

UNIVERSITY OF GHANA

**ANTECEDENT TO CONSUMER PURCHASE AND USAGE OF LOCAL TEXTILE
PRINT IN GHANA: THE ROLE OF GENDER**

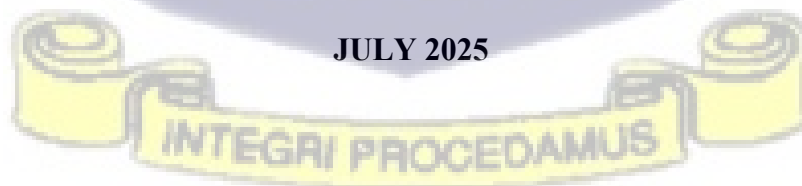
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**THIS THESIS IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON IN
PARTIAL FULFILMENT FOR THE AWARD OF MPhil MARKETING DEGREE**

JULY 2025



DECLARATION

I hereby declare that this work is the result of my own research and has not been submitted by anyone for academic award in this or any other university. All references in this study have been duly acknowledged.

I bear sole responsibility for any shortcomings.



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CERTIFICATION

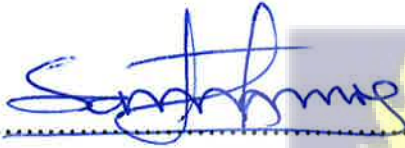
I hereby certify that this thesis was supervised in accordance with the laid down procedures by University of Ghana.



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DEDICATION

This thesis is dedicated to Almighty Allah, who made everything possible for the successful completion of this work in His way and at His own time. A profound dedication to my husband, FLT. LT. Moucharoudine Siddique Maiga and children Taqwallah and Rawhani, whose prayers kept me going and are the source of my inspiration.

A very remarkable dedication goes to my late father Muhammed Bawa Umar, and my mother, Hawa Umar, for their prayers, whose unwavering support made this remarkable journey possible. A profound dedication to my siblings, and grateful for their support and motivation throughout my educational journey. Finally, to my supervisor, Prof. Mahmoud A. Mahmoud and everyone who has made various contributions to making this work successful, I dedicate this thesis to you.



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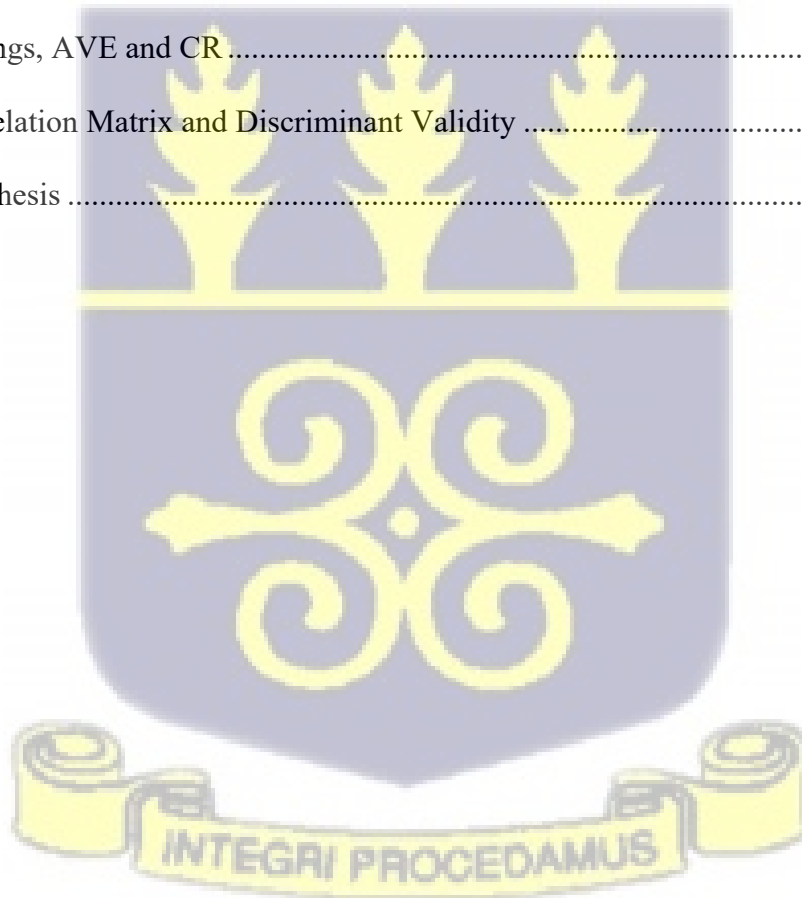
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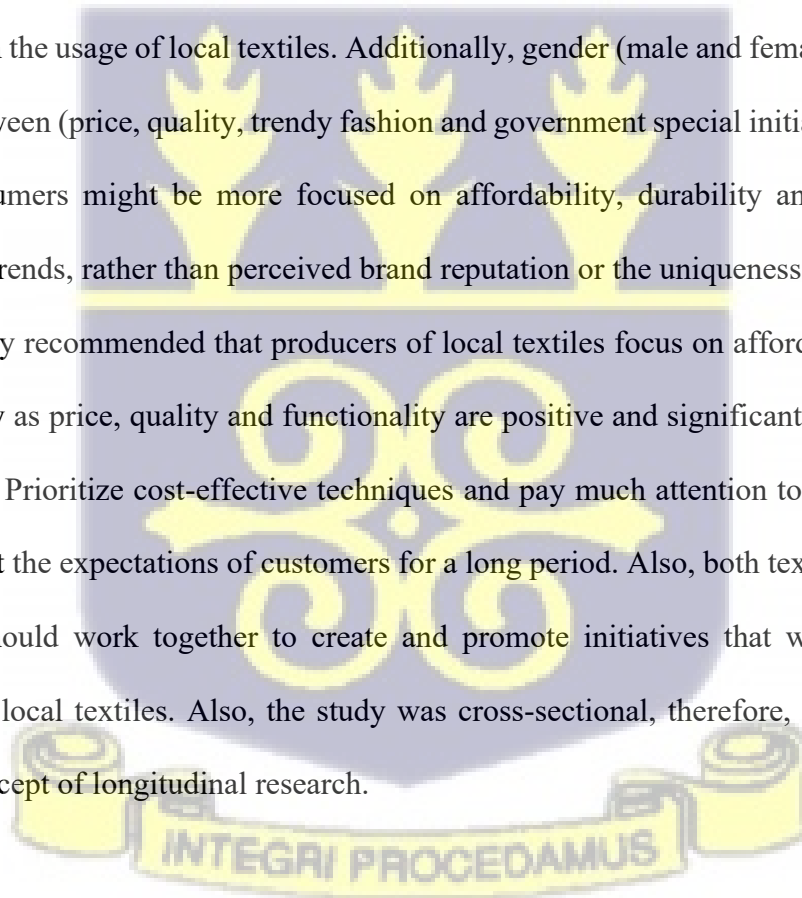
LIST OF ABBREVIATIONS

GDP	-	Gross Domestic Product
CA	-	Cronbach's Alpha
PAF	-	Principal Axis Factoring
PLS-SEM	-	Partial Least Squares -Structural Equation Modelling
CB-SEM	-	Covariance-Based SEM
CR	-	Composite Reliability
FA	-	Factor Analysis
KMO	-	Kaiser-Meyer-Olkin
EFA	-	Exploratory Factor Analysis
CFA	-	Confirmatory Factor Analysis
ANOVA	-	Analysis of Variance
S.H.S	-	Senior High School
SEM	-	Structural Equation Modelling
PPA	-	Public Procurement Authority
AVE	-	Average Variance Extracted
GTP	-	Ghana Textile Print
ATL	-	Akosombo Textile Limited
GTMC	-	Ghana Manufacturing Company
PSI	-	President's Special Initiative
EU	-	European Union
US	-	United States



ABSTRACT

The purpose of this study is to examine the antecedents of the purchase and usage of local textile prints in Ghana: The role of gender. The study conceptualized the antecedents as price, quality, trendy fashion, brand image, uniqueness and government special initiatives. The study was cross-sectional and utilized a quantitative research approach with a questionnaire for data collection. In all, 314 Ghanaian customers of local textiles were conveniently selected within the Greater Accra Region of Ghana. The data was analysed using SEM. The findings revealed that price, quality, trendy fashion and government special initiatives had a positive significant relationship with the usage of local textiles. Nevertheless, uniqueness and brand image had a negative significant relationship with the usage of local textiles. Additionally, gender (male and female) moderated the relationship between (price, quality, trendy fashion and government special initiatives). This could mean that consumers might be more focused on affordability, durability and alignment with current fashion trends, rather than perceived brand reputation or the uniqueness of the textiles. As a result, the study recommended that producers of local textiles focus on affordability, durability and functionality as price, quality and functionality are positive and significant drivers of the use of local textiles. Prioritize cost-effective techniques and pay much attention to the production of textiles that meet the expectations of customers for a long period. Also, both textile producers and policymakers should work together to create and promote initiatives that will encourage the consumption of local textiles. Also, the study was cross-sectional, therefore, future studies can examine the concept of longitudinal research.



CHAPTER ONE

INTRODUCTION

1.0 Chapter Overview

This chapter covers the research background, the statement of the research problem, the purpose of the study, and the research objectives and questions. It also includes the significance of the study, the scope and limitations, and an outline of the study's organization.

1.1 Research Background

The textile and clothing industry is recognized as one of the oldest, largest, and most global industries worldwide, playing a crucial role in manufacturing, production, employment, and trade in numerous developing countries. It has always been a major source of employment, particularly for women (Muhammad et al., 2017). Yaghin (2020) noted that the production and marketing activities of the textiles and clothing industries have been a significant driver of economic growth globally. Many of the world's leading economic powers, such as China, the United States, India, and Pakistan, heavily rely on textiles and garment production to sustain and develop other sectors.

Textiles hold a significant role in the material culture of West Africa, with a rich and intricate history that spans the entire region, including the country of Ghana. According to Asibey et al. (2017), Ghanaian textiles include: Kente, Adinkra, the smock, batik, tie-dye, and the wax prints.

Textiles and other fabrics play a diverse and essential role in everyday life. Ghana, like many other developing countries, is facing economic challenges partly due to a lack of development of its local fashion industry (Darku & Akpan, 2020). Ghana has a wide and varied industrial base, although

the manufacturing sector's contribution to GDP remains relatively small (Bour et al., 2019). Empirical evidence indicates that the Ghanaian textile industry has struggled to meet its objectives due to inadequate product marketing, which has significantly impacted people's perceptions of Ghanaian prints. However, various economic challenges make it very difficult for customers to access these textiles (products), and they resort to imported foreign textiles, which are much cheaper than the local ones (Essel, 2019). Most Ghanaians, therefore, resort to the patronage of “second-hand clothing” and pirated textiles, which are relatively cheaper (Darku & Akpan, 2020). This influences consumers’ intention on which product to buy since consumers are price sensitive.

Additionally, Ramos et al. (2024) demonstrated that consumers' purchase intentions and decisions are seen as a moral reward, while simultaneously fulfilling a psychological need for clothing, a uniquely human trait found in most societies. The quantity and style of clothing worn are influenced by practical factors such as the need for coverage, warmth, safety, and modesty, as well as the desire to convey cultural and social significance. Marketing researchers have devoted a great interest to understanding consumers’ characteristics, particularly gender and attitudes toward products and how these attitudes affect consumer behavior and purchase decisions (Singh et al., 2024) Stefko et al., 2022. The success of a company is directly linked to how consumers behave toward their product. To achieve high returns and reduce customer churn, a marketing mix that satisfies consumers’ needs must be created.

Marketing a business's products and services can be challenging. However, by focusing on customer gender, small-business owners can tailor their marketing and promotional strategies to better address the desires and needs of both potential and existing clients. According to the

Stanford Research Institute 2019 and (El Harfi & El Harfi, 2017) textile consumers can be classified into eight different segments based on their lifestyle, cultural and demographic aspects. The consumer market refers to individuals who buy goods and services for personal use rather than for resale (Kevrekidis et al., 2018). Nevertheless, consumers vary in their tastes, preferences, and buying habits, as factors such as gender can differentiate certain consumers from others (Camilleri, 2018). Marketers typically define these consumer traits through market segmentation, which involves dividing and identifying distinct customer groups. In the textile industry, understanding the consumer is central to both production and marketing (Onwezen, 2018). Clothing reflects the complete behavioral traits of the wearer. In simpler terms, the decision to purchase and use textiles reflects the rational behavior of consumers. Thus, gender has a significant influence on the selection of Ghanaian textiles.

The demographic characteristics specifically gender which the study uses as a moderator between textile purchase antecedent and usage. These factors all affect the level of loyalty customers have toward a business. Brand loyalty is crucial for small-business owners, as they frequently compete with larger, more efficient companies for the same customer base (Camilleri, 2018). If a business manager can pinpoint the specific gender that drives consumer purchasing decisions, they are well on their way to ensuring long-term customer retention. Key questions to understand consumer behavior include: Why would a customer choose to buy from me instead of my competitor? What are the attitudes of my existing customers? Are my product prices aligned with consumer expectations? The answers to these questions will guide you in pricing and marketing your products effectively.

The Ghanaian textile industry very much needs to understand the role of this gender to better understand their target market and market products according to their taste and preferences. This research will hence focus on the role of gender and how it affects the purchase and use of local textiles by Ghanaians.

1.2 Problem Statement

The global business environment in recent times continuous to gain massive evolvement at all levels of the macro, regional and local economy as a result of advanced information and technology which have an impact on consumers' choices, influence and shape the decisions of firms (Tudor, 2018), of which textile and fashion industry is not of exception. It is important to understand consumer purchase intentions and behaviour towards these products, which will enable firms to know the various types of consumers (Pazilov et al., 2020). In Ghana, textiles account for approximately 4.7% of the manufacturing GDP; however, imports dominate 60% of the market share, underscoring the difficulties faced by local producers. Moreover, culturally significant designs, such as Adinkra symbols including Gye Nyame, embody gendered meanings associated with leadership and social roles, yet these cultural intricacies remain insufficiently examined. While existing studies broadly address textile consumption, few delve into these economic and cultural contexts or the implications of gender, raising inquiries such as whether matrilineal Akan customs provide women with the autonomy to purchase textiles, or if men primarily acquire textiles for roles such as chiefs or elders.

Further, the utilization of locally made goods has become very popular in recent times, largely due to global trade patterns (Darku & Akpan, 2020). Purchasing locally made products is a great

response to foreign products and the economy (Chaturvedi et al., 2024; Waworuntu et al., 2022), therefore addressing the protection and retention of locally made products. However, trade liberalization aimed at helping both parties, i.e., developed and developing, has not been able to make it a reality. These may partially be the inability of the local firm to produce in larger quantities or not able to meet the international standard set. Research on textiles has received scholarly attention (Charnley et al., 2024; Hassan, 2024), however, studies (Darku & Akpan, 2020; Adam, 2019) on the local textile industry do not consider the antecedents and the basis of which locally made textiles is purchased and used, though research has established some motivation of purchase intentions. With regard to the role of gender, it has been grounded in literature as a concept which has received little attention (Shafi et al., 2020). Contextually, do matrilineal Akan traditions give women autonomy to purchase textiles? Are men more likely to purchase textiles for certain roles, such as chiefs or elders? These cultural dimensions are critical yet overlooked. Therefore, this study addresses these gaps by examining the antecedents and usage of local textiles with the role of gender.

Contextually, the purchase and usage of local textiles is under-researched in Ghana, although it constitutes the greatest part of our culture and dressing. Notwithstanding the various calls and attention to be paid in both practice and research (Asibey et al., 2017), there is still scant research in the area. Various challenges have been confronted by the textile industry; however, the role of gender seems not to have gained a key focus in investigating the problem that confronts the textile sector (Essel, 2019). Consequently, this study wants to investigate gender and the challenges or otherwise that they pose to the Ghanaian textile sector.

1.3 Research Purpose

The study seeks to examine the various antecedents of purchase and usage of the local textile print and also examines the role of gender and its relationship with the local textile purchase and usage among consumers in the Greater Accra Region of Ghana.

1.4 Objectives of the Study

1. To investigate the antecedents of local textile purchase intentions.
2. To determine the role of gender in the purchase and usage of local textiles.

1.5 Research Question

1. What are the antecedents of local textile purchases?
2. What is the role of gender in the purchase and usage of local textiles?

1.6 Significance of the Study

The findings of this study will be of importance to academicians, and it will add to the knowledge and findings on purchasing behavior on textile selection and usage. The findings will indicate that issues relating to socialization, feelings, and values correlate with consumers' product purchases and patronage. The study will help textile companies and fashion designers on how to rebrand, facilitate the development and implementation of more effective marketing strategies of made-in-Ghana clothing and Textiles and price moderately to attract potential buyers. The recommendations from this study will further help the textile industry to contribute to the industrialization, growth and development of Ghana's economy.

1.7 Scope of the study

The scope of the study is limited to local textile print only. This study can be replicated in other textile sectors in Ghana, for cross-study and contexts for greater generalizability. The questionnaires will not be evenly distributed, since the sampling technique that will be used will be purposive because the selection of the respondents was based on purpose, i.e., the respondents who suited the rationale of the study were selected.

The study population consists of Ghanaians in Greater Accra, which is quite large, making it impractical to study the entire target population for the current research. Therefore, the study concentrated on a representative sample of the target population, as detailed in Chapter Four of this work. This, however, may impact the reliability of the results.

1.8 Organization of the Study

Chapter One provides a detailed background of the study, offering an understanding of the problem being investigated. It also highlights the significance of the study by outlining the research aims, objectives, questions, limitations, and the structure of the study. Chapter Two focuses on the context of the study. Chapter Three includes two key sections: the theoretical literature review and the conceptual framework, along with a discussion of how this research differs from similar studies conducted by others.

Chapter Four examines various aspects of the study, including the research methodology, the process used to select participants, the data collection methods, the research design, and the

procedure for data analysis. Chapter Five provides a detailed analysis of the data, along with the interpretation and discussion of the study's findings concerning findings from similar studies. Chapter Six presents a summary of the findings, conclusions drawn from the study, and the recommendations made based on the results.



CHAPTER TWO

CONTEXT OF THE STUDY

2.0 Chapter Overview

This chapter presents the Antecedents of the Purchase and Usage of Local Textile Prints in Ghana, the role of gender. First, the History of Textile Print in Africa. Subsequently, Technology in Textile Production, Textile Industry and Gender, Traditional Ghanaian Dress and finally, The Ghanaian Textile Industry and The Chapter Summary.

