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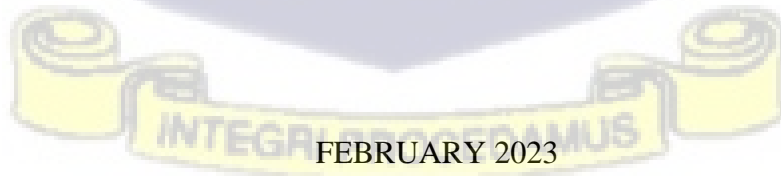
FACTORS AFFECTING CONSUMERS' SHOE PREFERENCE BETWEEN DOMESTIC
AND IMPORTED LEATHER SHOES: A STUDY IN THE AWUTU-SENYA EAST
MUNICIPALITY.

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(10550717)

THIS DISSERTATION IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON
AS PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
MASTER OF ARTS DEGREE IN DEVELOPMENT STUDIES

INSTITUTE OF STATISTICAL, SOCIAL AND ECONOMIC RESEARCH



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DECLARATION

This Dissertation is my original work done under the supervision of Professor Augustin Fosu. Existing literature that was incorporated in this study has been duly acknowledged. I further declare that this dissertation has not been presented anywhere for another degree either in part or whole.



10/02/2023

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ACKNOWLEDGEMENTS

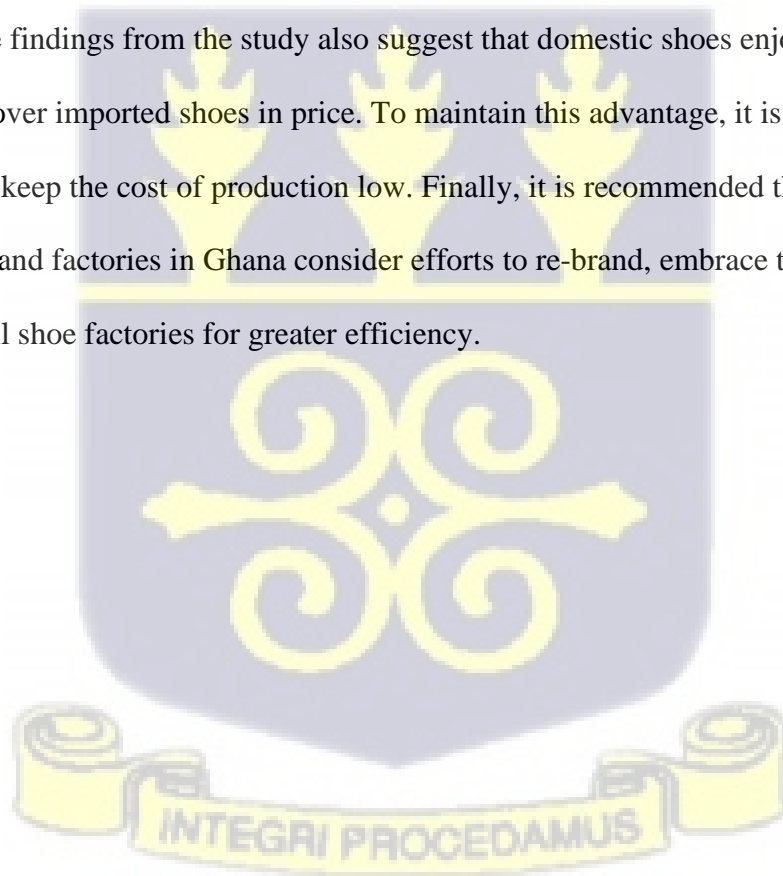
First of all, I will give much appreciation and acknowledgment to the most-high God who saw me through this program. I would also like to express my sincere gratitude to my Supervisor, Prof. Augustin Fosu for his genuine support, helpful ideas, and kind responses during the entire phases of my Dissertation. My special thanks also go to my family, especially to my wife Jennifer and my sons Jeff Jnr. and Jayden, and all my friends who assisted me in different aspects throughout my study. Special thanks also go to Prof. George Owusu and his wife Gifty for all their support, May the good Lord bless them in all their endeavours. Finally, I wish to present my special thanks to all respondents who spent their valuable time filling out the questionnaires.

God bless you all.



ABSTRACT

This study was intended to demonstrate factors influencing customers' shoe preference between locally manufactured shoes versus imported leather shoes. It examined how socioeconomic and demographic factors (age, sex, occupation, income, and education) affect the choice of shoes and explored how consumers evaluate domestic versus imported cowhide shoes with respect to item quality, style, and cost. It was carried out in the Awutu Senya East Municipality using a quantitative research methodology by sampling 400 respondents. The study uncovered quality, style, and cost as the main considerations impacting purchasers' shoe preferences. In addition, socioeconomic and demographic factors such as age, sex, income, occupation, and educational background influenced shoe choice. The findings from the study also suggest that domestic shoes enjoy a clear advantage over imported shoes in price. To maintain this advantage, it is key that all efforts be made to keep the cost of production low. Finally, it is recommended that domestic shoe companies and factories in Ghana consider efforts to re-brand, embrace technology, and merge small shoe factories for greater efficiency.



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CHAPTER ONE

INTRODUCTION

1.1. Background of the study

The consumer market pertains to buyers who purchase products for use rather than resale. In any case, not all clients are undefined in their inclinations, tendencies, and buying habits considering the differentiation in individual characteristics that can distinguish explicit purchasers from others. These consumer characteristics include various demographical, behavioural, and geographical traits. Customer markets considering economics recall contrasts for direction, age, ethnic establishment, pay, occupation, preparing, family size, religion, character, and, shockingly, social class. Advertisers ordinarily characterize these consumer attributes through proficient instruments, for example, Market Segmentation which is the most common way of isolating and recognizing key client groups (Suttle, 2013). The purchaser market incorporates all people and families who buy or gain labour and products for individual utilization. According to Kotler and Armstrong (2010), the worldwide customer market is currently comprised of more than 6.6 billion individuals who consume \$ 65 trillion worth of goods and services consistently. Of these client items, shoes are one of the fundamental necessities.

In modern days, shoes have risen above being viewed as things planned to secure and comfort the human foot while doing different exercises. The original purpose of footwear as a toe-safety measure has evolved into a device emphasizing power and wealth and, in recent times, representing style and style (Walford, 2007). Since the beginning of culture, human beings have used footwear to express their character and distinctiveness and to underpin their social status. According to

Walford (2007), style is now not a privilege of the rich. Furthermore, footwear is frequently used to create a first impression about a person (Gillath et al., 2012). It may also reveal our "sense of safety and insecurity, friendliness, intelligence, happiness, or possibly creativity" (Pospisilova, 2013 citing Gillath et al., 2012; Clark et al., 2011; Winget, 2010 cited in Gillath et al., 2012). Shoes are considered decorative and elegant items that can be used to enhance one's appearance. The layout of footwear, clothing selection, pricing, and the sale person, have grown to be vital elements that underpin the shopping choices of customers. Quality, durability, after-sales service, the convenient location of retail stores, gender, and profit levels on footwear shopping behavior have also been identified as factors to be considered by shoe manufacturers and marketers (Saha et al. 2010).

Currently, exclusive styles of footwear are delivered by various organizations in various nations to various consumers all over the world (Endalew A., 2011). Shoes now come with more designs, colours, and different materials, making it easier for the buyer to choose. A leather shoe is any material formulated to protect and comfort the human foot and perform certain functions as decoration and protection (Connolly 2012). In recent times, shoes have been upgraded to finely polished leathers of good quality that have little to do with protection but to decorate. Although shoes vary from culture to culture, globalization has made it possible for countries to try other designs from other countries, e.g., Ghanaian-made shoes and sandals being exported to the U.S. while Ghana imports from China and other countries.

China has researched these factors that affect the choice of consumers leading the country to become the biggest exporter of footwear in the world. There has been a decline from \$28 billion in 2009 (80.8% of the total leather shoe exports) to \$12.6 billion (20.8% of the total leather shoe exports) in 2014 (Workman, 2015).

Shoes accompany us throughout our complete life. Our relation closer to footwear is formed all through this period, at the same time as life-converting occasions alter our perception. There are lots of motives because humans buy shoes those days. From sensible motives to a characteristic fixation, there might be no sufficient aid in giving a confounded explanation of those inspirations. From supporting a club in a selected society through further developing intercourse offers, there are by and by people who shoe-keep best once they need to. Notwithstanding, Steele (2005) factors out that for shoe fanatics the word 'need' does now never again suggest anything. The interest in calfskin shoes has multiplied throughout recent years and there is not a great explanation to accept that this request won't keep on ascending as total populace and purchaser request increment. A 1975 UNIDO study on the calfskin and cowhide items ventures showed that worldwide cowhide shoe creation was 3.2 billion sets because of high demand.

Today, because of the steadily changing world business climate, the worldwide rivalry is strengthening, unfamiliar firms are venturing into new global business sectors, and home business sectors are done having a rich reserve of opportunity. Nearby organizations that never pondered unfamiliar contenders abruptly track down the opposition in their backyard (Kotler et al., 2005).

Ghana produces shoes that are globally competitive as far as both quality and cost are concerned. (Dankwah and Valenta, 2019) Studies have revealed that the shoe-producing area in Ghana is overwhelmed by cheap imports. Therefore, the nation's shoemakers face solid rivalry for shoes imported from especially China, which has gained notoriety for cheap commodities (Aryee, 1984; Vidal, 2021).

The investigation of elements influencing consumers' shoe preference has a colossal worth to shoe organizations by giving them the required data about customers who purchase shoes. That would, thus, assist the organizations with understanding their focused customers and planning items as

indicated by the necessities and needs of their buyers. Observing genuine clarifications for what, how, and why individuals look for in a specific shoe is a key achievement-making factor for each organization attempting to encourage interest in its items. Acknowledgment of these buying propensities, combined with the right comprehension of individuals' longings, makes the ideal circumstances for strategy implementations.

1.2. Statement of Problem

As indicated by the World Bank group (2006), the market for leather shoes in Africa experiences wild value competition from manufactured shoes imported from China and other outside nations at a lot less expensive cost. However low in strength, these bad quality imported shoes are viewed as somewhat fashionable in design for men, women, and children in all local shops. Endalew (2011) and Tegegne (2007) showed that the home-grown shoe markets have overflowed with modest imports from Asia, particularly from China and this has caused profound impacts unfavorably on the region, thus, undermining its power in the local market. Altenburg (2010) shows that the leather and leather products industry is caught in an inferior quality snare which issues threats at all levels of the value chain. These factors include inappropriate techniques at the stages of livestock management, tanning, and transport, which undermine competitiveness in high-value leather product markets. The factors are also responsible for the awful nature of final products which translate into low expenses and underinvestment at all periods of the value chain. Sutton and Kellow (2010) also raise that the leather shoe industry faces a strong challenge from shoes and other leather products imported from China and somewhere else. Ghana is yet to achieve the ideal basic change expected to move the country into a state of a high-level, industrialized, and prosperous economy (Opoku, 2004). The country is noted for its crude parts and human resource benefits. The shoe associations in the country face contention from various shoes imported from abroad. The shoe-

production industry in Ghana has likewise not seen a lot of encouragement and support from the state through its public authorities and engaging agencies that will support local entrepreneurs financially and for providing the needed infrastructure that will assemble new talents through the training of the youth into expanding the shoe-production hub, (Opoku, 2004).

The study shows that the domestic footwear market is filled with several imports, especially cheap, and local footwear consumers are provided with an alternative to shoes from around the world. However, the consumers' preference for shoes remains open and needs to be assessed. This current study is intended to find the consumers' preferences for imported versus local leather footwear. This is against the backdrop that factors influencing consumers' choices and preferences are of importance to shoe manufacturers, wholesalers, and retailers since such an assessment can lead to an effective and efficient trade mix and marketing programs.

1.3. Objectives of the study

The purpose of this study is to examine footwear preferences for imported versus home-produced leather footwear.

1.3.1 Specific Objectives

- a. To examine consumer perception of the extent to which socioeconomic and demographic factors (age, sex, occupation, income, and education) affect the choice of shoes.
- b. To assess between imported cowhide shoes and locally made Ghanaian shoes. Consumer perception of style/design.
- c. To assess consumers' perception of quality between imported shoe hides and locally made shoe.
- d. To examine which of the shoe types (imported shoes and locally made Ghanaian shoes)

command a higher price from the consumers.

1.3.2 The research questions

- a. What are consumers' perceptions of the influence of socioeconomic and demographic factors (age, sex, occupation, income, and education) on consumers' choice of leather shoes?
- b. What is consumers' perception of the style of the imported shoe against home-produced calfskin shoes in the Ghanaian shoe market?
- c. What are consumer Perceptions of the quality of imported shoes against homegrown calfskin shoes?
- d. Which shoe type (imported or Domestic) commands higher prices from consumers?

1.4 Scope of the Study

The scope of this study focused on the factors affecting consumers' shoe preferences in the Ghanaian shoe market in selected communities of Awutu Senya East Municipality in the Central Region of Ghana. The researcher selected the above geographical location due to the large retailing outlets of both domestic and imported leather shoes in that municipality.

1.5 Organization of the study

The study consisted of five chapters. Namely, Chapter 1 highlights the general introduction. Chapter 2 reviews the relevant literature surrounding the issues the factors affecting consumers' shoe preferences in the Ghanaian shoe markets. Chapter 3 presents the method used in carrying out the study, whilst the analysis of the field data is presented in the 4th chapter. Finally, the summary of findings, recommendations, and conclusion are highlighted in the 5th chapter of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0. Global Footwear Trade

The availability of different imported goods in developing countries on the local market is viewed as creating competition (Endalew, 2011). The act of importing shoes has become more rampant and is providing alternatives for purchasers (Abu Bakar, 2011). Items created in one nation are tracking down acknowledgment in different nations, and many organizations abroad have led global promotion for quite a long time (Olivier, 2014). As a result, while understanding local market needs is an important task in developing strong client relationships, it is not sufficient to gain an advantage. Organizations should use this understanding to market items that provide more value than competitors' proposals to the availability of different imported goods in developing countries on the local market is viewed as creating competition (Endalew, 2011). The act of importing shoes has become more rampant and is providing alternatives for purchasers (Abu Bakar, 2011). Items created in one nation are tracking down acknowledgment in different nations, and many organizations abroad have led global promotion for quite a long time (Olivier, 2014). As a result, while understanding local market needs is an important task in developing strong client relationships, it is not sufficient to gain an advantage. Organizations should use this understanding to market items that provide more value than their competitors' proposals to win customers.

