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CONSUMERS' EVALUATION OF THE QUALITY OF CUSTOM-MADE GARMENTS MANUFACTURED BY MICRO AND SMALL SCALE ENTERPRISES IN SEKONDI/TAKORADI METROPOLIS, GHANA

BY

NAA OMAI SAWYERR

(ID NO: 10507575)

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DECLARATION

I, Naa Omai Sawyerr, do hereby declare that this thesis was produced from research carried out as a PhD candidate in the Department of Family and Consumer Sciences, University of Ghana, Legon. This work is an original research and that neither the whole nor part of it has been presented for another degree in this university or elsewhere.

..... Date: 31/08/2020

Naa Omai Sawyerr
(PhD Candidate)

Supervisory Team:

..... Date: 31/08/2020

Professor Docea Fianu
(Principal Supervisor)

..... Date: 31/08/2020

Dr. Efua Vandyck
(Supervisor)

..... Date: 31/08/2020

Dr. Mercy Kuma-Kopbee
(Supervisor)

ABSTRACT

This study evaluated the quality of custom-made garments produced by Micro Small Enterprises (MSEs) in the Sekondi/Takoradi Metropolis of Ghana. Using the mixed method approach with multi-stage and convenience sampling techniques, 410 consumers and 36 manufacturers were sampled for the study. The data were collected using focus group discussions, a questionnaire and in-depth interviews. Thematic analysis was used to analyze the qualitative data from the focus group discussions and in-depth interviews while the Pearson's correlation coefficient was used to test the relationships between variables in the quantitative data obtained from the questionnaire. The results from the focus group discussions identified four (4) attributes namely: aesthetics, construction/workmanship, finishing and customers service used by consumers to evaluate the quality of their custom-made garments. Analysis of data derived from the questionnaire showed that consumers had high expectations of their custom-made garments with regard to the attributes (aesthetics, construction/workmanship, finishing and customers service) that were identified and they were equally pleased with the garment's performance during use and care. Thus, consumers were satisfied with the quality of the custom-made garments made by MSEs in the garment industry. However, a gap analysis based on a comparison of expectation and performance of custom-made garments within the expectancy disconfirmation theory revealed that expectations were higher than the performance regarding all the garment attributes (aesthetics, construction/workmanship, finishing and customers service) identified from the focus group discussions, indicating that consumers were generally dissatisfied with the quality of their custom-made garments. The findings also revealed that most consumers did not seek redress from manufacturers after the dissatisfactory performance of their custom-made garments.

The findings from the in-depth-interviews with manufacturers indicated that majority were using obsolete machines that could affect the quality of custom-made garments produced. Additionally, manufacturers were using skills they acquired through apprenticeship many years ago without any continuing professional development training. It is recommended that manufacturers implement strategies such as offering to do alterations, providing a customer service hotline for consumers, among others. This may encourage dissatisfied consumers to provide feedback on the performance of their garments for the assurance that their complaints would be handled. Manufacturers should continually improve their skill by attending seminars organised by formal institutions both public and private like NVTI and Technical Universities periodically to improve their skills. These may help MSEs manufacturers to produce garments that are of good quality. Finally, manufacturers should be educated by stakeholders like academia and garment production associations on the attributes identified in this study, as knowledge of these attributes will help them produce garments that satisfy the needs of consumers of custom-made garments.

DEDICATION

I dedicate this thesis to my lovely daughter Ewurabena Amoa Owusu Manso

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The garment industry worldwide is affected by the ever-growing global market, which has influenced consumers to constantly distinguish between products and services when choosing what they believe will meet their expectations. Wang (2012) stated that consumers' demand for quality products and services has produced a shift in the focus from the market share to consumer share, in an effort to provide what consumers want. The extent to which a product fulfils a consumer's needs and wants is determined by its quality (Pizam and Ellis, 1999). For the reason that consumers are a resource, without which no business can survive (Gocek and Beceren, 2012). Garment manufacturers need to understand consumers and satisfy their distinct preferences in order to survive in a competitive environment (Du Preez, 2003). Consumer satisfaction is important for every business as it improves existing consumer loyalty, repurchases and awareness of the people about the business, as satisfied consumers spread positive word of mouth about the product (Matzler and Hinterhuber, 1998; Dubrovski, 2001; Gocek and Beceren, 2012).

In Ghana, it is very common for consumers to get garments custom-made. This desire for custom-made garments signifies consumers' need to be different in this era of globalization (Foreman, 2007). Existing literature on garment quality (Eckman, Damhorst and Kadolph, 1990; Heisey, 1990; Hines and O'Neal, 1995; Forsythe, Presley and Caton, 1996; North et al., 2003; De Klerk and Tselepis, 2007) focused more on ready-to-wear and mass-customised garments. Additionally, many of the studies concentrated on one particular quality dimension, such as aesthetics (De Klerk

and Lubbe, 2004), fit (Tselepis and De Klerk, 2004; De Klerk and Tselepis, 2007;), or a particular group of attributes like intrinsic attributes (Forsythe et al., 1996; Fiore and Damhorst, 1992), and extrinsic attributes (Teas and Agarwal, 2000). Worldwide, very limited attention has been given to the subject of custom-made garment even though getting custom-made garments is a popular phenomenon.

1.2 Custom-made Garments' Production in Ghana

Consumers normally formulate certain expectations before acquiring a product against which they later assess the performance of a product to decide whether satisfaction has occurred (Kincade, Redwine and Hancock, 1992; Chen-Yu, Williams and Kincade, 1999). According to Pizam and Ellis (1999), the consumers' subjective perception of quality is very important in identifying the consumers' needs and ensuring consumer satisfaction. Thus, garment manufacturers who make custom-made garments have the benefit of distinguishing themselves by focusing on providing for the individual needs and wants of consumers, which is something that large garment manufacturers may overlook. Custom-made garments can be defined as made from scratch and made-to-measure garment (Harrop, 2010). Such garments are measured, cut, sewn and fitted for specific individuals (Brown and Rice, 2014).

Custom making garment is about uniqueness (Koskennurmi-Sivonen and Pietarila, 2009), since it caters for consumers with special sizes that are not easily available in ready-to-wear garment shops (Harrop, 2010). This offers many benefits for persons with heavier builds, slighter builds, tall, short and asymmetric body proportions (Makopo, 2014). Thus custom-made garments can guarantee better fit and individual style than mass produced garments (Peterson and Gordon, 2001).