2.1 History of Textile Print in Africa

As global civilization advanced, the African continent also reaped the benefits of this progress. Africa is recognized as having played a significant role in the world's civilization process. Alongside this growth in civilization, the development of textiles in Africa also expanded (Reid, 2020). Warritay (2017) notes that historical records trace weaving in Africa back to around 3000 B.C. and further connect the use of woven fabrics to the medieval Ghana, Mali, and Songhai Empires. This demonstrates that Africa has a deep-rooted history in textiles. Africans have long used textiles in their everyday lives, and due to wars and migrations, it is believed that textile knowledge spread across the continent. As a result, textiles can now be found in every corner of Africa.

Bruggeman (2017) argues that the production of wax prints originated in Holland, describing it as the European textile printing technique initially developed in Holland for the West African market. Wax prints are designed to mimic the effect of traditional batik, but they exaggerate the imperfections of handcrafting, particularly the veining caused by dye seeping through cracks in

the wax resist. The definition above suggests that wax prints were inspired by batik, which originated in West Africa. Batik is known for its network of lines created by using wax to resist dye in certain areas of the fabric (Hoogenboom et al., 2010). The mechanized process developed in Holland to replicate batik-like designs became a popular import in West Africa. Wax prints and their patterns have become so strongly associated with the people of Ghana that they are now considered a regional textile, despite having arrived in West Africa through trade with Europe (Bruggeman, 2017).

2.2 Overview of the Ghanaian Textile Industry

In Ghanaian culture, textiles have been integral to daily life, deeply rooted in the use of symbolic imagery from the country's traditions (Adam, 2019). Fabrics like wax print, Adinkra, and Kente are commonly made into 'kaba and slit' (a long skirt and top), the traditional attire worn by Ghanaian women. Today, these fabrics are also used to create modern garment designs influenced by Western styles, as noted by Tsekpo. The fabrics are often combined with solid matching colors or used individually, such as in Kente, Adinkra, smock, or wax prints. Kente and wax prints, known for their vibrant colors, are worn for church services, parties, graduations, and other celebratory events. In contrast, Adinkra cloth is typically reserved for funerals. The smock, however, can be worn for both joyful and solemn occasions (Asare et al., 2019).

Ghanaian textiles, including Kente, Adinkra, the Smock, Batik, Tie-Dye, and Wax Prints, are traditionally crafted from cotton, silk, and rayon. The authentic fabrics of Ghana are Kente, Adinkra, and the Smock. According to Danso et al. (2018), Kente is described as a "royal cloth" of the Asante people and is perhaps the most famous African textile. It is a handwoven fabric made

from fine cotton, silk, or rayon threads, intricately woven into long strips (strip weaving), which are then sewn together to form a larger piece. These woven patterns have names that tell stories, convey proverbs, and showcase the cultural heritage of Ghana. Ampofo-Anti (1999) explains that Adinkra cloths are made by stamping symbols onto dyed fabric or by drawing designs with a comb-like tool. These symbols carry moral or philosophical meanings. The Smock, a distinctive garment worn by men in Northern Ghana, is another traditional fabric. It is handwoven from strips of material and often decorated with symbolic patterns and designs sewn onto the front and back.

Both internal and external factors play a role in the current challenges facing Ghana's textile industry. Tsekpo (2020) reported in "The Daily Guide" that A.B. Adjei, the Chief Executive of the Public Procurement Authority (PPA), attributed the industry's decline to the use of outdated machinery, which has contributed to its potential collapse. External challenges include the influx of imported textiles from China, India, and other African nations, some of which are smuggled into Ghana (Adam, 2019). Additionally, the importation of second-hand clothing from Europe and other Western countries presents another significant threat to the local textile industry. According to a report by Asare et al. (2019) published on the International Institute for Journalism's website (Deutsche Gesellschaft für Internationale Zusammenarbeit - GIZ), Ghana's once-thriving textile market is now overwhelmed with low-quality Chinese textiles and second-hand clothes, which has contributed to rising unemployment in the country.

In the mid-1970s, there were 16 large and medium-sized textile firms and 138 clothing manufacturers in Ghana. However, most of these businesses have since closed down. By 2002, only four companies—Ghana Textile Print (GTP), Akosombo Textile Limited (ATL), Ghana

Manufacturing Company (GTMC), and Printex—remained in operation. These companies produced a range of fabrics, including wax, java, fancy prints, household fabrics, tie-dye, batik, Kente, and printed Adinkra cloths (Kwame, 2012). While several factors have led to the decline in textile production, the surge of textile imports has been a significant contributor. Additionally, higher import duties on raw materials and a lack of investment in modern production equipment by local textile firms have further hindered the industry (Tsekpo, 2020).

To support the struggling textile industry, the Ghanaian government introduced several initiatives, including the launch of "National Friday Wear" in November 2004 by then-President John Agyekum Kuffuor. The initiative had two main objectives: to promote African culture and, more importantly, to create jobs by revitalizing the nearly collapsed textile industry (Martino, 2018). The government's policies included the establishment of the textiles or garment cluster network, a textile or garment training center, the President's Special Initiative (PSI), the Export Action program for textiles and garments, and a tariff review. These policies aimed to improve marketing, technical, and managerial skills within the industry while also providing financial support. Some stakeholders suggested that tariff changes should involve raising import duties on all clothing while eliminating duties on raw materials required for local textile production (Quartey & Abor, 2011).

2.3 Technology in Textile Production

Technology has been rapidly advancing, and the textile industry has not been left behind. The textile industry is one of the oldest and was among the first to undergo mechanization globally. It played a crucial role in the industrialization of Europe and other countries. This is likely because

the textile industry meets a fundamental human need—clothing, which is essential and in high demand, making its industrialization a key driver for the development of other sectors (Shen et al., 2022). Since the 19th-century industrial revolution, there have been significant advancements, such as the development of shuttle-less looms, which have much higher production rates than traditional shuttle looms. In the 21st century, innovations have included the creation of new fibre types, modifications to existing fibres, and improved methods for processing them into finished products. These advancements have impacted fabric finishing, coloring, as well as the fabric's behavior during use and care. Additionally, there have been mechanical improvements in the production of yarns and fabrics.

Ivanoska-Dacicj et al. (2023) further highlight that there have been significant advancements in the development of new fibres, processes to enhance textile properties and testing methods, all of which allow for better quality control. As a result, both industrialized and developing nations now have modern facilities capable of highly efficient fabric production. Bhardwaj and Fairhurst (2010) note that the rapid advancements in textile production techniques, along with shifts in politics, economics, and population dynamics, have contributed to a major change in global consumption patterns and fibre usage since the introduction of manufactured fibres, a trend that continues to evolve. According to Mikucioniene et al. (2024), key factors driving this change include the growth of the world population and its increasing influence, which are boosting both global fibre production and per capita fibre consumption.

From the observations made by Majory and Taylor, it can be concluded that changes in textile production have spanned from fibre processing to finishing, offering consumers a broader range

of products suited for various needs and applications. To remain competitive and efficient, businesses must invest in modern machinery to meet industry standards and the growing demand for both clothing and industrial textiles, driven by the increasing global population (Macchion et al., 2017). However, this presents a challenge for domestic textile manufacturers who still rely on outdated technology and machinery, which results in lower productivity.

2.4 The Fashion Industry

A search for the term "fashion" on Google yields over 335 million results, covering a wide range of topics such as clothing, retail, television, media, education, art, music, and culture. However, clothing and footwear are generally considered the core of the "fashion industry" (Yang et al., 2017). Fashion is defined as a style or trend that is widely accepted by a group of people over time, and it is characterized by several marketing factors, including low predictability, high impulse buying, short life cycles, and fluctuating market demand (Karaosman et al., 2020).

The fashion industry plays a crucial role in the textile sector, as textiles and garment production make up a large portion of the overall textiles industry. As a result, fashion marketing is an essential part of the broader study of textiles. Although fashion marketing has developed as an academic field over the past two decades, its definition as a concept has not been extensively explored (Garcia-Torres et al., 2017). In its most basic form, fashion marketing is a more specialized application of general marketing principles.

Fashion is typically popular for a limited time, which can range from day to years. Different decades have been associated with specific fashion trends, such as the 1970s disco style or the

1960s hippie look (Hur & Cassidy, 2019). Regardless of how long a particular fashion lasts, it will eventually lose its appeal and be replaced by a new trend, starting the cycle anew. This concept of a "cycle" aligns closely with the sociological research by Rogers on the theory of the "diffusion of innovation," as well as the product lifecycle model. This connection has been explored further by Midgley and Willis (Rezzante, 2020).

The fashion apparel industry has undergone significant transformation, especially in the last 20 years, as its scope has expanded (Bertola & Teunissen, 2018). Key changes in the industry, such as the decline of mass production, the rise in the number of fashion seasons, and adjustments in the supply chain structure, have led retailers to prioritize low costs and flexibility in design, quality, delivery, and speed to market (Parker-Strak et al., 2020). Along with design and speed to market, marketing and capital investments have also been recognized as critical factors driving competitiveness in the fashion apparel sector (Pal & Gander, 2018).

Sarpal (2019) proposed that adopting a "sense and respond" strategy is crucial for maintaining profitability in the increasingly dynamic and demanding market. A key aspect of rapid responsiveness and flexibility in this strategy is fostering closer relationships between suppliers and buyers (Wheelright & Clark, 1992). Historically, until the late 1980s, fashion apparel retailers relied on their ability to forecast consumer demand and fashion trends (known as ready-to-wear) well in advance of actual consumption to stay competitive (Guercini & Runfola, 2021). However, in the past two decades, the global fashion apparel industry has experienced significant changes due to shifts in the business environment.

2.5 Chapter Summary

This chapter explores the context in which the study will be conducted. It examined the factors influencing the purchase and use of local textile prints in Ghana, as well as the role of gender, offering a contextual framework for the research.



CHAPTER THREE

LITERATURE REVIEW

3.0 Chapter Overview

This chapter reviewed both theoretical and empirical literature. The theoretical literature looked into the concept of fashion marketing, its associated theories, and the role gender plays in consumer purchase behaviour. The empirical literature, on the other hand, focused on the findings of similar studies on the topic.

3.1 Theoretical Underpinning

The theory of planned behaviour as advocated by Ajzen refers to beliefs, intentions and actions that are used to predict the outcome of behaviour (Ajzen, 1991). The theory depicts how vital the outcome of behaviour is to intentions and, therefore, is used by many consumer behaviour researchers in understanding and predicting human social behaviour. The TPB further explains that interest in behaviour is likely to be successful when there is a greater sense of intention attached to the behavioral input. Based on this theory, there are three independent beliefs in which the determinant of behaviour can be used to understand the outcome of intentions, namely, perceived behavioural control, attitude to behaviour and subjective norm (De Cannière et al., 2009; Nor et al., 2023).

Attitude is perceived to be certain attributes and beliefs about a product created in the minds of the consumer, which belong and associate (e.g., prestige, quality, brand image) with certain products, which influence their perceptions and intentions towards the product. The influence of purchase and liking towards a product with the belief that it will function or perform against a standard set

created in the mind of the consumer (Abrar et al., 2018). On the other hand, attitudes created by consumers towards products vary and may change with time and circumstances as a result of experiences that occur over a period (Ajzen, 2001). Studies on consumer attitudes in different ways have proved to confirm that consumer attitude has an influence and acts as one of the most important predicting factors that influence purchasing intention behaviours.

Subjective norms are perceived to be how certain individuals use them to influence consumers towards the purchase or usage of a product. In addition, Ajzen and Fishbein (1980) influential people or individuals perceived to be of high-profile rank within a specific setting influence the thinking and behavioural patterns of others, in others to come to an acceptance of theirs. When the attitude of consumers is considered as a subjective norm, the people involved in their lives from immediate family, friends and all spheres of life, actions and inactions inform, persuade and influence their behaviour, beliefs and likings which consequently affect the outcome of their purchase intentions (Ajzen & Driver, 1992).

Perceived behavioural control is the perception that one has in mind that controls or influences the behaviour and intention which affect the outcome of behaviour (Ajzen & Fishbein, 1980). Perceived behavioural control has a substantive role in predicting actions, and the outcome of an event may be determined by individual effort, yet individuals may have less control over the successful outcome of the event (Ajzen, 1991).

This current study will utilize one of the most widely used social psychology theories by many consumer behaviour researchers (Ajzen, 1985; 1991), thus the theory of planned behaviour used

by numerous researchers in various fields of studies seeks to identify and find factors that motivate people's behaviour and reasoning choices (Ajzen, 1991), the TPB provide construct that aid marketers to have a comprehensive approach in understanding dynamics of consumers and customers behaviour by being able to identify and satisfy the needs and wants of consumers by predicting their behavioural purchasing intentions to their present and future (Franco et al., 2024).

The Theory of Planned Behavior (TPB) serves as a useful framework for understanding general consumer intentions by examining attitudes, subjective norms, and perceived behavioral control. Nevertheless, it presents notable limitations regarding textile purchases. To begin with, the theory often overlooks the cultural and symbolic significances associated with textiles, which can significantly affect purchasing decisions, particularly in regions such as Ghana, where fabrics carry profound social and gender implications. Furthermore, it presumes that individuals make decisions based on rational thought; however, in practice, textile purchases are frequently influenced by emotions related to identity, tradition, or status, factors that theory does not adequately consider. Lastly, the theory fails to account for external influences such as government policies or market accessibility, which are vital in developing economies. Therefore, while it provides a robust framework, it requires modifications or supplementary insights to effectively reflect consumer behavior in the local textile market. Against this backdrop, the study will adapt the theory of planned behaviour to examine the determinants of behaviour of consumers' purchase intentions towards textile products and usage. The study further deliberates on the use of price, brand image, quality, special initiatives and trendy evolving fashion as antecedents of the purchase and usage of local textiles purchase and usage.

3.2 Empirical Review

3.2.1 Consumer Characteristics (Gender)

Consumer characteristics are various features of consumers that aid in the identification and division of target market groups into various segments of the market (Ehsani & Hosseini, 2025). The target market is made up of people with similar needs and demands, and they are grouped based on the identified qualities, such as taste, price, etc. Consumer characteristics can be grouped into several segments, such as demographic, psychographics, geographic and behavioral features (Ahiabor et al., 2024). Attention is now turned on them. Demographics segmentation is based on grouping people with similar desires from different backgrounds, age, gender, income, levels of education, occupations, family size, marital status, religions etc. (He et al., 2018).

Psychographic segmentation is based on how consumers perceive themselves relative to others. They are attributes associated with lifestyle, personality, values, and beliefs. (Ahiabor et al., 2024). The various characteristics that determine how consumers think of themselves are usage rate, experienced brand loyalty, family and social class. Geographic segmentation is characteristics identified based on towns, cities, villages, countries, continents, and factors such as size, destination, location, growth pattern, and climate. one or two factors combined can be used to determine this segment (Li & Gong, 2022).

As examined by other studies, behavioural segmentation is characterized based on various consumer attitudes and purchasing intentions such as frequency of purchase, user rate loyalty to a brand, and timely purchase (Ehsani & Hosseini, 2025). A consumer characteristic such as gender plays an important role to marketers and managers, understanding its role helps identify and

improve ways to satisfy the increasingly conscious consumers' needs and wants (Stefko et al., 2022). Thus, this study will utilize gender as a moderator of the antecedents of purchase and usage of local textiles.

Consumer behaviour researchers have been consistent in their studies on gender traits influencing purchasing intentions (Sohaib et al., 2018; Yang & Zhnag, 2024). Previous literature shows that female consumers are more prevalent than male consumers in terms of brand consciousness, impulse buying and information search (Trivedi & Teichert, 2019). Some researchers posited that both genders, male and female, are conscious of price and new products (Sreen et al., 2018).

Age is one of the common variables and most frequently used by marketers and consumer behaviour researchers (Alalwan, 2018; Fatha & Ayoubi, 2023). Empirical evidence from existing literature suggests that age has a greater influence on the purchasing decisions of consumers. Perceived age associated with young and old comes with various attitudes and interests at each stage, which informs and influences their activities daily (fashion, food, entertainment, etc. preferences) (Frackiewicz, 2021).

Level of education, education as posited by previous researchers, is found to be one of factors that is associated with the searching through to purchasing behaviour of consumers (Alsubhi et al., 2023; Mainardes et al, 2017). Education helps inform consumers through product searching, exposes consumers to wider available platforms, and understand knowledge of product features, functions and performances. Level of income, Salman and Hassan (2020) opine that income varies among various consumers as such influences the decision of consumers. Socio-economic has an

impact on income which affects the purchasing decision of consumers on the assumption that the higher the income the purchasing decision involvement is higher.

3.2.2 Importance of Demographic Factors to Purchasing Decision

The study provides insight into the relevance of demographic factors to purchase decisions by helping to understand considerations that are very important to consumers, which will shape the behaviour towards the purchase and usage of local textiles. Moreover, demographic characteristics help identify and design a marketing mix (product, price, place, promotion) (Abdel Wahab et al., 2023; Onwezen, 2018) that fits targeted consumer needs and wants, which are customized to each particular segment. Consumers can engage and resonate with your product and build up your brand identity. Within the context of the study, these factors address one of the objectives by presenting insightful knowledge on differences in patronage behaviour of different consumers, identifying age differences between younger and older cohorts helps marketers to provide the needs that fit them. Provide a clear picture of who your customers are, what they want and their expectations and improve customer satisfaction that leads to customer retention (Arkhipova & Karminsky, 2023; Rana & Paul, 2017).

Exploit market opportunities, identifying and knowing your customers' segments will help track their purchasing behaviour, and knowing the income level will help them to further develop products by providing alternative special products which can help increase sales. Identifying the socioeconomic status of your target audience helps to determine the appropriate price that is reasonable for the consumer's income status (Neuman et al., 2022). Harizan et al. (2023) imply that understanding consumer characteristics helps to design products and diverse consumer

preferences to suit consumers. Less time and resources are spent on marketing activities and increasing profitability and revenue for the firm. Understanding the role consumers play helps give feedback on products and services which will enhance better customer relationships and develop a competitive marketing strategy (Gremyr et al., 2022; Kevrekidis, et al., 2018).

3.2.3 The Clothing Industry

Clothing is a fundamental necessity in every person's life, often described as a second skin. According to Maslow's hierarchy of needs (Maslow & Lewis, 1987), clothing is categorized as a physiological need, serving the essential purpose of providing protection. However, in today's society, clothing has taken on an additional role. Beyond fulfilling basic human needs, it has become a way for individuals to express themselves and distinguish their identities from others. Clothes have become a communication medium used to express who an individual is. They are visual items representing a person's identity and personality, age, race, occupation, social and financial status, fashion tastes, color preferences, time orientation, liking, pride, attitudes, degree of maturity, self-confidence, and self-esteem (Rosenfeld & Plax, 1977). Clothes further convey individuals' association with a country, religious beliefs, political events, and historical eras.

