment) on consumer motivation towards Ghanaian and foreign African print textiles?

iii.   What effect has marketing stimuli (market environment) on consumer purchase behaviour towards Ghanaian and Foreign African print textiles? iv. What motivational factors mediate between the marketing stimuli and the Ghanaian and

Foreign African print textile consumers' attitude?

v.   What motivational factors mediate between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textiles?

vi.   What effect does Consumer attitude has on Purchase Behaviour of Ghanaian and Foreign African Print textiles? vii. Is there a significant difference between consumer attitudes towards Ghanaian and foreign African print textiles?

viii. What is the effect of Ghanaian African print textiles attributes on consumers' brand perception? ix. What is the effect of foreign African print textiles attributes on consumers' brand perception?

x.   What is the influence of normative beliefs (social influence) on the purchase behaviour of Ghanaian African print textiles?

xi.   What is the influence of normative beliefs (social influence) on the purchase behaviour of foreign textiles?

1.4 RESEARCH OBJECTIVE

Based on the research questions, the objectives of the research are divided into primary and secondary as follows:

1.4.1 Primary Objective:

The primary objective of this research is to determine consumers' attitudes towards the Ghanaian African print textile industry.

1.4.2 Secondary Objectives:

The secondary objectives of the research are to:

i. Determine the influence of economic factors on marketing stimuli (market environment) of Ghanaian African print textiles.

ii. To ascertain the effect of marketing stimuli (market environment) on consumer motivation towards Ghanaian and foreign African print textiles.

iii. To determine the effect of marketing stimuli (market environment) on consumer purchase behaviour of Ghanaian and Foreign African print textiles. iv. Examine the mediation of motivational factors between the marketing stimuli and the

Ghanaian and Foreign African print textile consumers' attitude.

v. Examine the mediation of motivational factors between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textiles.

vi. Determine the effects of Consumer attitude on Purchase Behaviour of Ghanaian and Foreign African Print textiles.

vii. Establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African print textiles.

viii. Determine the effect of attributes of Ghanaian African print textiles on consumers' brand perception. ix. Determine the effect of attributes of foreign African print textiles on consumers' brand perception.

x. Determine the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles.

xi. Determine the influence of normative beliefs (social influence) on the purchase behaviour of foreign textiles.

1.5 THEORY, CONCEPTUAL MODEL, AND RESEARCH HYPOTHESES

1.5.1 Theoretical Underpinnings of the Study

The theoretical approaches to attitude measurement have varied with time. The evolved eras and their respective reigning theories bring out three categories of consumer behaviour theories: the economic theory, Psychological Theories, and a combination of economic and psychological approaches. A selection of models under each paradigm is discussed, starting with the economic theory.

9

The economic model of consumer behaviour preoccupies itself with how to sell more without regard to consumers' actual needs and behavioural reasons behind their purchase. The critical elements in the economic models of consumer behaviour focus on variables such as price, income, and products consumers prefer (Vijayalakshmi and Gurumoorthy, 2018). The economic model is deemed mechanical and is based on unrealistic assumptions, uses price as a measure of many other variables, and restricts consumer behaviour to only economic factors thereby neglecting sociocultural and psychological factors that influence consumer behaviour. Based on the weaknesses of the economic models of consumer behaviour, researchers began combining the economic and aspects of psychological variables in their investigations. Vijayalakshmi and Gurumoorthy (2018) name some models that combine the economic and psychological factors in explaining consumer behaviour as the Nicosian Model, the Alport Socio-psychoanalytic Model, and the Howard-Sheth Model, which are discussed in detail in chapter three.

The psychological models aim to understand the irrational aspects of consumers' needs, wants, the hierarchy of effects, and the decision-making process, not just their rational purchase decisions. The model considered the consumer as a cognitive man influenced by external stimuli through his search for information about products for purchase decisions. Although consumers are rational, they are also influenced by their affect that assumingly leads to behaviour. The Psychological and social influences focus on theories such as the Behavioural Reasoning Theory, the ABC model, the Theory of Reasoned Action, and the Theory of Planned Behaviour (Dhir et al., 2021; Tajuddin et al., 2014). The Theory of Planned Behaviour laced with economic concepts such as price, income, and inflation were adopted for this research since their theoretical features best suit the research investigation.

1.5.2 Conceptual Model

This section captures the study variables and conceptualizes the main research idea into a single interconnected frame that depicts the thought behind the research study (Ravitch and Carl, 2016). A conceptual framework is an assumption, beliefs, or a systematic arrangement of concepts that guides a research. According to Boateng (2016), it identifies various factors that affect a

10

phenomenon, what causes it to change, how the change takes place, and models what is to be investigated. Boateng (2020) asserts that conceptual frameworks often form the grounds for research hypotheses. This study's conceptual framework is advised by the Theory of Planned Behaviour and the traditional economic concepts of consumer behaviour such as price, income, and inflation (Dhir et al., 2021; Trail, 2018; Vijayalakshmi and Gurumoorthy, 2018). This research determines the Ghanaian consumers' attitude towards the Ghanaian African print textile industry. It conceives economic factors as a key influencing factor of consumers' market environment, which also triggers consumer motivation, resulting in purchase attitude (of African prints) and ultimately purchase behaviour.

The conceptual framework was crafted by identifying the interconnections consumer economic factors, market environment, motivation, attitude and purchase behaviour factors and presenting them as a holistic blend of ideas traced from its interdisciplinary psychological, socio-cultural, and economic roots. It conceives that stimulation of the Ghanaian African print textile consumer begins with their internal and external environmental factors (Zainol et al., 2017). The heightened environmental stimulants lead to their purchase motivation which also determines their purchase attitudes and consequently purchase behaviour of the Ghanaian African print textile. The conceptual framework leads the research to form a predictive assumption known as a hypothesis. The hypotheses were tested to validate answers to the research questions and objectives. The study's conceptual framework is depicted in Figure 1.2 and discussed in section 3.1 of Chapter 3.

11

Figure 1. 2: Conceptual Research Model
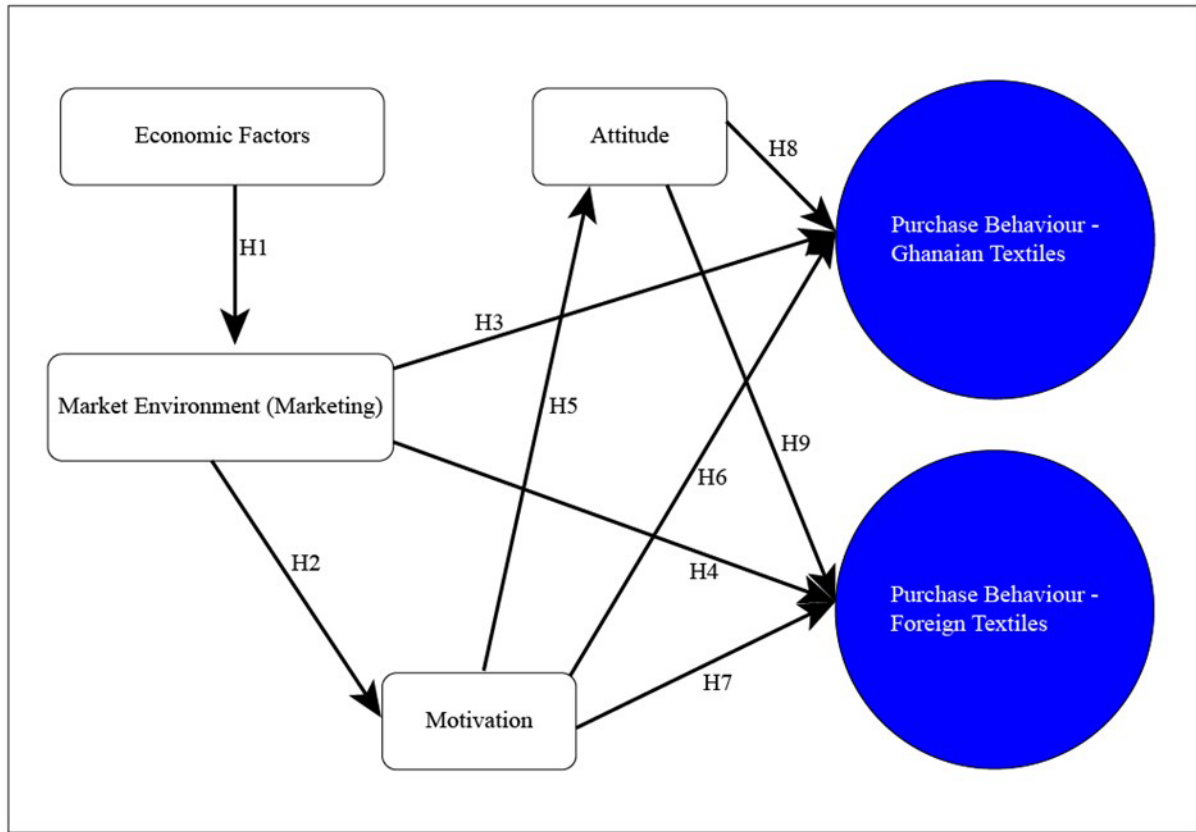
Source: Researcher's Creation

Figure 1.2 shows the linkages between economic factors, marketing environmental factors, motivation, attitude, and purchase behaviour. A conceptual model was adopted with nine hypotheses as shown in Figure 1.2. An additional hypothesis was formulated to test the attitudinal difference between Ghanaian and foreign African print consumers. Further, to understand the effect of product attributes on consumers' brand perceptions and the effects of some socio-cultural factors on consumers' purchase behaviour, eight hypotheses were also developed. The study, therefore, tested 14 key hypotheses, of which four had twenty sub-hypotheses.

1.5.3 Research Hypotheses

A hypothesis is a testable statement of difference or link among two or more variables (Saunders, Lewis, and Thornhill, 2016). The relationships in the conceptual model in Figure 1.2 led to nine major hypotheses for the five research constructs: economic factors, marketing environment

12

factors, motivation, attitude, and purchase behaviour. These nine hypotheses addressed the first nine SRO in section 1.4.1. Additional hypotheses were formulated to test consumers' brand perception and normative beliefs. Following are the hypotheses.

SRO1: Determine the influence of economic factors on marketing stimuli of Ghanaian and foreign African print textiles.

☐ **H$_1$:** Economic factors have a significant influence on the marketing environment The economic factors include Affordable Quality, Expensive African Print Textiles, Limited Income/Liquidity Constraints.

SRO2: To ascertain the effect of marketing stimuli (market environment) on consumer motivation towards Ghanaian African print textile.

- **H$_2$:** Marketing environment has a significant effect on African print textile consumers' motivation.

Marketing environmental factors include sponsorships, loyalty schemes, promotions, new African print products on arrivals, and shop environment/window displays.

SRO3: To determine the effect of marketing stimuli (market environment) on consumer purchase behaviour of Ghanaian and Foreign African print textiles.

- **H$_3$:** Marketing environment has a significant influence on purchase behaviour of the Ghanaian African print.
- **H$_4$:** Marketing environment has significant influence on purchase behaviour of foreign African print.

SRO4: Examine the mediation of motivational factors between the marketing stimuli and the Ghanaian African print textile consumers' attitude.

- **H$_5$:** Consumer motivation has significant influence on attitude towards African Print Textile.

SRO5: Examine the mediation of motivational factors between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textiles.

- **H$_6$:** Consumer motivation has significant influence on purchase behaviour of Ghanaian African prints.

- **H7:** Consumer motivation has a significant influence on purchase behaviour of foreign African prints.

The motivational factors include functional features of African prints, consumers' selfgratification benefits, and limited supplies/editions notices.

SRO6: Determine the effects of consumer attitude on Purchase Behaviour of Ghanaian and foreign African Print textiles.

    ☐ **H8:** Consumer attitude has a significant effect on purchase behaviour of Ghanaian African prints

- **H9:** Consumer attitude has a significant effect on purchase behaviour of foreign African prints.

SRO7: Establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African print textiles.

- **H10:** There is a significant difference between consumer attitudes towards Ghanaian and foreign African print textiles.

The attitude factors include consumers' knowledge of the textile industry, positive beliefs, and perception.

SRO8: Determine the effect of attributes of Ghanaian African print textiles on consumers' brand perception.

- **H11:** Attributes of Ghanaian African print textiles has significant effect on consumers' brand perception.

  o **H11a:** Price as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception.

  o **H11b:** Quality as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception. o **H11c:** Design as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception. o **H11d:** Feel/texture as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception.

  o **H11e:** Look/Colour as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception.

14

   o **H11f:** Durability as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception.

SRO9: Determine the effect of attributes of foreign African print textiles on consumers' brand perception.

  • **H12:** Attributes of foreign African print textiles has significant effect on consumers' brand perception.

    o **H12a:** Price as an attribute of foreign African print textiles has significant effect on consumer's brand perception. o **H12b:** Quality attributes of foreign African print textiles has significant effect on consumer's brand perception. o **H12c:** Design attributes of foreign African print textiles has significant effect on consumer's brand perception.

    o **H12d:** Feel/Texture as an attribute of foreign African print textiles has significant effect on consumer's brand perception. o **H12e:** Look/Colour as an attribute of foreign African print textiles has significant effect on consumer's brand perception. o **H12f:** Durability as an attribute of foreign African print textiles has significant effect on consumer's brand perception.

SRO10: Determine the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles.

SRO10 has a primary hypothesis and sub-hypotheses which measure the various normative belief elements. These were subjective measures the respondents ranked that were used to test the hypotheses,

  • **H13**: Consumer's normative beliefs influence their purchase behaviour of Ghanaian African print textiles.

    o **H13a:** Friends as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

    o **H13b:** Family as a normative belief influences consumer purchase behaviour of Ghanaian African print textiles.

    o **H13c:** Co-workers as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

    o **H13d:** Superiors as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

15

     ○ **H13e:** Sub-ordinates as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

     ○ **H13f:** Other social groupings as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

SRO11: Determine the influence of normative beliefs (social influence) on purchase behaviour of foreign textiles.

SRO11 also has a primary hypothesis and sub-hypotheses which measure the various normative belief elements. These were subjective measures the respondents ranked that were used to test the hypotheses,

   • **H14:** Consumer's normative beliefs influence the purchase behaviour of foreign African print textiles.

     ○ **H14a:** Friends as a normative belief influence consumer purchase behaviour of foreign African print textiles.

     ○ **H14b:** Family as a normative belief influence consumer purchase behaviour of foreign African print textiles

     ○ **H14c:** Co-workers as a normative belief influence consumer purchase behaviour of foreign African print textiles.

     ○ **H14d:** Superiors as a normative belief influence consumer purchase behaviour of foreign African print textiles.

     ○ **H14e:** Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles.

     ○ **H14f:** Other social groupings as a normative belief influence consumer purchase behaviour of foreign African print textiles.

In all, fourteen hypotheses were framed to help the research investigation. A brief discussion of the research hypotheses is done next. The variables of the various objectives and their respective hypotheses based on the conceptual framework above are discussed starting from the Economic and Market Factors that address the first secondary objective of the research.

1.5.4 Economic and Market Factors

External stimuli consist of physiological, economic, marketing, and other social influence from friends, family, etc. (Lampert and Mohan, 2014). Vijayalakshmi and Gurumoorthy (2018) name economic factors such as price, income, and liquidity. Hanaysha (2018a) asserts that marketing mix elements such as advertisements, personal selling, and product packaging strongly influence consumers. Furthermore, brand-specific stimuli, such as brand colour, designs of textiles, and brand slogan, also affect textile consumers (Roux *et al.*, 2017). The external stimuli in this study focused on the economic and market environment factors that influence the purchase of African print textiles. Based on this, the study tests **H₁** for **SRO1**, **H₂** for **SRO2,** and **H₃**, and **H₄** for **SRO3** indicated earlier.

1.5.5 Mediating Factors Between Market Environment and Attitude

Some researchers assert that some demand factors positive and negative, such as fashion trends, gratifying best self-identify, valuable product attributes, affordable quality, motivate consumers' purchase attitudes (Dolbec and Fischer, 2015; Harris et al. 2016; Nikolova and Lamberton, 2016; Rohall et al. 2014; Shepherd et al. 2015). This research also seeks to establish which motivational (demand) factors affect the African print textile consumer by testing hypotheses **H₅** for **SRO4** and **H₆**, **H₇** for **SRO5**.

1.5.6 Attitude Variables

The African print textile consumers' attitude constitutes three interrelated components: cognition, affect, and conation (Kardes et al., 2011; Mothersbaugh and Hawkins, 2016; Rath et al., 2014; Solomon, 2017). Previous classic research examples such as Ghartey and Boachie-Mensah (2015); Quartey and Abor (2011) that investigated aspects of the Ghanaian African print textile consumers could not investigate the effects of the attitudes of the Ghanaian textile consumer, which this research seeks to do. This research, therefore, assumes that these attitudes influence the Ghanaian African print textile consumer and hence hypothesizes and tests **H8** and **H9** for **SRO6** and **H10** for **SRO7.**

In addition to the above hypotheses, the following hypotheses provide insights that further explain consumer perception and normative beliefs. Consumer perception and normative beliefs are

17

necessary concepts in understanding the Ghanaian African print textiles consumer's attitude. The study, therefore, hypothesized H_{11} the central hypothesis and H_{11a} to H_{11f} for **SRO8** and H_{12}, the central hypothesis, and H_{12a} to H_{12f} for **SRO9**.

The study also hypothesized H_{13} as the central hypothesis and H_{13a} to H_{13e} for **SRO10** and H_{14} as the main hypothesis, and H_{14a} to H_{14f} for **SRO11**.

Next is the discussion of the research purpose.

1.6 RESEARCH PURPOSE

This study focuses on determining consumers' attitudes towards the Ghanaian African print textile industry. It explores the relationships among the Ghanaian African print textile consumers' attitudes and the interlinkages with their economic, marketing factors, motivation, and purchase behaviour. The research attempts to settle the controversy among researchers such as Ghartey and Boachie-Mensah (2015), Opoku and Akorli (2009), Quartey and Abor (2011) on whether the Ghanaian African prints textile consumer favours Ghanaian or foreign (Chinese) African prints. It explores the African print textile consumer's attitudinal construct to fill the scholarly literature gap. It is also geared towards validating the Theory of Planned Behaviour (TPB) to improve its predictive power of the African print textile consumer's attitude. Finally, it is also meant to model the African print textile consumers' attitudes. Following is the significance of the study.

1.7 SIGNIFICANCE OF THE STUDY

Given that research on the Ghanaian textile industry from the consumer's perspective seems limited in literature, this research brings new insights into the body of knowledge and current trends in this field of study. This is done by determining consumers' attitudes towards the Ghanaian African print textile industry, their purchase motivations, reasons for their purchase decisions, and possible consumer attitudinal difference between the Ghanaian African print textile and those imported. The study helped to clarify the existing contradiction in the scanty academic literature about consumer attitudes and preferences and provides the foundation for future studies on the Ghanaian African print textile consumer. Theoretically, the study vouched for the applicability of the Theory of Planned Behaviour by use for the prediction of consumer attitudes, especially in

18

academic studies (Solomon, 2017). The findings of this study will also help Ghanaian African print textile manufacturers to understand the Ghanaian African print textile consumer and its attendant policy implications. Understanding the consumer is one of the industry's critical success factors requiring attention (Strizhakova and Coulter, 2015).

1.8 DELIMITATION AND LIMITATION OF THE STUDY

The study restricted its focus to the African print textiles consuming market segment of textiles in Ghana. The study's limitations are discussed in detail in Chapter Six.

1.9 CONTRIBUTION TO KNOWLEDGE

This research contributes to academia by filling the identified knowledge gap in consumer attitudes in the Ghanaian African print textile industry. The findings that the Ghanaian African print textile consumer has a positive attitude towards the Ghanaian textile industry has ironed out the existing academic controversies on the subject area, especially among (Ghartey and Boachie-Mensah, 2015; Opoku and Akorli, 2009; Quartey and Abor, 2011).

Furthermore, the research established a comprehensive conceptual model, an addition to the consumer behaviour literature. The tested hypotheses validated the applicability of the attitudinal and motivational constructs noted in the research hypotheses and conceptual model. It also vouched for the contextual relevance of the Theory of Planned Behaviour. Findings of the research within the Ghanaian context will add to existing knowledge in the study area and more importantly serve as a springboard for future studies. The specific knowledge on the Ghanaian African prints consumers' attitude that the study generated will also help in crafting well tailored solutions in solving the industry's worsening performance challenges. The contribution of this study to knowledge is discussed extensively in Chapter Six of this study.

1.10 SUMMARY OF LITERATURE

The summary of the research literature is done in two phases. Phase one discusses the key constructs of the research model. The second section discusses the general theoretical blueprint of consumer behaviour, which was narrowed into consumer attitude. This research conceives the

19

following. On one hand, economic factors influence the marketing environment while the marketing environment influences motivation. Motivation on the other hand influences attitude while attitude determines purchase behaviour. The relationship of the constructs in the research model is depicted as: **Economic Factors => Marketing Environment => Motivation => Attitude => Purchase Behaviour.**

The constructs are summarised in the sequence they appear.

1.10.1 Research Constructs

1.10.1.1 Economic Factors

As presented in the model, consumer attitudes viewed from the economic perspective are denoted by variables such as price, income, liquidity, and inflation, considered as the key determinant of all business transactions and consumption. Economic factors as a construct are represented in the model also because economic theory was the earliest and is still a key influencer of consumer behaviour (Trail, 2018). According to Vijayalakshmi and Gurumoorthy (2018), the theory viewed consumer behaviour from a micro and macroeconomic perspectives that investigated the subject in terms of patterns of prices, income, and consumptions of consumers in an economy. This explained what consumers purchase, quantities purchased, their consumption rate within a given budget, and their satisfaction by measuring their marginal utilities.

Economic theories assumed that consumers have unlimited needs that cannot be satisfied due to limited income.This makes consumers try to maximize given utility based on their budget constraints. Consumers decide their preferences based on best prices, and their market knowledge, among others. In the Ghanaian economic context, Yamson (2017) alludes that Ghana's macro and microeconomic situations are not favourable. These unfavourable economic policies are high tax regime, unbearable interest rates (around 30%), currency volatility, high inflation, among others that wear out consumers' disposable income. Consequently, there is low purchasing power and economic pressure on the disposable income of Ghanaian consumers. As a result, the per capita income growth has been very slow, leading to widespread poverty. This menace is coupled with rising youth unemployment with its attendant social instability leading to a fragile economy (Yamson, 2017). Given that economic factors are critical determinants of consumption patterns,

20

coupled with the precarious nature of the the financial situation of the Ghanaian consumer, justifies the inclusion of the economic factors in the research model to help gauge its influence on the Ghanaian African print textile consumers' attitude.

1.10.1.2 Marketing Environment

Marketing mix activities are essential external environmental stimuli to most consumers (Hanaysha, 2018a; Oke et al., 2016). It often comes in the form of advertisements and sales promotional activities (loyalty schemes, sponsorships, branding, product appeals, and marketing blogging, among others) or public relations (Kotler and Keller, 2016; Lampert and Mohan, 2014). Environmental stimulus is conceived as the primary driving force behind purchase behaviour. Environmental stimuli could be classified into internal psychological or external physiological factors (Egele et al., 2017; Oke et al., 2016:44; Diaconu, 2017; Adofo, 2014; Yeboah and OwusuPrempeh, 2017; Lichev, 2017:9). This study restricts itself to external market-specific factors such as marketing activities. It uses marketing activities such as loyalty schemes, in-shop environment, branding, and sponsorships, among others, as a proxy to measure the environmental construct (Mohan, 2014).

1.10.1.3 Motivation

Motivation is an inner state of arousal, the driving force and directed energy that impels consumers into specific goal attainment (Hoyer et al., 2013; Schiffman et al., 2012). Motivation manifests in a state of tension due to unsatisfied needs, which directly results from highly stimulated needs and accounts for purchase behaviour (Diaconu, 2017; Falode et al., 2016). Adofo (2014) argues that consumers' purchase decision is based on matching their motives and evaluation criteria with the attribute of products (African print textile). Consumer motives such as their materialistic nature stimulated by proper marketing can make the consumer a lifetime buyer (Park, 2014; Salsberg and Shin, 2010). In the same way, Ghanaian African print textile consumers could also be stimulated by materialistic tendencies and marketing stimulation which is a gap being investigated.

According to Chaisuriyathavikun and Punnakitikashem (2016), consumer motivation drives their attitude while attitude drives purchase behaviour in a standard hierarchy of effects as depicted in

21

the conceptual model. The hierarchy of effect is the order in which the dimensions of attitude (cognition, affect, and conation) occur. Motivation could, however, directly influence purchase behaviour in a non-standard hierarchy of effects situations such as in impulsive buying (Knežević Cvelbar et al., 2016; Yeboah and Owusu-Prempeh, 2017). Motive triggers and aids repeat purchase, adoration, and adoption of products (Diaconu, 2017). Lien and Cao (2014) and le Roux and Maree (2016) argue that consumer motivation is a crucial predictor of consumer attitudes and, in this context, the attitudes of African print textile consumers.

Consequent to the above, the level of consumers' motivation influences their willingness to buy (African print textiles products) (I DEWA MADE MAYSA N and Purwanto, 2013). (Perreault et al. (2016) observe that motivation inquiry is of great importance. It helps to understand what makes consumers buy African print textiles to help tailor them to the taste of the Ghanaian consumer and aids quick purchase decisions. Therefore, motivation research is a search for the hidden triggers of the African print textile consumer's attitude and is the gap that this research aims at filling for the Ghanaian African prints textile industry (ibid).

1.10.1.4 Attitudes

Solomon et al. (2016) suggest that attitudes vary based on the cultural context of consumers. According to Bashir, Khwaja, Turi, and Toheed (2019:1), attitude signifies people's settled way of thinking and feelings about an object or subject. This construct consists of affective, cognitive, and behavioural elements such as knowledge, beliefs, perception, and emotions, among others (Bashir et al., 2019:1; Nystrand and Olsen, 2020:2; Zwicker et al., 2020:5). Nystrand and Olsen (2020:2) note that attitude is a latent disposition to respond with some degree of favourableness or unfavourableness to a psychological object or a dualistic evaluation of an outcome.

Attitudinal constructs are multifaceted and could be hedonic, utilitarian, affective, and cognitive. Dhir et al. (2021) term it the degree of assessment of behaviour outcomes. Attitude strongly correlates with people's intentions (Nystrand and Olsen, 2020). Thus, a positive attitude may lead to positive choices and vice versa (Dhir et al., 2021). Therefore, the direction of attitude is often parallel to intention, which is the underlying notion of the Theory of Planned Behaviour. Attitude

22

is an exhibition of a positive willing intention to demonstrate a behaviour. In this light, Xhema (2019) observes that consumers who have a positive attitude towards a company's brand often repurchase and recommend that product to others. In context, therefore, consumers with a positive attitude towards the Ghanaian textile industry are likely to purchase African prints and recommend them to others. Attitude relates to evaluations of beliefs, and these beliefs are also explained by people's subjective norms, social environment, and personal values (Tajuddin et al., 2014).

Consequently, the parsimonious structure and relationship of attitude, norms, values, and intention are central to consumer behaviour. Zwicker et al. (2020) opine that attitude, which is informed by affect, cognition, and behaviour, is not always dichotomous as one could have mixed feelings and consumers could be ambivalent. Blythe (2008) and Hoyer et al. (2013) state that attitude is essential and plays a significant role in guiding consumers' thoughts, influencing their feelings and purchase behaviour. It is often a binary consumer rating of unfavourable or favourable, good, or bad (Blythe, 2008; Gherasim and Gherasim 2013:57).

1.11 RESEARCH METHODOLOGY

This section discusses the research approaches, paradigms, research design, and instruments employed for the data collection and analysis. The section, among others, briefly sheds more insights into the research strategy and design elements as subsequently outlined.

1.11.1 Research Methodology and Philosophy

 The research methodology includes the theoretical and philosophical assumptions and sets of beliefs of the study (Saunders et al. 2016). This has implications for the research design, method (s), strategy, and techniques adopted to meet the study's objectives. Saunders et al. (2016) identify research philosophies such as positivism, critical realism, interpretivism, post-modernism, and pragmatism which influence research designs. The current study adopts the positivist research philosophy, which helps to define the research design and strategy including the sample design, data collection techniques and data analysis, discussed as follows.

1.11.2 Research Design

According to Malhotra (2015), a research design is a framework or blueprint for conducting a research project. In line with the positivist research philosophy adopted, this research uses a crosssectional quantitative research design (Bryman and Bell, 2007; Creswell, 2009; Saunders et al.,
2012, 2016). The study also used a structural equation modelling analysis technique to solve the research problem and objective of determining consumers' attitudes towards the Ghanaian African print textile industry (Christensen et al., 2015; McDaniel and Gates, 2015; Saunders et al., 2016).

1.11.3 Research Strategy and Justification on the Survey Method

Consumer attitude measures a series of attributes and their inherent relationships. This invariably requires a multivariate quantitative data measuring tool to test the hypothesized relationships. Moeover, the need for national representativeness and generalizability for the research results require a more extensive sample selection survey. Based on the above reasons, this study used quantitative method of collecting the data: survey questionnaire that allowed inferential statistical analysis (Saunders et al., 2016; Tadu, 2018). The quantitative method adopted supported the attainment of the research objectives and testing the hypotheses. Accordingly, the study used the stratified random sampling which falls under the wider ambit of the probability sampling technique (Burns and Bush, 2014).

1.11.4 Research Methods, Population, Sample Frame, and Sample Size Selection

The study employed quantitative data collection techniques. An explanation of consumer attitudinal construct and dynamics was done using SEM to establish and model relationships among attitudinal constructs and their mediating variables. This is a suitable means of measuring attitudes in the context of the African print textile consumers' attitude towards the Ghanaian African print textile industry (Christensen et al., 2015; Clow and James, 2014; Hair et al., 2010; Saunders et al., 2016). The survey used a combination of the ranked-order, semantic differential, and Likert scales of measurement in the data collection tool, the questionnaire (McDaniel and Gates, 2015; Mothersbaugh and Hawkins, 2016).

Cozby and Bates (2014) note that a research population consists of all individuals of interest in research, which is all consumers of African print textiles. According to the 2010 population and housing census, Ghana has about 25 million people, with about 50% in the active income group (Ghana Statistical Service, 2013; GSDO, 2014). Given a working definition of consumers as those who buy and use African prints, this gives a cohort of around 12 million people (between 18- 65 years) constituting the targeted population in the functional textiles consuming group. The sample frame for this study, which is the actual population of individuals from which the research sample is drawn, constituted buyers of African prints and end-users of African print textiles within the targeted population (Bryman and Bell, 2007; Cozby and Bates, 2014; Saunders et al., 2012; Schiffman et al., 2012). The samples were recruited with the help of Consumer Insights Consult, a research company within the sample frame and research sites in Accra, Kumasi, Takoradi and Tamale.

1.11.5 Sample Size and Selection

Christensen et al. (2015), McDaniel and Gates (2015), and Saunders et al. (2012) note that decisions about sample size are not easy but resolved through a concession of many factors. Based on the required research accuracy, time and budgetary constraints, the study's sample size was determined through judgment and calculation, which minimized sampling errors to the barest that allowed generalization (Burns and Bush, 2014; Saunders et al., 2012, 2016). Following some previous studies example, Cozby and Bates (2014); Saunders et al. (2012, 2016) and the rule of thumb, this research sampled a total of four hundred and forty- three (443) respondents for the survey at a 95% level of confidence with a ±5% margin of error. This judgment factors into the administered questionnaires 15% added provision to the calculated 384 sample size to improve the survey results (Saunders et al., 2012).

1.11.6 Data Collection Techniques and data collection Instrument

The study adopted the survey questionnaire approach for data collection (Saunders et al., 2016). The constructs development in the study such as marketing environment, motivation, attitude, and purchase behaviour, were founded on similar research works done in the past (Lalwani and Forcum, 2016; Shepherd et al., 2015; Tobias-Mamina and Kempen, 2020; Xhema, 2019; Zhang,

25

2015; Zwicker et al., 2020). DeVellis (2016) indicates that the Likert scale is widely used for measuring attitudes and its explanatory attribute variables such as beliefs. To help respondents discriminate differences in the attribute questions on the measurement scale, this study's constructs were measured using a five-point Likert scale questionnaire ranging from 1=strongly disagree to 5=strongly agree (DeVellis, 2016:121). The questionnaire, which was pre-tested for possible errors, was administered to all respondents face-to-face (Burns and Bush, 2014; Saunders et al., 2016). See Chapter Four for details.

1.11.7 Data Analysis Methods

The SPSS version 16.0 software was used for tabulations (generating needed graphs, charts, and correlations) complemented by AMOS 21.0 and STATA version 16.0 for the SEM analysis. This study employed three fundamental statistical analyses: structural equation modelling and inferential statistics for secondary objectives one to six. T-test for secondary was used for objective seven, and simple regression, employed for objectives six to eight. Inferential statistics were used to describe the relationship between the identified and hypothesized variables. Each research question called for two statistical analyses. Foremost, factor analysis obtained the critical factors for consumer economic and marketing environmental stimuli, the independent variable and motivation, the mediating variable between the environment and attitude, and lastly, purchase behaviour as the dependent variable (Hair et al., 2010; Saunders et al., 2016). The methods used allowed the study to conclude on the relationships and influences on the constructs and variables investigated (Hair et al., 2010).

1.11.8 Research Reliability and Validity

Research reliability and validity are essential for quality research (Christensen et al., 2015; Saunders et al., 2016). The researcher adopted all measures within his ability, including the Cronbach's alpha and goodness of fit, among others, ensure reliability, validity, and consistency to keep to standard research practices to make the research findings reliable (Christensen et al., 2015; Creswell, 2014; Rohall et al., 2014; Saunders et al., 2016). The reliability and validity measures helped to corroborate the findings for generalization.

1.11.9 Ethical Considerations

Every effort was made during the research process to follow the ethical standards, policies, and guidelines of the University of South Africa, seeking ethical clearance before the data gathering. Saunders et al. (2016) identify ethical concerns such as respondents' right to privacy, confidentiality, anonymity, informed consent, etcetera. Before the data collection, the researcher briefed respondents on the purpose of the research, the information required and informed them of their rights to privacy and withdrawal from the study. All sources of information used were cited correctly to avoid plagiarism. Chapter Four discusses the full details of the methodology.

1.12 SUMMARY OF CHAPTER

Chapter One provided an overview of the research. It began with the background to the study that reviewed the global, African and Ghanaian African print textile industry. The literature review revealed that the global textile industry, including African print textiles, is worth trillions of dollars. China has a leading command and wields about 60% of African print production. This seems to be twisting the Ghanaian African print textile consumer's attitude to the advantage of Chinese African prints.

A research gap was established on consumers' attitudes towards the Ghanaian African print textile industry in the research area. This helped to define the research problem statement, objectives, and the research's conceptual framework and hypotheses development in this chapter. The chapter also explained the research's purpose and significance, delimitation, and limitation. A summary of the literature, methodology, and ethical considerations were outlined.

Core to Chapter One was the suspected drifting of the Ghanaian African print textile consumers' attitudes from the Ghanaian African print textile industry towards the foreign ones that had eroded about 70% of the African print textile market (Amankwah-Amoah, 2015). This necessitated the investigation to determine their attitudinal and motivational factors and whether there is a difference in attitudes between Ghanaian and foreign African Print Textiles. Chapter One sets the scene for an in-depth review of industry literature in the next chapter.

1.13 STRUCTURE OF THE RESEARCH

The thesis contains the preliminaries such as the title page, abstract, acknowledgments, table of contents list of tables and figures. Besides, it has six chapters followed by the reference section and appendices. This research is divided into six chapters as follows:

Chapter One – Introduction and Background to the Study

The first chapter starts with the background to the study, which spells out the context within which the research was carried out. It gives an overview of the global textile industry, which is described as an important sector in global business that commands trillions of dollars. It defines the research gap that helps to identify the research problem to be addressed as captured in the research objectives. It also notes the research methods, purpose, significance, limitations of the study, and a brief overview of the research literature that sets the scene for the next chapter.

Chapter Two – Literature Review: The Ghanaian African Print Textile Industry

The second chapter reviews the literature on the industry, its global and African milieu and performance, historical developments, industry structure, economic contribution, its key challenges, African prints marketing mix, and apparel marketing. It provides secondary information on the study.

Chapter Three – Literature Review: Theoretical and Industry Literature

Chapter Three discusses relevant theories, models, concepts, and frameworks of consumer behaviour, attitudes, and consumer motivations within the context of the African print textiles. The literature review gives the research a theoretical underpinning that helps construct the research instruments; the questionnaire.

Chapter Four – Research Methodology

Chapter Four details the research methodology and philosophy of the study. It spells out the research design, population, samples, and sampling procedures. It discusses the data collection methods and measuring instruments, data analysis methods, and techniques used to answer the research questions.

Chapter Five – Presentation of Findings and Discussion of Results

Chapter Five presents the results of the quantitative data collected in the survey. After discussing the demographic data, the survey data was analyzed firstly, the descriptive statistics analysis, followed by the confirmatory factor analysis, the T-test, and the ordinary least squares regression. Lastly, a presentation of the hypotheses tested to arrive at the research conclusion. The chapter also discusses and evaluates the findings of the research. The analysis compared the research findings with existing studies to draw corroborations and contradictions in the academic literature.

Chapter Six – Research Conclusion and Recommendations

The final chapter draws conclusions based on the research findings and gives recommendations for academia, industry, and policymakers. The recommendations outlined the validated findings on each objective to draw the final research conclusions.

1.14 DEFINITION OF KEY TERMS

Various terms may mean differently based on the context of their uses. For this research, the meanings of key terms are as follows;

African Prints: Textile prints with design inspiration of the African culture and heritage

Attitude: Consumers response to stimuli and predisposition

Chinese textile Imports: African print textiles made in China

Competition: Market rivalry for market dominance

Liberalization: Trade openness, free from tariffs

Survival and Sustainability: Live and endure the test of time

Textile Industry: Collection of all manufacturing and commercial African prints textiles entities such as Textile manufacturing firms, trade and businesses channels

Textiles: African prints made from fibers, yarns, and fabrics (printed fabrics)

Textiles Consumer: Anyone who buys, uses, and disposes of African prints products

Textiles Customer: Anyone who trades in African pints

Demand: The ability and willingness to purchase

Consumption: The use of African prints

Chapter One sets the stage for Chapter Two, which reviews the Ghanaian African print textile industry literature.

CHAPTER TWO

THE GHANAIAN AFRICAN PRINT TEXTILE INDUSTRY
2.1 INTRODUCTION

The previous chapter discussed the background to the study and outlined the research problem and objectives. It defined the conceptual framework and research hypotheses. The outline of Chapter One addresses the primary objective of the research, which is to determine consumers' attitudes towards the Ghanaian African print textile industry. To achieve the primary aim in the previous chapter, this current chapter situates the study in context by giving insights into the demographic, historical, geographical, industry factors that affect consumption. The chapter thus helps to understand consumers appeal for and attitude towards Ghanaian African print textiles. The chapter is divided into six sections. It covers areas such as an overview of the African print textile industry -from a global, continental to the Ghanaian context. The definition of African prints textiles, the demographic, economic, and business environment of Ghana, historical developments of African print textiles were also highlighted. The economic contribution of the African prints textile industry and the impact of imported textiles on Ghanaian African print textile industry were equally explored. The Ghanaian African print textile industry consists of African print textile manufacturing firms, its value chain partners (wholesalers, semi-wholesalers), and consumers (Sarker, 2019). The chapter outline is presented below.

Figure 2. 1: Outline of Chapter 2

LITERATURE REVIEW THE GHANAIAN AFRICAN PRINT TEXTILE INDUSTRY

- **2.1 INTRODUCTION**
- **2.2 THE GLOBAL TEXTILE INDUSTRY**
- **2.3 THE AFRICAN PRINT TEXTILE**
- **2.4 CATEGORIES OF AFRICAN PRINT TEXTILES ON THE GHANAIAN MARKET**
- **2.5 AFRICAN PRINT TEXTILE INDUSTRY IN GHANA**
- **2.6 FASHION, TEXTILE AND APPAREL MARKETING IN GHANA**
- **2.7 SUMMARY OF CHAPTER**
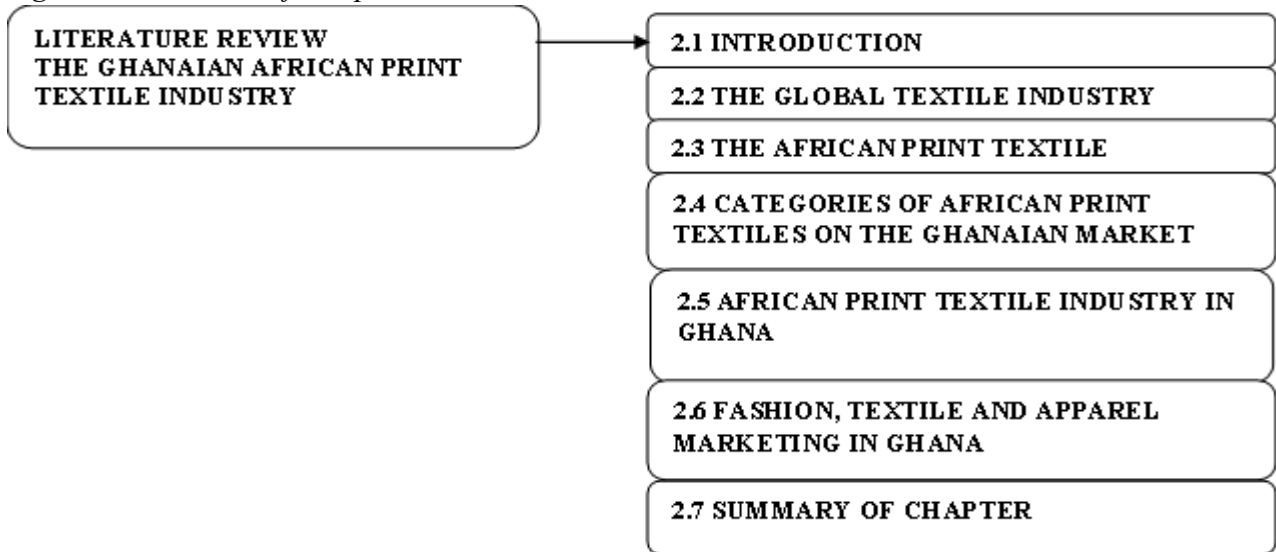
Source: Researcher's Construct

2.2 THE GLOBAL TEXTILE INDUSTRY

The global African print textile industry comprises all the African print textile manufacturers, traders (wholesalers, semi-wholesalers, through to retailers), and consumers on the African print textile value chain (Howard et al., 2019). In recent times, manufacturers of competitive African print textiles, especially the Chinese who have adopted time-compressed value networks that adjust rapidly to consumer needs, have meshed themselves seamlessly into the industry (Liu, 2013; Macchion et al., 2015; Romano, 2013). The key industry players are subsequently discussed in detail under the industry players and structure. An overview of the Global textile industry gives insights into the broader product and market context within which the African print textile consumers' attitudes are formed. These global insights are the best way to understand and determine consumers' attitudes towards the Ghanaian textile industry.

The global textile industry is the composite of all textiles firms and textile trade in the world. Textile industries worldwide are among important sectors in many economies (BOF and McKinsey

& Company, 2019; Gott, 2010; Raichurkar and Ramachandran, 2015). It is also one of the fast-growing sectors of many national economies, growing four times the standard world export growth rate (of two percent) in 2013, increased by 6.4% in 2017, and accounted for 4.2% of total world exports in 2018 (BOF and McKinsey & Company, 2019; WTO, 2014, 2015, 2019a). According to the international trade statistics, the sector exported US$315 billion in 2018 and has over time maintained a two-digit average growth rate (WTO, 2010, 2012, 2013, 2014, 2015, 2019a). The industry is profitable and vital to the national commerce of many countries because it is worth trillions of dollars (Diaconu, 2017:5; Diriba et al. 2019:585; Howard et al. 2019:75; Kozar and Connell, 2017).

2.2.1 Global Textile Production, Market Size, and Growth

The global textile market in revenue terms is estimated at US$3 trillion (Kozar and Connell, 2017:1; Howard et al., 2019:75). The publications of Business of Fashion (BOF) and McKinsey & Company (2019:64) approximate the value of consumer spending on textiles globally at US$ 2.5 trillion in 2017 though Diaconu (2017) pegs it at US$3 trillion, about 2% of global GDP. The global textile industry grew from US$104,354 million in 1990 to US$ 314,075 in 2014, representing about 201% growth in nearly 25 years (WTO 2011, 2015). Also, from US$ 7,219 in 1990, China as of 2014 commands a global textile transactional value of US$ 111,662, which represents 1,447% growth relative to its 1990 base. In a study in India, Raichurkar and Ramachandran (2015), for instance, noted that the global textile industry grows at 18% annually and contributes 35% to the Indian national revenue, and employs about 45 million people. Therefore, it could be said that the industry grows geometrically and is a lucrative business in most economies.

From the global African wax print perspective, Essel (2017) and Uqalo Research (2015) estimates the worldwide production and consumption at 2,141 million yards. They are primarily consumed in Africa. However, a result of lack of competitive capacity in Africa, they are produced mainly in Asia, Europe, and a little in Africa. Asia tops the charts in the production and export of African prints from the regional dimension, contributing 83% (1,845 million yards) to global production (ibid). Out of Asia's contribution, China alone produces and exports 1,281 million yards of African

print textiles, which is 69% of Asia's output and 60% of the world's production. In comparison, India also exports 444 million yards (44%) of the Asian production but 21% of the global output to Africa. Thailand and Indonesia also account for the remaining 2% of

Asia's global contribution.

Europe's global African print textiles share hovers around 24 million yards (1% of the worldwide output), mainly from Vlisco BV in the Netherlands. Africa, the cradle of all consumption, produces only 319 million yards, about 15% of the global production. The level of Africa's output exposes the vast market gap of African prints textiles that have decoyed global textile. Tables 2.1 and 2.2 depict the global African print textile consumption and productions in volume and value by region, representing their share of the African print market.

Table 2. 1: Global African Textile Print Production

Region	Country	Share of global production volume	% Share	Share Global production Value	Global value	% of share
Asia	China	1281	60	1386		53
	India	444	21	395		15
	Thailand	30	1	32		1
	Indonesia	30	1	32		1
Africa	Nigeria	124	6	204		8
	Tanzania	102	5	168		6
	Ghana	68	3	111		4
	Cote d'Ivoire	25	1	41		2
	Others	14	0	23		1
Europe	Holland	24	1	200		8
Total		2141	100	2592		100

Source: Essel (2017), Uqalo Research (2015)

Table 2.1 depicts the global manufacturing output of African print textiles by continent. This points out that African print textiles, made in Africa, form below 20% of the worldwide production, with imported African print textiles constituting over 80%. This signals a possible market gap created by the local industry that attracts competition and very highly competitive pressure from imported African print textiles and its potential effect on consumer buying motivation and attitudes, that is being investigated by the study. Table 2.2 also shows the growing trends of China's global textile exports in value over the years. This buttresses their high volumes of African print textiles churned out from the Asian region to annex the African print textile consumer in Africa and consequently Ghana.

Table 2. 2: Trends of Global Textile Exports – US$ Billions

	1990	2000	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
World	104.4	154.8	248.4	209.8	250.6	293.6	283.6	304.1	314.1	311.6	284.1	296.3	315.2
% Growth	-	48.3	138	101	140	181	172	191	201	198	172	184	201
China	7.3	16.1	65.4	59.8	76.9	94.4	95.4	106.6	111.7	109.0	106.0	110.0	119.0
% Growth	-	120	796	719	953	1193	1,207	1,360	1,430	1393	1352	1406	1530

Source WTO: 2011, 2015, 2016, 2017, 2018, 2019

Table 2.2 shows how China has astoundingly grown geometrically in textile export. In the spate of 28 years, China has grown 1,530%, with 2017 and 2018 being the peak (WTO, 2018, 2019b). China's export growth rate from the 1990 base is more than seven times the average global growth rate. Accordingly, it outgrows Ghana much more than it outgrows the average global growth rate since Ghana's textile industry growth rate is (below 1%) far below the worldwide average (WTO, 2018, 2019b). This indicates the strong competitive and influential effect imported textiles may have on consumers' attitudes in the industry. Consequently, this may potentially hurt the Ghanaian African print textile consumers' purchase motivation and attitudes towards the Ghanaian African print textile industry.

34

Relative to the growth rates of other regions and nations, no region or national economy has expanded its textile industry like China. Table 2.3 explicitly depicts China's role as a prominent global industry actor and African print textile market game-changer that cannot be overemphasized. The following section discusses the players in the industry.

2.2.2 Global Industry Players

Before the expiry of the Multi-Fibre Agreement in 2005, the global textile industry was dominated by countries such as the US and Japan. They directly or indirectly influenced consumers' purchase attitudes. However, China, India, Bangladesh, Pakistan, and Turkey are the current global influencers of textiles consumers (WTO, 2010, 2012). As of 2019, China, the EU, and India dominate the textile industry accounting for 66.9% of global textile exports (WTO, 2019).

Before 2005, the Multi-Fibre Agreement (a trade pact that regulated the global textile trade) controlled the textile industry and its players. The sensitivity of the textile industry to most economies, especially the US, the spirit of equity and attempt to salvage the textile industry, required a special trade dispensation for textile trade under the General Agreement on Trade and Tariffs (GATT). GATT evolved into the Multi-Fibre agreement (MFA) in 1957 (Hill, 2014). The MFA was a bilateral trade agreement that allowed market-sharing to limit cotton exports from Japan to the US and then extended to cover other countries who exported cotton to the US (Hill, 2014; Howard, 2013; Krugman, Obstfeld and Melitz, 2015). The MFA essentially allowed countries that import textiles to institute export limits for their trading associates. The MFA facilitated negotiated mutual export among member states. Though it restricted the exporting ability of developing countries, it also gave them the power to restrict imports. MFA helped Ghana restrict African print textile imports, thereby controlling its market and consumers. The end of the MFA trade regime facilitated global market access for WTO member states. The post-MFA regulations empowered economies with industrial strength, such as China, to find markets for their goods.

According to the international trade statistics, China became the world's number one in global textiles trade in 2010. The transitions have aided this feat in global trade policy regimes (from the

35

MFA to free trade) as well as China's industrial capacity, which has won it the name; "the world's factory" (BOF and McKinsey & Company, 2019; Dudin et al., 2015). Currently, China is the world's leader in textile manufacturing with about 30,000 textile firms and commands about 31% of the world's textile manufacturing chemical inputs with about 40% share of the global textile market (Dudin et al., 2015).

On the other hand, developing economies such as Ghana with weakened industrial capabilities were left struggling as their markets were high in imports. Regionally, Africa and consequently Ghana lag in the industry, especially in (African prints) textile exports. On the contrary, Asian countries like China are registering rapid growth in African print textiles trade to Africa and Ghana. This is due to their significant competitive ability and affordable offerings, and better values they offer to win the Ghanaian African print textile consumers' favourable attitude (BOF and McKinsey & Company, 2019; WTO, 2014, 2015, 2016, 2018, 2019).

In Africa, Nigeria dominates the market with a 6% contribution to the world's production of African prints and 38% of its consumption (Essel, 2017). Nigeria's share of West African consumption stands at 58%. Ghana contributes 3% of the global production of African prints but consumes 7% of the total consumption globally (ibid). With the above 4% production and consumption deficit, it is evident that Ghana imports more textiles than it produces, which has implications for its consumers' attitude and purchase behaviour (Essel, 2017; Uqalo Research, 2015).

2.2.3 Global African Print Textile Market Competitive Situation

The global African print textile market competitive situation has evolved into an intense market environment within which the Ghanaian, European, and Asian African print textile manufacturers battle for the African print textile consumers' purses and choices. The global African print textile market has witnessed increased competition following the global financial crisis in 2008 that constricted consumer demand. Asia's technology-driven innovation and creativity have moved the industry from the business of African print textile into the African clothing and fast fashion industry (BOF and McKinsey & Company, 2019; Chrétien-Ichikawa, 2015; Howard et al., 2019).

36

Competition in the African print textile industry centered in Africa, especially Nigeria and Ghana, the critical consumption base is, therefore, stiff (Majeed et al., 2019). The evolution and value addition to African print textiles has transformed the textile industry into the apparel and fashion industry. Due to this, the word African prints, textile, garment, apparel, clothing, and fashion are used interchangeably by consumers and will accordingly be used interchangeably in this study.

Though Africa, and for that matter, Ghana's textile needs, cut across a range of textiles products, Ghana has a "niche" in specialized African prints heritage going back to the 1960s (Verbong, 2007). Like most industry players, the Ghanaian textile industry faces intense global competition within its African prints textile market and wields a strong influence on consumers' purchase motivation and attitudes (Anafo, 2015b; Dogoe, 2013; Howard et al., 2019). The stern competitive trends and effects on the Ghanaian African print textile industry and consumers necessitates this study.

2.3 THE AFRICAN PRINT TEXTILE INDUSTRY

2.3.1 The global African Print Textiles Industry

The African print textile industry is a segment of the global textile industry. Other segments such as industrial textiles deal in furnishing fabrics. The definition of African prints helps to define the industry and its players. The definition of African prints has always been disputed among scholars (Essel, 2017). Essel (2017) contends that authentic African prints are those prints of African origin that show the symbolism of their African mental status, tribal heritage, cultural and societal standing by African people. He rules out European and Asian (China) made prints referred to as African prints. According to Essel (2017), many textiles are labelled as African prints irrespective of their origin. Contrary to what Essel (2017) espouses and based on geographical location, Gott et al. (2017) acknowledge African prints from Europe and Asia. This, therefore, basically gives us three classes of African print textiles and defines the key manufacturers in the industry that is christened by Gott et al. (2017) as:

   i.   African print textiles made in Europe,

   ii.   African print textiles made in Asia. iii.   African   print

   textiles made in African,

37

2.3.2 African Prints textiles made in Europe

Gott et al. (2017) assert that African prints manufacture in Europe existed longest and spanned over two centuries and predates that of Africans. This is attested by the fact that Vlisco Helmond, the African textile print panoply, has been in production for over 175 years (Gott et al., 2017). Relph and Irwin (2010) and Gott et al. (2017:59) note that most of the African prints from Europe in times past were from Deventer Katoen Maatschappij voorheen Ankersmit & Co (DKM), A Brunnschweiler & Co (ABC), and P.F. Fentener van Vlissingen & Co in Helmond now Vlisco Netherlands, BV. For close to two centuries, these companies in Europe used the Java technology from Indonesia to print African print textiles exported to Africa (See the history and evolution of African prints in section 2.5.5). Most of these African print companies are defunct, but Vlisco BV is still operating, churning out over 24 million yards (Uqalo Research, 2015). The European manufacturers of African prints also produce in brands named in Figure 2.2.

The Netherlands has for centuries been a known source of African print production, although the region consumes next to nothing of what it produces (Uqalo Research, 2015). For years, the panoply Vlisco brand has been an African textile print brand of choice for the African print consumer, mainly the upper-middle class. Over 90% of the produce from the Netherlands is directly consumed in Africa, particularly Ghana, Togo, Benin, and Nigeria, where the Vlisco group has its exquisite boutiques that sell these imported European African print brands and their accessories (Gott et al., 2010, 2017:206, 213). Essel (2017) indicates that the Netherlands produces and exports about 24 million yards of exquisite African print textiles to mainly Africa every year. According to Gott et al. (2017), Its produce can provoke and stimulate consumers' creative force. The Netherland is a key industry player in the African print textile market, and its activities have a bearing on consumer attitudes. The subsequent discussion centres on China's global African print textiles market and consumer influencers.

African prints from Asia are mainly produced from China and, to some extent, India, and Pakistan (Gott et al., 2017). These are direct clones of what is produced by many local African countries. Though the designs are cloned, they also come under many brands: Hi-Target, Audin, Chiganvy, Binta, and Phoenix. It is interesting to note that these "fake versions" of imported African textile

38

prints from China are also imitated, which Gott et al. (2017) and Sylvanus (2013) call "faux Hitartget." Gott et al. (2017) mention that about 80% of containers of imported goods of African women who visit Asia are African prints from China. Accordingly, this category of African prints commands about 70-80% market presence in Ghana and other prominent African print textile markets (Uqalo Research, 2015).

China became the global leader in all textiles, including African print textiles, in 2010 and still dominates it according to world trade statistics (WTO, 2011,2019). China has captured and controlled the global African print textile market, producing and exporting 60% of the global African print textile mostly into many African countries. The West African countries include Ghana that import as much as 80% of African print textile to meet its consumption needs (Anafo, 2015; Essel, 2017; Gott et al., 2017; Uqalo Research, 2015). China alone produces about 1,281 million yards of African prints. It has captured the world market for African print textiles through creativity, imitation, market savviness, and technology-based satisfying consumer needs (BOF and McKinsey & Company, 2019; Dudin et al., 2015). WTO statistics indicate that China grows about 1500% (as shown in Table 2.2) relative to what it produced in 1990 (WTO, 2014; 2019). China is a revered African print textile competitor by domestic and international companies (Gott et al., 2017).

2.3.3 Global African Print Textile Consumption

West Africa highly dominates the global African print textile consumption with about 65% (1,390 million yards) worldwide consumption (Uqalo Research, 2015). Central Africa follows with 22% consumption, about 490 million yards, and Eastern Africa consumes 11%, which represents 230 million yards (ibid). All others, including South Africa, contribute dismally to the African print textile consumption with only 1%, which is 31 million yards. It is, therefore, evident that almost all African prints are consumed in Africa (Uqalo Research, 2015:20). Of the global production, Nigeria leads in the consumption in Africa with 800 million, about 38% of the worldwide production and 58% of all consumption in Sub-Saharan Africa (Essel, 2017; Uqalo Research, 2015). In Africa, Ghana ranks third in global production of African prints (68 million yards) and second in global consumption with 7% (150 million yards), which is 11% of the total consumption in West Africa. Therefore, it is evident that Ghana and Nigeria are global markets for African print

39

textiles production and consumption, as depicted in Table 2.3. The prominence of Ghana in African print textiles consumption justifies the study of consumer attitudes in the product segment on Ghana.

Table 2. 3: Consumption of African Print Textiles

COUNTRY	MARKET SIZE MILLION YARDS	MARKET SHARE %
Nigeria	800	38
Ghana	150	7
Cote d'Ivoire	110	5
Senegal	100	5
Togo	60	3
Benin	60	3
Guinea	50	2
Burkina Faso	30	1
Niger	30	1
Total West Africa	1390	65
Cameroon	150	7
Dr. Congo	150	7
Congo	100	5
Gabon	30	1
Central African Rep	30	1
Angola	30	1
Total Central Africa	490	22
Tanzania	100	5
Uganda	40	2
Rwanda	20	1
Kenya	20	1
Total East Africa	230	11
Mozambique	50	2
Others	31	1
Total Southern Africa 81	3 and others	
Grand Total	2141	99

Source: Adapted from Uqalo Research (2015:20) *99% due to rounding off problems. Adding it to any country inflates statistics of the beneficiary country

2.3.4 The African Print Textile Industry in Africa

40

Africa (including Ghana) contributes 15% of the global African print textile production output, which in value terms represents a 21% share of the worldwide textile merchandise (Uqalo Research, 2015). Out of this, only 1% of the African output is exported to regions outside Africa, implying that most African prints produced in Africa end up in consumption by Africans primarily because the local demand is vast and outstrips supply (Essel, 2017; Uqalo Research, 2015:20). Uqalo Research (2015:21) estimates that about 2.1 billion yards of African prints are consumed in Africa annually. Out of Africa's global production output, West Africa alone contributes 217 million yards, about 75% (see Table 2.3) of Africa's total African textile prints volume output and 71% (US$ 356 million) of Africa's total value transaction (Essel, 2017; Uqalo Research, 2015:20). Besides what is produced by Africa, Africa's consumption tends to be much higher than the estimated 2.1 billion yards because of growing fashion and consumption (Makinde et al., 2015), which creates a gap in the industry for essential players such as China. In 2013, 6% of the world's total textiles produced (including African prints) were also sold and consumed in Africa, giving credence to the above claim (WTO, 2014).

In Africa, West Africa has been the dominant market for African prints, with the Nigeria and Ghana leading the way as the countries with the highest consumption rate (Essel, 2017:46; Makinde et al., 2015; Uqalo Research, 2015). Besides, West Africa is attested by research to be the destination of most "African print produced in China, and countless of these quantities end up in Ghana (Essel, 2017:40; Uqalo Research, 2015:20). Sylvanus (2013) also highlights that West Africa is the hub and dictates the consumption of African print textiles. Essel (2017) and Young (2012) contend that 95% of African print textile consumers are based in Africa, with a vast majority in West African countries like Ghana and Nigeria. Sylvanus (2013) claims that about

90% of China's African print textiles end up in sub-Saharan Africa. To support the claim of Sylvanus (2013), Verbong (2007:14), and Uqalo Research (2015:20-21) validate the popularity of African print consumption among West Africans who consume about 1.39 billion yards of African prints annually, which represent 65% of all global production of African prints annually. This is because West Africa is strongly associated with the origin of African prints.

Additionally, the predominant cotton texture of African textile prints suits the West African tropical climate and its strong reflection of the African culture (Anafo, 2013; Essel, 2019:4). To
41

the West African, African print is a self-definition document and autobiography. The following section discusses Africa's primary consumption and producing countries, beginning with Ghana.

2.3.4.1 Ghana

According to Gott et al. (2017:163), Ghana has the earliest association of African print textiles. For that reason, its capital city, Accra, earned African print textiles the name Ankara among Nigerians, which stood for the association of the product with its source, Accra (ibid). Ghana produces about 68 million yards of African prints but consumes over 150 million yards of the product (Essel, 2017; Uqalo Research, 2015). In Ghana, the consumption of African print textiles spans schools, traditional festivals, church groups, special events such as anniversaries, and political events such as that made for President Obama's visit to Ghana in 2009 (Gott et al., 2017:98; Ralph and Irwin, 2010). Contrary to other literature, Gott et al. (2017:55) observed that the history of African print textile consumption in Ghana dates back to the 19th century (1890) when Ebenezer Brown Fleming, a textile merchant, introduced Dutch prints to the Gold Coast.

Ghana's region has been exposed to imported textiles from India by trans- Saharan trade from the early 11th century. The 15th-century trade activities of Dutch East Indian companies also introduced Ghanaians (then Gold Coasters) to batik prints that led to a strong taste for African print, especially with cracklings and bubbles (Gott et al., 2017:59). Global textile trade policy created the opportunity for Indonesian batik to be exported to lucrative African markets such as Ghana (Gott et al., 2017:53). Ghana (Gold Coast) was one of the leading African print textile consumption centres because it was one of the key West African nations that was introduced to African textile prints in the colonial mercantile days, which served as wealth to them (Gott et al., 2017:80). Cloth is a twinkling corporeal document for Ghanaians that explains their high consumption and the need to understand their attitudes. Fleming's introduction of wax print in 1890 in West African Ghana was successful even at high prices because Ghanaians appreciated well, the high-quality African prints (Gott et al., 2017:54). Gott et al. (2017:54) mention that the cheap printed cotton from Manchester did not satisfy wealthier Africans. This called for a market study of African print that gathered their design and colours preferences to suit their teste. Apart from Ghana, Nigeria is another big African print consumption market in Africa discussed next.

2.3.4.2 Nigeria

Nigeria's history of African prints is traced to the British and Dutch trade along the West African port of Lagos. In Lagos, cotton prints are called Ankara, which refers to Accra, the capital city of the Gold Coast. Nigeria was linked to the earliest trade of African prints in West Africa (Gott et al., 2017:163). In the colonial days, Nigeria's African prints were imported from Britain, Holland, Japan, and Germany, with A Brunnschweiler & Co (ABC) servicing Nigeria with fashionable brands (ibid). Driven by post-independence import substitution ideology, Nigeria began the manufacturing of its own African prints that spread across Lagos, Kaduna, Aba, and Kano with factories such as Nigerian Textile Mills Plc (Lagos), Aba Textile Mills Plc in Aba, and Nichemtex Industries in Ikorodu-Lagos (Gott et al., 2017; Maiwada and Renne, 2013).

Muhammed et al. (2017) mention that production and consumption of African prints among Lower and Upper Niger communities spread through Nigeria's northern and southern sectors, making Nigeria the most prominent African print consumption hub in Africa. Nigeria ranks first in both production and consumption of African textile prints contributing about 124 million yards in production output and 800 million yards of consumption (Essel, 2017:40; Uqalo Research, 2015:13). Within the Ankara tradition, Nigeria, being the most populous nation in Africa, is rated the highest African print textile producer and consumer in the industry. Nigeria alone wields 6% of global production volume and consumes 800 million yards of African print textiles, representing 38% of all global consumption (Uqalo Research, 2015).