2.1. Overview

2.1.1. World Footwear Industry

“The worldwide leather-based chain and shoe enterprise has restructured appreciably with a geographic shift of manufacturing in the direction of the ones growing in international locations, which have the lowest manufacturing costs” (Endalew, 2011; pg. 6). Because leather-based products are the common denominator of all three cost chains (automotive, footwear, and leather goods), this stage presents examination findings from research in shoes and leather-based products.

2.1.1.1. World Footwear Production

Worldwide footwear creation reached 16 billion in 2007, an increase of more than 33% since 1995 (UNIDO, 2010). It took China 20 years to climb from an ineffectively coordinated industry, serving its home-grown market, to a magnificent world footwear player by a huge degree—a 63.7% portion of worldwide production. In 2007, over 84% of the world's footwear by volume was fabricated in Asia, and as indicated by the UNIDO report in 2010; it will keep on expanding throughout the following 10 to 15 years. This will additionally reduce the creation of "customary" footwear in other assembling nations. With their portions of the world's creation, India (12.3%), Vietnam (4.1%), Indonesia (3.5%), and Thailand (1.6%) are other major supporters of Asia's prosperity.

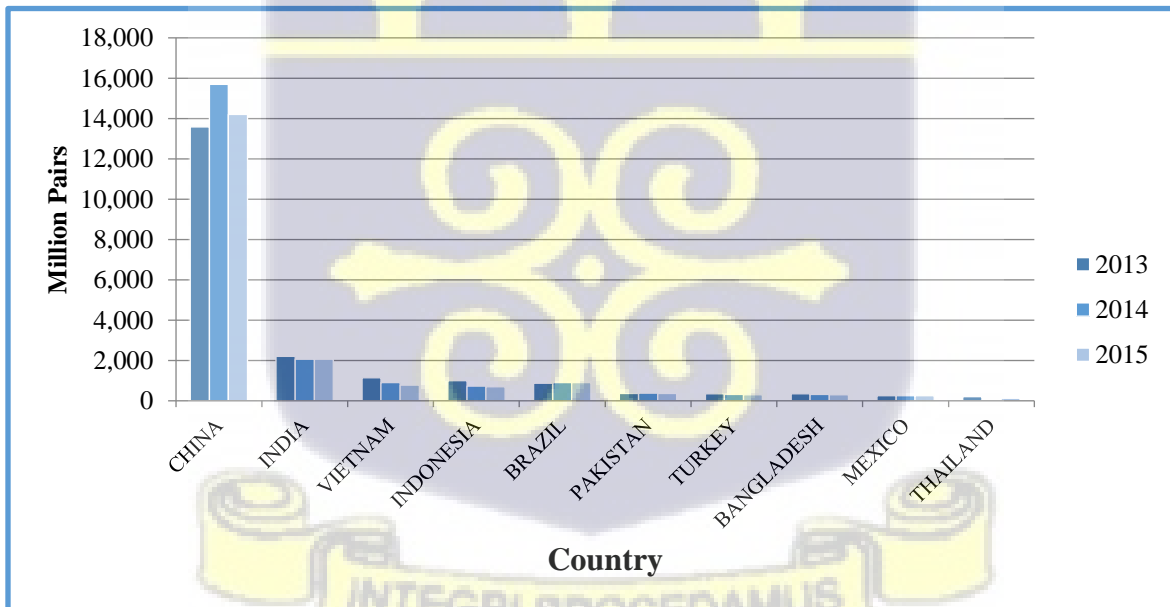
Other than Asia, the main footwear-producing nation is Brazil, with an expected 4.9% of world results. 54% of worldwide production of real cowhide is utilized in the business of footwear. It is estimated that 10 million people work in shoe manufacturing around the world. 2.82 billion sets of shoes (over 18% of the worldwide result) are named sports footwear (UNIDO, 2010; pg. 57).

Table 2.1 World Top Shoe Manufacturers by Country

Country	2013	2014	2015
CHINA	13,581	15,700	14,200
INDIA	2,200	2,065	2,065
VIETNAM	1,140	910	770
INDONESIA	1,000	724	700
BRAZIL	877	900	900
PAKISTAN	366	386	370
TURKEY	350	320	300
BANGLADESH	353	315	298
MEXICO	251	245	245
THAILAND	200		127

Source: Statista, 2016 (Modified)

Figure 2.1: World Top Shoe Manufacturers by Country



Source: Statista, 2016 (Modified)

The principal shoe producers in the world now are Vietnam, India, Indonesia, Brazil, China, Thailand, Turkey, Mexico, Vietnam, Spain, South Korea, Pakistan, and the Philippines. From 1995 to 2001, China dominated the footwear production industry in the world. Italy has also kept up with its situation as a top-notch footwear maker, gaining practical experience in the creation of high-quality shoes. Nations like Brazil and India were to have a considerable decrease underway; however, they have forced exchange arrangements that permit them admittance to modest amounts of unrefined components, particularly cowhide (UNIDO, 2010; pg. 58).

2.1.1.2. World Footwear Export

The total worth of leather footwear deals sold in 2014 was US\$60.4 billion. That sum addresses a 32.1% increment in esteem from leather footwear sent out from 2010, and a 9.5% addition starting around 2013 (Workman, 2015). Among mainland nations, European nations represented the highest dollar value of leather shoe trades in 2014, with shipments adding up to \$29.2 billion, or 48.4% of overall product deals for this item. Asian exporters were not far behind, sending out \$28.4 billion worth, or 47% of the worldwide aggregate. Notably, Vietnam had further developed its shoe send-out deals by 150% over the period. India's business, in the interim, went up by 58.6 percent. There are a few factors that make a country a top producer of shoes. These incorporate labourers, expenses, speculation, and, obviously, requests (Workman, 2015).

Creating global areas, on the other hand, has had an astonishing trajectory during the most recent 30 years. However, in 1979, Taiwan and South Korea were far the dominant exporting global areas (each mixed trading more than 30%) of general global commodities, but their combined extent of global wide products fell to a ridiculous 1.5% by 1999. All else being equal, the assembly has relocated to more affordable Asian global locations such as Indonesia, Vietnam, and China. As a result, the rebuilding method of the shoe undertaking inside developing nations follows brutally the

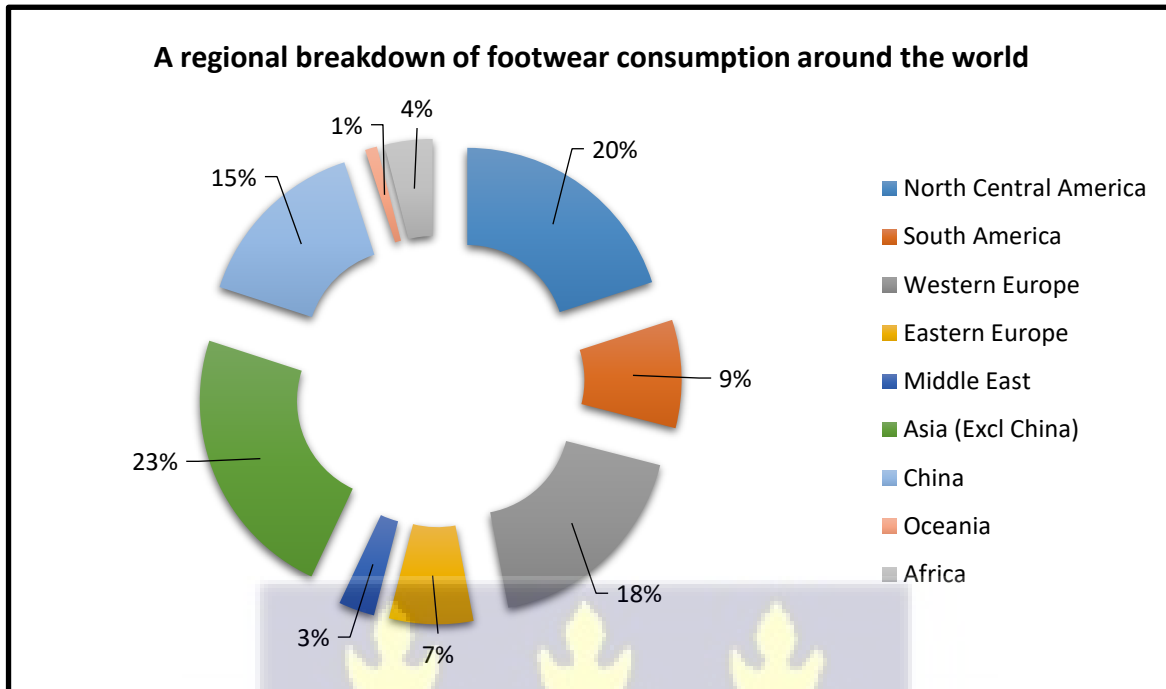
financial explanation of the most economical maker, wherein the movement charge and the beginning up expense of shoe producers are low enough to move to fabricate without difficulty and quickly.

2.1.1.3. World Footwear Import/Consumption

Asia consumes roughly 40% of the world's total footwear production each year, and this utilization is expected to rise because of the region's expanding abundance as a result of modern expansion and population development. Utilization in China is, as of now, developing quickly. As per the UNDP (2010; pg. 62), in 2008, footwear utilization in the USA saw a decay, in this way giving way for China to turn into the world's biggest buyer of footwear. It is estimated that utilization in China will continue to grow at a yearly rate of 5% to 6%, and that China will most likely not look outside of Asia to meet this growth in domestic interest. The EU, North America, and Russia consume an additional 32% of the world's output, and they no longer have an assembly base that can fulfill domestic interests. In 2007, shoe production in these areas accounted for only 15.2% of total utilization (UNDP, 2010; p. 65).

The USA has virtually replaced its footwear manufacturing industry with imports. Imports in 2007 represented 98.7% of absolute US utilization, with China giving 86.4% by volume, while Vietnam's portion was 3.8%, trailed by Brazil with 2.2% and by Indonesia with 1.4%. As per the American Apparel and Footwear Association (A.A.F.A.) the per capita yearly utilization of footwear in the USA dropped from 8 pairs in 2007 to 7 pairs in 2008.

Figure 2.2: Footwear Consumption by Region (World)



Source: SATRA. (Note: Eastern Europe includes Turkey).

Over the period 1995-2001, the top seven importing countries increased their reliance on imports, primarily from China. Indeed, Italy, a significant exporter, depends increasingly on imports. It could demonstrate that a portion of the trading nations are just re-sending out, which would make them net merchants. The most recent accessible information on the rebuilding pattern demonstrates the end of nearby creation and commodities in the more evolved nations, and the ascent of the emerging nations (particularly China) to satisfy this job.

2.1.2. African Footwear Industry Overview

Africa gives away around 14% of the world's stockpile of stowaways and skins from safaris across its landmass. With a populace of 900 million, Africa ought to have been a huge supporter of worldwide footwear creation; rather, over 74% of its footwear necessities are covered by modest

footwear from Asia and by utilized footwear from industrialized nations (UNIDO, 2010; pg. 74). As indicated by the UNIDO report, Africa's footwear creation is assessed at 170 million sets per year, while yearly imports, dominated by modest shoes from China, add up to about 350 million sets.

The unfortunate efficiency and low degree of seriousness of the African footwear subsector are because of the absence of mechanical development occurring in Africa. The absence of planning abilities, of gifted administrators with administrative and chief abilities, and of information on more suitable material data sources and showcasing methods are different elements that have contributed to the unfortunate efficiency of the footwear business in Africa. Poor actual framework, low degrees of unfamiliar direct speculation, deficient degrees of innovative turn of events, low usefulness, unfortunate workmanship because of insufficient preparation, absence of working capital, absence of successful ecological control instruments, and factors more straightforwardly connected with exchange and promotion are likewise factors prompting the unfortunate efficiency. Indeed, even in the local market, high activity costs and a lack of consideration for what the market wants in shoes in terms of quality and cost allow modest Asian items and recycled shoes to infiltrate the market (Cipriani, 2002; Jabbar, Kiruthu, Gebremedhin, and Ehui 2002). The assembling of calfskin items is an essential sub-area for the monetary and modern advancement of Africa, however, and faces solid and serious difficulties. The sub-area has a decent asset base, works seriously, and thus could be a decent wellspring of business.

With issues concerning human assets and improvement, preparing organizations and foundations have been laid out by gifts obtained through co-activity programs and has been upheld by normal venture programs. Regardless, the cowhide inventory network's preparation and specialized help framework has significant deficiencies in both offices and administrations. According to Cipriani

(2002), Africa has 18 dynamic preparation foundations, each of which requires specialized support and modernization. Their geological appropriation is comparable to the quantity of creation organizations, as displayed in table 2.1.

Egypt, the continent's biggest shoe producer, produces 57 million sets in 2,500 industrial facilities, which are generally small undertakings that utilize craftsmen. Notwithstanding the 57 million sets, 50 million additional sets of shoes are imported to address the issues of its population of 80.3 million which is expanding at a pace of 1.38 million each year. When the development of shoes fell by 8% between 2005 and 2007, imports increased at a comparable rate to meet demand (UNIDO, 2010 p. 74).

South Africa, then again in 2007, produced 40.2 million sets in 233 production lines and imported 157.8 million sets (an expansion of 30% more than in 2005), predominantly from Asia.

2.1.3. Ghana Shoe Industry Overview

Ghana's economy has seen fast development as of late because of the commodities of gold, cocoa, and, beginning around 2010, unrefined petroleum. In any case, in the same way as other of Africa's rising economies, it creates little of the merchandise it consumes. An appeal for imports has sent the neighborhood's cash plummeting. The cedi shed regards to a fourth of its worth last year 23% in 2014. Ghana's pace of financial development, which was one of the greatest on the mainland in 2011, eased back from 8.8% in 2012 to an expected 7.1% in 2013.

While trying to wean the economy off imports, President John Dramani Mahama reported in February 2014 that the public authority would help by promoting the local shoemakers as entrepreneurs. To get the ball rolling, he wore a pair of Horseman Shoes (a Ghanaian brand) to give an address at the Parliament House. Notwithstanding this large number of endeavours, the nation

imports shoes from different nations to satisfy the needs of the nation's populace, since the ones produced in the nation do not in any way come near the demands of the buyers. For example, Ghana doesn't create sports shoes, and would consequently need to import them to fulfill its needs.

Mr. Isaac Boakye-Yeboah, a freight forwarder I interviewed at the Tema port, revealed that normally Ghana imports 1200 boxes of shoes a month. This translates to about 25,000 to 30,000 metric tonnes of shoes annually and about 5 container loads of shoes per day. Ghanaian-made shoes have in recent times made significant advances in the leather shoe market, and with a large portion of them being assembled in Kumasi because most of the shoes made in Ghana are assembled in the Ashanti Regional Capital and have no brand names, people refer to them as, "Kumasi shoes."