Consumers who patronize custom-made garments are mostly motivated by their need for high quality garment which can be difficult to find in the market, a need for a garment for special occasions, or a need for unique fitting (Bye, 2010). Consumers who approach businesses that provide custom-made garments expect that their unique quality needs and preferences will be satisfied (Peterson and Gordon, 2001). Furthermore, since custom-made garments require more financial investment from the consumers who order them, it would be normal for them to expect such garment to be of high quality (Foreman, 2007; Koskennurmi-Sivonen and Pietarila, 2009). For the purpose of this study, a custom-made garment shall refer to any garment that is produced by MSEs garment manufacturers', according to certain specifications that will conform to the consumer's body shape and unique preferences such as style.

Garment firms in Ghana, are located in 'every corner' of the country especially in urban centres producing garments for both local and international markets. Majority of garments firms in Ghana operate as MSEs (Ampofo, 2002). There is a wide range of definitions for Micro, Small and Medium Enterprises (MSMEs) and the distinction and classification criteria differ among countries (Storey, 1994). The context of differentiation ranges from size, number of employees, annual turnover, ownership of business and value of fixed assets (Abor & Adjasi, 2007). The definition of small business is difficult and there is no consensus in the literature as to what constitutes a small business (Stanworth and Curran, 1981; Ibrahim and Goodwin 1986). In Ghana, there is generally no accepted definition for MSMEs. Various institutions and stakeholders have their own definitions to suit their operations. The Ghana Statistical Service (GSS) considers firms with less than 10 employees as Micro Small Scale Enterprises and firms with more than 10 employees as Medium and Large-Scale

Enterprises (Afful, 2010). However, for the purpose of this study, the researcher used the National Board for Small Scale Industries (NBSSI), an apex body established by Act 434 of 1981 for promoting small-scale industries' definition. NBSSI (2015) defines Micro and Small Enterprises (MSEs) as enterprises whose employment capacity is 29 or fewer workers. Micro enterprises are those that employ between 1-5 people with fixed assets not exceeding 10,000 USD excluding land and building. Small enterprises employ between 6 and 29 or have fixed assets not exceeding 100,000 USD, excluding land and building (NBSSI, 2015).

MSEs in the garment industry in Ghana consist of small-scale tailors and dressmakers established as one person businesses and are located in kiosks by the roadside whiles others operate in their homes (Fianu & Acquah-Harrison, 1999). They also have a long tradition of making custom-made garment using ordinary dressmaking techniques where professional work adapts to consumer specifications rather than aiming at the manufacturer's own artistic expression or other design ideas (Koskennurmi-Sivonen & Pietarila, 2009). These tailors and dressmakers recruit mainly female apprentices who learn to sew and at the same time help the tailors and dressmakers with their sewing business (Fianu & Acquah-Harrison, 1999). Skills that are used in the local garment industry have been transferred from one generation to the other and even though there is the introduction of advance technologies, out dated local techniques are still in use (Quartey, 2006).

The Ghanaian consumer, in the past, had often been limited to cheap, poor-quality, unbranded products in many categories (Kuffour, 2008). However, through globalisation, Ghanaians have been increasingly exposed to Western styles of

garments. Consequently, since the mid-1990s consumer preferences have gradually moved away from 'African style' to 'Western-style' garments (Gough and Langevang, 2010). Whereas previously MSEs manufacturers were the main provider of garments, there are now several alternative sources (Gough and Langevang, 2010). Trade liberalisation has resulted in the importation of ready-made garments, especially from the Eastern countries like China, which not only provide the style of garment in demand but are also cheaper than local custom-made garments (Gough and Langevan, 2010). Another source of garments is the booming second-hand garment industry, which imports garment from Europe, America and Korea (Gough and Langevang, 2010). Second-hand garments are generally of higher quality and often preferred to a new garment. It has been estimated that around 95% of Ghanaians buy second-hand garment (Baden and Barber, 2005). These alternative sources of imported garments have resulted in a severe drop in the demand for custom-made garments because although MSEs manufacturers can make western-style garment, the cost is generally higher and the quality may be poorer (Baden and Barber 2005). According to Langevang and Gough (2012), the problems MSEs manufacturers face is not only the volume of garment being imported but the quality of the garments being made by them. Ampofo (2002) is of the view that even though MSEs are the main sources of garment production in Ghana currently, they continue to lose large orders notably as a result of the absence of marketing skills, inefficient production techniques and poor quality goods.

MSEs in the garment industry need to be efficient in order to succeed. Part of being efficient is to be aware of consumers' expectations and be able to satisfy them. When consumers are dissatisfied with the product's performance, it can lead to complaints,

boycotting a business, negative word-of-mouth and even taking no action but remaining angry (Day, 1984; Kincade et al., 1998; Chen-Yu et al., 1999; Donoghue, De Klerk and Isaac, 2012;). Negative word-of-mouth, is a common reaction to dissatisfaction which includes telling friends and family about a negative experience with a manufacturer and warning them not to make a purchase from the same manufacturer (Bougie, Pieters and Zeelenberg, 2003; Zeelenberg and Pieters, 2004). Research has revealed that dissatisfied consumers share their experiences with twice as much people as satisfied consumers (Loudon and Della Bitta, 1993; Dubrovski, 2001; Rad, 2011). Thus, negative word-of-mouth can be harmful to a business, as the business can lose the chance to resolve a bad situation, this can subsequently lead to loss of sales and profits. (Soscia, 2007; Rad, 2011).

1.3 Quality

Quality is the assessment of a product based on an assortment of product attributes (Schiffman & Wisenblit, 2015). However, individual consumers perceive stimuli within their owe psychological make-up (Schiffman & Wisenblit, 2015) thus consumers from different countries might differ in their quality perception, as some consumers from developing countries have lower quality expectations than those in developed countries (Jin & Bennur, 2015). Schiffman & Wisenblit, (2015) said that all consumers evaluate the quality of a product based on their intrinsic (physical attributes) and extrinsic attributes (attributes that are not integral to the product). Garments quality can be defined by aesthetic, functional, mechanical and physiological properties of wear such proper drape and fit (Solomon & Rabolt, 2009). For the purpose of this study however, garment quality would refer to a garment that satisfies the needs and wants of a consumer.

Consumers, who perceive products to be inadequate in satisfying their needs, will possibly, not purchase those products, (Schiffman & Wisenblit, 2015) suggesting that an evaluation of quality occurs before a purchase. However, after a purchase, consumers also evaluate the utility of the product based on consumers' perceptions of what is given and received (Wu, Chen, Chen & Cheng, 2014). The evaluation of perceived quality is based on the intrinsic and extrinsic attributes and it occurs during pre-purchase as well as post purchase stage of acquiring a garment (Coelho, 2016). Thus, consumers' evaluate a product's performance based on their prior expectations (Schiffman & Wisenblit, 2015). During these evaluations, certain product attributes are known to be important in the perceived performance of a product and their relative importance might differ amongst consumers (Hoyer & MacInnis, 2007). The garment industry might inaccurately focus its attention on attributes that are insignificant if there is lack of knowledge regarding quality attributes used to guide consumer purchasing decisions (Hugo & Van Aardt, 2012). Manufacturers of garments must ensure that they develop and implement a consumer-oriented product-specific approach (Hoyer & MacInnis, 2007), which aims at improving consumer experience and satisfying consumers' needs (Klaus & Maklan, 2013).