According to Companies and Markets (2015), one of the largest global market research databases, the apparel industry continues to show strong growth, generating approximately \$1.2 trillion in sales. This sector employs around 60–75 million workers worldwide across the footwear, textile, sportswear, and clothing industries. The report further states that China, Bangladesh, and India are the leading garment producers, while European countries, the United States, and Japan are the top garment importers. Additionally, Southeast Asian nations such as Malaysia, Singapore, Indonesia,

and Thailand have benefited from this expansion, with numerous international clothing brands (e.g., H&M, Uniqlo, Topshop, Victoria's Secret, and GAP) establishing a strong presence in these markets. The globalization of the clothing industry has significantly influenced consumer interest and purchasing behavior related to clothing (Adeola et al., 2024).

Due to the internationalization of the clothing industry, Africa's textile and apparel exports to the United States are increasing, thanks to the African Growth and Opportunity Act. Similarly, exports to the European Union are rising due to the EU's Economic Partnership Agreements with African countries. As a result, the demand for African textiles is growing, although many of the existing textile factories are not African owned (Brown). However, this situation can be seen as a double-edged sword. While trade is expected to benefit both sides, Ya and Peo (2022) points out the imbalance in trade between China and Africa, with China's export value to Africa exceeding its imports. Although Chinese companies' economic activities may promote local development, their dominant presence has led to some resentment among local producers. Additionally, African textiles are becoming more popular in Western countries, allowing local African manufacturers to tap into the Western market. However, the rapidly growing Chinese textile industry poses a competitive threat in this space (Dafia et al., 2022). Additionally, Brown (2021) highlighted that the competition in Africa is not only from imitations of locally produced textiles but also from the growing demand for second-hand clothes. The influx of inexpensive Chinese clothing and market penetration by Chinese companies have sparked frustration among African manufacturers. Counterfeiting and copyright issues are major concerns for these local producers, as their textile designs and logos are frequently copied. Brown (2021) also referenced an expert in globalization

and emerging markets, who suggested that the rise of Chinese imports could result in the decline of African manufacturers, making it increasingly difficult for them to remain competitive.

The Ghanaian Times (2010) echoed Dhliwayo's (2012) concerns about China's extensive penetration into the African textile market, noting that it is gradually displacing domestic textile companies in Africa. Africa had hoped to benefit from the trade concessions offered by the US and EU to boost exports. However, the Ghanaian Times also pointed out that Africa is facing a dilemma with the overflow of Chinese textiles. In Ghana, the textile industry continues to struggle, particularly with the increasing competition from cheaper Chinese imports (The Ghanaian Times, 2010). Jenkins (2022) shares a similar perspective, explaining that the rising presence of Chinese businesses in Africa is intensifying competition with local producers, driving down the prices of locally made goods. However, he noted that Chinese products are cheaper than locally produced African goods, making them more attractive to low-income Africans.

Literature (Asare, 2012; Yeboah et al., 2022) suggests that Chinese textiles are often smuggled into Ghana. His research examines the efforts being made by Ghana to combat the smuggling of textile prints and the copying of designs. To address this issue, the Ghanaian government introduced policies requiring traders to submit a sample of textile prints for inspection before importation, to ensure the designs have not been copied. However, according to Asare's (2012) report, some traders who cannot afford to comply with the law resort to smuggling African textiles into the country, causing the problem to persist.

3.2.4 Cultural Aspects of Dress

Eicher (2000) described culture as how individuals are taught to behave from the moment of their birth. Aronson (2017) argued that culture is an elusive and complex concept that shapes people's personalities, thoughts, and behaviors through an exploration of the connection between clothing and culture. Serano (2020) found that analyzing a person's clothing is often viewed as a critique of the individual, rather than an evaluation of an object separate from them. Dress is defined as modifications made to the body (Eicher, 2000) and is often a conscious effort to convey a message to others. It includes not only clothing but also tattoos, piercings, hairstyles, accessories, and other forms of adornment, as noted by Eicher et al. (2019), who concluded that "dress is behavior." Storm (1987) in "Functions of Dress" explained that all dress is functional with one or more purposes, identifying functions such as adornment, utility, protection, modesty, role communication, status identification, religion, and group dynamics. The primary function of dress is adornment, which is universally accepted. Entwistle (2023) highlighted the societal role of dress, noting that "dress is a powerful social force, particularly in unstable societies where the established order is often challenged.

Galatti and Baruque-Ramos (2022) emphasized that the textiles and clothing industry during the Industrial Revolution brought about significant social, economic, and fashion changes in the Western world. Storm (1987) noted that both France and Britain gained socially and economically from the growth of the textiles and clothing sector. Danesi (2018) introduced the idea that clothing becomes an extension of the wearer, helping to define them. Ghana, as an African country, is rich in culture, with its tradition of textiles—featuring vibrant and bold designs—playing a central role (Cobbinah et al., 2021). The history of textiles in Ghana dates back many centuries, with distinct

textile traditions emerging in different regions, each with its own unique story. Ghanaian textiles not only feature beautiful patterns but also reflect the country's cultural heritage (Asibey et al., 2017; Ayesu et al., 2023). Many of these textiles bear printed designs with significant meanings, including proverbs and symbols that reinforce Ghana's cultural roots.

The textile sector is a major source of revenue and foreign exchange for Ghana, thanks to the unique value and significance of its products, particularly through exports under the African Growth and Opportunity Act (AGOA) (<http://www.agoa.info>). Ghanaian textiles communicate a range of messages through their bold designs, rhythms, and motifs. Beyond providing clothing, textiles in Ghana serve as a medium for telling the nation's evolving story, underscoring their importance in daily life, just as they do in cultures around the world (The History of Textiles in Ghana, The Akan Background).

Traditional Ghanaian clothing and textiles have played a significant role in the daily life of the Ghanaian people, largely due to their rich use of symbolic imagery from the country's culture (Tordzro, 2021). The wax print, adinkra, and kente fabrics are commonly sewn into traditional garments like the 'kaba and slit' (a long skirt and top), typically worn by Ghanaian women (Asare, 2012). Today, these fabrics are also used to create modern garments influenced by Western styles (Entwistle, 2023). The fabrics are often paired with plain matching colors or made entirely from kente, adinkra, smock, and wax prints. Kente and wax prints, known for their vibrant colors, are worn to church services, parties, graduations, and other celebratory events. In contrast, adinkra cloth is traditionally reserved for funerals, while the smock can be worn for both happy and solemn occasions.

3.2.5 The Purchase and Usage

Opoku et al. (2018) argue that in economically underdeveloped countries, there tends to be a lesser preference for locally produced goods. In their study on consumer attitudes toward local and imported products in a developing nation, they discovered that the country of origin has a greater influence on consumer choices than price or other product attributes. The study found that Ghanaian consumers generally place greater value on foreign labels compared to the 'Made in Ghana' label, with superior quality and consumer preferences being the second most significant factors driving their preference for foreign products (Dogbe et al., 2019). Asare-Kyire et al. (2019) conducted a study to assess whether consumers preferred locally made textiles over imported ones. They interviewed 40 textile consumers and 40 textile traders in the business district of Accra in 2019. In terms of taste and preference, the trader interviews revealed that 53% of respondents favored locally produced textiles, 40% preferred imported textiles, and 7% were indifferent. The study also points out that the strong preference for locally made textiles among consumers contradicts the country-of-origin effect, which refers to the impact that a product's country of origin has on a consumer's perception and evaluation of the product.

The empirical literature generally indicates that consumers tend to have a more favorable view of products from developed countries compared to those from less developed or developing nations. However, the study by Asare-Kyire et al. (2019) challenges this perspective on the country-of-origin effect. Their findings suggest that Ghanaians have a strong preference for local textile prints, highlighting their inclination to buy and use locally made textiles. This prompts the question: what are the factors that drive and influence Ghanaians' preference for local textile prints?

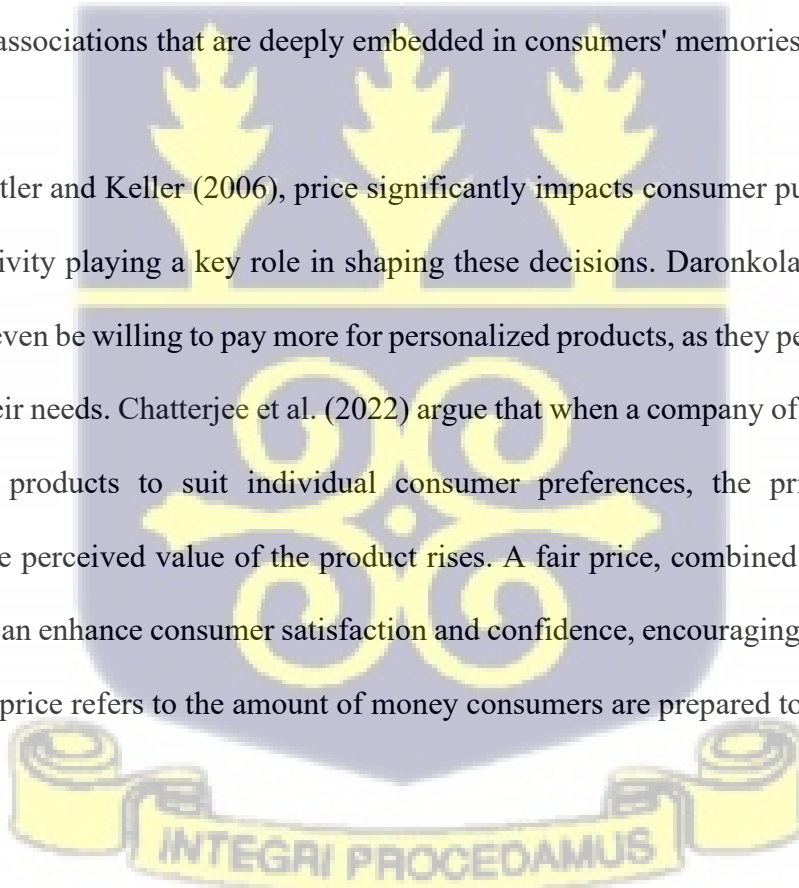
A crucial factor that influences consumers' decisions to purchase and use textiles is whether they align with current fashion trends and designs. Fashion is of significant importance to many, extending beyond just clothing to include shoes, accessories, and even hairstyles. As a result, the textile industry must remain up to date, embracing both modern trends and reviving vintage styles to cater to shifting preferences (Kashi, 2024; Rashi, 2017). Consumers are more likely to choose local textiles if they perceive them as matching the latest fashion trends. The demand for fashionable clothing can be traced back to the 17th century, when the cultural influence of Parisian society was at its peak, prompting the French to develop a sophisticated taste for innovative and high-quality textile fashion (Menda, 2017).

Fashion evolves primarily because of changes in people's preferences. According to Rashi and Menda (2017), these shifts are largely driven by popular culture, as individuals seek to express their individuality or establish a specific social identity. Style icons—such as musicians, celebrities, movie stars, socialites, and fashion industry figures—often lead the way by setting new trends in clothing or hairstyles to maintain their popularity and relevance within their social circles and fanbases. Once these trends gain traction, they influence broader society to adopt them to stand out. Social status, which reflects an individual's standing within society, plays a crucial role in this process. Social norms also affect consumers' willingness to purchase exclusive products (Melnyk et al., 2022; Tang et al., 2014). Katyal et al. (2019) further observe that the allure of elitism can motivate individuals to buy exclusive items to distinguish themselves from others. For example, a study of immigrants in the US found that those with a stronger connection to their ethnic culture were more inclined to purchase expensive, branded products from their ethnic background to

signal their social status (Eunjung Kwak & Sojka, 2010). Overall, empirical research suggests that the desire to appear unique or maintain a certain social status is a significant driver behind purchasing and usage decisions (Gupta et al., 2023).

Moreover, the brand image linked to a specific clothing or textile significantly influences consumers' purchase and usage intentions. A well-established brand image motivates consumers to buy more from that brand (Hussain et al., 2017; Siddiqui et al., 2021). It also assists consumers in making informed decisions by helping them identify the brand that best meets their needs, thus affecting their purchasing intentions. As noted by Datta et al. (2017), brand image reflects the perceptions and associations that are deeply embedded in consumers' memories.

According to Kotler and Keller (2006), price significantly impacts consumer purchase intentions, with price sensitivity playing a key role in shaping these decisions. Daronkola (2017) notes that consumers may even be willing to pay more for personalized products, as they perceive these items to better meet their needs. Chatterjee et al. (2022) argue that when a company offers co-production and customizes products to suit individual consumer preferences, the price becomes less significant, as the perceived value of the product rises. A fair price, combined with an attractive product design, can enhance consumer satisfaction and confidence, encouraging them to purchase. In simple terms, price refers to the amount of money consumers are prepared to pay for a product (Kotler, 2004).



Another important factor that affects the purchase and use of textile prints is the quality perceived by the consumer. What truly matters is the consumer's perception of the product's overall

excellence and superiority, rather than its actual quality (Aaker, 1991). Desfiandi (2020) emphasized that price, aesthetics, and quality are key factors in clothing and textile purchasing decisions. Kotler and Keller (2009) argue that quality is the most effective way to ensure customer loyalty, protect against external competition, and achieve sustained growth and profitability.

The factors that drive the purchase and usage of local textile prints are referred to as the antecedents of consumer behavior in this context. When it comes to textiles, understanding the consumer is crucial for both production and marketing, as clothing reflects the wearer's behavioral traits as a whole (Patwary, 2022). In simple terms, the decision to buy and use textiles is an expression of the rational behavior of consumers. Several studies have identified various factors that influence consumer buying behavior, which can affect decisions either individually or collectively. Research on consumer behavior seeks to understand the decision-making process of buyers on both an individual and group level (He et al., 2018). It examines individual consumer characteristics and behavioral factors that guide purchasing and usage decisions. These consumer characteristics, including demographics (such as age, income, education, and marital status), psychographics (interests, activities, opinions, values, and attitudes), as well as behavioral and geographical traits (Camilleri, 2018), play a moderating role in the purchase and usage of local textile prints, as outlined in the conceptual framework below.

3.3 Conceptual Framework of the study

The purpose of this study is to examine the relationship between antecedents of local textile purchase and usage, observing, in particular, the mediating effect of gender as a moderator. In this section, the conceptual framework that anchors the study is proposed. The framework assumes

that the antecedent of local textile purchases directly predict the usage of local textile print in Ghana.

The conceptual framework for the current study is presented in Figure 3.

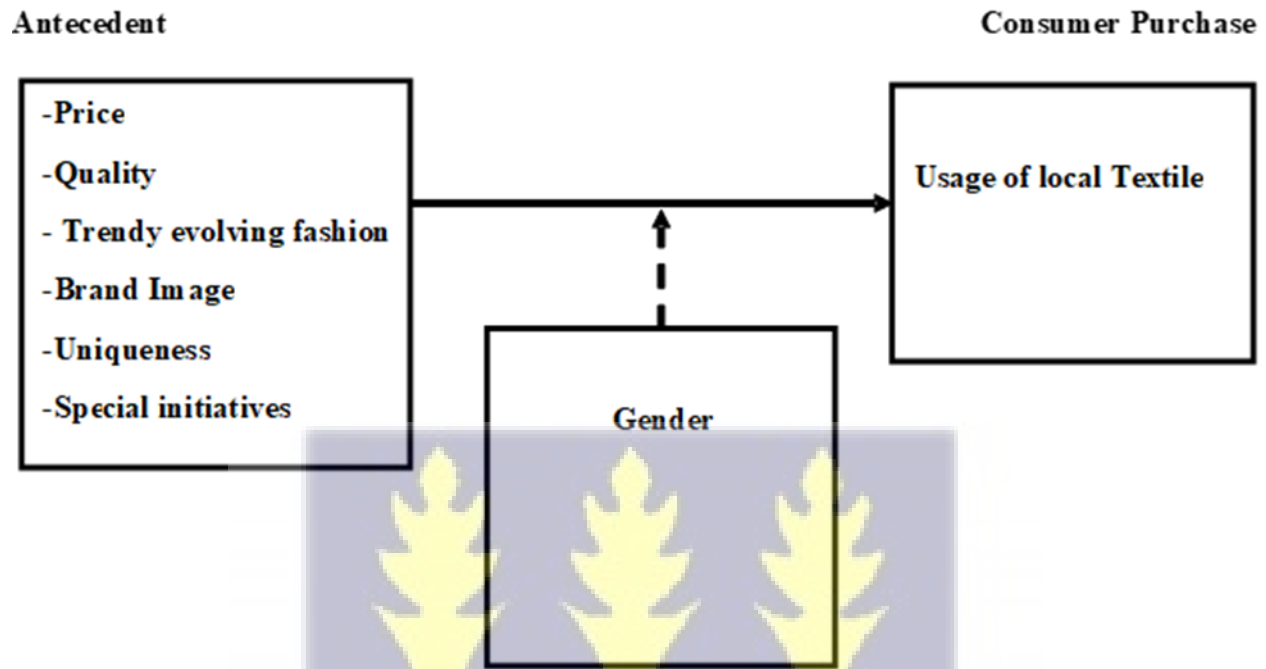


Figure 3.1: Conceptual Framework for the Study.

3.3.1 Price and Usage

The economic environment plays a significant role in shaping consumer behavior towards apparel products, influencing the success of value brands. In the context of the "four Ps" of marketing, price refers to the amount of money required to obtain a product or service (Zeithaml, 1998). According to Narteh (2018), price is the monetary value assigned to goods and services by the firm producing them. When customers are faced with alternatives, they tend to place considerable importance on the cost associated with each option (Senanu, 2019).

The impact of price on consumer behavior is well-documented in the literature, influencing various stages from initial awareness to post-purchase attitudes (Kemi & Zilahy, 2025; Singh & Verma, 2017). For instance, factors like the positioning and pricing of nearby items can affect perceptions (Zheng et al., 2019). Additionally, marketing tactics such as Sale stickers (Inman et al., 1990) and psychological pricing strategies employed by companies (Wansink et al., 1998) frequently sway consumer purchasing decisions (Ahmetoglu et al., 2014).

Value brands provide affordable alternatives to the latest fashion trends and have become increasingly significant in the fashion industry. It is anticipated that this market growth will persist. Rahman and Mannan (2018) examined key variables commonly studied in consumer behavior research related to apparel purchases to explore American consumers' preferences for home textile products. These variables include price, color, style, brand name/designer, fiber content, availability of packaged sets, fabric type, thread count, and retail channels. The primary factors influencing purchase decisions were found to be price, followed by color and style, especially for bedding.

Hypothesis 1a (H1a): Price has a positive relationship with local textile usage.