2.2. Consumer Preferences

Companies must genuinely understand consumer behavior and purchasing preferences to strategize and showcase the system and focus on the significant groupings. Today, the world is being perceived as a worldwide town where marketing has turned into a fundamental element for business achievement. Because competition is fierce, it is difficult for each contender to be on the lookout for a delayed period. This is because the world purchaser market comprises more than 6.6 billion individuals of whom an incredible interest in a colossal assortment of labour and products varies from each other in age, orientation, pay, schooling level, and tastes. Solomon (2007) additionally argues that the inconsistencies in purchaser conduct might come from the primary elements referenced above, but additionally, the client's inclinations and propensities might play a part in the choices made. Peter and Oslon (2010) contend that since consumer buying behaviour, preferences, and wants are constantly changing, it is necessary to keep up with and repeatedly change the adapted advertisement technique.

Besides, Pospisilova (2013), referring to Solomon (2007) claims that individuals are additionally under impact by their nearest encompassing which incorporates loved ones. A group having similar interests may likewise be thought about as a potentially impactful component. It is difficult to state what leads clients to pick a specific brand. In any case, a few reasonable clarifications might be found. Every individual focuses on an alternate part of an item. Besides, Pospisilova (2013), referring to Solomon (2007) claims that individuals are additionally impacted by their nearest encompassing which incorporates loved ones. A group having similar interests may likewise be thought about as a potentially impactful component. It is difficult to state what leads clients to pick a specific brand. In any case, a few reasonable clarifications might be found. Every individual focuses on an alternate part of an item.

2.2.1. Attributes influencing consumer behaviour.

The consumer buying process is impacted by many elements that a few advertisers have zero influence over. These include elements of social, social, individual, and mental nature. Notwithstanding, these variables should be viewed as necessary to successfully deliver the goods to the designated shoppers.

2.2.1.1. Cultural and Societal Environment factors

Cultural variables come from various parts connected with culture or social conditions from which the buyer has a place. Cultural heritages, ethnicity, and social class have especially significant impacts on consumers' conduct. Culture is urgent when it comes to the determinants of an individual's necessities and needs. Each association or society has a way of life. In any case, each cultural association has its way of life that impacts their looking for conduct. The amount to which way of life impacts the conduct would potential territory from one client to another. Every way of

life incorporates more unobtrusive subcultures that offer more unmistakable, explicit personalities and socialization for their people. Subcultures include identities, religions, racial groupings, and geographic areas (Perreau, 2015). The 0.33 social component is social tastefulness, which is incredibly homogeneous and causes divisions in the public. Social style alludes back to the progressive relationship of the general public into various divisions, everything about shows social standing. Social elegance is an urgent determinant of client conduct since it impacts the admission designs, way of life, media examples, sports, and hobbies of consumers. Social preparation reflects profit notwithstanding occupation, training, and various markers (Kotler, 2000).

2.2.1.2. Social Factors

The third factor that impacts a purchaser's attitude is their private attributes, including their age, stage in the presence cycle, occupation, cash-related conditions, way of life, character, and self-thought (Perreau, 2014). Individuals change the work and things they purchase over their lifetime. They eat adolescent food in the early years, most food groupings in the making and mature years, and remarkable eating regimens in the later years. Taste in garments, furniture, and diversions is likewise age-related. Besides, utilization is in like way molded by the time of the everyday presence cycle - the stages through which families could be mistaken for they mature for quite a while.

2.2.1.3. Individual Factors

The third factor that impacts a buyer's lead is private ascribes, including the buyer's age, stage in the presence cycle, occupation, money-related circumstances, lifestyle, character, and self-thought (Perreau, 2015). People change the work and items they buy over their lifetime. They eat toddlers' food in the early years, most assorted food in the creating and developing/maturing years, and exceptional eating regimens in the latter years. Taste in pieces of clothing, furniture, and

entertainment is also age-related. Furthermore, usage is in like manner shaped by the period of the day-to-day existence cycle - the stages through which families could be confused as they mature for a long time.

An individual's occupation likewise influences the labor and products purchased. Development workers will generally purchase more rough work garments, while corporate chiefs purchase more matching suits (Kotler and Armstrong, 2010).

Likewise, financial conditions impact an individual's utilization design. In this way, businesspeople pay tricky things should music inclinations in private pay, reserve funds, and leisure activity rates. An individual's example of abiding inside the globe as communicated in exercises, diversions, and evaluates closes in unmistakably consistent and suffering reactions to the environmental factors which thusly impacts looking for practices (Kotler, 2000).

Perreau (2014) furthermore explains that the lifestyle of an individual includes work, interests, values, and feelings, yet the lifestyle of a purchaser influences his direct and indirect purchasing decisions. For example, a customer with a strong and changed lifestyle will get a kick out of the chance to eat normal things and go to unequivocal stores, will do some running regularly and thusly the buyer will have a particular inclination for shoes, pieces of clothing and express things.

The Oxford word reference describes the character as "the mix of properties or attributes that structure an individual's undeniable individual." As indicated by Perreau (2014), a couple of characteristics, for instance, conviction, friendliness, freedom, appeal, want, openness to others, bashfulness, interest, adaptability, etc., make up one's personality, while the self-thought is the image that the individual has, or should have, and which he gives to his present situation. These two thoughts essentially sway the individual in his choices and his way to deal with being in the standard day-by-day presence, consequently influencing his shopping behaviour and purchasing

affinities as a client (Perreau, 2014). To attract more clients, many brands are endeavouring to cultivate an image and a persona that pass on the attributes and values needed by the purchasers they are focusing on.

2.2.1.4. Psychological Factors

As indicated by Kotler (2000), the fourth assembling of factors that sway buyer buying conduct is mental components. It involves motivation, wisdom, learning, convictions, and viewpoints. Motivation will drive clients to cultivate purchasing conduct. It is the assertion of a need is which became crushing with the eventual result of driving the customer to have to satisfy it. It is typically working at a mind level and is routinely difficult to measure. Motivation is associated with the need and is conveyed in a comparative sort of request portrayed in the periods of customer buying decisions. To have the choice to ask purchasers to purchase and extend bargains, brands should be made to make, make discerning, or develop a need in the buyer's mind so he/she (the customer) encourages a purchase motivation.

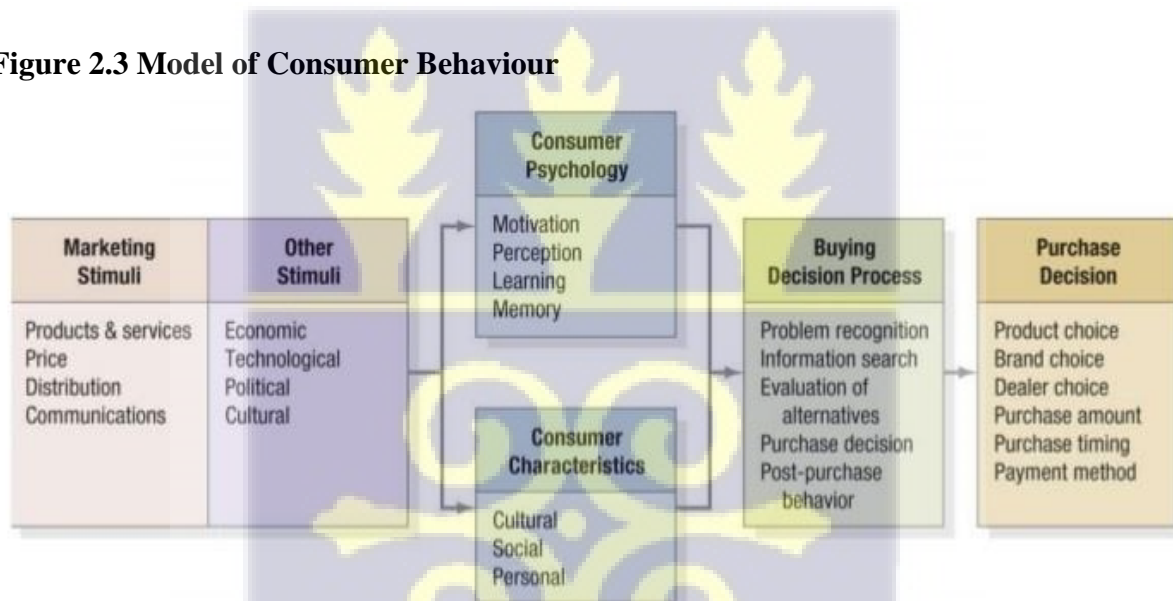
Knowledge is the cycle through which an individual picks, figures out, and interprets the information to achieve something that he looks at. The perspective on a situation at a given time could conclude whether and how the singular will act. Exactly when people experience new things, changes occur in their direct behaviour, i.e., they learn new things when they act. Thus, through movement and learning, people secure feelings and attitudes that, subsequently, sway buying behavior. Learning is through movement. Exactly when we act, we learn. It recommends a change of leadership considering the experience. Learning changes the direction of an individual as he acquires information and experiences. So is the theory of operant embellishment, which communicates that you can develop a respectable picture and interest in a thing by elevating criticism (Perreau, 2015). A client has expressed convictions and attitudes toward various things.

Since such convictions and mind-sets make up a brand's image and impact buyer behavior, promoters are enthusiastic about them. Promoters can change the convictions and mindsets of clients by shipping off one-of-a-kind missions in their checking.

2.2.1.5. Model of consumer conduct

Concurring Kotler and Armstrong (2010), clients look for choices every day, and looking for decisions is the fundamental component of an advertiser's work. Most huge gatherings read up buyers looking for determinations in components to answer inquiries on what clients buy: wherein they buy, how, and what kind of they buy. Advertisers can view genuine consumer behaviour.

Figure 2.3 Model of Consumer Behaviour



Source: Model of consumer behaviour (Kotler & Keller, 2009)

2.2.2. Marketing stimuli

As demonstrated ahead of time the publicizing upgrades incorporate the 4 Ps: item, value, spot, and advancement. In any case, various improvements incorporate primary powers and exercises across the purchaser's current circumstance: financial, political, mechanical, and social. These are

inputting that contribution to the purchaser's brain, in which they're adjusted into a fixed purchaser's discernible reaction (Kotler and Armstrong, 2010). As those inputs affect consumers' preferences, product style/design, exceptional and charge also are considered which this observe will awareness.

2.2.2.1. Product attributes

A product is something that may be provided to the marketplace for attention, acquisition, use, or intake that would fulfill a desire. A product characteristic is a function that defines a specific product and could influence a patron's buying decision. According to Grimsey and Lewis (2017), product attributes may be tangible (bodily) or intangible (no longer bodily). Fostering an item involves characterizing the favours that the item will offer. These favours are imparted and presented through unmistakable item credits, alongside quality, element, style, and plan. Choices roughly corresponding to those attributes are primarily imperative as they significantly affect supporter responses to an item (Kotler and Armstrong, 2010).

Referring to Kotze et al (2003), Endalew (2011) states that items are made from numerous actual parts or attributes, which are seen diversely by different customers. Customers will often investigate elective items comprised of various quality blends when considering a product that they want to purchase.

2.2.2.2. Product style/design

In everyday terms, we often use style and fashion interchangeably to mean the equivalent. In any case, they are not the same thing. Style is more concerned with the visuals, or the external look, of an item. It makes a significant tasteful incentive for customers. Then again, the plan is more worried

about the fundamental format of an item with its centre usefulness and client experience as a main priority.

A great plan adds to an item's helpfulness as well regarding its looks (Kotler 2010). Style is a noticeable appearance, which consolidates line, outline, and data influencing client thought more like a brand (Frings, 2005). As indicated by Abraham and Littrell, 1995 (noted in Division of the board and promoting, 2008). Kotler (2005), a few corporations have recognition for top-notch fashion and layout; consequently, they have got included fashion and layout with their company culture.

Most companies now consider which one (design or style) they should consider for creating prevalent client esteem. While the two sorts of changes might make predominant client esteem, it is typically the plan change that is even more frequently viewed as progressive by clients. In some cases, it very well may be the adjustment of style that can give us added mileage against contenders. Toward the end, it is useful all the time to see the almost negligible difference between the two.

In a post cited by Tarasewich and Nair (2000), item format and the way through the method of method for which models are created, specs made, and completed in genuine assembling is a critical piece of any undertaking. For the way to works of art, each issue of each interest related to the item and its ways of life cycle must be considered. These comprise supplier association, benefactor inclusion, fabrication, cost, time, the board, utilization, attractiveness, and the probability of recycling. With such wide-ranging elements entering play, a thoroughly examined format can offer an undertaking with the forceful side needed for arriving at more profit and a better commercial center. Associations are continually looking for better approaches to laying out merchandise.

Kanwal (2002) noted that what's going on in the international layout/fashion and the modern-day model's traits is one of the elements that clients don't forget while shopping for merchandise and which ends up in their extrude of taste.

2.2.2.3. Product quality

Assuming an item satisfies the client's assumptions, the client will be satisfied and consider the item to be of good quality. If their assumptions are not satisfied, the client will consider the item to be of inferior quality. As indicated by UNIDO (2006), the nature of an item might be characterized as "its capacity to satisfy the client's requirements and assumptions." Quality should be characterized right off the bat as far as boundaries or attributes, which change from one item to another. For instance, for a mechanical or electronic item, these are execution, dependability, security, and appearance.

As per McGraw-Hill Concise Encyclopaedia of Engineering (2002), there are three perspectives for portraying the general nature of an item, the first is the perspective of the maker, who is worried about the plan, designing, and assembling processes associated with manufacturing the item or great. Second is the viewpoint of the purchaser or client. Purchasers rate a thing as an excellent thing when it well satisfies their tendencies and presumptions. This thought can join different characteristics, some of which contribute practically nothing to the handiness of the thing yet are tremendous in giving customer faithfulness. The third quality point of view is to think about the actual item as a framework and incorporate properties that are straightforwardly connected with the activity and usefulness of the item. This approach ought to incorporate the normal perspectives of producers and clients. Quality control (QC) is an assortment of techniques and advancements to guarantee that an item or administration is fabricated and conveyed by determined prerequisites. This incorporates particular and standard turn of events, execution estimations, follow-up strategies,

and remedial activities to keep up with control. The simultaneous designing, quality capacity arrangement, and all-out-quality administration (TQM) are best in class the executives' ways to deal with working on quality through powerful preparation and incorporation of the big business-wide plan, assembling, and material administration capacities. Be that as it may, when applied about consumer loyalty, the general quality guideline stays essential for progress. Many organizations never again utilize far-reaching quality control names; however, client-driven quality is how most top organizations carry on with work. Since ensuring data impacts most pieces of thing quality, quality improvement programs ordinarily fuse goals to diminish ensure ensures and related expenses.