1.4 Garment Attributes

Garment attributes are benchmarks that have an influence on consumers' evaluation of garments. These benchmarks include care requirements and product composition (Hugo & Van Aardt, 2012) as well as physical and performance features (Brown & Rice, 2001). These garment attributes are grouped into four main categories, namely: intrinsic, extrinsic, appearance and performance attributes (Brown & Rice, 2001). Intrinsic attributes include physical features of a product that cannot be changed

without modifying the manufactured product for example sizing or fabric (Brown & Rice, 2001), whereas extrinsic attributes, for example brand and price have features that can be changed without modifying the product (Brown & Rice, 2001; Swinker & Hines, 2006). Appearance attributes are features that affect the product's appearance. They include colour and fit. Performance attributes relate to how the product functions for instance ease of care (Swinker & Hines, 2006).

There are not many studies done on Ghanaian consumers' application of attributes to assess garment quality. However, Tsyewu (2013) did a study on the influence of Constructional Factors on the Serviceability and discard Of Custom-Made garments among female students in the University of Cape Coast. There was only one international study that focused on the evaluative criteria female consumers in South Africa used with regard to custom-made garments (Makopo, 2014). As a result, consumers' needs with regard to garment attributes used to evaluate the quality of custom-made garments were not known and this could possibly mean that their needs are not being completely fulfilled. When consumers' needs are not met, their wellbeing is compromised (Coelho, 2016). Therefore a need exists to investigate consumers of custom-made garments with regard to criteria applied when evaluating garments produced by MSEs in the garment industry since this is how most consumers in Ghana acquire their garments. This may then lead to recommendations about garment attributes, which, when used properly, could lead to consumer needs being satisfied.

1.5 Statement of the Problem

The majority of Ghanaian consumers obtain their garments custom-made. The choice of custom-made garments indicates consumers' need to be different in this age of globalisation. Existing literature on garment quality is focused on ready-to-wear and mass-customised garments. There is very limited attention worldwide on the subject of custom-made garments. As a result, consumers' needs with regard to garment attributes used to evaluate the quality of custom-made garments were not known and this could possibly mean that their needs were not being completely fulfilled. There is therefore a need to investigate consumers of custom-made garments with regard to attributes applied when evaluating garments produced by MSEs in the garment industry since this is how most consumers in Ghana acquire their garments. This study aims at: identifying the attributes used by consumers to evaluate the quality of custom-made garments, exploring and describing their expectations and perceived performance regarding the quality of custom-made garments, the accompanying emotions resulting from satisfaction and dissatisfaction as well as the post-order behaviours that they engage in.

1.6 Aim of the Study

The aim of the study was to assess consumers' use of attributes to evaluate the quality of custom-made garments produced by MSEs in the garment industry.

1.7 Objectives of the Study

The specific objectives of the study were to:

1. Determine the attributes that consumers used to assess the quality of custom-made garments.

2. Identify consumer expectations and performance of custom-made garments produced by MSEs.

3. Investigate consumers' reaction when satisfied/dissatisfied with the quality of custom-made garments produced by MSEs during use.

4. Ascertain the methods employed by manufacturers in identifying and satisfying consumers' quality needs.

1.8 Hypotheses

The hypotheses of the study were:

Ho^{1}: There is no significant relationship between quality and overall satisfaction with custom-made garments.

Ho^{2}: There is no significant relationship between consumer expectations and performance with custom-made garments produced by MSEs.

Ho^{3}: There is no significant relationship between overall satisfaction and emotions felt with the performance of custom-made garments produced by MSEs.

Ho^{4}: There is no significant relationship between consumers' emotions and post-order behaviour when satisfied/dissatisfied with custom-made garments.

1.9 Significance of the Study

It was expected the study would:

1. Provide insight into the quality attributes that consumers use when assessing custom-made garments, as well as their relative importance to individual consumers.

2. Help custom-made garment manufacturers understand the meaning of quality from the consumers' point of view in order to produce custom-made garments to satisfy consumers to bring about consumer loyalty and retention.

3. Ascertain practices that contribute to poor and good quality garment products.

4. Identify factors that contribute to the satisfaction/dissatisfaction of consumers for custom-made garments so that manufacturers can find avenues to improve the consumers' experience.

5. Help manufacturers in the MSEs understand the role emotions play in post-order behaviour of consumers of custom-made garments.

6. Add to the body of knowledge on the quality of custom-made garment produced by MSEs in Ghana which can be used for teaching, research and outreach programmes in the area of clothing and textiles.

1.10 Definition of Terms

In the context of this study the following terms were defined as follows:

1. **Client/Consumer/Customer:** These words would be used interchangeably. It refers to person/persons who acquires custom-made garments from MSEs manufacturers.

2. **Consumer Behaviour**: Consumer reaction after being satisfied/dissatisfied with the quality of their custom-made garments.

2. **Custom-made Garments:** Any garment produced for a customer by MSEs using the specification that conforms to a customer's body dimensions and unique preference such as style.

3. **Garment Quality:** The quality of a garment is the attributes that determine the satisfaction of a consumer with regard to his/her needs and wants.

4. **Manufacturer:** A tailor or dressmaker who sews custom-made garments. The words manufacturer, tailor and dressmaker will be used interchangeably.

5. **Micro and Small Enterprises (MSEs)**: Enterprises whose employment capacity is 29 or fewer workers. Micro enterprises are those that employ between 1-5 people with fixed assets not exceeding 10,000 USD excluding land and building. Small enterprises employ between 6 and 29 or have fixed assets not exceeding 100,000 USD, excluding land and building.

6. **Overall Satisfaction**: Consumer satisfaction/dissatisfaction with the quality of custom-made garments.

7. **Post-Order Behaviour**: Consumer behaviour after assessing the performance of the final garment.

1.11 Structure and Organisation of Thesis

The thesis was organized into five chapters. Chapter One consisted of the background to the study, research problem, research objectives and hypotheses, significance of the study and finally the scope of the study. Chapter Two was mainly review of the literature relevant to the objectives of the study, theoretical underpinning and conceptual framework of the study. Chapter Three was about the description of the study area and the research methodology whilst Chapter Four presented the study results and discussion of the findings of the study and analysis and testing of hypotheses. Chapter Five however presented a summary of the main findings of the study, conclusion and recommendations as well as limitations of the study and implications the study has for policy and education.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter comprises literature and arguments pertaining to garment quality. The chapter begins with the conceptualising of garment quality and attributes as these concepts are integral in the evaluation of garment quality. Additionally the perception of garment quality from both manufacturers and consumers are reviewed. The Expectancy Disconfirmation and Cognitive Appraisal theories which are supposed to guide the study are discussed. Finally the chapter presents the conceptual framework of the study.