Previously, the industry had as many as 175 medium to large companies, which accounted for 25% of total manufacturing. It exported about 35% of its total output to its neighbouring countries (Muhammad et al., 2017:3). Currently, however, due to excessive dumping of Chinese African textile prints, the textile industry in Nigeria adds less than 1% value to total manufacturing in Nigeria (Aremu, 2015; Muhammadu et al., 2017:8). Renne and Curtis (2016) and Gott et al. (2017:16 assert that Nigeria's key source of Ankara is China. Next to be discussed is Tanzania, another key African print textile hub.

2.3.4.3 Tanzania

Tanzania stands out strong in African print production and consumption in eastern Africa, with 102 million yards and US$168 million in production volume and value, respectively (Uqalo Research, 2015). The statistics for Tanzania represent a 5% and 6% share of the global volume output and trade value, respectively. Tanzania ranks 2nd in local African print production in Africa but ranks 5th in consumption (Uqalo Research, 2015). Out of the total consumption of 230 million yards in eastern Africa, Tanzania alone consumes about 44% (100 million), making it the hub of African print textiles in Eastern Africa. It is, therefore, evident from the literature reviewed that African prints are mainly produced for the African market, and West Africa, particularly Nigeria and Ghana, representing the cradles of African print textiles.

2.4 CATEGORIES OF AFRICAN PRINT TEXTILES ON THE GHANAIAN MARKET

Although African prints may have had distinct differences in the past, globalization, glocalization, and regional integration have significantly minimized the differences (Uqalo Research, 2015). There are different categories of textile print product lines on the "mother name" African prints. Generally, the categorization is based on the production process, such as machine-printed African print textiles or printed versions of Kente Fabrics (Essel, 2017; Gott et al., 2017). Even among the printed African textile prints, Adu-Boakye (2012), Anafo (2015), and Gott et al. (2017), based on the printing process used, differentiate them into wax prints, Java prints, fancy print, imitated wax, and specialty prints. Each of these differentiating categories is briefly summarized in Table 2.4:

Table 2. 4: Summary of African Prints Categories

TYPES OF AFRICAN PRINT	PRINTING PROCESS USED	DIFFERENTIATING FEATURES

TYPES OF AFRICAN PRINT	PRINTING PROCESS USED	DIFFERENTIATING FEATURES
Wax Prints	Resin-resist printing using a duplex roller. It is immersed in dye baths. Manipulated to create irregular cracks to create batik looks. Resin is removed after that, leaving small spots used to resist applied colours called bubbles. Optional additional colours are sometimes applied by hand blocking or rollers or by screen printing. Modern methods are now being used to achieve these effects, which are still considered wax prints.	Double-sided prints have crackles and tiny white bubbles. Perfect imperfection. Usually, no one-yard repeat is the same. The use of modern methods is, however, altering these differentiating features.
Fancy Prints	Production does not use resinresist or Single-sided. No crackles or bubbles from the dying process.	The process uses rollers or rotary screen printing. Rotary mesh screens are used for the quick application of colours.
Java Prints	They are made without resin-resist or dying with rich colours. Higher quality rollers with high pressure allow deep penetration for better quality.	No crackles and bubbles.
Special Prints	They are custom-made fancy or wax prints, often one-sided. Usually carries images. They are usually made for special events such as anniversaries or notable events.	They usually have lots of imagery.

Source: Gott et al. (2017:55, 163)

The differentiating features in Table 2.4 make it evident that though all products may bear the name African prints, there are differences among them. The above categorization notwithstanding, be it wax prints, Java prints, fancy prints, or imitated wax, different countries have different local names for them.

2.5 AFRICAN PRINT TEXTILE INDUSTRY IN GHANA

2.5.1 Global Rating and Performance Trends

Ghana's African print textile industry is globally rated highly in both production and consumption. It ranks 5th in African print production globally but 3rd among its African peers, contributing between 3% (68 million yards) and 4% (US$ 111million), respectively, to textile production, next only to Nigeria and Tanzania (Uqalo Research, 2015).

Ghana's African print textile industry ranks 2nd after Nigeria in both consumption and production in sub-Saharan Africa. From the consumption or market size perspective, Ghana consumes over 150 million yards of African print textile products as of 2015 (Amankwah-Amoah, 2015; Uqalo Research, 2015). Relph and Irwin (2010:23) estimate that the average global growth rate of consumption for African prints is above 20% (that also drives production, especially of China), which could put Ghana's African print textiles consumption and market size in the region of 200 million yards. Its contribution of 7% of the total market of African print textile consumption globally could hence be more (Uqalo Research, 2015). Ghana is counted among the triad key consumption and production countries in African prints textiles (Essel, 2017) and ranks second in West Africa (see Tables 2.1 and 2.3). Ghana is an important market of African prints textiles because its share of the world output of African print textiles production and the market is even greater than that of all other Asian countries (excluding China and India) and Holland put together that contributes only 2% and 1% respectively to global African textile print production (see Table 2.3). From the perspective of global African print textile production and the hordes of China's textile exports to Africa and Ghana, Ghana is an important market for African prints. Ghana has been targeted by China and many other African print manufacturers from India and the Netherlands (Amankwa-Amoah, 2015; Essel, 2017; Verbong, 2007; WTO, 2008 – 2018).

46

Therefore, it is evident from the above discussion that globally as well as in Africa and West Africa, Ghana is core in the African print textile market story. This is shown in Table 2.5.

2.5.2 Overview of the African Print Textile Industry in Ghana

One school of thought has it that African print textiles were introduced to the Gold Coast, now Ghana, by the ace textile merchant Edward Fleming Brown in 1890 (Gott et al., 2017). Nonetheless, the most accepted assertion is that the advent of textiles proliferation in Ghana is traceable to soldiers in the colonial era who were seconded to (the Commissioner) serve in the Dutch army by the then Asante King (Essel, 2017). These soldiers are said to have brought token Java prints to Ghana. These Java prints caught the admiration of many Gold Coast women whose interest and positive attitude towards the handmade prints led to trade links between the Gold Coast and Holland that expanded with time (Howard, 2013; Sylvanus, 2013).

Although there were then some Manchester dyed prints (African prints made by textile mills in Manchester, England) on the Gold Coast market, the Java prints from Holland gained much more popularity. This led to a switch of consumer purchasing attitude and preference from the existing Manchester dyed patterns to the Holland Java prints, which formed the beginning of competition for the African print textile industry. Ghana is, therefore, believed to be the cradle of the African print textile culture in West Africa. The growth in demand and trade in African prints textiles in colonial times coincided with Dr. Kwame Nkrumah's post-independence trade and industry agenda to make Gold Coast (named Ghana from independence in 1957) self-sufficient through the creation of Import Substitution Industries (ISI). The textile sector was one of the beneficiaries of the ISI, which lowered the entry barrier, bringing into being the first textile firm, Ghana Textile Manufacturing Company (GTMC). The company was established as a subsidiary company of Freedom Textile International Company Limited of Hong Kong in 1960, producing only grey baft (unbleached grey material for fabric printing and dying). The company progressed to make Calico from 1962-1964 and then dyed sheeting (bleached, dyed grey). By 1965, GTMC integrated vertically, spinning, weaving, and dying simultaneously.

47

In January 1966, the Ghana Textile Printing (GTP) was added to commence full operation in textile printing (Axelsson, 2012). Akosombo Textile Limited (ATL) and the State Textiles that belonged to the French also joined in 1967 (Ibid). With the support from the Government of Ghana, other major Ghanaian textile firms such as Tema Textiles Limited (TTL), Juapong Textiles Limited (JTL), Freedom Textiles, and Spintex were added.

The proliferation of these significant textile companies led to other small to medium-scale Ghanaian textile firms such as Anitex Limited, Millet Textiles Corporation, Loyalty Textiles, Seraphine Surgical Limited, Tesano Textile industry, and Ghana Blanket factory which met other textile needs in the country (Asare, 2012).

After the overthrow of Dr. Kwame Nkrumah in 1966 (Ackah et al., n.d.), successive governments' variations of trade and economic policies emerged. This gave the African print textiles industry an uneven lifecycle. Policies like the building of import substitution industries promoted the industry's growth. This persisted until 2005, when WTO liberalization policies opened Ghana's textile market for wider consumer choices (ibid). These vast consumer choices resulting from trade liberalization, which seems to tilt consumers towards purchasing Chinese African print textile, appear to have negatively influenced African print textile consumers' purchase motivation and attitude towards the Ghanaian textile industry. The evolution of the textile industry's history pictures the trends in manufacturing and consumer demand and competition that add to the needed consumer insights. In what follows, the structure of Ghana's African print textile industry is discussed.

2.5.3 Structure of the Ghanaian African Prints Textile Industry

The African print textile industry structure comprises the number of companies in the industry, the nature of their products on offer, the firm's entry and exit limits, market circumstances, and many other factors. The structure of the industry is shown in Figure 2.4. Consumption attitude and behaviour in the African print textile market are affected by the structure and market performance (Krugman and Wells, 2015). This is because the market structure affects the conduct of its

consumers (ibid). Hence, market structure issues help to understand consumption and consumer dynamics, such as their attitudes towards African print textiles brands.

The market structure of the African prints textile industry was oligopolistic, with only four vital influential players (GTP, ATL, GTMC, and Tema Textiles Limited) who controlled the market of African print textiles in the mid-1960s and grew along to about sixteen (16) textile firms. Though the number of Ghanaian textile firms dropped to about four, around the year 2000 and now three, entry by external competitors with many market outlets (Bruce-Amartey et al., 2014) gives the Ghanaian textile industry a semblance of perfect competition with many suppliers. In times past, entry was restricted through tariffs and licensing. Currently, there is free entry and exit due mainly to globalization and the perfectly competitive market it has assumed with the Chinese entry into the Ghanaian market (Gatawa et al., 2013; Gott et al., 2017; Quartey and Abor, 2011). The African print textile industry offers a range of products to the African print textile segment (Adu-Boakye, 2012).

The channel structure of the Ghanaian textile manufacturers is long and has at least five stages. The manufacturers sell their products first to their trade partners, who also sell to wholesalers, semi-wholesalers, then retailers before the end consumer (ibid). In some cases, it goes through fashion designers and tailors who transform African print textiles into garments before the end consumer. Few garment manufacturers mass-produce African prints ready-to-wear (R2W) for consumers either under the African Growth and Opportunities Act (AGOA) program or at times done by the textile manufacturers (Howard, 2013; Mulangu, 2015).

On the contrary, external competitive African print textile manufacturers operate a parallel shorter structure that sells African print textiles directly to the trade and passed to them through to the end ; consumers who give it to tailors for custom-made dresses known as couture (Gott, 2010). The pervasive shorter competitive channel structure promises the average African print textile consumer much convenience that could inure a positive attitude towards competitive African prints (ibid). A snapshot of the industry is shown in Figure 2.2.

49

Table 2. 5: Ghanaian African Print Textile Industry Structure 2000 – 2020
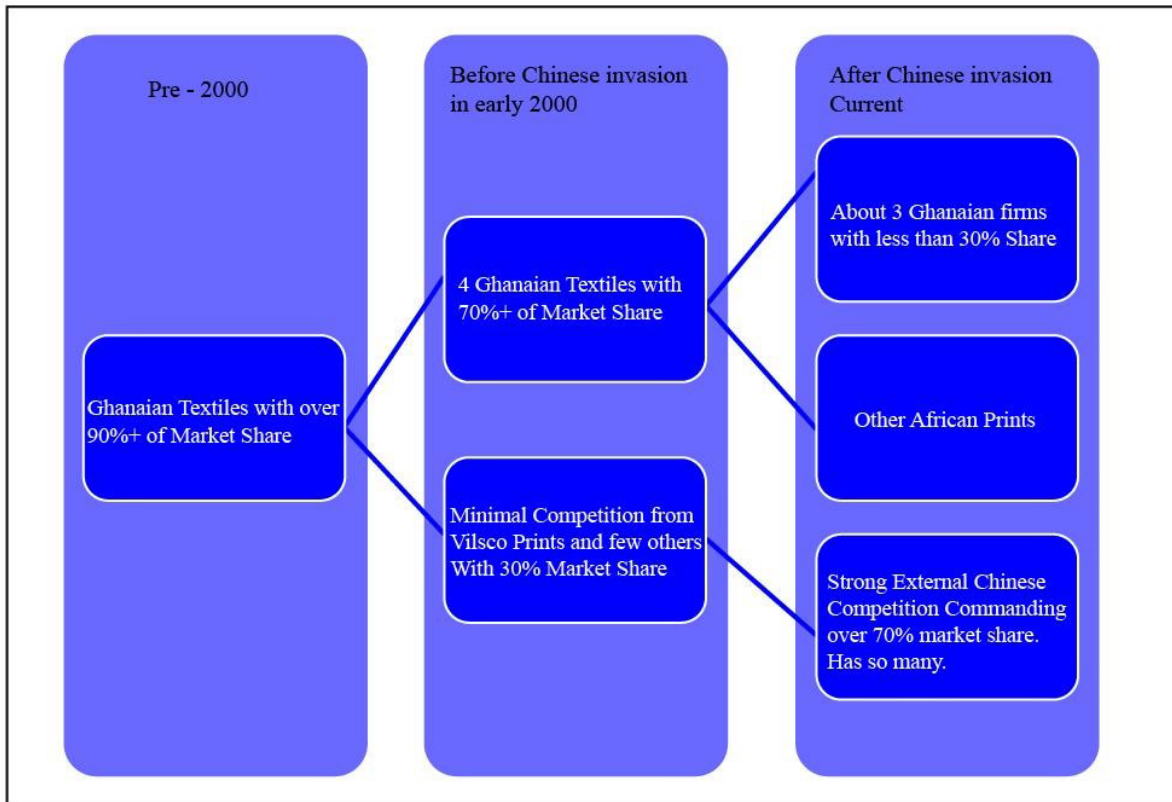
Source: Researcher's Own

As noted in Figure 2.2, the African print textile industry structure depicts the number of industry players over time and their estimated market shares. This tends to suggests that it used to be oligopolistic but now exhibits a more perfectly competitive market outlook, with its attendant implications on consumers' attitudes and behaviour. Next is the profile of the Ghanaian African Print textile consumer.

2.5.4 Profile of The Ghanaian African Print Textile Consumer

The profile of the Ghanaian African print textile consumer gives an insight into the object of study. Twintoh (2012), Adu-Boakye (2012:16), and Gott et al. (2017:32) state that African prints consist of wax, java, fancy, imi-wax, occasional special prints, and uniforms. African print consumers are mostly indigenous African, though in recent times some African-Americans, and pockets of nonAfricans patronize the product (Dogoe, 2013:29). The African prints textiles consumers, in the

50

recent past, were primarily female adults between the ages of 35 – 60 years but have seen appreciable patronage from the Ghanaian youth in recent times (Gott et al., 2017). Women are the primary consumers of African print textiles (Gott et al., 2017:73). Consumers from all the major religious groups, Christianity, Islam, and traditionalists, patronize the product.

Dogoe (2013:43) opines that consumers' pride, identity, and connection to the African roots are a vital motivation for their purchase. Their espoused individual African values determine their adoption of the product. African print textile consumers often buy African textiles that evoke African heritage, value, and benefit (Relph and Irwin, 2010; Tager, 2016). These consumers desire affordable quality within shorter lead times (ibid). These consumers crave newer textile products that are on-trend. This phenomenon is also referred to as fast fashion textiles, and consumers of such trends will not post on social media more than one picture in the same dress (Bamfo, 2015; Tager, 2016; Kanchan and Kumar, 2017; BOF and McKinsey & Company, 2019). This is because it is established that textile, clothing, and fashion consumers always want their fashion needs met on-trend (BOF and McKinsey & Company, 2019).

Rather than being patriotic, most consumers are variety seekers, quality and price-driven due to their deteriorating incomes (Bamfo, 2012; Yamson, 2017). Studies on textile consumers show that many tend to put price and quality above ethical concerns (Tager, 2016:86). Studies show that a majority of the African print textile consumers buy from the traditional open markets and are yet to adopt modern marketplaces such as malls (Falode et al., 2016:158). Traditionally, African print textile value chains span from textile manufacturers to wholesalers, semi-wholesalers, and retailers until the final consumer. However, in the era of fast fashion, the African print consumer craves satisfaction at the speed of light, which calls for shorter routes to the market. These shorter routes are facilitated by information technology that has bridged the gap between consumers and textile firms to generate consumers' favourable attitudes (Azmeh and Nadvi, 2014; Dahlbo et al., 2017). The African print textile consumer is gradually adopting time-compressed value networks such as the internet, Facebook, and Instagram that communicate and offer value and adjust rapidly to their needs on demand (Liu, 2013; Macchion et al., 2015:178; Romano, 2013). The competitiveness of

textile markets makes the textile buyer dominate and dictate the structure of the textile value chain (Azmeh and Nadvi, 2014:712). African prints are no exception to this phenomenon.

Consequently, textile consumers resort to shorter channels that keep them closer to suppliers who meet their needs (Azmeh and Nadvi, 2014). Textile consumers, in general, prefer efficient value chains to shorter lead times that respond quickly to shifts in their market demands (Azmeh & Nadvi, 2014:712). Adom-Oduro (2013) identifies that Ghanaian African print textile firms tend to use more integrated traditional routes to the market. The conventional way to the market may be outdated and may not conform to shifts in market needs and consumer satisfaction. This phenomenon might failed to breed positive consumer attitudes outcomes. He opines that competition uses contemporary routes that give them an edge over Ghanaian African prints textile industry players.

Hvass (2016) and Uqalo Research (2015) categorize textile products into luxury, premium, high, medium, and low-price notches. A majority of the African print textile consumers fall between those who demand the medium to low price nodes of African print textiles.
The economic contribution of the industry is discussed next.

2.5.5 The Economic Contribution of the Ghanaian African Prints Textile Industry
The African print textile industry plays a vital role in the Ghanaian economy, contributing billions of Ghana cedis in income and excise tax revenue (Howard, 2013; Howard et al. 2019:75; Quartey and Abor, 2011). Howard et al. (2016:2) note that it is US$ 3.173 in foreign exchange and tax revenue annually. It provides clothing to over 10 million of its citizenries, serves as a hub to national industrialization, and contributes to the 6.5% manufacturing sector growth of Ghana's gross domestic product (GDP) in 2018 (Ghana Statistical Service, Quarterly Gross Domestic Product Newsletter [QGDP], 2018). The African print textile industry provides about 3,000 direct factory hands employment in the sector (Adu-Boakye, 2012:16; Howard, 2013; Howard et al., 2016; Howard et al., 2019:75). Further, the industry provides other ancillary jobs, including the employment of cotton farmers, production-related input transporters, cotton spinners, and grey baft textile weavers. This happens through vertical integration in cotton farming and cotton processing

52

(spinning and weaving) and other primary inputs such as chemicals and dyestuff for African print textile production.

Further, it is estimated that the African print textile industry provides 70,000 jobs on its downstream value chain activities. These include the textile trade (wholesale, semi-wholesale, and retail) and textile and garment trainers, tailors, and fashion designers who transform textiles into garments (Adu-Boakye, 2012:16-18; Essel, 2019:2). To this end, the industry is an income generator through the commerce of finished African print products and, for that reason, plays a significant role in Ghana's economic growth and development (ibid). Therefore, the African print textiles industry help in poverty alleviation of the estimated 70,000 livelihoods earned through its job creation and development of the Ghanaian economy, contributing significantly to Ghana's 7.4% annual economic growth and development (QGDP2018). Howard et al. (2019:84) also found that the industry players were satisfied with their profits, suggesting that the industry is profitable. The role played by the African print textile industry mentioned above brings along many economic benefits in commerce, employment, income, poverty alleviation, and improved livelihoods, among many others, which makes it very important (Howard, 2013; Howard et al., 2016).

Ackah et al. (n.d.) argue that in the early 1960s, Ghana's industrialization drive hinged on the textile industry. It had a particular presidential focus that gave it a 25% contribution to GDP (ibid). It helped Ghana to wean itself off the reliance on Europe, notably the United Kingdom, for its textile and clothing necessities through local manufacturing and consumption of African print textiles. As a result of this industrialization drive and in response to meeting these growing textile and clothing needs of Ghanaian consumers, many firms (about 16) set up in the industry have contributed significantly to employment in Ghana. This consequently minimized the nation's high (5.2%) unemployment rate challenges (Adu-Boakye, 2012:16; GSS, 2014, 2015). AmankwaAmoah (2015) states that the industry employed about 30,000 workers in the 1970s though that has declined significantly currently to about 10% of its previous workforce. Given the market structure of the African prints textile industry described in Figure 2.4, the actual employment by the industry on the value chain as mentioned earlier is in the region of 70,000 due

to secondary jobs from the trade, tailors, fashion designers, and garment producers and merchandizers.

Further, the sector, which constituted 40% of Ghana's industrial setup, contributes significantly to Ghana's GDP (over US$250m in African print textile trade) and economic development (AduBoakye, 2012; Amankwa-Amoah, 2015; Uqalo Research, 2015). It also churns out about US$3,173 million in revenue to the Ghana government (Howard, 2013:3; Howard et al., 2016:2). Based on the importance of the industry, it was earmarked and given presidential attention in 2001 under the Presidential Special Initiative (PSI), which gave focused attention to strategic sectors of the Ghanaian economy. The PSI on textiles and the AGOA trade deals brought much economic development (Adu-Boakye, 2012). Therefore, the African prints industry is a significant revenue generator to the government (Howard et al., 2016). From the above role, thus, the sector contributes significantly to the socio-economic development of Ghana. Accordingly, challenges and signs of the decline of the Ghanaian African print textile industry are of much concern to its stakeholders, such as government and industry operatives, which are discussed next.

2.5.6. Key Industry Challenges that impact the Ghanaian African Prints Textile Consumer Attitude

Many challenges exist in the industry which affects the attitudes of the African print textile consumer, among which are weak management, use of obsolete equipment and technology, counterfeits, and reduced inter-brand differences. These are discussed next.

2.5.6.1 Weak Management

The extant literature such as Sylvanus (2013) and Gatawa et al. (2013) attribute the challenges of the African print textile industry to factors such as weak management. The reviewed literature alludes that industry executives have not strategically managed their firms. Additionally, Quartey and Abor (2011) argue that the inability of the executive of the Ghanaian African print textile industry to predict consumer needs, preferences, and the future of the African print textile market is a problem. This hinders proactive strategizing to offer consumers value, and it negatively affects African print consumers' attitudes towards the industry. This influences consumers' attitudes towards the Ghanaian African print textile industry; the focus of this study.

54

2.5.6.2 Use of Obsolete Equipment and Technology

The use of obsolete equipment and technology by the manufacturers lead to diseconomies of scale and its attendant cost inefficiencies (Gatawa et al., 2013; Howard et al., 2019; Maiwada and Renne, 2013; Mamat and Roslan, 2012; Sylvanus, 2013; Truett and Truett, 2010). This increases their prices in the face of dwindling consumer incomes and falling prices of the Asian African prints, which are about 30% of the prices offered by local competitors. Consequently, this makes the prices of Ghanaian African print textiles uncompetitive relative to the imported ones. This also leads to non-responsiveness to consumer lead times. Thus, the Ghanaian African print textile industry is often incapable of meeting consumers' needs in real-time as their rivals do (BOF and McKinsey & Company, 2019:36). This may generate negative purchase attitudes towards the Ghanaian African print textile industry and could make them resonate well with imported African prints textiles.

Maiwada and Renne (2013:187) were emphatic on the effects of the high influx of cheap Chinese textiles. They state that the Chinese permeate the entire value chain, not only production, which suggests the strong influence of foreign African print textiles on the attitude of the final consumer of Ghanaian African prints. This is relevant to this research and may explain the attitudinal motivations towards the African print textile industry that this research seeks to determine. Another challenge is the effects of counterfeits and reduced inter-brand difference, which are discussed next.

2.5.6.3 Counterfeits and Reduced Inter-brand Difference

According to Ghartey and Boachie-Mensah (2015) and Adom-Oduro (2013), what deepens the industry's woes is the pirating of the creative designs of the local industry in clone copies. Muniady (2017:18) observes the reduced inter-brand difference and counterfeits that overwhelm consumers. This is mainly because consumers often lack the technical eye to differentiate the nuance brand difference between Ghanaian African print textiles and the imported clones of African prints. Oodith and Parumasur (2017) mention that generic imitated brands (such as Chinese African prints) always cause confusion among firms' consumers. This leaves the Ghanaian African print

textile consumer confused and indifferent because they often cannot differentiate the original African prints from the clone copies (Howard 2013: 53; Ghartey and Boachie-Mensah 2015). The pirated textiles are smuggled into the country without paying taxes amid weak copyright law enforcement.

According to Quartey and Abor (2011), this reduces the overheads on imported textiles and consequently lowers prices, often below half of the locally manufactured African print textiles. In most instances, these cheap Chinese textiles have been distributed by the same retail channels of Ghanaian African print textiles. Hence imported African print textiles also compete for the distribution channels of the Ghanaian African print textile firms, thereby creating channel conflicts. Given the deteriorating incomes of the African print textile consumers and their price attitude of getting high quality at affordable prices (Tager, 2016; Yamson, 2017), this probably leads to higher consumer patronage of cheap imported African print textiles and a negative attitude towards Ghanaian textile industry.

Another major threat faced by the Ghanaian African print textile industry is the growth of secondhand clothing and the westernization of its growing culture (Baden and Barber 2005:1; Howard 2013:53). The government taxes these imports to curb the bane. However, increasing smuggling, rising consumer taste for imported African prints, the low switching cost for second-hand clothing, and their affordability is likely to give consumers a positive attitude towards it and a negative one towards the Ghanaian African print textile industry. Baden and Barber (2005) indicate that over
90% of Ghanaians buy second-hand clothes. This is due to their affordability, consumers' dwindling incomes, and the growing adoption of western fashion, which threatens the Ghanaian African print textile industry (Yamson, 2017). This culture has dire implications for African print textiles' purchasing attitude and behaviour (ibid). Challenges in the industry have undoubtedly affected consumer attitudes.

2.5.7 Marketing Mix of the Ghanaian African Print Textile Industry

The marketing mix elements are among the key determinants of consumers' buying decisions which influence their attitudes towards products and firms (Hanaysha, 2018; Kotler and Keller, 2016). According to Oke et al. (2016:46), the marketing mix elements is essential and an effective means by which firms influence consumers' attitudes and purchase decision. Hanaysha (2018b) and Oke et al. (2016:44) conceive that marketing mix activities are major purchasing stimuli that affect consumers' buying decisions and purchase behaviour.

Kotler and Armstrong (2016) note that a marketing mix is a blend of tactical tools that are fashioned together to meet the needs of a chosen consumer market. From the sellers' perspective, these tools are product, price, promotion, and place (4Ps). From the buyers' perspective, they are known as (4Cs) Customer solution, Customer cost, Communication, and Convenience. Xu and Chen (2017) assert that the important product attribute for clothes (African print textiles) are product quality, availability, consumer individuality, and cost performance or affordability. Xu and Chen (2017:9) and Lichev (2017:15) further touts marketing mix elements as significant determinants of consumer purchase motivation, attitude, and purchase behaviour. These marketing mix elements include aesthetics, convenience, comfort, improved consumer attention through marketing promotions and advertisements. The influential role of marketing in motivating consumers and winning their favourable attitude is by formulating a good blend of the marketing mix. The elements of the marketing mix are discussed subsequently.

2.5.7.1 Customer Solution - Product

Customer solution, also known as the product, is the appropriate combination of goods and services to meet the African print textiles consumers' needs. It usually consists of the brand name, the packaging, quality, features, services, and variety offered (Kotler & Armstrong, 2016). In the contest of African print textiles, features consist of colours and designs with meaningful symbols which have the African DNA (Lichev, 2017:13). Lichev (2017:15) states that consumer choice of products is based on the significance and value consumers give to the product attributes. The African print textiles consumer delights in the consumption of African prints that conveys their standing, African pedigree, and success in society (Dogoe, 2013). The following section discusses the price element of the 4 Ps.

57

2.5.7.2 Customer Cost - Price

Kotler and Armstrong (2016) note that customer cost, known as price, is the amount the (African print textile) consumer pays in exchange for a product, a charge they incur. Product price is one of the main determinants of textile consumers' buying motivation, inclination, and decision. Research shows that textile consumers buy when their estimated mental prices match or are below the offered prices (Xu and Chen, 2017:4). Hence, Kim (2019) asserted that price discounts and markdowns are essential factors that affect consumer attitude positively. Therefore, list prices are adjusted based on the competitive situation to match the African print textile consumers' mental acceptable price estimates through discounts and credit terms. This price adjustment helps arrive at the right price for African print textile consumers. Chokenukul et al. (2017) assert price is the second most vital influence on the textile consumers' attitude and purchase behaviour in the textile industry. Such price adjustments bring prices in line with what (the African print textile) consumers perceive as high value, a combination of quality, service, and price (Kotler and Armstrong, 2016; Kotler and Keller, 2016).

Kotler and Keller (2016:31) suggest that product affordability is critical to consumers' purchase disposition because it is not only those who desire the product that matter but those who can pay for what they desire. The finding of Quartey and Abor (2011), which suggests that the Ghanaian African print textile consumer prefers Ghanaian African print yet buys low-priced imported Chinese clone, affirms the reasoning of Kotler and Keller (2016) that purchase matters more than preference. They further assert that consumers' perceived value increases with decreasing prices and vice versa. Chokenukul et al. (2017) mention that optimum pricing affects consumers' purchase behaviour. This may be the same for African print textile consumers. Hvass (2016) accentuates that price in the textile industry is on a general decline and reported that clothing prices on the average declined by 26.2% in Europe and 17.1% in the US in the post-Multi-Fibre Agreement era. On that same tangent, Hanaysha (2018) claims that consumers find value in relatively lower prices of valued products. Whether prices of African print textiles influence attitudes and are also on a decline is a subject of inquiry that this study seeks to discharge.

Conversely, Nadra et al. (2015:70) found that consumers are willing to pay 10-20% more for high perceived value (among consumers of organic) products. They also note that consumers are willing to pay more in higher-income countries such as Europe. However, in Tunisia (Africa), they are unwilling due to financial constraints. This has implications for the African print textile consumer since the acceptable prices are dependent on the economic and geographical circumstances. This assertion is validated by I DEWA MADE MAYSA N, Purwanto (2013:71), who emphasizes that consumers' economic situation determines their price sensitivity and choice of goods such as African print textiles. Hence, in high-income inner-city regions of Ghana, African print consumer price sensitivities may be low with higher price acceptance than it is among rural African print textile consumers. This indicates the variability of attitudes towards African print textiles based on urban and non-urban regions. Therefore, prices of African prints matter much and influence the Ghanaian consumers' purchase motivation, attitude, and behaviour. The extent of this is to be determined by the research. Therefore, it is expedient to assess the pricing structure of African prints that ensues.

2.5.7.3 Consumers' Convenience - Place
Delivering consumer value should be done at the consumers' convenience, known in marketing as place. Place is not just the location for value delivery but also consists of all elements and distribution channels that make the product available on time to the consumer (Kotler and Armstrong, 2016:78). It includes the communication, distribution, and service channels such as the internet, retailers, wholesalers, intermediaries, logistics, coverage, transportation warehousing, and inventory (Kotler and Armstrong, 2016; Kotler and Keller, 2016). A good blend of the place elements creates the best convenience and breeds favourable African print textile consumers' attitudes towards the textile industry. As in many West African markets, the place element of the Ghanaian African print textiles is much of the traditional wholesale and retailing. It is yet to be fully developed to incorporate modern channels such as the internet or e-commerce channels that may have a negative attitudinal impact on the Ghanaian African print textile consumer (AdomOduro, 2013; Falode et al., 2016; Oke et al., 2016). The discussion defers to the promotion element of the 4Ps in the next section.

2.5.7.4 Communication - Promotion

Communication in the marketing mix, which is called marketing promotion, is different from sales promotion. It consists of all marketing activities that communicate value to consumers in order to inform, persuade and win them (Kotler and Armstrong, 2016; Kotler and Keller, 2016). Promotion consists of advertising, public relations, sponsorships, loyalty schemes, personal selling, and sales promotion, a tactical tool used to stimulate sales at a given time.

Shamhuyenhanzva et al. (2016) and Oke et al. (2016) assert that appropriate marketing communications tailored towards selecting a given firm's brand influence consumers' perception, brand choice, attitude, and purchase behaviour. This makes consumers choose the given brand which influence their peers to do the same. Hence, African print textile communications tailored towards their products could induce purchase motivation, decisions, and behaviour. For instance, word of mouth and social media communications also impact consumers' perceptions, attitudes, and decision-making (Lien and Cao, 2014; Shamhuyenhanzva et al., 2016:5). This could apply to the African print textile consumer. Xu and Chen (2017:4) note that 81% of textile and clothing consumers in China are impressed to buy by communications through shop display. This research seeks to investigate whether this is also the case of African print textile consumers.

2.6 FASHION, TEXTILE AND APPAREL MARKETING IN GHANA

The African print textile value chain comprises textiles, apparel, garments, and fashion accessories, which are all essential aspects of the Ghanaian African print textile industry. Besides using these terminologies interchangeably, they affect marketing trends of Ghanaian African prints. This section focuses on the empirical application of the marketing mix for African print textiles in Ghana. According to Sarker (2019:105), marketing is vital for textile and apparel products because it helps to expose them to consumers. Majeed et al. (2019:21) also note that fashion marketing helps in the effective management of the fashion consumer. Fashion marketing refers to the creative inspiration of the fashion consumer to patronize textile and apparel products. This is largely because the contemporary era of fast fashion incredibly poses a challenge to apparel and textile marketers who try to cope with fashion trends in order to satisfy the needs of textile and apparel consumers.

60

Sarker (2019:105) observes that fashion marketing mostly concerns itself with sales of textile and apparel, market and design trends, and the use of innovative technology in apparel marketing. Furthermore, Majeed et al. (2019:21) also accentuate that the discipline centers on what fashion products to produce, how to value them, how to inspire consumers to patronize fashion products, and get the products to consumers at their convenience. Fashion marketing has become so crucial because fast fashion consumers are becoming fussier at a time when the traditional modes of marketing cannot be relied on (Majeed et al., 2019:21). The area of study is drawing the attention of marketing researchers due to the need to align all contemporary marketing mix tools with assessing the fashion consumers' requirement for their satisfaction (Majeed et al., 2019:21; Sarker, 2019:107).

Essel (2019:1) observes that (fashion) textile and apparel in Ghana is not as industrialized as in the western world. Therefore, mass productions and marketing of African clothing are underdeveloped in Ghana. Ghana has a bespoke fashion culture called couture culture that does not operate under brands or labels. Accordingly, most apparel marketers do not operate under brands and therefore have no brand identities, such as H & M, Primack, and Zara (Essel, 2019:1).

Howard et al. (2019:76) observe that apparel products are predominantly Kaba (A corrupted form of the word "Cover" which is the top cover dress) for the women and Kaftan for the men (couture) with limited ready-to-wear. Ghanaian textile and apparel consumers pay attention to product features such as style, design, quality, the weight of the fabric, softness of fabrics, construction, durability, and the solution it offers (Majeed et al., 2019:23). Colour is an important product component to the Ghanaian textile and apparel consumer. It is within this starnd of thought that Aboagyewaa-Ntiri and Kwabena (2016) observe that colour variety is an attractive packaging force that influences the textile and apparel consumers' attitudes.This is because colour is associated with occasions in the African/ Ghanaian context, such as dark colour for funerals and white for celebrations.

Accordingly, apparel marketers often dwell on colour appeal for their textiles and garments. Product colour is reported as a critical attitudinal driving force (ibid). Apparel products are often cotton-based, which though friendly to the tropical weather, limits consumer choice, designer's

61

creativity, and exports. Similarly, Essel (2019:4) asserts. Majeed et al. (2019:26) also found that apparel marketing in Ghana lacks care labels with care information which is the basic information on fabric construction, finishing, washing tips and others. This is perhaps because most of them are not well branded. Products often lack proper packaging. Therefore, fashion marketing needs a good product (Characteristics) blend for good consumer appeal.

Place as a marketing mix element guarantees the availability of textile and apparel at the convenience of consumers (Majeed et al., 2019:24). Contrary to what prevails in well-branded chain stores in the western world, it is noted that apparel marketing in Ghana is often operated from street fashion shops (Howard et al., 2019:76).

Essel (2019:2) observes that most street fashion shops are low in shop accessibility and product accessibility. Conversely, imported textiles and apparels are more accessible through omnipresent itinerant hawkers. This tends to give its patronage a notch above the locally produced ones. Aboagyewaa-Ntiri and Mintah (2016:132) attribute lack of collaboration among value chain operatives to poor value Chain system, and inefficiency distribution channels. This tends to negatively affect consumer patronage and satisfaction, which justifies this study's inquiry.

Majeed et al. (2019:25) note that Ghanaian fashion and apparel marketing use more personal selling and relationship-building to promote their products on the promotional front. They mostly employ media tools such as store signage and social media. They tend to exploit in-shop promotion using photo almanacs with dressed celebrities in catchy designs. They rely primarily on referrals. This notwithstanding, the few traditional companies such as Woodin have established boutiques with proper in-shop promotion, branding, sponsorships, loyalty schemes, and others. They additionally are active in online marketing, outdoor billboards, print and electronic adverts, among others.

Although price is the most adaptable element in the marketing mix, it is the most challenging within the marketing mix elements for Ghanaian textiles and apparel (Majeed et al., 2019:23). Howard et al. (2019:82) found that Ghanaian textile and apparel marketers tend to use

qualitybased, cost-based, and market-based approaches to pricing African textiles and apparel. However, the problem is that consumers tend to seek affordable products while the products on the market are often overpriced. Because the cost of fabrics determines the price of apparel made by designers, most designers often go for affordable textiles to help beef up their margins. This tends to tilt consumers' attitudes away from local products, which tend to be more expensive. Affordable quality, therefore, can tilt consumer attitudes towards cheaper imported products.

2.6.1 Pricing Structure of African Print Textiles in Ghana

The pricing structure of African print textiles in Ghana shows the price variations in brands. In Ghana, prices of African prints vary based on brand and source (Uqalo Research, 2015). Table 2.6 below shows the price variations per brand.

Table 2. 6: Pricing Structure of African Print textiles in Ghana

Brand	Market Position	Country of Origin	Average Price Per Yard – US$
Vlisco	Luxury	Holland	10
Woodin	Mid-market	Ghana/Cote d'Ivoire	5
ATL ABC	Mid-market	Ghana	4
Uniwax	Mid-market	Cote d'Ivoire	3.5
CICAM	Mid-market	Cameroon	3.0
DaViva	Mid-market	Ghana	2.0
GTP	Mid-market	Ghana	1.9
UNTL	Mid-market	Nigeria	1.7
Hitarget	Superior Mass Market	China	1.5
Hitrack	Mass market	China	1.3
Prosimex	Mass Market	China	1.2
Sanhe	Mass market	China	1.2
Orientar	Mass market	China	1.0

Source: Adapted from Uqalo Research, (2015:22)

From Table 2.6, African prints from Vlisco, Holland commands the highest price per yard of US$10 (Uqalo Research, 2015). Woodin (Ghanaian/Ivorian brand) has an average per yard cost of US$5 with that of ABC from ATL, Uniwax and GTP pegged at US$4, US$3.5, and US$1.9,

63

respectively. All the Chinese brands are below US$ 2 per yard (Uqalo Research, 2015:22). Vlisco seems to operate a niche pricing strategy; Ghanaian textile companies use differentiation while the Chinese adopt a mass-market pricing strategy. These strategic approaches are reflected in the volumes produced and consumed per Table 2.6, which shows their production. Based on the purse size that puts the average Ghanaian consumer among the affordability seekers, the low-cost massmarket strategy seems to work best in the Ghanaian African print textile industry, which is worth noting by the industry players. This validates the assertion that the Chinese are averagely 200% to 300% cheaper than their local competitors, implying a possible resonance of the consumers with Chinese copies as suggested by the statistics in Table 2.6.

The marketing mix of the Ghanaian African prints textile industry is said to have high-quality products, highly-priced, distributed through traditional channels, and mainly promoted through conventional methods (Adom-Oduro 2013; Howard 2013; Quartey and Abor; 2011). However, its competitors have a more modern mix strategy, giving them an edge over the Ghanaian African print textile industry. In line with the study objective, the African print product appears to generate a favourable consumer attitude due to its high quality. However, its price seems to create a negative consumer attitude while the trade channels and promotion seem to be attitude neutral. The integrative effect of the marketing mix is the subject of inquiry that the above literature helps to address.

2.7 SUMMARY OF CHAPTER

This chapter reviewed the global, African, and Ghanaian African print textile industry. It also examined the industry's history and evolution, its structure, role, economic contribution, key industry challenges, and impact on the Ghanaian African textile industry. This relevant literature has exposed various dimensions of the African print textile industry. It helps to understand the market profile and the industry context that affects the African print textile consumers' purchase motivations and attitudes to address the research objectives and underpin the research findings.

Insights from the literature review aid the conclusive discharge of the study objective; determining the African print textile consumers' attitude towards the Ghanaian African print textile industry.

Based on the source, Gott et al. (2017:54) classified the products into African prints made in Europe, African prints made in Asia, and African prints made in Africa. The printing process used is classified into wax prints, Java prints, fancy prints, imitated wax, and specialty prints (Anafo, 2013; Gott et al., 2017:32, 55). The review reveals that the global textile industry, which includes the African print textile industry, is worth trillions of dollars, grow exponentially, is profitable and vital to the national commerce of many countries (Diaconu, 2017:5; Diriba et al., 2019:585; Howard et al., 2019:75; Kozar and Connell, 2017:1). The industry's economic importance has decoyed much competition that influences consumers' attitudes and purchase behaviour.

In Africa, Sub-Saharan Africa is the lead production and consumption hub, with Nigeria commanding the highest production and consumption of African prints textiles to the tune of 124 million yards and 800 million yards, respectively. Ghana is the next important African print textiles market in Africa, with 68 million yards of production and over 150 million yards of consumption (ibid). Ghana has been an important African print textile market since colonial days. African prints are cherished and well patronized by mostly Africans because it is a metonymy of the African cultural heritage and ethos (Dogoe, 2013; Gott et al., 2017; Tettehfio, 2009). The African print textile industry has contributed immensely to national revenue generation, income, livelihood, and employment.

The review also found that textile and apparel marketing in Ghana is not as industrialized as in the western world. Ghana has a bespoke fashion culture that does not operate under brands and labels and therefore has no strong brand identities (Essel, 2019:1). Furthermore, the review identified affordable quality, expensive African print textiles, limited income/liquidity constraint, sponsorships, loyalty schemes and promotions, new African print product on arrivals, and shop environment/window displays as key purchasing motivational factors. Other motivational factors include functional features of African prints, consumers' self-gratification benefits, and limited supplies/editions notices. The attitude factors include consumer's high knowledge of the textile industry, their positive beliefs, and their perceptions.

The reviewed literature reveals two key facts: a wide demand gap that needs to be filled. Secondly, the fierce scramble for market share through winning the African print textile consumer that exists between imported African print textile and the Ghanaian African print textile manufacturers. It takes consumer savvy firms that understand the changing needs, tastes, and market dynamics of the African print textiles to win consumers. This now sets the scene for an in-depth review of theoretical literature on consumer motivation and attitude in the next chapter that will form the foundation of the whole study.

CHAPTER THREE

LITERATURE REVIEW ON CONSUMER ATTITUDE AND CONCEPTUAL FRAMEWORK DEVELOPMENT 3.1 INTRODUCTION

This chapter reviews the theoretical literature on consumer attitudes in order to identify theoretical gaps in existing studies the have been raised by the main research question. Among the theories reviewed are the theory of planned behaviour, the theory of reasoned action and other anciliary theories that serves as the foundation to the research model used in this current study. The chapter discusses the concept of consumer behaviour, its evolution and then launches into discussion of research model development. It gives insights into the research constructs that encapsulates the research model that underpins the study. This section introduces and defines the core research concepts and gives insights into each of them in the order that the research model presents the research constructs (see Figure 3.7). The presentation starts with economic concepts and ends with purchase behaviour per the chapter, outlined in Figure 3.1

Figure 3. 1: Outline of Chapter 3
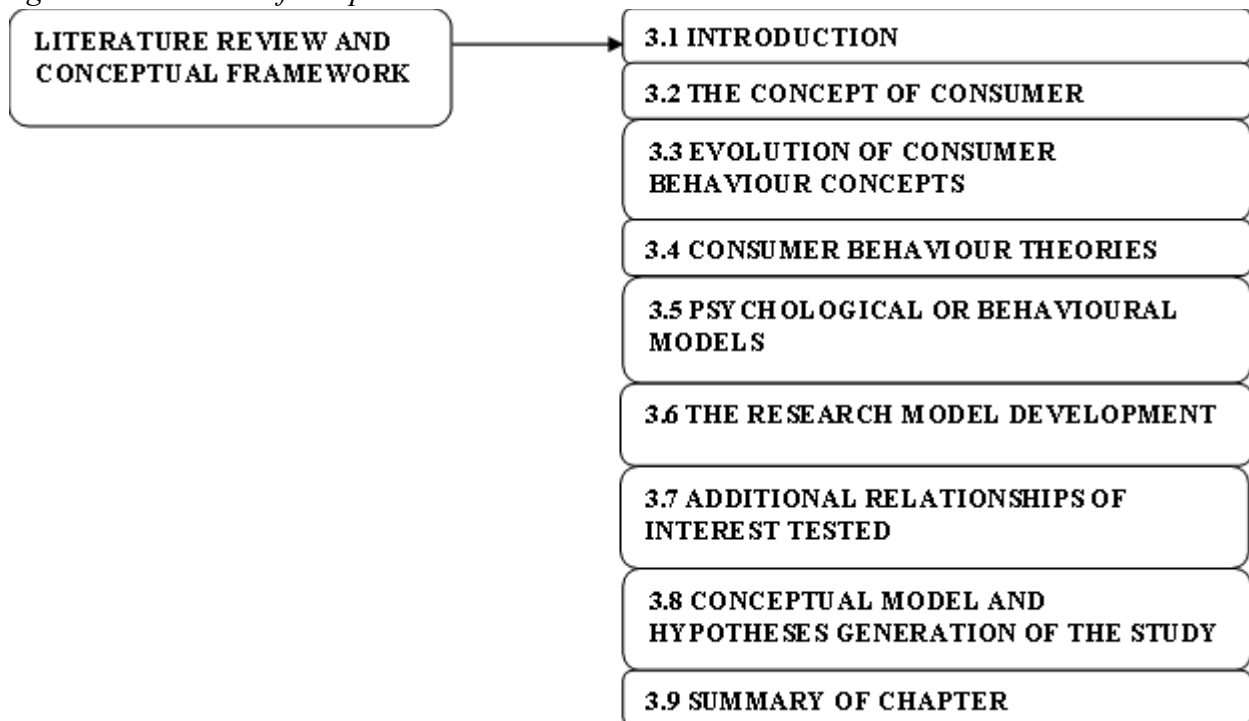
Source: Researcher's Creation.

3.2 THE CONCEPT OF CONSUMER BEHAVIOUR

67

Consumer behaviour has largely been conceived as a set of decisions on where, what, when, who, why, and how to buy goods and services (Vijayalakshmi and Gurumoorthy, 2018:135). According to Eibel-Spanyi and Hofmeister-Toth (2013:401), consumer behavioural studies inquire into consumers' needs, attitudes, and purchase motivation. The concept has been studied from many perspectives such as economic, psychological and social perspectives.

Viewed from the economic perspective, Malter et al. (2020:137) note that consumer behaviour models and theories started as an applied economics discipline where consumers demand for products are based on rational economic reasons such as price, disposable income levels and the product's affordability. However, the emergence of business schools that investigated the subject from a theoretical perspective, led to a shift from applied economics to sociological, anthropological, and psychological understandings of the subject matter. The early consumer behaviour models sought to understand consumers from a rational perspective and neglected reasons for consumers' needs, their preferences, and detailed reasons for need ranking (Vijayalakshmi and Gurumoorthy, 2018:135).

Therefore, the weakness of the economic models of consumer behaviour led to the emergence of socio-psychological models that delved more into explaining the irrational aspects of consumer behaviour such as consumers' self gratification, social status, and ego enhancements, among others. Many well-known socio-psychological theories that explain consumer behaviour are the Nicosian model, Howard – Sheth model, Engel-Blackwell-Miniard model, the Value Belief Norm theory, Behaviour Reasoning theory, Theory of Reasoned Action, and the Theory of Planned behaviour, among others. In order to have a broad perspective of the main subject matter being investigated, the study draws and applies various relevant elements from these models. The evolution of these theories is discussed next.

3.3 EVOLUTION OF CONSUMER BEHAVIOUR CONCEPTS

The concept of consumer behaviour has evolved with shifting emphasis, from purely economic factors to blends with non economic factors, as shown in Table 3.1.

Table 3. 1: Consumer Behaviour Eras and Their Emphasis

Period	Conceptual Forces	Consumer Decision Making Characteristics
The 1940s	Economic conceptions	Rationality maximizers.
The 1950s	Psychological conceptions	Illogical compulsive decision
1960-1970	Combination of psychological and Economic concepts	Cognitive and information-seeking consumer for product decision making.
The 1980s	Market dynamics	Influenced decision: decreased shopping time with increased choices
1990-2000	Globalization	Seeking differentiation in products
2010	Social, environmental, ecological	Environmental concerns of consumption decision

Source: Adapted from Trail (2018:57) and Vijayalakshmi & Gurumoorthy (2018)

Trail (2018:57) observes that consumer behaviour research in the 1940s was predominantly influenced by economic theory in which consumers are considered rational economic maximizers. During the 1950's consumer behaviour researchers argued that focusing their research on the psychological and sociological elements that influence consumer behaviour could foster a more profound understanding beyond what the economic model proposed. This viewpoint led to the use of behavioural models of consumer behaviour. During that era, consumers were deemed to be influenced by external factors. They were thought of as irrational and impulsive decision-makers, hence the need for psychological theories to explain such behaviours (Trail, 2018:57).

Between the 1960 and the 1970s, buyer behaviour was considered a unit of marketing research and was geared towards providing valuable insights for strategic marketing decisions (Melter et al., 2020:140). Throughout this era, economic and psychological models were blended. This saw the emergence of models such as the Howard-Sheth model, Alport Socio-psychoanalytic model, and Nicosian models, some of which shall be discussed later.

In the 1980s, issues of behavioural decision theory developed further with the focus shifting towards consumers' hedonic and heuristic consumption decisions, a departure from the rational choice assumptions (Malter et al., 2020:140-141). This era was characterized by consumers who had decreasing shopping time with increasing choices which directed research on individual buying decision-making processes (Trail, 2018:58). In 1990 – 2000, globalization took center stage and shrunk the consumer world into a single unit which called for an investigation into the similarities and differences, and influences of this new market on consumer behaviour (Trail, 2018:58).

The year 2010 also saw the discipline's focus on social and ecological impacts of consumption which heightened consumer behaviour research on "green" consumption. Consequently, Malter et al. (2020:141) note that contemporary consumer behaviour models have begun to employ interpretive approaches to understand symbolic meanings in consumption experiences. These humanistic approaches use consumer culture theories to explain cultural aspects of consumer behaviour. This stance investigates cultural elements such as consumer values, social norms, beliefs, to mention a few culminated the adoption of ethnographic approaches that explore the sacred aspects of consumption for deeper meanings of consumer acquisition rationale. Contemporary consumer behaviour research also employs autoethnographic methods that delve into consumer lifestyle. Modern consumer behaviour research approaches tend to be more complex due to the combined effects of socio-cultural, psychological, economic, and market factors.

3.4 CONSUMER BEHAVIOUR THEORIES

The evolved eras and their respective reigning theories churned out three categories of consumer behaviour theories: the economic theory, psychological theories, and their resultant combinations: economic and psychological theories. Driven predominantly by the dynamism of globalization amidst economic constraints, this present study focuses on consumers' attitudes and economic motivations. Accordingly, the following sections focus on the economic and psychological concepts that underpin consumer behaviour. A selection of models under these paradigmatic categories are discussed subsequently.

3.4.1 Economic Theories

Economic factors are the fundamental elements of the traditional economic model, such as price, income, employment, and inflation, that form the basis of all business transactions. Economic theory was the earliest influencer of consumer behaviour which was termed the rational "Economic man" (Trail, 2018). According to Vijayalakshmi and Gurumoorthy (2018:136), the discipline viewed consumer behaviour from a micro and macroeconomic perspectives that investigated the subject in terms of patterns of prices, income, and consumptions by consumers in an economy. This viewpoint explained what consumers purchase, quantities purchased, their consumption rate within a given budget, and satisfaction by measuring their marginal utilities.

Economic theories assumed consumers have unlimited needs that cannot be satisfied due to limited income, maximization of utility based on their budget constraints, consumer preferences based on best price, and perfect knowledge. This consumer behaviour model preoccupies itself with how to sell more without regard to consumers' actual needs and behavioural reasons behind their purchase. The critical elements in the economic models of consumer behaviour focus on price, income, products, and consumers' scale of preference. The economic model is deemed mechanical, based on unrealistic assumptions, and uses price to measure many other variables. It also restricts consumer behaviour to only economic factors neglecting socio-cultural and psychological factors that influence consumers' behaviour. This study adopts the elements of price, income, and liquidity (limited or unlimited income) in the economic model to address issues on the economic construct. The adoption of these elements for this study is motivated by studies such as Haleegoah, OseiAkuoko, Dwumah, Marfo, Forkuor, Frimpong, Asante, and Brobbey (2020:395) and Yahaya, Yamoah, and Adams, (2015:1045-1046) that show that these economic elements directly affect consumers' motivation. Detailed discussion on the influences of economic factors on the Ghanaian consumer is discussed under the conceptual framework.

3.4.2 Combined Economic and Psychological Theories

Based on the weaknesses of the economic models of consumer behaviour, researchers have begun combining the economic and aspects of psychological variables in their investigations. Vijayalakshmi and Gurumoorthy (2018:136) name some models that combine the economic and

71

psychological factors in explaining consumer behaviour as the Nicosian Model, the Alport Sociopsychoanalytic Model, and the Howard-Sheth Model, which are discussed. These models have elements that help to explain some dimensions of consumer behaviour variables related to the current study.

3.4.2.1 Nicosian Model of Consumer Behaviour

According to Vijayalakshmi and Gurumoorthy (2018), this model focuses on elements such as the firm's attributes, consumer evaluations of offerings, substitute products, purchase motivation, product storage, and product use. It also looks at personal or household needs and environmental stimulation in its investigation of consumer behaviour. Evidently the model investigates consumers' behaviour from both demand and supply perspectives with broader coverage. However, some of the model's assumptions, such as the assumption of consumers as first-timers with no prior history between the firm and consumer, sound unrealistic. The concepts of purchase motivation and evaluation of product attributes on consumer perception, espoused in this model are relevant to the theoretical model of this study (Oke et al., 2016:46; Xu and Chen, 2017:2). These concepts are discussed under the research constructs sub-section. The model is depicted in Figure 3.2.

Figure 3. 2: The Nicosia Model of Consumer Decision Process
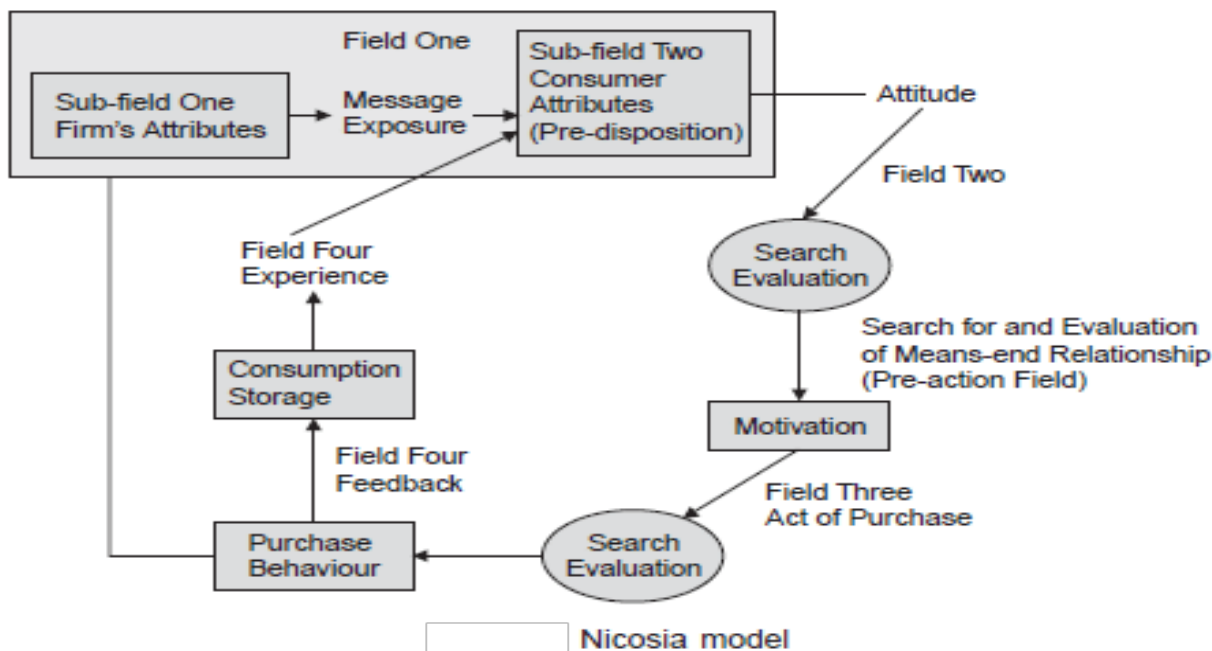
Source: Nicosia Model of Consumer Decision Process (Nicosia, 1976)
Next is the Alport Socio-psychoanalytic Model

3.4.2.2 Alport Socio-psychoanalytic Model

Orji (2013) also names the Alport Socio-psychoanalytic Model consisting of exogenous variables such as socio-cultural factors and external stimuli that affect consumers' behaviour. It also delineates endogenous variables such as individuals' personalities, motivations, and cognition. Categorizing variables into exogenous and endogenous helps in better conceptualization, especially to know some key human influences that are applicable to consumer behaviour. However, the model is limited in defining the exogenous factors as it neglects economic factors and limits its investigative power in consumer research. In line with Oke et al.'s (2016:44) and Hanaysha's (2018) studies, external stimuli are a crucial source of consumer motivation. Consequently, this current study adopts the elements of external stimuli (marketing environment) and motivation in its research model. Chaisuriyathavikun and Punnakitikashem (2016:150) observe that motivation determines attitude, whereas attitude drives purchase behaviour in a standard hierarchy of effects. Figure 3.3 depicts the Alport Consumer Behaviour model and its key elements.

73

Figure 3. 3: The Alport Consumer Behaviour Model
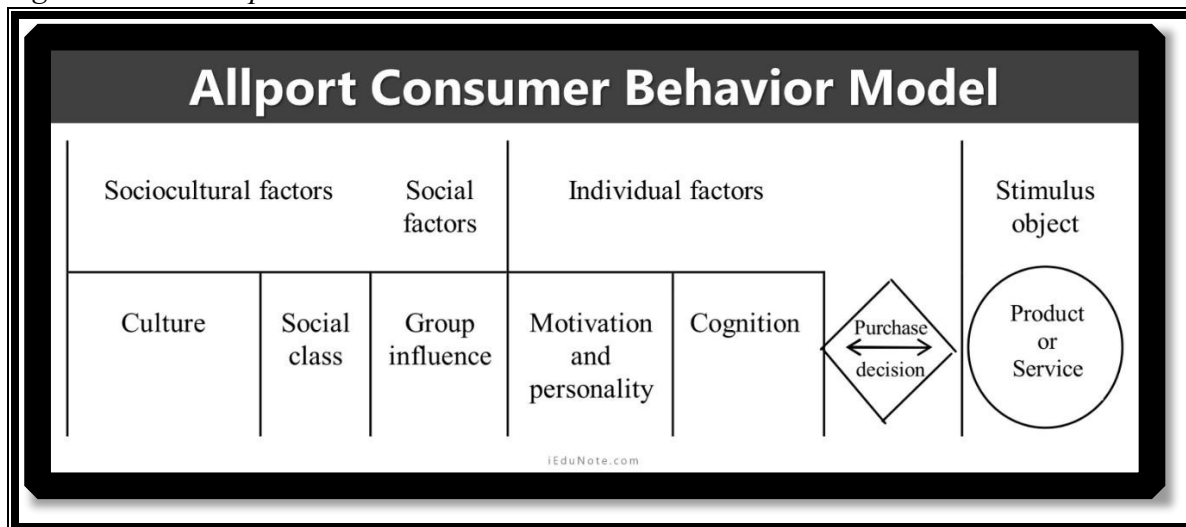
Source: Gordorn Alport

3.4.2.3 Howard-Sheth Model

The Howard-Sheth model of consumer behaviour delineates the investigative variables of the subject into inputs and outputs (Orji, 2013; Vijayalakshmi and Gurumoorthy, 2018). It names Stimuli, Quality, Price, Distinctiveness, Service/Availability, Family, Reference groups, Social Class as some of the input variables. At the same time, consumer attention, comprehension, attitude, intention, purchase behaviour are termed as output variables. These variables represent the key attitudinal constructs of cognition, affect, and conation. This model meets the drive for a broader investigative perspective in consumer behavioural research and gives a clear distinction of input and output variables that helps better conceptualization of the behavioural constructs. Despite its wide investigative variables that link consumers' cognition, affect, and conation, it viewed consumers as computers with inputs and outputs and could be predicted mechanically (Malter et al., 2020:139). Its mechanistic nature tends to limit its probing capacity, which inclines contemporary researchers towards the behavioural models of consumer behaviour. This is because the behavioural models often delves deeper into the unobservable and irrational aspects of consumer behaviour. As used in the Howard- Sheth model presented below in Figure 3.4, attitude is used in this study's model. Additionally, subjective norm elements such as family and reference groups were also adopted from this model to test the effect of normative beliefs on consumers' purchase behaviour.

74

Figure 3. 4: Howard & Sheth in Schiffman & Kanuk
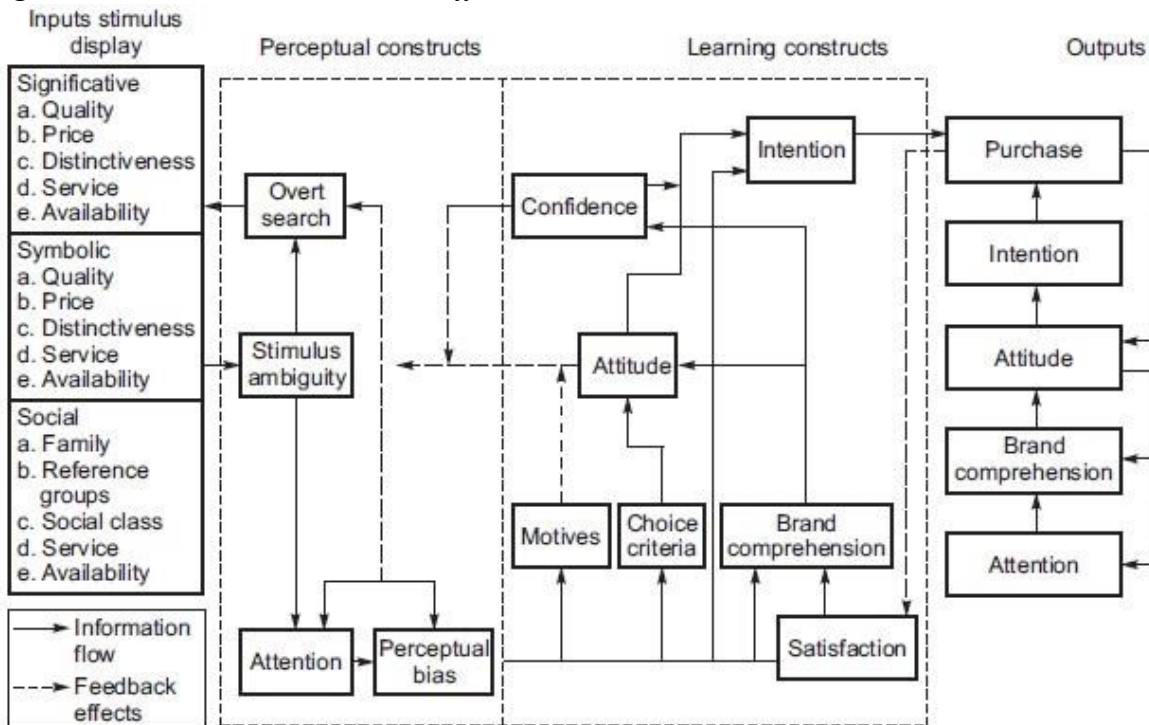
Source: Howard & Sheth in Schiffman & Kanuk (1987,656)

3.5 PSYCHOLOGICAL OR BEHAVIOURAL MODELS

The psychological models aim to understand the irrational aspects of consumers' needs, wants, hierarchy of effects, and decision-making process. The model considered the consumer as a cognitive man who is influenced by external stimuli through his search for information about products for purchase decisions. Though rational, the consumer is also influenced by his affect that assumingly leads to behaviour.