3.3.2 Quality and Usage

Consumers often form perceptions about a brand based on its quality (Bachmann et al., 2019). Those interested in products like home appliances tend to focus more on physical characteristics and features that indicate higher quality (Uzir et al., 2021). Quality is viewed as a mental evaluation of a product by the consumer (Zeithaml, 1988). Additionally, quality is strongly linked to brand names, and this connection is particularly pronounced among consumers (Sun et al., 2020). The

quality of products from lesser-known brands has varied significantly, which has led to a lack of alignment between manufacturers and retailers, with their activities spanning a range of considerations (Haase & Heimes, 2023). This results in consumers perceiving branded goods as having superior quality, often associating them with Western countries of origin. Thus, consumers who have favorable attitudes towards foreign products tend to view the quality of branded goods positively, whether they are from the U.S. or a local brand.

Hypothesis 1b (H1b): A positive relationship exists between quality and usage of local textile usage.

3.3.3 Trend-Evolving Fashion and Usage

Fashion is often impulsive, unpredictable, and occasionally unusual. For many consumers, it influences what is purchased, when it is purchased, and how often items are replaced (Koszewska, 2019). Additionally, fashion often dictates the importance of durability, the type of care required for products, and how frequently items are discarded and replaced (Majory, 1986). Fashion is not merely a carefully crafted image of an old product reinterpreted to fulfill a function or agenda; rather, it is a dynamic and inspiring concept that society values, stimulating a more instinctive response (Musa, 2019).

Fashion trends are constantly evolving, with past favorites making comebacks, often with modern twists. These changes allow style-conscious individuals to embrace retro trends in ways that align with their lifestyles and more refined tastes (Anderson, 2024; Rashi & Menda, 2017). Thus, the dynamic nature of fashion influences the demand for specific textiles for various purposes. From this perspective, it can be said that the textile industry must adapt to current fashion trends to meet

the desires of the modern, trend-conscious generation, bringing vintage styles back with modifications that appeal to today's tastes (Abu, 2024; Gardetti & Torres, 2017).

Hypothesis 1c (H1c): Trendy evolving Fashion has a significant positive relationship with local Textile usage.

3.3.4 Brand image and Usage

Keller (1993) defines brand image as the perceptions associated with a brand, which are shaped by the associations stored in consumers' memories. This suggests that brand image is an impression formed in the minds of consumers, and it can be triggered by specific brand-related associations. Huang and Bunchapattanasakda (2023) argued that marketers should link a brand to a distinct image and consistently reinforce this image by managing the marketing mix to emphasize the brand's position in consumers' minds. A clear brand image not only helps position the brand but also makes it stand out. Research has shown that brands with strong, well-defined, and enduring images tend to be the most influential (Ahmed, 2024; Lee & Lee, 2018).

By effectively constructing and communicating a brand image, a strong impression can be firmly embedded in consumers' minds. Once a brand secures a distinct position in consumers' minds, it achieves lasting brand awareness. Niazi et al. (2021) suggested that managers should choose a clear concept for a brand at its introduction and continuously use the marketing mix to reinforce it throughout the brand's lifecycle. Batra (2019) further explained that brand image can influence purchase intention, as brand attitudes represent a consumer's internal evaluations and feelings toward the brand, while purchase intentions reflect their evaluations and feelings toward the act of purchasing it publicly.

Hypothesis 1d (H1d): A positive relationship exists between Brand image and usage.

3.3.5 Need for Uniqueness/Identity and Usage

The term "unique" refers to something that is "the only one of a particular type" (Dictionary.com, 2014). People are generally motivated to preserve a sense of exclusivity and to project their unique identity onto others (Puzakova & Aggarwal, 2018). Those with a stronger need for uniqueness often desire to stand out and differ from others (Lynn & Harris, 1997). This need for uniqueness is especially prominent among young consumers, who tend to seek distinctiveness at various points in their lives (Abosag et al., 2020). Furthermore, it has been suggested that product uniqueness, such as clothing, can create a "cool" or "wow" effect among young consumers. Previous studies have shown that individuals with a high need for uniqueness are more interested in new products and brands and actively seek out self-differentiating, up-to-date items (Ha, 2021).

Consumers who desire to stand out from others often use clothing as a means to express their individuality and social image (Cham et al., 2018). In a study involving 411 undergraduate students in India, Kumar et al. (2009) discovered that students with a stronger need for uniqueness showed greater interest in clothing. This finding supports the idea that choosing clothing is a behavior driven by the desire for uniqueness (Husnain et al., 2019). Based on this, the following hypothesis was proposed:

Hypothesis 1e (H1e): The need for uniqueness has a positive relationship with local textile usage.

3.3.6 Special Initiatives and Usage

The management of Ghana Textile Print (GTP) credited the significant increase in demand to the Friday wear campaign launched by former President John Agyekum Kufuor in 2007, which reignited interest in local textile products (Adam, 2019). In response to competition from Chinese imports, GTP introduced the "Nustyle" brand in 2010. "GTP Nustyle" is a new textile line featuring a variety of colors and fresh designs. According to the management, the brand has been performing well in the market due to its modern and stylish designs (Dennis, 2018).

An article published on Ghana's Web in November 2004, titled "We are What We Wear," commended the Ministry of Trade and Industry, under the President's Special Initiative, for launching the "National Friday Wear Programme" (Adam, 2019). The program aimed to encourage Ghanaians to celebrate their culture by wearing clothing made from local fabrics on Fridays. In a similar effort to support the textile industry and prevent its collapse, the Krachi-East District Chief Executive introduced the "Everyday Wear" initiative. This initiative was designed not only to support the industry but also to preserve Ghanaian identity through a unified dress code (Essel, 2017).

Hypothesis 1f (H1f): A positive relationship exists between government special initiatives and local textile usage.



3.3.7 Moderator: Gender

While several studies have identified demographic variables, particularly gender (Akbarov, 2022; Yang & Zhang, 2024), as moderating factors in consumer purchasing behavior, there is limited research on how these variables impact the fashion apparel industry, especially in Ghana. Valaei and Nikhashemi (2017) noted that information processing, though influenced by gender differences, has garnered attention in social science research, as women's purchasing behavior is more strongly shaped by their evaluation of personal interactions and they tend to be more involved in purchasing activities. Ladhari et al. (2019) found that fashion consumption varies across gender groups from different nationalities.

Gender differences have been explained by the greater societal emphasis on women's physical appearance compared to men. Bakewell and Mitchell (2003), in their study of female consumers using Sproles and Kendall's Consumer Styles Inventory (CSI), identified five distinct decision-making groups: "recreational quality seekers," "recreational discount seekers," "trend-setting loyal," "shopping and fashion uninterested," and "confused time/money conserving" (Ladhari et al., 2019). Gender is also recognized as a factor influencing involvement in various products. For example, Ajitha and Sivakumar (2019) argue that women tend to be more engaged in fashion, while DeLong and Albers (2019) suggest that men are more involved in cars. Additionally, gender-related effects on involvement have been observed by Mabuza et al. (2023), who found that women are generally more involved in fashion than men.

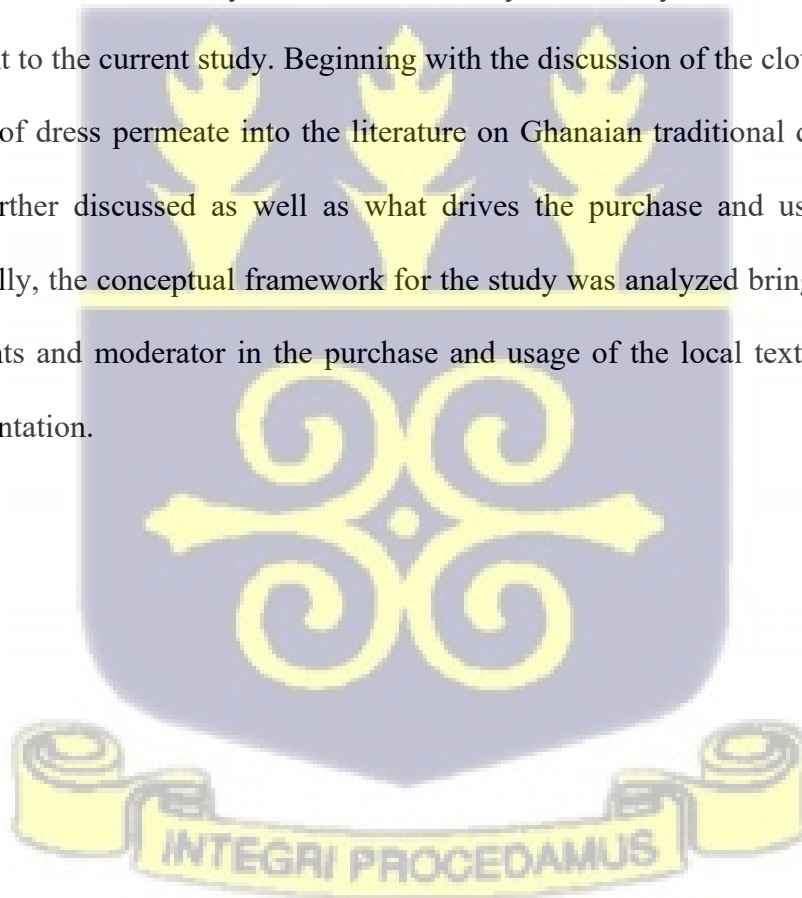
Singh et al. (2024) suggested that women, more than men, view themselves as more fashion-innovative, which should also apply to their level of involvement in fashion. This is reflected in

the practical side of fashion, with numerous magazines aimed at women and many clothing stores targeting female consumers exclusively (Kütük-Kuriş, 2020). It can therefore be concluded that fashion clothing carries a more feminine image, leading women to place greater importance on it in their lives, resulting in higher involvement in fashion compared to men.

Hypothesis 2 (H2): gender acts as a moderator on the relationship between antecedents of local textile purchase and usage.

3.3 Chapter Summary

This chapter reviewed the necessary literature of the study. It critically examined several important concepts relevant to the current study. Beginning with the discussion of the clothing industry, the cultural aspects of dress permeate into the literature on Ghanaian traditional dress. The fashion industry was further discussed as well as what drives the purchase and usage intentions of consumers. Finally, the conceptual framework for the study was analyzed bringing forth the role of the antecedents and moderator in the purchase and usage of the local textile print and their theoretical presentation.



CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Chapter Overview

After reviewing the specific context of Ghana and the industries relevant to this research, this chapter focuses on explaining the methodology used in the study. It outlines the approach and guidelines to achieve the research objectives, covering aspects such as the research strategy, sampling techniques, research instruments, and data analysis methods.

4.1 Research Paradigm

Guba (1994) describe a research paradigm as the "basic belief system or worldview that guides the investigation," influencing the research strategy and data collection methods (Saunders et al., 2009). These beliefs, values, and techniques can be positioned along a spectrum, with objectivism on one end and subjectivism on the other (Johnson & Duberley, 2000). As a result, there are various classifications and efforts to distinguish between paradigms (Myers & Avison, 2002). Therefore, a researcher needs to understand these paradigms to make an informed decision about which one best supports their study. Additionally, selecting the appropriate paradigm is crucial for effectively guiding the research process.

In social science research, the most commonly discussed and recommended paradigms, which reflect key philosophical perspectives, include positivism, interpretivism, realism, relativism, and critical realism (Chan, 2015). These paradigms serve as the foundation for researchers to define

the methodology used in their studies (Creswell, 2014). The literature identifies four primary research paradigms, which are explored further below.

4.1.1 Realism

Realism is an alternative paradigm that asserts reality exists, but its true nature is uncertain. It must be understood by combining and comparing different sources to arrive at the most likely representation of it (Creswell, 2014). Realism suggests that the reality perceived by our intellect is accurate and that the objects of reality, as understood by the mind, exist independently of the human mind (Saunders et al., 2009).

4.1.2 Interpretivism

This paradigm holds that reality is socially constructed, meaning it is influenced by people's biases and perceptions (Boateng, 2016). As a result, all knowledge is inherently subjective, context-dependent, and shaped by individual perspectives. Researchers gain understanding by exploring multiple interpretations of reality and identifying recurring patterns. Given its characteristics, interpretivism typically employs inductive and qualitative research methods.

4.1.3 Positivism

Positivism is a practical approach to conducting research, based on the belief that there is a "single, objective, and tangible reality" (Boateng, 2016), which can be discovered and measured when researchers formulate and test hypotheses in a controlled setting. Dash (2005) explains that the positivist approach to studying social reality emphasizes observation and reasoning as methods to understand human behavior. As a result, many philosophers argue that positivism provides the

foundation and justification for modern management research (Johnson & Duberley, 2000). This paradigm assumes that reality exists independently and can be objectively understood, unaffected by subjective interpretations (Saunders et al., 2009).

4.1.4 Pragmatism

Pragmatism is founded on the idea that researchers choose the most suitable tools and methods for a study based on specific circumstances. It emphasizes the practical combination of different research approaches (Hoshmand, 2003). Pragmatism asserts that reality exists and can be understood, but it is constantly evolving, requiring various methodologies to effectively identify and measure it (Saunders et al., 2009). The core idea is that research methods should be integrated in ways that offer the best opportunity to answer research questions. As a result, pragmatism often utilizes mixed or multiple research methods, combining both quantitative and qualitative approaches, to gain a comprehensive understanding of reality.

The current study adopted a positivist perspective, utilizing a quantitative design to uncover an objectively existing reality. The researcher believed that the purchase and use of local textile prints are influenced by specific antecedents, and therefore, a large sample size and quantitative analytical techniques were employed to uncover the truth and reveal the objectively existing reality.



4.2 Research Approach

The approach taken in a research study is crucial because it shapes the development of theory and hypothesis, which in turn affect how data will be collected, analyzed, and utilized (Boateng, 2016). There are two primary research approaches: inductive and deductive (Saunders et al., 2009), which are briefly outlined below.

Inductive research involves collecting data, analyzing and interpreting it, and then using that information to develop a theoretical framework that supports the study. The primary purpose of this approach is to help the researcher gain a deeper understanding of the complex issues that may influence the causal relationships they are studying. This approach is particularly favored by social scientists (Saunders et al., 2009), who prefer a flexible methodology that allows for the exploration of observed relationships, rather than the more rigid structure of the deductive approach. To achieve its goals, an inductive approach is most effective with a small sample, allowing for detailed insights to be gathered.

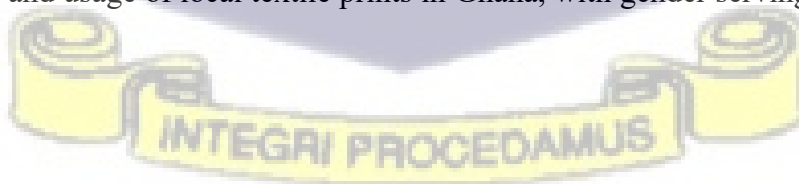
Researchers following this approach are more inclined to use qualitative data and employ various methods to gather the necessary data to explore different perspectives of the phenomenon being studied (Easterby-Smith et al., 2012). For researchers using an inductive approach, the context in which the phenomenon occurs is of primary interest. Therefore, conducting the study with a smaller sample size may be more appropriate (Saunders et al., 2009).

In contrast, a deductive research approach starts with the identification and formulation of a theory, which is then supported by hypotheses. Unlike the inductive approach, deductive research is more

closely aligned with scientific research. In this approach, theory precedes data collection, meaning a theory is developed and rigorously tested to validate its accuracy and implications. This makes it the primary approach in the natural sciences, where established laws provide the foundation for explaining the phenomenon under investigation.

Robson (2002) outlines five key stages in the application of a deductive approach: formulating a hypothesis based on the theory; translating the hypothesis into measurable variables that reveal the proposed relationships; testing the hypothesis; interpreting the results to determine if they support or contradict the original theory; and, if needed, revising the theory. This approach emphasizes the importance of researcher independence from the subject of study to maintain scientific rigour. It also seeks to examine and explain causal relationships between variables, utilizing a structured methodology with a large enough sample to ensure the study's findings can be replicated in different settings, with generalizability being a crucial feature of the deductive approach.

Based on a thorough review of the literature, the research objectives, and the study's purpose, the current study adopts a deductive approach. After extensively analyzing existing literature, a conceptual framework was developed, which allowed for the testing of five hypotheses. This approach enables the researcher to examine the causal relationship between various antecedents and the purchase and usage of local textile prints in Ghana, with gender serving as an underlying influence.



4.3 Research Purpose

Every study has a primary objective it aims to accomplish, and the literature agrees that a study may aim to explore a new or relatively under-researched phenomenon, describe an existing situation, or explain an established phenomenon (Neuman, 2011). Methodological literature typically categorizes research into exploratory, descriptive, or explanatory approaches. Similarly, a research question can be both descriptive and explanatory, meaning a study can serve multiple purposes. These objectives influence the decisions made in research design to address the research questions effectively.

Exploratory research is conducted in areas where little scholarly information exists, and there is a need to gain a deeper understanding of the subject (Robson, 2002). The goal of exploratory research is to explore new insights, question existing trends, and view a phenomenon from a fresh perspective, especially when the exact nature of the issue is unclear. The findings from such research help guide future studies (Hair et al., 2006). Due to its flexible nature, exploratory research starts with a broad focus that narrows down as the study develops. It plays a crucial role in broadening academic knowledge on a particular topic and is valuable in determining whether further research on a subject is worthwhile (Saunders et al., 2009).

A second type of research is descriptive research, which focuses on identifying and outlining an existing characteristic, phenomenon, or relationship. Unlike exploratory research, it does not aim to uncover new information but instead seeks to accurately represent what is already present, answering questions such as “What?” and “How?”. Specifically, it addresses questions about who, what, when, where, and how (McDaniel & Gates, 2005). Robson (2002) explains that descriptive

research aims to “accurately depict the profile of people, events, or situations,” making it a vital part of research. To carry out descriptive research, the researcher must have a clear understanding of the phenomenon being studied. Often, descriptive research is combined with exploratory or explanatory research, as it tends to serve as a precursor to deeper exploration or explanation (Saunders et al., 2009).

Explanatory research focuses on identifying causal relationships between variables. Unlike descriptive research, which simply outlines existing phenomena, explanatory studies aim to determine the reasons and causes behind these phenomena. They address the questions "Why?" and "How?", seeking to uncover underlying factors that may not be immediately apparent in exploratory or descriptive research. Explanatory studies often build upon both descriptive and exploratory research, as they rely on previously identified variables and relationships. This type of research helps explain the connections between variables, including potential cause-and-effect relationships. Once these relationships are established, the researcher can apply statistical tests, such as correlation, to gain a clearer and more defined understanding of the relationship.