2.2 The Garment Industry in Ghana

The garment industry in Ghana is dominated by the informal sector (Ghana Statistical Service, 2014). It has more establishments in the manufacturing sector than any other industry in Ghana (Japan International Cooperative Agency (JICA), 2008). In addition to the dominant number of establishments in the manufacturing sector of Ghana's economy, the garment industry also employs the most people in the industrial sector, accounting for 23% of employment in the manufacturing sector as at 2003. Specifically, 55301 people were employed in the garment industry (Senayah, 2018). These included: the members and employees of the Ghana National Tailors and Dressmakers Association (GNTDA) and the Ghana Association of Fashion Designers (GAFD), as well as the many independent tailors and dressmakers operating throughout the country (Quartey, 2006). Despite having the highest number of establishment and the largest number of employees (mainly in the informal sector), the garment industry is far behind in relation to economic importance in the overall

economy. The industry contributes only 3% of value-addition to the industrial sector perhaps because the majority of firms are mainly in the informal sector operating on the micro small scale level (Senayah, 2018).

The garment firms consist of tailors and dressmakers established as one person businesses and are located in kiosks by the roadside whiles others operate in their homes (Fianu & Acquah-Harrison, 1999). They also have a long tradition of making custom-made garment using basic dress making techniques. Individual customers constitute the largest market for garment products, followed by sales to open-market vendors, private enterprises, government organizations, sales agents, supermarkets and sometimes manufacturer's outlets (JICA, 2008). The garments produced for domestic consumption are predominantly staples (traditional and western styled clothes) where the influence of fast-fashion is minimal and there is a constant demand for such staples for funerals, church, daily wear or special occasions. Examples of such staples include Fugu or Batakari (smock), kaba and slit, men's shirts and trousers and women's sheath or skirt and blouse (Senayah, 2018). These garments are produced mainly through custom-made processes by tailors and seamstresses (JICA, 2008) and takes between a week and more for the garment to be manufactured. Due to the popularity and over-reliance on the custom-made garments, the ready-to-wear industry in Ghana is not flourishing (Hoefter, 2001).

A survey conducted on 83 firms by JICA in 2004 to outline production equipment utilized in the garment industries in Ghana indicated that the number of industrial machines including overlocking machines were much less than hand operated machines. It is not surprising to observe the large use of hand operated machines.

This is because the vast majority of Ghanaian firms operate at the micro-size level and production facilities for such micro-sized firms for garment production are relatively basic (JICA, 2008). The majority of the garment firms did not have complex sewing equipment. Micro-sized firms do not need or perhaps cannot afford modern production facilities, since they only produce for the domestic market (Senayah, 2018). This has implications towards their ability to do mass manufacturing, and it therefore explains, among others, the reasons why such firms are less competitive (Senayah, 2018). Despite some modest progress, the vast majority of firms still operate at the micro-size levels and the few that operate at medium and large-size levels do not have the necessary division of labour that is a common feature of companies in other parts of the world. According to Fianu and Zentey (2000), the majority of Ghanaian garment companies do not operate under the division of labour system. Rather one person makes the garment from the beginning to the end thereby resulting in considerable variations in quality and also registering low productivity. This system of production used by Ghanaian garment manufacturers can be described as non-industrial. Thus they do not follow the general sequential processes in manufacturing garments in the garment industry.

The garment industry is faced with many challenges that inhibit productivity and competitiveness. According to Fianu and Zentey (2000), JICA (2008), Kuma-Kpobee, (2013) and cited by Senayah (2018), some of the challenges the industry faces include poor finishing of products, inability to create original designs, use of outmoded technology, low managerial skills and low productivity, among others. Additionally, Quartey (2006); JICA, (2008); Abor and Quartey, (2010), Ghana News Agency (2016) and Association of Ghana Industries (2017), also reported that lack of

government support, high taxes, gross undercapitalization, difficulty in accessing finance, high lending rates, high utility bills and multiplicity of taxes had negatively affected the garment industry.

2.3 The Concept of Quality

Quality has been defined as "fitness for use" (Juran, 1974) or "conformance to specification (Crosby, 1980). It has also been defined by Cooklin (1991) and Stamper, Sharp & Donnel, (1988) as the degree of excellence. Cooklin (1991) further described quality as the reason for a product being purchased. Evans and Lindsay (1989) also defined quality broadly as 'superiority or innate excellence'. Garvin (1984, 1987) cited by Clodfelter & Fowler, (2003) identified eight themes of quality as features, aesthetics, conformance, performance, durability, perceived quality, serviceability and reliability. The International Organisation for Standardization (ISO) defines quality as the totality of characteristics of a whole that has the capacity to satisfy the explicit and implied needs of consumers (Brown & Rice, 2001). According to ISO 9004-2, quality is the essential nature of something, an inherent or distinguishing characteristic or property, superiority, excellence, or perceived level of value. Oliver (1996) cited Holbrooks & Corfman (1985), that quality is the reaction to the extrinsic clues of excellence. The above definitions of quality confirm Kadolph (1998) assertion that the definition of quality is indeed varied and it is based on an individual's experiences and what the one thinks constitutes quality. Exact characteristics used as quality attributes vary among people (Kadolph, 1998). Each person has his/her own references of quality. Some people find durability and functionality as good quality. For others, attractive design and brand status are good quality (Oliver, 1996). Quality

is an important strategic concept that can provide a business with lasting competitive advantage in the market (Garvin, 1990).

Koskennurmi-Sivonen & Pietarila (2009) stated that quality, as a concept, is multidimensional and relative, and thus, difficult to perceive. Quality does not only play a significant role in determining and influencing consumer satisfaction (Abdullah, 2010), but perhaps it is the most important and complex component of business strategy. Businesses compete on quality, consumers search for quality, and marketers are transformed by quality (Golder, Mitra & Moorman, 2012). Customer satisfaction and loyalty are dependent on the consumer's perception of the quality of goods or services provided. Therefore industries pursue quality in product and service in order to satisfy their consumers (Gorst, Kanji, & Wallace, 1998). During the last two decades, the set of quality management systems and standards which are a set of policies, processes and procedures focused on consistently meeting consumer needs and enhancing their satisfaction. Examples of such quality management systems are Quality Control, ISO 9000, Total Quality Management, among others, which have been implemented by different industries (Kano, Seraku, Takahashi & Tsjui, 1984). All of these quality management systems are aimed to achieve consumer satisfaction and to win their long-term trust by creating products and supplying services that fulfil consumer requirements (Kano et al., 1984).