Due to the over saturation of research on the subject and to complement the economic knowledge on consumer behaviour, contemporary consumer behaviour theorists such as Icek Ajzen and Martin Fishbein, who propounded the theories of Reasoned Action, have recently dwelt more on the behavioural aspect of the subject. They investigate consumers' behaviour from psychological and social influences (Dhir et al., 2021; Tajuddin, 2014). The Theory of Reasoned Action and

75

Planned Behaviour are discussed further since its theoretical elements best suit the research investigation.

3.5.1 Theory of Reasoned Action TRA

The theory of reasoned action (TRA) is a multi-attribute attitude theory that looks at social pressure and attitude towards the buying process instead of the product (Solomon et al., 2016:302, 684). It centers on apparent consequences of buying and helps to predict consumer attitude and behaviour. TRA, which was postulated by Fishbein and Ajzen (1975), explains how the attitude of individuals towards a particular object, in this case, the Ghanaian African print textiles industry, is influenced by the individual's psychological and social variables that translates into their purchase intention and behaviour (Tajuddin et al., 2014). TRA asserts that consumers are affected by various factors such as beliefs, evaluation, subjective norms, and external variables.

The theory holds that an individual's attitude results from his evaluation and beliefs about a particular behavioural object (Ghanaian textile industry and product) and its subjective norms. Here, the individual's attitude and behaviour are predicated on their product or firm's attribute assessment. Therefore, consumers who want to buy African Print Textiles will first evaluate the product attributes to assess the benefits, and adopt an attitude in light of subjective norms and other social and environmental influences such as marketing promotions. Subjective norms are people's influential beliefs and views of the importance of the product's attributes (Mobrezi and Khoshtinat, 2016; Nystrand and Olsen, 2020:4). Social influence occurs by the selling opinions of close family relations, which shapes intention and decision. This works on the logic that human beings are rational and influenced by information gathered systemically. The crux of the theory is to help explain, forecast, and project individuals' intentions and behaviour. This model focuses on consumers' beliefs, evaluations, subjective norms, and motivation to comply in determining consumers' attitudes and behaviour.

The theory is applied by measuring consumers' attitudes by multiplying their salient beliefs with their respective essential attributes added to consumers' subjective norms to form consumers' attitudes. Subjective norms, according to Solomon et al. (2016), constitute consumers' normative

beliefs (NB) and their motivation to comply (MC). According to this model, an increase in favourable beliefs increases favourable motivation and attitudes (Kardes et al., 2011).

This model suggests that to change the African print textile consumers' attitude towards the industry, one needs to change their beliefs and motivations or their evaluation methods. The model proposes that consumer attitudes influence their purchase intention, which affect their purchase behaviour (Tajuddin, Zainol, Alwih, & Ashil, 2014). Hence, the increased positive attitude of the African print textile consumer increases their positive purchase behaviour and repeat purchases. It is noted that other variables such as subjective norms and social rules may also either influence the consumer's attitude directly or their purchase intentions (ibid). Tajuddin et al. (2014) conclude that the subjective norms, normative beliefs of textiles consumers, and motivation to comply with the group's expectation of the consumer also influence their intention to purchase.

Consequently, the TRA assumes that consumers' attitude, which affects their disposition towards a purchase, automatically lead to buying behaviour. This theoretical weakness of the TRA provides an incentive to incorporate the Theory of Planned Behaviour which addresses this theoretical deficiency. Figure 3.5 depicts the Theory of Reasoned Action.

Figure 3. 5: The Theory of Reasoned Action - TRA
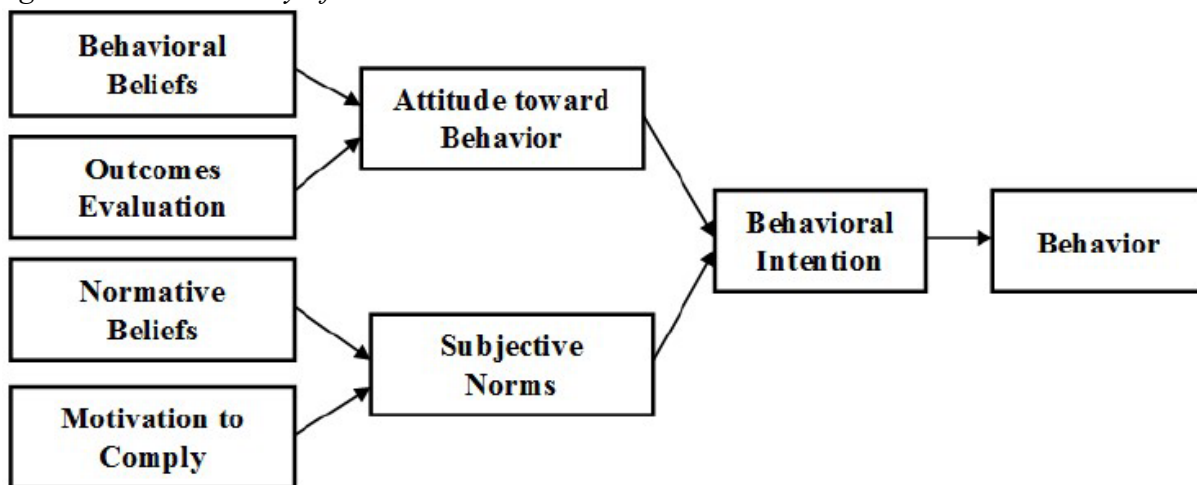
Source: Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behaviour: An introduction to theory and research. Reading, Mass.; Don Mills, Ontario: Addison-Wesley Pub. Co

3.5.2 Theory of Planned Behaviour - TPB

The theory of planned behaviour was designed to help explain all behaviours over which people could exert self-control. It is primarily an extension of the theory of reasoned action (TRA) propounded by Icek Ajzen (1991). It argues that behaviours depend on motivated intention and performance, also termed behavioural control. The TPB could predict behaviour by intention, which is one's plan to embark on a given behaviour and perceived behavioural control (PBC). On the other hand, the intention is assumed to be determined by two key factors: attitude towards the subject and subjective norms (Zwicker et al., 2020;2). The theory holds that peoples' attitude drives their intention to perform a particular behaviour which in this case is liking and patronizing African prints textiles. The Theory of Planned Behaviour often focuses on consumers' acceptance of behaviour (Dhir et al., 2021:13). TPB has four elements: attitude, subjective norms, intentions, and perceived behavioural control, which are discussed in turns. Figure 3.6 depicts the Theory of Planned Behaviour.

Figure 3. 6: The Theory of Planned Behaviour
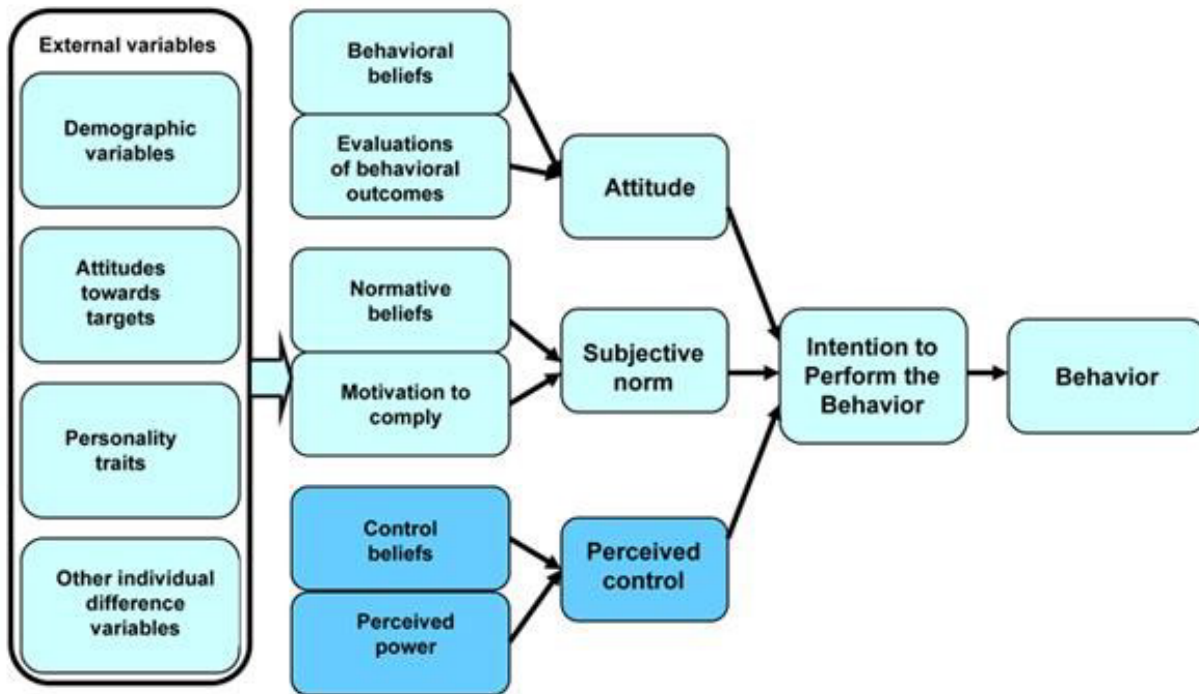
Source: The theory of planned behaviour, Organizational Behaviour, and Human Decision Processes (Ajzen, 1991).

3.5.2.1 Attitude

Solomon et al. (2016:285) suggest that attitudes vary based on the cultural context of consumers. According to Shahid (2019:1), attitude signifies people's settled way of thinking and feelings about an object or subject. This construct consists of affective, cognitive, and behavioural elements such as knowledge, beliefs, perception, and emotions which explains issues of consumers' disposition towards the industry and its products (Nystrand and Olsen, 2020:2; Shahid, 2019:1; Zwicker et al., 2020:5).

Nystrand and Olsen (2020:2) note that it is a latent disposition to respond with some degree of favourableness or unfavourableness to a psychological object or a dualistic evaluation of an outcome. Attitudinal constructs are multifaceted and could be hedonic, utilitarian, affective, and cognitive. Dhir et al. (2021:3) term it as the degree of assessment of outcomes of a behaviour. This strongly correlates with people's intentions (Nystrand and Olsen, 2020:3). Accordingly, a positive

79

attitude may lead to positive choices and vice versa (Dhir et al., 2021:3). Therefore, attitude direction is often parallel to intention, which is the underlying notion of TPB. Attitude is an exhibition of a positive willing intention to demonstrate a behaviour. Other dimensions of consumers' attitudes are discussed in detail under the research's conceptual framework. The next element in the theory of Planned Behaviour is subjective norms.

3.5.2.2 Subjective Norms

Sahid et al. (2019:2) opine that subjective norm is a sign of social pressure to perform or not perform a particular behaviour. It is the perceived pressure from a social structure to conform to a given behaviour, such as purchasing African Print textiles. According to Nystrand and Olsen (2020:4), subjective norms could be injunctive norms about what is approved or disapproved by one's social networks. It could also be descriptive norms of social pressures of what people do and consider it good and normal to be done by peers. Subjective Norms are often exhibited in people's beliefs and views on best causes of actions and choices. These social norms are often influential standard customary codes among groups that depend on trust, experience, and conventions.

The influence of subjective norms on consumers is often overt recommendation or covert motivation to comply with purchasing behaviour from family, friends, social groups such as professional membership, church, and others. According to Nystrand and Olsen (2020:4), these social pressures significantly contribute to one's intention to behave in a prescribed way and, therefore, behaviour. The accepted notion is that those with high subjective norms and high perceived behavioural control, other things being equal, must have firm intention to purchase and purchase (Djura et al., 2017:16).

It is asserted that subjective norm is not as strong in determining intentions and attitude as perceived behavioural control. This is because the pressures exerted by social factors are mediated by the individual's power to act or not to act on his formed intentions, known as perceived behavioural control, which is another element in the Theory of Planned Behaviour (Trail, 2018:72).

3.5.2.3 Perceived Behavioural Control – PBC

80

Perceived Behavioural Control (PBC) is the theoretical element that separates the Theory of Planned Behaviour from the Theory of Reasoned Action and others. This refers to one's ability to take and execute a behavioural decision such as a purchase decision (Djura et al., 2017:16). PBC is a person's perceived freedom, ease, or difficulty of performing a given behaviour of interest, also called perceived power. PBC is assumed to reflect past experiences and anticipated obstacles (Trail, 2018). It is the freedom of decision-making in adverse or favourable circumstances that reflects one's self-efficacy to regulate events that significantly affect consumers' intention and, ultimately, behaviour (Nystrand and Olsen, 2020:4). Trail (2018:70) notes that the idea of perceived self–efficacy, which is the belief that one can accomplish intentions, is akin to selfesteem or self-confidence.

However, the difference is that while self-efficacy is situational, self-esteem is general to all situations. TPB assumes that the higher the self-efficacy, the higher the likelihood of performance (Trail, 2018:71). The PBC varies and this is based on the given task on hand. Within the TPB, Shahid et al. (2019:1) indicate that individuals control their socially appropriate behaviours. In this context, consumers' ability to restrain purchase in the face of limited available stocks of African print textiles or inability to restrain impulsive purchase is a proxy of perceived behavioural control.

Perceived behavioural control is how easily consumers can overcome a behavioural barrier to buy or not to purchase and one's self-confidence and ability to handle behavioural decisions. This mediating factor of PBC can foil intentions and consequently attitude and behaviour. Also essential to preview behavioural control in context are situational factors such as lack of finance, lack of proper planning, cancelled events, unavailability of required cloth, a sudden price increase that could reduce the probability of occurrence or mitigate intended action. It is noted that TPB deals with perceived behavioural control and not actual control over behaviour (Trail, 2018:70). This has in recent times led to an extension of the TPB to include Actual Behavioural control in its investigative applications, which incorporates required resources to perform intended behaviours. Intention is another element in the TPB considered next.

3.5.2.4 Intentions

81

Intention, a planned action, drives people to perform a particular behaviour. It reflects high levels of motivation and attitude that influence the performance of given behaviours (Djura et al., 2017; Shahid et al., 2019:2). According to Nystrand and Olsen (2020:2), while motivation helps to form intentions, the intention to perform a given task is also a source of motivation to perform that behaviour. Therefore, the stronger the intention to perform the behaviour, the more likely the performance of that behaviour. Nystrand and Olsen (2020:2) note that intentions explain 28% of behavioural variances; hence measured attitude and intention helps to predict behaviours.

Despite the universal applicability and strengths of the TPB, it has some weaknesses. It neglects the effects of environmental factors such as marketing and economic activities that influence one's intentions, perceived behavioural control, and behaviour. It assumes the total availability of resources for task performance. It also assumes a linear decision-making process, which is not so in reality and is silent on the time element between intent and action.

The above limitations notwithstanding, the TPB is superior to TRA because it has an extra mediation feature of PBC and, in its extended form, actual behavioural control, which is critical in attitude determination. Its versatility and flexibility make it convenient to use. Djura et al. (2017) used it to investigate consumers' behaviour towards mobile slaughtered meat, while Shahid et al. (2019) applied it in consumer behaviour in green hotels.

Similarly, Nystrand and Olsen (2020) used it to investigate consumer attitudes and intentions towards consuming functional foods. Zwicker et al. (2020) used it to study consumer behaviour towards the use of plastics, and Dwobeng et al. (2019) used it to investigate consumer behaviour towards counterfeit African print textiles. These are ample evidence of its predictive power and usefulness to this research. This decision is strengthened by the assertion of Trail (2018:54) that psychographic information is a better predictor of consumer behaviour. The TPB has not been used much in studies reviewed among African print textile consumers despite its predictive power, which justifies the choice of the TPB as the key model for this study.

The various models discussed bring out variables and constructs that explain consumer attitudes and purchase behaviour from multiple perspectives. The traditional economic model of consumer

behaviour and the hybrid models such as the Howard-Sheth, among others, tend to be mechanistic in their approach to consumer behaviour research which may not serve the purpose of this study. African print textile is a culturally-rooted product; therefore (Gott et al., 2017), issues relating to its marketing, purchase motivation, attitudes, and purchase behaviour tends to be more sociologically and psychologically related.

However, other ancillary factors as economic also help in its explanation. Based on the above, the theory of planned behaviour that delves more into socio-psychological aspects of consumers such as attitudes, subjective norms, intentions, and perceived behavioural control is chosen as the anchor theory for this study. However, due to its weakness of assuming the availability of consumer-resource to undertake an intention, elements of the economic model (price, income, and limited income termed economic factors) are used to complement its weakness. These elements are discussed in later sections.

3.6 THE RESEARCH MODEL DEVELOPMENT

This piece marries theoretical and empirical literature on the study, bringing out literature gaps and providing a sure grounding for the research. This literature enlightens the discharge of the study objectives by buttressing or refuting the research findings for robust conclusions of this research.

3.6.1 A Research Framework for African Print Consumer's Behaviour

The following model, largely drawn from the above discussions, provides the analytical base for this study. The current research perceives that, consumers of African prints in Ghana are motivated by different factors in buying Ghanaian or foreign African print textiles. To determine what drives purchase behaviour for Ghanaian and foreign African prints, the model utilizes concepts of economic and market environment drivers in marketing to understand what influences consumer motivations and attitudes. The choice of economic factors as a key influencer of attitude and motivation is driven by the critical role that economic factors play in influencing purchase behaviour (Haleegoah et al., 2020).

Additionally, the marketing environment is chosen as an influencer in this study due to its ability to stimulate the cultural characteristics of the African print market in Ghana (Oke et al., 2016:44).

Chaisuriyathavikun and Punnakitikashem (2016:150) state that consumer motivation drives their attitude while attitude drives purchase behaviour in a standard hierarchy of effects which underpins the conceptual model.

As mentioned in Chapter One, this study aims to understand the factors that influence consumer attitudes in the Ghanaian African print textiles market. The study first focuses on determining the factors influencing Ghanaian African print textiles consumers' attitudes. It also examines the motivational factors that mediate the relationship between the economic and marketing environmental factors, which ultimately inform the Ghanaian African print textile consumers' attitudes. The study also seeks to establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African prints. Accordingly, this research looks at consumer behaviour with a specific focus on African print textile consumers' attitudes, motivations, and purchase behaviour.

All marketing decisions are based on assumptions and knowledge of consumer behaviour. The study proposes the following analytical model in Figure 3.7. The model assumes that purchase behaviour in the African print textile market is influenced by endogenous factors that are shaped by specific exogenous factors. The study poses the following questions:

i.   What economic and marketing environmental factors influence the Ghanaian African print textiles consumers' attitudes?

ii.   What motivational factors mediate the relationship between the economic and marketing environmental factors and the Ghanaian African print textile consumers' attitudes?

iii. Is there a significant difference between consumers' attitudes towards Ghanaian and foreign African prints?

iv.   See section 1.3 for other research questions.

The perceived constructs and how they influence purchase behaviour are shown in the model below.

Figure 3. 7: Conceptual Model
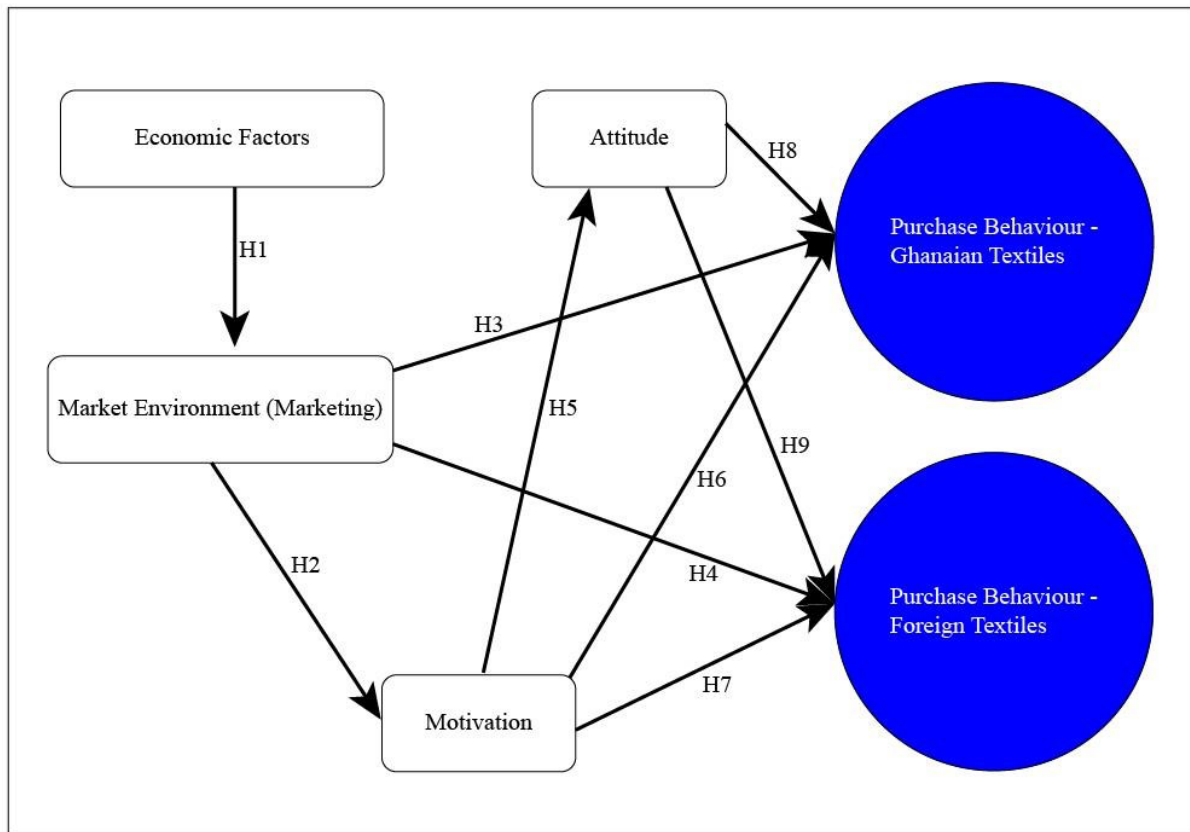
Source: Researcher's Creation

3.6.2. Purchase Behaviour

Purchase behaviour consists of consumers' pre-purchase to post-purchase behaviour. It is the behavioural response of consumers in the standard hierarchy of effects. It involves the factors that influence their buying decision-making process and shopping habits. In the study context, buyer behaviour considers issues of consumers' intention to purchase up to the actual purchase but excludes post-purchase behaviours (Hidalgo-Baz et al., 2017; Orji et al., 2017:7; Solomon et al., 2016).

3.6.2.1 Key Assumptions of the Model

The conceptual model hinges on the following assumptions based on the literature reviewed.

i.   Environmental stimuli (economic and marketing activities) are the primary trigger and lead to consumers' purchase motivation but could also directly influence purchase behaviour.

ii.   Motivation leads to attitude formation and could also directly influence purchase behaviour in impulsive purchase situations.

iii. Attitude leads to purchase behaviour.

iv.   Consumer's attitude follows a standard hierarchy of effects; feel-think-act.

v.   These constructs have direct and indirect relationships that culminate into the construct under investigation; Attitude. Attitude also determines purchase behaviour.

3.6.3 Model Relationship and Discussion of the Research Constructs

The latent influences notwithstanding, the model conceives that consumers' economic, and marketing environmental factors determine their purchase motivation and purchase motivation also leads to consumer attitudes which results in their purchase behaviour in a standard hierarchy of effect. Table 3.3 briefly describes the research constructs of economic factors, marketing environmental factors, motivation, attitude, and purchase behaviour.

Table 3. 2:Description of Constructs and their Supporting References

Construct	Description- Context of the study	Supporting References
Economic Factors	Economic factors deal with the rational utility-maximizing nature of consumers that directly influence consumers' market (ing) environment, indirectly affect purchase motivation, attitude, and purchase behaviour. Key among the African print textile consumers' influential economic factors are income, price, liquidity, and affordability. Economic factors form the basis of all business transactions,	Wageli et al. (2015); Yamson (2017); Vijayalakshmi and Gurumoorthy (2018); Haleegoah, Osei Akuoko Dwumah, Marfo, Forkuor, Frimpong, Asante and Brobbey (2020:395), Yahaya, Yamoah and Adams (2021:10451046), Hagan and Awunyo-Vitor (2020:1)
Construct	Description- Context of the study	Supporting References

86

	and most consumer decisions are based on economic maximization.	
Marketing Environment	External marketing environmental stimuli are conceived as the primary driving force behind the African print textile consumers' purchase motivation that drives their attitude and purchase behaviour. Key marketing environmental activities that affect consumer motivation are loyalty schemes, sales promotion, inshop environment, window display, branding, and sponsorships.	Egale et al. (2017); Oke et al. (2016:44); Diaconu (2017); Adofo (2014); Yeboah and Owusu-Prempeh (2017); Lichev (2017:9); Hanaysha (2018); Kotler and Keller (2016).
Motivation	Motivation is an inner state of intense, persistent internal directed energy that compels consumers to dispose of or purchase to meet unsatisfied needs. Motivation may lead to attitude formation or direct purchase behaviour.	Durmaz et al. (2014:195), Diaconu (2017:4), Lichev (2017:9), Hoyer et al. (2013:45), Diaconu (2017:1).
Attitude	Attitude signifies people's settled way of thinking, feelings, disposition, and favourable or unfavourable response towards an object or subjects. This construct consists of affective, cognitive, and behavioural elements such as knowledge, beliefs, perception, and emotions.	Solomon et al. (2016:285); Shahid (2019;1); Xhema (2019:505), Nystrand and Olsen (2020:2); Zwicker et al. (2020:5).
Purchase Behaviour	Purchase behaviour consists of behavioural responses of consumers from pre-purchase to post-purchase decisions and actions. It involves the factors that influence their buying decision-making process and shopping habits. In the context of the study, buyer behaviour considers issues of consumers' intention to purchase up to the actual purchase	Solomon et al. (2016); Hidalgo- Baz et al. (2017); Orji et al. (2017:7).

Construct	Description- Context of the study	Supporting References
	and excludes post-purchase behaviours.	

Source: Literature Review, 2020

The key factors affecting consumer textile and apparel, motivation, and demand for textiles and fashion are identified in the literature as: fashion trends of the moment, gratifying best self-identity of consumers, the perceived value of textiles attributes, affordable quality, consumers' status deficit or enhancements, fashionists' influences, appealing designs and colours, and value for money among many others. Hence consumers' motivating factors could be grouped into psychological, sociological, or economic factors. This section discusses some vital empirical elements that influence textile consumers' purchase motivation, attitude, and purchase behaviour and may affect Ghanaian African print textile consumers. The key identified research constructs are discussed in the order they appear in the model, starting with economic factors.

3.6.3.1 Economic Factors

The economic factors that stimulate purchase behaviour are diverse. However, the key economic factors chosen for this study are income, price, affordability, and liquidity. The literature widely acknowledges that these micro-economic factors affect consumers' behaviour, purchase motivation, attitude, and purchase behaviour (Yamson, 2017; Vijayalakshmi and Gurumoorthy, 2018; Haleegoach, Osei Akuoko Dwumah, Marfo, Forkuor, Frimpong, Asante & Brobbey, 2020:395). These factors seem most influential because they are the micro-economic factors that directly affect consumers at the micro-level. However, macro-economic factors such as employment and inflation indirectly influence income, liquidity, and disposable incomes. Extant literature attests that textile products have a shorter lifespan these days (Morgan and Birtwistle, 2009; Joung and Park-Poaps, 2013).

As a result, Harris et al. (2016), Morgan and Birtwistle (2009), Joung and Park-Poaps (2013 assert that textile consumers (African print), especially the youth, prefer buying cheap fashionable textiles that are replaced at shorter intervals than buying few durable ones for long. Suppose this perception is true of the Ghanaian African print textile consumer. In that case, high durable quality

88

(acclaimed by Ghanaian-made African prints brands such as GTP) will be a disincentive hence giving cheaper Chinese African prints versions a winning edge (Quartey and Abor 2011).

At the core of this notion is the fact that fashion keeps changing too fast. High valued textile products do not pay back the (capital) investment before becoming obsolete and due also to scarce financial resources in the post-financial crisis era (BOF and McKinsey & Company, 2019; Connell, 2010; Harris et al., 2016). So limited financial resources are shaping consumers' purchase motivation and attitudes directly or indirectly.

Accordingly, this research aims to find how it affects the Ghanaian African prints textile industry. This view is contrary to the findings of Quartey and Abor (2011), who concluded that Ghanaians prefer Ghanaian African textiles (that is much touted as expensive), a contradiction this research helps iron out. Yamson (2017) alludes that Ghana's macro and microeconomic situation is not favourable to its citizenry (Ghanaian consumers). Among these unfavourable economic policies is a high tax regime that wears out consumers' disposable income. Therefore, there is financial pressure on the disposable income of Ghanaian consumers. As a result, the per capita income growth has been very slow. This menace is coupled with rising youth unemployment and its attendant social instability (Yamson, 2017:60-61).

The Ghanaian interest rate regime is high, which has hovered around 30% pa (ISSER, SGER, 2016: 69). This is coupled with currency volatility and increased tariffs that trigger economic uncertainties, made Ghana's novel vision 2020 a myth. Yamson states that the Ghanaian economy is fragile (Yamson, 2017:12). Yamson (2017:13) indicates the widespread poverty in Ghana due primarily to poor economic growth. Yahaya, Yamoah, and Adams (2015:1050) allude to income disparities among Ghanaians that affect their purchase behaviour. Quansah et al. (2015:78) assert that consumers' savings are vital to their purchasing behaviour. To this end, Yahaya et al. (2015:1050) found that there is no culture of private saving among Ghanaian consumers; hence there is not enough liquidity to meet consumption. The economy is persistently hit by high inflation in the double-digit column. However, it has been falling gradually, negatively affecting disposable incomes, spending, and consumption (ISSER, SGER, 2017:74-75; Yamson, 2017:13).

Consequently, Yamson (2017:187) indicates that the existence of low purchasing power in Ghana and the sub-region affect consumption. Furthermore, liquidity growth in the economy keeps reducing as the government puts in measures to curb inflation (ISSER, SGER 2018: 25). This also affects currency circulation and disposable income that has ramifications for consumers' purchase motivations, attitude, purchase behaviour, and consumption patterns of the Ghanaian African print textile consumer. Yamson (2017:197-198) asserts that even the urban consumer finds low Stock Keeping Units (SKU) beyond their pockets. This makes the Ghanaian consumer sacrifice loyalty to brands for product price and performance, making the average consumer price sensitive. Accordingly, this pushes them to buy low unit price packs. Yamson (2017:194), therefore, recommends:

    i.   The adaptation of products to local attitudes and usage while taking note of the socioeconomic changes in strategic decisions.

    ii.   Supply consumers products preferred and affordable.

In their study on the consumption of street vending foods, Haleegoah et al. (2020:395) found that the Ghanaian consumers' economic status and their affordability determine their purchase decision. Arthur, Owusu, and Boateng (2020:381) also found that the Ghanaian consumers' need for change usually happens through changes in their income (usually from low/medium to high income). This view is shared by Quansah et al. (2015). Yahaya et al. (2015) also found that the Ghanaian vegetable consumers choose their consumption bundle based on their budgets. They noted an existing income disparity among Ghanaian consumers and thus suggest that the total economic value determines the preferences of the Ghanaian consumer. They also note that the Ghanaian middle-class households are prepared to pay higher prices for higher quality, but the lower-income group are unwilling to pay more. They therefore conclude that income significantly affects the Ghanaian consumers' purchase behaviour (ibid: 1053).

Hagan and Awunyo-Vitor (2020) also found the incomes of Ghanaian consumers as a significant determinant of their consumption of imported rice. In the same vein, the preferences of these consumers were found to be price-driven, and consumption maximizes subject to their budgets. On that note, an increase in their income increased their consumption, while a price increase had

90

reciprocal effects on their consumption and purchase behaviour. Yeboah, Owusu-Prempeh, and Adjei (2018:138-139) affirm the findings of Hagan and Awunyo-Vitor (2020) about the income and price effects on the Ghanaian consumer. The discussion also confirmed the results of Quansah et al. (2015:78), which assert that consumers' purchase decisions are determined by their disposable income, liquidity, spending attitudes, and availability of sources of funds. The abovediscussed factors justify the indispensable role and need to include the economic factors in the research model to help gauge its influence on the Ghanaian African print textile consumers' attitude.

3.6.3.2 Conspicuous Consumption Factors

Bakirs, Gentina, and Gil (2020:170) assert that self-efficacy influences purchase intention and willingness to pay. Sharda and Bhat (2019) observe that consumers with high brand consciousness are motivated to buy vanity and high-end luxury fashion items. Consumers who have a significant concern for their physical look, and high professional achievement, tend to have high intention to buy luxury brands since luxury to such consumers is a surrogate of personal achievement. Consumers buy such brands due to the perceived ability to portray their achievement and selfworth, which gives them a social expression of their worth.

Consequently, consumption of luxury textile brands is often done with social motives. Consumption of luxury brands is hence an avenue for hedonic value-seeking consumers (Jhamb, Aggarwal, and Mittal, 2020:909). Consumers who want recognition and appreciation seek luxury brands (of African print textiles) to attain that end. On that note, Phau, Teah, and Chuah (2014:170) contend that consumers' clamour for self-efficacy affects their purchase motivation and intention. The drive for luxury consumers is often socially and psychologically driven.

Bakirs, Gentina, and Gil (2020:6) found that the self-worth of consumers of luxury brands positively correlates to their attitudes. There is a positive relationship between social approval and attitude towards luxury brands, which enhances their self-image (Bakir et al. 2020; Sharda and Bhat 2019). Consumers are motivated to buy and use luxury apparel because such outward appearance could help them express their achievement, status, and wealth. Therefore, Sharda and

91

Bhat (2019:802) assert that the industry thrives on consumers' drive to look good and exhibit their success and status.

Sharda and Bhat (2019:802) observe that consumers climbing the achievement ladder correlates with their climbing the apparel/textile brand ladder. Their status change calls for a change in their outlook that matches their purchase of luxury fashion apparel. Their achievement makes them status-conscious consumers. Hence, famous brands are expressive tools for consumers' selfconcept and identity since they facilitate one's stature within a social class.

In essence, what fosters the sense of luxury consumption is its aesthetics, uniqueness, and emotional appeal. Thus, Sharda and Bhat. (2020:1) assert that the use of luxury enforces selfperception. In seeking to enforce an exclusive self-perception, according to Sharda and Bhat (2019:801) and Lee and Chow (2020), consumers look out for exclusivity and rarity. This, in turn, enhances consumers' attention and desire for luxury brands. It aids appreciation and recognition since it provides esteem and a sense of high status. In this regard, this study investigates the influence of limited edition as an economic factor on the African print textiles consumers' marketing environment, motivation, attitude, and purchase behaviour.

3.6.3.3 Marketing Environment and Activities

Environmental Stimulus is conceived as the primary driving force behind purchase behaviour. Environmental stimuli could be classified into internal psychological and personal, or external physiological factors (Adofo, 2014; Egale et al., 2017; Diaconu, 2017; Oke et al., 2016:44; Lichev, 2017:9; Yeboah and Owusu-Prempeh, 2017). This study restricts itself to external market-specific factors such as marketing activities. It uses marketing activities such as loyalty schemes, Sales promotion, in-shop environment, window display, branding, and sponsorships, among others, as a proxy to measuring the marketing environmental construct (Mohan, 2014).

Marketing mix activities are critical external (environmental) stimuli to most consumers (Hanaysha, 2018; Oke et al., 2016:44). It often comes in the form of advertisements and sales promotional activities (loyalty schemes, sponsorships, branding, product appeals, and marketing

blogging, among others) or public relations (Kotler and Keller, 2016; Mohan, 2014:23). Sponsorship, for instance, exudes positive brand equity. Sponsorship puts companies in a good light. It makes consumers view the sponsoring company as socially responsible. This gives them easy recognition of their brand names, logo, breeds consumer brand association, brand attachment, brand loyalty, and brand activity, among many other brand equity benefits (Akwensivie et al., 2014:109). The marketing environment in this study consists of sponsorships, loyalty and reward schemes, sales promotions, shop environments, window displays, and new product arrivals.

Extant literature shows that marketing schemes impact Ghanaian consumers' attitudes and purchase behaviour. These marketing activities are promotion schemes, in-shop branding, and sponsorship. Arthur, Owusu, and Boateng (2020) found among Ghanaian consumers that the instore atmosphere generated by store layout, scent, light, music, and temperature influences consumers' purchase motivation. Pleasant shop scents and appropriate arrangement of aisles facilitate movement and impulsive purchase. It is also established that appropriate and attractive in-shop colours give consumers good feelings and keep them in shops longer, increasing their propensity to buy impulsively. Therefore, Arthur et al. (2020:392) establish that the shop environment significantly affects consumers' purchase motivation, attitude, and behaviour. Martey (2020) found that marketing promotion positively affects consumers' purchase motivation and behaviour. Arthur et al. (2020) found the same and further state that promotions trigger consumers' willingness to purchase and strongly incentivize purchasing behaviour.

Although sales promotion induces consumers to buy due to the financial and non-financial gains involved, Martey (2020:34) observes that its effect is temporal. Another marketing element identified by the study is marketing sponsorship. Martey (2020:35) asserts that sponsorship increases product recall, interest, brand association, and intention to purchase. Nevertheless, the afore-mentoned viewpoint has no direct effect on the consumers of a restaurant. Ahakwa et al. (2021) state that advertisements improve consumers' brand perception, and such brand identity drives consumers' preference for brands. Quansah et al. (2015:82), in line with the above, state that the higher consumers' brand perception, the frequency their purchase. It is noted that the influence of marketing activities on consumers' motivation, attitude, and purchase behaviour may

93

be direct or indirect. In this study, marketing activities are considered a direct influence on motivation which indirectly influences attitude and purchase behaviour.

3.6.3.4 Motivation

According to Schiffman et al. (2012:99) and Hoyer et al. (2013:45), motivation is an inner state of arousal, the driving force and directed energy that impels consumers into specific goal attainment. Adofo (2014) mentions that consumers' motivation is their innate deprived state that drives them towards a perceived better state of satisfaction of their needs through purchase and consumption of products. Diaconu (2017:1) asserts that motivation manifests in the form of tension due to unsatisfied needs, a direct result of highly stimulated needs. Falode et al. (2016:152) claim that motivation is the reason for purchase behaviour. It is internally driven desire for satisfaction and self-fulfillment or externally driven desire for impressing others, such as signalling one's wealth and show of status (Park, 2014:249; Troung, 2010). Adofo (2014) holds that consumers' purchase decision is based on matching their motives and evaluation criteria with the attribute of products (African print textile).

Consumer motives such as their materialistic nature stimulated by proper marketing can make the consumer a lifetime buyer (Park, 2014; Salsberg and Shin, 2010). This may apply to the African Print Textile consumer. In a standard hierarchy of effects, consumer motivation drives their attitude while attitude drives purchase behaviour (Chaisuriyathavikun and Punnakitikashem, 2016:150). Hierarchy of effects is the order in which the dimensions of attitude (cognition, affect, and conation) occur. However, motivation could directly influence purchase behaviour in a nonstandard hierarchy of effects situations such as impulsive buying (Knezevic et al., 2016:108; Yeboah and Owusu-Prempeh, 2017).

Motives trigger purchase; aids repeat purchase, adoration, and adoption of products (Diaconu, 2017:6). Lien and Cao (2014:180) and Le Roux and Maree (2016:4) argue that consumer motivation is a key predictor of consumer attitudes and, in this context, the attitudes of African print textile consumers. Motivation feed consumers' lifestyle and self-concept, though the converse is also true (Mohan, 2014). Consequent to the above, Purwanto (2013:74) observes that

94

the level of consumer's motivation influences their liking and willingness to buy (African print textiles products). Therefore, motivivation variables influence purchase attitudes and decisions (Diaconu, 2017:1; Durmaz and Tasdemir, 2013). Motivation is hence an outcome of stimuli and a connection of needs, interests, norms, goals, benefits, and values that serve a reason for a purchase activity (Lichev 2017:9).

The African print textile consumers' motivation thus constitutes their internal urging and what propels them to buy given African print textile products to meet and satisfy their specific needs and goals, which are also influenced by external stimuli such as marketing mix activities. It is a psychological decision-making process that interplays marketing and environmental stimuli and consumer characteristics (Kotler and Keller, 2016:187; Mohan, 2014). Therefore, consumers' specific psychological traits, character, and social roles could trigger consistent buyer motivation and behaviour because of environmental stimulus (Kotler and Armstrong, 2016; Orji et al., 2017:10).

Perreault et al. (2016:154) observe that motivation inquiry is of great importance. For instance, it helps to understand what makes consumers buy, which serves as a guide to African print textiles manufacturers in producing to meet the exact needs of the Ghanaian African print textiles consumer. According to Purwanto (2013:72), Henson et al. (2014), Diaconu (2017:7), and Lichev (2017:9), understanding consumer motivation is a difficult task because even consumers sometimes find it challenging to be specific about what drove them into action. This is because motivation sometimes occurs at the subconscious level (id), or some consumers may want to keep their motives confidential.

 Every purchase action, however, is based on a complex and composite motivation that may be conscious (within the ego) or latent (within the id), some of which may conflict (Blythe, 2008:46). Though motivation leads to action, consumers sometimes act and later rationalize their motives to maintain an attitude (Solomon et al., 2016). Consumers' affective and cognitive arousal may be stalled by internal or external stimuli such as negative word of mouth. Falode et al. (2016) note that frequent headline pop-ups are good examples of negative motives. This negative motivation

may stall a purchase intention. Based on the above discussions, the determinants of African print textile consumers' motivation to buy may vary with their time limitations, personal factors, environmental circumstances, level of product information and characteristics, financial strength, and circumstances (Yeboah and Owusu-Prempeh, 2017:146).

Relating this stance to the current study, motivation therefore serves as the hidden triggers of the African print textile consumer's attitude and is among the gaps that this research aims to fill for the Ghanaian African prints textile industry (ibid). Extant studies indicate that factors affecting textile and apparel motivation range from psychological, sociological, and economic, discussed briefly.

3.6.3.5 Psychological Factors Affecting the Textile and Apparel Consumers' Motivation.
Bray (2008:4) postulates that consumer behaviour is influenced by the human psyche and human biological instincts, which are reflexive. Bray (2008:4) and Solomon et al. (2016:197) hold that the psyche motivates a consumer's purchase attitudes and behaviour. Psyche is composed of the Id, oriented towards immediate gratification. The second element of the psyche is the Ego, the mediating system in mind between the Id and superego. Also, the superego, the system that internalizes society's rules, works to prevent the Id from seeking selfish gratification.

From the psychological point of view, Gao et al. (2016), for instance, found that some textile consumers choose what they buy to bridge their perceived status gap known in "Veblinism" as to status consumption. Psychologically, such consumers have a sense of (perceived) status deficit and are motivated to buy and consume brands patronized by those classed in the higher echelons of society. This makes the textile consumer feel esteemed, proverbially known as keeping up with the 'Joneses'. Such consumers latently have power distance beliefs (PDB), subsumed under the notion of social hierarchy and inequality that classify them among the lower ranks of societal hierarchy. Such consumers are motivated to buy status products because they have status needs.

According to Harris et al. (2016), fast fashion is the order of the day. Similar to African print textile consumer, textile consumers carve their social definition from meanings encoded in their textile

choices. Rath et al. (2015:7) and Rohall, Milkie, and Lucas (2014:119) share this view by suggesting that textiles and fashion items are bought primarily to make a statement about consumer's self-identity, value, tastes, and aspirations. According to Rajput et al. (2012) and; Rohall et al. (2014:119), clothing is a key self-expression tool that gives meaning to one's persona and is seen as a lifestyle product. In such circumstances, consumers' motivation for a superior look influences them to join the textile consumption bandwagon of their aspired social class. In context, such consumers are likely to buy expensive made in Holland Vlisco wax blocks or GTP Dumas African prints instead of cheaper Chinese African prints textiles.

Lalwani and Forcum (2016) opine that consumers who have PDB and endorse hierarchy often associate high price with high quality and low price with low quality as a guide to the ordered purchase decision. Though such measures of quality and value are a function of both numeric and non-numeric variables, such consumers adopt price as the litmus test of value to circumvent complex quantitative calculations. This helps textile and apparel consumers conserve their cognitive resources and avoids complex assessment of non-numeric measures such as product attributes. This litmus test is often used by risk-averse consumers to avoid blurred judgment and risk in times of lack or no consumer information. Hence, if Ghanaian African print textiles are expensive, they may be judged by the African print textile consumers as high quality and vice versa. This leads to a 'hallo effect' that impacts consumers' attitudinal motivation and behaviour.

 By this psychological notion, African prints textile consumers' motivation may be determined by dispositional factors rather than situational factors in their buying judgments. Yang et al. (2015) postulate that how consumers see themselves affect and influences their motivation and, consequently, their attitudes and behaviours toward firms. Bartels and Urminsky (2015) argue that consumers' perceived time preferences shape their buying motivation. They claim that consumers' motivations are affected by their psychological attachment to the present or future. The above influential factors may apply to the Ghanaian African print textiles consumer. Such motivation to buy now (spend) or defer purchases (save) for an anticipated future better self are as a result of the complex valuation of time and opportunity costs (ibid).

97

Accordingly, the African prints textile consumers' motivation to buy a particular product (cheaper or expensive version), that hinges on 'buy it now, buy later, or never buy' dilemma, depends on the value it inures now or later to the best self-identity. For instance, African prints textile consumers will restrict purchasing quality Ghanaian African print textiles now, if buying a cheaper Chinese substitute will help them attain better goals such as building a house or educating their children. The time preferences and perceptions of African print textile consumers notwithstanding, they may have spending motivations when they face dire liquidity constraints that do not allow savings for future desired higher goals that need more money to finance. Hence Ghanaian African print textile consumers may opt for cheaper African print textiles now because their liquidity constraints may not allow them to save to buy more expensive African prints textiles in the future.

Brand logos, product design, and colour are also known to affect consumers' motivation towards purchasing psychologically. Strong African prints textile brands such as GTP and ATL are among the top-notch African print textiles preferred by the Ghanaian African print textile consumers (Quartey and Abor, 2011). Rahinel and Nelson (2016) establish in their research an existing correlation between consumer stimuli, purchase motivation, and design characteristics which may also apply to the Ghanaian African print textile consumer. Next to be discussed is sociological factors affecting the textile consumers' motivation.

3.6.3.6 Sociological Factors affecting Textile and Apparel Consumers' Motivation

From the social perspective, Shepherd et al. (2016) suggest that consumers' motivations for their purchase behaviour is a function of personal, societal, and brand values they endorse or reject. Firms whose products reflect societal values and ideologies that cue value to consumers may often have consumers patronizing what they offer. Lalwani and Forcum (2016) noted that consumers do a brand evaluation to assess the actual brand value that determines their purchasing motivation for given purchase behaviour. Consumers' understanding of brand message and ideology that ties in with societal and native values, norms, and beliefs is crucial for their disposition towards the brand. In this wise, therefore, African prints textile consumers may conform to textile brands that meet their social values. Though values differ from one society to another, Shepherd et al. (2016) hold

that values such as power, achievement, hedonism, security, tradition, and benevolence are internationally acclaimed.

On the other hand, Bartels et al. (2016) believed that consumers are motivated to buy by selfidentity and multiple social identities aligned to their value offerings. Textile consumers' membership of a group/class such as church groups or schools and the pride of belonging gives them shared emotional value, which may be their purchase motivation and a predictor of their attitude and purchase behaviour (Rohall, Milkie & Lucas, 2014: 264). Nikolava and Lamberton (2016) and Yang et al. (2015) assert that consumers' social setting affects their motivation and purchase behaviour. They note that consumers' motivation in buying differs when they are making an independent decision from when they take joint decisions.

Consumers tend to be more cognitive in group decisions and often take compromise decisions to be more accountable and avoid being criticized. They equally do so to minimize the criticism to that their purchasing decision will bring along. Similarly, Dolbec and Fischer (2015) assert that consumers' buying motivations are in recent times influenced by shared passions and thoughts predicated by social media. This appears to have been heightened by the role of social (fashion) bloggers. These fashion bloggers influence their large followings, mesh consumers together and shape their purchase motivations for self-interest.

The action of fashion bloggers (in the African prints textile industry) now connects fashion designers, stylists, models, manufacturers that teases the Ghanaian African prints markets and consumers alike, to motivate them into buying attitudes and behaviours. Dolbec and Fisher (2015) mention that there are, for instance, over two (2) million fashion bloggers whose activities create market changes and motivate consumer demand in the textile field, including the African prints textiles. Accordingly, social factors affect African prints textile consumers' purchase motivation. This research tests the cogent applicability of these studies in the Ghanaian context by determining the Ghanaian African print textile consumers' purchase motivation that spells their attitudes towards the Ghanaian textile industry. The following section discusses the economic factors affecting African print textile consumers' purchase motivation.

99

3.6.3.7 Economic Factors Affecting Textile and Apparel Consumers' Motivation

The term "economic man," Richarme (2007) and Bray (2008) attest, is used to refer to the rational self-interest utility-maximizing nature of consumers. Accordingly, Shepherd et al. (2016), Bartels and Reinders (2016), Dolbec and Fischer (2015:1448), and Scaraboto and Fischer (2013) profess that consumers (of African print textiles) are value-seeking maximizers. Hence economic factors highly influence their purchase motivation. From a microeconomic perspective, (African print textile) consumers can weigh all alternative value offerings available to them to choose the one that gives the highest value. Textile consumers need to know all consumption options and rate them before selecting the best option to arrive at the best value.

Hence, the perceived value is a motivational factor in the textile consumer's attitude, decisionmaking, and buying behaviour (Bartels and Reinders, 2016; Dolbec and Fischer, 2015:1448;
Krugman and Wells, 2015). This model assumes consumers' rationality, inclination towards and ability to evaluate what serves their best interest. Yet the Ghanaian African print textile consumers usually may not have complete information, time, drive, and adequate knowledge for rational decision making (Krugman and Wells, 2015).

Moreover, in recent times, as affirmed by Kardes et al. (2011:169), social values, norms, and relationships have influenced economic processes, making the notion of the economic man less complementary in the study of the Ghanaian African print textile consumer. From the financial perspective, however, Arens and Hamilton (2016) argue that consumers' budget limitations and affordability concerns shape their purchase motivation towards best value and cheaper substitutes. This notion interconnects well with the findings of Wageli et al. (2015), who postulate that consumers are often opposed to price increases, and most of their decisions are based on economic maximization. Their liquidity could also determine textile consumers' buying motivation. Those with enough income may spend part now and save part for future consumption. Those who face dire liquidity constraints that do not allow savings for future desired higher goals and needs which

100

require more money to finance will spend the little money they have now on their textile and apparel needs (Bartels and Urminsky, 2015).

The financial state of the African print textile consumer may therefore determine their level of market stimulation and demand motivations at a given time towards the Ghanaian African prints textile industry. From a macro perspective, Harvey and Sedegah (2011) state that consumer buying motivation and demand, in general, may be affected by many factors, such as relative prices of import, domestic income, prices, and exchange rates. These theoretical views inform how the research model's economic factors are conceptualized. From the research conceptual framework and literature discussed, consumer motivation, external or internal, results in consumer attitudes.

3.6.4 Attitude

Attitude in this study was conceptualized as consumers' cognitive knowledge, beliefs, perception, and affective beliefs. In this light, Xhema (2019:505) observes that consumers who have a positive attitude towards a company's brand often repurchase and recommend that product to others. Therefore, consumers with a positive attitude towards the Ghanaian African print textile industry are likely to have a positive purchase behaviour towards the product.

Attitude also relates to evaluations of beliefs, and these beliefs are also explained by people's subjective norms, social environment, and personal values (Tajuddin et al., 2014:34). Consequently, the parsimonious structure and relationship of attitude, norms, values, and intention are central to consumers' behaviour. Zwicker et al. (2020:5) opine that attitude, which is informed by affect, cognition, and behaviour, is not always dichotomous as one could have mixed feelings and consumers could be ambivalent. According to Kotler and Armstrong (2016:691), attitude is a person's regularly favourable or unfavourable evaluations, emotional state, and inclinations toward an object or idea. Solomon et al. (2016:283, 668) describe it as an ongoing, general evaluation of people, objects, advertisements, or issues.

Further, consumer attitude is believed to be a subsection of their behaviour. Attitude is important and plays a significant role in guiding the consumers' thoughts, influencing their feelings and

purchase behaviour (Blythe, 2008; Hoyer, Maclnnis, and Pieters, 2013). Solomon et al. (2016:285) suggest that attitudes vary based on the cultural context of consumers. According to Hoyer et al. (2013) and Mothersbaugh and Hawkins (2016:384), consumers' attitude is not inborn but a learned (pre-) disposition to respond to an object in a constantly favourable or unfavourable way. Based on Freud's model on consumer behaviour, an attitude has direction. It is often a binary consumer rating of negative or positive, good, or bad, favourable, or unfavourable (Blythe, 2008; Gherasim and Gherasim, 2013:57). Kardes, Cline, and Cronley (2011:164) and Zwicker et al. (2020:5), however, claim attitude could be positive, negative, or neutral based on the motive. Kardes et al. (2011:164) and Blythe (2008) postulate that attitude triggers consumption and is a significant determinant of consumers' purchasing decisions.

Rath, Bay, Gill, and Petrizzi (2014:112-114) note that consumer attitudes are affected by gender, culture, family, friends, previous knowledge, intelligence, and personality. Also, Mothersbaugh and Hawkins (2016) state that consumers' present characteristics such as mood, state of mind, belief, and opinion influence their attitudes. There is a Siamese relationship between attitude and purchase behaviour. Additionally, marketing activities such as advertising, promotion, and public relations (PR) activities influence consumer attitude (Blythe, 2008:140; Haryani & Motwani, 2015:49; Mehta et al., 2020:296; Dhir et al., 2021:1). Whether or not these attitudinal elements also influence the Ghanaian African print textile consumers' attitude is a subject of inquiry for this research. The following section discusses its dimensions.

3.6.4.1 Dimensions of Consumer Attitude

Three key attitude variables emerge from established literature in relation to this research. These interrelated variables of the consumers' attitude, according to Solomon (2015:38), Mothersbaugh and Hawkins (2016:384), and Zwicker et al. (2020:3), are cognition, affect, and conation (habitual). A balanced dose of each of these features gives a stable attitude that determines consumers' (pre-) disposition and behaviour towards African prints textile companies and their brands (ibid). For this prior reason, the research investigates all three dimensions to see how they combine to form the Ghanaian African print textile consumers' attitudes. These dimensions are discussed briefly, beginning with cognition.

102

i.   Cognition

Cognition is the mental picture created in the consumer's mind based on their level of awareness, knowledge, beliefs, perception, and the rest. Rath et al. (2015) and Mothersbaugh and Hawkins (2016:385) state that cognition is the rational component of a consumer's attitude that usually makes a comparison of alternatives in the buying decision-making process before decisions are made (often) on the best value. This may provide a clue to explaining consumers' purchasing behaviour for Ghanaian and foreign African print textiles. The components of cognition are influenced by socio-cultural, psychological, and economic factors (ibid), as in the Alport sociopsycho-analytic and Howard Sheth models. Affect is next discussed.

ii.   Affect

According to Solomon et al. (2016:291), affects are raw reactions of the consumer. Affect is the evaluative aspect of attitude, composed of emotions such as liking and disliking, often without objective. It is intuitive and irrational and can only be explained by the consumer. Hoyer et al. (2013:128) and Solomon et al. (2016:285) indicate that affects range from evaluation, moods to emotions. Evaluations are the consumer's reactions to events and objects without much (or with low levels of) psychological arousals. Their moods are a temporary state of affect (negative or positive) with moderate levels of arousals. The consumers' judgments are shaped by moods known as mood congruence.

On the other hand, emotions are an intense state of affect by a specific trigger from an event or object (ibid). Cognitive dissonance occurs when the African prints textile consumers' feelings, beliefs, and behaviour do not match up. So, Ghanaian African print textile firms must link products with positive moods or emotions to gain favourable attitudes of African prints textile consumers. Consumers' conation is next discussed.

iii.   Conation

Solomon et al. (2016:285) postulate that conation is consumers' behavioural intent and the interplay between cognition and affect. Hence, the African prints textile consumers' conation is

103

their intent to buy or not purchase Ghanaian African print textiles based on their rational judgment and "gut feeling."

Rath et al. (2015) suggest that the interplay of these dimensions is not ordered in a particular manner but rather based on the type of purchasing decision and consumers' involvement based on their hierarchy of effects. Hierarchy of effects is the order in which the dimensions of attitude (cognition, affect, and conation) occur. For instance, the African prints textile consumer may learn about a product, fall in love with it, and decide to try it or learn about it, try it, and fall in love with it after testing.

Kardes et al. (2011) profess that there is a disagreement among consumer attitude researchers on the interplay of these dimensions. While the traditional school postulates that the affect towards (African print textiles) a product is mediated by rational evaluation, contemporary researchers differ (ibid). This is because consumers could make purchasing decisions based on gut feelings.

This stance is justified because consumers' attitude formation may start with a trigger of any of these three components; affect, cognition, and conation (ibid). Therefore, the standard process of thinking, feeling before action, could also be feel, think, act or act, feel and think. African prints textile consumers may impulsively buy out-right without going through the standard process of thinking and feeling before action Solomon et al. (2016:287). From the highlighted arguments, triggers of the African prints textile consumers' attitudes may, therefore, not be ordered but circumstantial based on the consistency of the attitude components investigated by this study.

3.6.4.2 Consumer Attitude Formation and Measurement

Knowledge of how consumers form their attitudes gives a good understanding of consumer motivation and serves as a lead to the nature of consumer's attitudes. Foxall (2015:67) and Solomon et al. (2016:292) mention that no one (African prints textile consumer) is born with an attitude. Therefore, consumers' attitudes are formed and learned often based on the hierarchy of effects at work and shaped by their learning and circumstances (Hoyer et al., 2013:128; Rath et al., 2015:102; Solomon et al., 2016:293).

Hence, the African print textile consumers' attitude is not static; it could be changed with time. Blythe (2008:142) mentions that consumers' attitude formation is a complex interplay of cognitive, affective, and experiential variables. Rath et al. (2015:107) and Solomon et al. (2016:285289) profess that consumers may form attitudes based on cognitive information, behavioural learning, or experiential consumption. Mothersbaugh and Hawkins (2016:3) profess that attitude formation begins with the consumers' utilization and expressive needs. Solomon et al. (2016:286, 292) profess that consumers form mild attitudes or enduring attitudes based on the hierarchy of effects at work. While mild attitudes could easily be influenced in consumer switching of brands, enduring attitudes breed difficult to alter loyal consumers (Brand citizens).

Consequently, the future of the Ghanaian African print textile industry may be bright if they have some loyal consumers with corresponding mild attitudes of consumers of foreign African print textiles. There seems to be no specific study in Ghana that has been done to show the nuances of consumer attitudes toward the Ghanaian African print textile industry. This is a research gap this study seeks to fill through the primary research objective.

3.6.4.3 Levels of Consumer Attitudinal Commitment

The consumers' attitudinal commitment to brands helps to predict their purchase intention, which is the best predictive tool of their purchase behaviour (Perreault et al., 2016). Solomon et al. (2016) suggest that the degree of consumers' attitudinal commitments to brands vary. They opine that consumers often consider brands that exude strong positive attitudes. Hence the Ghanaian African prints textile brand attitude may stimulate consumer attitude.

Solomon et al. (2016) identify three levels of consumer commitments as compliance, identification, and internalization. This helps to understand and determine the level of attitudinal commitment of the Ghanaian African print textile consumers to the Ghanaian textile industry. Understanding the level of attitudinal commitment of the African print textile consumer helps to unpack the primary research objective of determining consumers' attitudes towards the Ghanaian African print textile industry. The essence of each of these commitment levels is discussed, starting with the compliant consumer's attitude.

i.   Compliant Consumer Attitudes

According to Solomon et al. (2016), the compliant consumer attitude is the lowest level of involvement. This is where the African prints textile consumers' attitude is formed to gain reward or avoid punishment. It is a superficial attitude that changes when motive for reward or punishment changes or is not monitored. It is here noted that African prints textile consumers with such attitudes choose the product because that is the only alternative or because the switching cost is very high. Such attitudes may also be exhibited for routine or impulsive purchases (Solomon et al., 2016; Yeboah & Owusu-Prempeh, 2017). Therefore, compliant attitudes are not enduring, and African print textile firms whose consumers are within this group are bound to face future consumer attrition. It is against this backdrop that Bamfo (2012:42) and Yamson (2017) claim that Ghanaian consumers are value seekers and will sacrifice loyalty for value. The following paragraph discusses identification attitudes.

ii.   Identification Attitudes

An identification attitude is formed when African print textile consumers want to be similar and fit into a reference group known as consumer norming, with moderate involvement (Solomon et al., 2016). Here, group (subjective) norms and sociological factors stimulate consumer attitudes. Such consumers' attitudes are as variable as the group norms and are not very enduring. In identification attitudes, consumers give room to the alternative offering, which Krogerus and Tschappeler (2018:74) call consumers' room to manoeuvre, which allows change in attitudes. In this case, consumers' attitude is influenced by influencing opinion leaders of the influencing group. Last in the discussion of consumers' level of commitment is their internalization attitudes.

iii.   Internalization Attitudes

Internalized consumer attitude is a deep-seated high consumer involvement where the African print textile consumers' attitude is deeply ingrained as part of their value system. They are enduring, difficult to change 'die-hard" full allegiance brand attitudes usually exhibited by ethnocentric brand citizens, which Krogerus et al. (2018) call the anchor point of consumers. These are the attitudes the African print textile firms need from their consumers to succeed. In identification attitude, consumers show patriotism and nostalgic tendencies towards brands. They are, in such

106

cases, deeply intertwined with psychological, social, and economical brands. Sections of the African prints textile consumers who espouse the African heritage and Africaness belong here.

3.6.5 Purchase Behaviour

Purchase behaviour consists of consumers' pre-purchase to post-purchase behaviour. It is the behavioural response of consumers in the standard hierarchy of effects. It involves the factors that influence their buying decision-making process and shopping habits. On this note, all the constructs in the model bear a direct or indirect influence on purchase behaviour. In the study context, buyer behaviour considers issues of consumers' intention to purchase up to the actual purchase but excludes post-purchase behaviours (Hidalgo-Baz et al., 2017; Orji et al., 2017:7; Solomon et al., 2016).

Knowledge-based assumptions in consumer behaviour, guide all marketing decisions. Solomon et al. (2016:670) define consumer behaviour as the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs or desires. This research that seeks to determine consumers' attitude and buying motivation towards the African print textile industry investigates the selection and purchasing elements of the broad consumer behaviour literature relative to the African print textile consumer. The discussion covers the consumers' purchase stimuli, consumers' motivation, consumers' attitude, consumers' purchase decision making, and then consumers' buying behaviour. The following section, therefore, discusses consumers' purchase stimuli.

3.6.5.1 Consumers' Purchase Stimuli

According to Lichev (2017:9), Stimulus comes from the Latin word ''Stimule'' meaning goal, which refers to provocation into action such as buying African print textiles. Stimulus is the driving force that generates an internal state of tension in the African print textile consumer through the senses (also called needs), which calls for a solution. According to Perreault, Cannon, and McCarthy (2012), need is the primary force that motivates a person (the African print textile consumer) to act. In contrast, wants are the learned needs during the (African print textile) consumer's lifetime. Rath et al. (2015:82) note that stimulus is exposure to physical or

psychological sensation. Hence stimuli such as marketing promotion trigger the consumer's motivation, attitude, and behaviour and are often sensed environmental signals. These consumer stimuli could be internal or external (Adofo, 2014; Diaconu, 2017:5; Muniady, 2017:23).

Stimulation by external factors, internal factors, and market trends are rapidly changing today's consumers' purchase motivation, attitudes, decisions, and purchase behaviour (Muniady, 2017:23). According to the incentive theory (which explains how consumers are induced towards purchase behaviour), consumer stimuli motivate their purchase behaviour (Chokenukul et al., 2017:3). Le Roux et al. (2017:17) assert that consumers (such as African print textile consumers) are daily exposed to varied marketing stimuli that drive their buying motivations, attitudes, and behaviour. Stimulus is, therefore, responsible for and plays a vital buying role by inducing motivation, attitude, purchase decision, and action of consumers in the marketplace (Henson, Eckstein, Waszak, Frings & Horner, 2014:382).