Worldwide Organization for Standardization (ISO) 9000: 2000 norm (referred to in McGraw-Hill Concise Encyclopedia of Engineering, 2002), quality is the capacity of m group of interesting properties to meet prerequisites. By and by, there are two kinds of value: outside and inside quality. Achieving outside quality requires giving a thing or organization that meets client suspicions to spread out client relentlessness and, in this manner, further foster the portion of the overall industry. Inside fine incorporates the advancement of an association's internal activity. Inward fine intends to place into impact the way that makes it suitable to charming depict the association and to distinguish and limit issues. The recipients of inward fines are the association's control and representatives. One of the principal principles of fine is the counteraction of waste and constant turn of events. This way that fine is a ceaseless practicing whose point is to distinguish jumble as fast as feasible after it happens (Endalew, 2011).

As indicated by Belay (2009), ensuring fine is the charming approach to prevailing client self-conviction and deals. Numerous creation organizations find that they need to meet new and explicit rules (public, corporate, territorial, or worldwide) to contend in the global market. Nearby imports

and fine requests offer an establishment for evaluating the fine of products and administrations. Providers are outfitted with a manual regarding the fine of the item to be fabricated, even as customers are outfitted with the self-conviction that the items are secure and meet over-the-top fine necessities. Recognizing a fine item can blast benefits. The present buyers tend to be fine/logo call mindful and are extra disposed to pay a superior charge for a genuine fine product.

Lee (2008) characterizes fine as an unbiasedly quantifiable positioning based on the absolute trademark intrinsic of the item. In natural terms, the fine is whether the item is an idea to be valid with the guide of utilizing others. Since unnecessary fine results of the over-the-top item assessment, in like manner, its miles seen with the guide of utilizing the extreme purchase goals.

2.2.2.4. Product price

As indicated by Endalew (2011), referring to Kotler et al. (2005), the cost is how much cash is charged for an item or administration. Cost is how much the overall large number of values that clients exchange for the upsides of having use of a thing or organization. Beforehand, the cost has been the primary thought affecting buyer decision. The worth of one set for a thing or organization massively affects how the customers to act. Expecting purchasers to acknowledge that the worth you are charging is lower than competitors' could cause a critical spike in bargains. However, expecting the set expense is through and through higher than expected, the response can baffle. Notwithstanding a change in cost could make surprising results concerning purchaser buying conduct. Cost is the principal part of the advancing mix that conveys a turnover for the affiliation; any leftover parts address costs (Ofori et al, 2011).

Esteeming and esteem contention is the principal issue going up against various publicists, yet numerous associations don't manage assessing issues well (Endalew, 2011). One regular issue is

that companies rush to reduce costs to acquire deals rather than persuade consumers that their items or administrations merit a greater cost. Other normal issues are estimating which depends on cost brought about during creation rather than the worth clients will get and evaluating that isn't refreshed frequently to meet market changes and doesn't consider the remainder of the promoting blend.

Belay (2009) referenced that charge is a basic perspective in sorting out an association's capability to contend in global business sectors. For some, organizations, estimating guidelines and techniques are secret records and are presently no longer without issues to be needed to untouchables. In forceful business sectors, inordinate charges establish an exhibition of the social allure of assembling the item or administration. They can likewise be defended in trade markets assuming the deal also incorporates moves of age or preparing.

Ofori et al (2011) expressed that setting an item cost should be founded on the degree of buyer's interest in a long-term benefit or administration. Showcasing chiefs should likewise interpret this gauge of buyer interest into appraisals of income the firm hopes to get. From the buyer's viewpoint, the cost is regularly used to demonstrate esteem when it is combined with the apparent advantages of a decent or administration. Worth can be characterized as the proportion of seen advantages to value (Ofori et al, 2011). This relationship shows that at a given cost as seen in benefit increment, the worth of that great or administration increments. Additionally, at a given cost, esteem diminishes when seen benefit diminishes. An illustration of advertisers who take part in esteem evaluating is the inventive business sectors, where they increase items and administration benefits and keep up with or decline costs. For certain, items, value impacts the impression of quality and at last worth to shoppers. Bucklin et al, 1998 (referred to in Department of Management and Marketing, 2008), fees appreciably impact customer desire and prevalence to buy. They emphasized

that bargain pricing makes families transfer manufacturers and purchase merchandise in advance than needed. The study additionally suggests fee as an alternate ratio among items that pay for every other. Price additionally communicates the company`s meant fee positioning of its product or logo to the market.

Kotler et al (2005) referred to that fee appreciably as what impacts customer desire to buy particularly in much less endowed (poorer) countries. In addition to the above-mentioned product attributes price was the focus of the present study, which is on Kasoa, a suburb of Accra, Ghana.

2.2.2.5. Marketing Focus

A marketing focus or target market is a specific group of individuals inside the objective market on which an item or the advertising message of an item is focused (Kotler, 2000). For instance, if an organization sells new eating regimen programs for men with coronary illness issues, they become the objective market. An objective market can be shaped by individuals of a particular age gathering, orientation, or conjugal status. A blend of variables can likewise make an objective market, as for the situation with men matured 20 to 30. Different gatherings, albeit not the primary concentration, may likewise be intriguing. Finding the proper objective market(s) is one of the main exercises in advertising the board. The greatest error that is feasible to make in focusing is attempting to arrive at everyone and winding up speaking to nobody. Organizations these days comprehend that they can't speak to all buyers in the commercial center spot, or essentially now no longer to all clients in an equivalent way seeing that buyers are excessively various, excessively broadly dispersed, and excessively different in their desires and looking for rehearses.

Most offices have now moved a long way from mass publicizing and promoting and nearer to objective promoting and showcasing, looking at each commercial center fragment's magnificence and settling on at least one section to enter (Pospisilova, 2013).

Target markets can be isolated into geographic divisions (address, their area or environment district), segment or financial divisions (orientation, age, pay, occupation, training, family size, and stage in the day-to-day life cycle), psychographic division (comparative perspectives, values, and ways of life), social division (events, level of unwaveringness) and item related division (relationship to an item) (Kotler and Armstrong, 2010). Segment factors are the most famous bases for fragmenting client bunch since shopper needs, inclinations, and utilization rates are regularly connected with segment factors (Kotler, 2000), which are examined beneath.

2.2.3. Socioeconomic and Demographics

2.2.3.1. Age

Age is an important factor in consumers' needs decisions gatherings (Kotler and Armstrong, 2010). Age is the most straightforward method for arranging clients into various groupings. As per explicit inclinations and necessities, this grouping helps in restricting makers' concentration, empowers a superior fixation on subtleties, and builds effectiveness in the technique arranging (Solomon, 2007).

Martin (1975) proposes that the old shop is fundamentally for utilitarian reasons. More seasoned individuals spend more cash on items and administrations connected with clinical consideration, and they put less seriously into items and administrations connected with proficient life (transport and attire), lodging (home loan and house outfitting), and kids (instruction).

2.2.3.2. Gender

According to Pospisilova (2013), various investigations have endeavored to clarify contrasts between female and male buying conduct. In Solomon's (2007) assessment, it is critical to express

that male and female shopping propensities and inclinations exceptionally fluctuate as per the kind of merchandise, which is being bought. In any case, on the off chance that it comes to design, the various practices of purchasers appear to be a sensible activity. Solomon (2007) accentuates that a lady's job, which used to be introduced as a housewife, is at this point not substantial. Wray and Hodges (2008) exhibit that a cutting-edge lady gives fundamentally more consideration to her appearance than what used to be finished.

New advertising approaches introduced by Solomon (2007) show how advertisers attempt to excite men's touchy side and raise interest in their style products. All new changes have uncovered a longing of the present mature people to become more youthful, prettier, and more effective. It is giving way to the schemes of advertisers elevating efforts to "be more established despite everything looking great" (Solomon, 2007).

2.2.3.3. Education

It has for quite some time been perceived that the impact of schooling on conduct is inescapable. Indeed, even though relaxed perception, numerous parts of the conduct of the individual or the family are believed to be firmly connected with tutoring (Juster, 1975). Pay, the decision of occupation, private area, topographical versatility, utilization consumptions, relaxation time exercises, qualities of companions and partners, "way of life," and perspectives toward an assorted scope of individual and social issues all would seem, by all accounts, to be moderately solid associates of schooling. States often force regulations directing the base measure of instruction to be gained, with the conviction that people are better residents assuming they are literate and will have essential data about various subjects. Additionally, because of its impact on conduct, the degree of schooling is one of the normal qualities by which social researchers classify individuals.

2.2.3.4. Income

Purchaser decisions are predicated on different monetary conditions, and perceiving the connection between these conditions and a singular's buying conduct permits financial analysts to perceive and anticipate buyer decision patterns. One of the focal contemplations for a buyer in settling on their buying practices is their general pay or compensation levels, and consequently, their monetary limitations. An ordinary decent like a shoe will have a decidedly inclined Engel Bend, which mirrors the way that as pay rises, utilization rises (Chartrand, 1998).

In merging consumer theory and consumer choices with income level, the essential thought is that an expansion in pay will expand the planned utility that a customer can get on the lookout for (Chartrand, 1998). Seeing how this applies in an overall design, close by the conditions directing explicit kinds of products, it turns out to be genuinely straight-forward to foresee buyer buying practices at varying pay levels.

2.3 Summary of Literature Review

The literature review section of this study presented a review of relevant literature pertaining to the subject of the study. Works of literature relevant to the study were reviewed along the study's key thematic area. It starts with an overview of the world footwear industry in terms of the world's top shoe manufacturers, distribution of world footwear exports, and distribution of world footwear consumption, then moves down to an overview of the African footwear industry and ends with a review of factors that influence shoe consumer preferences.

An overview of global footwear manufacturing shows that between 2013 and 2015, China topped the world in terms of shoe manufacturing, followed by India, Vietnam, and Indonesia. In terms of consumption of footwear, Asia was found to consume around 40% of global footwear

production annually. The USA has virtually replaced its footwear manufacturing industry with imports; imports in 2007 represented 98.7% of absolute US utilization, with China at 86.4% by volume. Unfortunately, Africa has failed to compete in the shoe industry, with about 74% of its footwear imported from Asia. The literature further revealed that Africa's inability to compete effectively in the global leather shoe industry stems from the absence of efficient administration and workplaces, among others.

Ghanaian-made shoes have in recent times made significant advances in the leather shoe market, with a large portion of them being assembled in Kumasi. The literature revealed that Ghana's shoe industry is in intense competition with imported leather shoes, and various successive governments have in one way or another done their best to make sure that the local shoe industry wins the battle against imported shoes. This outcome is far from certain, however, as unfortunately the majority of the shoes made in Ghana are assembled in Kumasi, and with no brand names; people refer to them as "Kumasi shoes." This has greatly affected such shoes' ability to compete with the global brand. Ghanaians' high taste and preference for foreign shoe products have compelled the nation to import shoes from different parts of the world.

A review of factors that influence consumers' shoe preference revealed that preference is influenced by cultural and societal environmental factors, socioeconomic and demographic factors (age, gender, education, income status/level, age, occupation, educational background, lifestyle, occupation), product attribute (product design /styles, the Product quality, product price, market forces), and socioeconomic factors. Furthermore, the model of consumer behaviour further operationalized factors that influenced consumer choice to consist mainly of consumer psychology (motivation, perception, learning, and memory) and consumer characteristics (culture, social, and personal factors). Under these two main factors are four other factors: marketing stimuli (product

and service, price, distribution, and communication), purchase decision (product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method), buying decision process (problem recognition, information search, the evolution of alternatives, post-purchase behaviour), and other stimuli (economic, technological, political, and cultural factors).



CHAPTER THREE

METHODOLOGY

3.0 Introduction

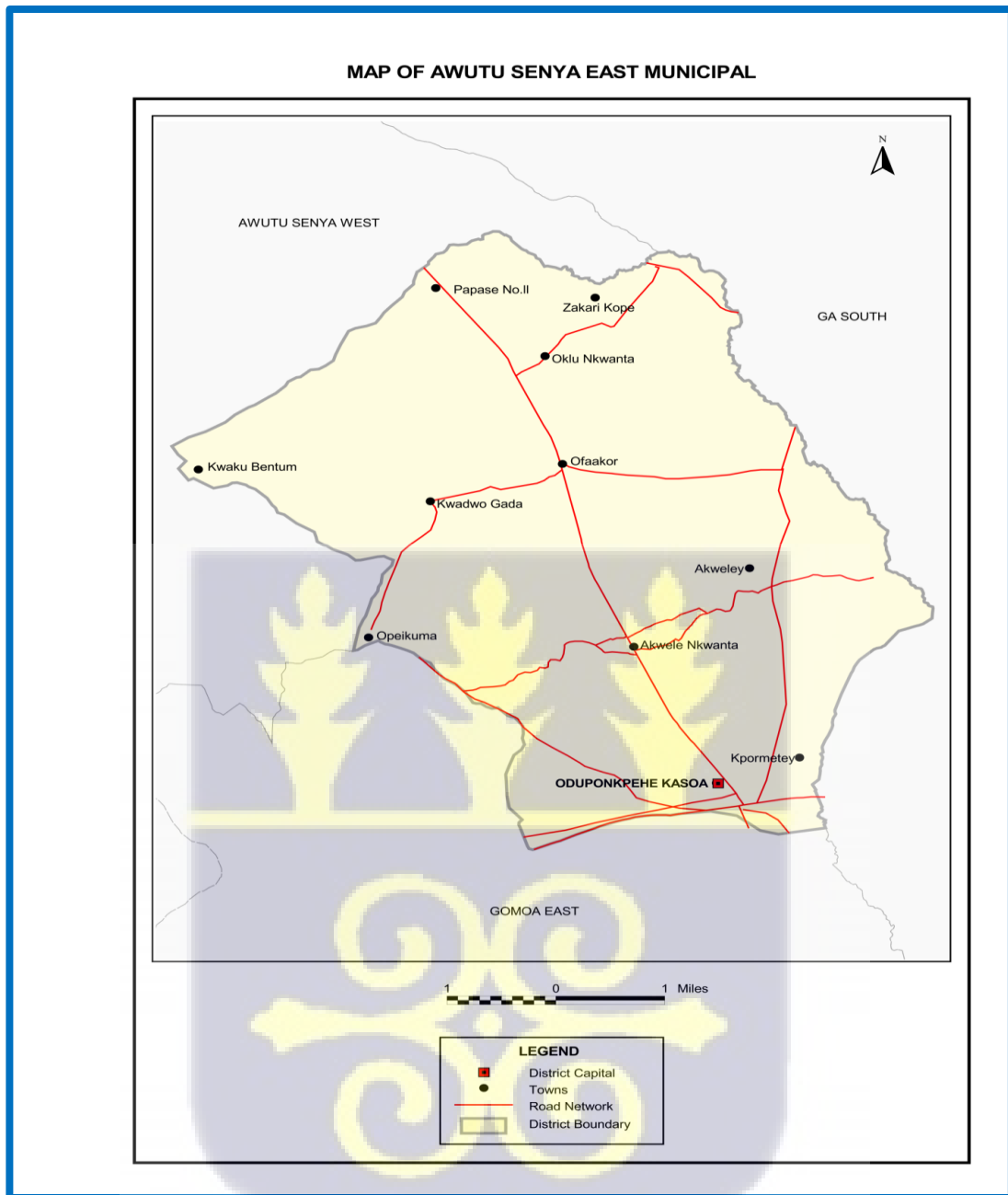
This chapter explores the research design, sampling techniques, source of data, data collection tools, and finally the data analysis.