2.4 Garment Quality

Quality is a complex concept even for the evaluation of many consumer goods such as food. As many consumers do not have the competence to assess the quality of a product, they may use other attributes, such as a label with a company's name, for

their decision making. Evaluating the quality of a product entails analysing the extent to which the products or results meet the standards stipulated in the system (Grasay & Mahlck, 1991). Quality, Stamper et al (1988) also stated that, is a vague concept because there is no mechanical device that can measure in very precise terms the quality of a product. In the decision-making process, evaluation of a garment is very important (Fiore & Damhorst, 1992) mentioned that, the evaluation of a garment is an important step in the decision- making process. Rogers and Lutz in Fowler & Clodfelter, (2003) indicated that the level of quality of a garment is a difficult factor to isolate and define when a garment has to be evaluated. However, quality is still considered as one of the foremost causes for consumer's dissatisfaction with garment (Fowler & Clodfelter, 2001). Sieben (1991) and Yoon and Kijewski (1997) pointed out that the quality of garment is linked with the degree to which it satisfies the consumer's needs. Brown and Rice (2001) added that the quality of garment have two dimensions which include the physical dimension stipulating what the garment is, and a behavioural dimension specifying what the garment can do. As the physical features influence the behavioural characteristics, garment consumers select garment products because of the products' physical characteristics such as fabric, colour which, they believe will then cause specific behaviour of the garment. Abraham-Murali and Litrell (1995), Zeithaml (1998) and Brown and Rice (2001), reported that consumers can evaluate a product at the point of purchase or during use. They found that the consumer's satisfaction with the quality of a garment, such as its fit can be measured at the point of purchase, during use and when it is discarded.

Garment consumers have specific expectations about the products they use due to previous experiences with similar products or recommendations from other

consumers about the quality of the product (Muller, 1983; Solomon, 1996). Fiore and Kimle (1997) indicated that the interaction between a garment and the body can further complicate the decision about whether to buy the garment because it does not only engender sensorial reactions from the consumer, but also emotional and cognitive reactions. The consumer is, thus, not only concerned about the functional quality of a garment, but the comprehensive satisfaction regarding the sensorial, emotional and cognitive elements. The main objective of garment quality evaluation is to promote consumer satisfaction that will lead to future purchases.

Garment quality involves a variety of characteristics which may indicate superiority, excellence, or a perceived level of value. When considering perspective on quality assessment, the viewpoint of both the consumer and manufacturer are important (Abraham-Murali & Littrell, 1995, Hines & O'Neal, 1995). Quality concerns of garment manufacturers generally focuses on how to meet the consumer's needs and expectations of quality, which implies that the manufacturer must understand the quality demands of the consumer that determines consumer satisfaction (Rosenau & Wilson, 2014). According to Solomon and Rabolt (2009), claims of garment quality have become critical in maintaining a competitive advantage by manufacturers. In order to improve competitiveness and build better reputation amongst consumers and competitors, it is important for manufacturers to maintain certain level of quality for garments. Lillrank (1988) emphasized that quality is something that can be measured or assessed. Even though many of the characteristics of a garment cannot be measured objectively, they can however be assessed. Garment quality for so long has been seen from the manufacturer's perspective. This perspective focuses on physical properties that can be measured objectively. However, the consumers' perceptive of quality

include both physical (design and construction) and performance (durability) features of the garment. Consumers' perceptions of garment quality may change over time as their expectations change, as they gain new information about products during use and as they become aware of competing products and brands.

2.5 Perceptions of Garment Quality

Lillrank (1988) suggests that it is not worth aspiring to a universal truth about quality. It is rather valuable and possible to define conceptual tools for discussing and assessing quality in a particular context and from certain viewpoints. Garment quality can be viewed from either the manufacturer or consumers perspective (Fiore and Damhorst, 1992). Garvin (1984) presented five different approaches to understanding quality as transcendent, product, user, manufacturing and value based. He indicated that the most existing definitions of quality fall into one of the above five categories. The Manufacturer's perspective of quality is based upon conformance to manufacturing specifications pre-determined by managers or product developers (Crosby, 1980). The Consumers' perspective of quality is more subjective and more difficult to verify (Zeithaml, 1988). As such, consumers and manufacturers may define quality differently and the established product may not fully satisfy the consumers' 'quality' expectations (Fiore & Damhorst, 1992).

2.5.1 The Manufacturers' Perception of Garment Quality

From manufacturers' perspective, quality refers to the physical properties of a garment that can be measured (Brown and Rice, 2014). As far back as 1980, Crosby defined quality as conformance to the requirements. Rosenau & Wilson (2014) stated that, manufacturers must consider factors that affect quality including fabrics, design,

construction, pattern, fit and finishing during product development. When these factors are taken for granted, manufacturers may produce products that do not meet consumer requirements.

The manufacturers' perspective of quality takes into account what a manufacturer considers as quality and not what the consumer views as quality. Again, the manufacturer views quality as "conformance to requirements". When required standards and specifications set by a manufacturer is met at the first time, excellence is achieved (Kadolph, 1998). This implies that even though a product may not meet consumer needs it can be considered as good quality by the manufacturer. Thus a specification set by a manufacturer may not necessarily mean the product will satisfy the consumer's "notion of quality" (Fiore and Damhorst 1992). For any manufacturer to remain competitive, efforts have to be made to meet the demands of the market (Ampong, 2004). Previously, designers and producers were offering what they wanted to sell to consumers. Now, however, there is what Jarnow, Judell and Guerreiro (1981) referred to as 'demand driven' approach where production is geared towards consumer needs. This may be expressed in terms of how well the product is designed to achieve the stated purpose. Design ultimately involves careful planning of the product. This planning is not just restricted to the aesthetic considerations. As Kadolph (1998) indicated, to achieve quality, inspection, testing and measuring should be an integral part of the production process and these should be monitored to ensure that the garments conform to specifications.

Research therefore is needed to identify specific needs in order for industry to produce to satisfy the needs, and also to keep up with advancements 'in the field to be

competitive. The role of consumers in the garment industry is paramount (Ampong, 2004). A producer who takes consumers for granted is at his/her own peril. It is important for the garment manufacturer to have reliable information regarding factors influencing garment quality in order to make decisions about the components and characteristics to include in the specifications for the manufacturer or to assess the sample in the showroom (Ampong, 2004). According to Lawless (1995) and Saguy and Moskowitz (1999), consumer opinion/perception has become one benchmark for good quality and companies that will succeed need to focus on satisfying the needs and wants of garment consumers.