Consumers choose their exposure and give it their personal interpretation, known as perception (Rath et al., 2013). When consumers interpret stimuli as favourable, positive perceptions are formed that may motivate the consumer to buy (ibid). Consumer stimuli could be size, shape, music, colour brightness, etcetera which creates attractive perceptual figures (Lichev, 2017:12). Specific stimuli can generate non-specific responses and vice versa, or a single stimulus to generate multiple responses and multiple stimuli to generate a single specific response (Henson et al., 2014:382).

Hence, various stimuli that this study seeks to identify may stimulate the African print textile consumers' purchase motivation and behaviour. A single stimulus such as an extension of credit to consumers or marketing schemes could account for African print textile consumers' purchase and repeat purchase motivations, attitudes, and behaviours. If a stimulus is correlated to a response, then the repetition of a related stimulus must result in a similar response. Nevertheless, repeating marketing activities such as sales promotion for African print textiles may not result in its repeat purchase, making establishing a stimulus-response relationship difficult (Henson et al., 2014:377). The types of consumer stimuli are discussed next.

3.6.5.2 Types of Consumer Stimuli

Egele et al. (2017), Oke et al. (2016:44), Diaconu (2017), Adofo (2014), and Yeboah and OwusuPrempeh (2017) classify consumer stimuli into internal (also known as psychological or personal) and external (also known as physiological or environmental) factors.

As Le Roux et al. (2017:15) note, internal stimuli consist of (the African print textile) consumers' emotions, learning, perception, beliefs, and attitude. External stimuli consist of physiological, marketing, and other social influence from friends, family, etcetera (Mohan, 2014).Hanaysha (2018) asserts that marketing mix elements such as advertisements, personal selling, and product packaging are vital consumer stimulus tools. Further to the internal and external stimuli, brandspecific stimuli, such as the African print textiles brand colour, designs of African print textiles, and brand slogan, could also affect the (African print textile) consumer (Le Roux et al., 2017).

Therefore, what stimulates the African print textile consumers' motivation and attitude towards purchases of African prints could therefore be physiological or psychological. The external consumer stimuli are discussed next in detail.

3.6.5.3 External Stimuli

External stimuli are physiological or environmental factors (Adofo (2014). These stimuli include cultural, social status, demographic, reference group, family, and marketing activity factors (Mohan, 2014). These central stimuli elements could affect the African print textile consumers' lifestyle and self-concept, feeding into their need, motivation, attitude, and purchase behaviour Each of these units is discussed as follows.

    i.   Cultural Stimuli

Culture is the customs, ideas, and way of life of a given society. It affects consumers' lifestyle, determines their needs, and decision to buy any product such as African print textiles. According to Kotler and Keller (2016:179), culture exerts the broadest and most significant influence on the consumer. Therefore, it is a real decider of African print textile consumers' needs, wants, motivation, attitudes, and behaviour. Oke et al. (2016:44), in their study of Nigerian online consumer behaviour, show that culture creates essential consumer value.

109

In order to win the consumer, marketers must clearly understand consumers' espoused cultural values to offer them value (Perreault et al., 2016:154). Though there are universal values espoused by the average consumer, the specific values that consumers are exposed to affect their espoused values (Kotler and Keller, 2016:179; Shepherd et al., 2016; Solomon et al., 2016:223). Within every culture is a subculture, a smaller grouping or subsectors of a given culture whose shared beliefs differentiate them from the primary culture (Solomon et al., 2016:594). The African societal cultures often show up in social strata in homogeneous social classes. These social classes are ranked divisions of affiliates who share common values and interests. For instance, seven distinctive social classes are defined in the US, which spans from the lower-lower class to the upper class.

ii. Social Stimuli

The next influential external environmental factor is social stimuli. Social influences refer to reference groups, family, social status, or roles (Kotler and Keller, 2016:181; Mohan, 2014:20). This influence greatly the African print textile consumer's motivation, attitudes, and behaviour. Consumers are usually motivated to use their reference group membership as a means to achieve positive outcomes. Through self-categorization and social comparison, they often place their groups and their values as superior. Reference groups are the set of people (membership groups) that directly or indirectly affect the motivation, attitude, or behaviour (Kotler and Keller, 2016) and the African print textile consumer.

Kotler and Keller (2016) also mention "the law of the powerful few," a principle in marketing that employs the use of mavens who are all-around knowledgeable social connectors who influence their vast social networks. The use of mavens is akin to the current use of fashion bloggers to influence the consumer (Dolbec and Fisher, 2015).

However, other schools of thought have it that using passionate consumers as brand evangelists is a better way of rousing the (African print textile) consumer into purchasing (Kotler and Keller, 2016). Therefore, the African print textile consumer is stimulated to buy through influential

110

opinions of African print textile brand loyal co-consumers they know and trust. As a buying stimulus for the African print textile consumer, the family stimuli are discussed next.

iii.   The Family Stimuli

Kotler and Keller (2016) assert that the family is the widely hailed influential purchasing stimuli in every society. Purwanto (2013), in his study of textile consumers in Jakarta, also notes that the family is the most significant purchasing unit that affects consumers' purchase motivation, attitude, and behaviour. This assertion may apply to the African print textile consumer and market in Ghana. The family influence on the African print textile consumers starts from what Kotler and Keller (2016:182) and McCarthy et al. (2012) call the family of orientation, whose indirect influence begins at the family nurturing stage. The family of orientation usually prop consumers' preferences, which make them grow to like, or dislike the African print textile products and services. In Ghana, for instance, it is the primary responsibility of the family to bury its demised members. Therefore, many family members are influenced to purchase African print textiles during funeral activities. Since most Ghanaian families espouse their Africaness, they choose African prints that feed their African ethos for their funeral activities (Dogoe, 2013).

In the family of procreation, wives, for instance, often take most of the purchase decisions of foods and staples while the men often dominate in the purchase of household durables (Kotler and Keller, 2016). In the African setting, wives (women) in recent times command much say in the purchase of textiles and clothing, especially for themselves and their children, and could also dictate what the men (husbands) should wear (Falode et al., 2016:157; Gott, 2010). Hence, the family of orientation and procreation are significant stimuli.

iv.   Demographic Stimuli

Demographic factors influence consumers' lifestyles, needs, and attitudes towards purchase behaviour (Mohan, 2014). Demography is the population elements of age groupings and gender and how they affect (the African print textile) consumer's lifestyle and self-concept, buying attitude, and behaviour (Mohan, 2014:20; Tan, 2010: 2912-2913). Consumers' transitions in age

111

groupings vary their lifestyle and self-concept (Kotler and Armstrong, 2016). Panicker and Mohammad (2017) assert that urbanization coupled with increased earnings and changing lifestyle drives the growth of textile purchases and, consequently, the industry. Falode et al. (2016:152) found that urbanization stimulates affluence in textile consumers, motivating textile purchases among Nigerian consumers. The Ghanaian population is marked by rapid urbanization, which also influences consumers' lifestyle of affluence that could influence purchase attitude and motivations of African print textiles (GSDO, 2014).

In terms of gender, Gott (2010), Got et al. (2017). Howard, Essuman, and Asare (2019:75) note that majority of African print textile consumers are women who tend to use more fabrics in the traditional sewing of Kaba and slit, which requires six (6) yards of fabric as against the men who use two (2) yards on the average. This, therefore, gives credence to the fact that demographic characteristics influence lifestyle, self-concept, needs, demand, attitudes, and purchase behaviour and, in context, that of the African print textile consumers. The discussion next focuses on product attributes and brand perception.

3.7 ADDITIONAL RELATIONSHIPS OF INTEREST TESTED

Examining consumers' attitudes towards the Ghanaian African print textiles involves knowing their disposition towards African textile products. This therefore makes the product attribute influence on brand perceptions and the purchase behaviour of the Ghanaian African print textile consumers pertinent. Additionally, normative belief, which influences consumers' purchase behaviour is addressed in this section (Fang et al., 2017). The areas of interest to this section are discussed below as follows: product attributes and brand perception, and normative belief.

3.7.1 Product Attributes and Brand Perception

Setiadi et al. (2015) mention that product attributes are fundamental consumer attractive forces. They note that marrying product attributes to consumer needs leads to positive consumer perception, interest in products, and a positive attitude. Implicitly, attributes determine brand power. Product attributes, in this sense, are the benefits that meet consumers' needs. Product attributes such as product quality, product features, product designs are among the attributes that

112

are key to the determination of brand perception, consumer preference, attitude, and purchase behaviour (Setiadi et al., 2015:5830).

Product attribute is equally conceived as the differentiation factor of brands in consumers' minds that determines their brand positioning and perception. Consumers' benefit description derived from product attributes is required to create a positive perception. Attributes affect consumer perceptions and inform their decision-making (ibid). Perceived difficulty in product use gleaned from product attributes leads to poor brand perception and vice versa. Therefore, brand equity based on consumers' brand perception is a company's most valuable asset. A company's brand power lies in consumers' mindset, which is informed by the product's attributes they have heard of, read about, seen, felt, or thought about (ibid). Setiadi et al. (2015:5833) found in the context of Scootermatic brand equity that attributes such as design aesthetics, attractive colours, and product quality, among others, positively influence consumers' perception. It is in line with this finding that this study also hypothesizes the key product attributes of African print textiles as price, quality, colour attractiveness, design, and durability.

3.7.2 Normative Beliefs Influence on Purchase Behaviour

According to Fang et al. (2017), normative beliefs are the beliefs of individuals considered acceptable by groups and people that determine whether behaving in a set way is appropriate. Tweneboah-Koduah et al. (2019) mention that normative beliefs put social pressure on individuals to act in a prescribed manner. This pressure comes from the expectation of important referent groups. Branscum et al. (2017) classify normative beliefs into injunctive and descriptive norms. They note injunctive norms deal with how significant individuals in a person's life will want them to behave, whereas the descriptive norms deal with perceived approved behaviour among groups; hence normal to behave that way. Weak injunctive and descriptive norms cause insignificance of normative beliefs and vice versa.

Social referents are people most important to the individual, which in the context of the current study, refers to the Ghanaian African print textiles consumer. Tweneboah-Koduah et al. (2017:4) name some of these as friends, family, referent bodies, and all other important influential people to the individual. Therefore, normative beliefs serve as an antecedent to actual purchase behaviour
113

(Branscum, Rivera, Fairchild, & Fay, 2017:1). The compelling force on an individual to act in a prescribed way is called motivation to comply. Motivation to comply helps to know the effectiveness of both injunctive and descriptive norms since it determines the effect on actual purchase behaviour. Each social referent may not have the same influential status (Branscum, Rivera, Fairchild, and Fay (2017:1). According to Fang et al. (2017:4) and Tweneboah-Koduah et al. (2017:4), normative beliefs lead to normative conformity. They are obligatory, forbidden, or permitted a shared understanding of people's actions.

Extant literature establishes a correlation between normative beliefs, attitude, intention, and behaviour (Branscum et al., 2017; Fang et al., 2017). It is important to know that norms are dynamic, and therefore normative beliefs also vary with time (Fang et al., 2017:3). Normative beliefs influence social norms, attitude intentions positively, perceived behavioural control, and ultimately purchase behaviour (ibid). It is in the light of this thought that this study examines the effects of the normative belief elements identified by Tweneboah-Koduah et al. (2017:4), which are family, friends, referent others such as co-workers, subordinates, superiors, and social groups. Dwobeng et al. (2019:4) found in the context of African print counterfeit Kante cloth that social actors are influential in purchasing attitude and behaviour. They identify two significant social factors as information and normative susceptibility. While the former refers to the influence of expert information, the latter refers to how other social actors influence purchase behaviour. Dwobeng et al. (2019:1) assert that the composite variable of social characteristics positively affects purchase intentions as established in the literature. It is evident from the literature on normative beliefs that they affect the behaviour of the consuming public, which is what this study attempts to examine.

3.8 CONCEPTUAL MODEL AND HYPOTHESES GENERATION OF THE STUDY

According to Boateng (2020:108), conceptual frameworks built from extant literature and theory often form the basis for research hypotheses formulation. This study's conceptual framework is underlained by the Theory of Planned Behaviour and the traditional economic concepts of consumer behaviour (Dhir et al., 2021; Trail, 2018; Vijayalakshmi and Gurumoorthy, 2018:136). The extensive literature discussed and the resultant conceptual model, which was advised by the

various economic and consumer behavioural theories lead to hypothesizing the respective relationships found in the conceptual model depicted in Figure 3.7.

3.8.1 Economic and Marketing Environmental Factors

The path relationship in Figure 3.7 follows the continuum of: **Economic factors => Marketing Environment Factors => Motivation =>Attitude => Purchase Behaviour.** Besides this main relationship route, marketing environmental factors and motivation directly relate to purchase behaviour. On the relationships, Arens and Hamilton (2016) assert that consumer budget limitation and affordability concerns influence their purchase motivation. Wageli et al. (2015) also suggest that liquidity determines consumers' buying motivations since it determines their response to marketing stimuli. Additionally, Quansah et al. (2015:78) emphasize that consumers' purchase decisions, the response to their marketing stimuli, and motivation are determined by their disposable income, liquidity, spending attitude, and availability of sources of funds.

Accordingly, it is hypothetically sound that economic factors influence the marketing stimuli of Ghanaian and foreign African print textiles. Based on this path relationship vouched in literature, the study hypothesizes that:

    ☐ **H_1:** Economic factors have significant influence on marketing environment.

H_1 addresses SRO1.

The extant literature (Hanaysha, 2018; Kotler and Keller, 2016; Oke et al., 2016:44) establishes that marketing mix activities in the form of advertisements and sales promotional activities (loyalty schemes, sponsorships, branding, product appeals are key external (environmental) inducements. Most African print consumers are influenced by stimulation of their cognitive or hedonic motives (Sharda and Bhat, 2019; Le Roux and Maree, 2016:9). On this basis, the study conceives those economic factors, influence marketing stimuli, which also influence consumers' purchase motivations and purchase behaviour. Based on the relationship vouched by literature, this study hypothesizes that marketing stimuli influence consumer motivation and purchase behaviour. Grounded on these assertions in the literature, this research hypothesizes that:

    •   **H_2:** Marketing environment has a significant effect on African print textile consumers' motivation.

- **H₃:**Marketing environment has significant influence on purchase behaviour of the Ghanaian African print.

- **H₄:**Marketing environment has significant influence on purchase behaviour of foreign African print.

H₂ also helps to address SRO2, while H₃ and H₄ address SRO3.

3.8.2 Motivation, Consumer Attitudes, and Purchase Behaviour

Chaisuriyathavikum and Punnakitikashem (2016:150) assert that motivation drives attitude, and attitude drives purchase behaviour in a standard hierarchy of effects. Shepherd et al. (2016), Harris et al. (2016), and Nikolava and Lamberton (2016) affirm the link between consumer motivation, attitudes, and purchase behaviour. Xu and Chen (2017:9) and Lichev (2017:15) further hold that marketing mix elements such as aesthetics, convenience, comfort, and improved consumer attention through marketing promotions and advertisements constitute major determinants of consumer purchase motivation and attitude and purchase behaviour.

Therefore, the assertions of this extant literature establish that consumer motivation influences both their attitude and purchase behaviour. Given the earlier statement that marketing stimuli influence consumer motivation (see section 3.7.1), the stance of the literature, therefore, gives room to hypothesize that consumer motivation mediates marketing stimuli and attitude. Beyond its mediatory role, motivation also influences purchase behaviour in impulse purchase situations (Jain and Khanna, 2015:34). It is worth mentioning that motivation is often conceived as a positive influence, yet Falode et al. (2016) observe that motivation could also be negative.

Based on these findings in extant studies, secondary research objectives four and five of this research are also hypothesized for Ghanaian and foreign African print textiles as follows:

- **H₅:**Consumer motivation has significant influence on attitude towards Ghanaian African print textile.

- **H₆:**Consumer motivation has significant influence on purchase behaviour of Ghanaian African print textile.

116

- **H₇:**Consumer motivation has significant influence on purchase behaviour of foreign African prints.

Hypothesis **H₅** addresses **SRO4,** whereas hypotheses **H₆** and **H₇** address **SRO5**.

Further to the above, studies such as Perreault et al. (2016) and Xhema (2019) assert the parallel relationship between consumer attitude and purchase behaviour. Diaconu (2017:1), Le Roux and Maree (2016:10), and Bakir et al (2020) also asserts the strong influence of motivation on socially hailed brand attitudes and purchase behaviour. Based on the findings of these cited studies, this relationship is also hypothesized for the purchase behaviour of Ghanaian and foreign African prints. As follows:

- **H₈:**Consumer attitude has a significant effect on purchase behaviour of Ghanaian African prints.

- ☐ **H₉:**Consumer attitude has a significant effect on purchase behaviour of foreign African prints.

Hypotheses **H₈ – H₉** helps to address **SRO6** of the study.

Muniady (2017:18) observes the reduced inter-brand difference, making foreign copies look the same as the Ghanaian brands of African print textiles, which overwhelm consumers. This is so because consumers often lack the technical eye to differentiate the nuance brand difference between Ghanaian African print textiles and foreign African print textiles. To answer secondary research objective seven, this notion is hypothesized as:

- • **H₁₀:**There is a significant difference between consumer attitudes towards Ghanaian and foreign African print textiles.

Hypothesis **H₁₀** addresses **SRO7**.

3.8.3 Product Attributes and Consumers' Brand Perception

Yeh, Wang, and Yieh (2016: 245) observe that functional, social, and emotional brand value derived from the product attributes positively influences smartphone users. Lichev (2017:15) states that consumer choice of products is based on the significance and value consumers give to the product attributes. Therefore, strong brands with attractive features and value create strong brand perception and aid quick consumer purchase decisions and positive buyer behaviour (Oke et al., 2016:46). Quansah et al. (2015:82) suggest that consumers' positive perception of products and their attributes, as in the context of this study, affects their motivation and purchase behaviour.

Therefore, these assertions by the extant literature establish a direct relationship between brand attributes and brand perceptions, which makes it right to hypothesize that brand attributes influence consumers' brand perceptions. Xu and Chen (2017:2) assert that the important product attribute for clothes (African print textiles) is product quality, availability, consumer individuality, and cost performance (price) or affordability. This study identified price, quality, design, feel/texture, look/colour, and durability as critical African print textiles product attributes. This suggests that each of these attributes, such as price, quality, and design, to mention a few have a direct relationship with consumers' brand perception. This study, therefore, tests these relationships by hypothesizing the following for Ghanaian African print textiles:

- **H11:** Attributes of Ghanaian African print textiles has significant effect on consumers' brand perception.
    - o **H11a:** Price as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception. o **H11b:** Quality as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception. o **H11c:** Design as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception. o **H11d:** Feel/texture as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception. o **H11e:** Look/Colour as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception.
    - o **H11f:** Durability as an attribute of Ghanaian African print textiles has significant effect on consumer's brand perception.

Hypotheses **H11a – H11f** address objective eight.

Based on the assertions of extant literature by Yeboah et al, (2018), Hagan and Awunyo-Vitor (2020) in section 3.7.3, that establishes the effects of product attributes such as price income, product quality, colour among others the following are also hypothesized for foreign African print textiles:

- **H12:** Attributes of foreign African print textiles has significant effect on consumers' brand perception.
    - o **H12a:** Price as an attribute of foreign African print textiles has significant effect on consumer's brand perception. o **H12b:** Quality attributes of foreign African print

textiles has significant effect on consumer's brand perception. o **H12c:** Design attributes of foreign African print textiles has significant effect on consumer's brand perception.

o **H12d:** Feel/Texture as an attribute of foreign African print textiles has significant effect on consumer's brand perception. o **H12e:** Look/Colour as an attribute of foreign African print textiles has significant effect on consumer's brand perception. o **H12f:** Durability as an attribute of foreign African print textiles has significant effect on consumer's brand perception.

Hypotheses **H12a – H12f** address **SRO9**.

The discussion that follows focuses on the influence of normative belief factors on the Ghanaian African print textile consumers' purchase behaviour. The normative beliefs factors are discussed and hypothesized next.

3.8.4 Normative Belief and Purchase Behaviour

Yeboah, Owusu-Prempeh, and Adjei (2018:140) mention that normative belief is consumers' concern that others will not accept their buying decision and behaviour. Mobrezi and Khoshtinat (2016) note that consumer social impacts assess how individuals are influenced by close relatives such as family members, friends, and membership groups in their purchase decision-making process. This is mainly based on trust in expert opinion or social group dynamics that motivates co-consumers to comply with group purchase influence (Shahid et al., 2017:2). Xhema (2019:504) notes that social networks facilitate information sharing, influencing buying decisions.

Hence, understanding consumers' social networks and their effect on consumer behaviour is a competitive advantage. Xhema (2019:507) examines social (Normative belief) impact on consumers and notes a positive relationship between social network usage and brand experimentation. Haleegoah et al. (2020:396) also found that their normative beliefs potentially influence their choices among Ghanaian consumers of street vending local foods.

Consequently, the findings of the above authors allude to an existing relationship between normative belief factors and consumers' purchase behaviour. Arthur et al. (2020:384), in their

119

study on Ghanaian consumers at shopping malls, also found that reference groups such as family, friends, and religious groups do not influence the purchase behaviour of such Ghanaian consumers despite the much-touted effects of such social elements. Similarly,Yeboah, Owusu-Prempeh, and Adjei (2018:144) found that consumers' purchase decision of non-perishable products, including textiles, is not influenced by social risk factors that refer to concerns about other people's disapproval.

The findings of Dwobeng et al. (2019) also support that of Yeboah et al. (2018), which observes that normative beliefs (Social risk factors) do not influence consumers' buying decision making. This divided opinion on the influence of normative beliefs on consumers gives a grounding for a research hypothesis. These hypotheses test whether normative belief elements such as friends, family, co-workers, superiors, subordinates and other social groupings influence the purchase behaviour of African print textile consumers. In this strand of thought, this study hypothesizes the following to test these assertions of extant studies in the context of the Ghanaian African print textile consumers.

- **H_{13}**: Consumer's normative beliefs influence their purchase behaviour of Ghanaian African print textiles.
  - **H_{13a}**: Friends as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.
  - **H_{13b}**: Family as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.
  - **H_{13c}**: Co-workers as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.
  - **H_{13d}**: Superiors as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.
  - **H_{13e}**: Sub-ordinates as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.
  - **H_{13f}**: Other social groupings as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

Hypotheses **H_{13a} – H_{13f}** addresses **SRO10**.

120

The influence of normative beliefs on the purchase behaviour of foreign African prints based on the discussion in section 3.7.3 could be the same as those of Ghanaian African prints. This, therefore, permits hypothesizing the influences of normative beliefs on the purchase behaviour of foreign African print textiles. Therefore, the following is also hypothesized for foreign African print textiles:

- **H14:** Consumer's normative beliefs influence the purchase behaviour of foreign African print textiles.

  - **H14a:** Friends as a normative belief influence consumer purchase behaviour of foreign African print textiles.

  - **H14b:** Family as a normative belief influence consumer purchase behaviour of foreign African print textiles

  - **H14c:** Co-workers as a normative belief influence consumer purchase behaviour of foreign African print textiles.

  - **H14d:** Superiors as a normative belief influence consumer purchase behaviour of foreign African print textiles.

  - **H14e:** Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles.

  - **H14f:** Other social groupings as a normative belief influence consumer purchase behaviour of foreign African print textiles.

Hypotheses **H14a – H14f** address **SRO11**.

3.9 SUMMARY OF CHAPTER

This chapter critically reviewed theoretical literature that led to identifying five related constructs of economic factors: marketing activities (consumer environmental stimuli), motivation, attitude, and buying behaviour. The reviewed literature helped to give a clearer theoretical understanding of the subject under investigation. It examined, among others, two relevant theories adopted for the study; theory of reasoned action (TRA) and the Theory of planned behaviour (TPB) that helps to analyse and measure consumer attitudes.

The discussion in this chapter established that consumers' purchase behaviour results from the interconnection of the effects of economic and marketing factors, motivation, attitude, and decision making, encapsulated in the conceptual research framework. Stimuli are the external and internal arousal which in its intense state is called motivation that causes attitude and purchase behaviour of the consumer. Motivation is also termed the intense driving force within. It is what compels the African print textile consumer to purchase African prints textiles.

Furthermore, the literature revealed that consumers' attitudes are affected by their cognition, which is fed by their learning, emotions, moods, evaluations, and past experiences. Consumer attitudes are also influenced by conation. The type of buying decision (luxury or cheap African print textiles) and the level of involvement required determine consumers' effect hierarchy. The African print textiles consumer may analyse (think), apply intuition (emotional/feelings) before purchasing (action), or any permutation of this process based on the hierarchy of effects at work. Consumers could exhibit a compliant, identification, or internalization attitude, reflecting a product's weak, mild, or strong attitude.

The chapter identified gaps in the literature.These literature gaps include the unknown key economic and marketing buying stimulants and motives of African print, the difference in attitude between Ghanaian African prints and foreign African prints, effects of African print attributes and normative beliefs on brand perception and purchase behaviour, respectively. The theoretical literature review sets the tone for data collection and analysis and its methodological frame, which is the focus of the next chapter.
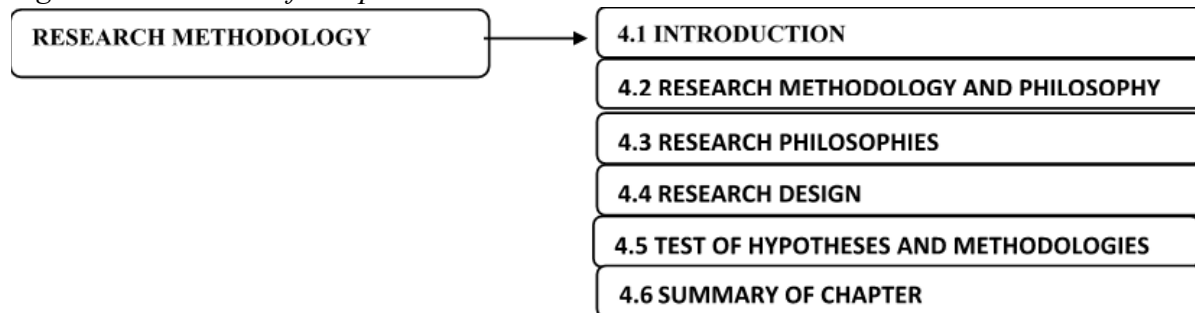
CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 INTRODUCTION

The preceding chapter discussed the literature underpinning this thesis as well as presented the definitions of some key concepts used throughout the thesis. This current chapter discusses the methods used to investigate the research topic as stated in chapter one. The discussion starts with the research philosophy adopted for this thesis and the research design, which covers the data collection method, sampling design and sampling methods, questionnaire design, research reliability and validity, and the ethical issues that arose during the data collection phase, and how they were addressed. The data analysis methods used are also presented and validated in this section. The discussion helps to determine the market environment factors that influence consumers' attitudes, their motivational factors that mediate the environmental factors and the Ghanaian African print textile consumers' attitudes as well as their effects on purchase behaviour.

The outline of the chapter is as follows:

Figure 4. 1: Outline of Chapter 4

RESEARCH METHODOLOGY	→	4.1 INTRODUCTION
		4.2 RESEARCH METHODOLOGY AND PHILOSOPHY
		4.3 RESEARCH PHILOSOPHIES
		4.4 RESEARCH DESIGN
		4.5 TEST OF HYPOTHESES AND METHODOLOGIES
		4.6 SUMMARY OF CHAPTER

Source: Researcher's Creation

4.2 RESEARCH METHODOLOGY AND PHILOSOPHY

This section discusses the research approach and lens from which the study views knowledge and value. According to Saunders et al. (2016: 720), research methodology is the theory of research. This includes the theoretical and philosophical assumptions and sets of beliefs about knowledge on which specific research such as this study is based. Research methods also focus on implications for the research design, method(s), strategy, and techniques adopted to meet the research

objectives. These assumptions are often formed based on beliefs, value-based positions, or a social viewpoint (Neuman, 2014: 59). Therefore, the philosophy of this research determines the research design, methods, and strategies adopted in this study.

Saunders et al. (2016: 126) indicated that research philosophy is the scheme of beliefs and conventions about knowledge development. This research philosophy is affected by three research assumptions that affect the research outcome: ontological, epistemological, and axiological (Saunders et al., 2016; Creswell, 2009) assumptions. These paradigms are discussed next.

- Ontological assumptions: This refers to the nature of reality (Bryman, 2012:32). In context, it relates to the nature of reality about how consumers perceive the Ghanaian African print textiles industry (Bryman, 2012:32).

- Epistemological assumption: Epistemology is how we investigate our ontology and is equally important (Bryman, 2012:27). In relation to the study, this explains how knowledge about the Ghanaian African print textile industry is primarily based on the consumers and independent from that of the researcher

- Axiological assumptions: This stands for how the researcher or the respondents' values influence the research process. Thus, how the values of the consumers of the Ghanaian African print textile industry and those of the researcher influence this research (Saunders et al., 2016).

These assumptions unavoidably shape how the researcher understands the research questions, the methods used, and interprets the research findings. Consequently, a well-thought-out and consistent set of assumptions make a credible research philosophy that underpins research methodology choices, strategy, research techniques, data collection techniques, and analysis procedures. This also informs a good research design with all its elements fitting together (Saunders et al., 2016).

In this research, the views of respondents on the research constructs derived from the quantitative method of data collection and the interpretation depict the nature and reality of the Ghanaian African print textile consumer's attitudes. Consequently, the integration of observable and

subjective phenomenal meanings gleaned from the Ghanaian African print textile consumer constitutes acceptable knowledge about their attitudes. Lastly, the objective points of view and the African values were the significant central values affecting the research.

A researcher's ontology and epistemology are best gleaned from the chosen research philosophy. Saunders et al. (2016), Creswell (2014: 18), and Bryman (2012: 27) observed that research philosophies such as positivism, critical realism, interpretivism, post-modernism, and pragmatism influence research design. The following section discusses these philosophies.

4.3 RESEARCH PHILOSOPHIES

Saunders et al. (2016: 125) mentioned five research philosophies: positivism, interpretivism, critical realism, postmodernism, and pragmatism that shapes researchers' logic. Understanding these research philosophies is essential to this study because they delineate the different critical ways of seeing the world in which this research is carried out. These philosophies, their approach to theory, matching methodological choices, and techniques, among others, are summarized in Table 4.1.

Table 4. 1: Summary of Research Philosophies and their Matching Methodological Choices

Research Philosophy	Approach to theory	Methodological choice	Strategies/Techniques & procedures	Time horizon	Data collection mode
Positivism	Deductive: uses data to objectively test a theory. It is often independent of the research actors.	Mono, multiQuantitative methods.	Experiment Survey: Examines relationships between variables.	Often Cross- employs a very	Usually section structured, wide range of statistical and quantitative techniques.

Research Philosophy	Approach to theory	Methodological choice	Strategies/Techniques & procedures	Time horizon	Data collection mode
Critical Realism	Retroductive: Uses history-based information for indepth analysis in the research.	Range of methods used: Mono method Qualitative Multimethod quantitative	Archival research Case study	Often Cross-sectional	Appropriate quantitative or qualitative technique
Interpretivism	Inductive/Abductive (a blend of inductive and deductive): Uses narratives, perceptions , and new understandings and worldviews. Has lots of subjectivities.	Multi-method qualitative.	Ethnographic Action Research. It depends more on the researcher's expert interpretation.	Often Longitudinal	Few samples with in-depth investigations, usually uses qualitative techniques.
Post Modernism	Deconstructive: Reads text and realities against each other.	Simple Mixed method	Grounded theory	Often Longitudinal	In-depth investigations of anomalies with a range of methods, usually qualitative.
Pragmatism	Deductive, Inductive, and Abductive. Complex methods employed; mixed, multiple, qualitative, action research, and quantitative.	Mixed method Range of	Narrative inquiry. Practical solution	Appropriate time frame.	Mix or multiple methods. Uses blends of quantitative and qualitative techniques.

Source: Compiled with inspiration from Saunders et al., (2016); (Bryman, 2012:27).

The subject under investigation, consumer attitudes, is a multivariate construct with many underlying relationships that call for a multivariate statistical analytical tool. Consequently, among the research philosophies in Table 4.1, this research adopted the positivist philosophy and quantitative method due to its suitability for multivariate analysis that best addresses the research questions and objectives. The positivist research philosophy is discussed in detail.

4.3.1 Positivism

The positivist philosophy depicts the stance of natural scientists who deal with visible social reality to arrive at law-like generalizations (Bryman, 2012:27). Positivism refers to what is explicitly "posited" and not influenced by human interpretation or pre-conceptions, and, hence, is objective. Saunders et al. (2016:128) mentioned twelve (12) varying views within the positive opinion. Positivists require an empiric causal data relationship to establish or predict behaviours (Bryman, 2012:27; Creswell, 2014:6). Positivists use existing theories to develop hypotheses for testing, which is accepted or rejected for further theory development. Positivist constructs detach the researcher from their research to avoid coloured conclusions. The study is free from the researchers' and respondents' values and axioms. The positivist doctrine depends on measurable and quantifiable data for findings (Saunders et al., 2016). However, some academics argue that it is impossible to conduct value-free research. Even in objective surveys, the researcher exercises control of which questions to pose and how to pose them (Saunders et al., 2016).

4.3.2 Research Strategy and Justification on the Quantitative Method

Research strategy is the scheme of how the researcher intends to answer the research question. It links the philosophical and methodological selections in data collection and analysis (Saunders et al., 2016:176). Consumers attitudes are a measure of a series of attributes and their relationships. It, therefore, requires multivariate quantitative data measures that establish the relationship among the attitude attribute. Based on the selected positivist philosophy, the nature of research questions and objectives, and the need for a national character for the research results, a more extensive sample selection that fits the study into a survey was required. This necessitated the use of standardized data from a sizeable population.

According to Saunders et al. (2016:181), the survey method is authoritative, easy to explain and understand. Saunders et al. (2016:181) assert that the survey technique is beneficial for suggesting possible deductive relationships and producing models out of relationships. Quantitative research investigates relationships between variables measured numerically with a range of statistical techniques that has controls to ensure validity (ibid, 166). These hypothesized relationships required inferential statistics to test the connections and probability sampling for generalization.

The positivist philosophy adopted by this study makes the survey technique helpful in researching the deductive relationships among the economic, marketing environment, motivation, and attitude constructs being investigated. This study, therefore, used a mono method quantitative study that collected the research data by the questionnaire that allowed inferential statistical analysis (Saunders et al., 2016: 166; Tadu, 2018). The quantitative method supported the attainment of research objectives and testing the research hypotheses. This study adopted the quantitative approach because it helps to model consumer attitudes and generalization of the model to give it a national character.

It also helps gather quantifiable and reliable data by a survey required for multivariate analysis (Neuman, 2014:204). Modelling requires testing whether a theoretically conceived model fits into an empirical data, and this is best done by quantitative statistical analytical method (Hair et al., 2010). However, it is acknowledged that though the quantitative method allows the establishment of causal relationships, it is unable to explain details of such relationships as a qualitative study would have done. The positivist philosophy helped define the research design and research methodology such as the techniques, target population, sample size, sample selection procedure, target population, sampling methods, and data analysis methods of this research. The chosen research philosophy guides the research design as follows.

4.4 RESEARCH DESIGN

Malhotra (2015:60) and Bryman (2012:45) note that a research design is a framework or blueprint for conducting a research project. Saunders et al. (2016:165) mention three main research designs:

qualitative, quantitative, and mixed methods research designs. This study rightly selected the quantitative research design (see section 4.3.2), discussed subsequently.

The quantitative research design used in this study is associated with positivist views, which use observable social reality to formulate law-like generalizations (Bryman, 2012; Creswell, 2014; Saunders et al., 2016). The research design adopted examined the relationships between the research constructs through numerical measurement of the research data using various statistical techniques. The statistical techniques include the structural equation modelling to test the research model and the ordinary least squares regression to test other relationships among the research variables (see Figure 3.7). It used the questionnaire, a standardized approach to data gathering (Bryman, 2012:45). As Creswell (2009:211) asserts, this strategy aimed to build quantitative data and results that helped understand relationships among the research variables. The research design of this study enabled the researcher to outline the procedural details for obtaining the needed evidential information that addresses the research problem discussed in section 1.2.

Additionally, the Theory of Planned Behaviour (TPB) discussed in the theoretical literature was used to develop a framework for understanding the African print textile consumer's attitude towards the Ghanaian textile industry. Given the human involvement in this research, the ethical issues of the research are addressed in the later discussion. The study also used a cross-sectional research design that collected and analysed data at a given time (Bryman, 2012:59; Saunders et al., 2016:164).

Variables of these psychological constructs could not be directly observed or measured but could only be inferred or measured in ranking or ordinal scales. This necessitated using these scales to measure the Ghanaian African print textile consumers' attitudinal constructs by quantitative approaches that generate numeric data for statistical inferences from the data gathered (Christensen, Johnson and Turner, 2015:153-154; MacDaniel and Gates, 2015:241, 244). The next discussion is the research methods and techniques employed to meet the objectives of the research.

4.4.1 Research Methods and Techniques

The research used a questionnaire to collect data. Ordinal thought patterns, ranking the concepts of cognition, affect, and conation of African prints textile consumers were required to answer the research questions. Therefore, quantitative data on the African print textile consumer's buying motivation and attitudes were collected through questionnaires (Christensen et al., 2015:172).

Open and closed-ended questions on consumers' attitudinal variables (such as beliefs, perceptions, learning, and emotions discussed in the literature review) and their purchase motivations were crafted and administered within the geographical limits of the research. The survey, in most cases, used a combination of the ranked-order, semantic differential, and the five-point Likert scales of measurement (McDaniel and Gates, 2015:248-249; Mothersbaugh and Hawkins, 2016:560). Per the structure of the chapter, the following section discusses the sampling design of the research.

4.4.2 Sampling Design

The sampling design of this research consists of the study population, sample frame, sample size selection, sampling method, and sampling procedure used by this research (Bryman, 2012; Saunders et al., 2016). The elements of the sample design are discussed next.

4.4.2.1 Study Population

Cozby and Bates (2015:147) and Bryman (2012:187) note that a research population consists of all individuals of interest in research, which is all consumers of African print textiles in Ghana. According to the 2010 Population and Housing Census, Ghana has about 25 million people, with about 50% in the active income group (Ghana Statistical Service, 2013; GSDO, 2014:41). Given the working definition of consumers as those who buy and use African prints textiles, the study sampled people between the ages of 18 and 65, constituting the active textiles consuming group. This active consuming group and its characteristics also guided the screening (listing) of the targeted population of African print textile consumers from which the sample frame was drawn. Next for discussion is the sample frame of the research.

4.4.2.2 Sample Frame

A sample frame is the list of all the individual cases in a targeted population out of which the sample to be studied is selected (Bryman, 2012:187; Bryman and Bell, 2007:730, 732; Cozby and

130

Bates, 2015:154; Saunders et al., 2012; Saunders et al., 2016:275). Not all the consumers in the active working-age and income-earning population may use African prints, hence the need for a sample frame. The sample frame for the survey by this study was, therefore, those who buy, use and or consume African print textiles within the listed (screened) targeted population (Schiffman, Kanuk & Hansen, 2012:2). This constituted buyers and end-users of African prints textiles. There is always a need to sample respondents out of the sample frame because it is impracticable to survey the entire population of African print textile consumers, and census may not necessarily provide better or useful results (Bryman, 2012). Besides, budget and time constraints did not permit a census (Saunders et al., 2016:277).

Additionally, sampling made the organization of the research data more manageable. However, Saunders et al. (2016:277) advise the adoption of the census for samples fewer than 50 in the population. Having defined the sample frame, the discussion proceeds to the sample size and selection.

4.4.2.3 Sample Size and Selection

Bryman (2012:187) notes that sample size is the size of respondents of the targeted population sampled in the research. Saunders et al. (2012:266), Christensen et al. (2015:172), as well as McDaniel and Gates (2015:334-335), note that decisions about the sample size are not easy but resolved through a concession of many factors such as the research accuracy, time frame, and budget. Saunders et al. (2016:279) assert that what makes a good sample size is the certainty of representative of sample characteristics, its high precision, and lower sample error. Additionally, the type of statistical analysis to be conducted and the size of the target population are all determinants of good sample size (Williams et al., 2010).

According to Burns and Bush (2014:239) and Saunders et al. (2012:265; 2016:279) estimating a study's sample size is often an interplay of judgment and calculation. It involves what is theoretically perfect and practically feasible. What is, however, necessary in sampling is to minimize the sampling error to the very barest to allow for generalization.

Saunders et al. (2012:266, 2016:281) and Cozby and Bates (2015:148) prescribe a sample of 384 respondents as representatives for a population of about 10 million at a 95% confidence level. It is perhaps why a similar study done by Howard (2013) used 370 respondents as its sample size. In another study of the Ghanaian consumers' attitudes, Ghartey and Boachie-Mensah (2015) also sampled 335 consumers. Ideally, the sample size (or the number of respondents) for a particular survey is determined by applying the Sampling Theorem. According to Daniel (1999), if the proportion is larger than 5% (n/N>0.05) with a finite population, the following formula is appropriate:

$$n' = \frac{NZ^2P(1-P)}{d^2(N-1) + Z^2P(1-P)}$$

Where, n' = sample size with finite population,

N = Population size,

Z = Z statistic for a level of confidence,

P = Expected proportion (in the proportion of usage of African print among adults), and d

= Precision (in proportion of one).

Referring to the 2010 Population and Housing Census, the adult population aged 18 to 65 is 12,533,674 (Ghana Statistical Service, 2013). The population growth rate is projected to be 2.9% per annum. The estimated population in mid-year 2019 was 15,981,189. The proportion of the population having African print textiles was 54%. With a 5% degree of freedom with Z =1.96. Hence computing the sample size by the above formula gives n' =384 which corroborates the rule of thumb. To increase the study's precision, adequately satisfy the above rule of thumb, and ensure high representation, the calculated sample size was increased by 15% to arrive at 443 sample size. This research, therefore, sampled a total of four hundred and forty-three (443) respondents for the survey at a 95% level of confidence with a ±5% margin of error which is ideal for this study (Christensen et al., 20015:165; Saunders et al., 2012:266). See Table 4.4 for the sample allotments. Next, the sampling method is discussed.

4.4.2.4 Sampling Methods

132

The positivist approach adopted, and its matching quantitative methodology calls for probability sampling to gather quantitative data for this study (Burns and Bush, 2014:255; Cozby and Bates, 2015:148; Saunders et al., 2016:275). Non-probability sampling is unsuitable since the study involves parametric analysis, which is best done by probability sampling. The probability sampling is discussed as follows.

i. Probability Sampling

Burns and Bush (2014:242) note that probability sampling is the sampling method in which respondents have a known (nonzero) objective chance of being selected. This is also called representative sampling. It is often suitable for research questions and objectives that require statistical inference and estimation of the characteristics of the sample from the targeted population (Saunders et al., 2016:275). It is, therefore, often associated with survey research and experiments. It has a known equal chance of each targeted sample being selected (Saunders et al., 2016:275).

In this research context, the technique is used to make inferences about Ghanaian African print textile consumers to address the research question. In probability sampling, the researcher first identified a suitable sample frame based on the research objectives and the targeted population, the sampling technique, and representative sample size. Saunders et al. (2016:276) mention four key probability sampling methods: simple random sampling, systematic random sampling, stratified random, and cluster random sampling, summarized in Table 4.2 next.

Table 4. 2: Summary of Survey Sampling Techniques

SAMPLING TECHNIQUE	Simple random sampling	Systematic random sampling	Stratified random sampling	Cluster sampling
DRIVERS OF SELECTION	Need for equal opportunity	-Need for equal selection without arbitrariness	Need for equal selection opportunity	Large sample or geographical size
			-Need for consistency in selection	

BASIS OF SELECTION	Sample fraction: the probability of inclusion	-Systematic application of sample fraction at a skip interval	-Sample fraction: the probability of inclusion	Existence of strata with homogenous characteristics
		-Existing pre-listed sample	-Fixed proportions of samples. The basis of stratification is applied to each stratum.	of to

SAMPLING TECHNIQUE	Simple random sampling	Systematic random sampling	Stratified random sampling	Cluster sampling
ADVANTAGES	-Avoid bias -Representative and avoids double counting -Convenient	-Best for instances with double counting small cases hence versatile -Avoids researcher bias -Fairer chance of sampling large geographical areas and -Systematic, efficient, and economic	-Avoid bias -Representative and avoids double -Helps sample convenience. to manoeuvre. -Fast, inexpensive good for than random sample sizes. • Greater sampling precision than random sampling -Helps analyse data from different perspectives	-Avoid bias strata -Representative and avoids double counting -Gives the researcher room -Convenient -Greater precision • Greater sampling -Helps analyse data from different perspectives
				-Representative and avoids -Suitable for both large or
DISADVANTAGES	-Prone to sampling error	-Bias -Starting gender gain more	-Prone to sampling error -Over and under-	-Prone to sampling error

134

	-Over and under-opportunities representation by outliers. -Listing difficulties		representation by others -Not suitable for large others -Reduces representation of general views	-Over and under representation by geographical areas -Not good for large geographical areas -Reduces representation of general views
	-Not suitable for large geographical areas	-Listing errors		
SAMPLING TECHNIQUE	Simple random sampling	Systematic sampling	random Stratified random sampling	Cluster sampling
RELEVANCE TO THIS RESEARCH	Not relevant	Not best	The existence of demographic and geographic sub-groups and the need for their representations makes its use relevant	Has semblance of the chosen stratified and random on sampling

Source: Compiled by the Researcher

Once more, based on the assessed relative weaknesses and strengths of each method such as the researcher's bias, respondent's bias, time-consuming nature, among others in the simple random sampling, cluster sampling, systematic sampling, and the stratified sampling, this research adopted the stratified random sampling for the survey. This method avoids researcher bias, takes care of the geographical subgroupings of the sampling population, and offers respondents a fair opportunity to be selected. This is discussed following.

4.4.2.5 Stratified Random Sampling

Creswell (2014:158) states that sampling theory identifies stratified random sampling as another quantitative sampling method used in surveys. This method first divides the total sample into strata (quota), or sub-groups proportionally based on their identified homogeneous characteristics as demographic factors such as gender, age, economic profile, or socio-cultural factors of respondents

135

(Bryman, 2012:190; Creswell, 2014:160; Neuman, 2014; Saunders et al., 2016). After earmarking the quotas, the cases from the sample frame are selected randomly until the researcher attains the required sample. This ensures equal selection opportunity with a given probability of inclusion known as the sample fraction, derived by dividing the sample size by the population (Bryman, 2012:190). This technique avoids selection bias and selecting a sample more than once and hence representative (Saunders et al., 2016:287). Because the samples are picked randomly from an agreed quota, it reduces the random selection of outlier samples and over or under-representation of parts of the targeted population.

According to Creswell (2014:160), stratified sampling is best used where demographic subgroup relationships are investigated with heterogeneous sample size or the need to highlight specific groups of a targeted population of the study. It is also used when the researcher wants all subgroups in a targeted study population to be represented. Stratified random sampling in this research selects samples based on the strata's numerical ratio of the common characteristics of the targeted population (such as gender, income, age, etcetera), as is the percentage of males to females in the geographical strata. The geographical strata are Accra, Kumasi, Takoradi, and Tamale of Ghana, in this study's context. This ensures fair representation through a fixed proportion of samples for different strata. The method gives more representation of each stratum of the listed population than random sampling, or a systematic random sampling will attain (Bryman, 2012). Stratified sampling provides great precision than a random sampling of the same size; it is convenient and requires smaller samples. It has higher accuracy because variability in subgroups is lower than that of an entire population. Stratified random sampling gives fewer representing errors and a minor sampling error. It can also represent even the smallest strata by its representative ratio; hence, it has a higher probability of inclusion of all samples (ibid).

Additionally, it has the advantage of analysing and appreciating data from different perspectives of the identified strata. In context, it could help appreciate textile consumers' attitudes and behaviour on gender, age, geographical or economic status basis. It, however, leans on good stratification, likely to be more expensive and time-consuming.

136

According to Neuman (2014:262), there are two types of stratified sampling, namely proportionate and disproportionate stratified sampling. Each stratum is fairly represented by its proportional sample fraction. Sample fraction refers to the proportion of the population of each stratum to the total listed population, which is calculated by dividing the population of each stratum by the total listed population. However, in cases where the research is particularly interested in a given stratum, the researcher may differ the sample proportion to provide more samples, for in-depth investigation, known as disproportionate stratified sampling. Where the disproportionate stratified sampling is used, the generalizability of the research results from such a study is affected if the results are not (re)-adjusted.

4.4.2.6 The Fairness of Stratified Random Sampling

The probability of selecting participants based on proportion is known as probability proportion to sample size (PPS). The probability proportional to size concept has it that in regular sampling, samples chosen are biased towards the larger ones against units with smaller samples (Alam et al., 2015). Hence, larger-unit respondents have lower chances of being selected than those in smaller units. This gives the redolence of under-representation and over-representation for more extensive and smaller units respectively and therefore advocated that fairness in sampling is attained when done by proportion (Alam et al., 2015). Probability proportion to sampling or size is the selection of samples based on the size of the unit, and stratified random sampling works on the principle of PPS. It simply selects samples based on the unit's size and hence a fairer means of selecting samples. Sample sizes differ from unit to unit. Large units have a higher probability of sample selection than smaller units (Alam et al., 2015:1).

Based on the above premise, the probability of selecting units is often positively proportional to size. Although equal opportunity of the selection exits in simple random sampling, selecting samples of different units to have probabilities that depend on their sizes, guided the choice of stratified random sampling adopted by this research. This ensured fairness in selecting samples for this research's identified strata. In all, Saunders et al. (2016:304) state that choosing the appropriate sample technique should depend on the feasibility and sensibility of collecting data that answers the research questions and objectives. The discussion next focuses on the sampling procedure of the research.

137

4.4.2.7 Sampling Procedure of the Research

The study adopted the active recruitment of potential respondents' strategy (Estabrooks, You, Hedrick, Reinholt, Dohm & Zoellner, 2017). The approach helped to avoid field listing, which is costly and time-consuming and could not be supported by the researcher's limited budget. Data screening for non-personal recruitment used existing data from Consumer Insight Consult (CIC) to screen respondents for participation based on the inclusion criteria set by the research (Estabrooks et al., 2017). The existing data screening for the four prescribed research locations of Accra, Kumasi, Takoradi, and Tamale was done to build an eligible sample frame and population from which the research sample was selected. The screening was done over two weeks by the researcher supported by a research assistant from CIC.

By this method, the following procedure was followed.

i.   Obtained permission from Consumer Insight Consul to avail data (see gatekeepers' letter).

ii.   CIC released its database of over 5,000 Ghanaian consumers per the demarcated regions of Accra, Kumasi, Takoradi, and Tamale, who were potential respondents for this study. This database was from previous research on consumer goods that included textiles.

iii.   Screening criteria were outlined and advised to all involved in the screening exercise (See inclusion criteria).

iv.   Used person-to-person telephone contact to arrange appointments for data collection purposes and applied the eligibility criteria for the screening.

This served as the basis for screening Ghanaian African print textile consumers with the inclusion criteria within the agreed strata of the research with an acceptable level of the sample frame error. With the help of the research organization's research assistants, consumers were called and asked if they used African print textiles and for how long, among others (see inclusion criteria below). Once they fell into the inclusion criteria of the research indicated in the reviewed literature, they were listed. As a result, 1,417 potential eligible respondents who purchase African textiles and are from the age 18 to 65 years were recruited out of the total of about 5,000 potentials on the database. It consisted of 1,052 females, constituting about 75%, and 365 males, representing about 25%.

According to the extant literature, this gender proportion from the screening reflects the ratio of African print consuming female/male populace (Falode et al., 2016:157; Gott et al., 2017; Howard, Essuman & Asare, 2019:75; Yahaya et al., 2015:1049). Gott et al. (2017:142) assert that women are the driving force behind African print fashion, not men. The sample consisted of 436 potential respondents in Accra, 454 respondents in Kumasi, 314 respondents in Takoradi, and 213 respondents from Tamale. This screened eligible respondents formed the sample population out of which the 443 calculated sample was selected by application of the proportion of 75% female and 25% male. This was the established proportion in the screening process, which is vouched by existing literature as the reality (Gott et al., 2017). The researcher computed the sample fraction from the list. This calculation was done by dividing the number of names on the database of each stratum by the population and multiplied by the chosen sample size. Respondents were then selected randomly from each stratum until the required sample size for each stratum was attained (Bryman, 2012:190; Saunders et al., 2016:289).

The total sample was apportioned into four demarcated geographical sectors of Ghana by the stratified random sampling method. These were Southern, Western, Middle belts, and Northern Ghana; (see Table 4.4) because they are among the key African print textile consumption towns (Darku and Lubisi, 2019; Gott et al., 2017). This ensured a fair representation of African print textile consumers' views on the subject by gender within sectors in each geographical area. This balanced representation, therefore, depicted the subject matter holistically. The demarcated research sites are next discussed to help full appreciation of the geographical location, the research field, and respondents.

In applying the stratified random sampling, the following procedures were used:
    i.   The research survey's total population of 1,417 potential respondents (African print textile consumers) was identified by screening existing data.
    ii.   The earlier listed African print textile consumer population was divided into subgroups known as strata based on the number of shared characteristics and attributes. In the case of this research, the basis of stratification was gender (male and female) and geographical locations such as Accra, Kumasi, Takoradi, and Tamale, which are the

leading African print textile consumption cities of the Southern, Mid, Western and Northern Ghana respectively.

iii. The sample size of four hundred and forty-three (443) targeted respondents of the survey was determined by calculation also vouched by the rule of thumb as indicated earlier under the sampling section.

iv. Calculation of the sample fraction for the identified strata of the study in (ii) was done, which is the ratio of the population of each identified strata to the total listed population. Therefore, the sample fraction in this research is the ratio of the strata population to the total listed population for males to females in Accra, Kumasi, Takoradi, and Tamale. This is attained by dividing the unit population of each stratum by the listed population stated as stratum population/total targeted population.

v. The selection of samples from each stratum was then made by multiplying the sample fraction for each stratum by the research sample size. The formula used was ns = (Ns /N) * n where ns = Strata sample, Ns = Population of stratum, N= total targeted population, and n = calculated sample size of the study. This formula was applied to attain the sample for each identified strata indicated in Table 4.3.

Table 4. 3:Sample Distribution based on the Stratified Random Sampling procedure.

Stratum	Sample frame of females	Sample Fraction of Females	Sample of Female Selected	Sample frame of males	Sample Fraction of Males	Sample of Males Selected
Accra	323	0.228	101	113	0.080	35
Kumasi	317	0.224	99	137	0.097	43
Takoradi	258	0.182	81	56	0.040	17
Tamale	154	0.108	48	59	0.042	19
Total	1052	0.742	329	365	113	114

Source: Computed by the Researcher

As per the calculations in Table 4.3, therefore, that of Accra for the female is calculated as:

140

- Female listed (screened) African print textile consumers in Accra   = 323
- Total listed population of African print consumers (Female, 1,052 + Male 365) =1,417
- The calculated sample size of the survey= 443
- Hence total sample of females selected for the survey for Accra was computed as 323⁄1417 × 443 = 101 respondents. The sample for each geographical area was calculated using the same approach, and the gender proportion is discussed under the sampling procedure.

Random samples were then drawn from each stratum according to the number of samples calculated proportionally to the stratum's size, taking every 3rd person in the strata as the final population. The proportion distribution of the samples is in line with the 2010 Population and Housing Census, which showed more people in the Ashanti Region. According to the census data, Greater Accra was Ghana's second most populated region. Also, more women than men were sampled for this study because, as mentioned in section 4.4, they consume more textiles than men and are also responsible for making most household decisions on textile consumption. Below is, therefore, the sample distribution for the research based on the above-stated sampling procedure. Next, a complete discussion of the data collection instruments, methods, and procedures is done.

4.4.3 Process of Questionnaire development, Validation of Questions and Research Constructs

A questionnaire was developed due to the unique cultural quality of the consumer product being studied (see section 2.7). Therefore, this research used the researcher's own designed questionnaires (a research instrument with a series of questions) to gather self-reported attitudinal information on the Ghanaian African print textile consumers. The questionnaire was based on specific thematic questions on consumers' economic factors and marketing stimuli, consumers' motivation, consumer's attitudes, and consumer's purchase behaviour which were logically arranged that helped respondents' understanding. It ensured both contents and construct validity (Burns and Bush 2014:194; Saunders et al., 2016:450). The questionnaire was mainly closed ended questions where respondents were required to select from a list of responses provided by the researcher (Christensen et al., 2015:71-72, 340; Burns and Bush, 2014:194).

DeVellis (2016:127) and Hair et al. (2019) mention some problems that the adoption of standardized scales poses. Among them are that some scales may have a different definition and may not reflect the research constructs scales items. The constructs may be the same, but the items may vary. Some scales statements may also be outdated or may not be clear. At times some of these scales may fail the usability and validity test. Khan and Siddiqui (2020:4) also suggest that scales need many configurations, which might waste time. Their language statements may also be incomprehensible and may generate cross-cultural translation problems. To avoid such issues and address the particular issues of the African print textile consumer, this study developed its questionnaire (Hair et al., 2019). Hair et al., (2019) prescribed four key stages in questionnaire development listed as follows:

  i.   Reviewed literature
  ii.   Theoretical validation iii.   Semantic validation iv.
        Statistical or empirical validation

The researcher adopted the following strategies in the questionnaire development process following these steps. First, literature was reviewed to identify the constructs and items, and their corresponding source reference that helped to build a reference table. Hair et al. (2019) prescribes more than one item in a construct to ensure validity and reliability in questionnaire development, and this rule was applied in the process. Reviewed literature revealed key constructs and variables on economic factors, marketing factors, motivation, attitude, and purchase behaviour.

 Economic construct that consists of concepts such as income, price, liquidity, and affordability is adapted from Wageli et al. (2015), Yamson (2017), Vijayalakshmi and Gurumoorthy (2018), Haleegoah, Osei Akuoko Dwumah, Marfo, Forkuor, Frimpong, Asante, and Brobbey, (2020:395), Yahaya, Yamoah and Adams (2021:1045-1046), and Hagan and Awunyo-Vitor (2020:1). The construct marketing environment, which consists of concepts such as loyalty schemes, sales promotion, in-shop environment, window display, branding, and sponsorships, is adapted from Lichev (2017:9), Hanaysha (2018), and Kotler and Keller (2016).

Motivation is conceptualized as an inner state of intense, persistent internal directed energy that compels consumers to be disposed towards or purchase to meet unsatisfied needs (Diaconu, 2017:4; Durmaz et al., 2014:195; Hoyer et al., 2013:45; and Lichev, 2017:9). Attitude in this study focuses on affective, cognitive, and behavioural elements such as knowledge, beliefs, perception, and emotions. The concept was adapted from Solomon et al. (2016:285), Shahid (2019:1), Xhema (2019:505), Nystrand and Olsen (2020:2), and Zwicker et al. (2020:5). Purchase behaviour consists of behavioural responses of consumers from pre-purchase to post-purchase decisions and actions. The concept was adapted from Solomon et al. (2016), Hidalgo-Baz et al. (2017), and Orji et al. (2017:7).

4.4.3.1 Questionnaire Design

Hair et al. (2019) opine that measurement scales improve empiricism. Therefore, a research outcome is as good as the measurement scale that developed it. As prescribed by DeVellis (2016:103), variables that must be measured in the constructs were identified by generating a pool of variables from the reviewed literature. Hair et al. (2019) assert that Likert scales are the most widely used measurement scale in measuring attitude. This study, therefore, adopted the 5-point Likert scale instead of the 7-point because DeVellis (2016:114,118) opine that the 5-point Likert scale helps respondents discriminate required responses meaningfully to help precision in data collection. Also, the Likert scale allows respondents to express their beliefs, motivations, and influences on their attitudes in clear terms (DeVellis, 2016:122). The 5-point Likert scale has another benefit because the scale items are equivalent detectors of the measured variable and constructs (DeVellis, 2016:117).

4.4.3.2 Pretesting and Piloting of Questionnaire

Two sites with similar market characteristics were earlier identified for a pilot study that gave insights into the actual fieldwork. Respondents evaluated the meaning and understanding of the statements and responded based on their knowledge. Technical terms were tested and brought to the level of understanding of respondents. Terms used in the industry likely to be misunderstood by respondents were explained further (Hair et al., 2019). An initial test of the developed questionnaire was done with 20 respondents. The questionnaire was then reviewed with the expert

help of a statistician and supervisors (DeVellis, 2016:137). The third stage was the process of semantic validation with respondents, which required some revision to the questionnaire to capture the intended purpose.

At this stage, the best wording to elicit the anticipated response from respondents was deciphered by the imagination of how respondents will respond to the question (DeVellis, 2016:122). Words or Phrases they did not understand were marked. Based on the identified constructs and variables, questions were formulated by the guide of other studies. The researcher checked if respondents well understood the instrument:. language Statements, etc. (DeVellis 2016:117; Hair et al., 2019). Issues of validity have been elaborately discussed in Section 4.5.2. Also, the reliable scores of the questionnaire with its associated Cronbach Alpha are reported in section (5.8).

4.4.3.3 Data Collection Techniques

This study was conducted in Ghana, the country of interest. This is because Ghana's West African peers note Ghana as a key African print textile manufacturing and consumption country by its industrial history. Therefore, most West African countries such as Nigeria, Burkina Faso, Togo,

Benin, and Cote d'Ivoire source their African prints from Ghana (Essel, 2017; Sylvanus 2013; Verbong, 2007).

Primary quantitative data were collected from the sampled respondents. This was in the form of the researcher's own designed questionnaires (see section 4.4.2.2 on questionnaire development). It solicited factual information on the African print textiles consumers' economic factors, marketing environment, motivation, attitudes, and purchase behaviour by stratified random sampling at the locations mentioned (see Table 4.4) (Creswell, 2009; Saunders et al., 2016:170176). The questionnaires were administered at predetermined key consumption research sites such as Accra, Kumasi, Takoradi, and Tamale (Saunders et al., 2012). The questionnaires were administered by the researcher and two field assistants in face-to-face interaction with the respondents. The process of collecting the data took eight (8) weeks. This provided good data, though it was a difficult and expensive means of data gathering. Next is a discussion of questionnaires development, the key instrument used.

144

Table 4.4 shows the geographical demarcation by sectors with their sample allotments:

Table 4. 4: Sample Breakdown Plan and Research Route

REGION/TOWNS SELECTED CITIES		TARGETED MARKETS	TOTAL RESPONDENTS	SURVEY
SOUTHERN GHANA	Accra	Makola, Tema, Kaneshie, Madina	136	
WESTERN GHANA	Takoradi	Market Circle, Anaji, Secondi	98	
MID GHANA	Kumasi	Asafo, Kejetia	142	
NORTHERN GHANA	Tamale	Tamale, Savlugu, Tishegu, Kaladan	67	
TOTAL			443	

Source: Researcher's Creation

These are Key market and consumption towns. *Sample size apportioned by stratified random sampling. Sample size guided by calculation and rule of thumb.

4.5 TEST OF HYPOTHESES

A detailed discussion of these hypotheses is in section 1.5.1 in chapter one and section 3.7 of chapter three; therefore, it will not be repeated here. The hypotheses test answered the number of research questions and objectives raised in section 1.5 of Chapter One of this study. Saunders, Lewis, and Thornhill (2016) indicate that a hypothesis is a testable statement of difference or link among two or more variables. Research hypotheses were formulated for the eleven objectives. In all, four influential economic and marketing factors (hypothesized as H1 – H4), three mediating motivational elements (hypothesized as H5 - H7), three attitudinal factors (hypothesized as H8 - H10), and four purchase behavioural elements (hypothesized as H11 - H14), derived from eleven secondary research objectives (SRO) were tested (See section 3.7). The hypotheses testing was done by SEM analysis, T-test, and regression analysis to determine the significance of the identified critical constructs of the African print textile consumers' attitude towards the Ghanaian textile industry (Kim, 2015:540). The results of the tested hypotheses are discussed later.

4.5.2 Research Reliability and Validity

The research was exposed to many internal and external threats that could have impacted the reliability and validity, which was crucial in ensuring quality research (Bryman, 2012). According to Saunders et al. (2016:202) and Christensen et al. (2015:367), reliability is the research's ability to replicate the same research design and consistently achieve the same findings. On the other hand, validity is the researcher's ability to give truthful and correct inferences to arrive at accurate research findings (ibid). This study used Cronbach alpha, a reliability coefficient, to assess the correlation of sample items on the measurement scale to ensure the questionnaire reflects the measured constructs. This provided the internal consistency and reliability of the research instrument. The Kaiser-Mayer-Olkin measure of sample adequacy, a measure of the variance among variables, was also computed for the variables in the instrument. These were among the reliability measures adopted by this study. See section 5.4.2 for further details and how they were applied. Triangulation of data sources and methods and accurate data collection by strict monitoring of data collection and analysis by the researcher were among the measures taken to ensure the study's reliability and validity (Creswell, 2014, Christensen et al., 2015). These are discussed in detail in the following sections.