3.1 Study Area

The Awutu Senya East Civil Get together (ASEMA) is one of the more recent regions in the focal area. The Region was removed from the past Awutu Senya Region in 2012 and spread out as a Region by Regulative Instrument (L.I) 2025 with Kasoa as its capital. According to the 2010 Populace and Lodging Registration (2010 PHC), the total number of people in the district stayed at 108,422. This is around 4.9 percent of the Focal Region's general population. The Awutu Senya East District is mostly metropolitan. As indicated by the 2010 Population and Lodging Evaluation, the district does not have many country settlements. The study area was Awutu Senya East Municipality because of the vibrant shoe market within the municipality. The increasing viability of the shoe market within the municipality accounted for choosing the Awutu Senya East district as a study site.



Figure 3.1 Map of Awutu Senya East Municipal



Source: 2010 Population and Housing Census

3.1.1 Location and size

Awutu Senya East Civil is arranged in the eastern section of the focal locale. It confers ordinary cut-off points to Ga South City Get Together (in the more prominent Accra Area) at the east, Awutu Senya Region at the north, and Goma East Locale at the west and south independently. The district covers a hard and fast land area of around 108.004 sq. km., or around 1.1 percent of the full-scale land area of the Focal District. Kasoa, the city capital, is located in the south-eastern part of Ghana, around 31 km from Accra, the public capital. Critical settlements of the common are Opeikuma, Adam Nana, Kpormertey, Ofaakor, Akweley, Walantu, and Zongo.

3.1.2 Population distribution

According to the 2010 Populace Registration, the district has a general population of around 108,422. The male population accounts for 48.1 percent of the total population of the Metropolitan area, while the female population accounts for 51.9 percent. The sex extent for the city is 92.8 significance, for every 100 females, there are around 93 people. There are 17,577 married females in the general population, while there are 1618 isolated females in the general population. In like manner, 1,728 females in the general population are widows.

3.1.3 Employment sector

The most elevated extent of the utilized populace in Awutu Senya East Region is found in the private casual area addressing 81.9 percent with the most un-being those in Different Associations. The rest are public (government) (5.3 %), private formal (12.2%), semi-public (0.1%), and NGS (0.3%).

3.2 Research Design

The study employed a quantitative research approach. The choice was influenced by the quantitative research objective: the use of numerical value to depict the strength of each variable. The study also sought to provide a descriptive analysis of the objectives. It employed a survey method to collect primary data from the study respondents. Data collection was cross-sectional and exploratory, as the subject is rarely studied, especially for Ghana.

3.3 Data Sources

In this study, two main sources of data were employed: primary and secondary data. Primary data were collected from the study respondents during the survey. Secondary data was solicited from journals, articles, books, and the internet.

3.4 Sample size

Consumption of leather shoes is universal and based on consumer preference. Thus, everyone in Awutu Senya East Municipality, and for that matter, Kasoa, is a potential and prospective leather shoe consumer. Based on this conception, the total population of Awutu Senya East Municipality was assumed in computing the sample size of the study using the formula:

$$N / (1 + N(e^2)),$$

Therefore, “N” is the population size= of 108,422, and “e” is the tolerable error of 0.05.

$$108,422 / [1 + 108,422(0.05^2)] = \mathbf{398.53}.$$

Though the sample size after computation gave the researcher a sample size of 398.53, the researcher made the sample size 400 to make it a round figure. Therefore, 400 respondents were selected out of the total population of Awutu Senya East Municipality for the study.

3.5 Sampling Techniques

The sampling technique used was the purposive technique, which was intended to select only respondents from within the study geographical area, namely, Awutu Senya East. Also, only individuals who spent part of their income on shoes and were familiar with the trending shoes at a particular time were selected. The technique helped to select respondents who fulfilled the study criteria and were willing to participate in the study at the time of the data collection.

3.6 Data collection

The questionnaire was administered within the span of one week and four days. The researcher and the research assistants personally handed over a questionnaire to respondents in the study area, thus, the Kasoa market. The researcher and his assistant guided respondents to answer the questionnaire. A few respondents took their questionnaires home to respond to them, while others addressed theirs within sight of the researcher and his assistants. Questionnaires that were taken home by the respondents were subsequently gathered by the researcher. Questionnaires were administered in homes, church compounds, shopping centres (shoe boutiques and shoe shops), and along roadsides. The questionnaire administered at church was done after the church service, where the researcher and his assistants stood at vantage points in the church compound to ask respondents for permission to participate in the study, and they willingly participated in the study. The choice of churches and shops (boutiques and leather shoe shops) was informed by the researcher's intention to get people who spend a good proportion of their income on shoes. Churches and shoe shops, according to the

researcher, are viable places to get access to people who happen to spend a good amount of their income on shoes. Respondents who were illiterate answered verbally as the researcher read and explained the questionnaire in the local dialects.

3.7 Instrument for data collection

The researcher distributed the closed-ended, structured questionnaire in printed form for individual consumers in different age categories to respond to. The researcher went personally with other trained personnel to the study area to distribute the questionnaire. The purpose of the structured questionnaire was to guide respondents in responding to the critical areas of the research. Another reason was to prevent respondents from going overboard or derailing from the research objective. This tool (structured questions) was also adopted to effectively manage the little time that the respondents had, as they were involved in their various social and economic activities and did not have much time at their disposal. The trained personnel were to assist respondents, especially those who could not read or write but were willing to respond.

The questionnaire was divided into four main parts, with one open-ended question. The questions are designed to have checkboxes, allowing the respondent to choose answers suitable for him or her by ticking in the checkboxes. The part of the questionnaire labeled "Section A" captured information on the socio-demographic background of participants, such as their age, educational status, occupational or employment status, income level, and sex.

The second part of the questionnaire, labeled Section B (Style and Design), contains a question about fashion awareness, which was used to examine the fashion and variety consciousness of today's males and females between domestic and imported leather shoes. On a five-point Likert scale, consumers' style and design were to be rated as follows: 5 = very good, 4 = good, 3 =

satisfactory, 2 = poor, and 1 = very poor. Section "B" further provides questions that measure the influence of style and design on shoe choices. Style influence on shoe choice was measured under a five-point Likert scale: 5 = "very much," 4 = "a lot," 3 = "a little," 2 = "very little," and 1 = "none." The third part, labeled Section C (Quality), also contains questions about the quality (durability and comfortability) of shoes respondents consume for both domestic and imported shoes. Respondents were asked to rate the style and design of both imported and domestic shoes in terms of variability and fashionability. Respondents were asked to rate the quality of both imported and domestic shoes. The last part of Section "C," which is Question Number "10," measures the influence of shoe quality on consumers' shoe preferences under a five-point Likert scale: 5 = "very much," 4 = "a lot," 3 = "little," 2 = "very little," and 1 = "none."

Finally, the last section, labeled "Section D," explores the cost of both domestic and imported shoes and the impact this has on consumer choice. Respondents rated the price of imported and domestic shoe products on a five-point Likert scale: 5 = very high, 4 = high, 3 = medium, 2 = low, and 1 = very low. Respondents also rated what they thought about domestic and imported shoes in terms of which one was better on a five-point Likert scale: 5 = strongly agree, 4 = agree, 3 = indifferent, 2 = disagree, and 1 = strongly disagree. Participants were given a space to write their comments about how they feel about the shoes they consume and their opinions on what can be done to satisfy them.

3.8 Method of Data Analysis

3.8.1 Objective 1

Objective one examined the respondents' demographics and the influence they had on their shoe preferences. Thus, the various demographic characteristics (age, occupation, sex, income, and employment status) were analysed along with their shoe preference. For example, age, sex,

education, and occupation were analysed to determine the rate and level at which they influenced shoe preference. Descriptive statistics were used for this objective. The proportion of respondents and their level of influence on Likert scale readings (very much, little, etc.) were also calculated.

3.8.2 Objective II

This objective seeks to explore the respondent's perception of the style and design of imported or domestic leather shoes in the Ghanaian shoe market. Thus, respondents' perceptions of whether imported and domestic leather shoes are very good, good, or poor were analysed descriptively, and the output was depicted in the form of a graph. The proportion of respondents who agreed to the various rates of influence was also computed.

3.8.3 Objective III

Objective three evaluated respondents' perceptions of the durability of both imported and domestic leather shoes in the Ghanaian market. Respondents' responses to the various Likert scale ratings (5 = very good, 4 = good, 2 = poor, or 1 = poor) were computed, and proportionate responses were assigned.

3.8.4 Objective IV

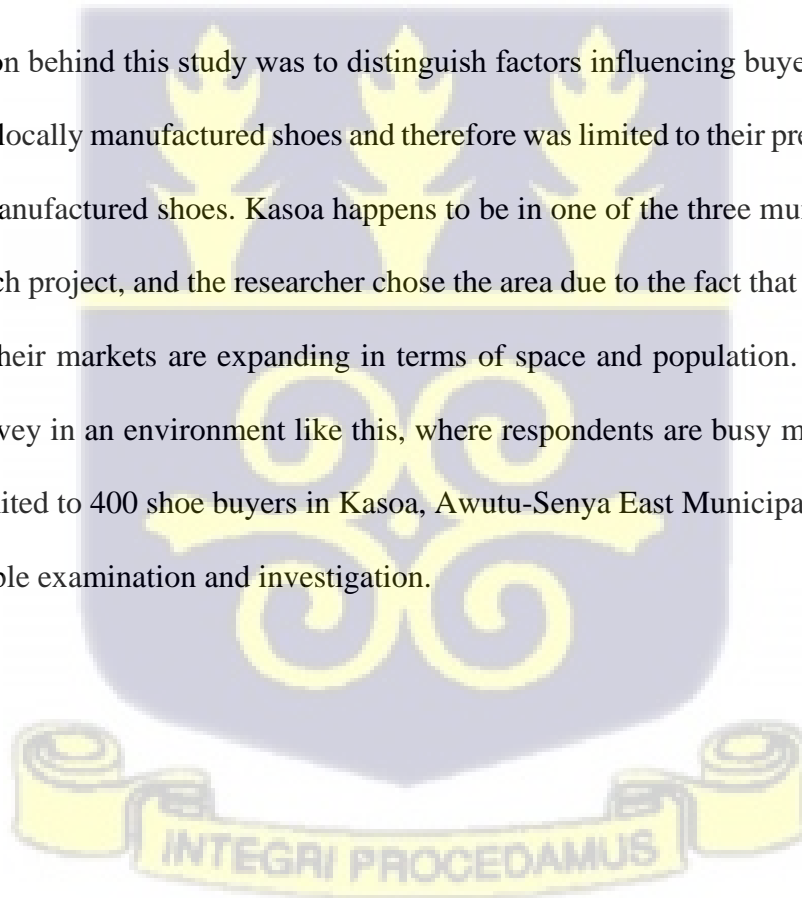
This section analysed respondents' perceptions of the price charged on both imported and domestic leather shoes, thus determining whether respondents perceive the price of domestic or imported shoes as very high, medium, or low. A graph was used to present respondents' perceptions of both imported and domestic shoes.

3.9 Significance of the study

The review will help the key partners, including footwear retailers, wholesalers, and makers, as well as interested investors, by drawing approaches and methodologies that will work on the status of the locally manufactured footwear market as far as buyers' choices are concerned. The review has brought up potential areas that need improvement. A few proposals have been made to handle the issues that have been discovered. Furthermore, it will entice others, a possible area for further review in a more extensive setting.

3.10 Limitation of the review

The motivation behind this study was to distinguish factors influencing buyers' decisions between imported and locally manufactured shoes and therefore was limited to their preferences for imported and locally manufactured shoes. Kasoa happens to be in one of the three municipalities shortlisted for the research project, and the researcher chose the area due to the fact that the area is developing so quickly. Their markets are expanding in terms of space and population. It is quite difficult to conduct a survey in an environment like this, where respondents are busy making ends meet. The study was limited to 400 shoe buyers in Kasoa, Awutu-Senya East Municipality, to ensure a broad and manageable examination and investigation.



CHAPTER FOUR

ANALYSIS OF THE RESEARCH RESULTS

4.0. Introduction

This chapter presents the analysis of the research results. The first section of the chapter describes the demographic data of the respondents. The second section analyses the influence of demographic characteristics (age, sex, and educational status) on respondents' choices/preferences for both domestic and imported shoes. The third section describes and analyses the product attributes, which include style and design (variety and fashionability), quality (durability and comfortability), and price of shoes, and their respective influences on shoe choice, and the final section is about the concluding remarks.

4.1 Respondents demographic data

The demographic features of the respondents were as follows: age, income, sex, educational status, and occupational status. Of the 400 respondents sampled, 29.3 percent were between the ages of 20 and 29. Those between the ages of 12 and 19 years old made-up 14 percent of the total and were the youngest age group. Also, those aged 50 and above represented 17.3 percent (Table 4.1). The age distribution of the respondents was, however, slightly different from the municipal age structure, where the proportion decreases with age. Further analysis of the data revealed that 12.5 percent of the respondents earned a monthly income of GHS 2000.00 or above, while 38.3 percent earned GHS 100.00 to 499.00 monthly (Table 4.1). The income distribution of the respondents is very important because it helps to appreciate or explain their preference for domestic and foreign shoes. This is possible because those who earn more income are likely to spend on luxury and

fashion, which may include a preference for different kinds of shoes. With regards to the educational level of respondents, table 4.1 shows that most respondents were diploma certificate holders (29%) followed by SHS certificate holders (27.3%). Degree holders constituted 21.8 percent, while 17.5 percent had finished JHS. The remaining 4.5 percent had no education.