2.5.2 Consumers' Perception of Garment Quality

All economic systems aim ultimately at satisfying the consumer. Thus the consumer's perception of quality is of ultimate importance and has become the most widely accepted one (Vowotor, 2002). From a garment consumer's perspective, a garment that satisfies a consumer's needs has good quality. (Yoon and Kijewski, 1997). Kadolph (1998) stated that from a consumer's perspective quality the attributes of a product are important to the consumer. In addition, Abraham-Murali (1996), pointed out that consumers' perceive the quality of garments based on abstract and concrete features. The abstract features of quality are also known as "perceived quality" (Clodfelter and Fowler, 2003; Abraham-Murali and Littrell, 1995). Quality from the consumer perspective is subjective because the way the consumer identifies it will be based on his/her unique needs and preferences (Koskennurmi-Sivonen and Pietarila, 2009). This description describes the consumer and how he/she perceives that a product will met his/her needs (Gocek and Beceren, 2012). Therefore, consumer satisfaction can only be achieved when a product performs according to the

consumer's quality demands. It is also important for the consumer to have reliable information about the quality of a garment in order to obtain maximum value for the amount of money spent (Marshall et al, 2004). The primary role played by the consumers in ensuring that a product meets or exceeds expectations is well suited in this perspective (Kadolph, 1998).

Drucker (1986) indicated that quality in a product or service is not what the supplier puts in but rather what the consumer gets out and is willing to pay for. Consumers pay only for what is of use to them and gives them value. The ability of a product to satisfy consumer needs is more important than just the physical product (Veale & Quester, 2009). It is from the consumer's perspective that the issue of consumer expectations, or consumer beliefs about the way things should be, forms the true basis of product quality. Consumer behaviour theories like expectancy disconfirmation theory suggest that the consumer's decision process does not stop with the purchase of a product (Cardozo, 1965). Product evaluation continues into the consumption stage and it may be critical in influencing further purchase behaviour.

In many developed countries, consumer rights have been confirmed in laws or have been announced as government policy and thus the consumer is the focal point of quality in industry (Vowotor, 2002). Unfortunately, unlike their counterparts in the developed countries, the majority of consumers in developing countries for a long time have not been aware of their rights, but have instead been more concerned about their basic needs (Food and Agriculture Organisation, 1993). This trend is now gradually changing in most developing countries including Ghana where the consumer ceases to be an onlooker to becoming a participant of quality in industry

(Vowotor, 2002). In this new environment, the consumer is setting the agenda for industry and the garment industry is no exception. There is therefore a greater urgency for manufacturing and service organizations to acquire a consumer-focused marketing orientation in order to maintain their positions in today's competitive global market (Senauer, Asp & Kinsay, 1991).

Consumers view a garment as possessing a variety of attributes they can use to assess its quality. During use, consumers use attributes to evaluate the performance of a product (Abraham-Murali and Littrell, 1995). These attributes are grouped into intrinsic and extrinsic attributes. King (1993) stated that intrinsic attributes are those characteristics that cannot be changed or externally manipulated without changing the physical characteristics of the product and they include the type of fabric and details of construction such as seams. Extrinsic attributes are those characteristics that, while product related, are not part of the physical product, and which include brand name and price. For consumer satisfaction, a garment must perform well on the attributes that are very important to the consumer such as finishing, but should also give some level of satisfaction on other attributes that are not very important to the consumer as aesthetics (Swan and Combs, 1976).

2.6 Dimensions of Garment Quality

The quality of garment products has two dimensions (Brown and Rice, 2014). These comprise:

- Physical features
- Performance features

2.6.1 Physical Features of a Garment

Brown & Rice, (2014) posit that garment physical features consist of its finish, design, materials, and construction which create its physical composition and form. These features also form the intrinsic attributes of a garment, thus if they were changed in any way it could affect the quality of the garment and subsequently the consumers' view of it (Brown & Rice, 2014). Shields (2011) pointed out that the intrinsic properties of a garment such as texture or colour play a role in its physical features based on the construction design (style and fit), fabric and method of care. Intrinsic attributes appeal differently to different consumers even though they are used to evaluate the quality of a garment (Abraham-Murali & Littrell, 1995; Aqueveque, 2006; Brown & Rice, 2014). This suggests garment is considered as having good quality when its intrinsic features appeal to an individual consumer.

2.6.1.1 Design of a Garment

According to Apunda (2017), the success of garment businesses depends on them producing fashionable and attractive garments for their customers. Suh, Carroll and Cassill (2010) asserted that an integral part of the garment industry's success is producing garments designs that are aesthetically appealing. Koskennurmi-Sivonen & Pietarila (2009) stated that consumers choose custom-made garments because of its unique styles that conform to an individuals preferred styles details and desired fit. They also indicated that perfect fit and styles that flatter the consumer's body were deemed to be high quality by manufacturers. Fiore and Damhorst (1992) also posited that at any point consumers would purchase garment that made the look attractive. Swinker and Hines (2006) also reported that to evaluate garment quality consumers used design features such as style and fit.

Manufacturers should be able to select and interpret fabric, colour, fit and styling appropriately in order to design a garment (Keiser and Garner, 2012). The elements and principles of design are the tools that are used to created designs. The elements of design include colour, line, pattern, texture, silhouette, and shape. These elements are used to build a garment's design. The process of designing involves combining the elements of design to create something that is pleasing to the eye. (Suh et al., 2010; Keiser & Garner, 2012). To accomplish this, knowledge of the elements and principles of design is essential (Keiser & Garner, 2012). According to Burke (2011), a good design is achieved when the elements and principles are combined properly with adequate style, innovation and creativity.

2.6.1.2 Textiles used for Garment Production

Fabrics and notions for the production of garments are known as Textiles (Brown & Rice, 2014). When assessing garment quality, evaluation of fabrics and notion is essential (Kemp-Gatterson & Stewart, 2009; Brown & Rice, 2014). Garment manufacturers must give a lot of attention to fabrics and notions since they have an influence on garment performance. The textile material from which garments are produced is known as fabric (Glock & Kunz, 2005; Kemp-Gatterson & Stewart 2009). The performance of a garment does not depend on its fabric but they are strongly related. Fabric together with notions, construction and design affects the overall quality of a garment (Brown & Rice, 2014).

It is important of garment manufacturers to assess fabric quality during garment production (Brown & Rice, 2014). According to Apunda, (2017), studies have confirmed fabrics play an important role in the assessment of garment quality. For

instance, Fiore and Damhorst (1992) reported that fabrics were viewed as the best estimator of garment quality by consumers. Due to its significant effect on the overall appearance and performance of garments, fabric can have an effect on garment quality (Hines and O'Neal, 1995)

Garment manufacturers should have knowledge how fabrics are made as this can improve garment quality (Kemp-Gatterson and Stewart, 2009) . These determine its quality and eventually the final quality of the finished a garment. To determine the best fabric to select for a particular garment, it is essential to know how the physical properties of a fabric influence its performance (Apunda, 2017).