The present study is both descriptive and exploratory. The existing literature reveals a significant gap in research regarding the factors influencing the purchase and use of Ghanaian textile prints, highlighting the need for further exploratory studies to gain a deeper understanding of why consumers buy and use local textiles. Additionally, the role of consumer characteristics, particularly gender, in mediating the relationship between these factors and the usage of local textile prints is a novel research topic, with little to no prior studies addressing this aspect in the literature.

The research is descriptive, as it sheds light on and outlines the phenomenon within the entire Ghanaian textile industry. It also highlights previous studies that examined the use of local textiles and the influence of consumer behavior on the purchase and consumption of local textiles in Ghana. The next section will discuss the research strategy employed.

4.4 Research Strategy

The research strategy outlines the plan the researcher follows to achieve the study's objectives, and it involves selecting one or more types of strategies. The choice of strategy is influenced by the research objectives and questions, the available time and resources, and the researcher's philosophical stance (Yin, 2003). The key point is that the chosen strategy should enable the researcher to effectively test and achieve the study's objectives. Commonly used research strategies include experiments, surveys, case studies, action research, grounded theory, ethnography, archival analysis, and archival research (Yin, 2003). For this study, a survey method was used to gather data.

Despite the various advantages of different research strategies, a survey, which typically uses a questionnaire to collect facts, opinions, and attitudes, is one of the most common methods for gathering primary data (McDaniel & Gates, 2013). Stangor (2014) describes it as "a series of self-reported measures administered either through an interview or a written questionnaire." It is often linked to the deductive research approach and is particularly effective for answering "who, what, how, and where" questions, making it well-suited for exploratory or descriptive research. The use of questionnaires in surveys offers a standardized method for data collection, facilitating easier

comparison and analysis of the responses. Moreover, survey questionnaires are easy to understand and do not require the researcher's presence to clarify questions, making it an efficient and cost-effective way to gather large amounts of primary data (McDaniel & Gates, 2013).

However, the survey strategy is not without its limitations. One drawback is the restriction on the number of questions a questionnaire can include, particularly to avoid overwhelming or frustrating respondents. Additionally, significant time and expertise are required both before and after administering the survey. The researcher must ensure the sample is representative, the instrument (whether a questionnaire or interview guide) is clear and accurately reflects the variables being measured, and that it is completed correctly with an adequate response rate. After data collection, the researcher must dedicate time and effort to thoroughly analyze the data, ensuring the results are complete, accurate, and meaningful (Saunders et al., 2009).

In this study, data was gathered through a survey using a self-administered questionnaire distributed to respondents. In addition to the previously mentioned benefits, this approach was chosen because it aligned with the deductive research method, allowing for the collection of quantifiable data regarding the various factors influencing consumers' purchase decisions and use of local textile prints. The following sections will focus on the research design employed in the study.

4.5 Research Design

The design of a study plays a crucial role in determining how data will be gathered, measured, and analyzed, directly influencing the study's outcomes. It represents the overall approach for

addressing the research problem and outlines how both quantitative and qualitative methods can be integrated to meet the study's objectives (Saunders et al., 2009). Traditionally, research designs are categorized into three types: quantitative, qualitative, and mixed methods. However, these designs have evolved, particularly with advancements in computer technology, which have enhanced researchers' ability to analyze data and complex models (Creswell, 2009). Each design is briefly discussed in the following sections before presenting the research design used in this study.

4.5.1 Quantitative Research

Quantitative research primarily involves data collection methods such as questionnaires or data analysis techniques like graphs or statistics, which generate or utilize numerical data (Saunders et al., 2009). According to Hair et al. (2010), it provides researchers with a way to test objective theories by exploring relationships among variables. Focusing on numeric data that can be organized into various types, quantitative research emphasizes objective measurements over subjective ones, describing and testing relationships using quantifiable data. The data is typically collected through tools such as polls, questionnaires, and surveys, and analyzed using techniques like regression, structural equation modeling, and other statistical methods. Due to its characteristics, quantitative research aligns with the deductive approach and is often used to confirm or test existing theories. For quantitative study to be effective, appropriate scales for measuring the relevant variables must be available and accurately reflect the phenomenon being investigated.

However, quantitative designs have certain limitations. For example, they do not allow respondents the flexibility to make choices beyond predefined options in Likert scale questionnaires, which can limit the collection of valuable insights. Typically, close-ended questions are used to gather information, which can hinder the ability to capture more nuanced or in-depth responses, especially on topics involving emotions or complex issues that may not have clear-cut answers.

4.5.2 Qualitative Research

Qualitative research gained prominence in the latter part of the twentieth century (Creswell, 2009) and is described by Teddlie and Tashakkori (2009) as involving techniques for collecting, analyzing, and presenting narrative data. According to Saunders et al. (2009), it encompasses methods used to gather, analyze, and present non-numeric data, such as words, images, and videos, among other forms of data. After data collection, analysis is performed using tools like data categorization and NVivo software to analyze themes, transcriptions, and recorded materials, allowing for systematic examination of the data.

In qualitative research, data is usually collected from smaller sample sizes using methods such as case studies, in-depth interviews, focus groups, ethnography, participant observation, and conversational interviews. This approach allows the researcher to interpret the meanings behind the data (Bryman & Bell, 2011). Qualitative research is primarily used to explore subjective aspects of phenomena, such as attitudes, beliefs, and opinions, aiming to understand, explore, and describe social occurrences. Studies using qualitative methods emphasize examining specific cases and contexts, with researchers delving into a detailed analysis of causes related to the research

topic. The researcher needs to engage directly with the context in which data is collected, as well as the responses and descriptions provided by participants. However, qualitative research has faced criticism for its subjectivity, which can make it challenging to generalize findings across a broader population.

4.5.3 Mixed Method Research

The third research design option is mixed-methods research, which combines the strengths of both qualitative and quantitative approaches. Bryman (2006) highlights several benefits of using a mixed-methods design, including: the ability to interpret one data source using insights from another, the opportunity to explore different aspects of a phenomenon simultaneously, validation of findings from two independent data sources, and the ability to fill gaps in knowledge with additional data. Mixed-methods research leverages the strengths of both quantitative and qualitative designs while reducing their limitations (Truscott et al., 2010). The value of mixed methods lies in the ability to convert qualitative data into numerical codes for statistical analysis or to transform quantitative data into a narrative for qualitative analysis. According to Saunders et al. (2009), integrating these methods is beneficial when they help a researcher answer their research questions and assess the extent to which conclusions can be drawn from the findings.

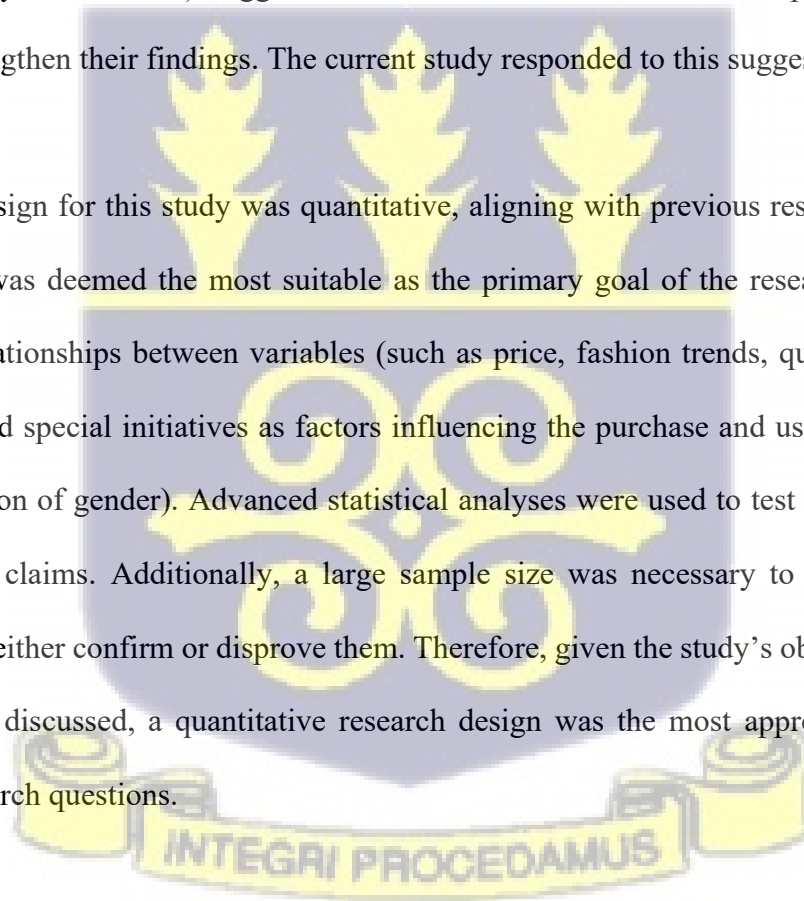
Mixed-method research can be conducted in various ways. According to Creswell (2009), two common approaches are the sequential exploratory strategy (which starts with a qualitative phase followed by a quantitative phase that builds on the initial results) and the sequential explanatory strategy (which begins with a quantitative phase, followed by a qualitative phase to clarify the

initial findings). This approach provides the advantage of offering diverse insights from different data types and sources, making it highly beneficial for a study.

4.5.4 Research Design of the Current Study

A thorough review of the research on the purchase and usage of Ghanaian textiles reveals a balanced exploration of the topic from both quantitative and qualitative perspectives, although recent research has leaned more towards qualitative approaches. However, both approaches still require further investigation. Additionally, some researchers who conducted qualitative studies (such as Quartey et al., 2011) suggested that future research should incorporate quantitative methods to strengthen their findings. The current study responded to this suggestion.

The research design for this study was quantitative, aligning with previous research in the field. This approach was deemed the most suitable as the primary goal of the research is to identify patterns and relationships between variables (such as price, fashion trends, quality, uniqueness, brand image, and special initiatives as factors influencing the purchase and use of local textiles, with consideration of gender). Advanced statistical analyses were used to test the validity of the hypotheses and claims. Additionally, a large sample size was necessary to test the proposed hypotheses and either confirm or disprove them. Therefore, given the study's objectives and other relevant factors discussed, a quantitative research design was the most appropriate method to answer the research questions.



4.6 Time Horizons

Research can be categorized into two primary time horizons, referring to the duration during which the subject of the study is observed. According to the literature, these time horizons are cross-sectional and longitudinal (Saunders et al., 2009). Longitudinal studies involve collecting data at multiple points over a defined period, making them ideal for examining phenomena that evolve or change over time. On the other hand, cross-sectional studies focus on the phenomenon at a specific moment, capturing its state at the time of the study. This approach offers the advantage of providing a comprehensive snapshot of the subject, particularly when time constraints are a factor for the researcher.

A significant portion of the literature on the purchase and usage of local textiles and its influencing factors has been cross-sectional, and such studies continue to be crucial for advancing scholars' understanding of the topic. The present study adopted a cross-sectional approach, gathering data from respondents at a single point in time to examine the factors influencing their decisions regarding the purchase and use of local textile prints at the time the questionnaire was administered.

4.7 Population, Sample Size and Sampling Techniques

Every study depends on data collected from a sample to conclude the phenomenon being investigated. This section will first describe the population of the study, followed by an explanation of the sampling methods used, and the determination of the sample size. Finally, the rationale

behind these decisions will be discussed, explaining how they are aligned with the context and research topic to justify the choices made by the researcher.

4.7.1 Population

As stated by Burns et al. (2000), the study population refers to the entire group being investigated, which is accurately reflected in the study's objectives. Saunders and Lewis (2014) further define it as the complete set of elements from which a sample is drawn for research. The population of a study influences the findings and the extent to which the results can be generalized. When every member of the population is included and serves as a respondent in the research, the study is classified as a census.

The research population for this study comprised Ghanaian consumers in the textile print industry, as the focus is on exploring the relationship between the factors influencing the purchase and use of local textiles, with gender serving as a moderator. No other population is relevant to this study than the customers of the textile industry. However, due to limitations such as time and labor costs, sampling techniques are employed to select a subset of the population to represent the whole. The following section will provide a more detailed discussion of the sampling process, and the techniques used in this study.

4.7.2 Sample Size and Sampling Techniques

As mentioned earlier, a sample is typically used when conducting a census of the entire population is not feasible. This could be due to factors such as lower costs, improved accuracy of results

compared to a full census, faster data collection, and a higher likelihood of accessing population elements (Cooper & Schindler, 2003). Based on these considerations, a sample size of 314 Ghanaian consumers from the textile print industry was chosen. Based on these considerations, a sample size of 314 Ghanaian consumers from the textile print industry was selected. This sample size is considered adequate for Structural Equation Modelling (SEM), which typically requires a minimum sample of 200 to achieve reliable estimates (Kline, 2023). The selected sample ensures sufficient statistical power for testing the hypothesized relationships while remaining manageable within the scope of the study. The following section will explain how the 314 participants were selected.

Malhotra and Birks (2007) identified two primary types of sampling techniques: probability and non-probability sampling. Probability sampling ensures that every individual in the population has an equal chance of being selected. It involves methods such as random selection, stratified sampling, cluster sampling, and multistage sampling, requiring the researcher to follow a series of structured steps to select a sample purely by chance (Cooper & Schindler, 2003; Teddlie & Tashakkori, 2009). When a truly representative and unbiased sample is essential, probability of sampling is the ideal choice. However, achieving such a completely unbiased sample can be challenging, particularly in situations where constructing an accurate sampling frame is difficult due to a lack of necessary information.

Alternatively, a researcher may opt for non-probability sampling, which differs from probability sampling. This approach offers greater flexibility, allowing the researcher to select participants based on their own biases or preferences. Acknowledging that certain respondents may be more

pertinent to the study, non-probability sampling permits the researcher to subjectively choose participants based on prior judgment. In this method, not every individual in the population has an equal chance of being selected. Sampling techniques within this approach include quota sampling, convenience sampling, purposive sampling, and snowball sampling (Bryman & Bell, 2007).

4.7.3 Target Sample for the Current Study

Although using a simple random sampling method would have been ideal for selecting respondents, the context of the study makes this challenging. As a result, the study employed convenience and purposive sampling techniques. The 314 respondents were chosen from central locations in Accra, which not only provides a large volume of consumers but also reflects a diverse mix of Ghanaian consumers. The Greater Accra Region, according to the Ghana Statistical Service, has the highest percentage of urban dwellers, with 90.5% of its population living in urban areas. This region is a hub for migrants from all over the country, making it a good representation of the broader consumer population. Additionally, it was a convenient choice for the researcher, as it is their home region.

4.8 Data Collection Sources

According to Saunders et al. (2009), data for research can be gathered from two main sources: primary and secondary data. These sources can either be used independently or together to collect information for the study. Primary data is described by scholars as "original data" that is collected directly from first-hand sources, specifically for the purpose of addressing the research questions.

This type of data is typically gathered using a data collection tool designed by the researcher based on the study's objectives and questions. In contrast, secondary data consists of information that has already been collected and stored, which can be accessed at any time but may not always be directly relevant to the research problem being investigated.

This study relies on primary data, which was collected using a questionnaire as the data collection tool. The following section will focus on the development and administration of the questionnaire.

4.9 Questionnaire Development and Administration

As mentioned earlier in the chapter, the study employed questionnaires as the data collection tool. This section provides a more in-depth look at the development and administration process of the questionnaire, including the sources of the scales used in conjunction with the different constructs the study aims to measure (such as price, quality, uniqueness, evolving fashion trends, brand image, and special initiatives), as well as gender.

4.9.1 Development of Questionnaire

The questionnaire was created following a comprehensive review of existing literature on the factors influencing the purchase and use of local textile prints. When a consumer decides to make a purchase, various factors come into play. Based on the findings of these studies and the context provided, price, quality, uniqueness, brand image, evolving fashion trends, and special initiatives were identified as potential drivers of consumer purchase and usage intentions. The questionnaire is organized into relevant sections, with each section containing questions related to one of the

antecedents mentioned earlier. A copy of the data collection instrument is provided in Appendix 1.

The first section of the questionnaire collected general information about the respondents. This demographic data, such as age, gender, and educational level, was gathered to be used as a control variable in the data analysis. Additionally, respondents were asked about their average monthly income (in GH¢), as income could influence price satisfaction, a key variable in the study. The income range provided was from less than ¢500 to more than ¢3500 per month, which was stratified to accommodate the broad range of targeted respondents, including students and various types of workers. The second section focused on questions related to respondents' purchasing habits and knowledge of local textiles, offering multiple-choice options for them to select from.

The next section of the study began with instructions for the respondents and was organized into six subsections, each containing three questions. The first subsection addressed price, followed by a subsection on quality as an antecedent. The subsequent subsection focused on fashion trends, with the following sections covering brand, uniqueness, and government special initiatives.

A Likert Scale, ranging from "strongly agree" to "strongly disagree" with options for "agree," "neutral," and "disagree," was used to capture responses to each question. This scale was chosen to allow for self-completion by respondents, thereby minimizing errors in filling out the questionnaire. The questionnaire was distributed to the respondents of the study by the researcher within the Central Business District of Accra. The next section will focus on the development of the scales used in the questionnaire.

4.9.2 Scale Development

The researcher searched for various scales to measure the six constructs being tested in the study. Most of the questions related to brand love were adapted from a study by Pandey and Srivastava (2016), which aimed to develop reliable and valid scales for measuring the construct. These were further supported by questions based on the researcher's critical review of the literature. For this particular study, only certain items from the behavioral dimension were adapted and included, as they were deemed relevant to the study's objectives.

The price scales were derived from Matzler et al. (2006), whose study is foundational on the six dimensions of price. Karjaluoto et al. (2016), who used price as a moderating variable, incorporated one item from Matzler et al.'s (2006) scale. The quality scales were chosen and adapted from the research of Clemes et al. (2010) and Narteh (2013). Likewise, the reputation scales were adapted from the studies of Clemes et al. (2008; 2010). A summary of the scales adapted for the questionnaire design in this study is presented in Table 4.1.

Table 4.1: Scale Development Items

Constructs	Number of items	Sources
Price	3	Matzler et al. (2006),
Quality	3	Clemes et al. (2010); Clemes et al (2007); Narteh (2013)
Uniqueness	3	Clemes et al. (2010); Clemes et al. (2007)
Brand Image	3	Bergkvist & Bech-Larsen (2010); Kumar et al. (2015)
Fashion	3	(Djelic & Ainamo (1999), Doyle, Moore, & Morgan (2006)

4.9.3 Pre-Testing of Questionnaire

The questionnaire was pre-tested with twenty (20) consumers from the Tema community and its surroundings. The feedback from this pre-test revealed some misunderstandings and misinterpretations of the scales used. As a result, the scales were revised and then submitted to the researcher's supervisor at the Department of Marketing and Entrepreneurship for guidance, review, and approval before the final administration. Prior to this, the pre-test was conducted a second time to ensure that the issues were addressed and that respondents fully understood the questions. Therefore, the final survey instrument was validated by the pre-test respondents.