4.5.2.1 Reliability of The Research Measurement Instrument

Druica et al. (2019) assert that the extent of the reliability and validity of a study improves its credence as accepted knowledge. Reliability is the tendency for consistency and the extent to which a research measurement of constructs consistently provides the same outcome, measure, or score if used many times under similar conditions (Olaniyi, 2019). It is the extent to which a study is free from measurement errors. Reliability is the research's ability to replicate the same research design and achieve the same findings consistently (Christensen et al., 2015:367; Saunders et al., 2016:202). Reliability is attained through internal consistency and accuracy of the research outcome (Quansah, 2017:56).

i.   Internal Consistency

Internal consistency measures the interrelatedness of a sample of items being tested on a scale. It is the extent to which all items on a given scale measure different aspects of the same construct, which is geared towards accuracy (Quansah, 2017:57). Internal consistency is the extent to which

146

several items measure the same construct, evidenced by their intercorrelation or covariation. This helps the researcher interpret the construct's aggregate score to measure all the scale items accurately. On this basis, Olaniyi (2019:2) notes that it is imperative to calculate the alpha coefficient for reliability and internal consistency for scales and subscales in studies that use Likert scales in measuring constructs. The Cronbach alpha is one of the best ways of calculating the alpha.

ii.   Cronbach Alpha (α)

Cronbach alpha is the most used internal consistency measure to determine reliability. Cronbach alpha is an estimate of how reliable survey research responses are, the stability of the survey tool used, its internal consistency, and reliability of a study (Mohamed and Nur, 2018:85). Therefore, the Cronbach alpha measured the internal consistency of summated scales of multiple-item measure in this research (Olaniyi, 2019:1-2). For instance, it measure how all the scale items gauging attitude is consistent in its measure. The Cronbach alpha also supports the statistical significance of the research conclusion. It helps to conduct generalizable evidence.

According to Taber (2016), high Cronbach Alphas implies that items measure the same dimensions/constructs. Zero values of Cronbach Alphas indicate no consistency while a value of 1.0 implies perfect consistency (Olaniyi, 2019:2). Taber (2016) notes that researchers use many descriptors for the Cronbach Alpha to describe the research consistency and reliability with no clear consensus on the appropriate descriptor and hierarchy in the ranges used among scholars. However, Olaniyi (2019:3) observes that low alphas could result from a low number of items or poor interrelatedness, while redundant items on the scale may cause high alphas.

 Taber (2016) further observed in about four (4) science journals that some of the ranges of descriptors of alpha values were (0.11) as low, (0.4-0.55) as not satisfactory, (0.45-0.96) as sufficient, (0.45-0.98) as acceptable, (0.58-0.97) as satisfactory, (0.61 – 0.65) as moderate, (0.64 – 0.85) as adequate, (0.67 -0.87) as reasonable, (0.68) slightly low, (0.70 – 0.77) as relatively high (0.71 -0.91) as good, (0.73 – 0.95) as high (0.76 – 0.95) as fairly high, (0.81) as robust, (0.84 - 0.90) as reliable, (0.91 – 0.93) as strong and (0.93 – 0.94) as excellent.

147

On the other hand, Daud et al. (2018:1030) state that alpha ranges of 0.60 -0.8 are considered moderate while those in 0.8 – 1.0 are considered very good. Griethuijsen et al. (2015) had alphas below 0.7 and 0.6. Nehring et al. (2015) used 0.55 to justify internal consistency, while Berger and Hänze (2014) used 0.60 as an acceptable measure. Although it is common among scholars to use an alpha of 0.70 and above, Taber (2016) cites numerous scholarly works that have justified using Cronbach Alpha of 0.502, 0.446, 0.55, and 0.60. Hair Jr., Black, Babin, and Anderson (2014:123) assert that though the generally agreed lower limit of Cronbach Alpha is 0.70, this may admissibly decrease to 0.60 in some studies.

Nonetheless, what matters most about Alpha is not their magnitude but their interpretation (Hair et al., 2014; Taber, 2016). This is because Cronbach Alphas can be increased by increasing the items for those constructs with lower items. Cronbach (1951) and Taber (2016) note that much as high Alphas are desirable, the most important is that the scores generated by the instrument need to be explained even without high value. Taber (2016) and other like-minded scholars advance arguments that there is no general cut-off level of acceptability such as 0.70 since the instruments with a low value of Alpha can still be helpful in some situations. Taber (2016) recommends that researchers interpret Alphas in their research context, advised by the number of items in the scale and the purpose of the measurement. Due to the limitations of the Cronbach's Alpha, it is recommended the measurement tool be used alongside other complementary methods.

Given that consumers were sampled across the key consumption regions nationwide, there are bound to be differences in their demographic characteristics that could impact their responses and the calculated alpha. Arthur et al. (2020) examined determinants of consumer impulsive purchasing behaviour in medium-large shopping malls in Ghana using a Cronbach alpha of 0.6 and above.

Based on the above reasons and scholarly stance of Hair et al. (2014), Berger and Hanze (2015), Taber (2016), and Daud et al. (2018:1030), this research, therefore, adopted an alpha range of 0.60 and above as reliable. Furthermore, this alpha range is acceptable because the researcher originally crafts the questionnaire; the sample size of 443 is less than the standard 500 respondents that peg

the acceptable Cronbach at 0.70. Therefore, Cronbach's coefficient below 0.60 is deemed questionable. Based on the reviewed literature, the Cronbach's alpha for the research instrument for the five key sections that measure the constructs which answer the research objective was computed and discussed in Chapter 5 to establish the reliability of the study.

Christenson et al. (2015:156) suggest reporting alphas for multiple constructs that explain varied concepts adopted by this research. The researcher ensured consistency and kept to standard research practices to make this research's findings reliable (Saunders et al., 2016:202). Respondents and their responses were well monitored to avoid spurious answers, among many other efforts. The researcher ensured inferences in the analysis were devoid of coloured conclusions. Next is the discussion of the research validity.

iii.   Other Reliability Measures

The Kaiser-Meyer – Olkin (KMO), which is used to compute the sampling adequacy, was applied in the study. The KMO gives an index of 0 -1, indicating the extent of variance among the variables. The ratio of squared correlation between the variables to the squared partial correlation KMO results close to 1 shows a relatively compact correlation of variables. Hence a good factor analysis will yield reliable factors. Values between 0.5 – 0.7 are acceptable, but those above 0.7 are considered better (Adetia, Budi, and Setiadi, 2020:562). Field (2013) note that KMO greater than 0.50 should be acceptable. Other reliability measures such as composite reliability show inherent consistency of all measurement questions and values above 0.6 points to good measures. The average variance extracted (AVE) also indicates that the measurement questions better mirror the characteristics of the research variables modelled. Values above 0.5 indicate a good measure (Ahakwa et al., 2021; Hair, Hult, Ringle, and Sarstedt (2016).

4.5.2.2 Validity of The Research Measurement Instrument

Research validity is the measuring capability of the survey tool to measure a construct or a variable. It refers to the study's ability to accurately measure what it was intended to measure (Daud et al., 2018:1028). The research validity also refers to whether the researcher has used the scores obtained correctly or interpreted them correctly. Hence, research validity is the accuracy of interpretations,

149

actions, or inferences based on a score. It refers to the soundness of interpreting the scores from the test (Christenson et al., 2015:156). Christenson et al. (2015) note that validity refers to interpretations, not the tools of the interpretations; it relates to the measure or measurement, not the measurement instrument.

In this case, the research tool can measure well the constructs that define the African print textile consumer's attitude and purchase motivations (Creswell, 2014). According to Vakili and Jahangiri (2018), validity is needed in assessments of abstract inquiry as in this attitude study. It justifies the rationality, accuracy of methods used, and relevance of the research. This research conducted validity to ensure that the investigative research methods, techniques, and interpretations represent an accurate measure of all the economic, marketing, environmental, motivational, attitudinal, and purchase behavioural constructs is intended to measure.

Christensen, Johnson, and Turner (2014:157) mention the significant ways to collect 'validity' evidence as:

i. Content-based validity is also known as content validity. In content validity, items, questions, or tasks on the instruments must adequately represent the measured constructs (Christenson, 2015:158). This, Christenson et al. (2015) advocate, is done best by experts who understand the constructs of interest being studied, such as the research supervisors in this research context.

ii. Internal structure-based validity is also known as construct validity. This form of validity involves well-designed tests that use multi-dimensional or unidimensional constructs, employment of factor analysis, which is used to ascertain the number of dimensions present in a set of items, homogeneity, which refers to the level to which given items measure a single trait or construct.

iii. Validity based on the relation with other variables: This includes criterion validity (predictive or concurrent validities), convergent or discriminant validities.

Saunders et al. (2016 :450) and Daud et al. (2018:1028) categorize these three types of validities as (i) the face or content validity, (ii) criterion validity, and (iii) Construct validity. Each of these is briefly discussed next.

150

a) Face or Content Validity

Content validity refers to the research tool's ability to gather accurate data that meets the study's objective (Creswell, 2014; Daud et al., 2018:1028). Its ability to accurately measure the key constructs of the research gives it a high validity. This research collected ample and construct relevant data to meet the research objective.

Content validity employs expert assessment of the instrument briefly based on experience. This research ensured content validity using seasoned academic supervisors and an independent statistician who guided the content of the research instrument based on their years of experience in the research field. The supervisors, UNISA's ethical review committee, and the independent statistician rigorously assessed the research questionnaire. The research experts revealed obscurities in the instruments used for the data collection, inaccurate terminologies, misplaced item selections, and valuable suggestions that helped fine-tune the instrument used. A pilot administration of questionnaires was also done to help reveal and eliminate all the irrelevant constructs and measures. A similar exercise was done with the field workers' training, who helped identify unfamiliar concepts and constructs that were consequently well defined and explained before and during the data collection process. Christenson et al. (2015:157) affirmed this validity procedure and suggested that validity is attained by clearly setting the operational definition and measurement procedure for field workers and respondents. These measures helped format the data collection tools to ensure the right content and scope for good data collection and measurement of the intended research objectives, ensuring high validity. This was done before approval for the data collection. This provided a very high content validity.

The validated content by the experts gives evidence for the inclusion of the key concepts and constructs spelt out in the conceptual framework (ibid). This study went through several expert reviews from inception to completion as prescribed by Vakili and Jahangiri (2018:109), which attests to its robustness. Though it employed criterion validity using theories and models as standards for comparison, this study was robust on content and construct validity that was more relevant (Daud et al., 2018:1029).

Construct validity refers to the authenticity of the constructs used to develop the research variables. This research's constructs were tested by factor analysis, and all of them scored above 0.7, as depicted in Table 5.8. Construct validity has two aspects, namely,

i.   convergent validity and
ii.   discriminant validity

The convergent validity measures the relationship between related variables such as marketing environmental stimuli and motivation or attitude and motivation in this context.

The discriminant validity measures the relationship between latent variables to determine if they share more variance with other latent variables than with their indicators. Construct validity was assessed in the pilot test of the survey tool before the actual research. The central construct validity check for this research was confirmatory factor analysis, used to determine the dimensions of items relevant to the constructs being measured, known as components. Confirmatory factor analysis determined if the items were interrelated and separated subsets related for a single measurement. Identified subsets showed the number of dimensions that were rightly represented by the key themes of the study for proper investigation. Knowing and defining the dimensions and subsets helped adequately interpret the research data and is evidential of validity.

Validity by construct homogeneity was also attained. Homogeneity is a measure and a degree to which items in subsets measure a single construct or trait such as functional features, selfgratification, and notices of limited supply that has been used to measure a single construct of motivation (Christenson et al., 2015: 158). The goodness of fit indices that vouched for an excellent theory fit to empirical data also proves this study's validity (Hair et al., 2010). Christenson et al. (2015) note that reliability is the first and necessary step to research validity; hence, research reliability is also evidence of its validity. Therefore, much evidence has been adduced to support the validity of the interpretation and inferences made in the research. The elemental validity procedure of this study is remitted to Chapter Five (5).

4.5.3 Ethical Considerations and Framework

152

The ethical concerns in this research were inevitable and were not ignored as they affected the integrity of the study. Ethics in research states the role of values in the research process. By the positivist axiology, objectivity played a significant role in interpreting the research outcomes (Saunders et al., 2016). The study adhered to critical ethical principles such as ensuring informed consent (See appendix A), no harm to participants, avoiding respondent's privacy invasion and deception in information gathering behind "smokescreens" (Bryman and Bell, 2007:132).

All field workers were trained on the importance of ethics in this research and were made to sign a consent form to this end. Others, such as the research statistician and supervisors privy to some of the research's confidential information, were also made to sign a confidentiality agreement to keep to the needed high ethical standards. The study also avoided coloured conclusions by the researcher.

The researcher took steps to seek official ethical clearance for the study from the department of marketing and retail management's ethical review committee at UNISA. Approval was given through a rigorous assessment. Express consent was sought from all consumers who participated in the research, and no minor was selected for this research. Accordingly, the researcher did its best as much as practicable to follow UNISA's ethical guidelines and the acceptable ethical framework of good research. All possible risks were mitigated. Participants' rights and the researcher's responsibilities were made known, including their right to curtail participation at any point during the process without reprisal (See appendix A). Their express consent was sought by letting them read and sign the participant information sheet before participation. Ensuing is the discussion of the data analysis process and method.

4.6 DATA ANALYSIS PROCESS AND METHODS

The questionnaires were edited to ensure they were rightly filled and completed. For instance, checking for inadequate responses and suspicious answers (Burns and Bush 2014:280). Data gathered by the questionnaires were first entered into the statistical package for social scientist (SPSS) software for categorization, coding (into a codebook having each code with their associated question labels, variable name), and cleaning (Bryman, 2012; Bryman and Bell, 2007; McDaniel

153

and Gates, 2015:359). The SPSS data was later transferred into STATA version 16.0 and AMOS version 21.0 for the Structural Equation Modelling, the T-test, and regression analysis. These analytical tools and methods had been used by (Abrahim et al., 2019; Ángel et al., 2018; Peugh and Feldon, 2020; Wang and Rhemtulla, 2021).

The excel software was also used to generate graphs and charts for the descriptive analysis. The study used SEM, T-test, and regression to describe and establish the relationship between variables tested by the hypotheses. This software also helped for error checking (data entry errors, detection of data files containing mistakes), but none were detected. The software was also used for reliability and validity analysis. It first conducted a Confirmatory factor analysis to check patterns of underlying relationships among the research variables and suitability (Hair et al., 2010:24). Descriptive and inferential analysis was used for the quantitative data gathered. This was done for triangulation reasons (Creswell, 2009, 2014). The theory of Planned Behaviour (TPB) discussed in detail in the literature review section served as the basis for the research model that helped analyse the SEM relationships. Reviewed literature was used to compare outcomes of the research, which strengthened the robustness of the research findings and conclusions.

This study employed key statistical analytical: structural equation modelling and inferential statistics for objectives one and six, T-test for objective seven, and simple regression for objectives eight to eleven. Inferential statistics were used to describe the relationship between the identified and hypothesized variables. The aforementioned statistical tools were used to analyse and draw conclusions on the research questions. Foremost, factor analysis was used to obtain the key factors on which these conclusions were drawn (Hair, Black, Babin, and Andersen, 2010; Saunders et al., 2016:179).

The SEM analysis that weighs a series of regression equations and explains the hypothetical linkages among the factors was used concurrently, to test the research model, revealing the relational paths among the constructs. While the T-test revealed differences in attitude between Ghanaian and foreign textiles, simple regression analyses also showed the influences of independent variables such as product attributes effects on consumer brand perception and

154

normative beliefs on purchase behaviour. This allowed the study to conclude the relationships and influences on the constructs and variables investigated (Hair, Black, Babin, and Anderson, 2010). Details of the analytical methods follow.

4.6.1 Confirmatory Factor Analysis (CFA)

Hair, Black, Babin, and Anderson (2010:17) and DeVellis (2016: 184) indicate that confirmatory factor analysis is a multivariate statistical means used to check patterns of expected interrelationships among large numbers of variables and the explanation of its underlying actors based on the theoretical model. CFA, therefore, helped in this research to condense information in original variables into a smaller set of factors which provided the empirical structure of variables. The factors obtained formed the basis for the summated scales. CFA help to test the goodness of fit of the variables measured in the study, which was consequently used to confirm the theoretical model. It gave a statistical ground to evaluate how well this study's data fit the model.

The rationale of CFA in the SEM analysis is to assess the capability of predetermined factors in the model (from literature) to fit a set of observed data (from the survey). SEM-based CFA are determined by computer programs if expected relationships among variables in a model are reconcilable with empirical data of factor structure (DeVellis, 2016:185). DeVellis (2016: 184) asserts that SEM-based CFA is beneficial since it can be selectively adjusted based on the approach adopted. They take the possibility of mixing both correlated and uncorrelated factors if there is a theoretical basis for it. DeVellis (2016:184) notes that flexibility is allowed in SEM-based CFA because some factors with high statistical significance may explain small portions of variance and vice versa. However, this flexibility could lead to poor decisions, yet no method produces a unique perfect solution. As a precondition for SEM analysis, this study performed CFA to meet its outlined usefulness. The overarching structural equation modelling method used in this study is discussed next.

4.6.2 Structural Equation Modelling (SEM)

SEM is one of the preferred techniques in multivariate analysis. This statistical model tries to explain the prevailing relationship among multiple variables. Consequently, this study used the

155

SEM technique to analyse the five research constructs of Economic factors, Marketing environmental factors, Motivation, Attitude, and Purchase behaviour, as shown in Figure 4.2.

Hair et al. (2010:613) note that two types of relationships exist among constructs, namely dependence relationships and correlational (covariance) relationships (associations). SEM examines the structure of relationships expressed in various multiple regression equations existing among dependent and independent constructs as this study seeks to do (Hair et al., 2010:609). Constructs are unobserved factors that represent multivariable. The statistical method is a unique combination of interdependence or dependence multivariate techniques. SEM derives its foundation from multiple regression and factor analysis. SEM is used interchangeably with latent variable analysis or covariance structure analysis (Hair et al., 2010:610).

Hair et al. 2010:610 indicate some key characteristics of SEM by its ability to

i. Predict interrelated multiple dependent relationships.

ii. Represent unobserved related concepts and report measurement errors in the process of estimation.

The method estimates separate but interdependent multiple regression equations concurrently (Hair et al., 2010:610). This is done by stipulating the structural model by drawing on theory, the research objective, and prior experience, knowing from literature or experience which independent variable predicts each dependent variable, forming the structural model. In the study's context, Purchase Behaviour, the dependent construct is influenced by independent constructs such as attitude, motivation, marketing environment, and economic factors. Since the independent variable in this study's model may have interdependent relationships, the SEM analysis articulates all the dependent web of relationships that exist with the independent variables. From the structural model, all the existing connections are translated into structural equations for each dependent variable, which makes SEM unique among other multivariate analytical techniques that justify its use in this research. This study opted for SEM because of its conceptually attractive way that helped to test the research's theory by assessing how well in reality this theory fits the represented data.

4.6.2.1 SEM Relationship and Impacts

156

Path diagrams in SEM show the relationship of constructs in a model. (Hair et al., 2010:609). SEM measures both the interrelationship between dependence and latent constructs and among latent constructs (ibid). SEM analysis reveals the structure of interrelationships and effects that exist among constructs. The dependent variable in a SEM-relationship may become the independent variable in another relationship; thereby, the variable that directly feeds a dependent construct may indirectly influence another construct (Hair et al., 2010:610). This, therefore, gives rise to a direct effect on constructs and their indirect effects resulting from the interrelationship. Based on theoretical postulation on SEM relationships, studies such as that of (Druica et al., 2019) draw out the direct, indirect, and total effects on SEM analysis to show the composite determinants of a construct in SEM.

Direct effects are resultant changes that do not route through other variables such as Motivation on Attitude in Figure 3.7. Turns and Ernst (2015:504) note that multi-mediator effects are known in social science literature. Yet, many kinds of research do not explain the significance of indirect effects on outcomes, which is a chain of effects in attitudes studies. It is, therefore, noted that one or more independent variable(s) can indirectly affect a dependent variable, such as the effect of Economic factors on motivation (Turns and Ernst, 2015:504). The mediating effects are built-on effects of intermediary variables on dependent variables. The indirect effects are changes that result from intervening variables. Therefore, in context, Economic factors could affect the marketing environment (direct effect) and motivation (indirect effect). The total effect is the sum of the direct and indirect effects

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4.6.2.2 Model Fit Indices

In SEM, there is a need for precision in predicting the overall model. The goodness of fit of this study's model was determined before examining the existing relationships among the research constructs (Hair et al., 2010:615). The SEM method used by the study relied on several measures to indicate how well the research's theory explains the data output of the survey. The study's model's fit is determined by the interaction between the estimated covariance matrix and the observed covariance matrix that results from the proposed research model. Hair et al. (2010:615) assert that a model is a good fit if the proposed model correctly predicts all the substantive

relationships between constructs and the measurement model. Contextually, the model must adequately define the research constructs of economic, marketing, motivational factors, attitude, and purchase behaviour. In that case, estimating a covariance matrix between measured variables that closely match the observed covariance matrix is possible.

Hair et al. (2010:639) state that the measurement model depends on the level of acceptability of the goodness of fit of the measurement model and specific evidence of the validity of constructs when compared. If this study's theoretical model is perfect, the observed covariance matrix would be the same as theorized. The goodness of fit of this study (GOF) shows how well the specified model among the indicators reproduces the observed covariance matrix. It indicates how similar the estimated covariance is to the observed covariance.

GOF measures are grouped into parsimony fit, absolute, and Incremental measures. Many indices are used to assess GOF. The first index is the chi-square ($\chi2$) measure that determines the extent of the relationship among the metric units in assessing GOF in the SEM model. It is noted that the degrees of freedom (DF), which is the level of mathematical information available to estimate model parameters, also influence the ($\chi2$) GOF test (Hair et al., 2010:640). There is an implied SEM hypothesis that the estimated covariance matrices match; hence, the model fits perfectly.

Therefore, as differences are found in comparing these two units, the chi-square value also increases and vice versa. The statistical probability that the SEM estimated covariance matrix is the same as the observed is noted by the probability value (P-value) associated with the test (Hair et al., 2010:641). Accordingly, the chi-square value helped this study make an informed judgment about the model. Therefore, in SEM, the $\chi2$ value is expected to be small with a significant P-value to indicate that the theory is close to reality. So, the smaller the $\chi2$ value, the better the GOF. According to Wow Essays (2019) the $\chi2$ value must be below 2 however the value between 2 and 5 is considered acceptable. Hair et al. (2010:641) opine that using Chi-square alone to determine GOF is problematic. This study, therefore, used various goodness of fit measures for its SEM analysis, such as the Chi-square over the degrees of freedom χ^2/DF, goodness of fit index (GFI), Adjusted goodness of fit index (AGFI), comparative fit index (CFI), normed fit index (NFI), the

absolute fit indices (AFI), incremental Fit indices (IFI), Normed Fit Index (NFI), Tucker Lewis Index (TLI) and the root mean square error of approximation (RMSEA).

Hair et al. (2010) and Hooper et al. (2008) indicate that there are no widely acceptable cut-off points for this goodness of fit estimates or indices. Hence, there has been consistent debate on what should constitute an appropriate fit for a Structural Equation Model for some decades. Several indices and the critical values for acceptance have been suggested. The widely reported indices include χ^2/DF (DF denoting degree of freedom), the GFI, the AGFI, and the Standardized root mean squared residual (SRMR) and the root means square error of approximation (RMSEA) (see Asiedu and Deffor, 2017; Bentler and Bonett, 1980; Joreskog and Sorbom, 2001, Tabachnick and Fidell, 2007).

The Root mean squared error of approximation (RMSEA) is often seen as a critical fit measure. It is preferred to the (χ^2/DF) Chi-square/degree of Freedom measure. Some studies have argued that the chi-square value for Structural Equations can be sensitive to deviation from normality and large sample size (i.e., more than 400) (Hox and Bechger, 1998; Li et al., 2014; Surajit, 2015:1; Tan et al., 2014). This usually results in low p-values. For RMSEA the acceptable value is <0.05. However, few studies have argued for RMSEA values of 0.05 to < 0.08 as a good fit (Hair, Risher, Sarsstedt & Ringle, 2019). With the aid of AMOS and STATA software, this study generated these fit indices to validate the use of SEM in the analysis.

4.6.2.3 Problems with Fit Indices

There is an expansion of fit indices and a lack of defined guidelines for the index (Hair et al., 2010:644).. Generally, using an error rate of 0.5 per cent makes a p-value greater than 0.5 suggesting a good model fit. (Hair et al., 2010: 645). These cut-off values for GOF indices are also debatable.

In the 1990s, the cut-off for TLI and CFI was pegged at 0.90, later raised to 0.95. It was then suggested that the cut-off should be pegged at 0.90 and above, with the evolving inconsistencies in pegging standard cut-off indices, Hair et al. (2010: 645) intimate that no single "magic" value determines good fits or bad fits. Hair et al. (2010:652) assert that setting cut-off (points) values of
159

0.95 on key GOF measures is unrealistic for a large number of variables and large samples. Rather Hair et al. (2010: 645) prescribes that GOF must be interpreted according to peculiar characteristics of the study in question since rigid cut-off points could exclude valuable studies. Hair et al. (2010: 645) therefore cautions any adoption of "one size" fits all cut off standards.". Hair et al. (2010: 645) prescribes that utilizing three or four indices is enough to establish a good fit, consisting of at least one incremental and one absolute index. Conventionally, chi-square, CFI, TLI, and RMSEA are used to establish GOF with reasonable discretion. Below are some empirical GOF that guided this study's judgment.

Table 4. 5: Empirical Acceptable Fit Indices for GOF

Fit Indices	Standard Recommended Values Surajit, (2015:1)	Valdez and Lopez (2019:12)	Wang and Rhemtulla, (2021:538)	Abrahim et al ., (2019:17)	Peugh and Feldon, (2020:5)	Asiedu and Deffor (2017)
Chi-square with 95% degree of freedom	-	1.922	325.491	-	-	705.09
Root mean squared error of approximation (RMSEA)	<0.06	0.048	0.072	0.065	0.063	0.063
Standardized root mean squared residual (SRMR)	<0.08	0.050	0.076	-	-	0.118
Comparative fit index (CFI)	>0.95	0.962	0.95	0.97	0.964	0.921
Tucker-Lewis index (TLI)	>0.95	-	-	0.96	-	0.912
Coefficient of determination (CD)	-	-	-	-	-	0.886
AGFI	-	-	0.757	0.90		-
GFI	-	-	0.811	0.93		-

| IFI | - | - | - | 0.97 | - | - |

Source: Researcher's Creation

4.6.3 T-test Analysis

The T-test is a statistical method used in testing the difference of means between two variables (Mishra, Singh, Pandey, Mishra, Pandey, 2019:407). The t-test was used to establish a significant difference between consumer attitudes towards Ghanaian and foreign African prints textiles. This was done by calculating the means of Ghanaian and Foreign African print textiles and extracting the mean difference to show the existing difference in their attitudes. The result was used to answer SRO10.

4.6.4 Regression Analysis

Regression analysis measures the relationships between a dependent and an independent variable by establishing their linear relationship. It measured the coefficients of the variables under investigation: the effect of African print textile product attributes on consumers' brand perception and the impact of consumers' normative beliefs on their purchase behaviour. The regression analysis generated the relational coefficients, which helped conclude the hypothesized relationships.It helped determine the direction of influence in the relationship, its strength, and the statistical significance of the relational impact (Dakic and Mijic, 2020:30). This analysis was used to test the relationships between Ghanaian and foreign African print textiles attributes and consumers' brand perception. It was also used to test the relationship between consumers' normative beliefs and Ghanaian and foreign African print purchase behaviour (Gulden and Guler, 2013:235; Tahtali, 2019:1). The chapter summary follows.

4.7 SUMMARY OF CHAPTER

Following a positivist approach, this research investigated Ghanaian African print textile consumers' attitudes towards the textile industry in Ghana using a survey research design (Saunders et al., 2016). It adopted a mono method quantitative approach that used a questionnaire. The survey data collection used a stratified random sampling method. With a sample size of 443 respondents, the data gathered were analysed by relying on various descriptive statistics. The thesis

161

employed the confirmatory factor analysis, structural equation modelling, T-Test, statistical regression test of data analysis to identify the key consumer motivation and attitude factors that affect the Ghanaian African print textile consumer's purchasing attitude towards the textile industry in Ghana.

Factor analysis allowed robust data analysis and hypothesis testing through SEM using acceptable goodness of fit indices for credible research conclusions. It also used statistical tools such as the SPSS version 20.0, STATA 16.0, AMOS 20.0, and theoretical models such as the Theory of Planned Behaviour (TPB) for its analysis. The TPB model established the Ghanaian African print textile consumer's attitude relationships with constructs such as motivation and purchase behaviour. The data analysis method described in Chapter Four is applied in the next chapter. The next chapter presents the main results of the thesis based on the methods discussed.

CHAPTER FIVE

PRESENTATION OF FINDINGS AND DISCUSSION OF THE RESULTS 5.1 INTRODUCTION

The previous chapter discussed the relevant statistical research methods and analyses that could help to address this study's objectives. This chapter aims to present and interpret the study results. This was done using quantitative data gathered by a questionnaire from 443 respondents across Ghana, based on the research design, strategy, methodology, and data analysis method outlined in the previous chapter. The chapter is structured to include a discussion on the response rate, the demographic profile of respondents, confirmatory factor analysis, SEM results analysis, goodness of fit of the results, and the respective hypotheses tested together with a discussion of each hypothesis. Additionally, results for a significance test in attitude between Ghanaian African print textiles and their foreign counterparts are also presented. Finally, the results of the significance of product attributes on the Ghanaian consumer's perception and the influence of normative beliefs on purchase behaviour are also presented and interpreted. The sequence of presentation is found in Figure 5.1 next.

Figure 5. 1: Chapter 5 Outline

| PRESENTATION OF FINDINGS AND DISCUSSION OF THE RESULTS | → | 5.1 INTRODUCTION |

5.1 INTRODUCTION

5.2 RESPONSE RATE

5.3 DEMOGRAPHIC STATISTICS OF RESPONDENTS

5.4 DESCRIPTIVE STATISTICS OF RESEARCH CONSTRUCTS

5.5 ANALYSIS OF THE ESTIMATED STRUCTURAL EQUATION MODEL- SEM

5.6 PRESENTATION OF RESULTS AND DISCUSSION FOR THE STUDY OBJECTIVES AND THEIR ASSOCIATED HYPOTHESES

5.7 DIFFERENCE IN ATTITUDE BETWEEN GHANAIAN AND FOREIGN AFRICAN PRINT TEXTILES

5.8 EFFECT OF ATTRIBUTES OF GHANAIAN AFRICAN PRINT TEXTILES ON BRAND PRECEPTION

5.9 EFFECTS OF ATTRIBITES OF AFRICAN PRINTS ON BRAND PERCEPTION

5.10 TEST OF THE INFLUENCE OF CONSUMERS' NORMATIVE BELIEFS ON PURCHASE BEHAVIOUR

5.11 RESEARCH HYPOTHESES RESULTS

5.12 SUMMARY OF CHAPTER

Source: Researcher's Creation

163

5.2   RESPONSE RATE

This study used stratified random sampling to obtain data from a sample of 443 respondents. The survey was carried out within the sampled quota and replacement had to be made to ensure a total response rate of 100%. Based on the strict monitoring of the field survey, no questionnaire was rejected. Therefore, the responses and established reliability and validity ensured enough good data to perform all the statistical analysis outlined in the research methodological section.

5.3 DEMOGRAPHIC STATISTICS OF RESPONDENTS

This section maps the characteristics of respondents based on gender, age, education, occupation, income, and location, as shown in the figures and discussed subsequently. Next is the graphical presentation of the demographic statistics with a brief explanation of the charts. It starts with respondents' gender.

5.3.1 Gender

Respondents were selected from both males and females from the four selected research sites. This is depicted in Figure 5.2 next.

Figure 5. 2: Respondents' Gender
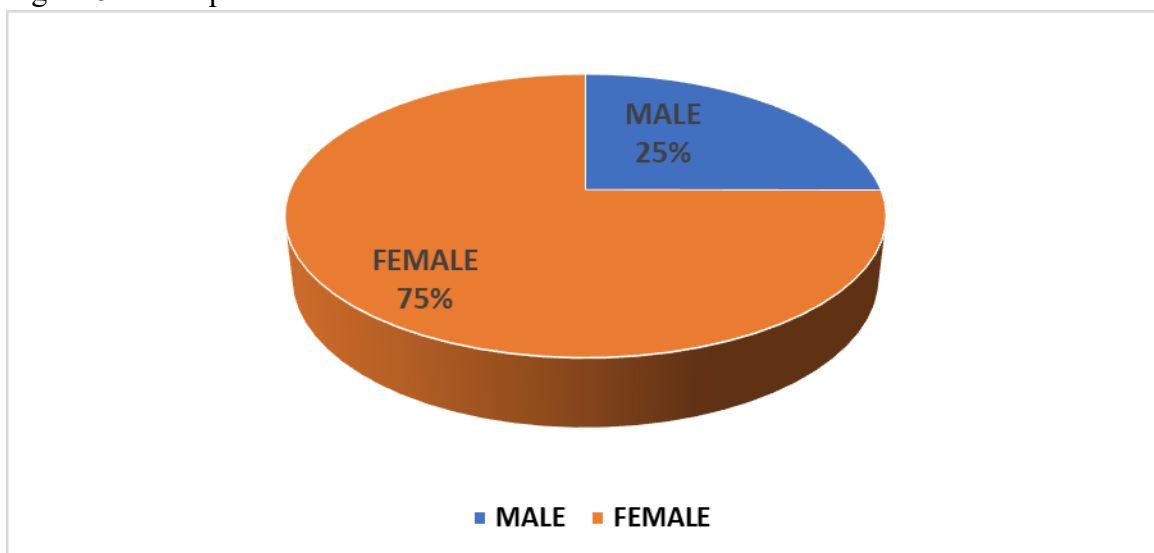
Source: Survey Research Data.

As depicted by Figure 5.2, 25 per cent of the sample were males and 75 per cent were females (See section 4.4.2.7 for the basis and justification for the gender ratio). Therefore, these percentages in the listing were used to derive the proportion of males and females sampled by the research. The gender ratio, thus, consisted of 111 (25%) males and 332 (75%) females out of the sample. Age is the next factor discussed next.

5.3.2 Age

The respondents' ages span between 18- 65 years, which is categorized into five groups as 18-30 years, 31- 40 years, 41- 50 years, 51- 60 years, and 60 – 65 years. The results are depicted in Figure 5.3 next.

Figure 5. 3: Respondents' Age
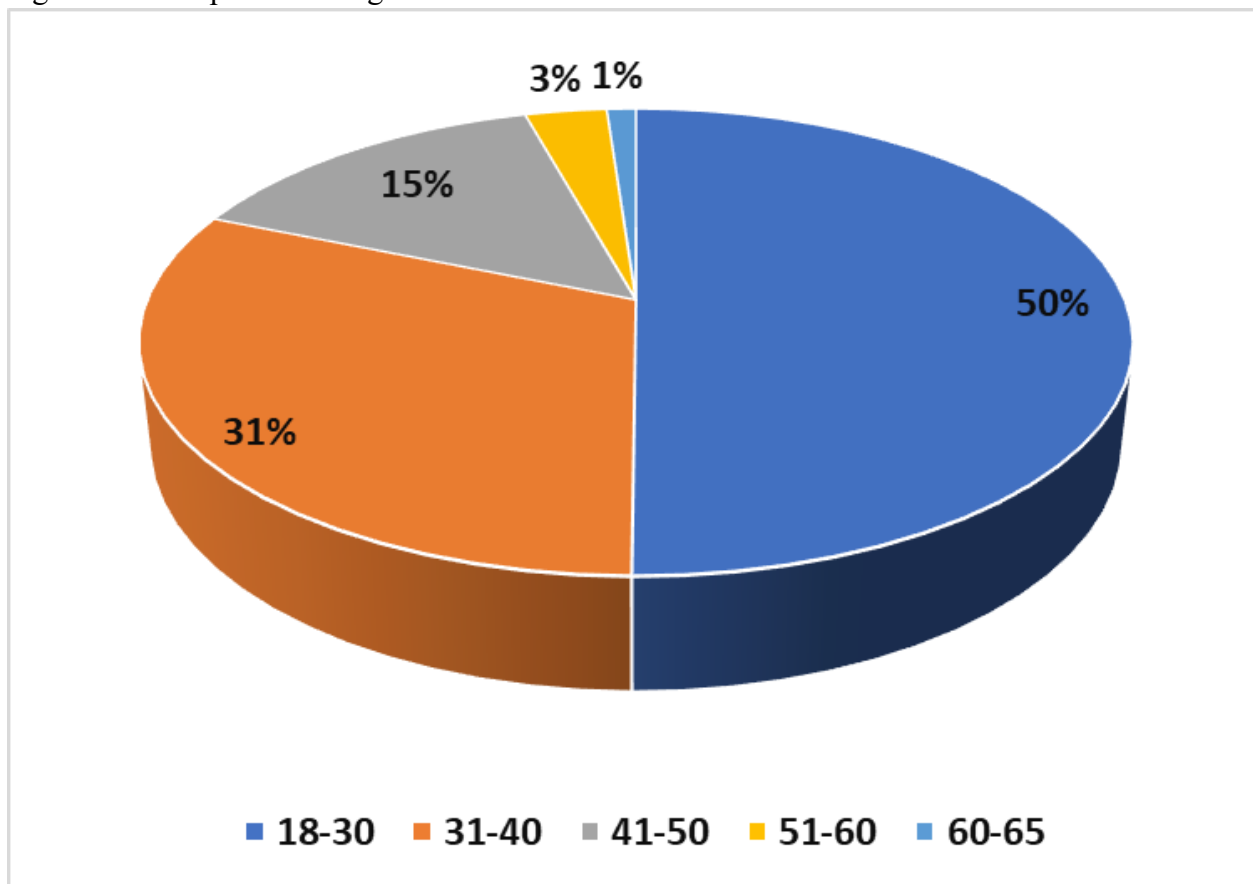
Source: Survey Research Data.

Figure 5.3 shows that half (50%) of survey respondents fall in the age of 18-30 years active working and income-earning group of the Ghanaian society. This is followed by the young adult group of the 31-40 age bracket, forming 31.2% of the sampled respondents. The 41-50 age group

165

was also 14.4%. The remaining age groups were in the minority; while the ages between 51-60 years were 3.2%, those between 60-65 were only 1.1%. The age profile of respondents shows that those sampled were within the active working-age group with a reasonable income, meaning about 95.7% were in the 18-50 age group who tend to be the economic decision-makers whose input could be depended on in this research. The subsequent discussion focuses on education.

5.3.3 Education

The educational characteristics of respondents are categorized into six and include respondents who could not read or write but could speak and understand the English language as well as those educated to the post-graduate level. The results are depicted in Figure 5.4.

Figure 5. 4: Respondents' Level of Education
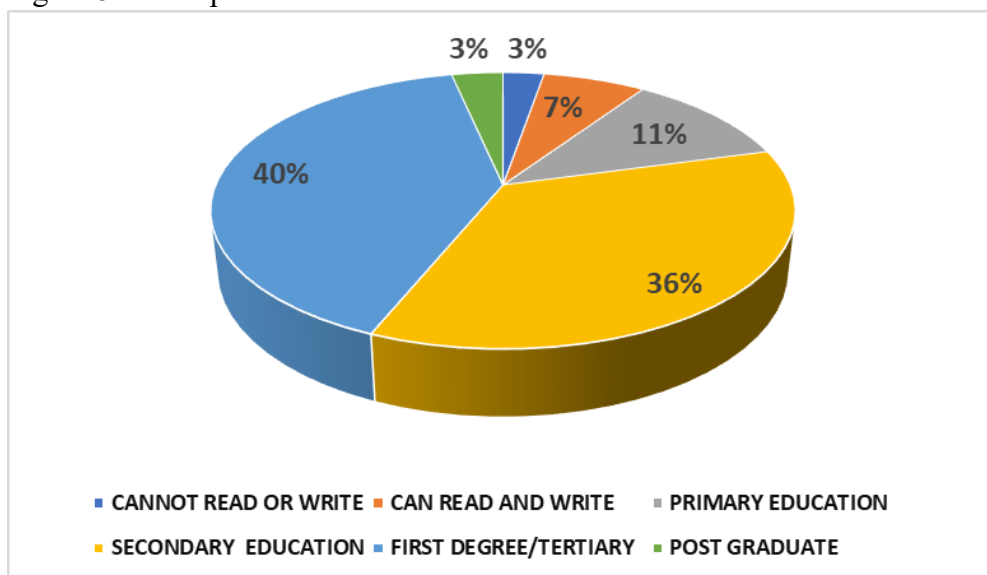
Source: Survey Research Data

Figure 5.4 indicates that 2.7 per cent of respondents could not read or write (not educated but could speak and understand English. The questionnaire was read in English to this category of respondents, and their responses were captured appropriately. About 6.8 per cent who had no formal education participated because they could read, write, and understand English. Also, there was 11.3 per cent who had only elementary education at the primary level, with as many as 35.4 per cent who had secondary education and 40.4 per cent having tertiary education. Only 3.4% of the respondents were post-graduates. This implies that most respondents were educated and hence other things being equal may be in the working group, which is suggestively vouched by the

166

income profile. The 3.4 per cent in the post-graduate category also suggests a few of the respondents may be in the high working, the top echelon of society which is also buttressed by the Gh¢ 2001-5000 (US$400 – US$1,000) income bracket (Yamson, 2017). The discussion of respondents' occupations follows.

5.3.4 Occupation

The occupation of respondents was also categorized into six groups as follows: government workers, private self-employed, housewives, daily waged workers, retirees, and students. As Figure 5.5 shows, government workers comprised 73 (16.5%) respondents of the total sampled (n 443). Private self-employed were 296 (66.8%) and they formed the majority of the sample. Thirtytwo (32) (7.2%) housewives responded with 25 (5.6%) daily waged respondents. Students consisted of 14 (3.2%) respondents with only 3 (0.7%) retirees. This indicates that most of those surveyed (83.3%) were private self-employed or government working consumers with purchasing power. The discussion of respondents' income follows.

Figure 5. 5: Respondent's Occupation
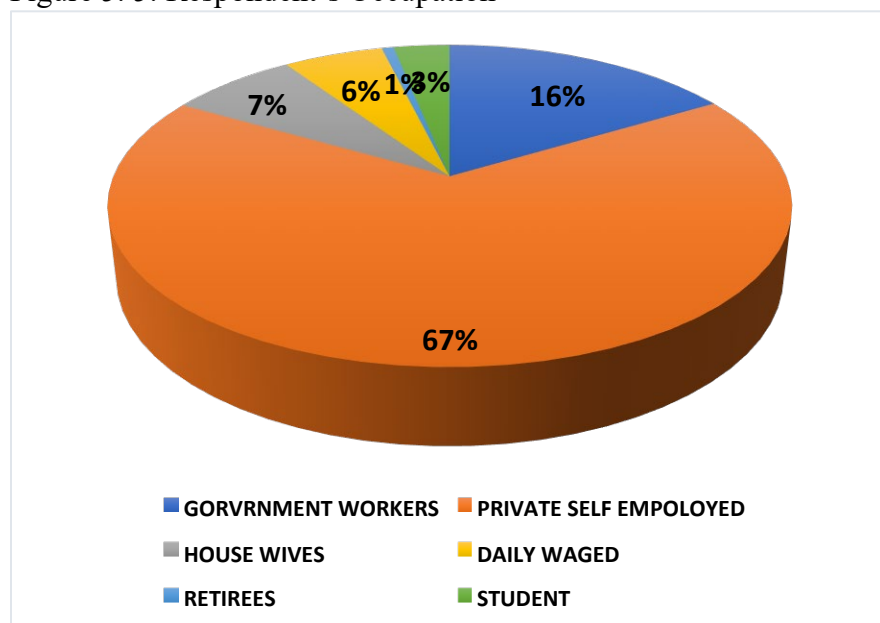
Source: Survey Research Data

5.3.5 Income

167

Income, as indicated in this analysis, refers to respondents' monthly earnings, and this is also categorized into six levels of earning that starts from those who earned less than Gh¢ 200 (US$40) to those in the upper class who earned more than Gh¢ 5,000 (US$1,000). This is depicted in Figure 5.6.

Figure 5. 6: Respondents' Income
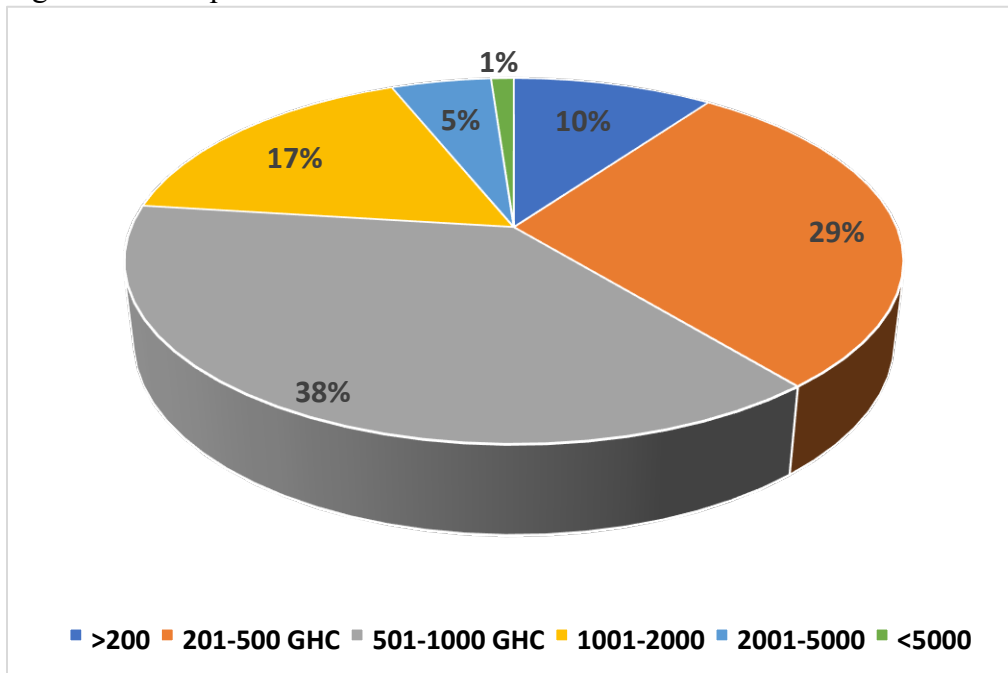
Source: Survey Research Data

As indicated by Figure 5.6, the income profile of respondents shows that only 46 respondents 10.4% are among the very low-income group, who earn about Gh¢ 200 monthly (US$40 a month or US$1.3 a day). There were about 29.6% of respondents who made above the poverty line within the income brackets of Gh¢ 201-500 (US$40 – US$100) and may be in the early years of their career and hence are among the active demand group of African print textiles. The next within the income profile of consumers are those who earn between Gh¢ 501-1000 (US$100 -US$ 200), who formed 37.7% of the respondents with the highest statistics. These may also be between the early to middle years of their career life. The next is the income group of Gh¢ 1001-2000 (US$ 200 – US$400), who form 16.9% of the total respondents sampled. These are among the average wage earners with stable jobs in the middle of their careers. Those within the income bracket of Gh¢ 2001-5000 (US$ 400- US$1,000) formed only 4.7% of the sample, with only 0.7% among the

168

well-to-do who earn more than Gh¢ 5000 (US$1,000). Hence, most of those sampled fall between the low to medium-income earners who have moderate incomes and, for that matter, may be more cautious in their purchase decision of African print textiles, as noted earlier in the literature review in Chapter 2 section 2.5.4. Next is a discussion of respondents' location.

5.3.6 Location

Respondent's location refers to the research sites where the survey was conducted, namely Accra, Kumasi, Takoradi, and Tamale. This is shown in Figure 5.7 and discussed next.

Figure 5. 7: Respondents' Location
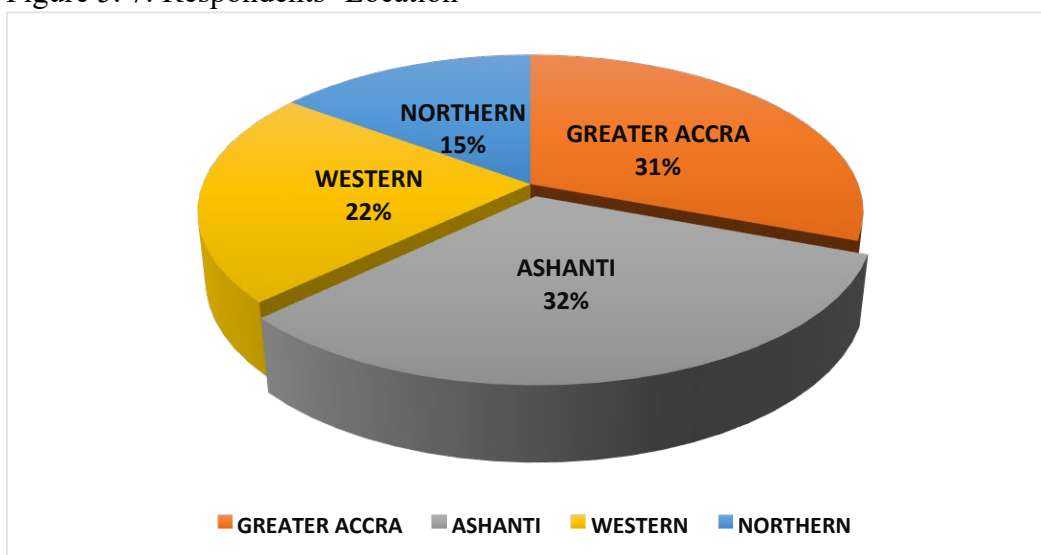
Source: Survey Research Data

As indicated in the figure, the respondents were sampled in the four proxy locations as follows. In Accra, 136 respondents, which stood for 30.7%, were sampled, with 143 respondents for Kumasi, which is (32.3%). About 98 respondents (22.1%) were also sampled from Takoradi, with Tamale having the least of 66 (14.9%) respondents. These percentages were derived from the portions of the listing (screening) and in line with the 2010 population census; hence, Kumasi had the highest number of respondents, followed by Greater Accra (Accra), Takoradi, and then Tamale in that order. The stratified random sampling analytical method applied in this research ensured that all quotas in the various locations were fairly represented, giving a fair representation of geographical data for generalization. Therefore, having given the demographic profile of consumers, analysis of the findings follows next.

169

5.4. DESCRIPTIVE STATISTICS OF RESEARCH CONSTRUCTS

The scores for the various indicators are presented in the tables following. A five-point Likert scale was used and this ranged from strongly disagree to strongly agree. For Tables 5.1 to 5.4, strongly disagree represents the lowest score, and strongly agree represents the highest score expressed in percentages.

5.4.1 Economic Factors

Five statements were used to measure the Economic factors. The scores for the various statements used in the instrument to measure the Economic factors (EC) are presented in Table 5.1

Table 5. 1: Indicators on Economic Factors (EC)

Code	Statement	Likert Scale				
		Strongly Disagree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree
v8	Affordable Quality does not motivate the Ghanaian African print textile consumer.	28.4	33.0	16.0	13.5	9.0
v12	Expensive African Print Textiles motivates the Ghanaian African print textile consumer.	13.8	26.0	28.4	18.3	13.5
v14	Limited Income/Liquidity Constraint motivates the Ghanaian African print textile consumer.	10.4	21.4	28.4	26.4	13.3

v22	Economic conditions such as inflation, price, and income level stimulate my purchase behaviour	5.0	9.5	19.2	42.7	23.7
v63	My economic situation (income) determines my attitude and purchasing decisions	4.3	12.0	25.3	37.2	21.2

Source: Research Data

. Table 5.1 shows that v22 had the highest score of 66.4 per cent (adding scores of Likert scale agree and strongly agree) followed by v63. This suggests that the composite economic factors of inflation, price, and income levels are perceived to influence the African print textile consumer's motivation, attitude, and purchase behaviour.

5.4.2 Marketing Environment Factors

Four statements were used to measure the Marketing Environment factors. The finding for the marketing environment (MKT) is presented in Table 5.2.

Table 5. 2: Indicators on Market Environment (MKT)

		Likert Scale				
Code	Statement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
v24	Marketing activities such as sponsorships, loyalty rewards, and promotions stimulate my purchase behaviour of African prints	7.4	11.3	24.2	30.9	26.2
v27	I am stimulated to buy new African print products on arrivals	7.7	11.1	26.0	32.3	23.0

171

| v28 | I am stimulated to buy African prints by shop environment/window displays | 5.6 | 8.4 | 24.4 | 43.1 | 18.5 |
| v51 | Marketing rewards and loyalty schemes motivate my purchases of African prints | 9.9 | 11.7 | 16.7 | 33.9 | 27.8 |

Source: Survey Data

As shown in Table 5.2, 57.1 per cent of the respondents scored code v24 between agreeing and strongly agree on the Likert scale. For v28, the cumulative score was 61.6 per cent, code v51 obtained a cumulative score (of agree and strongly agree) of 61.7 per cent for v51. This implies that most respondents perceive themselves to be stimulated by the key identified marketing environmental variables that define the marketing construct in the research model. The scores for motivation is next.

5.4.3 Motivation

Three statements were used to measure the motivation constructs. The results are presented in Table 5.3.

Table 5. 3: Indicators on Motivation (MOT)

		Likert Scale				
		Strongly Disagree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree
Code	Statement					
v37	Functional features of African prints mainly influence my purchase motivation	3.2	5.9	12.2	50.6	28.2
v38	Self-gratification benefits from African prints mainly influence my purchase motivation	2.9	8.6	14.9	47.2	26.4
v40	Notices of limited supplies/editions motivate my purchase	7.9	20.8	25.5	28.0	17.8

Source: Research Data.

172

The scores for Motivation as presented in Table 5.3, v37 had the highest score with a cumulative (Likert scale agree and strongly agree) score of 78.8 per cent, v38 followed this with a cumulative score of 73.6 per cent. This suggests that among the key motivating factors in the motivation construct of the research model, functional features that relate to African print textile usage and appeal characteristics may be the primary driver followed by their self-gratification needs. Following are the scores on Attitude.

5.4.4 Attitude

Four statements were used to measure the attitude construct. Table 5.4 shows the results.

Table 5. 4: Indicators on Attitude (ATT)

		Likert Scale				
Code	Statement	Strongly Disagree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree
v30	I am stimulated to buy African prints by my emotional state at the point of purchase	4.3	10.2	24.2	38.8	22.6
v31	I am stimulated to buy by my perception about African print	4.7	9.0	17.6	42.9	25.7
v48	My positive perception of African print motivates my purchase	4.7	6.5	16.3	51.7	20.8
v50	African print product usability, features, and value motivate my purchase	1.8	6.8	14.0	50.1	27.3

Source: Survey Data.

173

In Table 5.4, v30 had the least cumulative score of 61.4 per cent for the Likert Scale agree and strongly agree. Also, v50 obtained the highest score of 77.4 per cent (for agree and strongly agree), followed by v48 with a cumulative figure of 72.5% (for agree and strongly agree). This suggests that the African print textile consumer's attitude may be more driven by cognitive than affective factors.

5.4.5 Purchase Behaviour

Eight statements were used to measure the Purchase Behaviour construct. Table 5.5 presents the scores for purchase behaviour.

Table 5. 5: Indicators on Purchasing Behaviour (PB)

		Likert Scale				
Code	Statement	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
v207	I will purchase Ghanaian textiles	51.5	24.6	12.9	6.5	4.5
v208	I will recommend Ghanaian textiles to family & friends	47.4	27.3	12.0	7.9	5.4
v209	I will seek out Ghanaian textiles brands on shelves when I enter textile shops	39.7	28.9	21.7	5.4	4.3
v210	I will seek information on Ghanaian brands to aid my purchase decision	38.6	33.2	17.2	6.8	4.3
v211	I will switch to Ghanaian textile (i.e., from imported textile) if the switching cost is low	40.0	26.0	20.5	7.2	6.3

174

v212	I will always buy and use Ghanaian textiles because they are better than the imported ones	31.8	29.3	25.7	7.7	5.4
v218	I will stick to Ghanaian African prints in the future	33.0	29.3	24.2	8.4	5.2
v219	I have been buying and will keep buying more African prints in the future	41.8	32.5	13.8	5.0	7.0

Source: Survey Data

The statements used to measure Purchase Behaviour, as presented in Table 5.5, has a Likert scale from strongly agree to disagree strongly, where strongly agree represents the highest score and strongly disagree the lowest score. The order was inverted to avoid straight-line answers. Except for v212 and v218, all the indicators obtained high scores between agreeing and strongly agreeing. Most of the codes (v207, v208, v210, and v2019) scored above 70%. The low scores for v212 and v218 suggest that consumers are not likely to stick only to Ghanaian African print textiles but may also patronise foreign ones in the future. Generally, however, African print textile consumers seem to show a high intention to purchase, which may lead to positive purchasing behaviour.

5.5 ANALYSIS OF THE ESTIMATED STRUCTURAL EQUATION MODEL- SEM
Recent studies that reported fit indices above and within the acceptable critical values of the SEM fit results are used to support the current study's findings and this includes Asiedu and Deffor, 2017; Peugh and Feldon, 2020; Valdez and Lopez, 2019; Wang and Rhemtulla, 2021). (See section 4.6.2.2 in Table 4:6 that provides a list of empirical studies to support the fit indices obtained.) The goodness of fit indices for this study are presented in Table 5.6:

Table 5. 6: Overall Fit Measures

Fit Index	Obtained Value	Acceptable value
Chi-square with 95% degree of freedom	752.40	
χ^2/DF	2.85	<3
Root mean squared error of approximation (RMSEA)	0.065	<0.05, however, 0.08 acceptable ((Hu & Bentler, 1995)
Standardized root mean squared residual (SRMR)	0.071	<0.08, however, <0.1 acceptable (Hu & Bentler, 1995)
Adjusted goodness of fit index (AGFI)	0.864	>0.90, however >0.85 acceptable (Schermelleh-Engel, Moosbrugger & Muller, 2003)
Goodness of fit index (GFI)	0.902	>0.90
Normed fit index (NFI)	0.812	>0.90, however >0.80accepted (Wang&Rhemtulla, 2021)
IFI	0.901	>0.90, however, >0.80accepted (Wang&Rhemtulla, 2021)
Comparative fit index (CFI)	0.881	>0.90, however >0.80accepted (Wang&Rhemtulla, 2021)
Tucker-Lewis's index (TLI)	0.854	>0.90, however >0.80accepted (Wang&Rhemtulla, 2021)
Coefficient of determination (CD)	0.958	>0.90

Source: Research Data and Reviewed Literature.

176

The overall results in Table 5.6 indicate a good fit of the structural Equation model estimated. Specifically, the Root Mean Square Error of Approximation (RMSEA) is within the accepted limits, although the expected critical value of <0.05 is exceeded (Wang and Rhemtulla, 2021:538; Hair, et al., 2019; Hu and Bentler, 1999). The RMSEA obtained was 0.65. The chi-square over Degrees of freedom (DF) χ^2/DF value of 2.85 was less than the stated critical value of <3. Other fit indices such as AGFI, GFI, IFI were also estimated for the model. From Table 5.6, the AGFI had a value of 0.86; the Goodness of Fit Index was 0.9, and the IFI was 0.90.

The indices for the study indicate that the model has a good fit.

5.5.1 The Measurement Model

Table .5.7 presents the results for the predicted measurement model and the estimated standard errors and R-squared for each of the final measurement equations.

Table 5. 7: Equation-level goodness of fit

Latent Variables	Indicator	Co-efficient	Standard Error	R-squared
Marketing Environment	MEV24	0.608	0.834	0.422
	MEV27	0.571	0.819	0.411
	MEV28	0.172	0.943	0.154
Marketing Environment	MEV24	0.608	0.834	0.422
	MEV27	0.571	0.819	0.411
	MEV28	0.172	0.943	0.154
	MEV51	0.872	0.758	0.535
Motivation	MV37	0.153	0.768	0.166
	MV38	0.213	0.786	0.213
	MV40	0.586	0.858	0.406
Attitude	ATV55	0.472	0.810	0.368
	ATV57	0.357	0.616	0.367

Latent Variables	Indicator	Co-efficient	Standard Error	R-squared
	ATV58	0.289	0.844	0.255
	ATV59	0.258	0.670	0.278
Purchase Behaviour (Ghanaian)	PBGV207	0.740	0.554	0.572
	PBGV208	0.893	0.500	0.641
	PBGV209	0.763	0.448	0.630
	PBGV210	0.565	0.645	0.467
	PBGV211	0.723	0.717	0.502
	PBGV212	0.635	0.668	0.487
	PBGV218	0.559	0.757	0.425
	PBGV219	0.542	0.837	0.393
Purchase Behaviour (Foreign)	PBFV213	1.231	0.411	0.750
	PBFV214	1.200	0.505	0.704
	PBFV215	0.746	0.877	0.460
	PBFV216	0.779	0.973	0.445
Overall R^2			=0.958	

Source: Research Data

The details of Table 5:7 indicate that the computed R-squared for the indicator EFV12 was the least among the indicators used to measure Economic Factors. In the Marketing Environment, indicator MEV28 was the least among the indicators. The others had relatively good R-Squared values, which points to a relatively good fit.

5.5.2 Reliability and Validity

Table 5.8 presents the factor loadings that measure the strength of the constructs used; Cronbach Alpha measures reliability and consistency of the variables used; Kaiser-Meyer-Olkin (KMO), which measures the sample adequacy. It also presents the Composite Reliability, which indicates the internal consistency of the measurement questions, and Average variance Extracted (AVE),

178

which measures variance in the constructs used in the Structural Equation Model. The various reliability and validity indices are presented in Table 5.8 next.

Table 5. 8: Reliability and Validity Indices

Factors	Items	Factor load	Cronbach Alpha (α)	KMO	Composite Reliability	AVE
	EFV8	0.73				
	EFV12	0.71				
	EFV14	0.73				
	MEV24	0.71				
	MEV27	0.78				
	MEV28	0.72				
	MEV51	0.71				
	MV37	0.75				
	MV38	0.80				
	MV40	0.77				
	ATV55	0.83				
	ATV57	0.78				
	ATV58	0.72				
	ATV59	0.70				
Factors	Items	Factor load	Cronbach Alpha (α)	KMO	Composite Reliability	AVE
Purchase Behaviour (Ghanaian)	PBGV207	0.77	0.90	0.90	0.90	0.30
	PBGV208	0.78				

	PBGV209	0.78				
	PBGV210	0.80				
	PBGV211	0.79				
	PBGV212	0.74				
	PBGV218	0.76				
	PBGV219	0.79				
	PBFV213	0.77				
	PBFV214	0.82				
	PBFV215	0.73				
	PBFV216	0.78				

Source: Research Data

A brief discussion of each of the constructs in Table 5.8 follows.

5.5.2.1 Economic Factors

For the Economic factors, the results show that the factor loadings were strong, with items EFV8 and EFV14 loading highest among the three (3) items. These two items are deemed more reliable factors for measuring economic factors than EFV12. The computed alpha was 0.6, the KMO calculated was equal to 0.62, the composite reliability measure was 0.77, and the average variance Extracted was 0.52. As indicated in section 4.5.2.1, Scores above 0.50 are acceptable, and those below 0.50 are low, while those closer to 1.0 are high. The scores are therefore reliable.

5.5.2.2 Marketing Environment

For the marketing environment construct, a total of five items were used as a measure. The factors loadings were above 0.6, and the highest loading items was MEV27, followed by MEV28. This

180

means that the variables used to measure the marketing environment are strong and adequately measure the construct. The Cronbach Alpha was 0.7, the KMO was 0.71, Composite Reliability was 0.78, and AVE was 0.41. These results show that the questions were successful in adequately measuring the construct.

5.5.2.3 Motivation

Three items loaded for the motivation construct, MV37, MV38, and MV40. MV38 had the highest factor loadings with a value of 0.80, which means MV38 is the most substantial measure of motivation. The other two items also loaded strongly with loadings in the range of 0.7. The Cronbach Alpha was about 0.50, the computed KMO was 0.58, which are relatively low but acceptable. The composite reliability was high with a value of 0.82, the AVE was 0.60, indicating internal consistency and a good measure of the instrument.

5.5.2.4 Attitude

The construct was measured with four items; each item loaded strongly above 0.7, the highest loaded item was ATV55 with a factor loading of 0.83. ATV57 and ATV58 also loaded strongly above 0.6 with loadings of 0.78 and 0.72, respectively. These high factor loadings indicate the three variables strongly measure the attitude construct. The Cronbach Alpha was 0.66, the KMO value of 0.7, computed Composite reliability was 0.82, and the AVE was 0.45. Except for the relatively low AVE, all the other indicators point to an excellent internal consistency and measure of the attitude construct.