2.6.1.3 Construction of a Garment

Construction is about process used in assembling garments (Marshall et al., 2004). The features of construction comprises seams and stitches (Brown & Rice, 2014), methods of putting fabrics together and the use of notions to improve a garment's aesthetics (Shields, 2011). Consumers constantly evaluate construction as such it should met quality expectations (Shields, 2011). Choosing construction methods is important as it influences all aspects of the garment (Shields, 2011).

Construction and workmanship are important attributes to consumers and thus they evaluate their perception of quality on this attribute. Studies in Kenya have established that poor workmanship was among the reasons locally produced garments was suffering from low patronage from consumers (Mccormick, Kinyanjui, & Ongile (1997); Mason (1998); Apunda (2002) and Edwinsson and Nilson, 2009). However, because of their perceived high quality construction and workmanship, imported

garment were preferred by consumers. Abraham-Murali and Littrell (1995) stated that at the expectation stage, quality construction was among the predictors of the overall garment quality. Consumers are not the only ones who attribute garment quality to the quality of construction. Garment manufacturers also see use of appropriate construction techniques as important producing garment of good quality (Scheller and Kunz, 1998).

2.6.1.4 Finishing of a Garment

Finishing is used to achieve the desired finished appearance (Beer, 2010; Brown and Rice, 2014). Unlike ready-to-wear garment production where finishing is accomplished only after a garment is complete, in custom-made garment production construction and finishing are accomplished concurrently. Finishing entails trimming of threads and unfinished seams, inspecting, repairing or reworking of any defects, pressing, turning products to the right-side out and tidying up of the product for a neat appearance (Brown & Rice, 2014). An important aspect of finishing is pressing. Pressing is done during construction or as a finishing step before the garment is presented to the customer or packaged. Brown and Rice (2001) are of the opinion that pressing generally makes a good impression on consumers.

A well-pressed garment should have: no unplanned creases/pleats, an overall smooth and undisturbed appearance, clamp marks, scorching, melting, and water marks; pressed wrinkles, or hems pressed to the wrong side and absence of shine, (Apunda, 2017). Additionally pressing enhance workmanship, help garments fit smoothly and make garments have a smooth appearance (Brown & Rice, 2014). Poor pressing can

make well-constructed garments appear as though they were of poor quality; however well-executed pressing can hide poor construction (Brown & Rice, 2014).

2.6.2.1 Performance Features of a Garment

Performance features of a garment determine the standards the garment meets and its benefits to the consumer (Apunda, 2017). The physical features of a garment define how it would performance. Thus, consumers acquire garments with they believe that they have specific physical features that can fulfil their expectations on its performance (Brown and Rice, 2014). For instance, a consumer whose expectation of a garment is for it to keep her warm during cold weather (performance features) may purchase a garment that is made of wool fabric (physical features). The performance features a garment comprise of functional and aesthetic performance features (Brown and Rice, 2014).

2.6.2.1 Functional performance features of a garment

The functional performance features of a garment entail its durability and utility (Brown and Rice, 2014). How well a garment retains its appearance and structure after wear and care is referred to as durability (Brown and Rice, 2014). It is also about how long a garment will last for it intended use (Kadolph, 1998). The durability of a garment is determined by features such as shrinkage resistance, abrasion resistance, seam strength, colourfastness, pill resistance and tear resistance (Kadolph, 2010; Retief and De Klerk, 2003). The utility of a garment refers to its usefulness for its intended use (Brown and Rice, 2014). The features that constitute the utility of a garment include suitability for its intended end-use, ease of maintenance (care), comfort and fit (Retief and De Klerk, 2003).

Brown and Rice (2014) stated that evaluating the functional performance of a garment cannot be done accurately by the consumer at the point of purchase. This is because even by trying on the garment, features like comfort and fit can on be estimated. Similarly, consumers use previous experiences to predict the performance features of construction, design and materials. They can confirm their prediction only when the garment is in use. Thus it is only during use that performance features of garments become obvious since most of them are concealed. Since the process of evaluating the functional performance of a garment is continues during wear and care, it is important to determine the garment quality to achieve consumer satisfaction.

2.6.2.2 Aesthetic performance features of a garment

The aesthetic appearance of a garment is important in attracting consumers at the point of sale (Brown & Rice, 2014). The aesthetic features of a garment include its colour, style and fit. How a consumer perceives the aesthetics of a garment is mostly based on current fashion and their personal taste. Thus the evaluation of aesthetics features is subjective. Additionally, the aesthetics performance features alone cannot be used as a basis for evaluating overall garment quality.

Aesthetics is important to the initial sale and overall success of a garment (Bye & Hakala, 2005). Aesthetics influences the consumers' perceived product quality (Fiore & Damhorst, 1992), and the ultimate satisfaction with the product (Schmitt & Simonson, 1997). This is important as consumers tend to remain loyal to businesses that consistently meet their aesthetic needs. A garment's aesthetic features are of primary importance in its selection and purchase (Eckman, Damhorst & Kadolph,

1990), since these features contribute to meeting consumers' expectation (Kimle, 1994).

2.7 Intrinsic and Extrinsic Attributes of Garment

The wide array of choices in the garment market forces consumers to make assessments and decisions before making a purchase. Consumers evaluate products based on a variety of attributes. According to Wilkie & Pessemier (1973), product attributes are consumers' subjective notions of features possessed by a product. Consumers use different product attributes to evaluate the quality of a garment. Studies have identified many attributes that are critical for consumers when purchasing garments. These attributes are grouped under intrinsic and extrinsic attributes (Olson and Jacoby 1972). Intrinsic attributes are product attributes that are integral, and if they are changed, it will affect the product (Veale & Quester, 2009).

Garments have intrinsic attributes such as style, colour and size. These attributes form the physical features of the garment and changing any of these attributes will have a effect on the garment. Extrinsic attributes are not part of the physical garment thus any changes to them do not directly affect the garment (Veale & Quester, 2009). Extrinsic attributes include name price, country of origin and brands. Consumers use extrinsic attributes during garment evaluation when they are not familiar with available intrinsic attributes (Zeithaml, 1988).