4.9.4 Administration of Questionnaires

Following the thorough pre-testing process, three hundred and fourteen (314) paper-based questionnaires were distributed to the target sample, selected through convenience and purposive sampling. The respondents included individuals from central locations such as churches, shops, and markets, which were easily accessible to the researcher. The outcomes of the questionnaire administration are discussed in the following chapter.

4.9.5 Validity and Reliability

It is essential for any research to confirm the reliability and validity of the scales used to collect data, as this is crucial for testing the proposed relationships between the constructs. Saunders et al. (2009) argue that the validity of the questionnaire ensures the accuracy of the data collected, while its reliability guarantees that the results would remain consistent if another researcher used the same instrument under different conditions. This means that the questions on the data collection

tool must be interpreted by respondents in the way the researcher intended, and similarly, the researcher must accurately understand the responses as they were meant by the respondents (Saunders et al., 2009).

4.10 Validity

The validity of the instrument determines whether it accurately measures what it is intended to measure, eliminating systematic errors caused by various environmental and respondent factors (Stangor, 2011). Cooper and Schindler (2008) highlight construct validity as an important measure of an instrument's validity. Construct validity ensures that the items used to measure the constructs actually measure those constructs. It includes face validity, content validity, convergent validity, and discriminant validity (Stangor, 2011). Essentially, these aspects aim to confirm that each variable is measured exclusively and comprehensively, correlates with other scales measuring the same variable, and differs from scales measuring other variables.

4.11 Reliability

In addition to an instrument's validity, reliability is crucial to ensure that the results remain consistent under different conditions, such as with a different sample (Saunders et al., 2009). While validity addresses systematic errors, reliability focuses on the extent to which the instrument is free from random errors that may arise due to mistakes by the researcher or respondent (Stangor, 2011). A common method for assessing reliability is internal consistency, which examines the consistency of responses to related items within sub-groups and across the entire questionnaire

(Saunders et al., 2009; Stangor, 2011). Cronbach's alpha and composite reliability are often used to evaluate the reliability of an instrument.

Cronbach's alpha (1951), also known as coefficient alpha, is a measure of internal consistency. It reflects the average correlation between the items on the scale, with values ranging from 0.00 to 1.00. A higher value, closer to 1.00, indicates greater reliability. It is widely accepted that a Cronbach's alpha of 0.7 or higher signifies that the instrument is internally consistent and sufficiently reliable (Pallant, 2011; DeVellis, 2003). In this study, Cronbach's alpha was calculated for the measurement instrument to verify its reliability. Additionally, construct reliability and AVE measures were checked to ensure they met acceptable standards.

4.12 Data Analysis Techniques

Data analysis is a critical component of research, as it enables the researcher to extract insights that address the research questions. Given that this study is deductive, this section is particularly significant, as the findings will either support or challenge the theory developed in the literature review. As a quantitative study, Structural Equation Modeling (SEM) in Stata was employed to analyze the data. A detailed explanation of the analysis tools and methods follows.

4.12.1 Structural Equation Modelling (S.E.M.)

Over the past decade, Structural Equation Modeling (SEM) has gained significant recognition across various academic fields (Hair et al., 2011) for its ability to analyze the interrelationships among multiple constructs, making it a near-standard tool in marketing and management research. SEM has been widely adopted across disciplines, regarded as an advanced method compared to

earlier quantitative analysis tools such as regression and multiple regression. Its effectiveness in examining and testing relationships among constructs, whether theoretical or not directly observable, has earned praise in fields like psychology, management, and marketing (Hair et al., 2008). SEM is designed to compare hypothesized relationships between latent variables and the data collected by the researcher (Lei & Wu, 2007). Unlike multiple linear regression, which only manages direct effects, SEM can identify both direct and indirect effects, providing a comprehensive view of the relationships between interrelated variables, including the total effects, which are the combined result of both direct and indirect influences (Agus & Hajinoor, 2012).

There are different types of Structural Equation Modeling (SEM), with the main categories being covariance-based and variance-based. Among these, the two most commonly used methods are covariance-based SEM (CB-SEM) (Jöreskog, 1978, 1993) and Partial Least Squares SEM (PLS-SEM). CB-SEM is more widely used and recognized than PLS-SEM. For many researchers, performing SEM typically refers to conducting CB-SEM analyses with software such as Amos, EQS, LISREL, or Stata (Hair, 2011).

In this study, Structural Equation Modeling (SEM) was chosen to analyze the collected data due to its capacity to assess, aggregate, define, and visualize models and hypothesized relationships between the variables under investigation (Singla et al., 2018). The benefits of SEM will be fully utilized in this study, which aims to examine the relationship between various antecedents and the purchase and use of local textile prints. Specifically, the study hypothesizes relationships between antecedents—such as price, quality, brand image, uniqueness, evolving fashion trends, and government special initiatives—and the purchase and usage of local textile prints, with gender

acting as a moderating factor. SEM is particularly useful for analyzing complex relationships involving numerous variables, making it an ideal tool for this study, which involves several constructs. Additionally, SEM has been successfully used in similar studies (Carroll & Ahuvia, 2006; Fetscherin et al., 2014; Karjaluoto et al., 2016).

4.12.2 Descriptive Statistics

Descriptive statistics play a key role in every study. In this research, SPSS version 23 was employed to analyze the demographic data of the respondents. Descriptive statistics provide an overview of the data using various measures of central tendency (Stangor, 2011). These statistics were used to present a concise summary of the information about the study's items and respondents. This approach helped to gain a clearer understanding of the diverse group of individuals who participated in the study and significantly aided in interpreting some of the findings.

4.13 Ethical Considerations of the Study

The study adhered to ethical guidelines throughout the research process. Respondents participated voluntarily, without any coercion, and were guaranteed confidentiality and anonymity. According to Saunders (2009), research ethics concerns the way we define and clarify the research topic, design the study, gain access to participants, collect and process data, store the data, and present the findings in an ethically responsible manner. Therefore, the researcher can confidently affirm that no respondents were exploited or harmed in any way during the study.

4.14 Chapter Summary

This chapter addressed the key methodological aspects of the study, outlining the methods and techniques used for data collection and analysis from the chosen sample. All pertinent methodological issues were discussed and justified. Given the objective of this research to explore the mediating effect of gender on various antecedents and their impact on the purchase and use of local textile prints, a quantitative research design was employed with a conveniently selected sample of 200 Ghanaian consumers in the fashion and textile print product categories. Data was gathered through questionnaires and analyzed using SPSS and SEM-Stata.



CHAPTER FIVE

DATA ANALYSIS, RESULTS AND DISCUSSION

5.0 Chapter Overview

This session shows the results of the data analyzed, which consists of demographic characteristics, factor analysis, descriptive statistics, and structural equation model (SEM). The chapter further interprets the presented data analysis on the antecedents of local textile purchase, the usage of local textiles and gender. Concerning the objectives, the chapter examined the study's results and generated the hypothesis.

5.1 Demographic Characteristics

Table 5.1 Demographic Characteristics

	Frequency	Per cent (%)
Gender		
Male	64	20.4
Female	250	79.6
Age		
Under 20	22	7.0
21-30	50	15.9
31-40	116	36.9
41-50	105	33.4
Above 50	21	6.7
Level of Education		
SHS	27	8.6
Diploma	61	19.4
Degree	118	37.6
Post-graduate	108	34.4
Average Income		
<500	15	4.8
500 – 1500	10	3.2
1500 – 2500	80	25.5
2500 – 3500	122	38.9
>3500	87	27.7
Total	314	100.0

Source: Field Survey (2024)

Table 5.1 presents the demographic characteristics of the study respondents. Out of the 314 sampled, 64 were males, representing 20.4%, while the remaining 250 were female, and represented 79.6%. This is an indication that more females were sampled than their male counterparts. This could be attributed to the Ghanaian contextual factor that women patronize textiles more than men. With regards to the age of the respondents, it was discovered that those below the age of 20 were 22, representing 7.0%. The results further show that those between 21 and 30 years are 50, which represents 15.9%. The participants who were aged between 31 and 40 were 116 (36.9%). Further, those who were between the ages of 41 and 50 are 105, which represents 33.4%, while those above 50 years were 21 (6.7). This indicates that most of the respondents are at their youthful age.

Concerning the level of education, it is revealed that only 22 (8.6) had a Senior High School (S.H.S) certificate. Those with diploma degrees were 61, representing 19.4%. 118 (37.6%) of the respondents had bachelor's Degrees, while 108 (34.4) had postgraduate degrees. This means that most of the respondents had bachelor's degrees. Finally, regarding the income level of the respondents, the figures revealed that only 15, i.e., 4.8% of the respondents earned less than Ghc500.00. 10 (3.2%) of the respondents were earning between Ghc500.00 and Ghc1500.00. Those who were earning between Ghc1500.00 and Ghc2500.00 were 80, representing 25.5%. 122(38.9%) were earning between Ghc2500.00 and Ghc3500.00. Finally, 87 (27.7%) of the respondents were earning more than Ghc3500.00. This indicates that most of the respondents were earning between Ghc2500.00 and Ghc3500.00.

5.2 Descriptive Statistics

Table 5.2 presents the descriptive characteristics of the study. Descriptive statistics are used to examine the most determining dimension of local textile purchase as well as the moderating role of demographic characteristics. According to Malhotra and Birks (2007), data collected must first be subjected to descriptive statistics before further analysis. Garson (2002) further explains that descriptive statistics permit researchers to have confidence and know the path of the raw data utilizing the mean and standard deviation. In this study, the mean score and the standard deviation of the indicators are reported in the table. This indicated the extent to which the study respondents disagreed, were neutral or agreed with the statements in the questionnaire and also how each statement fared from the perspectives of the respondents.

It can be deduced from the table that quality scored the highest average mean score of 4.6136. This was followed by fashion with an average mean score of 4.4532. Price scored an average mean of 4.5318. Local textile purchases scored an average mean of 4.4506, followed by uniqueness, brand, demographic characteristics and government special initiatives, with average mean scores of 1.08, 3.0668, 0.403 and 2.4899 respectively. This indicates that government special initiatives scored the lowest mean score.

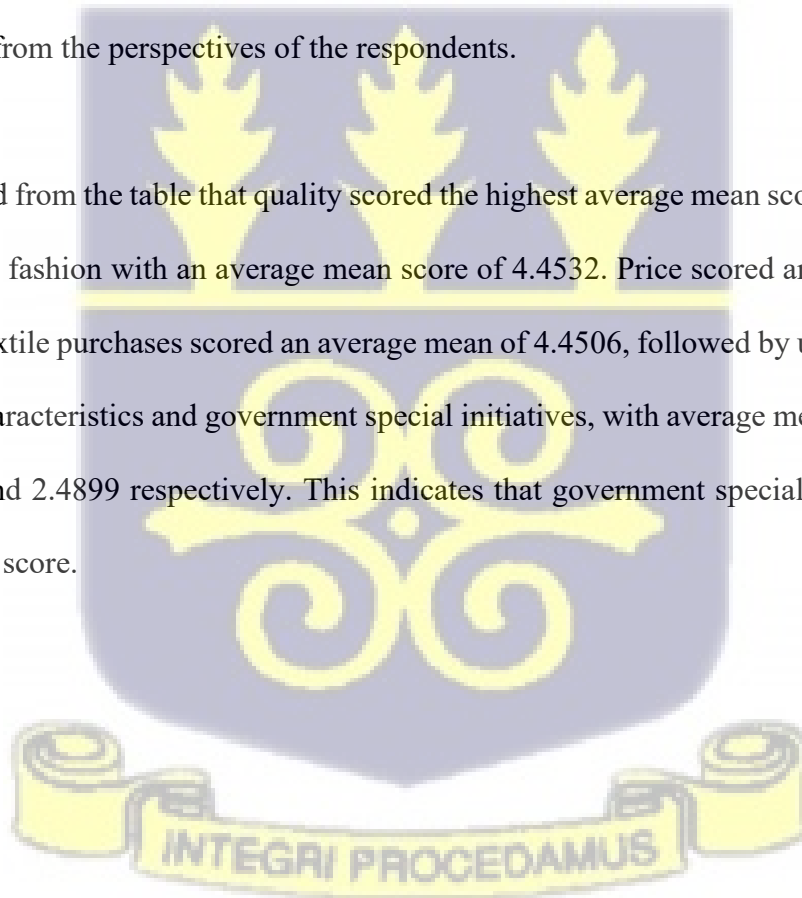


Table 5.2 Descriptive Statistics

	Mean	Std. Deviation
Price	4.5318	0.76653
Price influences your choice of textile	4.6274	.72694
Local textiles are cheaper than imported textiles	4.5860	.74168
Price does not influence my choice of textiles	4.3822	.83099
Quality	4.6136	0.70524
Imported textiles are of superior quality to the local textiles	4.7389	.60505
I do not consider quality when it comes to the purchase and usage of textiles	4.4427	.85995
Quality is a major deciding factor in the purchase and use of local textile prints	4.6592	.65073
Fashion	4.4532	0.80061
Changes in fashion trends influence the purchase and use of local textiles	4.4904	.77185
Imported textiles have more fashionable designs than local designs	4.3439	.88807
Fashion is a deciding factor in the purchase and use of local textiles	4.5255	.74193
Brand	3.0668	1.32025
Imported textiles have more recognized brand names than local textiles	2.8344	1.31517
Brand names influence the decision to purchase local or imported textile prints	2.9554	1.32001
Local brands are less attractive	3.4108	1.32559
Uniqueness	3.4458	1.23794
Purchase and usage of local textiles increases an individual's social status	3.8408	1.13897
The local prints are more attractive and affordable than foreign prints	3.6624	1.29167
Foreign prints are catchy and appealing	2.8344	1.28320
Government Special Initiatives	2.4899	1.33009
The government policy to wear local prints on Fridays has increased the purchase and usage of local textile prints	2.7006	1.36578
The government can invest more in the textile industry	2.5687	1.24650
The government can ban foreign prints to regularize the local industry	2.2006	1.37801
Local Textile Purchase	4.4506	0.7508
Which textile do you prefer?	4.2166	.82546
What influences your choice?	4.4554	.77475
What are you most concerned about?	4.6911	.64207
Can you tell the difference between imitated and original textiles?	4.4395	.76118
Demographic Characteristics (Moderator)	1.80	.403
Gender	1.80	.403

5.3 Missing Data Analysis

The researcher employed missing data analysis to enhance the quality of the data collected for this study. Joel et al. (2022) note that there are several methods for addressing missing data, including series mean or median replacement, expectation maximization algorithms, and the use of listwise and pairwise deletion techniques. Cook (2021) identifies listwise and pairwise deletion as conventional methods for handling missing data. In listwise deletion, entire datasets are excluded from analysis if even a single value is missing. However, this method can reduce statistical power and pose challenges if the missing data is not random (Cook, 2021; Lang & Little, 2018). This approach involves analyzing the variance-covariance matrix, though pairwise deletion is often considered more advantageous as it utilizes more available data. However, pairwise deletion has limitations, such as inconsistencies in sample comparisons across analyses. Another method is mean substitution, where the mean of a variable is calculated using all cases with available data and used to replace missing values. While this is one of the least frequently used methods, Graham (2009) points out that the mean substitution reduces variance, which can distort correlation and covariance calculations. For this study, missing data accounted for less than 5%, and the Expectation Maximization algorithm was used to impute the missing values. The complete, pooled dataset was subsequently used for analysis (Brown, 2006).

5.4 Normality Test

The test for normality is commonly used to assess the assumptions underlying parametric statistical methods, as the validity of these tests depends on the data's normal distribution. Parametric analyses such as structural equation modelling, correlation, regression, ANOVA, and t-tests rely on the assumption that the data is normally distributed, assuming the sample population follows a

normal distribution (Field, 2009). In this study, the Skewness test is applied to examine whether the distribution of data from the antecedents of purchase and use of local textiles deviated from normality across all measurement items within each construct. The skewness of the data was utilized by the researcher to identify the symmetry and degree wherein the data skews (zero, negative, or positive). The data set is considered normally distributed when the skewness is between -2 and +2, and most of the instruments have higher means (George & Mallery, 2010). The normality of items was tested using SPSS, and the results show that the data was normally distributed. The normality test of the study is presented in Table 5.3.



Table 5.3: Normality Test

	Skewness	
	Statistic	Std. Error
Price		
	-1.158	.138
Price influences your choice of textile	-1.001	.138
Local textiles are cheaper than the imported textiles	-1.251	.138
Price does not influence my decision choice of textiles		
Quality	-1.941	.138
Imported textiles are of superior quality to the local textiles	-1.021	.138
I do not consider quality when it comes to the purchase and usage of textiles	-1.393	.138
Quality is a major deciding factor in the purchase and use of local textile prints		
Fashion	-1.688	.138
Changes in fashion trends influence the purchase and use of local textiles	-1.338	.138
Imported textiles have more fashionable designs than local designs	-1.812	.138
Fashion is a deciding factor in the purchase and use of local textiles		
Brand	.181	.138
Imported textiles have more recognized brand names than the local textiles	-0.10	.138
Brand names influence the decision the purchase local or imported textile prints	-0.374	.138
Local brands are less attractive		
Uniqueness	-0.820	.138
Purchase and usage of local textiles increases an individual's social status	-0.685	.138
The local prints are more attractive and affordable than foreign prints	.148	.138
Foreign prints are catchy and appealing		
Government Special Initiatives	.281	.138
The government policy to wear local prints on Fridays has increased the purchase and usage of local textile prints	.412	.138
The government can invest more in the textile industry	.822	.138
The government can ban foreign prints to regularize the local industry		
Local Textiles Purchase	-0.902	.138
Which textile do you prefer?	-1.738	.138
What influences your choice?	-1.820	.138
What are you most concerned about?	-1.413	.138
Can you tell the difference between imitated and original textiles?		
Demographic Characteristics (Moderator)		
Gender	-1.478	.138



5.5 Reliability Test

The study employed Cronbach's alpha to evaluate the reliability of the research instruments. In quantitative research, assessing the reliability of constructs is essential for ensuring statistical confidence when testing and addressing the study's hypotheses. To verify the consistency of the measurement tools, Cronbach's alpha was used to measure the internal consistency of the scale, with values ranging between 0 and 1. This statistic indicates the extent to which all items within a construct are cohesive. Furthermore, Kennedy (2022) emphasizes that Cronbach's alpha for individual items should surpass the 0.70 threshold, signifying that the items are adequately reliable for analysis. The results can be found in Table 5.4 below.