5.5.2.5 Purchase Behaviour Ghanaian (PBG)

To measure PBG, eight items loaded, item PBGV201 loaded strongly among the eight with a score of 0.80. The remaining seven items had factor loadings in the range of 0.7 to 0.79; the least loaded item for this construct was PBGV212 with a factor loading of 0.74, which is indicative that these factors strongly measure the purchase behaviour construct of the Ghanaian African print textiles. The Cronbach Alpha for this construct was 0.9, the KMO was 0.82, and the Composite reliability and AVE had 0.90 and 0.30, respectively. Again, this points to a good internal consistency and measure of the attitude construct.

181

5.5.2.6 Purchase Behaviour Foreign (PBF)

A total of four (4) items were loaded for the PBF construct, the highest loaded item was PBFV214 with a value of 0.82, items PBFV213, PBFV216, and PBF215 had factors loadings of 0.77, 0.78, and 0.73, respectively. The Cronbach Alpha was 0.86, the KMO 0.82, Composite Reliability 0.90, and the AVE 0.30. Except for the low AVE, all the other scores indicate reliable results (See Table 5:8 for details).

5.5.2.7 Structural Model

As discussed in section 4.6, an independent variable such as Economic factors can indirectly affect a dependent variable such as motivation or attitude (Turns and Ernst, 2015:504). Turns and Ernst (2015:505) note that these indirect mediating effects serve as a built-on latent influence of independent variables that determine the total impact coupled with their direct effects. Direct effects do not route through mediating variables, whereas indirect effects result from intervening variables. Consequently, economic factors have a built-on indirect impact on motivation, attitude, and purchase behaviour in context. The marketing environment also has a built-on indirect effect on attitude and purchase behaviour. Motivation has a direct effect on attitude and a direct impact on purchase behaviour but indirectly affects purchase behaviour when routed through attitude. Attitude has only a direct effect on purchase behaviour, as depicted in the path model in Figure 5.8 and Table 5.9. The total effect is the sum of the direct and indirect impact if the indirect effect is significant, as indicated in Table 5.11. The structural model for the study brought out three effects of the various constructs measured: the direct effect of the constructs, the indirect effects, and the total effects by the path diagram that depicts the various relationships among the research constructs. The direct effect is the fore measure of the research hypotheses though the indirect effect shows the unobserved influences while the total effect indicates the influences of all other factors, which is presented in Figure 5:8

5.5.2.8 The Path Diagram

This diagram shows the causal flow of direct and indirect interdependencies between and among the research constructs of Economic factors, Marketing environmental factors, motivation,

attitude, and purchase behaviour. This, therefore, helps to appreciate the inter and intra construct influences (which variable causes changes in another variable) that objectives one and two measure. While the direct effect measures the observed effects, the indirect measures the unobserved effects, while the total effect measures the full influence of all interactions, as presented by Figure 5.8.

Figure 5. 8: Path Diagram: Structural Equation Model Assessment Results Generated from STATA 16.0
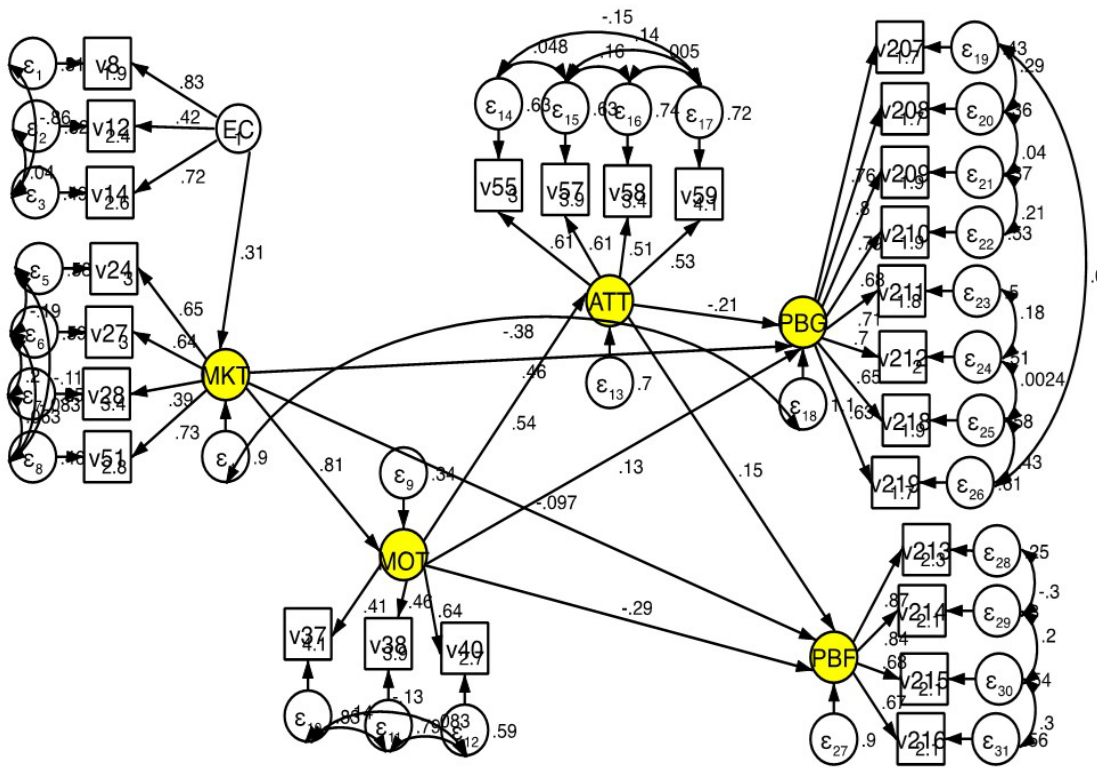
Source: Research Data

5.5.2.9 The direct and indirect effect results

The path diagram indicated these relationships' direct, indirect, and total effects, presented in Table 5:9, Table 5.10, and Table 5.11. These relationships, the direct, indirect, and total effects, are discussed in the following sections and are represented in Tables 5.9, 5.10, and 5.11, respectively. Table 5.9 shows the direct effects among the constructs: the influence of the observed causal factor on the outcome if all the other factors are held constant. An example of a direct effect is the

influence of marketing environment factors on motivation which is not mediated by an unobserved factor.

The direct effects are the key determinants of the conclusion of hypotheses H1 – H9.

Table 5. 9: Direct Effects (Final Model)

Direct effect		Variables			
		Attitude (ATT)	Motivation (MOT)	Marketing Environment (MKT)	Economic Factors (EC)
	Coeff				0.230***
	S. E				0.105
	p-value				0.028
	Coeff			0.407***	-0.832
	S.E			0.082	0.727
	p-value			0.000	0.253
	Coeff		0.957**	0.133	
	S.E		0.248	0.225	
	p-value		0.000	0.556	
	Coeff	-0.206***		0.458**	
	S.E	0.0947		0.254	
	p-value	0.004		0.078	
	Coeff	0.238		-0.138	
	S.E	0.248		0.295	
	p-value	0.157		0.640	

Source: Research Data. Levels of Significance: 1% = ***; 5% = **; 10%=* S.E = Standard Error

Table 5.10 shows the indirect effects of the model relationships, which describes the pathway of the causal variable as through other mediatory variables such as economic factors on motivation which is mediated by marketing environment factors. The indirect effect shows the unobserved influences between and among the research constructs. The indirect mediatory effects influence the total causal outcomes of relationships among constructs.

Table 5. 10: Indirect Effects (Final Model)

Indirect effect		Variables

		Attitude (ATT)	Motivation (MOT)	Marketing Environment (MKT)	Economic Factors (EC)
	Coeff				0.094**
	S.E				0.042
	p-value				0.027
	Coeff			0.389**	0.089**
	S.E			0.106	0.042
	p-value			0.000	0.031
	Coeff		-0.247*	0.019	0.1209**
	S.E		0.137	0.179	0.052
	p-value		0.071	0.915	0.019
	Coeff		0.228	-0.246	-0.089**
	S.E		0.166	0.257	0.042
	p-value		0.170	0.339	0.035

Source: Research Data. Levels of Significance: 1% = ***; 5% = **; 10%=* S.E = Standard Error

The next is Table 5.11, which reveals the total effect, which indicates the extent to which all the interconnected independent variables such as economic factors, marketing environmental factors, and motivation affects the dependent factor of attitudes. It shows the influence of both direct and mediatory variables on a dependent variable. It shows how the effects of both observed and unobserved factors determine the total influence of an independent variable of the dependent variable. Table 5.11 shows below the total effect of the construct relationships.

Table 5. 11: Total Standardized Effect (Final Model)

Total effect		Variables			
		Attitude (ATT)	Motivation (MOT)	Marketing Environment (MKT)	Economic Factors (EC)

	Coeff				0.230**
	S.E				
	p-value				
	Coeff			0.407***	0.093**
	S.E				0.105
	p-value				0.028
	Coeff		0.956***	0.389***	0.089**
	S.E			0.082	0.042
	p-value			0.000	0.027
	Coeff	-0.258**	0.046	0.524**	0.120**
	S.E		0.248	0.106	0.042
	p-value		0.000	0.000	0.031
	Coeff	0.238	-0.604	-0.384***	-0.088**
	S.E	0.128	0.44	0.222	0.051
	p-value	0.044	0.915	0.018	0.019
	S.E	0.168	0.604	0.101	0.042
	p-value	0.157	0.343	0.018	0.035

Source: Research Data. Levels of Significance: 1% = ***; 5% = **; 10%=* S.E = Standard Error

Tables 5.9, 5.10, and 5.11 show the coefficients, standard errors, and p-values for the research constructs' direct, indirect, and total effects captured in Figure 5.8 and Figure 5.9. Tables 5:9 – Table 5.11 presents the respective coefficients for the relationships, standard errors, and p-value. The significance levels for each estimated coefficient is represented by *** = 1%; ** = 5% and * = 10% respectively which are supported by their respective p-values. The p-value of 0.000 indicates that the result of the study was not by chance, hence, good evidence that the asserted results of the research are strong. P-values higher than 0.05 shows insignificance that suggests rejection of the hypothesis. In the analysis, therefore, p-values below 0.05 indicate statistical significance, which leads to acceptance of hypothesized relationships, while those above indicate the contrary.

The path diagram for the SEM framework in Figure 5.8 provides the expected direct relationships among the measured constructs, the indirect effect, and the total effect. The following section presents these relational effects and discusses the results for the study objectives and their associated hypotheses.

5.6 PRESENTATION OF RESULTS AND DISCUSSION FOR THE STUDY OBJECTIVES AND THEIR ASSOCIATED HYPOTHESES

The conceptual research model shows how the study is conceptualized. Per Tables 5.9, which presents the direct effects, Table 5.10, which presents the indirect effects, and Table 5.11, which shows the total effects, the results of the hypothesized relationship is depicted by the named hypothesis, the scores, and their level of significance. This is used to discuss the results for each objective.

Figure 5. 9: Conceptual Model
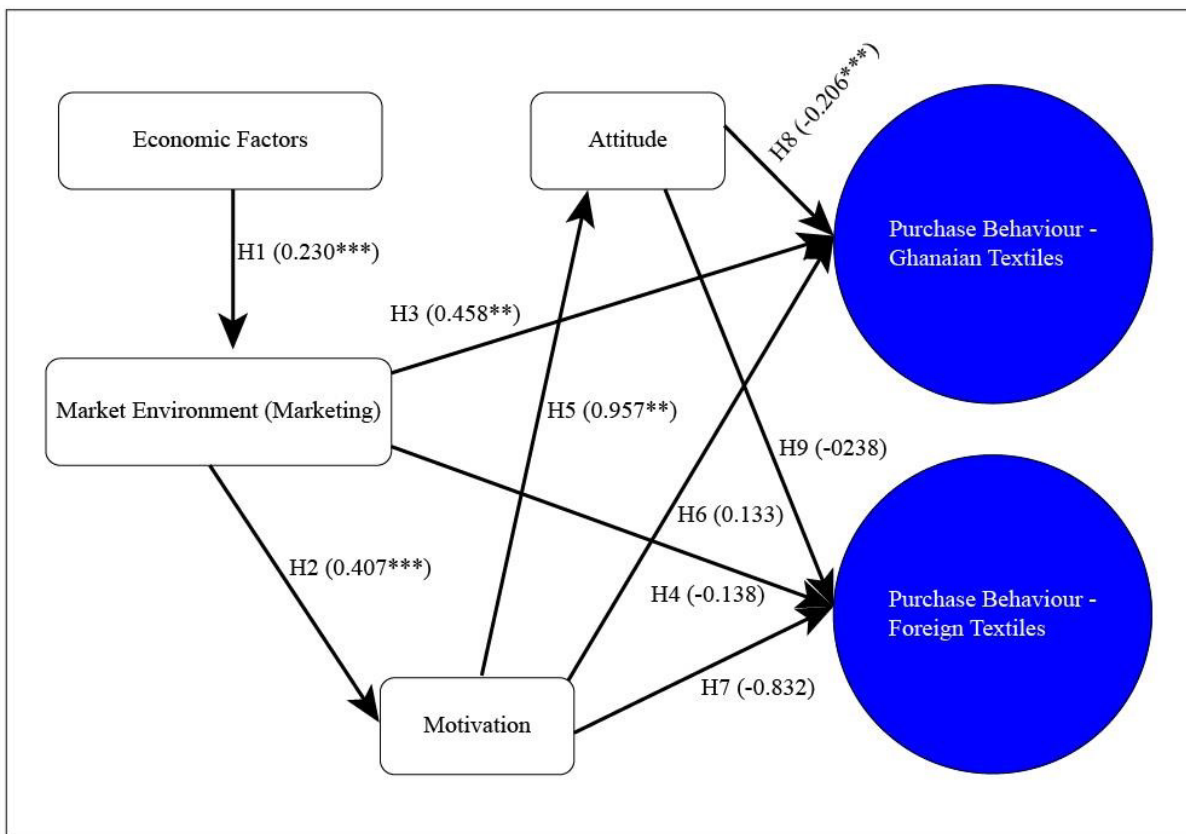
Source: Researcher's Creation.

Figure 5.9 shows the conceptual research framework, which reflects how the relationships among the constructs being studied are conceived. The indicated results are the direct effects depicted by Table 5.9, which measures hypotheses H1 – H9. Figure 5.9 and Tables 5.9 to 5.11 are used for the ensuing discussion.

5.6.1 SECONDARY RESEARCH OBJECTIVES - SROs

SRO1: Determine the influence of economic factors on marketing stimuli of Ghanaian and foreign African print textiles.

SRO1 brings out the following path relationships in the Structural Equation Modelling (SEM) path analysis (see section 5.4.2 Figure 5:9), which defines the stated research hypotheses.

    a. Path Relationship: Economic factors => Marketing Environment=> Motivation=>Attitude
        => Purchase Behaviour (Ghanaian and Foreign).

188

The path relationship of Economic factors => Marketing Environment addresses SRO1, which has one hypothesis, and results on this from Table 5.9, Table 5.10, and Table 5.11 are presented below:

- **H₁**: Economic factors have a significant influence on marketing environment. The results show that economic factors have a significant and positive effect on Ghana's African print textile marketing environment. The estimated coefficient of the direct effect, as shown in Table 5.9, is 0.230*** (p-value = 0.028). This finding is significant at a 1% level of significance. Given that the total effect is the sum of the direct and indirect effects and this relationship has no indirect effect, the total effect of economic factors on the marketing environment as per Table 5.11 had a significant coefficient of 0.230** (p-value = 0.028). This also implies it is significant at a 5% level of significance. Therefore, positive changes in economic factors will have a 23% influence on the marketing environment factors of African textiles in Ghana, as depicted in Table 5:9 and Table 5.11. Based on the significance of the direct effect, the hypothesis is accepted. This supports views expressed by Arens and Hamilton (2016), Yamson (2017), and Haleegoach et al. (2020). The contrary, however, holds for high-quality items purchased by middle-class households who are less influenced by changes in economic factors and are therefore prepared to pay more for high-quality prices (Yahaya et al., 2015). (See section 3.5.3). Objective two is analyzed next. **SRO2**: To ascertain the effect of marketing stimuli (market environment) on consumer motivation towards Ghanaian African print textile.

b. Path Relationship: Marketing Environment => Motivation (Ghanaian and Foreign).

Objective two also has one hypothesis, and results on this from Table 5.9, Table 5.10, and Table 5.11 are presented below:

- **H₂:** The marketing environment has a significant effect on African print textile consumers' motivation.

From the path diagram, Marketing Environment (MKT) directly affected motivation and positively influenced consumer motivation for the Ghanaian African print textile industry. The results are shown in Table 5.9 that the marketing environment directly affects consumers' motivation at a 1% level of significance with a coefficient of 0.407*** and p-value = 0.000. The finding meets the apriori expectation of a positive effect of marketing environment on motivation. Hence, all things being equal, a unit change in the Ghanaian African print textile marketing environment would result in a 0.407 (40.7%) unit change in consumer motivation. The total effect of marketing

189

environment on motivation as depicted in Table 5.11 is 0.407*** (p-value = 0.000). The hypothesis is accepted based on the significant direct effect of the relationship between the marketing environment and consumers' motivation.

SRO3: To determine the effect of marketing stimuli (market environment) on consumer purchase behaviour of Ghanaian and Foreign African print textiles.

SRO3 has two hypotheses (**H$_3$ – H$_4$**), and results on this from Table 5.9, Table 5.10, and Table 5.11 are presented below:

- **H$_3$:** Marketing environment has significant influence on purchase behaviour of the Ghanaian African print.

The results show that the marketing environment significantly influences purchase behaviour for Ghanaian African print textiles. The SEM results in Table 5.9 indicated a direct effect of marketing environmental activities on the purchase behaviour of the Ghanaian African prints with a coefficient of 0.458** (p-value = 0.078). This also shows that changes in marketing activities have a 45.8% influence on the purchase behaviour of the Ghanaian African print textile consumers. Table 5.11 shows a total effect of 0.524** (p-value = 0.018) from the marketing environment on purchase behaviour. Both the direct and total effect has a significant level of 5%. Based on this significant direct effect of the relationship, the hypothesis is accepted.

- **H$_4$:** Marketing environment has significant influence on purchase behaviour of foreign African print.

The SEM analysis shows that the marketing environment has a negative and insignificant relationship with purchase behaviour for foreign African print textiles per Table 5.9, with a coefficient of -0.138 (p-value = 0.640). This implies marketing activities have a 13.8% negative influence on the purchase behaviour of foreign African prints. Its indirect effect was negative but insignificant (-0.246) with p-value = 0.339. However, the total effect of the marketing environment on purchase behaviour on foreign African prints showed a significant negative effect on purchase behaviour, with a coefficient of -0.384*** (P-value = 0.018). The hypothesis is rejected based on the insignificant direct effect (-0.138) (p-value = 0.640) of the marketing environment on purchase behaviour.

SRO4: Examine the mediation of motivational factors between the marketing stimuli and the Ghanaian African print textile consumers' attitudes.

190

The path relationships in the Structural Equation Modelling (SEM) path analysis bring out the following for objective four (see section 5.4.2 Figure 5:9), which defines the stated research hypotheses.

a. Path Relationship: Motivation => Attitude (Ghanaian and Foreign).

This objective has one hypothesis presented below:

- **H₅:** Consumer motivation has significant influence on attitude towards African Print Textile.

Consumer motivation has a direct significant effect on attitude with a coefficient of 0.957** (Pvalue = 0.000). This implies a change in consumer motivation has a 95.7% influence on consumer attitude. The total effect of consumer motivation on attitude has a co-efficient of 0.956*** (p-value). This was significant for the direct and total effect at 5% and 1% levels, respectively. Motivation was hypothesized to directly affect consumer attitude (ATT), as depicted in the SEM Table 5.9. From the SEM output, positive relationships exist between Consumer Motivation and Consumer Attitude. The results show that motivation positively influences Attitude. Lien and Cao (2014:180) and Le Roux and Maree (2016:4) argue that consumer motivation is a key predictor of consumer attitudes and, in this context, the attitudes of African print textile consumers. Based on the significant positive relationship, the hypothesis is accepted. Further to the discussion on motivation, the SEM analysis revealed specific variables that define the Ghanaian African print textile consumers' motivational constructs. This is interesting because it gives further insight into specific variables that motivate them to buy. From the SEM analysis, there is a significant effect (0.956***) (p-value = 0.000) of consumer motivation on attitude. Some variables account for this relationship in the construct. The literature reviewed on apparel and textile revealed that factors such as consumers' gender, climate, lifestyle and self-gratification benefits, functional features of textiles, in-shop environment, and notices of limited supply motivated textile and apparel consumers (Bartels and Reinders, 2016; Bartels and Urminsky, 2015; Lalwani and Forcum, 2016; Shepherd et al., 2016). However, the SEM analysis revealed that in the case of the Ghanaian African print consumer, only three of these features motivated their attitude and purchase behaviour. These are the Functional features (product appeal), Selfgratification, and notices of limited supply/editions. These are discussed in their order of listing.

191

5.6.1.1 Functional Appeal

The functional features of African print textile (products colour, texture, usability, among others) are also another motivational factor that influences the attitude of Ghanaian African print textile consumers. The factor loadings for the functional features were 0.704. (V37: Functional features of African prints mainly influence my purchase motivation) This corroborates what literature suggests that consumers respond to brand features they have an affinity to. Diaconu (2017:6) asserted about fashion and apparel consumers in Thailand that their resonance with brands nurses positive purchase motivation and attitude.

5.6.1.2 Self-Gratification

The factor analysis results in Table 5.8 show a factor loading of 0.80 for Self-gratification. This implies that self-gratification is a strong determinant of the Ghanaian African print textile consumers' purchase motivation. Existing literature shows that Self-gratification affects one's perceived behavioural control (PBC), which is consumers' ability to execute a behavioural decision such as purchase (Djura et al., 2017: 16). The theory holds that the higher the selfgratification, the higher the likelihood of performance (Trail, 2018:72). This fits in the African print consumers' context.

Consequently, Ghanaian African print textile consumers seem to have high PBC driven by selfgratification that has ripple effects on motivation, attitude, and purchase behaviour. (V38: Selfgratification benefits from African prints mainly influence my purchase motivation). This is in line with what Chaisuriyathavikun and Punnakitikashem (2016:150) found in their study of fashionable ornament consumers in Thailand that self-esteem needs motivate fashionable ornament sales and purchase behaviour. In their research, Dwobeng et al. (2019: 4,9) also confirms that personal gratification meets the inner feeling and self-accomplishment needs of the African print (Kente) consumer positively and influences their intention to purchase.

5.6.1.3 Notices of Limited Supply/Edition

Another key factor influencing consumers' motivation to purchase African print is the notice of limited supply/editions. From the factor analysis, the factor loading for limited supply is 0.629.

192

Consumers' motivation to buy and attitude towards products are often influenced or driven by scarcity. Limited editions and supplies create "shop and shelf traffic." According to Jain and Khanna (2015:34), notices of limited supply generate a sense of purchase urgency, thereby stimulating purchase motivation, this has a strong foundation in economic theory. The limitededition aspect of motivation also lends credence to the motivating effect of fast fashion that directs African print textiles to be produced in limited quantity at a given time. This also creates rapid demand for African print textiles before they are exhausted or get out of fashion. Gott et al. (2017) attest to the motivational effect of fast fashion driven by limited editions (V40: Notices of limited supplies/editions motivate my purchase).

Among the three critical motivational factors of African print textiles, the functional appeal variable tends to be cognitive, the self-gratification variable is both cognitive and affective. At the same time, the limited supply is cognitive (psychological). Therefore, what motivates the African print textile consumer may be more cognitive.

SRO5: Examine the mediation of motivational factors between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textiles.

SRO5 has two hypotheses, and results on this from Table 5.9, Table 5.10, and Table 5.11 are presented below:

H₆: Consumer motivation has significant influence on purchase behaviour of Ghanaian African prints.

The direct relationship between Motivation and Purchase Behaviour of Ghanaian (BPG), and Purchase Behaviour of foreign (PBF) African print textiles was not significant at any level. The direct effect of consumer motivation on purchase behaviour on Ghanaian African print textiles is measured with a co-efficient of 0.133 (p-value = 0.556). The total effect is also measured at 0.046 (p-value = 0.915). Motivation does not affect the purchase behaviour of consumers. From the results presented in Table 5.10**,** Motivation (MOT) indirectly affects purchase behaviour with an estimated coefficient of -0.247* (p-value = 0.071). This depicts that motivation has a negative indirect effect on PBG, meaning. This means there is an unobserved negative motivation to purchase Ghanaian African print textiles. As shown in the literature (Knezevic et al., 2016:108; Yeboah and Owusu-Prempeh, 2017), motivation could directly influence purchase behaviour in

instances, especially impulsive buying. Based on the established insignificant direct relationship, the hypothesis is rejected.

The positive influence of motivation on attitude in H_5, positive on purchase behaviour for H_6, and a negative on purchase behaviour in H_7 suggests that consumers' positive inclination towards African prints is not fixed and does not fully translate into positive purchase behaviour. This resonates with Yeh et al.'s (2016:245) differentiation between attitudinal loyalty and behavioural loyalty. The results for H_5 and H_6 suggest that consumers of African print textiles have strong attitudinal (psychological) loyalty but lack behavioural loyalty (commitment). Their liking of African print textiles appears to be cognitive or affective but not conative.

- **H_7:** Consumer motivation has significant influence on the purchase behaviour of foreign African prints.

There is a direct relationship between Motivation and Purchase Behaviour (PB) of foreign African print textiles, and it was negative but not significant with a coefficient of -0.832 (p-value = 0.253). The indirect effect of consumer motivation on purchase behaviour for foreign African prints is 0.228 (p-value = 0.170), which is insignificant. This may imply consumers have no inner (unobserved) motivation towards foreign African print textiles. The total effect of the relationship is -0.604 (p-value = 0.343). This shows the moderating (indirect) effect of consumers' attitude on purchase bahaviour that brings the coefficient of direct effect from -0.832 to -0.604. A study conducted by Yeboah et al. (2018:142-3) that looked at various products, including textiles, showed that Ghanaians preferred locally made textiles to foreign textiles. This explains the negative purchase behaviour towards foreign African print textiles. However, a study by Makinde et al. (2015:341) found a contrary situation in Nigeria where over 70% of textile consumers prefer imported textiles to locally produced ones. The preference for local textiles may therefore be peculiar to the Ghanaian case. The hypothesis is rejected because of the insignificant effect.

SRO6: Determine the effects of consumer attitude on Purchase Behaviour of Ghanaian and foreign African Print textiles.

SRO6 has two hypotheses, and results on this from Table 5.9, Table 5.10, and Table 5.11 are presented below:

- **H_8:** Consumer attitude has a significant effect on purchase behaviour of Ghanaian African prints.

194

From the SEM (Table 5.9 and 5.11) results, Attitude directly relates to Purchase Behaviour. The results show that consumer attitude has a negative and significant direct relationship with Purchase Behaviour toward Ghanaian African print textiles. This indicates that consumers' positive attitudinal loyalty does not translate into a positive purchase behavioural loyalty, and this negative influence is significant. The coefficient was -0.206*** (p-value = 0.004) which implies significance at 1% level of significance. The total effect is -0.258** (p-value = 0.044). Based on the significant effect of the relationship, the hypothesis is accepted. This study confirms Quartey and Abor's (2011) study that shows that Ghanaian consumers have a positive attitude towards locally manufactured textiles. However, unlike Quartey and Abor's (2011) study, this study measures the effect of attitude on purchase behaviour. While the comsumers' attitude towards locally manufactured textiles is positive, its effect on purchase behaviour is negative. Some indications from studies such as Darku and Akpan (2020) have shown that Ghanaian African print consumers respond to other economic incentives such as price, quality, and design.

- **H9:** Consumer attitude has a significant effect on purchase behaviour of foreign African prints.

Effect of Consumer Attitude on Purchase Behaviour towards foreign African print textile was not significant. The direct effect of consumer attitude on purchase behaviour of foreign African prints is 0.238 (p-value = 0.157) the total effect is negative with a co-efficient of 0.238 (p-value = 0.157). The direct relational effect is insignificant; therefore, the hypothesis is rejected. The results imply that attitude has no significant effect on purchase behaviour of foreign African prints. In their study of consumer preference, Quartey and Abor (2011) concluded that Ghanaian consumers prefer locally made textile to foreign textile. The conclusion they claim is contrary to popular notions of consumer behaviour which suggest that consumers in developing countries prefer foreign products. This study shows that there may be a mild preference for foreign textiles as there is a direct but insignificant effect of consumer attitudes on purchase behaviour for foreign products.   C. Path Relationship: Motivation => Attitude => purchase behaviour (Ghanaian and Foreign) The SEM analysis (Table 5.9) shows a significant direct effect of consumer motivation on attitude (0.957**) (p-value = 0.000). This affirms the assertion of Diaconu (2017:1) and Durmaz et al. (2013:195) that motives influence purchase attitudes and decisions. However, it is observed that motivation has an insignificant direct positive effect on Ghanaian African prints textiles purchase behaviour

(0.133) (p-value = 0.556) but a direct insignificant negative effect (-0.832) (p-value = 0.253) on foreign African print purchase behaviour. Therefore, though motivation directly affects attitudes, that influence is positive on Ghanaian African prints textiles and negative on foreign African print textiles. This means that the Ghanaian African print textile consumer may be more motivated to buy Ghanaian African prints than foreign African prints (Asian and European African prints – see section 2.3.1).

On the converse, motivation has a significant negative indirect effect on the purchasing behaviour (-0.247*) (p-value = 0.071) of Ghanaian African print textile consumers and a positive insignificant indirect effect on the purchasing behaviour of foreign African print textiles (0.228) (p-value = 0.170). The direct and indirect effect on purchasing behaviour has an unexplained paradoxical relationship. While the direct effect of motivation (0.133) (p-value = 0.556) on purchase behaviour was positive for Ghanaian African print, its indirect effect on Ghanaian African print textiles is significantly negative (-0.247*) (p-value = 0.071). Again, while the direct effect of motivation on the foreign African print is negative (-0.832) (p-value = 0.253) its indirect effect is positive (0.228) (p-value = 0.170).

The results show that motivation has a strong influence on the attitude of Ghanaian African print consumers. Overall, there is a significant positive attitude towards the Ghanaian African print textile industry. This is seen in the total effect of motivation on attitude, which is positive and significant (0.956***), the significant total effect of marketing environmental factors on attitude (0.389***), and the significant total effects of economic factors on attitude, which is (0.089**). Dwobeng et al. (2019:4) assert that a positive attitude leads to positive intention to purchase and positive purchase behaviour. In this study, however, the positive attitude revealed about the Ghanaian African print textile consumer leads to an insignificant positive total influence (0.046) (p-value = 0.915) on the purchase behaviour of Ghanaian African prints textiles. It further shows a weak negative total effect (-0.604) (p-value = 0.343) on foreign African print textiles purchase behaviour. The result also indicates that in the case of African print textiles, a positive attitude does not necessarily lead to positive purchase behaviour and there may be mitigating perceived behavioural control factors that affect intention. By implication, Ghanaian African print textile

196

consumers' intent to purchase African print textiles is mediated by some unknown perceived behavioural control factors as discussed in chapter three, section 3.4.2.3. The difference in attitude between Ghanaian and foreign African prints is discussed in objective seven.

The following paragraph sums the discussion on the findings on the entire path relationship in the SEM analysis.

5.6.2 SUMMARY OF THE PATH RELATIONSHIPS AND INFLUENCES IN THE SEM
ANALYSIS

The full path relationships in the SEM analysis are as follows: Path Relationship: Economic factors => Marketing Environment=> Motivation=>Attitude.

The full path relationships and their influences show that Economic and marketing factors have no direct impact on attitudes but are mediating factors that influence consumers' motivation and attitudes by built-on mediation effects as discussed in section 4.4.8 (Turns and Ernst, 2015:505). In line with what other studies found about the Ghanaian consumer (Arthur et al., 2020; Haleegoah et al., 2020; Quansah et al., 2015), the study found that a significant mediatory relationship exists between the economic and market environmental factors and consumer attitudes. This is seen in the significant total effect of (0.089**) (p-value = 0.031) of economic factors on the Ghanaian African print textile consumers' attitude and another indirect but significant positive effect of 0.389*** (p-value = 0.000) of marketing environment on consumer attitudes (See Table 5.11). The higher coefficients connote a relatively more substantial influence and vice versa. There are two environmental factors that influence attitude. The chain of economic effect on the Ghanaian African print textile consumers' attitude is spelt out from the results of the SEM analysis in Table 5.11 as follows:

   i. Economic factors have a significant direct effect (0.230***) (p-value = 0.028) on marketing.
  ii. Economic factors have significant indirect effect (0.094**) (p-value = 0.027) on motivation.
 iii.   Economic factors have significant indirect effect (0.089**) (p-value = 0.031) on attitude.

Therefore, the relational influence of economic factors is seen in its positive impact on marketing. Consequentially, the marketing environment also directly stimulates consumers' purchase motivation, positively affecting attitude, as depicted in Table 5.9. Therefore, economic factors positively and significantly influence attitude indirectly. Economic factors that play a crucial role

in the attitude and purchase behaviour of the Ghanaian African print textile consumer include income and liquidity, which define their purchasing power. Income strains on the Ghanaian African print textile consumer's disposable income mean they may not respond to marketing stimuli such as loyalty schemes and other trade promotions. This resonates with Yamson (2017:187) that a purchasing power crisis in Sub-Saharan Africa and Ghana impacts consumption. As mentioned, the outcome of this study shows that economic factors indirectly affect motivation and attitude towards Ghanaian African print textiles. Income constraints as an economic factor in this study show that the average Ghanaian consumer's income directly has a ripple effect on marketing activities, motivation, and attitude. Yamson's (2017) study, which also indicates that there is pressure on Ghanaians' disposable income, explains why income constraints affect motivation and attitudes. Yeboah and Owusu-Prempeh's (2017-146) study also give credence to this view that consumers' financial strength and circumstances may limit their purchases.

Consequently, economic factors may affect their purchase motivation and attitude towards the industry and its products. On the other hand, since income has an indirect positive influence on attitude, should the Ghanaian African print textile consumers' income (purchasing power) improve, this may also lead to a mediatory positive response towards marketing schemes (marketing stimuli). This consequently will lead to positive purchase motivation, attitude, and purchase behaviour since it is established in the Ghanaian consumers' behavioural literature that their economic status, liquidity, and affordability determine their purchasing decisions (Haleegoah et al., 2020:395; Quansah et al., 2015:78, 82). The unemployment rate with high inflation that erodes disposable income would also affect attitude (Aduhene and Osei-Assibey, 2021). If employment increases, incomes may improve (Sheehan and Shi, 2019), which is likely to respond to marketing stimuli positively. This may affect motivation and attitude positively. In the study's context, Economic factors may, therefore, be a key enabling or mitigating (perceived behavioural control) factor that may impede or enhance positive attitude and intention from translating into purchase behaviour. Thus, the SEM framework in Figure 5.8 establishes a direct relationship between economic factors and marketing activities but an indirect influence on consumer motivation and attitude of the Ghanaian African print textile consumer. This relationship among the constructs is attested by extant literature (Arthur et al., 2020:381; Martey, 2020:34). This

implies that if Ghanaian African Print textile consumers' income improves, that positively affects their response to marketing activity and, consequently, their purchase motivation and attitude. This reminisces the findings of Yahaya et al. (2015;1045). Contrarily, if consumer incomes get strained, that has the propensity to negatively affect their response to marketing schemes, motivation, and attitude. In line with this, Aduhene and Osei-Assibey (2021:544) point to such economic impact of COVID-19 in Ghana that has led to the loss of jobs and income that impacts consumption negatively. The Ghanaian African print textile consumer is not excluded from this adverse economic impact.

Economic factors have a significant total effect (0.089**) on the attitude of the Ghanaian African print textile consumer (see Table 5.11). It implies that a unit change in consumers' economic factors such as price and income will lead to an 8.9% change in consumers' attitudes. Relative to the direct impact of motivation on attitude, there appears to be a mild, indirect effect of economic factors on consumer attitude. This is supported in the literature by Chokenukul et al. (2017:3) and Roux et al. (2017:17). Based on the incentive theory, consumers are daily exposed to varied marketing stimuli that drive their buying motivations, attitudes, and behaviour. Therefore, the study's findings show that economic and marketing environmental factors are influential and play a vital role in inducing motivation and influencing consumer attitude (Henson, Eckstein, Waszak, Frings and Horner, 2014:382) in the Ghanaian African print textile marketplace. Nonetheless, some studies (Dhir et al., 2021b; Herche, 1994) have shown that other factors such as concern for the environment and ethnocentric factors can override economic and marketing factors in determining purchase behaviour.

Marketing has a significant direct effect (0.407***) (p-value = 0.000) on motivation. However, it has no direct influence on attitude, but its indirect relationship with attitude is positive and significant with a coefficient of (0.389**) (p-value = 0.000). This implies that marketing activities such as loyalty schemes, new product launches, in-shop displays, and sponsorship schemes directly motivate Ghanaian consumers to buy African print textiles. Durmaz et al. (2014:196) confirm this with their assertion that marketing activity such as sales promotion, price discounts, among many others, stimulates consumer demand. Marketing stimulation is latent in the case of African print

199

textile consumption. Xu and Chen (2017: 2) confirm that consumers' buying is based on their psychological, physiological, and environmental stimulation, and most of the stimuli for textile and clothing consumers are their physical circumstances. However, based on the research model for this study marketing environment (activities on its own) has no direct influence on consumer attitude. Therefore, African print textile consumers may have high motivation to purchase, but that does not reflect their attitude toward African print textiles. This implies that marketing activities on their own does not influence attitude, which is contrary to the position of Mehta et al. (2020) and Dhir et al. (2021), who state that marketing activities influence consumer attitude. The findings of this study may imply that the Ghanaian African print textile consumers' attitude towards the industry may be transactional, only responding to marketing schemes without which there will be no affinity to the industry. Therefore, the influence of marketing may not be enduring to reflect in a constant attitude formation but may only influence impulsive or one-off purchase behaviour. This may reminisce the lack of loyalty to the Ghanaian African print textile industry and may directly support what Yamson (2017:198) alludes that most African consumers sacrifice brand loyalty for price and performance and, in this case, marketing promotion.

This notwithstanding, marketing has a mildly significant total effect on attitude (0.389***). This total effect is explained by its considerable direct effect (0.407***) on motivation. This implies that marketing schemes influence consumer motivation to buy but may not strongly influence their long-term attitude towards the product hence the relatively "mild" positive influence. Such instances in consumer behaviour reminisce what Solomon et al. (2016) and Yeboah and OwusuPrempeh (2017) call compliant consumers attitudes. Such consumers respond to marketing stimuli with a value-seeking attitude with no enduring affinity towards the product. Martey (2020: 34) confirms the temporality of marketing activities. His findings suggest that sales promotions induce consumers to buy due to the financial and non-financial gains involved and not because of their disposition toward the product or the company. Contrary to this finding (de Oliveira Santini et al., 2016, long-term promotional activities tend to change the perception of a product and positively influence consumers' attitudes.

5.7 DIFFERENCE IN ATTITUDE BETWEEN GHANAIAN AND FOREIGN AFRICAN PRINT TEXTILES:

SRO7: Establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African print textiles.

SRO7 is tested by hypothesis H10.

• **H$_{10}$**: There is a significant difference between consumer attitudes towards Ghanaian and foreign African print textiles.

The SEM analysis in Tables 5.9, Table 5.10, and Table 5.11, brought out the attitude direction for the Ghanaian African print textile consumer as positive but did not show the specific attitude of consumers towards the particular product areas as Ghanaian African print textiles or the foreign African print textiles. This required a test of difference in consumer attitude between these two African print textile product categories through a t-test to answer research objective seven and hypothesis H10: Table 5:12 shows the results of the test of difference.

Table 5. 12: Test of difference in Attitudes between Ghanaian and Foreign African Prints

Variable	obs	Mean (att) Ghanaian AP	Mean (att) Foreign AP	dif	St Err	t value	p-value
GhanaianATT-ForeignATT	443	0.0004289	0.0002709	0.000158	0.0411133	0.0038	0.997

Source: Research Data. * AP refers to African Print. *ATT refers to Attitude.

The research tested the difference in means between the consumer attitude toward Ghanaian and foreign African prints textiles. The calculated difference in means was 0.000158, and the standard error was 0.041. The t-value calculated was 0.0038. From Table 5:12, the t-calculated was not statistically significant at any significance level as indicated by the p-value of 0.997. Since there is no difference in attitude towards Ghanaian and Foreign African print textiles, the research hypothesis is rejected.

Evaluating the T-test analysis, it was established that there is no significant difference between Ghanaian African prints and foreign African prints. The result affirms Muniady's (2017:18)

201

assertion that reduced Interbrand difference among competing brands may explain the insignificant brand difference and attitude (see section 2.5.6). The results show that consumers' attitude has no anchor points and is not enduring towards a given category of African print (Ghanaian African prints or European and Asian variants). This suggests that their attitude towards Ghanaian African print categories may be superficial and may change with rewards and promised values received. Such traits of attitudes also could reminisce impulsive or value-seeking attitudes and behaviour. Consumers may hence have weak identification attitudes and may give room for alternative African print offerings (See chapter three section 3.4.2.4). This allows room to manoeuvre and brings change in attitude (Krogerus and Tschappeler 2018; Solomon et al., 2016). There is no attitudinal difference, and this is contrary to scholarly positions in existing literature (Ghartey and Boachie-Mensah, 2015; Quartey and Abor, 2011). This may also suggest attitudinal change over the years and possibly bridging prior attitude gaps between Ghanaian and foreign African prints textiles.

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Evaluating the T-test analysis, it was established that there is no significant difference between Ghanaian African prints and foreign African prints. The result affirms Muniady's (2017:18) assertion that reduced Interbrand difference among competing brands may explain the insignificant brand difference and attitude (see section 2.5.6). The results show that consumers' attitude has no anchor points and is not enduring towards a given category of African print (Ghanaian African prints or European and Asian variants). This suggests that their attitude towards Ghanaian African print categories may be superficial and may change with rewards and promised values received. Such traits of attitudes also could reminisce impulsive or value-seeking attitudes and behaviour. Consumers may hence have weak identification attitudes and may give room for alternative

African print offerings (See chapter three section 3.4.2.4). This allows room to manoeuvre and brings a change in attitude (Krogerus and Tschappeler 2018; Solomon et al., 2016). There is no attitudinal difference, and this is contrary to scholarly positions in existing literature (Ghartey and Boachie-Mensah, 2015; Quartey and Abor, 2011). This may also suggest attitudinal change over the years and possibly bridging prior attitude gaps between Ghanaian and foreign African prints textiles.

5.8 EFFECT OF ATTRIBUTES OF GHANAIAN AFRICAN PRINT TEXTILES ON BRAND PERCEPTION

SRO8: Determine the effect of attributes of Ghanaian African print textiles on consumers' brand perception.

The established indifference in the attitude of the African print brand categories also begged for an understanding of the nuanced difference in what shapes the Ghanaian African print textile consumers' brand perception that may inform their attitudes and purchase behaviour. This informed objective eight, which reads: "Determine the effect of attributes of Ghanaian African print textiles on consumer's brand perception." Ordinary least squares regression was done to estimate the possible effect of the attributes of African print textiles on Ghanaian and foreign African print consumers' brand perception. Table 5:13 presents the results of the Ordinary Least Squares (OLS) regression used to assess the effect of Ghanaian African Print Attributes on Consumer brand perception. A total of six brand attributes, Price, Quality, Design, Feel/Texture, Look/Colour Attractiveness, and Durability, were used as determinants. The study focused on how these attributes affect both Ghanaian and foreign brands of African Prints textiles. The effects on Ghanaian African print textiles captured as objective eight are discussed following.

Objective eight has a central hypothesis and sub-hypotheses that measure brand perception's various attributes. Since attribute is not a construct but features which in the research context will be inappropriate to be aggregated and measured, the constituent attribute variables are tested with the following sub-hypotheses. These were subjective measures the respondents ranked that were used to test the hypotheses

- **H11:** Attributes of Ghanaian African print textiles has significant effect on consumers' brand perception.

   o **H11a:** Price as an attribute of Ghanaian African print textiles has significant effect on consumers' brand perception. o **H11b:** Quality as an attribute of Ghanaian African print textiles has significant effect on consumers' brand perception.

   o **H11c:** Design as an attribute of Ghanaian African print textiles has significant effect on consumers' brand perception.

   o **H11d:** Feel/texture as an attribute of Ghanaian African print textiles has significant effect on consumers' brand perception. o **H11e:** Look/Colour as an attribute of Ghanaian African print textiles has significant effect on consumers' brand perception.

   o **H11f:** Durability as an attribute of Ghanaian African print textiles has significant effect on consumers' brand perception.

Table 5.13 shows the results for the effect of Ghanaian African print textile attributes on brand perception.

Table 5. 13: Linear regression Results – Effect of Ghanaian African Prints Attributes on Brand Perception

Brand Attributes	Coef.	St. Err.	t-value	pvalue	[95% Conf	Interval]	Sig
Price	.089	.034	2.59	.01	.021	.156	**
Quality	.033	.058	0.58	.565	-.08	.146	
Design	.225	.057	3.96	0	.113	.336	***
Feel/Texture	.13	.062	2.08	.038	.007	.252	**
Look/colour attractiveness	-.025	.058	-0.43	.666	-.138	.089	
Durability	.075	.058	1.30	.195	-.039	.189	
Constant	-2.101	.24	-8.76	0	-2.572	-1.629	***
Mean dependent var	-0.000		SD dependent var		1.000		

R-squared	0.171	Number of obs	443.000
F-test	15.034	Prob > F	0.000
Akaike crit. (AIC)	1186.764	Bayesian crit. (BIC)	1215.419

Source: Research Data. Level of Significance: *** p<.01, ** p<.05, * p<.1

Testing the elemental hypotheses, the following results were realized.

H11a - Price as an attribute has a significant positive effect of 0.089** (p-value = 0.010) on consumers' brand perception, therefore, the hypothesis is accepted.

Therefore, a unit change in price will change the Ghanaian African print consumer's brand perception by (0.089) or 8.9%. This is also likely to inform consumers' motivation, attitude, and purchase behaviour in the same direction. The price attribute must be managed positively to manage consumers' purchase motivation, attitude, and purchase behaviour. This shows that price is influential in forming and determining the Ghanaian African print textile consumer's brand perception. The positive relationship between price and brand perception implies that consumers will positively perceive the brand when prices are favourable to consumers. When it is negative, they form a negative perception of the brand. The direction of consumers' price perception is therefore parallel to their brand perception. The significance of price confirms what Chokenukul et al. (2017) found: price is the second most significant element in consumers' attitudes (see section 2.5.7.2).

H11b - Quality as an attribute has a positive but insignificant effect (0.033) (p-value = 0.565) on brand perception. Therefore the hypothesis is rejected. The analysis also measured the attribute of quality. This was found to have a positive but insignificant effect (0.033) on the Ghanaian African print textile consumer's brand perception. This implies that though consumers' quality filters into brand perception formation, it is not a major brand perception factor since it may be an obvious product attribute. Perhaps, when an attribute is inherently factored in a product, it may cease to be a first-line determinant of perception formation. This may also imply that though consumers care about quality, it is not ranked as high as the other significant attributes. This may explain why consumers patronise Asian African print brands since quality may not be an issue, but the price, as discussed earlier.

205

H₁₁c - Design as an attribute has a positive and significant effect on brand perception (0.225***) (p-value = 0.000). Based on the significance of the design effect, the hypothesis is accepted. As an attribute, Ghanaian African print textiles designs were found to have a significant positive effect on the brand perception of Ghanaian African prints (0.225***). This finding is supported by the studies of Sanad (2016:17) and Knezevic et al. (2016:108) that accentuate the positive design effects on textile consumers' purchase decisions and behaviour in the USA and Croatia. The attributes of the textile products include the styles, quality, brand name, design, colour, fit, fabric properties such as texture, and product comfort. In a similar study of Bangladeshi textile consumers, Islam (2014) also found that textiles' design, colour, style are key brand attributes and perceptual variables that affect textile consumers' purchase behaviour at the point of purchase. This implies that innovative design is a critical element in brand perception formation and purchase motivation, attitude, and behaviour.

H₁₁d - Feel/texture as an attribute has a positive and significant effect on the brand perception of Ghanaian African print textiles (0.13**) (p-value =0.038). Based on the significance, the hypothesis is accepted. The effect of the feel and texture of Ghanaian African prints textile on brand perception is also positive and significant (0.13**). Therefore, the feel and texture are important influencers of how consumers perceive Ghanaian African print textiles. Though the quality attribute was not significant, it is noted that feel and texture may be surrogate measures of quality. Therefore, it speaks to the fact that general quality may not have a significant direct effect, specifically the feel and texture aspect. Therefore, it could also be said that the dependent variable (brand perception) and the independent variable (feel/texture) have a parallel relationship. Improved texture, therefore, will other things being equal lead to improved brand perception and vice versa. Accordingly, texture and feel count much in consumers' brand perception formation. To hold high brand perception, the texture of Ghanaian African print textiles needs to be kept high. This supports the study of Anafo (2013) that suggests that the cotton texture of African prints textiles is an important feature because it suits the West African climate.

206

H₁₁ₑ - Look/ colour attractiveness as an attribute indicated a negative and insignificant effect on brand perception (-0.025) (p-value = 0.666). Due to the insignificant effect, the hypothesis is rejected. Although not very significant, Ghanaian African print textiles' look and colour attractiveness negatively affected consumers' brand perception (-0.025). In this vein, Sanad (2016:18) observes the strong psychological effect of colour on Taiwanese textile consumers during purchase. The study results suggest that the Ghanaian African print textile versions may not be attractive enough (or may not be in the desired market colours) to the Ghanaian consumer. It may psychologically be affecting their brand perception negatively and consequently purchase motivation, attitude, and purchase behaviour.

However, color may not be significant because African print textiles have functional purposes and different gender preferences. Therefore, the responses are opened to wider views based on the broad functional usages. Thus, while a wedding function may require bright and attractive African print textiles, normal work clothing may require less vibrant colours. Females are often attracted by high wavelength colours such as red-orange during purchase for celebrative purposes, while the males may go for milder wavelength such as blue (Sanad, 2016). Therefore, the African print textile consumers examine the textile products and make their purchase decisions based on these desirable dimensions.

H₁₁f - Durability as an attribute showed a negative and insignificant effect on brand attributes (0.075) (p-value = 0.195). Based on the negligible impact, the hypothesis is rejected. The findings presented in Table 5:13 and its respective conclusions on the various hypotheses show that consumer perception of Ghanaian African Print Textiles is mainly influenced by factors such as the attribute of durability was positive but not significant (0.075).

It suggests that durability is essential but may not count much to the Ghanaian African print textile consumer. It may be because it is now a standardized attribute that is assumed and therefore may not matter directly in brand perception formation. It may explain consumers' patronage of lowquality, cheaper priced Asian fast fashion textiles that gives variety but are disposed of frequently. If the Ghanaian African print textile consumer is a novelty consumer who prefers to have variety and look different, they may not be bordered by durability but affordable quality

207

(Dwobeng et al., 2019:4). This view is supported in the literature as Park (2014) notes that consumers are trading down on textiles and apparel. Hvass (2016:27) also asserts the immense positive behavioural change in consumption globally. Affirming the above views, Tager (2016) accentuates that the amount of clothing and textiles purchased by consumers globally is increasing at a fast rate. The changing pace of fast fashion changes the consumer behavioural rate of ownership of textiles and clothing items (Dahlbo et al., 2017:45). Fast fashion has injected unpredictable and uncertain consumer demand and behaviour (Macchion et al., 2015:174). Therefore, the times may be changing from eras when consumers bought high-quality, durable textiles as a store of value to a fast fashion consumption regime.

Price, Design, and Feel/texture: The price variable was positive and significant at a 5% significance level. The design attribute was found to positively affect the brand perception of Ghanaian African print textiles. This was significant at a 1% level of significance. Feel/Texture was also found to be an essential determinant of brand perception among the respondents surveyed. This variable was positive and significant at a 5% level of significance.

Constant: The constant of (-2.101***) (p-value = 0.000) shows that the general brand perception of Ghanaian African print textiles will be significantly negative without the effects of product attributes. The constant implies that the Ghanaian African print textile industry may have brand perception problems besides the ones determined by the applied attributes. So, to address brand perception issues of Ghanaian African print textile consumers, the critical influential product attribute that should be targeted are price, design, and product texture. Further investigation is also needed to find other brand perceptual problems to be dealt with.

The effects of product attribute on foreign African print textiles brand perception follow.

5.9 EFFECTS OF ATTRIBUTES OF FOREIGN AFRICAN PRINTS ON BRAND PERCEPTION

SRO9: Determine the effect of attributes of foreign African print textiles on consumers' brand perception.

208

- **H12:** Attributes of foreign African print textiles has significant effect on consumers' brand perception.

  o **H12a:** Price as an attribute of foreign African print textiles has significant effect on consumers' brand perception. o **H12b:** Quality attributes of foreign African print textiles has significant effect on consumers' brand perception. o **H12c:** Design attributes of foreign African print textiles has significant effect on consumers' brand perception.

  o **H12d:** Feel/Texture as an attribute of foreign African print textiles has significant effect on consumers' brand perception.

  o **H12e:** Look/Colour as an attribute of foreign African print textiles has significant effect on consumers' brand perception. o **H12f:** Durability as an attribute of foreign African print textiles has significant effect on consumers' brand perception.

These hypotheses are tested by ordinary least squares regression analysis results of which are presented in Table 5.14

Table 5. 14: Linear Regression Results – Effect of Attributes of Foreign African Prints on Brand Perception

Brand Attributes	Coef.	St. Err.	t-value	pvalue	[95% Conf	Interval]	Sig
Price	.067	.036	1.86	.064	-.004	.138	*
Quality	-.008	.053	-0.14	.885	-.111	.096	
Design	.139	.059	2.36	.019	.023	.255	**
Feel/Texture	.055	.055	1.00	.319	-.053	.163	
Look/Colour Attractiveness	.265	.056	4.78	0	.156	.375	***
Durability	-.031	.054	-0.58	.563	-.137	.075	
Constant	-1.938	.22	-8.83	0	-2.369	-1.506	***
Mean dependent var	-0.001		SD dependent var		0.999		
R-squared	0.166		Number of obs		443.000		

| F-test | 14.413 | Prob > F | 0.000 |
| Akaike crit. (AIC) | 1189.068 | Bayesian crit. (BIC) | 1217.723 |

Source: Research Data. Level of Significance: *** p<.01, ** p<.05, * p<.1

Consumer brand perception of foreign African prints in Ghana is influenced by product attributes such as Price, Quality, Design, and Look/Colour Attraction. Price was found to positively affect the brand perception of foreign African Prints in Ghana. The variable was positive and significant at a 10% level of significance. The quality variable was negative and significant at a 5% significance level. The findings thus suggest that consumer perception of Foreign African Print is negatively affected by quality. Design was positive and significant at a 1% level of significance. Look/Colour Attractiveness also positively affects the brand perception of Foreign African Prints at a 1% significance level. All the other attributes were not significant.

The following are the results of the tested hypotheses.

H_{12a} - Price as an attribute of foreign African print textiles has a significant effect on consumers' brand perception (0.067*) (p-value = 0.064). The hypothesis is accepted based on the established significant relationship. Price had a significant positive effect (0.067*) on the brand perception of foreign African prints (Asian and European versions). This significant positive effect could be due to its affordability in the Asian African prints or the association of high prices to high quality for the expensive European versions (See Table 2.6 and section 2.6.1 for the price variations and definitions for African print categories). Whichever way the effect is looked at, it is evident that price positively affects brand perception formation of foreign African print Textiles. Chokenukul et al. (2017) mention that optimum pricing affects consumers' purchase behaviour. The significance of price on African prints textile marketing is also affirmed by Majeed et al. (2019:23) and Howard et al. (2019:82).

H_{12b} - Quality as an attribute of foreign African print textiles has a negative significant effect on consumer's brand perception (-0.008**) (p-value = 0.885). Based on the significant relationship, the hypothesis is accepted. The measured attribute of quality had a significant negative effect (-

210

0.008**) on consumers' brand perception of foreign African print textiles. Since it is assumed that the attributes and brand perceptions have a parallel relationship, it could be deduced that consumers perceive foreign brands as inferior quality. However, with the established high quality of the European brands, this also suggests that this measure may refer to the Asian brands as its market volumes are larger than that of the European variants.

The negative effect of quality may be due to the association of low prices (see Table 2.3) to mean low-quality brand perception. Evidently, the quality of Asian African print textiles is a minus to the brand in consumers' minds. This study's finding contradicts the findings of Quartey and Abor (2011), in which 48% of their respondents perceived imported product quality as better than the Ghanaian ones. Though Quartey and Abor (2011) did not differentiate between the categories of imported textiles, their findings might be based on high-end European variants. Quality is, therefore, an issue to brand perceptions of Foreign African print textiles.

H_{12c} – Design, as an attributes of foreign African print textiles, has a positive and significant effect on consumers' brand perception (0.139***) (p-value = 0.019). Based on its significant effect, the hypothesis is accepted. The measure for Design indicated a significant positive effect (0.139***) on brand perceptions of the foreign African print textiles. This implies consumers' admiration of designs of foreign African print textiles, be it European or Asian versions which back the stance of Gott et al. (2017:153) that one of the major appeals for foreign African print textiles is their appealing designs. The position of literature (Hanaysha, 2018) discussed under brand-specific stimuli in section 3.5.1.1 applies here. The Ghanaian African print textiles industry operators need to note what competition may be doing right.

H_{12d} - Feel/Texture as an attribute of foreign African print textiles has a positive but insignificant effect on consumers' brand perception (0.055) (p-value = 0.319). Based on the insignificance of the relationship, the hypothesis is rejected. On the feel and texture of African prints, the regression analysis measure was found positive but insignificant (0.055) on consumers' brand perception. This reminisces that texture may not be an influential contributor to brand perceptions of foreign African prints textiles consumers. It is noted that product texture is linked to quality; hence, the

211

negative influence of quality on brand perception may be contributing to the insignificance of feel and texture on brand perception.

H12e - Look/Colour as an attribute of foreign African print textiles has a positive significant effect on consumers' brand perception (0.265***) (p-value = 0.000). Based on the significant effect, the hypothesis is accepted. Colour attractiveness as an attribute had a significant positive effect (0.265***) on consumer brand perception of foreign African prints. It suggests foreign African prints textiles may have a higher product attractiveness and appeal (or are delivered in consumers' preferred colours), which is a plus to the segment. This finding affirms the assertion of Aboagyewaa-Ntiri and Mintah (2016:131) that colour is a key influential product attribute to the Ghanaian textile and apparel consumer, who cherishes colour variety and attractive product packaging. Gott et al. (2017:108) also affirm the popularity of Hi-target due to its attractive colours. Therefore, both the European and Asian versions may have strong product appeal in terms of look and feel, which should be a point of attention to Ghanaian African print textile manufacturers.

H12f - Durability as an attribute of foreign African print textiles has a negative and insignificant effect on consumer's brand perception (-0.031) (p-value = 0.563). Based on the negative and negligible relationship, the hypothesis is rejected. Durability measure by regression showed a negative but insignificant (-0.031) relationship with brand perception. This suggests that the foreign brands may not be durable, or their durability might negatively affect their brand perception. The attribute may have a negative perception for the high-quality European versions because consumers may not be able to afford, due to their prohibitive prices (US$10). See Table 2.6) hence perceive the brand as out of their pocket range and, for that matter, a negative perception (Uqalo, 2015). On the other hand, the negative perception may be due to perceived cheap quality variants within the Asian category. However, based on the known quality of the European versions (Gott et al., 2017), this durability may essentially be of the Asian versions.

212

5.10 TEST OF THE INFLUENCE OF CONSUMERS' NORMATIVE BELIEFS ON PURCHASE BEHAVIOUR

Nystrand and Olsen (2020:4) observe that social pressures significantly contribute to consumers' intention, motivation to comply, and actual behaviour (See section 3.4.2.2). Since information on the Ghanaian African print textile consumers' normative beliefs influences on their purchase behaviour could provide rich insights into the research, this relationship was also tested. Consumer normative beliefs are necessary concepts in understanding the Ghanaian African print textiles consumers' attitudes. The study considered normative belief of social actors (the degree to which other important social actors think they should or should not buy Ghanaian African print textiles) such as Friends, Family, Co-workers, Superiors, and membership to various social groupings as relevant determinants of Purchase behaviour. Therefore, these variables were used to measure normative beliefs influence in an Ordinary least square regression. This analysis was done for objective ten for Ghanaian African prints and objective eleven for foreign African prints.

The effects of the subjective norm were measured using consumers' normative belief, which is the African print textile consumer's injunctive and descriptive beliefs within their reference groups.

5.10.1 Influence of Ghanaian African Print Textile Consumers' Normative Beliefs on Purchase Behaviour

Consumers' Normative belief effects were measured by objective ten, and its associated hypotheses are captured as:

SRO10: Determine the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles.

SRO10 has a primary hypothesis and sub-hypotheses that measure various normative belief elements. These were subjective measures the respondents ranked that were used to test the hypotheses,

- **H13**: Consumer's normative beliefs influence their purchase behaviour of Ghanaian African print textiles.

   o **H13a**: Friends as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

- **H₁₃ᵦ:** Family as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

- **H₁₃ᵧ:** Co-workers as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

- **H₁₃ᵈ:** Superiors as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

- **H₁₃ₑ:** Sub-ordinates as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

- **H₁₃f:** Other social groupings as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.

The composite results for the effect of normative belief on Ghanaian African print textiles are presented in Table 5:15 and consequently discussed.

Table 5. 15: Linear Regression Composite Results – Influence of Normative Belief on Ghanaian African Print Textiles Purchase Behaviour

Nor_GhAp	Coef.	St.Err.	t-value	pvalue	[95% Conf	Interval]	Sig
F_PBGh	-.166	.058	-2.84	.005	-.28	-.051	***
Constant	0	.047	-0.00	.998	-.093	.093	

Mean dependent var	-0.000	SD dependent var	1.000	
R-squared	0.018	Number of obs	443.000	
F-test	8.056	Prob > F	0.005	
Akaike crit. (AIC)	1252.212	Bayesian crit. (BIC)	1260.399	

Source: Research Data. Level of Significance: *** p<.01, ** p<.05, * p<.1

GhAp = Ghanaian African Print,   PBGh = Purchase Behaviour-Ghanaian African Prints

214

Composite Measure: The composite measure for normative believes on purchase behaviour is negative but significant with a coefficient of -0.166***. Based on the significance, H13 is accepted. Table 5.16 presents the results for the sub-hypotheses.

Table 5. 16: Linear Regression Results – Influence of Normative Belief on Ghanaian African Print Textiles Purchase Behaviour

Variables	Coef.	St. Err.	t-value	pvalue	[95% Conf	Interval]	Sig
Friends	-.037	.045	-0.83	.409	-.125	.051	
Family	-.132	.049	-2.71	.007	-.227	-.036	***
Co-workers	-.121	.041	-2.99	.003	-.201	-.041	***
Superiors	.038	.045	0.85	.398	-.05	.125	
Subordinates	-.052	.046	-1.14	.255	-.143	.038	
Other Social groups	-.004	.042	-0.09	.927	-.086	.078	
Constant	1.268	.204	6.21	0	.867	1.67	***

Mean dependent var	0.001	SD dependent var	0.809
R-squared	0.101	Number of obs	442.000
F-test	8.176	Prob > F	0.000
Akaike crit. (AIC)	1032.648	Bayesian crit. (BIC)	1061.287

Source: Research Data. Level of Significance: *** p<.01, ** p<.05, * p<.1

5.10.2 Results of Sub-hypotheses $H_{13a} - H_{13f}$

SRO10 measured the influence of normative believes on the purchase behaviour towards Ghanaian African print textiles by regression analysis. The regression result means that a unit change in the normative beliefs of the social actors will lead to a change in the Ghanaian African print consumer's purchase behaviour by the derived coefficient. Summary of the regression analysis as found in Table 5.15 addresses hypotheses **$H_{13a} - H_{13f}$** as follows:

H₁₃ₐ: Friends as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles. **H₁₃ₐ** has a negative influence with a co-efficient of -0.037 (p-values = 0.409). Based on the insignificance of the influence, the hypothesis is rejected. The result indicates that the influence of friends as subjective norm elements on purchase was negative and insignificant for friends (-0.037) p-value = 0.409, which shows a mild negative influence from friends. Contrary to this, Panicker and Mohammed (2017:10) assert that consumers choose fabrics that fit their physic (as discussed in the attributes) and what makes them fit into their peer and aspired group, which defines the effects of subjective norms on purchase behaviour. Also, the study's finding contradicts what Luan, Yao, and Bai (2017:1,5,6) found that recommendation by friends yields more buying decisions than those from unknown persons. This is due to the high trust imposed on friends

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H₁₃ᵦ: Family as a normative belief influence on consumer purchase behaviour of Ghanaian African print textiles has a coefficient of -0.132*** (p-values = 0.007). Based on the significance of the influence, the hypothesis is accepted.