Table 4.1 Summary Characteristics of Demographic Data

Age Group (Years)	Frequency	Percentage
<i>12-19</i>	56	14
<i>20-29</i>	117	29.3
<i>30-39</i>	92	23
<i>40-49</i>	66	16.5
<i>50-65</i>	69	17.3
Total	400	100.0
Monthly Income (GHC)		
<i>Below 100</i>	82	20.5
<i>100-499</i>	153	38.3
<i>500-999</i>	75	18.8
<i>1000-1999</i>	40	10
<i>2000 and above</i>	50	12.5
Total	400	100.0
Educational Status		
<i>None</i>	18	4.5%
<i>JHS</i>	70	17.5%
<i>SHS</i>	109	27.3%

<i>Diploma</i>	116	29%
<i>Degree and Above</i>	87	21.8%
Total	400	100.0
Sex Composition		
<i>Male</i>	199	49.8%
<i>Female</i>	201	50.3%
Total	400	100.0
Occupation		
<i>Student</i>	80	20%
<i>Employee/self employed</i>	270	67.5%
<i>Unemployed</i>	21	5.3%
<i>Retired</i>	29	7.3%
Total	400	100.0

Source: Field survey, (June 2016)

The table also shows that 50.3 percent were females while 49.8 percent were males. Concerning the respondents' occupations, most of the respondents were employees or self-employed (67.5%), followed by students (20%). Retirees constituted 7.3 percent of the total respondents, while 5.3 percent of the respondents were unemployed.

4.2 Influence of demographics on shoe choice (imported versus domestic)

This section examines the relationship between demographic factors and respondents' preferences for domestic and foreign shoes.

4.2.1 Influence of Age on preference for shoes (imported versus domestic)

This section examines how respondents' ages influence their preference for imported and domestic shoes. Respondents were asked whether they preferred imported shoes to domestic shoes. Table 4.2 indicates that overall, 74 percent of the respondents strongly agreed or agreed that they preferred imported shoes to domestic shoes. However, 15 percent said they were indifferent, while 11 percent strongly disagreed or disagreed. The data also show that the preference for imported shoes was high among those aged less than 50 years. This may probably have happened because those above 50 years old naturally may not have taste for fashion and therefore most of them said they were indifferent about imported and local shoes. What the data also means is that whereas importers of shoes may have to do more in terms of marketing to convince the older generation to purchase their shoes, local shoe manufacturers may have to target more of the younger generation and those below the age of 50 years. For instance, Kotler and Armstrong (2010) argue that manufacturers and sellers of local shoes are more likely to attract the younger generation to purchase their shoes if they could convince them that they are of the same quality, style, and price.

Table 4.2: Distribution of Age by Preference for Shoes (imported versus domestic)

Do you prefer imported shoes to domestic shoes?				
Age	Strongly agree/agree	Indifferent	Strongly disagree/disagree	Total
12-19yrs	48 (85.7)	2 (3.6)	6 (10.7)	56 (100.0)
20-29yrs	80 (68.4)	18 (15.4)	19 (16.2)	117 (100.0)
30-39yrs	88 (95.7)	3 (3.3)	1 (1.1)	92 (100.0)

40-49yrs	60 (90.9)	0 (-)	6 (9.1)	66 (100.0)
50-65yrs	20 (29.0)	37 (53.6)	12 (17.4)	69 (100.0)
Total	296 (74.0)	60 (15.0)	44 (11.0)	400 (100.0)

Source: Field survey, June, 2016

Values in parentheses are corresponding percentage values.

4.2.2 Influence of Educational status on choice of shoe (imported versus domestic)

The study also examined how respondents' educational status influenced their preferences for imported and domestic shoes. The results show that the greatest agreement in terms of preference for imported shoes is among those with some level of education, whereas the greatest disagreement is among those with no education (Table 4.3). It is therefore imperative that, based on the findings, producers and sellers of local shoes intensify efforts through marketing to convince the educated population to win their confidence and preference for local shoes. Similar works by Becker (1965), Michael & Becker (1973), and others explained that consumption patterns change as people become better educated. In this light, people tend to purchase high-quality and expensive goods as they go up the educational ladder.

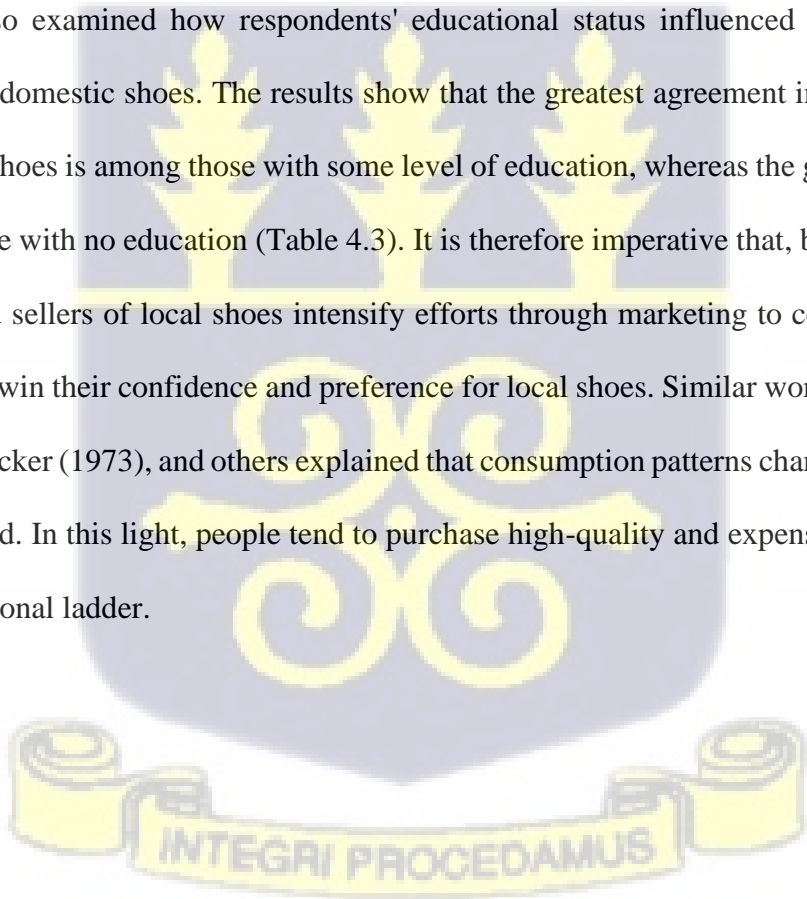


Table 4.3: Educational status by Choice of shoes (imported versus domestic)

Do you prefer imported shoes to domestic shoes?				
Educational Status	Strongly agree/agree	Indifferent	Strongly disagree/disagree	Total
None	5 (28)	13 (72)	0 (-)	18 (100.0)
JHS	61 (87)	2 (3)	7 (10)	70 (100.0)
SHS	72 (66)	12 (11)	25 (23)	109 (100.0)
Diploma	82 (71)	22 (19)	12 (10)	116 (100.0)
Degree	76 (87)	11 (13)	0 (-)	87 (100.0)
Total	296 (74.0)	60 (15.0)	44 (11.0)	400 (100.0)

Source: Field survey, June, 2016

Values in parentheses are corresponding percentage values.

4.2.3 Influence of Sex on choice of shoe (imported versus domestic)

According to Solomon (2007), preference or purchase behaviour is highly gendered and thus varies by male and female. Based on this, the survey sought to find out how preference for imported and local shoes varies between male and female respondents.

Table 4.4: Sex by Choice of shoes (imported versus domestic)

Do you prefer imported shoes to domestic shoes?				
Sex	Strongly agree/agree	Indifferent	Strongly disagree/disagree	Total
Male	139 (69.8)	31 (15.6)	29 (14.6)	199 (100.0)
Female	157 (78.1)	29 (14.4)	15 (7.5)	201 (100.0)
Total	296 (74.0)	60 (15.0)	44 (11.0)	400 (100.0)

Source: Field survey, June, 2016

Values in parentheses are corresponding percentage values.

Table 4.4 indicates that although most male and female respondents expressed a preference for imported shoes, the proportion of male respondents who were either indifferent or disagreed was higher than that of their female counterparts. Furthermore, a greater proportion of women than men expressed a preference for imported shoes. This finding implies that more women than men are likely to buy imported shoes, so it is prudent for local shoe producers and sellers to find a way to address women's concerns about local shoes.

4.2.4 Influence of occupation on choice of shoe (imported versus domestic)

The relationship between occupation and preference for shoes is explained by Reddy's (1995) energy ladder. The energy ladder assumes that once an individual's economic status is improved, his or her choice of superior goods will increase. The survey, therefore, sought to explore how the

occupation of respondents influences their preference for imported and domestic shoes. The data indicate that most students (72.5%) and the employed or self-employed (87%) have a greater preference for imported shoes compared with domestic shoes (Table 4.5). What this result suggests is that it will be important for local shoe producers and sellers to target more students and employees/self-employed people to address their concerns about domestically produced shoes. In the case of the retirees, it was found that the majority (69%) had no preference for either imported or domestic shoes. Their case could be explained by the fact that, at their age, most of them had no probable cause for exercising preference toward any kind of shoe. Like the retirees, the majority of the unemployed (66.7%) were also indifferent. This could probably result from their inability to earn a regular income to purchase any kind of shoe. Thus, based on the finding, it can be said that both the unemployed and retirees should not be the focus of local shoe producers and sellers but rather students and the employed population.

Table 4.5: Occupation by choice of shoes (imported versus domestic)

Do you prefer imported shoes to domestic shoes?				
Occupation	Strongly agree/agree	Indifferent	Disagree	Total
Student	58 (72.5)	8 (10)	14 (17.5)	80 (100.0)
Employee/Self Employed	222 (87)	18 (6.7)	30 (11.1)	270 (100.0)
Unemployed	7 (33.3)	14 (66.7)	0 (-)	21 (100.0)
Retired	9 (31.0)	20 (69)	0 (-)	29 (100.0)

Total	296 (74.0)	60 (15.0)	44 (11.0)	400 (100.0)
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Source: Field survey, June, 2016

Values in parentheses are corresponding percentage values.

4.2.5 Influence of Income on choice of shoe (imported versus domestic)

The influence of income on preference for imported versus domestic shoes was examined. Table 4.6 indicates that based on the sample, the households with the greatest disagreement concerning the preference for imported goods were those who earned below GHS 500.0 per month, whereas the majority of those who earned above GHS 500.0 had the greatest agreement. Higher incomes correspond with a greater preference for imported goods. In view of this, whereas importers of shoes may need to do little marketing to attract high-income earners, producers and sellers of local shoes may have to target more high-income earners.

Table 4.6: Distribution of Income and choice of shoes (imported versus domestic)

Do you prefer imported shoes to domestic shoes?				
Income	Strongly agree/agree	Indifferent	Disagree	Total
Below GHC100	63 (76.8)	7 (8.5)	12 (14.6)	82 (100.0)
GHC100-499	83 (54.2)	48 (31.4)	22 (14.4)	153 (100.0)
GHC500-999	73 (97.3)	1 (1.3)	1 (1.3)	75 (100.0)
GHC1000-1999	36 (90.0)	1 (2.5)	3 (7.5)	40 (100.0)

Above GHC 2000	41 (82.0)	3 (6.0)	6 (12)	50 (100.0)
Total	296 (74.0)	60 (15.0)	44 (11.0)	400 (100.0)

Source: Field survey, June, 2016

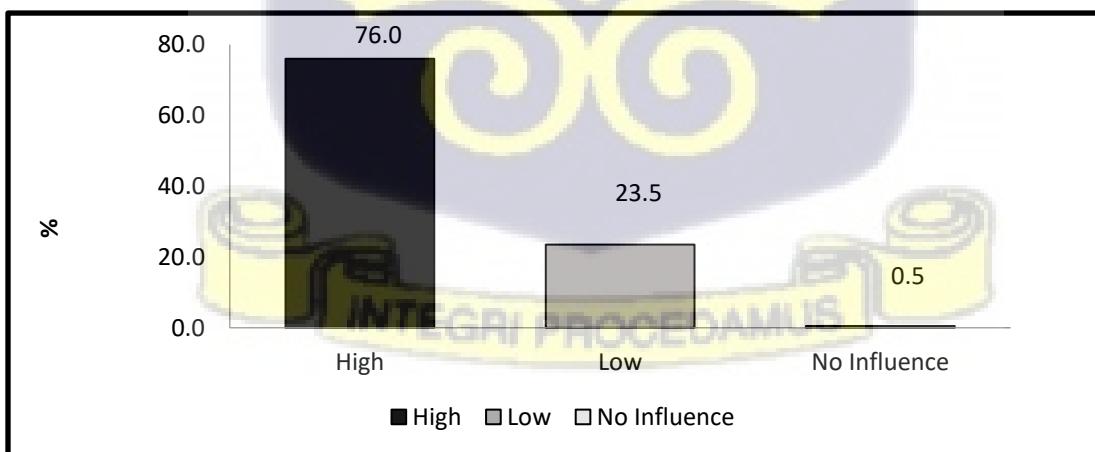
4.3 Product Attributes and Influence on Shoe Preference (imported versus domestic)

This section examines how the attributes of imported and domestic shoes affect the respondents' preferences. The shoe attributes examined in this section include style or design, quality, and price.

4.3.1 Style/Design and Shoe Choice

The style/design of shoes is one of the attributes considered by shoe consumers (Kanwal, 2002). The present study, therefore, sought to examine whether respondents' preferences for shoes were influenced by this attribute. Based on the sample, 76 percent of the respondents indicated that they were highly influenced (Figure 4.1). This finding, therefore, means that producers and sellers of domestic shoes could increase sales if they improved the style and design of their shoes.