Table 5.4: Reliability Test

Constructs	Cronbach's Alpha
Price	0.896
Quality	0.863
Fashion	0.817
Brand	0.898
Uniqueness	0.721
Government Special Initiatives	0.827
Local Textiles Purchase	0.915
Gender (Moderator)	0.867

Source: Field Survey (2024)

Table 5.4 presents the Cronbach's alpha values for the items in the study's questionnaires. The lowest value was 0.721, and the highest was 0.915, demonstrating internal consistency among the instruments and confirming their reliability for measuring all constructs in the study. These values exceed the recommended threshold of 0.70, as Hair et al. (2010) suggested.

5.6 Factor Analysis (FA)

Factor analysis is a statistical technique used to reduce dimensionality by converting observable and measurable variables into a smaller set of latent variables that share a common variance and are not directly measurable (Bartholomew et al., 2011). It is typically categorized into two main types: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). In this study, both methods were utilized. Although the constructs were adapted, EFA was necessary because the instruments were applied in a new context, specifically, as dimensions of local textiles (Bartholomew et al., 2011). Subsequently, Confirmatory Factor Analysis was conducted using Principal Axis Factoring (PAF) with oblique rotation. PAF was selected due to its effectiveness in identifying weaker constructs. Finally, CFA was employed to evaluate the adequacy of the measurement model using maximum likelihood estimation.

5.6.1 Principal Factor Exploring

Table 5.5: KMO and Bartlett's Test for Independent Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Bartlett's Test of Sphericity	Approx. Chi-Square	2718.822
	Df	325
	Sig.	0.000

Table 5.5 presents the results of the factor analysis for the six variables of antecedents of local textile dimensions. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test confirmed the adequacy of the sampling and the applicability of factor analysis (Hair et al., 1998). These results indicate that the dimensions were appropriate for conducting factor analysis.

Table 5.6: Communalities Test

	Initial	Extraction
Price		
Price influences your choice of textile	.538	.511
Local textiles are cheaper than imported textiles	.587	.571
Price does not influence my decision for the choice of textiles	.455	.483
Quality		
Imported textiles are of superior quality to the local textiles	.368	.384
I do not consider quality when it comes to the purchase and usage of textiles	.339	.315
Quality is a major deciding factor in the purchase and use of local textile prints	.560	.608
Fashion		
Changes in fashion trends influence the purchase and use of local textiles	.440	.467
Imported textiles have more fashionable designs than local designs	.445	.445
Fashion is a deciding factor in the purchase and use of local textiles	.528	.553
Brand		
Imported textiles have more recognized brand names than local textiles	.511	.617
Brand names influence the decision to purchase local or imported textile prints	.592	.794
Local brands are less attractive	.479	.579
Uniqueness		
Purchase and usage of local textiles increases an individual's social status	.415	.529
The local prints are more attractive and affordable than foreign prints	.337	.395
Foreign prints are catchy and appealing	.183	.402
Government Special Initiatives		
The government policy to wear local prints on Fridays has increased the purchase and usage of local textile prints	.355	.490
The government can invest more in the textile industry	.373	.546
The government can ban foreign prints to regularize the local industry	.325	.342
Gender	.326	.391

Research (e.g., Velicer & Fava, 1998) suggests that item communalities of 0.8 or higher are considered high, while values ranging from 0.40 to 0.70 are considered moderate and still acceptable. Items with communalities below 0.3 are typically discarded. As shown in Table 5.6, all 19 items used in this study met the threshold of 0.3 or higher after rotation, indicating that they are suitable for further analysis. Therefore, communalities serve as a benchmark for evaluating the antecedents of local textile purchase in the study.

Table 2.7: Factor Loadings

	Loadings
Price	.857
	.832
	.790
Quality	.869
	.818
	.786
Fashion	.811
	.751
	.860
Brand	.896
	.799
	.821
Uniqueness	.861
	.679
	.681
	.773
	.764
	.778
	.896
.941	
	.940
	.782

Table 5.7 presents the factor loadings. It can be deduced that all the factor loadings were above the accepted threshold of 0.5, indicating that the variables were fit for further analysis.

5.6.2 Confirmatory Factor Analysis (CFA)

The goodness-of-fit indices for the CFA analysis were within the acceptable level “(Chi-square > 0.05, RMSEA ≤ 0.08, CFI ≥ 0.90, TLI ≥ 0.90 and SRMSR ≤ 0.05)” (Barrett, 2007; Steiger, 2007). “The statistics for the model were ($\chi^2 = 286.725, df = 235$) root mean squared error of

approximation (RMSEA) was 0.06, comparative fit index (CFI) and Tucker-Lewis index (TLI) were 0.902 and 0.901 respectively revealing that the measurement model fit the data and met the cut-off points” (Barrett, 2007; Steiger, 2007). The remaining fit indices (RMSEA, CFI, TLI and RMR) of the model exceeded the suggested thresholds. This makes CFA analysis for the factor fit for predictions in this study. That is, the antecedents of local textile dimensions is suitable for estimates on purchase intention of Ghanaian consumers.

5.6.3 Convergent Validity

Literature (Cheung et al., 2024; Sujati & Akhyar, 2020) revealed that the higher factor loadings and higher composite reliability (CR) score provide evidence of convergent validity. In this case, the average variance extracted (AVE) of a construct is greater than 0.5, then, it shows that there is convergent validity within the instruments used in the study (Fornell & Larcker, 1981). Hence, the study used this analysis to show the presence and evidence of convergent validity in the instruments used for the proposed model of this study.

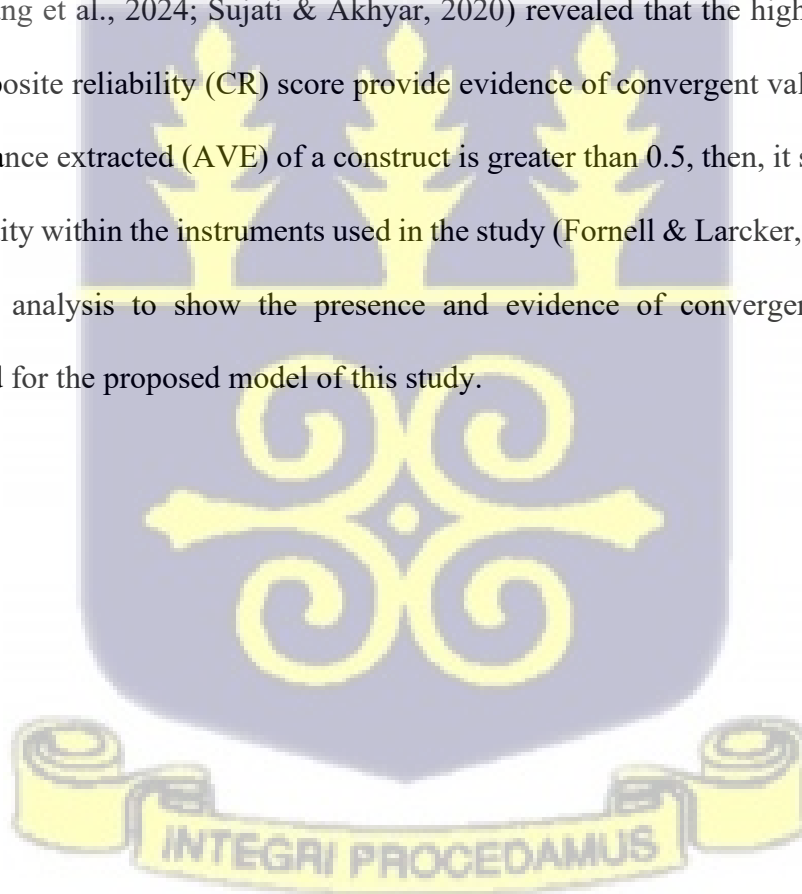


Table 5.8: Loadings, AVE and CR

	Loadings	AVE	Composite Reliability
Price		0.684	0.922
	.857		
	.832		
	.790		
Quality		0.680	0.921
	.869		
	.818		
	.786		
Fashion		0.653	0.910
	.811		
	.751		
	.860		
Brand		0.705	0.929
	.896		
	.799		
	.821		
Uniqueness		0.555	0.864
	.861		
	.679		
	.681		
Special government Initiatives		0.595	0.892
	.773		
	.764		
	.778		
Local Textile Purchase		0.539	0.857
	.896		
	.941		
	.940		
	.782		

Tables 5.8 demonstrate that the AVE loadings exceeded the threshold of 0.5, ranging from 0.539 to 0.684, providing evidence of convergent validity (Fornell & Larcker, 1981). Additionally, all variables showed composite reliability coefficients above the 0.7 cut-off (Hair et al., 2010). This confirms the reliability of the instruments used in the model and supports the validation of the constructs.

5.6.3 Inter-correlation Matrix and Discriminant Validity

According to Fornell and Larcker (1981), to meet the criteria for discriminant validity, the square root of the AVE for each construct should exceed its inter-factor correlations. Table 5.9 below shows that the square roots of the AVE values were higher than the correlation values, indicating that discriminant validity is supported within the constructs of the study, and the instruments are distinct from one another. Furthermore, as indicated in Table 5.9, none of the correlations exceeded 0.80, confirming that multicollinearity is not a concern (Hair et al., 2010).

Table 5.9: Correlation Matrix and Discriminant Validity

	AVE	1	2	3	4	5	6	7
Price	0.684	0.827						
Quality	0.680	.516**	0.824					
Fashion	0.653	.511**	.528**	0.808				
Brand	0.705	.208**	.206**	.515**	0.839			
Uniqueness	0.555	.486**	.487**	.377**	.283**	0.744		
Government	0.595	.033	-.038	-.010	.021	.203**	0.771	
Local Textile Purchase	0.539	-.043	.009	-.092	-.075	.035	.025	0.734

*Notes: ** All intercorrelation coefficients are significant at 0.01, AVE = Average Variance Extracted. The diagonal figures in the bracket represent the square root of the AVE and the sub-diagonal figures are the latent construct for intercorrelations.*

5.7 Measurement and Structural Model

The measurement model analysis follows a four-step process: assessing the individual item reliability, composite reliability of the constructs, and both convergent and discriminant validity. First, the Cronbach alpha values for the individual items surpassed the 0.70 threshold (Nunnally & Bernstein, 1994), indicating the reliability of the questions for this study. Second, the composite reliability values ranged from 0.857 to 0.929, which are acceptable, meeting the standard of 0.70 or higher (Chin, 2010; Hair et al., 2010), confirming the internal consistency of the items and the

reliability of the survey instrument. Third, convergent validity was established as the average extracted variance values exceeded 0.5 (Fornell & Larcker, 1981). Finally, to meet the discriminant validity requirement, the square root of the AVE for each construct was greater than the correlations between the constructs (Fornell & Larcker, 1981). The measurement model statistics without the moderating variable revealed fit indices of CFI = 0.902, TLI = 0.901, and RMSEA = 0.06, indicating a good fit for the sample data (Hair, Babin, & Krey, 2017).

Table 5.10: Hypotheses

Independent Variables	Hypothesized Path	Standardized Coefficients	T	Sig.
Price		0.671	16.002	.000
Quality		0.535	11.199	.000
Fashion		0.308	5.728	.000
Brand Image		0.063	1.122	.263
Uniqueness		0.105	1.863	.063
Government Special Initiatives		0.538	11.266	.000
Moderator				
Male_Price		.597	5.865	.000
Male_Quality		.512	4.694	.000
Male_Fashion		.409	3.527	.001
Male_Brand		.128	1.017	.313
Male_Unique		.071	.564	.575
Male_GSI		.484	4.350	.000
Female_Price		.692	15.098	.000
Female_Quality		.544	10.208	.000
Female_Fashion		.285	4.685	.000
Female_Brand		.049	.775	.439
Female_Unique		.113	1.795	.074
Female_GSI		.560	10.632	.000

5.8 Discussion of Results

This study seeks to investigate the antecedent of purchase and usage of local textile print in Ghana: the role of gender. The study conceptualized the antecedents of local textile purchases as price uniqueness, trendy evolving fashion, quality, brand image and government special initiatives. The

study sets two objectives: to investigate the antecedents of local textile purchase intentions and to determine the role of consumer characteristics on the purchase and usage of local textiles. These two objectives resulted in eight hypotheses. seven hypotheses (i.e., price, quality, fashion and government special initiatives) had significant effects on the use of local textiles. Two hypotheses (i.e., brand image and uniqueness) had an insignificant relationship with the use of local textiles. In terms of moderation.

A significant result from this study concerns the price (i.e., positive and significant) effect on the use of local textiles. This indicates that consumers are highly sensitive to the price of goods and services, and this sensitivity is an important factor that influences their purchase decisions and use of local textiles. As indicated by the literature, the price of goods and services is one of the key factors that impact consumers' purchase decisions, particularly in emerging economies or markets where consumers have budget constraints (Ofosu-Boateng, 2020; Rivaldo et al., 2022). In the Ghanaian market, the affordability of local textiles can influence consumers to purchase and continue to use local textiles. In addition, the link between price and local textile usage echoes Ghanaian consumers' perception of the value of local textiles. On one hand, if they perceive local textiles as moderately priced, they are more likely to purchase them. On the other hand, if they perceive it to be expensive or overly priced relative to their quality of foreign ones, they are less likely to purchase and use them. Therefore, the perceived price-quality ratio becomes a key factor in influencing consumer purchase decisions (Brata et al., 2017; Samadou & Kim, 2018).

This finding highlights the imperativeness of affordability and price sensitivity in Ghana. Locally produced textiles such as Kente, Smock and other "African Prints" possess a deep social and

cultural significance in the country. However, if these materials are expensive for the majority of the population, it can inhibit their usage among the people. The positive and significant relationship between the price and use of local textiles indicates that if these textiles are fairly priced, i.e., that is if the price is consistent with the consumer's financial realities, their usage can increase. This can be achieved by providing a variety of products at different prices, which can enable consumers from different economic backgrounds to be able to purchase these textiles. Further, the findings also suggest that competitive prices are important for repeat purchases and sustained use of local textiles. If consumers find that the local textiles are less expensive and represent good value for money, they will be more inclined to purchase them again and integrate them into their daily lives. This may develop a cycle of consumption where affordability becomes an important driver of long-term usage.

The results from the second hypothesis also show a positive and significant effect of quality on the use of local textiles. This buttresses the findings of past studies (Alzoubi & Inairat, 2020; Chaerudin & Syafarudin, 2021) that argued that consumers value goods and services that meet their expectations when it comes to functionality, durability and satisfaction. In referring to Ghanaian local textiles, quality can be attributed to many factors, such as design, longevity of the textile, craftsmanship and fabric materials. A good quality product gives consumers trust and ensures that they will get the result they want each time they use it. In situations where local textiles are considered comfortable, aesthetically appealing and durable, consumers may utilize them daily, wear them to multiple events and continue to purchase them.

In the Ghanaian textile industry, local textiles such as “Batik Tie and Die”, “Kente” and “Fugu” have a deep social and cultural significance, and quality plays an important role. Consumers may be emotionally attached to these textiles and may further expect them to meet certain standards of craftsmanship and authenticity. Low-quality textiles may have adverse effects on the reputation of local textiles, particularly in the Ghanaian market, where consumers are increasingly concerned about quality standards set by foreign competitors. This also highlights that quality affects consumers’ behaviors beyond the first purchase, as it influences whether to continue to use the textiles regularly or replace them with foreign ones.

The benefit of quality in the purchase and use of local textiles speaks to the fact that most consumers are discerning and expect value for money. While past studies (Ofosu-Boateng, 2020; Rivaldo et al., 2022) identified price as an important factor that influences consumer purchase decisions, quality is equally important. Ghanaian consumers are more inclined to assess whether the textile they purchase is worth the price they have paid based on product quality. If the consumers perceive high-quality products, they may be willing to pay more for these textile products compared to foreign products, even if they charge premium prices. However, low-quality textiles may lead consumers to dissatisfaction, which can further minimize the purchase rate and long-term usage.

The results from the third hypothesis also revealed a positive and significant relationship between trendy fashion and the use of local textiles. This indicates that Ghanaian consumers are not just concerned with the cultural or functional aspects of textiles but are also motivated by the desire to stay with evolving fashion trends. As indicated by literature (Entwistle, 2023; Kau & Anand,

2021), recent years have witnessed fashion becoming an important driver of consumer choices, as people have become more aware of how their clothing choices reflect their identity, social status and style preference. Historically, local textiles, including “Batik Tie and Die”, “Kente” and “Fugu” have been associated with tradition and cultural identity. However, the important role of trendy evolving fashion indicates that these textiles are now being seen through the lens of modern fashion trends, especially among the current generation, where consumers are interested in products that are contemporary, stylish and consistent with global fashion trends.

The result indicates that local textiles that utilize designs that mirror the latest fashion trends will have a competitive advantage. This can be achieved by using trendy colors, styles and patterns that resonate with the taste and preferences of modern customers. Ghanaian consumers, particularly Generation Z, usually align with local textiles in fashionable dresses. These individuals may be more inclined to choose local textiles that complement current fashion trends as they work to showcase their unique style.

Also, another important factor highlighted by the result is innovation. While traditional patterns and designs remain common, the ability to innovate and create designs that cater for the evolving tastes of consumers is important (Yu-Ming et al., 2023). Local textiles that utilize new technologies, create design collaborations, and modern aesthetics are more likely to achieve greater success in influencing consumer purchase decisions and sustained usage. Moreover, the result suggests that consumers who are conscious about fashion may embrace local textiles that enable them to remain fashionable. When paired with trendy designs, the allure of locally made textiles may persuade buyers to include these items in their regular wardrobes. This can improve

its usage as consumers may frequently wear clothes made from local textiles if they consider them trendy and resonate with current trends. Thus, evolving fashion trends can kindle a regular and long-term use of local textiles, thereby creating a wider and more diverse customer base for these products.

However, the fourth hypothesis resulted in a positive and insignificant relationship between brand image and the use of local textiles. While the positive outcome suggests that a favorable brand image may have some effects on consumer purchasing decisions, it lacks significance in affecting actual usage, indicating that brand image is not a primary driver of the frequency with which consumers use local textiles. This result is inconsistent with past studies (Jasmani & Sunarsi, 2020; Putra & Sunarsi, 2019; Waluya et al., 2019), which found brand image to be a key driver of customer purchase decisions. A possible reason could be that Ghanaian locally made textiles such as “Batik Tie and Die”, “Kente”, and “Fugu” are highly rooted in culture and tradition rather than brand identity. Customers usually patronize these textiles not because of their brand image, but because of their symbolism, meaning and cultural and traditional significance attached to them.