Family as a measure of normative belief was found to negatively influence consumers' purchase behaviour towards Ghaniana African print textiles and was significant at a 1% level of significance (-132***) with a p-value = 0.007. Therefore family as a normative belief variable negatively impacts the Ghanaian African print textile consumers' purchase beaviour. This finding is contrary to Dwobeng et al. (2019), who found out that except for information susceptibility, consumers of Counterfeit Kente are not influenced by normative beliefs, including family influences. The findings of this study also contradict that of Totta, Adzei, Aseye, and Duhoe (2020:61,68) that families and their constituents spend lavishly on funerals, including funeral dresses, especially among Christians.

H₁₃ᶜ: Co-workers as a normative belief influence on consumer purchase behaviour of Ghanaian African print textiles has a co-efficient of -0.121***(p-values = 0.003). Based on the significance of the influence, the hypothesis is accepted.

216

As a measure of consumer normative belief, co-workers also showed a significant negative relationship with consumer purchase behaviour towards Ghanaian African prints. The variable was significant (-0.121*** with p-value = 0.003) at 1%. However, Quartey and Abor (2011) suggest that peers (coworkers) influence the Ghanaian African print textile consumers' purchase behaviour. Again, this contradicts the findings of Dwobeng et al. (2019).

H13d: Superiors as a normative belief influence on consumer purchase behaviour of Ghanaian African print textiles has a co-efficient of 0.038 (p-values = 0.398). Based on the insignificance of the influence, the hypothesis is rejected. The result shows that superiors do not significantly influence their subordinate consumers of African print textiles. It is appreciated that superiors may have some level of influence though insignificant. In the Ghanaian cultural setting, opinion leaders often make decisions on behalf of groups, and group members often have no other option than to comply. This, to some extent, agrees with what Dwobeng et al. (2019:9) found that there is a significant influence of information susceptibility (expert opinion as influential) among social actors. Therefore, the influence of opinion leaders in the purchase decision of Ghanaian African print textiles is paramount.

The above results show that the social influence on consumers and the motivation to comply with a purchase behaviour due to such influences are negligible. This may also suggest a possible high perceived behavioural control of consumers who may in contemporary times be individually minded or independent in their purchase decisions making. If any social influence positively impacts purchase behaviour, it may come from their superiors. This may be due to the expert opinion over subordinates that may compel the associates to comply with purchase behaviour. Consumers have total power to exercise their perceived behavioural control; family, friends, and subordinates may not influence their purchase behaviour.

H13e: Sub-ordinates as a normative belief influence on consumer purchase behaviour of Ghanaian African print textiles has a co-efficient of -0.052 (p-values = 0.255). Based on the insignificance of the influence, the hypothesis is rejected.

217

The normative belief of subordinates was negative and insignificant (-0.052) with a p-value = 0.255. This also indicates that subordinates wield mild negative influence on the Ghanaian consumers. At times, consumers of high social status, with power distance beliefs (belief in social class and hierarchy), may not want to buy and wear what ordinary people wear, which may exert negative normative belief influences. This may explain the findings of Dwobeng et al. (2019).

H₁₃f: Other social groupings as a normative belief influence on consumer purchase behaviour of Ghanaian African print textiles has a co-efficient of -0.004 (p-values = 0.927). Based on the insignificance of the influence, the hypothesis is rejected. The score for other social groupings was (-0.004) with a p-value = 0.927. These negative influences were, however, not significant. This finding contradicts Arther et al. (2020:384), who found that reference groups influence consumers' purchase behaviour of large shopping malls in Ghana. Also, Yeboah, Owusu-Prempeh, and Adjei (2018:144) found that Ghanaian consumers' purchase decisions of non-perishable products, including textiles, are not influenced by social risk factors (heir concerns about other peoples' disapproval). Yeboah et al. (2018:144) found that Ghanaians prefer locally made textiles.

Composite Effect: The combined effect of all the subjective norm elements showed a significant but negative relationship (-0.166***), which indicates that the social impact on consumers' as espoused in literature (Kotler and Keller, 2016:181) is not positive for the Ghanaian African print textiles. This finding is contrary to what Dwobeng et al. (2019:9) found that the combined effect of social factors on purchase intentions of consumers of African print textiles (in their case, the counterfeit Kente) on their intent to purchase is not significant. Toffa, Adzei, and Duhoe (2020:61) note that social functions such as funerals in Ghana could cost as much as US$ 15,000 – US$20,000. Based on this, many churches and civil society organizations have bemoaned lavish ceremonies of rites of passage such as funerals, wake-keepings, outdoorings, and weddings. Such injunctive social pressures influence the Ghanaian African print textile consumers' purchases. Contrary to the findings of Dwobeng et al. (2019:9), it seems that this wave of bemoaning lavish social celebrations has influenced such normative belief elements negatively. So, with the two categories of normative beliefs, Injunctive normative beliefs seem to affect the Ghanaian African print textile consumers' purchase behaviour more than descriptive normative beliefs.

218

Additionally, the results showed a constant of (1.268***), which indicates a significant positive purchase behaviour towards Ghanaian African prints without the influences of all the normative belief social actors. This buttresses consumers' positive attitude towards the Ghanaian African print textiles, as noted under the discussion of the primary research objective. The regression results on consumers' purchase behaviour corroborate the SEM results in Figure 5.9 and Table 5.9. Generally, the social influence (subjective norm effect) on purchase behaviour is weak. Therefore, the espoused social influence in theory (Kotler and Keller, 2016:181) may, in the context of the Ghanaian African print textile consumer, be waning away in the negative direction. The regression output presented in Table 5:15 revealed that subordinates and other social groupings were not statistically significant at any of the significance levels, as seen in Table 5:15.

5.10.3 Influence of Foreign African Print Textile Consumers' Normative Beliefs on Purchase Behaviour

This was measured by objective eleven, and its associated hypotheses were captured as:

SRO11: Determine the influence of normative beliefs (social influence) on purchase behaviour of foreign textiles.

SRO11 also has a main hypothesis and sub-hypotheses which measure the various normative belief elements. These were subjective measures the respondents ranked that were used to test the hypotheses,

- **H14:** Consumer's normative beliefs influence the purchase behaviour of foreign African print textiles.

    o **H14a:** Friends as a normative belief influence consumer purchase behaviour of foreign African print textiles.

    o **H14b:** Family as a normative belief influences consumer purchase behaviour of foreign African print textiles

    o **H14c:** Co-workers as a normative belief influence consumer purchase behaviour of foreign African print textiles.

    o **H14d:** Superiors as a normative belief influence consumer purchase behaviour of foreign African print textiles.

219

- H14e: Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles.

- H14f: Other social groupings as a normative belief influence consumer purchase behaviour of foreign African print textiles.

The composite results for the effect of normative belief on Foreign African print textiles are presented in Table 5:17 and accordingly discussed.

Table 5. 17: Linear Regression Composite Results – Influence of Normative Belief on Foreign African Print Textiles Purchase Behaviour

Norm_fore	Coef.	St. Err.	t-value	pvalue	[95% Conf	Interval]	Sig
F_PBF	-.324	.043	-7.61	0	-.408	-.24	***
Constant	0	.045	-0.01	.994	-.088	.088	

Mean dependent var	-0.000	SD dependent var	1.000
R-squared	0.116	Number of obs	443.000
F-test	57.896	Prob > F	0.000
Akaike crit. (AIC)	1205.934	Bayesian crit. (BIC)	1214.121

Source: Research Data. Level of Significance: *** p<.01, ** p<.05, * p<.1

F_PBF = Purchase Behaviour Foreign African Prints Norm_fore: Normative Beliefs – Foreign

Composite Measure: The composite measure for normative beliefs on purchase behaviour for foreign African prints is negative but significant with a coefficient of -0.324***. H14 is therefore accepted based on the significance of the influence. The results for the sub-hypotheses are presented in Table 5.18.

Table 5. 18: Linear Regression Results – Influence of Normative Belief on Foreign African Print Textiles Purchase Behaviour

Variables	Coef.	Standard Error	t-value	pvalue	[95% Conf	Interval]	Sig

Friends	-.156	.058	-2.69	.007	-.271	-.042	***
Family	-.051	.059	-0.87	.384	-.167	.064	
Co-workers	-.07	.058	-1.19	.234	-.184	.045	
Superiors	-.058	.06	-0.96	.336	-.175	.06	
Subordinates	-.035	.062	-0.56	.577	-.157	.087	
Other Social groups	-.034	.058	-0.58	.56	-.147	.08	
Constant	1.515	.213	7.10	0	1.095	1.934	***

Mean dependent var	-0.001	SD dependent var	1.054
R-squared	0.122	Number of obs	439.000
F-test	10.005	Prob > F	0.000
Akaike crit. (AIC)	1247.861	Bayesian crit. (BIC)	1276.453

Source: Research Data. Level of Significance: *** p<.01, ** p<.05, * p<.1

Table 5.18 shows the results on the effect of normative beliefs on foreign African prints as captured by sub-hypotheses $H_{14a} – H_{14f}$. The following section discusses the components of normative belief and their corresponding results.

Results of Sub-hypotheses $H_{14a} – H_{14f}$

H_{14a}: Friends as a normative belief influence on consumer purchase behaviour of foreign African print textiles has a negative influence with a co-efficient -0.156*** (p-values = 0.007). Based on the significance of the influence, the hypothesis is accepted.

Friends (-0.156***), p-value = 0.007, therefore, have a significant but negative effect on Ghanaian consumers' purchase behaviour of foreign African print textiles. The negative modes of influence were not investigated; this study's findings contradict Arthur et al. (2020:384), who stated that reference groups such as friends hold a strong (positive) influence on consumers' purchase behaviour.

221

H₁₄ᵦ: Family as a normative belief influence on consumer purchase behaviour of foreign African print textiles has a coefficient of -0.051(p-values = 0.384). Based on the insignificance of the influence, the hypothesis is rejected.

The result indicates that the family's effect on the Ghanaian African print textile consumer is negative but insignificant with a co-efficient of (-0.051) and p-value = 0.384. Though not significant, this shows that foreign African prints do not enjoy positive recommendations from family elements. This is synchronous with the findings of Dwobeng et al. (2019).

H₁₄ᵧ: Co-workers as a normative belief influence on consumer purchase behaviour of foreign African print textiles has a coefficient of -0.07 (p-values = 0.234). Based on the significance of the influence, the hypothesis is rejected. As a normative belief, co-workers have a weak influence on the Ghanaian African print textile consumer. This stands contrary to the findings of ("(PDF) Peer Influence on Service Purchase Decisions by Young Adults," n.d.)Gupta and Gupta (2015) show that publicly consumed goods have more substantial peer influence. However, African print textiles are mostly publicly consumed goods but show weak peer influence on purchase behaviour. **H₁₄ᵨ:** Superiors as a normative belief influence on consumer purchase behaviour of foreign African print textiles has a co-efficient of -0.058 (p-values = 0.336). Based on the insignificance of the influence, the hypothesis is rejected.

The result showed that the normative belief element of Superiors had a coefficient of (-0.058), with p-value = 0.336 denoting a mild negative influence of superiors on the African print textile consumers' purchase behaviour. Though their negative effect is not significant, the result shows that the influence of leaders such as bosses, expert advice from the trade at the point of purchase, advice from tailors and sewists to consumers to an extent may be a negative recommendation. This counters the finding of Howard et al. (2019), which suggests that designers of African print textiles influence the choice of foreign African prints for their clients since that is cheaper. Its cost savings improve their profits and make their products affordable.

H₁₄ₑ: Sub-ordinates as a normative belief influence on consumer purchase behaviour of foreign African print textiles has a co-efficient of -0.035 (p-values = 0.577). Based on the insignificance of the effect, the hypothesis is rejected.

A study by (Zhang *et al.*, 2012) hints at the possible reasons for the negative influence of subordinates on purchase behaviour. They observed in their research that in cultures with "high power distance, superiors and subordinates regard each other as unequal." Hence subordinates do not influence the decisions of superiors.

H₁₄f: Other social groupings as a normative belief influence on consumer purchase behaviour of foreign African print textiles has a co-efficient of -0.034 (p-values = 0.560). Based on the insignificance of the influence, the hypothesis is rejected.

The results for all other social groupings showed an insignificant negative co-efficient of (-0.034) with p-value =0.560 indicative of a negative but inconsequential influence of sundry social groups on the purchase behaviour of foreign African prints.

The combined effect of the normative beliefs of consumers of foreign African print textiles on purchase behaviour is negative and significant (-0.324***). This contradicts the findings of Dwobeng et al. (2019:9), who found that the combined effect of social factors on consumers' purchase intentions of counterfeit Kente (Asian African print textiles) on their intent to purchase is not significant. Also, while Dwobeng et al. (2019:9) found significantly influential the normative belief of information susceptibility (expert opinion), this study established the same (normative beliefs of superiors) as insignificant. The constant of (-1.515***) also indicates that in the absence of the influences of all these social actors, purchase behaviour towards foreign African print textiles will be negative. How these social actors influence consumers negatively are not investigated.

Various hypotheses were formulated and tested in the above analyses, and the summary of the results is presented next.

5.11 RESEARCH HYPOTHESES RESULTS

223

The various relationships in the research model were hypothesized and tested by the SEM model. Other variables that could add more insights to the research, such as the relationship between the African print textiles attributes and consumer's brand perceptions and consumer's normative beliefs and purchase behaviour, were also tested in a regression analysis. The study also tested attitude differences in Ghanaian and foreign African print textiles with a standard T-test. The findings of these hypotheses are presented next in Table 5:19.

Table 5. 19: Research Objective, Hypotheses, Statistical Methods, and Statistical Conclusion

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
SRO1	H1: Economic factors have significant influence on marketing environment.	The statistical analysis aimed at determining the association by the SEM. (0.230***)	H1: Accepted
SRO2	H2: Marketing environment has a significant effect on African print textile consumers' motivation.	The statistical analysis was aimed at determining the association by the SEM. (0.407***)	H2: Accepted
	H3: Marketing environment has significant influence on purchase behaviour of Ghanaian African print.	The statistical analysis was aimed at determining the association by the SEM. (0.458**)	H3: Accepted
	H4: Marketing environment has significant influence on purchase behaviour of Foreign African print.	The statistical analysis was aimed at determining the association by the SEM. (-0.138)	H4: Rejected.
SRO4	H5: Consumer motivation has significant influence on attitude towards African Print Textile.	The statistical analysis aimed at determining the association by the SEM. (0.957**)	H5: Accepted.
	H6: Consumer motivation has significant influence on purchase behaviour of Ghanaian African prints.	The statistical analysis aimed at determining the association by the SEM. (0.133)	H6: Rejected
	H7: Consumer motivation has significant influence on purchase behaviour of foreign African prints.	The statistical analysis aimed at determining	H7: Rejected.

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
		the association by the SEM. (-0.832)	
	H8: Consumer attitude has a significant effect on purchase behaviour of Ghanaian African prints.	The statistical analysis was aimed at determining the association by the SEM. (-0.206***)	H8: Accepted
	H9: Consumer attitude has a significant effect on purchase behaviour of foreign African prints.	The statistical analysis was aimed at determining the association by the SEM. (0.238)	H9: Rejected.
SRO7	H10: There is a significant difference between consumer attitude towards Ghanaian and foreign African prints?	The statistical analysis aimed at the difference by T-test (0.000158)	H10: Rejected.
	H11a: Price as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.089**)	H11a Accepted
	H11b: Quality as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.033)	H11b Rejected
	H11c: Design as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.225***)	H11c Accepted
	H11d: Feel/texture as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.13**)	H11d Accepted
	H11e: Look/Colour as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (-0.025)	H11e Rejected
	H11f: Durability as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (-0.075)	H11f Rejected

		OLS Regression (0.067*)	H12a Accepted
	H12a: Price as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.		
	H12b: Quality attributes of foreign African print textiles has no	OLS Regression (-0.008**)	H12b Accepted

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	significant effect on consumer's brand perception.		
	H12c: Design attributes of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.139***)	H12c Accepted
	H12d: Feel/Texture as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.055)	H13d Rejected
	H12e: Look/Color as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.265***)	H12e Accepted
	H12f: Durability as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (-0.031)	H12f Rejected
	H13a: Friends as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.	OLS Regression (-0.037)	H13a Rejected
	H13b: Family as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.	OLS Regression (-0.132***)	H13b Accepted
	H13c: Co-workers as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.	OLS Regression (-0.121***)	H13c Accepted
	H13d: Superiors as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.	OLS Regression (0.038)	H13d Rejected

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	H13e: Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.052)	H13e Rejected
	H13f: Other social groupings as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.	OLS Regression (-0.004)	H13f Rejected
	H14a: Friends as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.156***)	H14a Accepted
	H14b: Family as a normative belief influence consumer purchase	OLS Regression (-0.051)	H14b Rejected
Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	behaviour of foreign African print textiles.		
	H14c: Co-workers as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.07)	H14c Rejected
	H14d: Superiors as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.058)	H14d Rejected
	H14e: Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.035)	H14e Rejected
	H14f: Other social groupings as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.034)	H14f Rejected

Source: Researcher's Construct.

5.12 SUMMARY OF CHAPTER

The chapter presented the results from the estimation process. The first objective sought to determine the influence of Economic factors on marketing stimuli of Ghanaian and foreign African print textiles. The thesis established the key influence of economic factors such as income and liquidity, critical in influencing marketing activities and consumer motivations. Marketing activities also strongly influence motivation, while motivation positively affects consumers'

227

attitudes. The discussion revealed that consumers' attitude towards the Ghanaian African print textile industry is positive though this does not reflect in significant positive purchase behaviour. The study determined the elemental variables that determined the Ghanaian African print textile consumers' motivation. The discussion revealed that consumers' motivation might be driven more by psychological and cognitive variables such as the product's functional appeal, consumers' selfgratification, and effects of notices of short supply.

Another interesting finding was for objective seven, which found that positive attitude is not enduring, and there is no significant difference between the attitude of consumers of Ghanaian African print textiles and consumers of foreign African print textiles. An ordinary least square regression analysis of the product attributes that influence brand perceptions revealed that price, product design, and texture were the key influencers. In contrast, price, quality, colour attractiveness, and design were the perception influencers for foreign African print textiles, answering objectives eight and nine. By the ordinary least squares method, the study tested the influence of consumers' normative beliefs on purchase behaviour. The study found that except for superiors, all the social actors, friends, family, subordinates, and co-workers negatively influenced the purchase behaviour of Ghanaian African print textiles. All the social actors negatively affect purchase behaviour for the foreign African prints. This also answered objectives ten and eleven. The presentation of results, discussion, evaluations, and decision pointers set the pace for the conclusion and recommendation of the study subsequent chapter.

CHAPTER SIX

RESEARCH CONCLUSION AND RECOMMENDATIONS 6.1 INTRODUCTION

The current chapter brings together all the insights drawn from the analysis and discussions. It highlights the key findings that help to draw conclusions on the research objectives. After the introduction and the chapter overview, the research objectives are highlighted. Subsequently, an overview of the underpinning research literature is done, followed by the research questions, research objectives and summary of the underpinning literature. The chapter highlights each research objective, summarizes the nuanced findings and conclusions on the Ghanaian African print textile consumers' attitudes. The discussion proceeds with a brief reflection on the previously discussed chapters of this study

The first chapter of this research discussed the background of the global, African, and Ghanaian African print textile industry and its importance to national economies. It was evident that the poor consumer attitudes and patronage of Ghanaian African prints emanate mainly from the proliferation of foreign clones, a key challenge to the industry. Consequently, the identified research problem, which is the uninvestigated attitudes of the Ghanaian African print textile consumers, guided the definition of the research questions and research objectives. The research questions and objectives gave rise to a discussion of the conceptual framework and the gaps identified in the literature. Chapter One also briefly discussed the purpose of the study, significance, delimitation, and limitations of the study. It further addressed the contribution of the study to knowledge, summarized the reviewed literature and proposed methodology, as stipulated in Figure 1.1 in section 1.1.

Chapter 2 examined the background and industry literature of the Ghanaian African print textiles. and established the environmental situation and latent drivers of the Ghanaian African print textile industry. It positioned the study's historical, geographical, demographical, and industry contexts. Chapter 2 discussed the global, African, and Ghanaian African print textile industry situation, their importance, and the industry players. These selected areas of discussion were done relative to the eleven research objectives as depicted in section 1.4.

The third chapter reviewed theoretical literature related to the industry.The chapter discussed selected key consumer behaviour models and the elements adopted by the study in each model. The conceptual framework shows the flow and interrelations of the research concepts and constructs. Chapter 3 reviewed general literature on consumer attitudes and behaviour. The chapter also highlights the specific literature on consumers' marketing environmental stimuli, motivation, attitude, and purchase behaviour. It further delved into the study's contextual themes, such as psychological, sociological, and economic determinants of textile consumers' attitudes and motivation.

The identified constructs for investigation in Chapter 3, which were economic factors, marketing environmental factors, motivation, attitude, and purchase behaviour, guided the discussion in Chapter 4. The chapter which was on the research methodology, discussed the research philosophy and paradigms and opted for the positivist philosophy, which led to the choice of the quantitative research design that guided the choice of the survey data collection technique. Research data was collected from a calculated sample size of 443 respondents drawn from a targeted population of Ghanaian African print textiles consumers in selected research sites. Chapter 4 also discussed the data analysis methods employed. The essential data analysis methods used were factors analysis, structural equation modelling, T-test, ordinary least squares regression, and hypotheses test analysis to establish the research results. It also discussed the reliability and validity of the research constructs for a robust research outcome.

Chapter 5 presented and analysed the data collected in the survey with the data analysis method mentioned in chapter four. Chapter five analysed and discussed results in relation to extant literature reviewed in Chapters 2 and 3, in order to find its contradictions or corroborations with these existing studies. The significant findings were enumerated in Table 6.2, based on analysis and discussions in the previous chapter which served as a foundation for chapter 6.

Chapter 6 starts with a general overview of the research questions and objectives stated in sections 1.3 and 1.4 and summarizes the salient literature reviewed. This was followed by the conclusions on each of the research objectives outlined in section 1.4. Chapter 6 also discussed the important

research literature gaps addressed by the research, the key findings, and the study's contribution to knowledge. Next was a discussion on the recommendations, the limitations of this research, followed by a discussion of recommendations for future research. Next is this study is the contribution to knowledge, the chapter ended with an ethnographic reflection (a self-reflection of the PhD journey). Figure 6.1 depicts the study's overall outline, including Chapter 6.

Figure 6. 1: Outline of Chapter 6
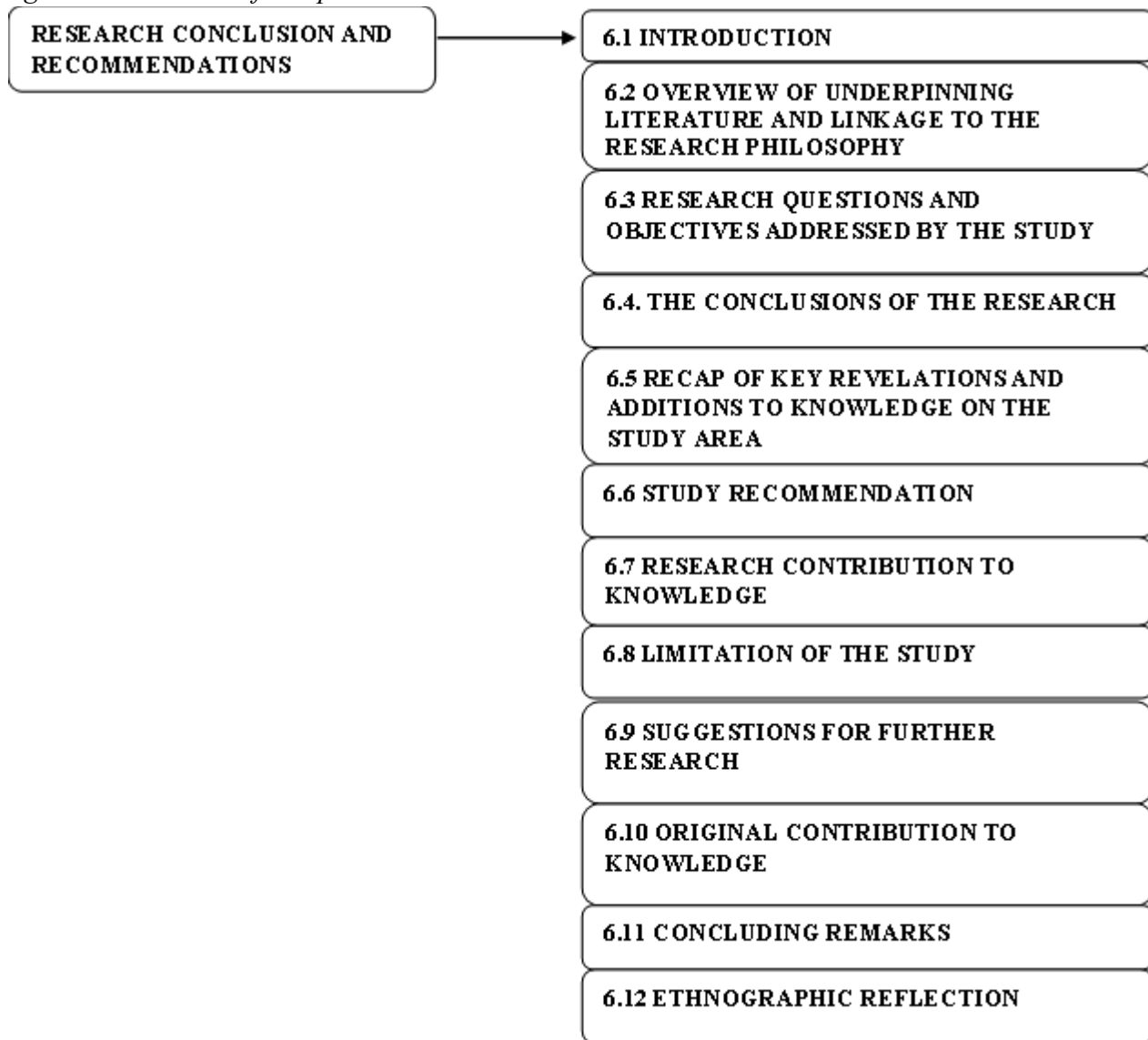
Source: Researcher's Construct
6.2 OVERVIEW OF UNDERPINNING LITERATURE AND LINKAGE TO THE RESEARCH

Consumer purchase motivation and attitudes are core to every business, which warrants the need for its periodic exanimation by all firms that desire to remain in business (Foxall, 2015 Nystrand and Olsen, 2020:2). The research is necessary because of the unresearched waning patronage of the Ghanaian African print textile consumer in favour of competing Asian African print alternatives (Essel, 2017; Gott et al., 2017). Ghartey and Boachie-Mensah (2015), and Kohler and Khumalo (2015) note a growing and broader consumer market within a fast-changing market environment that shapes the attitudes, purchase motivation, and buying behaviour of the Ghanaian African print textile consumer. Muniady (2017:18) reports that there is also a rapid change in the global competitive environment today.

Such competitive market environmental dynamics necessitated the need to understand the effects of these environmental factors on the Ghanaian African print textile industry and the factors that shape their purchase motivation, attitudes, and purchase behaviour. This research, which determines consumer attitude towards the Ghanaian African print textile industry, conceives that economic factors influence the marketing environment. The marketing environment influences consumers' purchase motivation. Motivation also affects attitude while attitude determines their purchase behaviour. The relationship of the constructs in the research model (See Figure 1.2) is depicted as:

Economic Factors => Marketing Environment => Motivation => Attitude => Purchase Behaviour. As presented in the model (see Figures 1.2 and 3.7), economic factors are denoted by variables such as price, income, liquidity, and inflation, which is the primary determinant of all business transactions and consumption (Trail, 2018; Vijayalakshmi and Gurumoorthy, 2018:136). The construct was of interest because Yamson (2017) alludes that Ghana's macro and microeconomic situation is not favourable in the Ghanaian economic context. These unfavourable economic policies are high tax regime, unbearable interest rates (around 30%), currency volatility, high inflation, among others that wear out consumers' disposable income. Therefore, there is low purchasing power and economic pressure on the disposable income of Ghanaian consumers, and widespread poverty.

Secondly, marketing activities such as advertisements and sales promotional activities (loyalty schemes, sponsorships, branding, product appeals, and marketing blogging, among others) also

stimulate most consumers' purchase behaviour (Kotler and Keller, 2016; Oke et al., 2016:44). This study restricted itself to external market-specific factors such as loyalty schemes, in-shop environment, branding, and sponsorships as a proxy to measuring the environmental influence on consumer motivation.

Thirdly, motivation which manifests in a state of tension due to unsatisfied needs is a direct result of highly stimulated needs that accounts for a purchase behaviour (Diaconu, 2017:1; Falode et al., 2016:152). Lien and Cao (2014:180) and Le Roux and Maree (2016:4) argue that consumer motivation is a crucial predictor of consumer attitudes and, in this context, the attitudes of African print textile consumers.

Fourthly, according to Shahid (2019:1), attitude is a sign of people's settled way of thinking and feelings about an object or subject. This construct consists of affective, cognitive, and behavioural elements such as knowledge, beliefs, perception, and emotions (Nystrand and Olsen, 2020:2; Shahid, 2019:1; Zwicker et al., 2020:5). It is noted that a positive attitude may lead to positive intentions and vice versa (Dhir et al., 2021:3). Therefore, the direction of attitude is often parallel to intention, which is the underlying notion of the Theory of Planned Behaviour, the anchor theory of this research. Therefore, consumers with a positive attitude towards the Ghanaian African print textile industry are likely to exhibit positive purchase behaviour.

Purchase behaviour consists of consumers' pre-purchase to post-purchase behaviour. It is the behavioural response of consumers in the standard hierarchy of effects. It involves the factors that influence their buying decision-making process and shopping habits. In the study context, buyer behaviour considers consumers' intention to purchase up to the actual purchase but excludes postpurchase behaviours (Hidalgo-Baz et al., 2017; Orji et al., 2017: Solomon et al., 2016). This literature has been discussed in detail in chapters one, section 1.10, and chapter three, section 3.3. For the purposes of this research, the Theory of Planned Behaviour laced with elements of economic theory such as price, income, and inflation were adopted (Dhir et al., 2021; Tajuddin, 2014; Vijayalakshmi and Gurumoorthy, 2018:136).

233

The interconnection of the literature and the empirical study is summarized in Figure 6.2

Figure 6. 2: Interconnection of Literature and Empirical Study
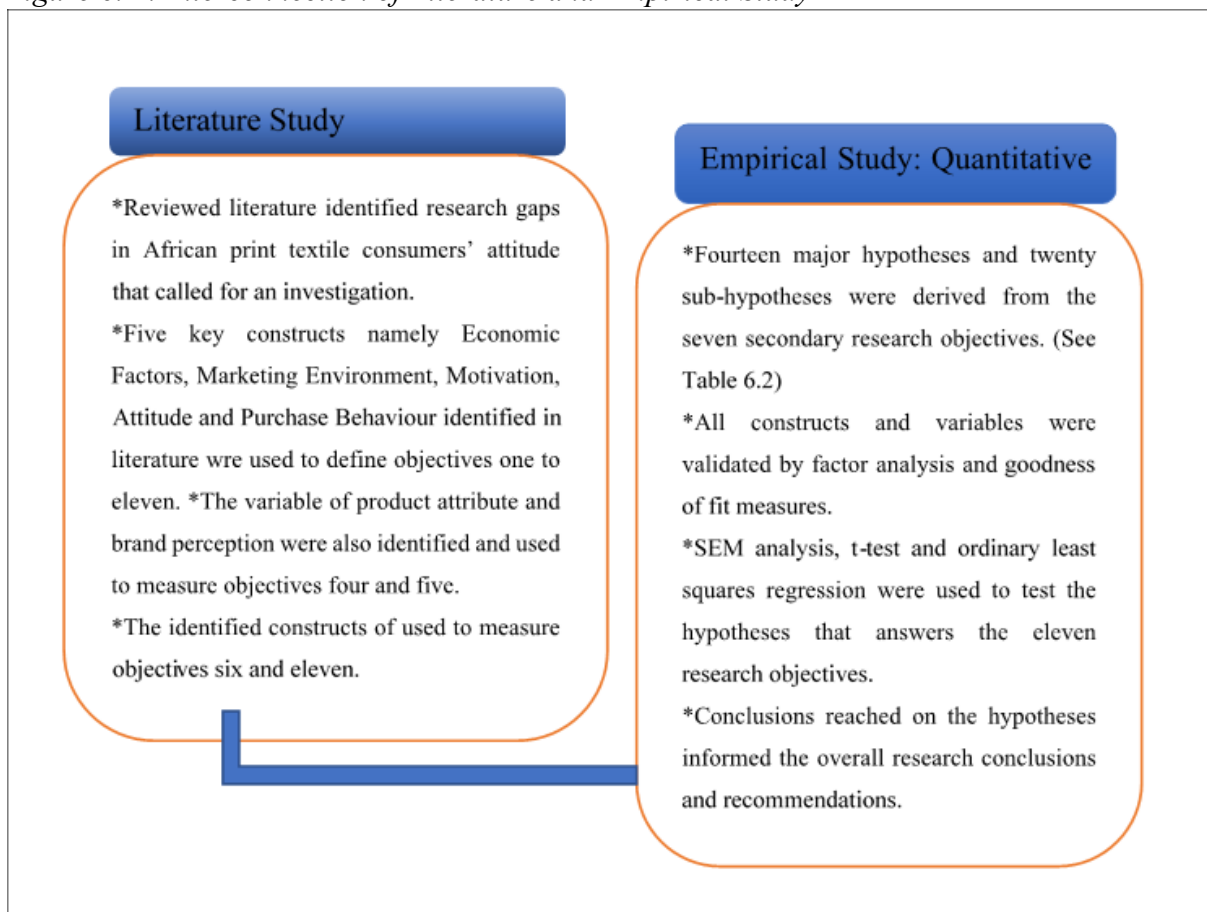
Source: Researcher's Creation.

6.3 RESEARCH QUESTIONS AND OBJECTIVES ADDRESSED BY THE STUDY

The research questions stated in section 1.3 that were derived from the problem statement and literature review are:

6.3.1 Research Questions

The research questions of this study are:

   i.   What influence does economic factors have on marketing stimuli (market environment) of Ghanaian and foreign African print textiles?

   ii. What effect has marketing stimuli (market environment) on consumer motivation towards Ghanaian African print textiles?

234

iii. What effect has marketing stimuli (market environment) on consumer purchase behaviour towards Ghanaian and Foreign African print textiles? iv. What motivational factors mediate between the marketing stimuli and the Ghanaian and

Foreign African print textile consumers' attitude?

v. What motivational factors mediate between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textile?

vi. What effects does Consumer attitude has on Purchase Behaviour of Ghanaian and Foreign African Print textiles. vii. Is there a significant difference between consumer attitude towards Ghanaian and foreign African print textiles?

viii. What is the effect of attributes of Ghanaian African print textiles on consumers' brand perception? ix. What is the effect of attributes of foreign African print textiles on consumers' brand perception.

x. What is the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles.

xi. What is the influence of normative beliefs (social influence) on the purchase behaviour of foreign textiles.

6.3.2 Primary Objective:

The primary objective of this research is to determine consumers' attitudes towards the Ghanaian African print textile industry.

6.3.3 Secondary Objectives:

The secondary objectives of the research are to:

i. Determine the influence of economic factors on marketing stimuli (market environment) of Ghanaian and foreign African print textiles. ii. To ascertain the effect of marketing stimuli (market environment) on consumer motivation towards Ghanaian African print textiles.

iii. To determine the effect of marketing stimuli (market environment) on consumer purchase behaviour of Ghanaian and Foreign African print textiles.

iv. Examine the mediation of motivational factors between the marketing stimuli and the Ghanaian and Foreign African print textile consumers' attitude.

v. Examine the mediation of motivational factors between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textile.

235

vi.   Determine the effects of Consumer attitude on Purchase Behaviour of Ghanaian and Foreign African Print textiles.

vii.   Establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African print textiles.

viii.   Determine the effect of attributes of Ghanaian African print textiles on consumers' brand perception. ix. Determine the effect of attributes of foreign African print textiles on consumers' brand perception.

x.   Determine the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles.

xi.   Determine the influence of normative beliefs (social influence) on the purchase behaviour of foreign textiles.

The discussion of the conclusion of the research follows.

6.4 THE CONCLUSIONS OF THE RESEARCH

The research conclusions are based on information on knowledge gaps derived from the literature reviewed in Chapter 2 and Chapter 3 Secondly, the conclusions are based on information from the empirical study derived from the quantitative analysis and discussions made in Chapter 5. The sequence of discussion of the conclusion is as follows:

6.4.1   Summary of SEM relationships

6.4.2   Conclusion on findings on the primary objective of the research.

6.4.3   Conclusion on findings on the research questions, objectives, and hypotheses.

6.4.4   Conclusion on findings on the research gaps in the literature.

Table 6.1 presents the summary of the SEM results showing the standardized coefficients.

Table 6. 1: The Final Structural Model (Standardized Coefficients)

236

Research Constructs	Marketing Environment (MKT)	Motivation (MOT)	Attitude (ATT)	Purchasing Behaviour (PBGh)	Purchasing Behaviour (PBF)
	Coef.	Coef.	Coef.	Coef.	Coef.
Marketing Environment (MKT)		0.812*** SE (0.095) P=0.000		0.458* SE (0.286) P=0.072	-0.097 SE (0.212) P=0.647
Motivation (MOT)			0.956** SE (0.248) P=0.00	0.133 SE (0.226) P=0.555	-0.293 SE (0.244) P=0.230
Attitude (ATT)				-0.206** SE (0.094) P=0.028	0.147 SE (0.100) P=0.142
Economic Factor (EC)	0.313** SE (0.839) P=0.000				

Source: Research Data. Levels of Significance: 1% = ***; 5% = **; 10%=* S.E = Standard Error, P= p-value

6.4.1 Summary of SEM Relationships

The final structural model from the SEM analysis reveals the following relationships from Table 6.1, shown above.

- Economic factors have a significant positive effect on marketing schemes.
- Marketing activities positively and significantly affect African print textile consumers' motivation.
- Motivation significantly influence consumers' attitude towards African print textiles and the industry positively.
- Consumer motivation positively affects Ghanaian African prints' textile consumers' purchase behaviour and foreign African prints negatively.
- Marketing activities positively and significantly influence the purchase behaviour of Ghanaian African prints but has a converse effect on purchase behaviour of foreign African

prints. This may imply that more effective Marketing is being done for Ghanaian African prints than for the foreign African prints.

- Though consumers have a positive attitude towards Ghanaian African prints, that translates into a negative purchase behaviour and may be explained by cognitive dissonance factors.

- Consumers' attitude leads to an insignificant positive purchase behaviour of foreign African prints.

Table 6.2 gives the full summary of the variables tested by the research and their statistical conclusions

Table 6. 2: Research Objective, Hypotheses, Statistical Methods, and Statistical Conclusion

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
SRO1	**H₁:** Economic factors have significant influence on market environment.	The statistical analysis aimed at determining the association by the SEM. (0.230***)	**H₁:** Accepted
SRO2	**H₂:** Market environment has a significant effect on African print textile consumers' motivation.	The statistical analysis aimed at determining the association by the SEM. (0.407***)	**H₂:** Accepted
SRO3	**H₃:** Market environment has significant influence on purchase behaviour of Ghanaian African print.	The statistical analysis aimed at determining the association by the SEM. (0.458**)	**H₃:** Accepted
SRO3	**H₄:** Market environment has significant influence on purchase behaviour of Foreign African print.	The statistical analysis aimed at determining the association by the SEM. (-0.138)	**H₄:** Rejected.
SRO4	**H₅:** Consumer motivation has significant influence on attitude towards African Print Textile.	The statistical analysis aimed at determining the association by the SEM. (0.957**)	**H₅:** Accepted.
SRO5	**H₆:** Consumer motivation has significant influence on	The statistical analysis aimed at determining the	**H₆:** Rejected

238

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	purchase behaviour of Ghanaian African prints.	association by the SEM. (0.133)	
SRO5	H_7: Consumer motivation has significant influence on purchase behaviour of foreign African prints.	The statistical analysis aimed at determining the association by the SEM. (0.832)	H_7: Rejected.
SRO6	H_8: Consumer attitude has a significant effect on purchase behaviour of Ghanaian African prints.	The statistical analysis aimed at determining the association by the SEM. (-0.206***)	H_8: Accepted
SRO6	H_9: Consumer attitude has a significant effect on purchase behaviour of foreign African prints.	The statistical analysis aimed at determining the association by the SEM. (0.238)	H_9: Rejected.
SRO7	H_{10}: There is a significant difference between consumer attitude towards Ghanaian and foreign African prints?	The statistical analysis aimed at the difference by Ttest (0.000158)	H_{10}: Rejected.
SRO8	H_{11a}: Price as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.089**)	H_{11a} Accepted
	H_{11b}: Quality as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.033)	H_{11b} Rejected
	H_{11c}: Design as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.225***)	H_{11c} Accepted

239

	H₁₁d: Feel/texture as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.13**)	**H₁₁d** Accepted

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	H₁₁e: Look/Colour as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (-0.025)	**H₁₁e** Rejected
	H₁₁f: Durability as an attribute of Ghanaian African print textiles has no significant effect on consumer's brand perception.	OLS Regression (-0.075)	**H₁₁f** Rejected
SRO9	**H₁₂a:** Price as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.067*)	**H₁₂a** Accepted
	H₁₂b: Quality attributes of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (-0.008**)	H₁₂b Accepted
	H₁₂c: Design attributes of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.139***)	H₁₂c Accepted
	H₁₂d: Feel/Texture as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.055)	H₁₃d Rejected

240

	H₁₂ₑ: Look/Color as an attribute of foreign African print textiles has no significant effect on consumer's brand perception.	OLS Regression (0.265***)	H₁₂ₑ Accepted
	H₁₂f: Durability as an attribute of foreign African print textiles has no significant effect	OLS Regression (-0.031)	H₁₂f Rejected

Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	on consumer's brand perception.		
SRO10	**H₁₃a**: Friends as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles.	OLS Regression (-0.037)	**H₁₃a** Rejected
	H₁₃b: Family as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles	OLS Regression (-0.132***)	**H₁₃b** Accepted
	H₁₃c: Co-workers as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles	OLS Regression (-0.121***)	**H₁₃c** Accepted
	H₁₃d: Superiors as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles	OLS Regression (0.038)	**H₁₃d** Rejected
	H₁₃e: Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles	OLS Regression (-0.052)	**H₁₃e** Rejected

241

	H$_{13f}$: Other social groupings as a normative belief influence consumer purchase behaviour of Ghanaian African print textiles	OLS Regression (-0.004)	H$_{13f}$ Rejected
SRO11	H$_{14a}$: Friends as a normative belief influence consumer purchase behaviour of foreign African print textiles.	OLS Regression (-0.156***)	H$_{14a}$ Accepted
	H$_{14b}$: Family as a normative belief influence consumer	OLS Regression (-0.051)	H$_{14b}$ Rejected
Research Objective	Research Hypothesis	Statistical Method and Results	Statistical conclusion
	purchase behaviour of foreign African print textiles		
	H$_{14c}$: Co-workers as a normative belief influence consumer purchase behaviour of foreign African print textiles	OLS Regression (-0.07)	H$_{14c}$ Rejected
	H$_{14d}$: Superiors as a normative belief influence consumer purchase behaviour of foreign African print textiles	OLS Regression (-0.058)	H$_{14d}$ Rejected
	H$_{14e}$: Sub-ordinates as a normative belief influence consumer purchase behaviour of foreign African print textiles	OLS Regression (-0.035)	H$_{14e}$ Rejected
	H$_{14f}$: Other social groupings as a normative belief influence consumer purchase behaviour of foreign African print textiles	OLS Regression (-0.034)	H$_{14f}$ Rejected

242

Source: Researcer's Construct

6.4.2 Conclusion on Findings on the Primary Objective of the Research

The primary objective of this research is to determine consumers' attitudes towards the Ghanaian African print textile industry. It was concluded that consumers' attitude towards the Ghanaian African print textile industry is significantly positive (see section 5.5). This was depicted by the relationships that attitude had with motivation. The structural equation modelling established the study relationships and the built-on effects of the results of the tested hypotheses, as outlined in Tables 5.9, 5.10, and 5.11, with hypothesis five H_5 that there is a significant positive effect of motivation on attitude (0.957***).

Dwobeng et al. (2019:4) assert that positive attitude leads to positive intention and positive purchase behaviour. However, this positive attitude results in an insignificant positive total effect of (0.046) on the purchase behaviour of Ghanaian African prints textiles and a minor total negative effect (-0.604) on purchase behaviour for foreign African print textiles (see Tables 5.9, 5.10, and 5.11). It, therefore, suggests that consumers' attitude does not automatically lead to purchase behaviour since there may be extenuating perceived behavioural control factors that affect intention. Thus, the Ghanaian African print textile consumers' intention to buy African print textiles appears to be mediated by some unknown perceived behavioural control factors. Hence, contrary to the suggested negative attitudes of the Ghanaian African print textile consumer by Adom-Oduro (2013) and Ghartey and Boachie-Mensah (2015), this research concludes that the attitude of Ghanaian consumers towards the Ghanaian African print textile industry is positive. This fulfils the primary objective of this research.

6.4.3 Conclusion on findings on the Research Questions, Secondary Research Objectives, and Hypotheses Results.

The various relationships depicted in the research model were hypothesized (see Figure 1.2) and tested by the SEM to address the study's objectives and research questions. The difference in attitude between Ghanaian African print textiles and foreign African print textiles was also tested with a standard T-test. Additional variables of interest to the research, such as the relationship between the African print textiles attributes and consumer's brand perceptions and consumer's

243

normative beliefs and purchase behaviour, were also tested in a regression analysis. The findings of these hypotheses are presented in Table 6:2.

The hypotheses and conclusions in Table 6.1 help to conclude on the research questions and objectives. The following findings and conclusions are based on the eleven secondary research objectives (SRO).

6.4.4 Conclusion on Findings on the Secondary Research Objectives (SRO)

The research had eleven secondary research objectives that helped in the research investigations. The conclusions on the various SROs are discussed based on the outcomes of the hypotheses in Table 6.2, which starts with SRO1.

6.4.4.1 SRO1:

Determine the economic, environmental factors that influence the Ghanaian African print textiles consumer's attitudes. The study tested SRO1 by one hypothesis (H1). The structural equation modelling found that economic factors (income, prices, inflation) positively influence the marketing environment (0.230**). This vindicates the assertion of Yamson (2017) on the effects of the Ghanaian economy on consumers' purchasing power. It is therefore established that the Economic factors (income, price, and inflation) influence Ghanaian African print textile consumers marketing environmental activities such as trade promotions, loyalty schemes, in-shop environment/window displays, and sponsorships

Conclusion on SRO1: It is hence concluded that Economic factors such as income, prices, and inflation significantly affect marketing environmental stimuli such as marketing rewards, loyalty schemes, in-shop environment/window displays, and sponsorships. This aligns with what Quartey and Abor (2011) found that Ghanaian textile consumers prefer made-in Ghana textiles, but their preferences are mediated by economic factors such as affordability, price, and purchasing power.

6.4.4.2 SRO2:

To ascertain the effect of marketing stimuli (market environment) on consumer motivation towards Ghanaian African print textiles. SRO2 was examined by hypothesis H_2. This established a

244

significant and positive influence of marketing stimuli on the Ghanaian African print textile consumers' motivation with a coefficient of 0.407***. This implies that a unit change in any of the marketing stimuli elements of the African print textile consumer will lead to a 40.7% positive change in consumer motivation towards African print textile consumers' motivation to purchase the product. The result aligns with the position of Oke et al. (2016) and Kotler and Keller (2016). Conclusion on SRO2: Therefore, it is concluded that marketing stimulation activities such as trade promotions, sponsorships, and others have a significant effect on consumer motivation. Marketing activities, therefore, motivate the Ghanaian African print textile consumer towards purchase.

6.4.4.3 SRO3:

To determine the effect of marketing stimuli (market environment) on consumer purchase behaviour of Ghanaian and Foreign African print textiles. H3 tested SRO3 for Ghanaian African print textiles and H4 for foreign African print textiles. The SEM results indicated a significant effect of Marketing stimuli on the purchase behaviour of Ghanaian African print textiles with a coefficient of 0.458** (see Table 6.2). This means that a unit of marketing activity undertaken to promote Ghaniana African print textiles has an appreciable (45.8%) positive effect on the purchase behaviour towards Ghanaian African print textiles. The results for H4, on the contrary, established a negative and insignificant impact on the purchase behaviour of foreign African prints with a coefficient of -0.138. In comparison, the finding for foreign African print contradicts Oke et al. (2016) and Arthur et al. (2020) which the Ghanian African print textiles affirm by the results of the study.

Conclusion on SRO3: Therefore, it is concluded that there is a significant positive effect of marketing stimulation activities such as trade promotions, sponsorships, and consumer motivation on the purchase behaviour of Ghanaian African print textile. However, an insignificant negative effect of marketing activities was evident on purchase behaviour of foreign African print textiles.

6.4.4.4 SRO4:

Examine the mediation of motivational factors between the marketing stimuli and the Ghanaian and Foreign African print textile consumers' attitude, measured by H_5.

245

- **H₅:** Consumer motivation has significant influence on attitude towards Ghanaian African print textile.

The result of the analysis of this hypothesis revealed a significant effect of consumer motivation on the attitude of consumers of Ghanaian and foreign African print textiles. The result had a coefficient of 0.957**, meaning a unit change in African print textile consumers' motivation will result in a 95.7% positive change in attitude. The structural equation modelling revealed that the essential factors that explain consumers' motivation to buy African print textiles of both Ghanaian and foreign origins, as expressed by the model's interrelationships, are the functional appeal of African print textiles, consumers' self-gratification, and notices of limited supply. These were the core determinants of the Ghanaian African print textile consumers' source of motivation. This means that among the many factors that have been established in extant textile and apparel literature (Shepherd et al., 2016; Rohall, Milkie, Lucas, and Lucas, (2014:264; Harris et al., 2016; Dolbec and Fischer, 2015; Nikolova and Lamberton, 2016), such as fashion trends, affordable quality, status deficit enhancements, among others, only the three factors noted are core to consumer motivation in the context of this study.

Conclusion on SRO4: Based on the results, consumer motivation has a significant effect on the attitude of the Ghanaian and foreign African print textile consumers.This is explained by the functional appeal of African prints, consumers' self-gratification derived from African print usage, and notices of limited supply and editions, which are core in motivating the Ghanaian African print textile consumer to purchase. It is therefore concluded that there exists a significant effect of motivation on the attitude of Ghanaian African print textile consumers. Motivation, thus, leads to consumer attitude.

6.4.4.5 SRO5:

Examine the mediation of motivational factors between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textile. H_6 and H_7 measured this. The results of the SEM analysis for H_6 showed an insignificant positive effect of consumer motivation on the purchase behaviour of the Ghanaian African print textile consumer with a coefficient of 0.133. The test of H_7, which is the effect of motivation on purchase behaviour of foreign African print textiles, also showed a positive but insignificant impact with a coefficient of 0.832. This

246

suggests the existence of perceived behavioural control factors that were not investigated by the study.Though the influence of motivation on purchase behaviour is insignificant for both Ghanaian and foreign African print textiles, given their coefficients, foreign African prints have relatively better purchase behaviour.

Conclusion on SRO5: Therefore, it is concluded that consumers' positive motivation does not significantly impact consumers' purchase behaviour of Ghanaian and foreign African print textiles. However, the purchase behaviour towards foreign African prints is relatively better, suggesting better patronage of foreign textiles relative to Ghanaian brands.

6.4.4.6 SRO6:

Determine the effects of Consumer attitude on Purchase Behaviour of Ghanaian and Foreign African Print textiles. H8 and H9 measured SRO6. The result of H_8 established a negative but significant effect (-0.206***) of consumer attitude on the purchase behaviour of Ghanian African print textiles. The result of H_9 also indicated a negative but insignificant impact of attitude on the purchase behaviour towards foreign African print textiles with a coefficient of (-0.238). This means that though attitude towards all varients of African print textiles is positive, the positive attitude does not result in positive purchase behaviour. Consumers' attitudes have a positive psychological effect, but these effects are not behavioural. The result contradicts the general notion that consumers with a positive attitude will often show it positively by repeat purchases and recommendations (Xhema, 2019).

Conclusion on SRO6: Therefore, a positive attitude does not always lead to positive purchase behaviour for both Ghanaian and foreign African prints textiles consumers as conventional consumer behaviour literature may claim (Xhema, 2019). The positive attitude of Ghanaian and foreign African print consumers is mediated by uninvestigated (unknown) factors that lead to negative purchasing behaviour.

6.4.4.7 SRO7:

Establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African print textiles. H_{10} measured this. The research problem statement in section

247

1.2 indicated a research gap of conflicting conclusions on attitudes towards Ghanaian African prints and that of foreign African prints. It implies an existing difference in attitude towards brand categories which necessitated this study to affirm the correct conclusions about the attitudinal direction of the Ghanaian African print textile consumer. Therefore, a test of attitudinal difference by a t-test was conducted. The t-test results showed a difference of (0.000158) in the means of the two product categories (See Table 5.12). This implied that there was no significant difference in consumer attitude towards Ghanaian and foreign African print textiles. Given that attitudes towards the Ghanaian African print and the textile industry have been established in the primary objective as positive, implies that attitudes for both Ghanaian and foreign African prints are positive with a negligible difference. Quartey and Abor (2011) found that Ghanaian African print consumers' attitudes were positive, and Ghartey and Boachie-Mensah (2015) indicated it as negative. Supposing both conclusions were right at the time of their respective studies, the findings of this research may imply that the attitudinal gap for African prints in general and between Ghanaian and foreign African prints has closed over the years.

Conclusion on SRO7: It is therefore concluded that consumer attitude towards Ghanaian African prints and foreign African prints tends to be almost the same. Though they prefer the Ghanaian African print over the foreign ones, the preference gap between the two product categories tends to be marginal.

6.4.4.8 SRO8:

Determine the effect of attributes on Ghanaian African print textiles on consumers' brand perception. This objective had six sub-hypotheses that tested attribute components of price, quality, design, feel/texture, look/colour attractiveness, and durability. The regression analysis indicates that brand perception towards Ghanaian African print textiles is influenced significantly by price (0.089**), design (0.225***), feel/texture (0.13**) while quality has insignificant positive influence and durability an insignificant negative effect. This suggests that the influence of attributes on brand perception tends to be generally positive. The results of the study of Chokenukul et al. (2017), who found price as a significant influence on consumers' perception, is affirmed by this study. The finding on design is also corroborated by the studies of Knezevic et al.

248

(2016:108) and Sanad (2016:17), which asserts the positive effects of design on textile consumers' purchase decisions.

Conclusion on SRO8: Based on the results, Attributes of Ghanaian African print textiles such as price, design, and feel/texture affect consumers' brand perception and are generally positive and significant.

6.4.4.9 SRO9:

Determine the effect of attributes of foreign African print textiles on consumers' brand perception. This objective also tested each of the six attribute components with a hypothesis. The test indicated that brand perception towards foreign African print is influenced most by price (0.67*), design (0.139***), quality (-0.008**), and look/colour attractiveness (0.265***) See Table 6.2. These attributes were positive and significant, except for quality, which negatively influenced brand perception. Feel, and texture was positive and insignificant (0.055), while durability had a negative but insignificant (-0.031) effect on brand perception.

Conclusion on SRO9: The compound influence of brand attributes on consumers' brand perception tends to be significant with attributes such as price, design, quality, and colour attractiveness. This conclusion is supported by Xu and Chen (2017:2), who assert that the quality of cloths and their cost performance or affordability are influential attributes.

6.4.4.10 SRO10

Determine the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles. This objective was addressed with six sub-hypotheses on six identified normative belief variables of friends, family, co-workers, superiors, subordinates, and other influence groups. The influence of normative believes of superiors towards Ghanaian African print purchase behaviour is positive but insignificant (0.038). While the influence of family (-0.032***) and co-workers (-0.121***) is significantly negative, that of friends (-0.037) and subordinates (0.052) is negative and insignificant. Overall, normative beliefs influence of Ghanaian African print textiles on purchase behaviour is negative and significant (-0.166***), which compels the Ghanaian African print textile consumer to act negatively towards purchasing Ghanaian African

print textiles. This resonates with Tweneboah-Koduah, Adams, and Nyarku (2019:4). They mention that normative beliefs put social pressure on individuals to behave in a prescribed way and, in this context, negatively.

Conclusion on SRO10: It is concluded that normative beliefs have a significant negative influence on the purchase behaviour of Ghanaian African print textiles.

6.4.4.11 SRO11:

Determine the influence of normative beliefs (social influence) on purchase behaviour of foreign African print textiles. Six sub-hypotheses measured SR011. All the influences of normative belief variables, which are Friends (-0.156*), Family (-0.051), Co-workers (-0.07), superiors (-0.058), and subordinates (-0.058), are adverse towards purchase behaviour of foreign African prints textiles though few of the effects are insignificant. The combined effect of normative beliefs on foreign African print textiles purchase behaviour is also negative and significant (-0.324***). This finding contradicts Dwobeng et al. (2019:9), who found that the combined effect of social factors on purchase intentions of consumers of African print textiles (in their case, the counterfeit Kente) on their intention to purchase as not significant.

Conclusion on SRO11: Therefore, it is concluded that the influence of normative belief towards the purchase behaviour of foreign African prints is negative and significant. The key findings and conclusions are also summarized in Table 6.3 as follows:

6.4.5 Summary of Key Findings

250

Table 6. 3: Summary of Key Findings

SRO2: To ascertain the effect	☐ The marketing environment	Consumers are exposed to marketing stimuli that drive their attitudes and purchase behaviour. Consumers' self-gratification needs influence their intention to purchase. Consumers resonance with brands nurse positive purchase motivation and attitudes,	Chokenukul et al, (2017), Le Roux et al, (2017). Dwobeng et al, (2019), Diaconu (2017). Hoyer et al., (2013).
Secondary Objective	**Research Key Finding**	**Literature**	**Supporting Authors**

SRO1: Determine the influence of economic factors on marketing stimuli (market environment) of Ghanaian and foreign African print textiles. Tested by H₁	☐ Economic factors have significant effect on marketing environment.	Sub-Saharan Africa has a purchasing power crisis, and consumers' financial circumstances limit their purchases. Marketing activities stimulate consumer demand.	Yamson (2017), and Yeboah and OwusuPrempeh (2017). Dumez et al, (2014).
of marketing stimuli (market environment) on consumer motivation towards Ghanaian African print textiles. H2 tested it. significantly affects motivation but has no direct	influence on consumer attitude and a mildly significant total effect on attitude.		

Secondary Research Objective	Key Finding	Literature	Supporting Authors
SRO3: To determine the effect of marketing stimuli (market environment) on consumer purchase behaviour of Ghanaian and Foreign African print textiles. **Tested by H₃ and H₄.**	☐ Marketing stimuli have a significant effect on Ghanaian African print textile purchase bahaviour but have an insignificant impact on purchase behaviour of foreign African prints.	Consumers are exposed to marketing stimuli that drive their attitudes and purchase behaviour.	Rath et al. (2015), Muniady (2017)

252

Secondary Research Objective	Key Finding	Literature	Supporting Authors
SRO4: Examine the mediation of motivational factors between the marketing stimuli and the Ghanaian and Foreign African print textile consumers' attitude. H5 tested it.	• There is a direct significant positive effect of motivation on attitude of Ghanaian print textile consumers towards the Ghanaian African print textile industry. • Ghanaian African print textile consumers have a significant positive attitude towards the Ghanaian African print textile industry.	Consumer attitude towards Ghanaian Textile industry is positive. Others suggest consumer attitudes are negative.	Quartey and Abor, (2011). Ghartey and BoachieMensah, (2015).
SRO5: Examine the mediation of motivational factors between the marketing stimuli and the consumer purchase behaviour of Ghanaian and foreign African print textile. H6 and H7 tested it.	☐ The mediation role of motivation between marketing stimuli and purchase behaviour of Ghanaian and foreign African prints is positive but insignificant.	Consumers are to marketing that purchase drive aviour.	Chokenukul et al., (2017), Le Roux et al., (2017).
SRO6: Determine the effects of Consumer attitude on Purchase Behaviour of Ghanaian and Foreign African Print textiles. H8 and H9 tested it.	☐ Consumer attitude has a significant negative effect on purchase behaviour towards Ghanaian African textiles and a negative but insignificant effect on foreign African Print.	Consumer l attitude behaviour. purchase Consumers towards a pr buy and with a attitude oduct are	Xhema (2019)

Secondary Research Objective	Key Finding	Literature	Supporting Authors
		recommend it to others.	

253

SRO7: Establish whether there is a significant difference between consumer attitude towards Ghanaian and foreign African print textiles. It was tested by H_{10}.	☐ There is no significant difference between the attitude towards Ghanaian African print textiles and foreign African Print textiles.	Interbrand difference has sharply reduced over the years.	Muniady (2017)
SRO8: Determine the effect of attributes of Ghanaian African print textiles on consumers' brand perception. It was tested by H_{11}.	☐ Attributes such as Price, product design, and product texture positively affect Ghanaian African print brand perceptions.	Consumers are driven by price, products performance, and affordable quality. Product design affects consumers' purchase decisions. Colour affects consumers' purchase decisions.	Yamson (2017), Dwobeng et al, (2019), Sanad, (2016), Islam (2014), Xu and Chen (2017).
SRO9: Determine the effect of attributes of foreign African print textiles on consumers' brand perception. Tested by H_{12}.	• Attributes such as Price and Design positively affect the brand perception of foreign African print textiles. • Attributes such as Quality have negative significant effect on the brand perception of foreign African print textiles.	Consumers are driven by price, product performance, and affordable quality. Product design affects consumers' purchase decisions. Colour	Yamson (2017), Dwobeng et al, (2019), Sanad, (2016), Islam
Secondary Objective	**Research Key Finding**	**Literature**	**Supporting Authors**

254

	affects consumers' purchase decisions.		(2014), Xu and Chen (2017).
SRO10: Determine the influence of normative beliefs (social influence) on purchase behaviour of Ghanaian African print textiles. H13 tested it.	• The normative beliefs of superiors positively affect the purchase behaviour of Ghanaian African print textiles. • Normative beliefs of friends, family, co-workers, and subordinates negatively affect purchase behaviour for Ghanaian African print textiles. • The combined effect of normative beliefs of Ghanaian African prints on purchase behaviour is negative.	Social factors influence purchase decisions and behaviour. Subjective norms of African print textile consumers have a significant negative influence on their intention to purchase.	Kotler and Keller (2016), Dwobeng et al, (2019).
SRO11: Determine the influence of normative beliefs (social influence) on the purchase behaviour of foreign textiles. It was tested by H₁₄.	• Normative beliefs of friends, family, subordinates, coworkers, and superiors have negative effects on purchase behaviour that of friends is significant • The combined effect of normative beliefs of foreign African prints on purchase behaviour is negative.	Social factors influence purchase decisions and behaviour. Subjective norms of African print textile consumers have a significant negative influence on their intention to purchase.	Kotler and Keller (2016), Dwobeng et al, (2019).

Source: Research Data and Literature.

6.5 RECAP OF KEY REVELATIONS AND ADDITIONS TO KNOWLEDGE ON THE STUDY AREA

• The research established that the Ghanaian African print textile consumers' attitudes towards the Ghanaian textile industry are positive. This answers the primary objective in section 1.4.1 in Chapter One.

255

- This research also established that there is no attitudinal difference between Ghanaian African prints and foreign African prints.

- Economic factors have a significant positive effect on marketing schemes.

- Marketing activities positively and significantly affect African print textile consumers' motivation.

- Motivation significantly influences consumers' attitudes towards African print textiles and the industry.

- Consumer motivation positively affects Ghanaian African print textiles purchase behaviour and foreign African print textiles negatively.

- Marketing activities positively and significantly influence the purchase behaviour of Ghanaian African print textiles but has a converse effect on the purchase behaviour of foreign African prints. This possibly implies more effective marketing for Ghanaian African prints and converse for foreign African prints.

- Though consumers have a positive attitude towards Ghanaian African prints, the positive attitude translates into a negative purchase behaviour. This may be explained by cognitive dissonance factors.

- Consumers' attitude leads to an insignificant positive purchase behaviour of foreign African prints

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6.6   STUDY RECOMMENDATION

In light of the research findings and the conclusions reached, recommendations are grouped into three broad subheadings: recommendations on contextual contributions, recommendations on theoretical contributions, and recommendations on managerial and policy contributions.