Figure 4.1: Influence of Style/Design on Choice of Shoes

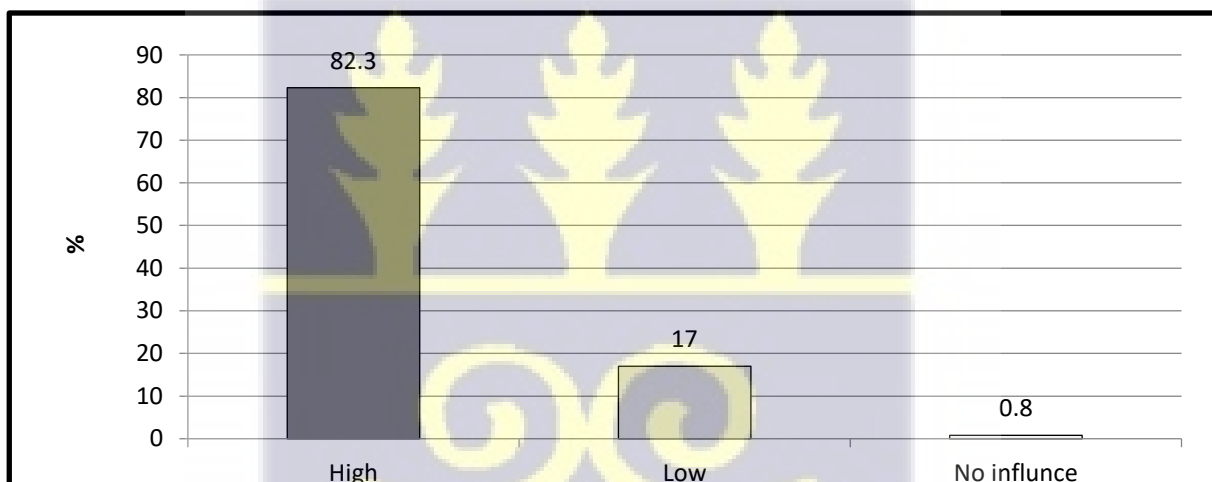


Source: Field survey, June, 2016

4.3.2 Quality and Choice of Shoes

According to Kotler et al. (2005), quality has a direct impact on product performance and closely explains consumer preference for goods such as shoes. Figure 4.2 illustrates that, overall, quality has an 82 percent influence on respondents' preferences for shoes. The finding means that producers and sellers of local shoes are more likely to attract consumers' preference for local shoes, provided they improve on the quality. This result is consistent with Rogers' (1983) diffusion of innovation model, which shows that consumers are attracted to high-quality innovations and goods.

Figure 4.2: Influence of Quality on Choice of Shoes



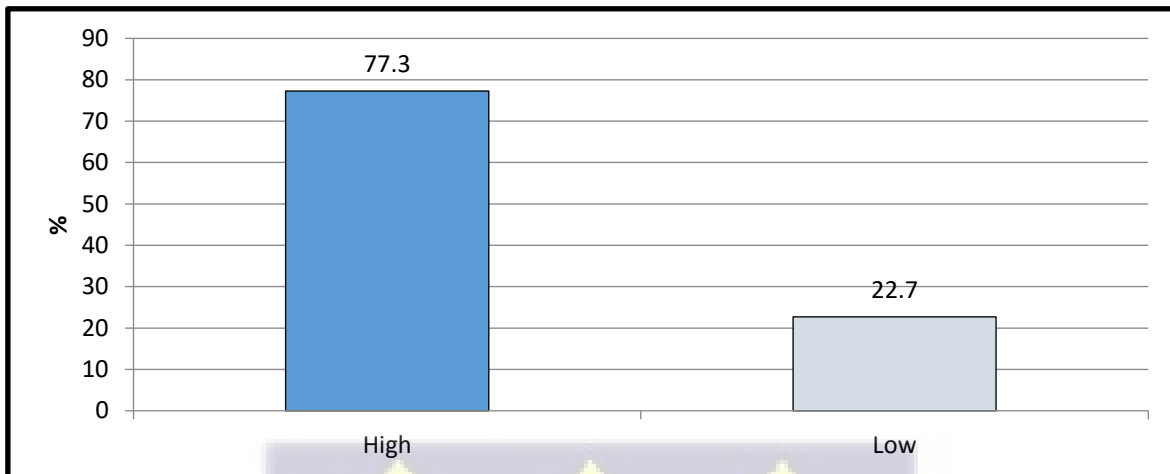
Source: Field survey, June, 2016

4.3.3 Price and Choice of Shoes

Bucklin et al. (1998) posit that prices of goods influence consumers' choice of substituted goods, such as imported versus domestic shoes. Given this, respondents were asked to rate the level of influence that price has on their choice of shoes. Figure 4.3 indicates that, based on the sample, shoe prices influenced 77.3 percent of the respondents. The finding suggests that if domestic shoes

were relatively cheap, respondents could still prefer domestic shoes even if other attributes such as quality and design/style were not as high.

Figure 4.3: Influence of Price on Choice of Shoes



Source: Field survey, June, 2016

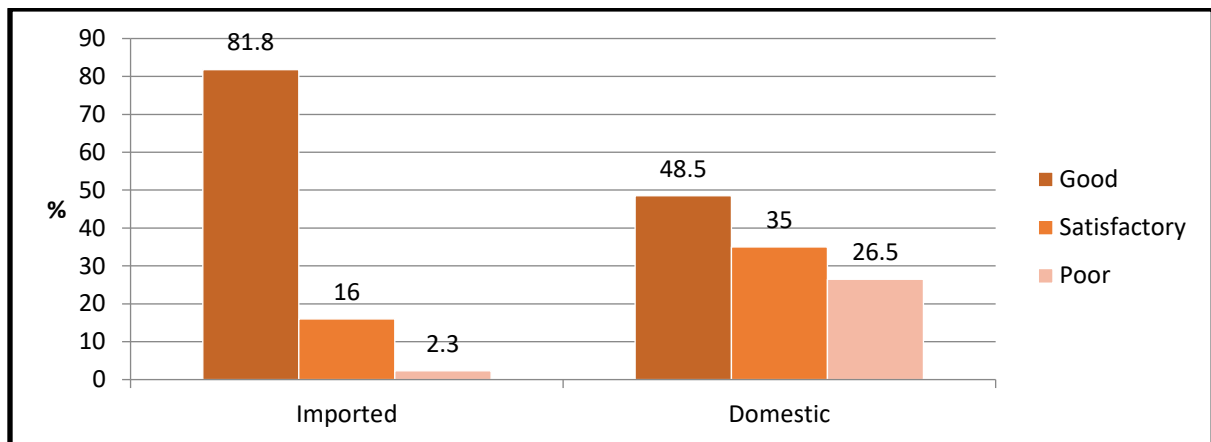
4.4. Attributes and their influence on Shoe preference: domestic versus imported.

In this section, a comparative analysis regarding the above attributes: style (variety and fashionability), quality (durability and comfortability), and price and their influence on respondents' shoe choice/preference was conducted for both domestic versus imported shoes.

4.4.1 Style/design (Fashionability rating: imported versus domestic shoes)

Respondents were asked to rate the fashion of both imported and domestic shoes on a scale of one to five. From figure 4.8 and table 4.4, about 82 percent (81.8%) of the respondents rated imported shoes as highly fashionable compared to domestic shoes (48.5%). On the other hand, 16.5 percent established that domestic shoes are fashionably poor as opposed to only 2.3 percent for imported shoes. 35 percent of the respondents considered the fashionability of domestic shoes satisfactory, compared with 16 percent for imported shoes.

Figure 4.4: Fashionability rating for imported versus domestic shoes.

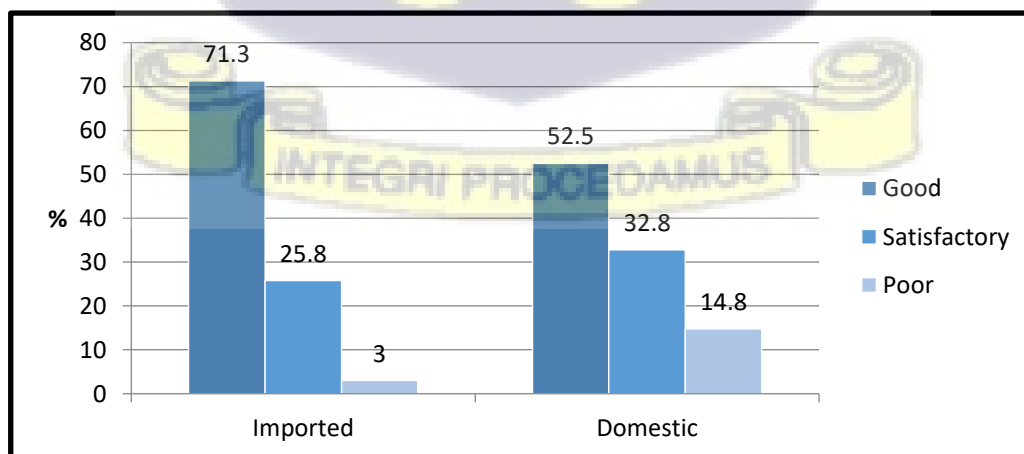


Source: Field survey, June, 2016

4.4.2 Style/design (Variety rating: imported versus domestic shoes)

Respondents also rated the style of both imported and domestic shoes in terms of variety. Of all the respondents, over 71 percent rated variety for imported shoes as good; this compares with 52.6 percent for domestic shoes (Figure 4.5). However, almost 15 percent (14.8%) rated domestic shoes' range of variety as being low compared to as little as 3 percent for imported shoes. Supporting this finding, Kahn and Wansink (1999) argued that imported shoes had a better range of variety than domestic shoes, and therefore people would consume more of the former when they have different types to choose from.

Figure 4.5: Variety rating for imported and domestic shoes.

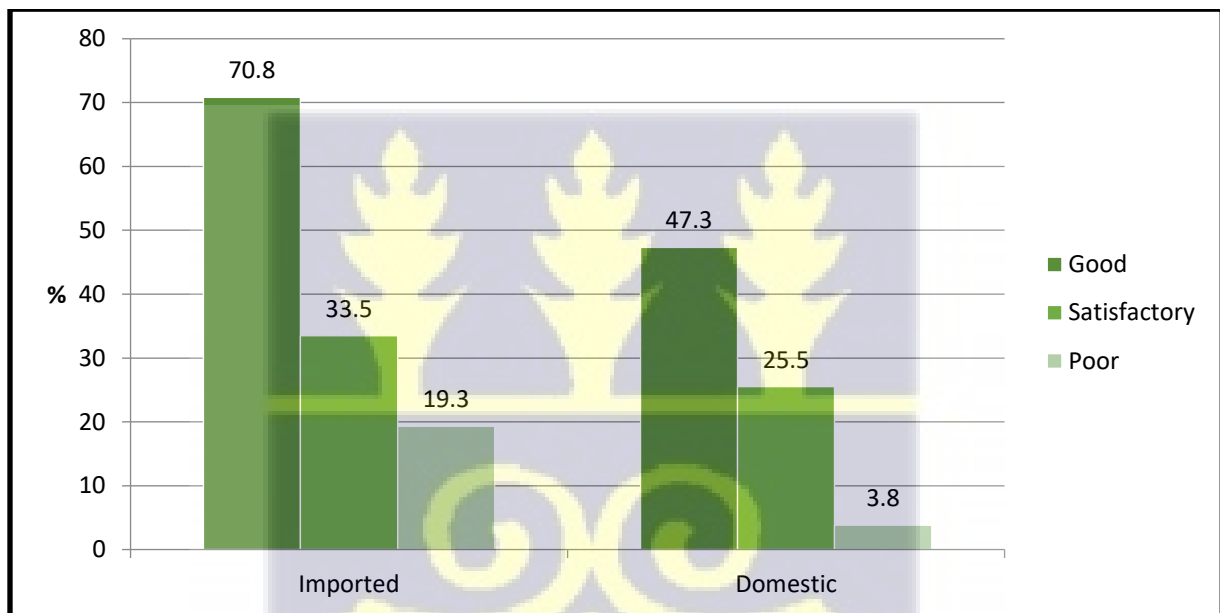


Source: Field survey, June, 2016

4.4.3 Quality (Durability rating: imported versus domestic shoes)

Respondents were asked to rate the quality of both imported and domestic shoes in terms of durability. In doing so, 70.8 percent valued imported shoes as good, while 47.3 percent considered domestic shoes similarly (Figure 4.6). On the other hand, 19 percent of respondents revealed that domestic shoes are of poor quality compared to less than 4 percent for imported shoes.

Figure 4.6: Durability rating for imported versus domestic shoes.

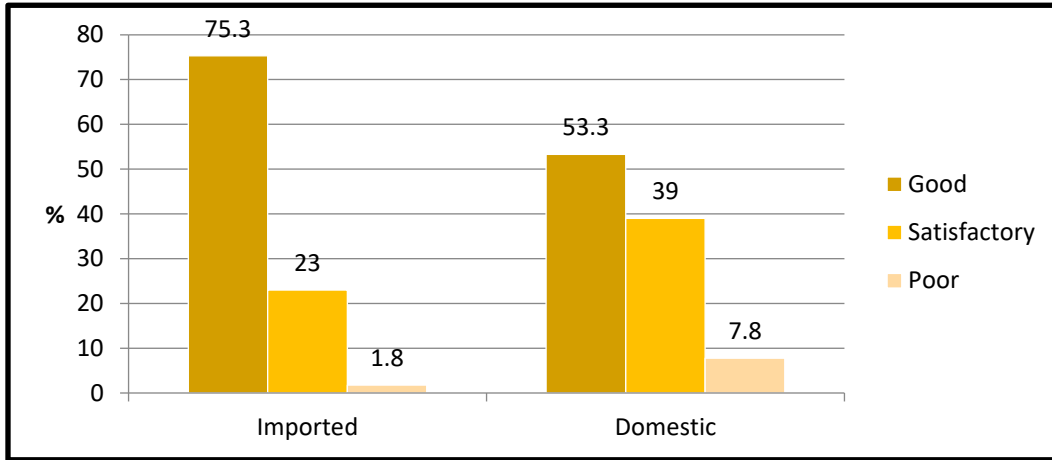


Source: Field survey, June, 2016

4.4.4 Quality (Comfortability rating: imported versus domestic shoes)

Figure 4.7 depicts most respondents (75.3%) as rating imported shoes as good on comfortability compared to domestic shoes' rating of 53.3 percent, while there are more people (7.8%) holding the view that domestic shoes are poor on this attribute as against 2 percent for imported shoes.

Figure 4.7: Comfortability rating: imported versus domestic shoes.



Source: Field survey, June, 2016

4.4.5 Price rating: imported versus domestic shoes.

Respondents were asked to rate prices of imported and domestic shoes concerning how they affected their shoe preferences. Figure 4.8 shows that 75 percent of the respondents believed prices of imported shoes were high as against 34.5 percent for domestic shoes. However, given that an overwhelming number of the respondents have expressed a preference for imported shoes, it must be the case that the other attributes – style/design and quality – are even more important to consumers. Indeed, if the price was the only influencing factor for respondents' preference, the majority of the respondents would have opted for domestic rather than imported shoes.