Another potential reason is that the idea of brand image may still be at its infant stage within the Ghanaian textile industry. Most Ghanaian local textile producers may not yet have the kind of widespread brand loyalty or recognition as compared with foreign textiles. Local textile brands may not have developed the kind of brand power that encourages recurring use without intensive marketing campaigns, significant visibility, and strong emotional ties with customers. This may

help to explain why usage is not much impacted by brand image, even though it is positively correlated with it.

Furthermore, consumers may have more pressing concerns about quality and pricing. Consumers may place a higher value on great product quality and affordable prices and quality products rather than brand recognition in markets with less disposable. If consumers consider local textiles as less expensive and offer good value for money, these factors may have a more direct influence on consumer purchase decisions and constant use of local textiles, ignoring the brand image as less useful in influencing usage. In this case, brand image may be a secondary consideration which has less effect on consumers' decisions about the use of local textiles.

The fourth hypothesis of the study led to an insignificant relationship between uniqueness and the use of local textiles. Although uniqueness usually characterizes a product's distinctiveness, whether, through design, craftsmanship, or cultural identity, it seems that this feature has no bearing on how frequently consumers use local textiles. This finding is inconsistent with previous studies (Dwivedi et al., 2018). This can be attributed to the fact that Ghanaian local textiles are already unique based on their cultural heritage. These textiles are highly rooted in the cultural and social settings of the country, mostly aligned with regional identities, ceremonies and traditions. For that matter, uniqueness may not be considered an important factor to consumers when they have already considered the local textiles to be distinctive. Consumers may consider local textiles unique and special by default, indicating that the designs of a specific textile may not be an effective deciding factor in usage.

In addition, the symbolic value and cultural significance of local textiles may surpass the need for uniqueness in the minds of consumers. For most consumers, tradition, social standing, or cultural pride may be more important factors in the decision to purchase and use local textiles than the need for something unique or different. These textiles' perceived uniqueness may not have as much of an impact as the social and cultural environment in which they are employed. For instance, consumers may choose a textile based on its suitability for an event or its cultural significance, rather than because it is uniquely different from other textiles in the market.

The results of the study found government special initiatives to have a positive and significant effect on the use of local textiles. This is in line with past studies (Sun et al., 2020). This finding suggests that government policies such as the “National Friday Wear” which was implemented by President John Agyekum Kuffour and was aimed at promoting local textiles play an important role in increasing the use of local textiles in Ghana. This can be attributed to the fact that these special initiatives may promote and raise awareness and visibility of locally made textiles, making consumers more inclined to use them. These initiatives may include government-led campaigns to promote the cultural importance of local textiles, support for the local textile industry and efforts to highlight the benefits of using locally made textiles.

Moreover, government actions to promote locally made textiles could be an effort to promote sustainable fashion consumption. As consumers have become aware of the environmental effects of their consumption of foreign textiles, locally made textiles that are produced with environmentally friendly materials may become more attractive. Government support for environmentally and locally sourced textile production could benefit from the increasing trend of

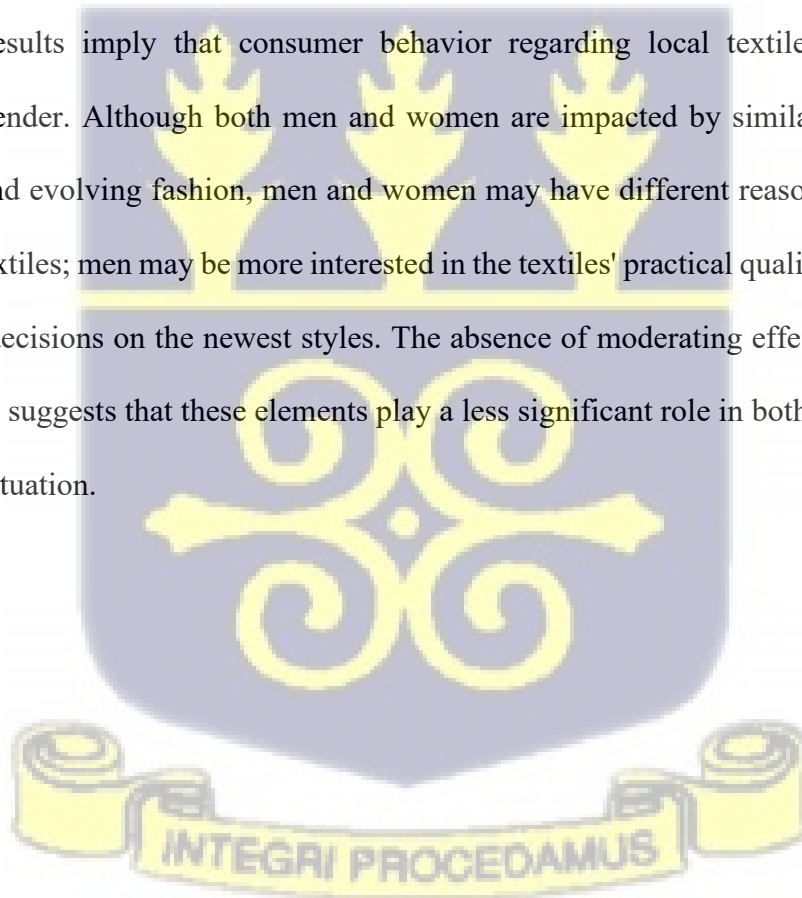
ethical consumerism, leading to mass use among environmentally friendly consumers. Similarly, government special initiatives are also able to alleviate economic issues that face the local textile industry such as competition from foreign-owned textiles.

The results of the moderation hypothesis revealed that gender moderates the relationship between the antecedents of local textile purchase (price, quality, fashion and government special initiatives) and the use of local textiles. This buttresses the findings of past research (Hwang et al., 2019; Molinillo et al., 2021). Specifically, while gender was found to play a moderating role, there was no moderating effect of males on brand image, uniqueness and the use of local textiles, and no moderating effect of female on the relationship between brand image and uniqueness as well. This could mean that brand image and uniqueness do not play a significant role in influencing their decision to purchase local textiles.

In terms of male consumers, other antecedents such as price, quality, trendy fashion and government special initiatives might be more influential. This means that male consumers might be more focused on affordability, durability and alignment with current fashion trends, rather than perceived brand reputation or the uniqueness of the textiles. The gender-based moderation in this context demonstrates that, for male consumers, the material qualities of local textiles are more important than more abstract considerations or those about exclusivity and image. For female consumers, the result could mean that while brand image and uniqueness might initially attract their attention, they may prioritize other factors such as price, quality and trendy fashion. This indicates that women's decision-making may be influenced by how well local textiles match with

their lifestyles, and fashion preferences and the degree to which these textiles reflect current trends rather than by the distinctiveness or prestige associated with a specific brand.

The moderation results revealed that while price, quality and trendy fashion influence consumers, the lack of significant moderation by brand image and uniqueness suggests that other factors are more important in determining the use of textiles locally. This result is consistent with past studies (Xue et al., 2020). Both genders' usage patterns show the impact of special government initiatives and fashion trends, indicating that policies that encourage the manufacture of local textiles and work to incorporate them into mainstream design could increase the use and purchase of these goods. These results imply that consumer behavior regarding local textiles is significantly influenced by gender. Although both men and women are impacted by similar factors, such as price, quality, and evolving fashion, men and women may have different reasons for buying and utilizing local textiles; men may be more interested in the textiles' practical qualities, while women may base their decisions on the newest styles. The absence of moderating effects for uniqueness and brand image suggests that these elements play a less significant role in both groups' decision-making in this situation.



CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.0 Chapter Overview

This chapter presents a summary of the major findings of the study. It draws conclusions and recommendations that arrive at for practice and policies. The chapter also made some suggestions for future research.

6.1 Summary

The study was conducted on the antecedents of purchase and usage of local textile print in Ghana: the role of gender. Based on the objectives of the study, the study conceptualized the antecedents of purchase and usage of local textile print into a conceptual framework. The conceptual framework captured nine predictive constructs, which were price, quality, trendy fashion, brand image, uniqueness, government special initiatives, usage of local textiles, as well as gender as the moderator. The moderating role of gender was conceptualized as male and female. All these predictive constructs were investigated on the usage of local textiles.

The research was cross-sectional, which allowed the author to sample 314 Ghanaian users of local textile prints within the Greater Accra Region using a convenience and purposive sampling technique. Structured questionnaires were distributed to the respondents of the study by the researcher within the Central Business District of Accra. The data were analyzed using descriptive statistics such as frequencies, descriptive mean square, normality tables, intercorrelation analysis, and SEM.

The results of the research revealed that more female local textile users were sampled than their male counterparts. They accounted for 79.6% of the sampled respondents. In addition, the results from the frequency table revealed that the majority of the respondents were between the age brackets of 31-40 years. The majority of the respondents had bachelor's degrees as they accounted for 37.6%. Furthermore, most of the respondents were earning between Ghc2500.00 and Ghc3500.00. Similarly, the findings of the descriptive average mean score revealed that the quality of local textiles scored the highest average mean score of 4.61.

Again, it emerged that the results of the first, second, third and sixth hypotheses (i.e., the price, quality, trendy fashion and government special initiatives) had a positive and significant impact on local textile usage, stressing affordability, functionality, durability, evolving fashion trends and governmental interventions as important factors that influence consumer purchasing decisions. However, brand image and uniqueness are insignificant relationships with the usage of local textiles. This was novel as it contradicts the findings of past research. In addition, gender (male and female) moderated the relationship between antecedents of local textiles (price, quality, trendy fashion, and governmental special initiatives and usage of local textiles, but could not moderate the relationship between antecedents of local textiles (brand image and uniqueness) and usage of local textiles.

6.2 Conclusions

The following conclusions are drawn based on the results of the research. The antecedents of local textiles have a positive significant impact on the purchase and use of local textiles. That is:

- Price had a positive and significant effect on the usage of local textiles.

- Quality had a positive and significant effect on the usage of local textiles
- Trendy fashion had a positive and significant effect on the usage of local textiles
- Brand image had a positive and insignificant effect on the usage of local textiles
- Uniqueness had a positive and insignificant effect on the usage of local textiles
- Government special initiatives had a positive and significant effect on the usage of local textiles
- Gender significantly moderates the relationship between antecedents of local textiles (price, quality, fashion and government special initiatives) and the usage of local textiles.

6.3 Recommendations

In conformity with the above conclusions. The study made the following recommendations for the Ghana textiles industry, the Ghana fashion industry and all stakeholders involved.

The study recommends that producers of local textiles focus on affordability, durability and functionality as price, quality and functionality are positive and significant drivers of the use of local textiles. Prioritize cost-effective techniques and pay much attention to the production of textiles that meet the expectations of customers for a long period. In addition, companies within the sector should closely monitor local and global fashion trends to ensure their designs remain relevant. They should also collaborate with fashion designers and participate in fashion events, as it can assist them to be on par with evolving trends, thereby increasing customer appeal.

The positive and significant effect of government special initiatives on the use of local textiles suggests that both textile producers and policymakers should work together to create and promote

initiatives that will encourage the consumption of local textiles. This may include promotional campaigns, subsidies and policies that support the local textile sector. More so, local textile brands should reassess their approaches to their brand image and distinctiveness because they were found to have an insignificant effect on the usage of local textiles. Further emotional consumer engagement and stressing the cultural relevance of the products may produce a better result.

Also, since gender plays a moderating role between the antecedents of local textiles and some antecedents of local textiles, it is imperative to create “gender-specific marketing strategies. Customized promotional campaigns for men and women customers based on their preferences may improve the efficacy of those campaigns, specifically, price, quality, trendy fashion and government special initiatives. Finally, consumer educational campaigns can focus on the social and cultural significance of local textiles, stressing that their role is promoting the local economy and preserving heritage, which may enhance consumers' perception of brand image and uniqueness.

The research highlights the importance of gender as a moderating factor in the relationship between key antecedents, such as pricing, quality, fashionable trends, and government initiatives, and the use of local textiles. This suggests that male and female consumers respond differently to these influences, indicating that a one-size-fits-all policy may not be effective. Therefore, policies related to textiles must be developed with gender inclusivity as a core principle. Policymakers should conduct gender-disaggregated market research to gain a deeper understanding of the preferences, expectations, and motivations of diverse consumer groups. For instance, women may

be more drawn to textiles that reflect current fashion trends and fabric flexibility, while men might prioritize durability, cost-efficiency, and practicality.

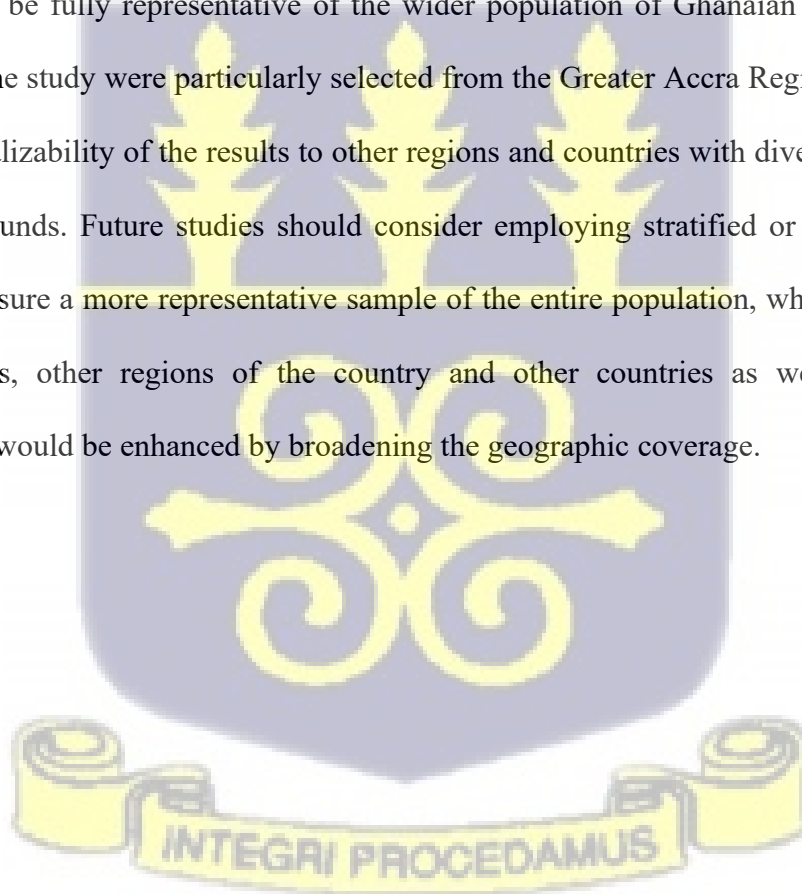
Supportive policies are essential for promoting the use of local textile prints in Ghana; however, their success depends on proper implementation. A major challenge has been the inconsistent enforcement of current policies, leading to a gap between aims and actual outcomes. To address this, the institutions responsible for textile programs need strengthening through additional resources, training, and clear mandates. Improving coordination among different ministries and agencies is also vital to reduce bureaucratic delays. Additionally, a strong monitoring and evaluation (M&E) framework should be integrated into all initiatives, with transparent indicators, regular progress reviews, and stakeholder feedback to enhance accountability. Engaging local communities, industry stakeholders, and consumers in policy oversight can build trust and foster shared responsibility. Overcoming these implementation issues will greatly improve the effectiveness of textile policies and ensure sustained support for the local industry.

6.4 Limitations and Directions for Future Studies

One of the major limitations of this research is the attention on gender as a moderator, without considering other consumer demographic variables such as age, income and level of education. The variables can play important roles in influencing consumer behaviour toward the use of local textiles. For example, Gen Zs may be more influenced by trendy fashion, while Gen Y may concentrate on cultural significance and quality. In the future, studies should consider moderating consumer demographic variables on cultural influence. This can help identify consumer-specific segments and customize marketing techniques more effectively and efficiently.

The cross-sectional nature limits the study's ability to investigate modifications in consumer behaviors over time. Customer preferences, particularly in the fashion sector can change as a result of changing trends, governmental policies and economic turn-overs. In the future, researchers could employ a longitudinal design to track consumer behaviour over a long period. This will enable them to investigate how the relationship between the antecedents of local textiles changes over time.

Furthermore, the utilization of purposive sampling has introduced potential bias to the study as the sample may not be fully representative of the wider population of Ghanaian textile users. The participants of the study were particularly selected from the Greater Accra Region, Ghana, which limits the generalizability of the results to other regions and countries with diverse economic and cultural backgrounds. Future studies should consider employing stratified or random sampling techniques to ensure a more representative sample of the entire population, which includes users from rural areas, other regions of the country and other countries as well. The findings' generalizability would be enhanced by broadening the geographic coverage.



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APPENDIX

QUESTIONNAIRE

DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

ANTECEDENT OF PURCHASE AND USAGE OF LOCAL TEXTILE PRINT IN

GHANA: THE ROLE OF GENDER

Please take a few minutes to fill out this questionnaire for research on the Antecedent of Purchase and Usage of Local Textile Print in Ghana: The Role of Gender. The information provided will be solely used for academic purposes and confidentiality is assured.

SECTION A: Demographic Characteristics

1. Age: Under 20 [] 21-30 [] 31-40 [] 41-50 [] Above 50 []
2. Gender: Male [] Female []
3. Educational Level: SHS [] Diploma [] Degree [] Postgraduate [] others []
.....
4. Average income per month (GH¢) : <500 [] 500 - 1500 [] 1500 – 2500 [] 2500 – 3500 [] >3500 []

Antecedent: Price	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5. Price influences your choice of textile					
6. Local textiles are cheaper than the imported textiles					

7. Price does not influence my decision for choice of textiles					
Antecedent: Quality					
8. Imported textiles are of superior quality to the local textiles					
9. I do not consider quality when it comes to the purchase and usage of textiles					
10. Quality is a major deciding factor in the purchase and use of local textile prints					
Antecedent: Fashion					
11. Changes in fashion trends influence the purchase and use of local textiles					
12. Imported textiles have more fashionable designs than local designs					
13. Fashion is a deciding factor in the purchase and use of local textiles					
Antecedent: Brand					
14. Imported textiles have recognized brand names than the local textiles					

15. Brand names influence the decision the purchase local or imported textile prints					
16. Local brands are less attractive					
Antecedent: Uniqueness					
17. Purchase and usage of local textiles increases an individual's social status					
18. The local prints are more attractive and affordable than foreign prints					
19. Foreign prints are catchy and appealing					
Antecedent: Government Special Initiatives					
20. The government policy to wear local prints on Fridays has increased the purchase and usage of local textile prints					
21. The government can invest more in the textiles industry					
22. The government can ban foreign prints to regularize the local industry					

Antecedents of Local Textile Purchase					
23. I prefer local textiles to foreign textiles					
price, quality, design, origin and brand image Influences my choice					
24. I am most concerned about price, quality, design, origin and brand image					
25. I can tell the you tell the difference between imitated and original textiles					