6.6.1 Recommendations on Contextual Contributions

The findings of this research by the survey method revealed the significance of the variables in the tested hypotheses shown in Table 6.1. It is recommended that these established attitudes, motivation, perception, and normative beliefs variables about the Ghanaian African print textile consumer should be a focal guide to industry managers. These should be used in modifying the

Ghanaian African print textile consumers' attitudes and motivation towards the textile industry in Ghana, with key attention to their established coefficients, spelt out in Table 6.1. The recommendation starts with theoretical contributions.

6.6.2 Recommendations on Theoretical contributions

6.6.2.1 Recommended Expansion of the Research Conceptual Framework

This study used Economic factors and Marketing activities to surrogate the environmental factors that influence consumer motivation, attitude, and purchase behaviour. It is recommended that future studies in this area incorporate social and psychological factors into the framework to make it more comprehensive and adopted as an investigative tool for consumer behaviour research.

6.6.2.2 Need for Periodic Research

The research findings revealed contradictions to some earlier research, such as Ghartey and Boachie-Mensah (2015) and Bamfo (2012) on the Ghanaian textile consumer's attitude state. Slaton and Niehm (2020:7) observed that the fast-changing consumer fashion environment might account for such changes in the attitudinal and motivational factors of the Ghanaian African print textile consumer, which could result in differences in findings on the Ghanaian African print textile consumers' attitude. Consequently, further studies on the research subject are recommended to help validate the new discoveries of this research.

6.6.3 Recommendations on Managerial and Policy Contributions

Recommendations on the managerial and policy issues span the findings of this study on African print textile consumers', espoused cognitive beliefs, level of attitudinal differences between Ghanaian African prints textiles, and its competitive counterpart's attitude. It also includes findings on the marketing mix by the study, among which are their attribute-based brand perceptions on price, quality, colour attractiveness, feel/texture, and durability. Other recommendations are also given based on the findings on the effect of normative beliefs on the Ghanaian African print textile consumers' purchase behaviour. The discussion starts with key areas that need managerial attention.

257

Based on the findings, managers of the Ghanaian African print textile industry need to pay careful attention to the volatile economic circumstances of the Ghanaian African print textile consumer. It is noted that they are value seekers, which should guide the industry's marketing strategy. However, since the study established that their attitudes are not enduring, that also calls for a strategic scheme that must consciously build their attitudes towards anchor points with no room to maneuver. Though Dwobeng et al. (2019:1) opine that consumers are expected to transform towards developing positive perception and attitude towards authentic products and negative attitudes towards imitations, this can only materialize by coordinated strategic management and marketing efforts on the part of the Ghanaian African print textiles industry operatives. Such measures should be geared towards anchoring consumer attitudes towards Ghanian African brands and creating appreciable positive attitude difference between Ghanaian and foreign brands. Industry operatives should focus on the key identified motive that feeds consumers' attitudes, such as the product's functional and gratifying appeal within the constrained economic circumstances of the Ghanaian African print textile consumer.

Further, a careful, conscious, and coordinated effort must be made to develop the product attributes identified as significant in consumers' brand perception formation. Efforts must also be made to research the unexamined product attributes that could enhance the formation of positive brand perceptions. The waning away of social influence needs to be tackled. Efforts must be made to stir up the influence of social actors on consumers' motivation to comply with purchase behaviour. The current trend of possible high perceived behavioural control in individual decision-making calls for direct marketing strategies to win the attitudes and intentions of the Ghanaian African print textile consumer for favourable purchase behaviour.

Next is the Ghanaian African print textile consumers' espoused cognitive beliefs.

6.6.3.1 Ghanaian African Print Textile Consumers' Espoused Beliefs

The research established that the Ghanaian African print textile consumers' cognition is represented by their beliefs. Beliefs refer to beliefs in the "African Brand Name," beliefs in Afrocentric textiles. It also refers to the idea that wearing Ghanaian African prints enhances their persona (self-gratification) and espoused African cultural ethos. This is a significant determinant

258

of the Ghanaian African print textile consumers' attitude, which aligns with the findings of Dogoe (2013) (see section 3.5.1.2).

Based on these established findings, this research recommends strong promotion of the Ghanaian African print textiles on the platform of African cultural values and consumers' cherished African symbolism that enhances their self-identity. Ghanaian African print textiles should be designed to mimic consumers' believed values, especially with the DNA of the Adinkra symbols, which resonates with the Ghanaian African print textile consumer. This is important in maintaining the current established positive attitude of Ghanaian African print textile consumers. The following recommendation is on the findings of the attitudinal and motivational influences related to the marketing mix elements of the Ghanaian African print textile consumers.

6.6.4 Marketing mix Recommendations

The marketing mix findings of this study span the Ghanaian African print textile product, its promotion, its place, and price elements as below.

6.6.4.1 Product

This research established in Chapters 5 that appealing designs and colours of African print textiles are strong determinants of the Ghanaian African print textile consumers' attitude (see sections 5.7.1). Also, appealing designs and colours were established as a significant motivating marketing mix element in sections for Ghanaian and foreign African print textiles (see section 5.7.1, 5.8 and Tables: 5.11 and Table 5.12). The classic designs with traces of the Adinkra symbols that have stories to tell should be marketed to consumers in the older age bracket who may need to reminisce their past by tracing their African self-identity.

Contemporary and abstract designs should target the younger age group who often have no design reference point. Also, visual and vocal colours should be targeted at females while warm colours are directed at males. This may improve the influence of these product attributes in brand perception formation. Product quality was not among the significant factors that inform the building of brand perception for both Ghanaian and foreign African prints. Industry operatives

need to give quality more attention to strengthen their brand perception. This research recommends designing new products based on a careful study of the demographic tastes of the Ghanaian African print textile consumers. This study suggests the same consideration for colour applications for all the new products besides the established market colours.

6.6.4.2 Promotion

Recommendation by this research on the promotion of African print textile spans consumer education to upsurge consumers' product and industry awareness, ethnocentrism campaigns to increase the level of loyalty, and engagement of Ghanaian African print textile consumers on Ghanaian African print textile unique selling proposition. Also considered are recommendations on outlet branding, advertisements, and consumer loyalty schemes. The promotional recommendation discussion begins with the industry's education of African print consumers.

The research established industry and product knowledge for Ghanaian African print textile consumers. Their industry and product knowledge contributes to consumers' attitude formation.
Therefore, it is recommended based on this research's finding that the Ghanaian African print textile firms should improve their consumer educational campaigns to place their brands top on consumers' minds. This could be done in the electronic, print, and social media on product features, care instructions, and industry information. This can improve consumers' product knowledge, clean off possible negative biases, improve product acceptance, and build product and industry affinity, which could help the African print textile consumer to make informed purchase decisions. This could enhance the African print textile consumers' supposed moderate positive attitudes towards Ghanaian African print firms into enduring ones (Solomon et al., 2016).

This research recommends a strong ethnocentric campaign by the Ghanaian African print textile manufacturers in order to endear its products to the Ghanaian African print textile consumer. This is because consumers ethnocentrism is found to be one of the best motivation tools and remedies for competition, as noted by Kalicharan (2014), Keregero (2016), and Oodith and Parumasur (2017). Ghanaian textiles companies should engage the African print textiles, consumers to project their unique selling proposition (USP) through organizing the made in Ghana African print textiles (APT) fairs with

the aid of the 'Buy Ghana branding board'. They should liaise with the Ministry of Trade to step up the ethnocentrism drive in the Ghana campaign. Accordingly, the local industry players should get involved with the government's initiative to promote made-in Ghana goods. This could help maintain the established positive attitude, serving as a first-line motivational factor for Ghanaian African print textile purchases.

6.6.4.3 Place

The preferred place of purchase of African prints (convenience) is an important aspect of the African print textile consumers' attitude yet seems not to be well developed to provide the needed convenience (Howard et al., 2019:76) (See section 2.6). Also, the research established that attractive interior and window décor has a positive effect on attitudes and motivation (See sections 5.5.1). Therefore, this research recommends well-crafted place strategies with strong outlets branding, such as opening exclusive selling outlets with enhanced in-shop environments where the African print textile consumer could be directed to buy their differentiated original African prints textile at the consumer's required convenience. This will be a strategic development of trusted sources of original Ghanaian African print textiles to bridge any existing trust deficit and preparation of specialized textile/apparel shops, earmarked by this research as consumers' future preferred place of purchase.

6.6.4.4 Price

• Affordable Quality

This research established sections 5.7.1, 5.7.2, and H1 in Table 6.1, the influence of economic factors such as constrained income and liquidity that create a need for affordable quality (see v8). This research recommends that Ghanaian African print textile firms develop their good quality affordable brands that could match the Asian clones. This could possibly result in wooing the mass market segment of the Ghanaian African print textile consumer into its fold.

• Price Perceptions

The research established price as a significant determinant in consumers' brand perception formation. This has consequential effects on African print textile consumers' attitudes. Therefore, this research recommends marketing the product's prices, especially for its luxury segments noted

261

in Table 2.6 in section 2.5.4 as self-image enhancing value to help erase any existing negative price perceptions. The affordable quality segment should also be marketed as a value offering. This will help take back their eroded market share.

6.6.4.5 Strategic Scheme to Anchor Consumers' Attitude
The study also concluded that the Ghanaian African print textile consumers appear to be value seekers whose attitudes are not enduring. Consumers tend to exhibit psychological loyalty but not behavioural loyalty. This study recommends a strategic scheme that consciously builds consumer attitudes towards anchor points and creates appreciable positive differentiation in attitude between Ghanaian and foreign brands.

6.6.4.6 Development of Product Attribute for Positive Brand Perception
Further, a careful, conscious, and coordinated efforts should be made to develop the product attributes identified as significant in consumers' brand perception formation. Efforts must also be made to research the unexamined product attributes that could enhance the formation of positive brand perceptions.

6.6.4.7 Reviving the Effects of Normative Beliefs
Normative beliefs are strong demand factors, and its established insignificance/negative effect by this study indicated the waning away of social influence, which needs to be tackled. Industry operatives should make conscious efforts to stir up the impact of social actors using mavins to influence consumers' motivation to comply with purchase behaviour.

6.6.4.8 Direct Marketing Strategies
The established weakness of the influence of normative beliefs suggested a current trend of possible high perceived behavioural control and individualized decision-making. In this wise, it is recommended that Ghanaian African print textile industry operatives adopt direct marketing strategies to win the attitudes and intentions of the Ghanaian African print textile consumer for favourable purchase behaviour.

6.7 RESEARCH CONTRIBUTION TO KNOWLEDGE

262

In line with the work of van den Berg (2017:230), the contributions of this study to knowledge are grouped into three as follows:

  i. Contextual contribution – additions to existing knowledge based on conceptual framework. ii. Theoretical contribution – what is added to existing knowledge based on theories.

  iii. Managerial policy contribution – added knowledge in line with study objective based on research insights derived from the findings.

6.7.1 Contextual Contributions

The conceptual model in Figure 3.7 in section 3.5.1 of Chapter 3 primarily tested the applicability of concepts and constructs widely acknowledged in literature by previous studies as determining textile consumers' attitudes, purchase motivations, and behaviour towards brands and their industry. This study contributed to contextual knowledge by establishing the attitude and motivation determinants of the Ghanaian African print textiles consumers as spelled out in the conclusions on the research objectives in sections 6.4.1 and 6.4.2. This is an addition to the body of knowledge in the study area. First, the study established the interrelationships between constructs that determine the attitudes and purchase behaviour of the Ghanaian African print textiles.

The study was also affirmed that economic factors stimulate marketing activities which leads to motivation which also triggers attitude and purchase behaviour with its interconnected indirect relationships (Bettiga et al., 2017:110; Nedra et al., 2015:72). This is depicted by the research model in Figure 3.7 of section 3.5.1 of Chapter 3 and the SEM output in Figure 5.8. This study, therefore, provides a proven model as a foundation for future studies in the field of African print textiles. The constructs in the conceptual framework in Figure 3.7 of section 3.5.1 in Chapter 3 validated in the research conclusions in section 6.4 are established by this research. Therefore, they are functional constructs in determining the Ghanaian African print textile consumer's purchase motivation, attitude, and purchase behaviour. This establishes the conceptual research framework as a workable tool for future research. Until now, these newly established concepts and their interrelationships in the Ghanaian African print textile consumer conceptual framework by

this study were only validated in mostly western literature as found in Solomon et al. (2016) and Hoyer et el. (2013).

The study found that consumer attitude towards the Ghanian African print textiles industry and its products is positive. Attitudinal studies in the Ghanaian African print textile industry are scarce, and this research's findings add new cogent insights into it. This research supports affirmative findings such as Quartey and Abor's (2011) and parts of Bamfo's (2012) study on the Ghanaian African print textile consumers' attitudes. It contradicts Adom-Oduro's (2013) and Ghartey and Boachie-Mensah's (2015). The study, therefore, sparks the need and direction for future research; this is a laudable contribution to the knowledge generation process (Trafford, Leshem, and Bitzer, 2014:56).

The credence of this study lies in the fact that while research such as that of Quartey and Abor (2011) was restricted to only the Greater Accra Metropolis with a sample size of only 120 respondents. Ghartey and Boachie-Mensah (2015) restricted themselves to only the Central Region of Ghana; this study went beyond their scope (across Ghana) to give the research and findings a national character. The conclusions of this study about the Ghanaian African print textile consumers are, therefore, contextually generalizable. It serves as a renewed knowledge on the current state of the attitude of Ghanaian African print textile consumers. Further to the above, the study also established no significant difference in attitude between Ghanaian African print textiles and foreign African print textiles. This adds new knowledge to the study area.

The study found the key variables that explain the purchase motivations of African print textile consumers. These motivational elements are not found in the existing literature. Using the SEM analysis, the study also established a model for African print textiles consumer attitudes that could serve as a base for future studies on the area. The SEM model produced by this study also clearly defines the relational paths of the theorized constructs of the research model.The study established the nuance influences of the elemental attributes of African print textiles (such as price, quality, look/colour attractiveness, texture, and durability) on consumers' brand perception. This was found for both the Ghanaian and foreign African print textiles. Brand perception of African prints, in general, tends to be positive, though Ghanaian African print textiles brands are perceived better.

264

The study established the nuanced relationship between the normative beliefs variables (friends, family, co-workers, subordinates, superiors, and other normative influences) and purchase behaviour. The study established the effects of the normative elements on the Ghanaian African print textiles and foreign African prints. Normative belief effects on purchase behaviour are overall negative for purchase behaviour. Such established knowledge is rare in the extant literature in the study area.

The study suggests that Ghanaian African print textile consumers have attitudinal room for maneuver as they seem not to have anchored a particular brand (Krogerus and Tschappeler, 2018:74). Such knowledge also has managerial implications for African print textile marketing operatives. Moreover, the study specifically established Ghanaian African print textile consumers' self-gratification and product's functional features as the most significant determinant of their motivation. Though this confirms the works of Strizhakova and Coulter (2015:4), no study about the Ghanaian African print textiles consumer has made such findings of the Ghanaian African print textile consumer. Therefore, this research finding is a credible lead to the African print textile consumers' demand factors. These and many more are reasonable proof of the compelling contextual contributions that this study has made to the body knowledge in the research area. Next is the discussion of the theoretical contribution of this research.

6.7.2 Theoretical Contribution

 The study constructed a comprehensive conceptual framework. Its ability to test the constructs with hypotheses (H1-H9), rejecting the non-significant hypotheses, and accepting significant ones helped validate theoretical relationships among attitudinal and motivational constructs that have never gone under test in the context of the Ghanaian African print textiles industry. Apart from the model development in Chapter Three (Figure 3.7), the study has helped strengthen various theories of attitude and motivation. The successful application of the Theory of Planned Behaviour in investigating the perspectives of African print textile consumers adds to the list of various areas of disciplines in which the theory is applicable, as indicated in section 3.4.2.4 of Chapter 3. Therefore, the study has strengthened the academic prowess of the Theory of Planned Behaviour.

Secondly, the study's findings are an addition to marketing and consumer behaviour literature concerning the brand perception per brand category and the African print textile industry by establishing the relationship between the constructs and concepts tested. It has provided consumer attitudes and motivation determinants to the specific brands studied and their ancillaries (See Figure 5.8).

Thirdly, the study has helped to validate and update the works of some extant studies in Ghana, Africa, and beyond (see section 3.7), hence giving grounding to existing research and giving more profound insights to those studies. The findings of this research have ironed out the existing academic controversies on the subject area, especially between Quartey and Abor (2011) and Opoku and Akorli (2009) on whether the Ghanaian African print textile consumer prefers Ghanaian or foreign African print textiles. The study becomes a launch pad for future reconciliatory research for those studies that it contradicts. This study has helped fill the knowledge gaps in the study area, such as the Ghanaian African print textile consumers' perception formation variables, normative belief variables, and motivational factors of African print textiles. Next are the pragmatic contributions and their policy implications.

6.7.3 Managerial implications for the Ghanaian Textile Industry

This contribution section outlines what the Ghanaian textile industry managers and the industry policymakers benefit from this study. The section helps in the recommendations to industry operators. The study has revealed the significant attitudinal determinants, among which are the solid positive beliefs held by Ghanaian African print textile consumers, possibly, emanating from the "African Brand Name". Consumers' industry knowledge that informs their positive perception (see Figure 5.8 and section 5.7.2 on consumers' perception) has been established as vital attitudinal drivers. These findings should inform all industry policy makers, strategist, planners and managers about the important areas that needs strategic managerial focus for a total turn-around of the African print textile business.

The study used the t-test analysis to establish a slight attitudinal difference between the foreign and the Ghanaian African print textiles (see section 5.6). This revelation is a wake-up call to marketers of

266

Ghanaian African prints to the existing room to maneuver from Ghanaian African print textiles to foreign African prints and vice-versa. This needs focused strategic marketing to tweak and maintain consumers' attitudes towards Ghanaian African print textiles. This could be done through an African ethnicity ("ethnocentric" indigenization) drive and ride on the brand power of the cherished Ghanaian/African culture/symbolism and the "positive perception of the Ghanaian African print textile brand name." The finding indicates consumers' strong perception and belief in the Ghanaian African print textiles, a significant brand currency that must be fully exploited through strategy (see Figure 5.8, V58, and V59). Given that self-gratification was established as a strong motivational factor (see section 5.5.2), the industry's marketing communication must embolden the African identity's emotional and self-importance from the revealed vital drivers of their attitudes and behaviour.

Secondly, this study established that industry knowledge is a key attitudinal determinant (see Figure 5.8, V55) for the Ghanaian African print textile consumer, affecting industry managers. This calls for a consistent educational campaign that enlightens them about the differentiated characteristics of the Ghanaian African print textile brands, their unique selling prepositions, and quality attributes of design, colour, durability that make the Ghanaian brands timeless.

Thirdly, this research established that price, design, texture, and colour were vital product attributes that drive consumers' brand perception formation of Ghanaian African print textiles while competition is winning on price, design, and colour attractiveness. Therefore, the managerial implication is to let the industry practitioners market highly valued evaluative attributes to build positive perceptions among Ghanaian African print textile consumers.

This will help the Ghanaian African print textile industry to avoid being outpaced by competition in these market routes to consumers. Furthermore, marketing and loyalty schemes proved to be a significant stimulating and purchase motivational factor (see section 5.5.1). While this throws weight to Oke et el (2016) findings, it calls for Ghanaian African print industry operatives to work on their tactical marketing schemes that build and strengthen brand loyalty. This is of utmost importance because Myron Gable et al. (2008) noted in their study that 74% of their respondents bought less from firms without marketing schemes, while 80% of the respondents were also

267

motivated to buy more where there was a marketing scheme. It is evident from this research's contextual, theoretical, and managerial contributions enumerated earlier on that this research conducted on the Ghanaian African print textile industry justifies and has discharged its objective. As noted in the problem statement, there was evidently a dearth of research in the study area, specifically in Ghana. Apart from Opoku and Akorli (2009), Quartey and Abor (2011), Ghartey and Boachie-Mensah (2015), and Uqalo (2015), no specific works (Gott et al., 2017) has been done on African print textile consumers attitudes and purchase motivations. Consequently, this study is a great contribution in that context. Next is the discussion on the study's limitations.

6.8 LIMITATION OF THE STUDY

The study was procedurally robust yet had a few limitations that are presented as follows:

- The first limitation of this study was that it was done in Ghana only. This is a limitation because African print textile consumers spread beyond Ghana, and extending the coverage beyond Ghana could have served a good purpose. Future studies should consider other African prints textile consumers beyond Ghana to complement this research.

- Secondly, there were limited studies specifically on Ghanaian African print textile consumers' attitudes. This restricted the available literature sources that were used to establish the research constructs. The available studies in the Ghanaian context, such as Quartey (2006), were outdated and many of the current ones were not in the African context. The study remedied this limitation by using literature on the Nigerian and other African countries' textile industry as a guide but can be useful in other African countries.

- Thirdly, due to time and cost constraints, a sample size of 443 respondents was used to conduct factor analysis. Though this sample size is classified as good by Williams et al. (2010) and Howard (2016:52), it could have been increased to 500 respondents or more which could have improved the richness of the factor analysis. However, the use of multiple data analysis methods (SEM, t-test, and Regression) ensured such desired research richness was attained and could be replicated in other African countries.

- The sole adoption of quantitative methodology limited the nuanced insights which a mixed method with a qualitative dimension would have brought out. Thus, to ensure the validity of the research results and robustness of the research conclusions, many methodological approaches such as descriptive statistics, factor analysis, the goodness of fit, and hypotheses testing were employed. All these methods were quantitative, which grossly neglected qualitative insights into the study.

The following section provides suggestions for areas of future research.

6.9 SUGGESTIONS FOR FURTHER RESEARCH

Guided by the findings and conclusions reached by the discussions, the following suggestions for future research are made by the researcher.

- Firstly, future research on a similar study by the mixed method approach is suggested to validate this research's new findings..

- Secondly, other specific consumer attitudinal construct areas such as the evaluative attributes of African print textiles could be researched separately by a qualitative means for more insights into the units of the attitudinal variables to add to and enrich the literature in the study area.

- Thirdly, future research should consider a specific study on the subjective norm effects to clarify why the effect of normative beliefs on Ghanaian African print textile consumers' purchase behaviour has waned away.

- Lastly, this research established an unexplained paradoxical direct and indirect effect of motivation on purchasing behaviour (see section 5.5.2). The direct effect of motivation on purchase behaviour was positive for Ghanaian African print, yet its indirect effect on Ghanaian African print textiles was negatively significant. Again, while the direct impact of motivation on the foreign African print was negative, its indirect impact is positive. This marks an area of study for future research.

The following section emphasizes the original contributions of the study and their justification though some of them have been discussed earlier.

6.10. ORIGINAL CONTRIBUTION TO KNOWLEDGE

This research has contributed immensely to knowledge. Depicted in Table 6.4 are some of the original contributions made by this research to determine consumer attitudes towards the Ghanaian textile industry.

Table 6. 4: Summary of Original Research Contribution

S/N	Research Contribution	Originality-Reasons	New Knowledge
1.	Innovative application of Theory (TPB) Foxall (2015:18) asserted much research on consumer studies is done without reference to theory.	Unique approach to determining consumer attitude grounded in theory is a rare approach to the study of Ghanaian African print textile consumers.	New methodology in knowledge generation by this research in using the TPB.
2.	The establishment of the existence of perceived behavioural control factors since high motivation leads to a positive attitude but does not translate into purchase behaviour.	Other studies on the subject area did not focus on the perceived behavioural control factors.	Have set the tone for future studies to examine the elemental perceived behavioural control factors.
3.	Fourteen major and twenty sub hypotheses and variables tested and validated.	Thirty-four units of Economic, marketing environment, motivational, attitude, and purchase behavioural variables studied by scholars separately have been integrated in this single research.	Extension of knowledge in foreign literature innovatively contextualized to the Ghanaian situation.Integrative establishment of knowledge from dispersed knowledge on attitudinal and motivational factors for African Print Textile consumer's purchase. This is New in Ghana.
4.	Attitudinal direction	Establishment of it as positive that irons out some scholarly controversies.	New knowledge contradicts some of the findings of the previous studies.

5.	Research Model	Development, Testing, and Vouching for a new research model.	Verified effects inter-relational of the constructs. research ch

Source: Researcher's Construct

Evident from Table 6.4, this research has contributed immensely to body knowledge, especially to African print textile consumers and industry research. As summarized in Table 6.4 and underpinned by Foxall's (2015:18) call for research on consumer attitude based on sound theory, this research is a novel way to apply the theory of Planned Behaviour (TPB) for original knowledge generation on African print textiles.

Secondly, the accurate computation of the coefficients of all the modeled constructs that determine the Ghanaian African print textile consumers' attitude and purchase behaviour and the integration of various assessment methods in this study is a new way and new method of researching the Ghanaian African print textile consumers' attitudes in Ghana. The result is objective new knowledge, a new way of researching attitude relative to what was used by previous studies that relied on mere descriptive analysis, as did Quartey and Abor (2011).

Thirdly, it is also noted that no study in the subject area has taken pains as this research to investigate by testing as many as fourteen key hypotheses and twenty sub-hypotheses on motivational, attitudinal, and purchase behavioural constructs of the African print textile consumer in Ghana.

Fourthly, this research was to establish and integrate three key variables that determine the influential economic factors (v8, v12, v14), four that determines the influential marketing factors (v24, v27, v28, v51), three significant factors that determine motivation (v37, v38, v40). It also identified three factors that determine the Ghanaian African print textile consumer's attitudes (v55, v57, v58, v59), unique to this study. This knowledge is new and was derived by a new approach. Evidence from Table 6.4 and its discussion, this work has enormously contributed new original knowledge to the area of the investigation. The research has also creditably discharged its objective. Demonstrably, the above satisfies the three key characteristics of a good PhD study

asserted by Trafford, Leshem, and Bitzer (2014) that its conclusion must demonstrate its ability to address the research questions and objectives, demonstrate originality, and contribution to knowledge.

6.11 CONCLUDING REMARKS

This research is novel in the following way. Its ability to identify and address some existing research gaps, in an integrated manner in the study area. This therefore adds to extant knowledge in the field of study. Many other gaps identified in the literature are briefly filled in the analysis and discussion sections. The conclusions on each of these identified gaps are discussed briefly next.

6.11.1 Ghanaian African Print Consumer's Attitude: Positive or Negative?

A significant gap that was identified is the contradictions among scholars on whether the attitude of the Ghanaian African print textile consumer is positive or negative. However, most studies concluded on the negative attitude, often based on subjective analysis (See section 1.1 and 1.2). The validated SEM results were conclusive that the attitude of the Ghanaian African print textile consumer towards the Ghanaian textile industry is positive (See section 5.5.1). Addressing this research gap also fulfilled the primary research objective that determined consumers' attitudes towards the Ghanaian African print textile industry.

6.11.2 Consumers' Motivational Factors and their Effect on Purchase Behaviour towards industry?

Many studies exist on what motivates textile and apparel consumers (Dolbec and Fischer, 2015; Shepherd et al.; 2016; Harris et al.;, 2016; and Nikolova and Lamberton, 2016). However, what motivates the Ghanaian consumer to buy African print textiles has been neglected. To fill this literature gap, this study established self-gratification (consumers' self-concept/ego/identity), the functional appeal of African print textiles, and notices of limited supply/Limited editions as the strongest motivation of the Ghanaian African print textile consumer. The study further established that motivation positively affects purchase behaviour towards Ghanaian African prints textiles but negatively towards foreign African prints.

272

6.11.3 Effect of Attitude on Purchase Behaviour towards industry; Positive or Negative? The study found that the attitude of the Ghanaian African print textile consumer is positive. It went further to investigate its relationship with consumers' purchase behaviour. In this wise, it established that the effect of attitude on purchase behaviour towards Ghanaian African prints is negative but positive towards foreign African prints.

6.11.4 Which African print textile attributes influence brand perception?

Another research gap investigated was the effect of product attributes on consumers' brand perception. Among many product attribute elements that were investigated, price, colour attractiveness, and feel/texture were found as the specific product attributes that significantly affect brand perceptions of Ghanaian and Foreign African print textiles.

6.11.5 Normative beliefs influence; Positive or Negative?

Another gap in the African print textile literature is whether the Ghanaian African print textile consumer is motivated to comply with a purchase by subjective norm factors or otherwise. This study used consumers' normative beliefs to establish their effects on purchase behaviour. The study established that normative belief elements such as friends, family, co-workers, superiors, subordinates, and others membership groups have no significant effect on the purchase behaviour of African print textile consumers. Family and co-workers had a significant adverse effect on the purchase behaviour of Ghanaian African print textiles, while friends had a significant adverse effect on foreign African print purchases. Generally, the impact of normative beliefs on the Ghanaian African print consumers is significantly negative. Therefore, despite the perceived high social cohesion among Ghanaians and, for that matter, its consumers, this research found and concluded that most of the Ghanaian African print textile consumers are rather negatively influenced by their subjective norm factors.

6.11.6 Perceived Behavioural Control

The study established that motivation has no significant effect on purchase behaviour for both Ghanaian and Foreign African print textiles. In addition, a positive attitude does not significantly affect foreign African print purchase behaviour (See Figure 5.9). The Ghanaian African print

273

textile Consumer seems to have psychological loyalty towards Ghanaian African prints but lacks behavioural commitment towards it. This suggests the presence of some unknown perceived behavioural control factors. One of which could be the weak effects of normative belief factors. Hence, the freedom to make personal decisions without the compelling effect of consultation could negatively impact the conversion of intention to purchase into actual purchase behaviour. Economic factors were also established as a key influential factor, which could also be a perceived behavioural control factor (See section 3.4.2.4). This is also a knowledge gap that this study fills.

6.12 ETHNOGRAPHIC REFLECTION

Reflecting on my Ph.D. journey, the researcher writes with a lot of joy because the long and challenging journey which seemed unending has now ended. The journey was rough and mindstimulating, with a few good days when some of my thesis chapters came back approved. Earning a doctorate demands full attention and sacrifice and one needs to give their whole effort to succeed. Getting to this point gives me enormous lifelong experiences. The researcher learned that:

- There can be no effective schooling or learning without patience. As a student, I have learnt to be patient and take feedback in good faith.
- Determination counted more to me on this schooling journey than intelligence because all my intelligence was often deflated by the more knowledgeable. None of the challenges could deflate my resolve and commitment to move on.
- Being consistent with my study and reading helped me maintain my thought patterns, focus, and progress.
- Maintaining verbal communication with my supervisors was vital and helped clarify issues faster.
- There is a need to set targets with my supervisors and for myself. This is the best way I owned and accelerated my progress.
- When all seem difficult, there is always someone interested in your welfare and what you are doing, which was the quality my supervisors exhibited that kept me on the Ph.D. journey.
- There is always a need for a stringent but resourceful, timeous, and supportive supervisor who does not feed you with knowledge but directs you on how to provide yourself with

experiential learning. My supervisors' stringency kept me constantly on my toes to learn relevant knowledge.

- There is great importance for a research notebook. This helped me to retrieve lost notes I needed to rewrite. I advise every PhD student to keep a research notebook, back up every information around the clock, control the versions of their write-ups to avoid mix-ups.

These are some of the soft skills learned.

The Ph.D. experience reinforced that when the road is rough, muddy, challenging, and slow to navigate progress, one will still get there and just needs to move on with resilience! Also, it is better to grope in a race than drop out of a race.

The concluding remarks come next.

The final chapter of this research, which determined consumers' attitudes towards the Ghanaian African print textile industry, made conclusions based on the findings of each research objective. Several recommendations were made for the Ghanaian African print textile industry operatives, with various suggestions for areas of study opportunities that should be considered for future research. Also, a few limitations encountered during the investigation were outlined, followed by a discussion of this research's original contributions to knowledge in the study area. The chapter ended with the researcher's ethnographic reflection on the PhD journey. Therefore, it is concluded that all the research objectives set in section 1.4 of Chapter One by this research to determine consumer attitude towards the Ghanaian African print textile industry have been achieved.

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277

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292

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APPENDIX

Appendix A - Research Questionnaire

298

Consumer Attitudes Towards the Ghanaian African Print Textile Industry

Informed consent for participation in an academic research study
Department of Marketing Management

Dear Respondent,

I am David Ashaley Nikoi, a doctoral candidate (Doctor of Philosophy in Marketing Degree) at the University of South Africa, Department of Marketing and Retail Management. You are hereby invited to consider participating in this study as titled above.

The primary aim of this research is to determine consumer's attitude towards the Ghanaian African print textile industry. The study seeks to identify the demand factors that informs consumer attitudes which motivate Ghanaian African print consumers to purchase African print textiles. African print textiles are printed textiles with designed African symbols with coded African ethos and meanings made locally or of European or Asian origin.

The findings of this study will provide information for academia and industry policy makers. It will further guide textile companies in Ghana to tailor their products and marketing strategies to match the precise needs and wants of Ghanaian African print textile consumers.

If you accept to take part in the study, please note that it would take less than twenty (20) minutes to complete the questionnaire.

There are no foreseeable risks and/or discomforts for participating in this study. This study has been approved by the University of South Africa, Department of Marketing and Retail Research Ethics Review Committee under Ref, number 2019_MRM_009 In the event of any concerns or queries about the study, you are free to contact me (the researcher) on davash51@gmail.com or the research supervisor on vscheml@unisa.ac.za or ultimately the Ethics Review Committee on marketing@unisa.ac.za.

299

Please note that participation in this study is voluntary, and you may withdraw your involvement at any point without reprisal. The information obtained from this study will be primarily for academic purposes and all the responses will be treated with strict confidence. Under no circumstances will personal information be outline in the report or shared with third parties. The research output will be shared with all concerned participants (The Textile Industry players, UNISA research repository and academia in general) through peer-reviewed publications and conference proceedings. Feedback on the research findings will be provided to you at your request and you may contact the researcher on his email above or on +233 20 816 0517.

With the full information given above, I hope you are now aware of the intentions of this questionnaire and should you choose to participate, you will answer all the questions truthfully.

Required Consent to participate in this study:

I have been informed about this study and I understand the purpose and procedures of the study.

I, therefore, declare that my participation in this study is voluntary and I understand that I may withdraw my participation without reprisal. Should I have any questions/concerns about the study or my rights as a participant, I have been informed to contact; the researcher on davash51@gmail.com or the researcher's supervisor on vscheml@unisa.ac.za or telephone numbers: +2712 429 2381 or ultimately the Ethics Review Committee on marketing@unisa.ac.za. I am aware that the data collected for this study (text) will be analysed and stored safely, and that in preparing the report (journal articles) all personal information will be gleaned and protected from being published to protect the participants from identification and public scrutiny.

Please sign the form to indicate that:

You have read and understand the above information.

You voluntarily give your consent to participate in the study.

Respondent's signature: ……………………………   Date:

………………………………………

300

Thank you for your willingness to take part in completing this questionnaire.

Please answer all the questions by ticking or circling the appropriate block. There are no right or wrong answers.

SCREENING QUESTIONS

Do you buy or use African Prints? Yes [   ]   No [   ] If no, please terminate the process.

How long have you been using African prints? Please indicate [.............................] If at least 5 years, continue otherwise terminate.

Age 18-30 [   ] 31-40 [   ]   41-50 [   ] 51-60 [   ] 61-65 [   ] If less than 18 years and more than 65 years, then terminate the process. Are you resident in Ghana?   Yes [   ]   No [   ]

Location: Accra (1) Ashanti (2) Western (3) Tamale (4)

Respondent Name... Telephone
Number ....

	Respondent number			

Section A: General Attitudinal statements

Q1. Please read each statement below carefully and circle the one appropriate to indicate the extent of your agreement or disagreement. Choose 1 if you strongly disagree, 2 if you disagree, 3 if you neither agree nor disagree, 4 if you agree and 5 if you strongly agree.

Variable No.	General Statements on Research Themes	Strongly disagree	Disagree	Neither Agree nor	Agree	Strongly Agree
	Consumer Attitude					
V1	The African print textile consumer has a high product cognition (rational mental picture based on their belief, knowledge and perception) of the African print textiles.	1	2	3	4	5
V2	The African print textile consumer has a high product affect (intuitive and irrational liking) of the African print textiles.	1	2	3	4	5
V3	The African print textile consumer has a high product conation (intention to buy) towards the African print textiles.	1	2	3	4	5
V4	The African print textile consumer has a positive purchase attitude towards the Ghanaian African print textiles industry.	1	2	3	4	5
	Consumer Motivation					

301

V5	Fashion Trends of the Moment do not motivate the Ghanaian African print textile consumer.	1	2	3	4	5
V6	Gratifying Best Self-Identity does not motivate the Ghanaian African print textile consumers.	1	2	3	4	5
V7	Valuable Product Attributes do not motivate the Ghanaian African print textile consumer.	1	2	3	4	5
V8	Affordable Quality does not motivate the Ghanaian African print textile consumer.	1	2	3	4	5
V9	Status Deficit/Enhancements do not motivate the Ghanaian African print textile consumer.	1	2	3	4	5
V 10	Fashionist Influences do not motivate the Ghanaian African print textile consumer.	1	2	3	4	5
V11	Appealing Designs and Colours do not motivate the Ghanaian African print textile consumer.	1	2	3	4	5
V12	Expensive African Print Textiles motivates the Ghanaian African print textile consumer.	1	2	3	4	5
V13	Short Term Obsolesce of African Print Textiles motivates the Ghanaian African print textile consumer.	1	2	3	4	5
V14	Limited Income/Liquidity Constraint motivates the Ghanaian African print textile consumer.	1	2	3	4	5
V15	Consumer's brand biases motivate the Ghanaian African print textile consumers.	1	2	3	4	5
V16	The African print textile consumer has a positive purchase motivation towards the Ghanaian African print textiles and industry.	1	2	3	4	5
	Attitudinal Change					
V17	The African print textile consumers' previous cognitive (rational mental picture based on their belief, knowledge and perception) influence is currently the same towards the Ghanaian African print textile industry.	1	2	3	4	5
V18	The African print textile consumers' previous affective (intuitive and irrational liking) influence is currently the same towards the Ghanaian African print textile industry.	1	2	3	4	5

V19	The African print textile consumers' previous conative (intention to buy) influence is currently the same towards the Ghanaian African print textile industry.	1	2	3	4	5

SECTION B – AFRICAN PRINT TEXTILE CONSUMERS' STIMULI

Please indicate your agreement or disagreement with these attitude statements. Kindly circle your chosen answer.

Variable No.	STIMULI STATEMENTS	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
V 20	My personal factors (such as age, education income and gender) stimulate my purchase of African print	1	2	3	4	5
V 21	Environmental factors and health concerns (such as effects of chemicals used on skin) stimulates my purchase behaviour	1	2	3	4	5
V 22	Economic conditions such as inflation, price and income level stimulate my purchase behaviour	1	2	3	4	5
V 23	Western/Foreign cultures stimulate my purchase behaviour.	1	2	3	4	5
V 24	Marketing activities such as sponsorships, loyalty rewards and promotions stimulate my purchase behaviour of African prints	1	2	3	4	5
V 25	I am stimulated by attractive branded colours and designs of African prints.	1	2	3	4	5
V 26	I am stimulated by attractive branded African print textile designs.	1	2	3	4	5
V 27	I am stimulated to buy new African print product on arrival.	1	2	3	4	5
V 28	I am stimulated to buy African prints by shop environment/window displays.	1	2	3	4	5
V 29	I am stimulated by brand type and its attraction.	1	2	3	4	5
V 30	I am stimulated to buy African prints by my emotional state at the point of purchase.	1	2	3	4	5

V 31	I am stimulated to buy by my perception about African print.	1	2	3	4	5
V 32	My lifestyle stimulates me to buy African print.	1	2	3	4	5
V 33	My espoused cultural values stimulate my purchase of African print.	1	2	3	4	5
V 34	I am stimulated to buy African print by my religious beliefs.	1	2	3	4	5
V 35	I am stimulated by my espoused group of aspiration to buy African print.	1	2	3	4	5
V 36	I am stimulated by fashion bloggers to buy African prints.	1	2	3	4	5

SECTION C – AFRICAN PRINT TEXTILE CONSUMERS' MOTIVATION

Please indicate your agreement or disagreement with these attitude statements. Kindly circle your chosen answer.

Variable No.	Motivation Statements	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
V37	Functional features of African prints mainly influence my purchase motivation.	1	2	3	4	5
V38	Self-gratification benefits from African prints mainly influence my purchase motivation.	1	2	3	4	5
V39	Economic conditions such as inflation, price and income level motivate my purchase.	1	2	3	4	5
V40	Notices of limited supplies/editions motivate my purchase.	1	2	3	4	5
V41	My gender motivates my purchases of African prints.	1	2	3	4	5
V42	Women buy more African prints than men.	1	2	3	4	5

304

V43	Attractive shop environment and displays motivates my purchase.	1	2	3	4	5
V44	I am motivated to buy trendy new and unique African print product on arrivals.	1	2	3	4	5
V45	My lifecycle stage affects my purchase motivation.	1	2	3	4	5
V46	My previous positive purchase experiences affect my purchase motivation.	1	2	3	4	5
V47	The going climate and season motivates the type of African prints I purchase.	1	2	3	4	5
V48	My positive perception of African print motivates my purchase.	1	2	3	4	5
V49	My lifestyle, aspired self-identity and ego needs motivates me to buy African print .	1	2	3	4	5
V50	African print product usability, features and value motivates my purchase.	1	2	3	4	5
V51	Marketing rewards and loyalty schemes motivates my purchases of African prints.	1	2	3	4	5
V52	The use value of African prints motivates me more than its sign value.	1	2	3	4	5
V53	Ethnocentrism motivates me to buy African prints textiles.	1	2	3	4	5
V54	My motivation towards Ghanaian African print textiles purchases is positive.	1	2	3	4	5

SECTION D – AFRICAN PRINT TEXTILE CONSUMERS' ATTITUDES

Please indicate your agreement or disagreement with these attitude statements. Kindly circle your chosen answer.

Variable No.	Attitude Statements	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

V55	I have a high knowledge of the text industry.	1	2	3	4	5
V56	The textile industry educates me always.	1	2	3	4	5
V57	I have a positive belief about the textile industry.	1	2	3	4	5
V58	My belief in the textile industry affects my perception and attitude towards the industry and its products.	1	2	3	4	5
V59	My perception about the industry is positive.	1	2	3	4	5
V60	I have a strong emotional attachment to the Ghanaian African print textiles.	1	2	3	4	5
V61	My mood at the time of purchase affects my purchase behaviour/attitude towards Ghanaian African print textiles.	1	2	3	4	5
V62	I analyse objectivity value evaluations before purchasing Ghanaian African print textiles.	1	2	3	4	5
V63	My economic situation (income) determines my attitude and purchasing decisions.	1	2	3	4	5
V64	I buy based on what others (social) group expect of one.	1	2	3	4	5
V65	My self-image (construct/ego) determines what I buy.	1	2	3	4	5
V66	My attitude in the past years has positively changed towards Ghanaian African print textiles industry.	1	2	3	4	5
V67	My attitude in the past years has negatively changed towards Ghanaian African print textiles industry.	1	2	3	4	5

Attitudinal Rating

1. On a scale of 1-10 please rate your attitude towards the Ghanaian African print Textiles industry and foreign African Prints textiles.

a.   Ghanaian Industry/textiles   Negative   1   2   3   4   5   6
7   8   9   10   Positive

b.   Foreign textiles   Negative   1   2   3   4   5   6
7   8   9   10   Positive

2.   What one major reason explains your rating above? Please state for a & b above. a.

……

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……

……………

b.

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……

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……………

Marketing Mix effects on African Print Textile Consumers

Please rate Ghanaian African print textiles in terms of their overall benefit and performance to you. Kindly circle your choice.

Variable No.	Marketing Mix	Extremely Dissatisfied	Dissatisfied	Indecisive	Satisfied	Extremely Satisfied
V68	Price	1	2	3	4	5
V69	Place	1	2	3	4	5
V70	Product Quality	1	2	3	4	5
V71	Promotions	1	2	3	4	5
V72	People	1	2	3	4	5
V73	Physical Evidence	1	2	3	4	5

Please rate foreign African print textiles in terms of their overall benefit and performance to you.

Please circle your choice.

Variable No.	Marketing Mix	Extremely Dissatisfied	Dissatisfied	Indecisive	Satisfied	Extremely Satisfied

V74	Price	1	2	3	4	5
V75	Place	1	2	3	4	5
V76	Product Quality	1	2	3	4	5
V77	Promotions	1	2	3	4	5
V78	People	1	2	3	4	5
V79	Physical Evidence	1	2	3	4	5

Please rate each of the attributes of the Ghanaian African print textiles. Please circle your choice.

Variable No.	Product Attributes	Extremely Dissatisfied	Dissatisfied	Indecisive	Satisfied	Extremely Satisfied
V80	Quality	1	2	3	4	5
V81	Durability	1	2	3	4	5
V82	Appeal	1	2	3	4	5
V83	Texture	1	2	3	4	5
V84	Designs	1	2	3	4	5
V85	Creativity	1	2	3	4	5
V86	Innovative product lunches	1	2	3	4	5

Variable No.	Product Attributes	Extremely Dissatisfied	Dissatisfied	Indecisive	Satisfied	Extremely Satisfied
V87	Quality	1	2	3	4	5
V88	Durability	1	2	3	4	5
V89	Appeal	1	2	3	4	5

| V90 | Texture | 1 | 2 | 3 | 4 | 5 |
| V91 | Designs | 1 | 2 | 3 | 4 | 5 |

Please rate each of the attributes of the foreign African print textiles. Please circle your choice.

| V92 | Creativity | 1 | 2 | 3 | 4 | 5 |
| V93 | Innovative lunches | 1 | 2 | 3 | 4 | 5 |

Please rate the following elements of your attitude towards Ghanaian African print textiles. Please circle your choice.

Variable No.	Affective Variables	Extremely Unfavourable	Unfavourable	Indecisive	Favourable	Extremely Favourable
V94	Belief	1	2	3	4	5
V95	Perception	1	2	3	4	5
V96	Preference	1	2	3	4	5
V97	Moods	1	2	3	4	5
V98	Emotion	1	2	3	4	5
V99	Knowledge	1	2	3	4	5

Variable No.	Affective Variables	Extremely Unfavourable	Unfavourable	Indecisive	Favourable	Extremely Favourable
V100	Belief	1	2	3	4	5
V101	Perception	1	2	3	4	5
V102	Preference	1	2	3	4	5
V103	Moods	1	2	3	4	5

309

V104	Emotion	1	2	3	4	5
V105	Knowledge	1	2	3	4	5

Please rate the following elements of your attitude towards Foreign African print textiles. Please circle your choice.

7.   Which of the following African print textile brands are you aware of? GTP [   ] Hi-Target [   ] Printex [   ] Chiganvy [   ] Vlisco Hollandaise [   ] ATL [   ] Binta Wax [   ] Woodin [   ] Please tick as many as you know with the aid of the brand sample cards shown.

What is your rating of the following brands? Please circle your choice.

What is your rating of the following brands? Please circle your choice.

Variable No.	Brands	Extremely Bad	Bad	Indecisive	Good	Extremely Good
V106	GTP	1	2	3	4	5
V107	Hi Target	1	2	3	4	5
V108	Printex	1	2	3	4	5
V109	Chiganvy	1	2	3	4	5
V110	Vlisco Holland	1	2	3	4	5
V111	ATL	1	2	3	4	5
V112	Binta Wax	1	2	3	4	5
V113	Woodin	1	2	3	4	5

Which of the above brands is the benchmark or reference brand of African print textiles with 1 being the highest reference brand and 8 being the lowest reference?

	RANKING
GTP	

310

Hi Target	
Printex	
Chiganvy	
Vlisco Holland	
ATL	
Binta Wax	
Woodin	

What are your specific likes and dislikes about Ghanaian and Foreign African prints? Please give three likes and dislikes in the space below.

Variable No.	Type of African prints		Specific likes about the product	Specific dislikes about the product
		1.		
		2.		
		3.		
		1.		
		2.		
		3.		

What is your attitude towards the following brands? Please circle your choice.

Variable No.	Brands	Extremely Unfavourable	Unfavourable	Indecisive	Favourable	Extremely favourable
V116	GTP	1	2	3	4	5
V117	Hi Target	1	2	3	4	5

311

V118	Printex	1	2	3	4	5
V119	Chiganvy	1	2	3	4	5
V120	Vlisco Holland	1	2	3	4	5
V121	ATL	1	2	3	4	5
V122	Binta Wax	1	2	3	4	5
V123	Others	1	2	3	4	5

SECTION E – AFRICAN PRINT TEXTILE CONSUMERS' ATTITUDES INDEX

QUESTIONS

MOTIVATION ELEMENTS – LOCAL AFRICAN PRINTS

Please rate the level of influence of the following on your purchases of Ghanaian African prints textiles with (1) being the weakest belief and (5) being the strongest. Kindly circle your chosen answer.

Variable No.	Motivational Variable	Rating				
V124	Fashion trends of the Moment	1	2	3	4	5
V125	Gratifying Best Self-Identity	1	2	3	4	5

V126	Valuable Product Attributes	1	2	3	4	5
V127	Affordable Quality	1	2	3	4	5
V128	Status Deficit/Enhancements	1	2	3	4	5
V129	Fashionista Influences	1	2	3	4	5
V130	Appealing Designs and Colours	1	2	3	4	5
V131	Expensive African Print Textiles	1	2	3	4	5
V132	Short Term Obsolesce of African Print Textiles	1	2	3	4	5
V133	Limited Income/Liquidity Constraint	1	2	3	4	5
V134	Consumer's biases	1	2	3	4	5

ATTITUDE ELEMENTS - AFFECTIVE QUESTIONS

Please rate the following elements of Ghanaian African prints textile products with 1 being negative and 5 being positive. Please circle your chosen rating.

Variable No.	Affective Variable	Rating					Affective Variable
V135	Too Expensive	1	2	3	4	5	Affordable price

V136	Bad Quality	1	2	3	4	5	Good Quality Product
V137	Unattractive Designs	1	2	3	4	5	Attractive Designs
V138	Non-appealing Colourways	1	2	3	4	5	Appealing Colours
V139	Bad Texture	1	2	3	4	5	Good Texture
V140	Not Durability	1	2	3	4	5	Durable

ATTITUDE ELEMENTS – EVALUATION – EXTENT OF CONSUMER'S LIKING THE BELIEVED GHANAIAN PRODUCT ATTRIBUTE

Please rate your level of evaluation (liking) of the product attributes of Ghanaian African prints textiles with (1) being the lowest liking and (5) being the strongest liking. Kindly circle your chosen answer.

Variable No.	Product Variable or attribute	Evaluation				
V141	Price	1	2	3	4	5
V142	Quality	1	2	3	4	5
V143	Design	1	2	3	4	5
V144	Feel/Texture	1	2	3	4	5
V145	Look/colour attractiveness	1	2	3	4	5
V146	Durability	1	2	3	4	5
V147	All other subjective attributes (any other thing that makes it valuable)	1	2	3	4	5

EXTENT OF CONSUMER'S BELIEFS THAT GHANAIAN AFRICAN PRINTS HAVE IMPORTANT VALUE

314

Please rate the importance of your beliefs about the product attributes of the Ghanaian African prints textiles with (1) being the least important and (5) being the most important. Kindly circle your chosen answer.

Variable No.	Product Attribute	Importance				
V148	Price	1	2	3	4	5
V149	Quality	1	2	3	4	5
V150	Design	1	2	3	4	5
V151	Feel/Texture	1	2	3	4	5
V152	Look/colour attractiveness	1	2	3	4	5
V153	Durability	1	2	3	4	5
V154	All other subjective attributes (any other thing that makes it important)	1	2	3	4	5

NORMATIVE BELIEFS – THAT OTHERS LIKE ME FOR USING GHANAIAN AFRICAN PRINTS

Please rate how you believe the following people think and like the Ghanaian African prints textiles you buy or use with (1) being the lowest liking and (5) being the highest liking. Kindly circle your chosen answer.

Variable No.	People's Views About me	Ratings of Normative Beliefs				
V155	Friends	1	2	3	4	5
V156	Family	1	2	3	4	5
V157	Co-workers	1	2	3	4	5

315

V158	Superiors	1	2	3	4	5
V159	Subordinates	1	2	3	4	5
V160	All Social groups I belong to (Church/Associations)	1	2	3	4	5

MOTIVATION TO COMPLY – LEVEL OF CONCERN ABOUT WHAT OTHERS THINK ABOUT ME USING GHANAIAN AFRICAN PRINTS

Please rate the level of your motivation to buy and use Ghanaian African print textiles if it leads to high positive perception of you from the following people with (1) being the lowest motivation to buy and (5) being the highest motivation to buy. Kindly circle your chosen answer.

Variable No.	People's Views About me	Ratings of Normative Beliefs				
V161	Friends	1	2	3	4	5
V162	Family	1	2	3	4	5
V163	Co-workers	1	2	3	4	5
V164	Superiors	1	2	3	4	5
V165	Subordinates	1	2	3	4	5
V166	All Social groups I belong to (Church/Associations)	1	2	3	4	5

ATTITUDE ELEMENTS – EVALUATION – EXTENT OF CONSUMER'S LIKING THE BELIEVED FOREIGN PRODUCT ATTRIBUTE

Please rate your level of evaluation (liking) of the product attributes of foreign African prints textiles with (1) being the lowest liking and (5) being the strongest liking. Kindly circle your chosen answer.

Variable No.	Product Variable or attribute	Evaluation

V167	Price	1	2	3	4	5
V168	Quality	1	2	3	4	5
V169	Design	1	2	3	4	5
V170	Feel/Texture	1	2	3	4	5
V171	Look/colour attractiveness	1	2	3	4	5
V172	Durability	1	2	3	4	5
V173	All other subjective attributes (anyother thing that makes it valuable)	1	2	3	4	5

EXTENT OF CONSUMER'S BELIEFS THAT IMPORTED AFRICAN PRINTS HAVE IMPORTANT VALUE

Please rate the importance of your beliefs about the product attributes of the foreign African prints textiles with (1) being the least important and (5) being the most important. Kindly circle your chosen answer.

Variable No.	Product Attribute	Importance				
V174	Price	1	2	3	4	5
V175	Quality	1	2	3	4	5
V176	Design	1	2	3	4	5
V177	Feel/Texture	1	2	3	4	5
V178	Look/colour attractiveness	1	2	3	4	5
V179	Durability	1	2	3	4	5
V180	All other subjective attributes (any other thing that makes it important)	1	2	3	4	5

NORMATIVE BELIEFS – THAT OTHERS LIKE ME FOR THE USE OF FOREIGN AFRICAN PRINTS

317

Please rate how you believe the following people think and like the foreign African prints textiles you buy or use with (1) being the lowest liking and (5) being the highest liking. Kindly circle your chosen answer.

Variable No.	People's Views About me	Ratings of Normative Beliefs				
V181	Friends	1	2	3	4	5
V182	Family	1	2	3	4	5
V183	Co-workers	1	2	3	4	5
V184	Superiors	1	2	3	4	5
V185	Subordinates	1	2	3	4	5
V186	All Social groups I belong to (Church/Associations)	1	2	3	4	5

MOTIVATION TO COMPLY – LEVEL OF CONCERN ABOUT WHAT OTHERS THINK ABOUT ME USING FOREIGN AFRICAN PRINTS

Please rate the level of your motivation to buy and use foreign African print textiles if it leads to high positive perception from the following people with (1) being the lowest motivation to buy and (5) being the highest motivation to buy. Kindly circle your chosen answer.

Variable No.	People's Views About me	Ratings of Normative Beliefs				
V187	Friends	1	2	3	4	5
V188	Family	1	2	3	4	5
V189	Co-workers	1	2	3	4	5
V190	Superiors	1	2	3	4	5
V191	Subordinates	1	2	3	4	5
V192	All Social groups I belong to (Church/Associations)	1	2	3	4	5

318

How involved and knowledgeable are you in your Ghanaian African print textile purchasing process? Where involvement refers to going round to find product information, analyzing the information comparing with alternatives before taking decision to buy.

Variable No.	Affective Variable	Rating					Affective Variable
V193	Low Involvement	1	2	3	4	5	High Involvement
V194	Not Knowledgeable about Ghanaian African Prints	1	2	3	4	5	Very Knowledgeable about local African Prints

How involved and knowledgeable are you in your foreign African print textile purchasing process? Where involvement refers to going round to find product information, analyzing the information comparing with alternatives before taking decision to buy.

Variable No.	Affective Variable	Rating					Affective Variable
V195	Low Involvement	1	2	3	4	5	High Involvement
V196	Not Knowledgeable about foreign African Prints	1	2	3	4	5	Very Knowledgeable about imported African Prints

TEST OF ATTITUDE VARIABLES

Please rate the following variables in order of how they affect your attitudes towards the Ghanaian African prints textile industry. With (1) being the weakest effect and (5) being the strongest effect.

Kindly circle your choice of answer.

Variable No.	Attitude Variable	Effects on Attitude				
V197	Perception	1	2	3	4	5
V198	Belief	1	2	3	4	5
V199	Knowledge	1	2	3	4	5
V200	Mood	1	2	3	4	5

319

V201	Emotions	1		2	3	4	5

Please rate the following variables in order of how they affect your attitudes towards foreign African prints textile. With (1) being the weakest effect and (5) being the strongest effect. Please circle your chosen answer below.

Variable No.	Affective Variable	Effects on Attitude				
V202	Perception	1	2	3	4	5
V203	Belief	1	2	3	4	5
V204	Knowledge	1	2	3	4	5
V205	Mood	1	2	3	4	5
V206	Emotions	1	2	3	4	5

SECTION F – AFRICAN PRINT TEXTILE CONSUMERS' PURCHASE BEHAVIOUR

Variable No.	BEHAVIOURAL STATEMENT	Definitely	Probably Will	Might	Probably will Not	Definitely will Not
V207	I will purchase Ghanaian African print textiles	1	2	3	4	5
V208	I will recommend Ghanaian African print textiles to family & friends	1	2	3	4	5

V209	I will seek out Ghanaian African print textiles brands on shelves when I enter textile shops	1	2	3	4	5
V210	I will seek information on Ghanaian brands to aid my purchase decision	1	2	3	4	5
V211	I will switch to Ghanaian African print textiles (ie from foreign African print textiles) if the switching cost is low	1	2	3	4	5
V212	I will always buy and use Ghanaian African print textiles because they are better than the foreign ones	1	2	3	4	5
V213	I will always buy and use foreign African print textiles because they are better than the local ones	1	2	3	4	5
V214	I will recommend foreign African print textiles to family & Friends	1	2	3	4	5
V215	I will seek information on foreign brands to aid my purchase decision	1	2	3	4	5
V216	I will switch to foreign African print textiles if the switching cost is low	1	2	3	4	5
V217	I can differentiate between foreign and Ghanaian African prints	1	2	3	4	5
V218	I will stick to Ghanaian African prints in the future	1	2	3	4	5
V219	I have been buying and will keep buying more African prints in the future	1	2	3	4	5

SECTION G – FREQUENCY AND PREFERRED PLACE OF PURCHASE

Variable No.	FREQUENCY	1	2	3	4	5
V220	I buy Ghanaian African print textiles?	Once a week	Once a Month	Once a Year	Quarterly	As and when I see appealing ones
V221	I buy foreign African print textiles?	Once a week	Once a Month	Once a Year	Quarterly	As and when I see appealing ones

V222	I prefer buying African prints from	Shopping malls	Traditional open market	Online	Specialized Textile shops	Any channel goes	Others - Specify
V223	In the near future I will prefer buying from	Shopping malls	Traditional open market	Online	Specialized Textile shops	Any channel goes	Others – Specify

SECTION H: AFRICAN PRINT TEXTILE CONSUMERS' DEMOGRAPHICS
DEMOGRAPHIC PROFILE – PLEASE CIRCLE THE RIGHT ANSWER

Variable No.							
V224	Sex	Male		Female			
V225	Educational level	Cannot read or write	Can read and write	Primary education	Secondary education	First degree/tertiary	Postgraduate
V226	Occupation	Govt,	Private, Self-employed,	House wives	daily waged	Retirees etc.	
V227	Income level (Ghs)	>200	200-500	501 – 1000	1001-2000	2001- 5000	Above 5,000

THANK YOU VERY MUCH FOR YOUR COOPERATION

322

Appendix B Ethical Clearance Approval Letter

UNISA | university of south africa

UNISA DEPARTMENT OF MARKETING AND RETAIL MANAGEMENT ETHICS
REVIEW COMMITTEE

Date   3 September 2019

Dear   Mr David Ashaley Nikoi

**Decision: Ethics Approval from
2019 - 2022**

NHREC Registration # : (if applicable)

ERC Reference # :
2019_MRM_009

Name : Mr David Ashaley Nikoi

Student #: 57663076

Staff #: N/A

Researcher(s):   Mr David Ashaley Nikoi, +233-208160517,
57663076@mylife.unisa.ac.za

Supervisor (s):   Prof Louise van Scheers, 0823231365, vscheml@unisa.ac.za
Dr Marianne Engelbrecht, 0124292412, engelm1@unisa.ac.za

Working title of research:

Consumer attitudes towards the Ghanaian textile industry

Qualification: Postgraduate degree

Thank you for the application for research ethics clearance by the Unisa Department of Marketing and Retail Management Ethics Review Committee for the above mentioned research. Ethics approval is granted for 3 years.

The **low risk application** was **reviewed** by the Department of Marketing and Retail Management Ethics Review Committee on 7 August 2019 in compliance with the Unisa Policy on Research Ethics and the Standard Operating Procedure on Research Ethics Risk Assessment.

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.

University of South Africa
Preller Street, Muckleneuk Ridge, City of Tshwane
PO Box 392 UNISA 0003 South Africa
Telephone: +27 12 429 3111 Facsimile: +27 12 429 4150
www.unisa.ac.za

Open Rubric

323

2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study should be communicated in writing to the Department of Marketing and Retail Management Research Ethics Committee.

3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.

4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards to the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing, accompanied by a progress report.

5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, if applicable: Protection of Personal Information Act, no 4 of 2013; Children's act no 38 of 2005 and the National Health Act, no 61 of 2003.

6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are similar to those of the original research. Secondary use of identifiable human research data require additional ethics clearance.

7. Minor changes suggested by the committee be amended on the Form 1.

Note:

The reference number **2019_MRM_009** should be clearly indicated on all forms of communication with the intended research participants, as well as with the Committee.

Yours sincerely,

Signature

Chair of Department of
Marketing and Retail Management ERC
E-mail: jwiid@unisa.ac.za
Tel: (012) 429-2381

Signature

Executive Dean: College of Economic and
Management Sciences
E-mail: mogalmt@unisa.ac.za
Tel: (012) 429-4805

URERC 25.04.17 - Decision template (V2) - Approve

Appendix C Gatekeeper's Permission Letter

Your Quality Market Research Solutions Provider

1 September, 2019. Mr. David Ashaley Nikoi P.

O. Box DT 286, Adenta, Accra.

Dear Sir,

RE: PERMISSION TO USE CONSUMER INSIGHTS CONSULT'S DATABASE

We acknowledge receipt of your letter requesting the use of our consumer database for your PhD research that seeks to determine consumer's attitude towards the Ghanaian African print textile industry.

In your letter you asked for:

i) Access to our consumer database of consumers in Tamale, Accra, Kumasi, and Takoradi with their full contacts and also

ii)   An assistance to identify participants for your focus group discussion.

We are pleased to give you access to the information required and assist you to recruit participants for your focus group discussion.

We however hope that you will stick to your promised confidentiality and research ethical standards.

You may come to our office located at House No. 7934/VV, Laryea Ania Street,

Westlands, West Legon for the required assistance anytime during working hours from Monday to Friday. You may contact me Mr. Matthew Kofie directly on +233 243505427 to ensure my availability in the office before you come. We wish you a good and smooth research.

Yours Faithfuiiy,

Matthew Kofie
Research Director, Consumer Insights Consult. mkofie cic-africa.com)

325

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Hse. NC. 7eszn,v

Laryea Ania Street, Kisseman, West I—egom P. O. Box GP 13074, Accra Central

Appendix D Certificate of Proofreading

UNIVERSITY OF CAPE COAST

COLLEGE OF HUMANITIES AND LEGAL STUDIES

FACULTY OF ARTS

DEPARTMENT OF ENGLISH

CERTIFICATE OF PROOFREADING

This is to certify that the doctoral thesis "Consumer Attitudes towards the Ghanaian Textile Industry" by David Ashaley Nikoi has been thoroughly proofread and edited for clarity in spelling, punctuation, vocabulary, and grammar. I hope that the necessary corrections and suggestions will be effected in consultations with the candidate's supervisors.

Thank you.

Samuel Kwesi Nkansah, PhD Senior

Lecturer

Email: snkansah@ucc.edu.gh