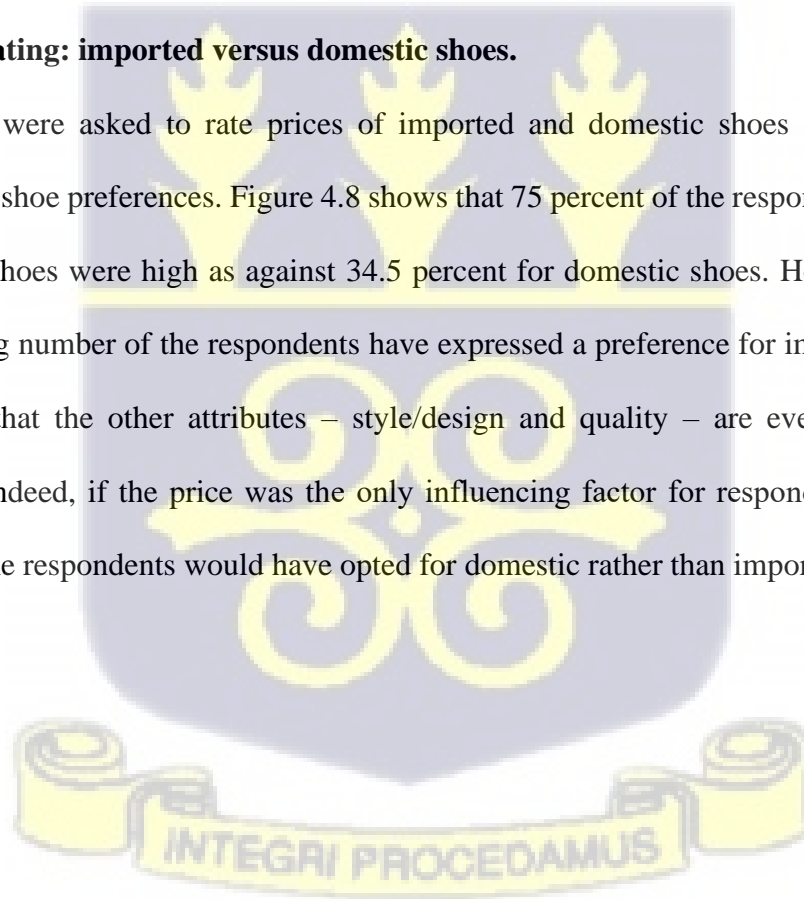
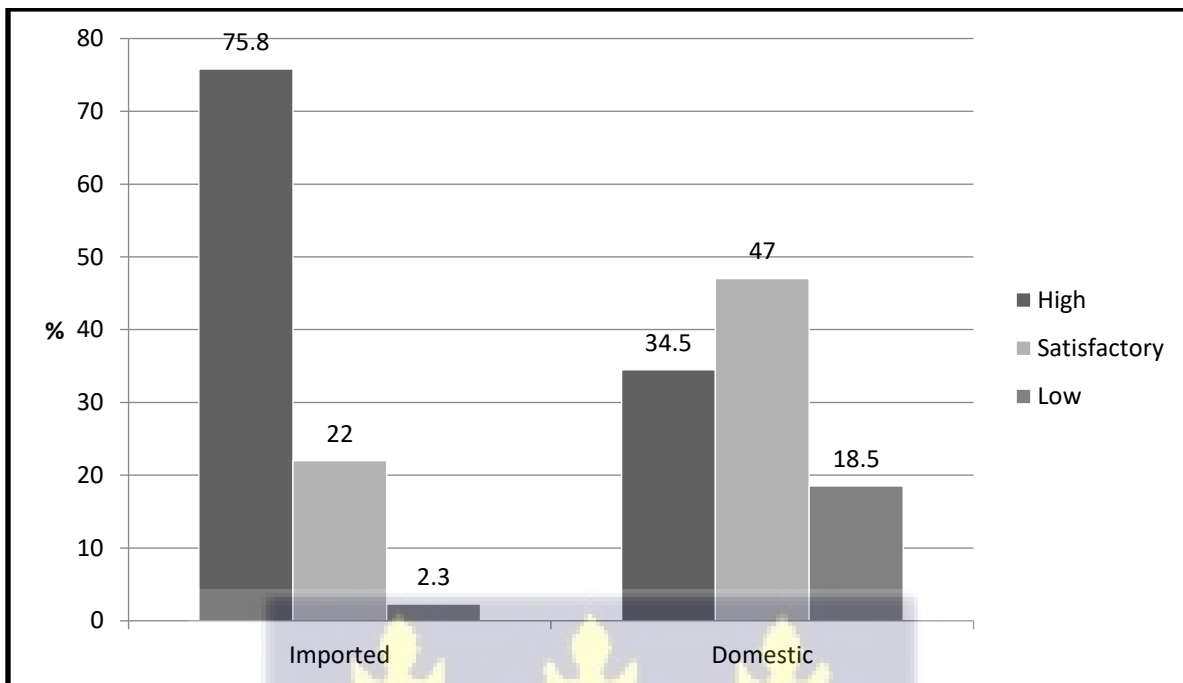


Figure 4.8: Price rating for imported and domestic shoes.



Source: Field survey, June, 2016

4.5 Conclusion

The analysis in this chapter has shown that demographic factors—age, sex, educational status, occupational status, and income levels of respondents influence consumer preferences for imported versus domestic shoes. For instance, the proportion of female respondents who preferred imported shoes exceeded that of males. Similarly, the preference for imported shoes was high for those under 50 years old. The analysis shows that proximate factors—specific attributes of shoes such as quality, price, and design/style—combine with demographic factors to influence consumers’ preference for shoes, though to different degrees. For instance, the proportions of the respondents indicating that price and quality of shoes influence their preferences for shoes were 77.3 percent

and 82.3 percent, respectively. These findings reinforce the need for local shoe producers to improve on certain shoe attributes, such as quality and design/style, to compete with foreign imported shoes.



CHAPTER FIVE

5.0. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter provides a summary of the major findings and conclusions. Recommendations are also made for shoe industry players, policymakers, and future researchers.

5.1. Summary and conclusions

The study was carried out in the Awutu Senya East Municipality using a quantitative research methodology. To achieve the main objective of the study, that is, to assess consumer choice of domestic versus imported shoes, a questionnaire was used to gather information on respondents' socioeconomic/demographics: age, sex, income status, educational status, and occupation, as well as on their preferences for shoes, with the following sub-objectives:

- To examine the extent to which socioeconomic and demographic factors (age, sex, occupation, income, and education) affect the choice of shoes.
- To explore whether imported or domestic leather shoes are considered by consumers as having a better style/design than their Ghanaian counterparts.
- To evaluate whether imported shoes are perceived to be of better quality on the domestic market.
- To examine whether imported shoes command a higher price from the consumers.

The study has revealed that socioeconomic and demographic factors (age, sex, occupation, income, and education) influence the choice/preference of imported versus domestic shoes. Those who were below 50 years generally preferred by far imported to locally made shoes, and those with some level of education showed a much greater preference for imported shoes. Female respondents were

also more likely to prefer imported over domestic shoes. In addition, respondents who were employed or earned higher monthly salaries preferred imported shoes.

The style/design (fashion and variety) of shoes was one of the attributes that had a great deal of influence on consumers' shoe selection, with over 75 percent of the respondents indicating this attribute as highly important. Meanwhile, more than 80 percent of the respondents rated imported shoes as highly fashionable, compared to just under 50 percent for domestic shoes. Similarly, over 70 percent rated imported shoes highly on variety while just over one-half so rated domestic shoes.

In terms of quality, 82 percent of the respondents believed that durability was of high importance in their shoe choice. Meanwhile, over 70 percent considered the durability of imported shoes as good, compared with less than 50 percent for domestic shoes. A similar preference pattern emerged for comfortability, with three-quarters of respondents rating imported shoes as good, compared with just over one-half for domestic shoes.

Respondents also rated price highly in their choice of shoes, with nearly 80 percent indicating that it was of high importance in their choice of shoes. Meanwhile, 75 percent of the respondents believed prices of imported shoes were high as against 35 percent for domestic shoes. High prices of shoes were not the only factor influencing respondents' choice of shoes, given that overall, they preferred imported shoes by an overwhelming margin. If price were the only factor influencing respondents' preferences, then the majority would have opted for domestic rather than imported shoes. That they did not suggests that the importance of the other attributes – style/design and quality – must be taken seriously by domestic producers of shoes.

5.2 Recommendations

For any business operation to be successful, the products' acceptance by consumers is key. In making choices among different products, consumers see, in each product, a bundle of attributes with varying abilities to deliver satisfaction. The attributes vary by product; however, for shoes factors such as design/style, quality, and price are crucial for choice.

Therefore, the domestic shoe industry must identify the specific attributes as well as socioeconomic and demographic factors influencing shoe choice. The results of the present study suggest that shoe companies should segment the markets and design production and marketing programs according to the attributes that are salient to different consumer socioeconomic/demographic groups.

Based on the findings of the present study, it is recommended that domestic producers of shoes improve the design/style and quality of their products, perhaps by closely studying the features of imported shoes on the market. Since such a transformation will take time, however, domestic shoe sellers should improve their marketing strategies by targeting especially individuals between 50-65 years of age and those with the least education, who now constitute the main market for domestic shoes.

The findings from the study also suggest that domestic shoes enjoy a clear advantage over imported shoes in price. To maintain this advantage, it is recommended that all efforts be made to keep the cost of production low. That means that the cost of living generally should be kept low, which will include the need to end 'dumsor', the unreliable power supply situation that has recently disrupted the production process in Ghana.

When the respondents were asked to give recommendations, some suggested that "the cost of production (electricity, raw materials supply, etc.) in Ghana is so high and is therefore making the

prices of the products (shoes) high”. Others commented that “the domestic shoe producers are few in Ghana, hence, high average cost which leads to high prices unlike the imported shoes which are produced by big industries with low average cost”.

Based on these comments and suggestions from the respondents, as well as on the quantitative findings of the study, it is recommended that the domestic shoe companies and factories in Ghana consider efforts to re-brand, embrace technology, and merge with other small shoe factories for greater efficiency (Renaud, 2016). It is further recommended that future researchers examine the various factors that would facilitate these efforts.



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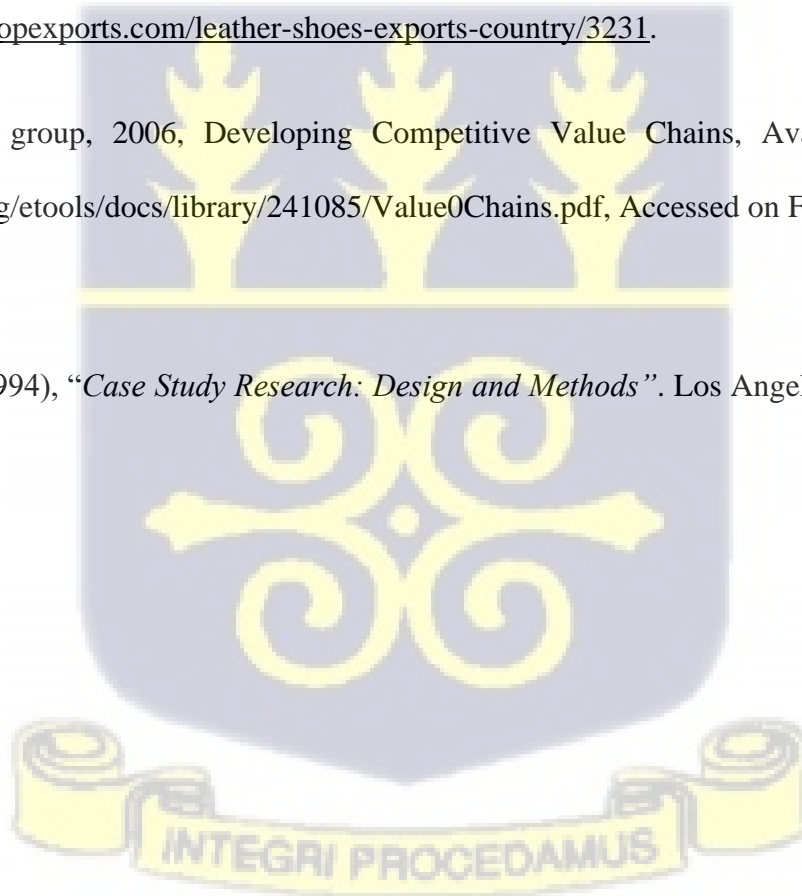
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Appendix 1

University of Ghana, Legon

College of Humanities

Institute of Statistical, Social and Economic Research (ISSER)

Master of Art (MA Development Studies)

Dear Participant,

This questionnaire is designed to gather data on “Factors Affecting Consumers' Shoe Preference between Domestic and Foreign Leather Shoes”. The purpose of the study is to fulfil a thesis requirement for the Masters of Arts (MA) at University of Ghana, Legon. Your responses to these questions are extremely important for the successful completion of my thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential.

Please indicate your response by putting a tick in the

Section A: Socioeconomic Data of Respondents

1. Age

12- 19 [] 20- 29 [] 30-39 [] 40-49 [] 50 and above []

2. Sex

Male [] Female []

3. Educational level

None [] JHS [] SHS [] diploma [] degree and above []

4. Occupation

Student [] Employee/Self-employed [] Unemployed [] Retired []

5. How much in total do you earn in a month? (In Ghana cedi - Gh¢)

Below 100 [] 100 – 499 [] 500 – 999 [] 1000 – 1999 [] Above 2000 []

Section B: Style/Design Preference for Domestic and Imported Leather Shoes

6. How do you rate the style/design of imported shoes in terms of fashionability?

Very good [] Good [] Satisfactory [] Poor [] Very poor []

7. How do you rate style/design of domestic shoes in terms of fashionability?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

8. How do you rate the style/design of imported shoes in terms of variety?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

9. How do you rate the style/design of domestic shoes in terms of variety?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

10. How much influence does style/design have on your shoes choice?

Very much [] A lot [] A little [] Very little [] None []

Section C: Quality Preference for Domestic and Imported Leather Shoes

11. How do you rate the quality of imported shoes in terms of durability?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

12. How do you rate the quality of domestic shoes in terms of durability?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

13. How do you rate the quality of imported shoes in terms of comfortability?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

14. How do you rate the quality of domestic shoes in terms of comfortability?

Very good [] Good [] Satisfactory [] Poor [] Very Poor []

15. How much influence does quality have on your shoes preference?

Very much [] a lot [] little [] very little [] none []

Section D: Price/Affordability of Imported and Domestic Shoes

16. How do you rate the price of imported shoes?

Very high [] High [] Medium [] Low [] very low []

17. How do you rate the price of domestic shoes?

Very high [] High [] Medium [] Low [] very low []

18. How much influence does the price have on your shoe choice?

Very much [] a lot [] little [] very little [] none []

19. Overall, I think foreign shoes are a better deal than domestic ones

Strongly agree [] Agree [] Indifferent [] Disagree [] Strongly disagree []

20. Do you have any comments/suggestions? Please write in the space below