There have been many studies about the associations between intrinsic / extrinsic attributes and quality evaluation (Holbrook and Corfman, 1985; Nowlis and Simonson, 1996). The effect of concrete attributes such as fabric, fibre content,

construction (Davis, 1985, 1987; Forsythe, 1991), brand or designer labels (Davis, 1987; Behling and Wilch, 1988; Baugh and Davis, 1989; Forsythe, 1991), country of origin (Dickerson, 1982; Sternquist and Davis, 1986; Wall and Heslop, 1986), and store image (Sternquist and Davis, 1986; Heisey, 1990) on consumers' perceptions of quality have been inconsistent. Some studies have reported an effect of the concrete attributes on consumers' perception of garment quality and others have not. For example, Dickerson (1982) and Wall and Heslop (1986) reported a strong relationship between country of origin and perceived garment quality, while Sternquist and Davis (1986) found no relationship.

The relationship between price and quality shows that consumers use price to infer quality when it is the only available attribute. When price is combined with other (usually intrinsic) attributes, the evidence is less convincing. As far back as 1972 and 1973, Lambert and Shapiro also found that price is used as a quality attribute to a greater degree when brands are unfamiliar. When perceived risk of making an unsatisfactory choice is high, consumers select higher – priced products. Jacoby, Olson, and Haddock (1971) demonstrated that under certain conditions, intrinsic attributes are more important than extrinsic attributes in shaping judgment of quality. These suggest that consumers use both extrinsic and intrinsic attributes to decide the level of quality in their buying behaviour. Jin, Park & Ryu. (2010) reported from the importance of garment evaluative attributes change due to various factors, such as acculturation level, fashion leaders, age, gender, decision making style, culture and familiarity with a product category. There is evidence of acculturation level influencing Chinese consumers' attitudes toward garment and the importance they put on products' country of origin (Shen et al., 2002).

Wang, Siu & Hui, (2004) reported that consumers utilized different product attributes based on their decision making styles and fashion conscious while hedonistic consumers were more likely to purchase imported brand, more expensive and higher quality garment products. Shoppers who were less experienced in selecting garment or who were less familiar with a product category rely more on extrinsic attributes(e.g. brand, price, country of origin, etc.) while more experienced shoppers more often utilize intrinsic attributes(e.g. fabric, comfort, style, colour, fit, durability, quality, etc.) when making a purchase decision (Rao and Monroe,1988).

In a study of how Chinese and south Korean consumers use attributes to assess the quality of garments, Price was a significant determinant to Chinese consumers whiles design was more significant to South Korean consumers (Forsythe, Kim & Petee, 1999). Chinese consumers were less experienced shoppers and less exposed to Western culture compared to South Korean consumers. Therefore it was interpreted that Chinese consumers evaluated garment products with an extrinsic attribute such as price, while South Korean consumers used an intrinsic attribute such as design for evaluation (Forsythe et al., 1999). Jacoby et al. (1971) demonstrated that intrinsic attributes were more important than extrinsic attributes in judging garment quality. Studies by Szybillo and Jacoby (1974) and Fiore and Damhorst (1992), carried out on specific garments, revealed that intrinsic attributes related to aesthetic properties important attributes. In contrast, according to Rao & Monroe, (1988), extrinsic attributes are mainly used by consumers as indicators of overall quality. Eckman et al. (1990) elicited attributes related to consumers' decisions to buy or not buy a garment. The attributes identified were related to aesthetics, usefulness, and performance and quality. Extrinsic attributes included criteria such as price, country of origin, and

brand. Jacoby, Olson, and Haddock (1971) reported that under certain conditions intrinsic attributes were more important than extrinsic attributes in shaping judgment of products. Szybillo and Jacoby (1974) and Fiore and Damhorst (1992), when studying specific garments, found intrinsic attributes related to aesthetic properties to have a substantial effect on perception of quality. Other authors have also argued that extrinsic attributes, such as the country of origin, will be especially important when consumers were evaluating products for which intrinsic information such as product quality are not known (Samiee, 1994; Nebenzah, Jaffe, & Lampert, 1997). Researchers have suggested that the number of attributes actually used by a consumer when evaluating a product is relatively small and lies somewhere in the range of three to seven attributes (Jacoby, Szybillo, & Busato-Schach, 1977).

2.8 Custom-Made Garment

Custom making is a strategy implemented in garment production that seeks to meet consumers' specific preferences and expectations (Makopo, 2014). Every custom-made garment business must identify attributes that affect consumer satisfaction and manage these variables to ensure and enhance continual consumer repurchases, loyalty and profitability of the business (Gocek and Beceren, 2012). A custom-made garment can be referred to as a garment that is made from scratch or made-to-measure (Harrop, 2010). Such a garment is measured, cut, sewn and fitted for a specific individual (Brown and Rice, 2014). It can ensure better fit and personal style than mass produced garment (Peterson and Gordon, 2001).

2.8.1 Attributes of Custom-made Garments

Knowledge of the attributes of custom-made garments is necessary for the manufacturer to satisfy his customers by meeting their needs and preferences. However, the attributes of a product that are important to the consumer and their relationship to satisfaction are seldom clear (Swan and Combs, 1976). There is even more uncertainty regarding these attributes in the case of custom-made garments, since in most instances there may be no tangible garment items for reference at the time the consumer places an order for reference. In the absence of a product for reference, consumers often find it difficult to communicate what they want (Mapoko, 2014). For the purpose of this study, the following intrinsic attributes style, fit, comfort and care and extrinsic attributes price, and brand (reputation) were discussed as relevant attributes for assessing the quality of custom-made garments.

2.8.1.1 Style of Custom-made Garments

Style is defined as the structural design of a garment (Marshall et al, 2004). According to Brannon (2000), and also North, De Vos and Kotze (2003) style can be categorized into three main groups. The first group is 'high fashion style'. This is about the style of the moment, the trend that is currently available in high street retail shop and on runways. Secondly, a 'classic' style is a look that is always available in a retail store in some form. Classic styles are usually flexible and can be worn for several occasions. Therefore a style becomes a 'classic style' when a trend persists for a long time. The third group is the causal. This style emerged from the importance of practicality and comfort for consumers. In the case of custom-made garment consumers come to the manufacturer with a style or they allow the manufacturer to provide them with a style which could be trendy, classic and casual.

2.8.1.2 Fit of Custom-made Garments

Fit can be defined as the conformance of a garment to an individual's body type or size. It is believed that one of the most important consumer needs regarding custom-made garments is that of well-fitting garments. Consumers often use garment fit as a means of evaluating the quality of the garment (Salusso-Deonier in Sieben & Chen-Yu, 1992). Zhang et al. (2002) reported that fit attributes are often considered as one of the most important evaluation criteria for garment quality. A well-fitting garment is generally shaped by personal taste, fashion trend and physical comfort. Fit is one of the primary reasons to have a custom-made garment (Koskennurmi-Sivonen and Pietarila, 2009). Garment fit has long been of interest in garment research because it is considered a crucial element of garment quality and customer satisfaction (Song & Ashdown, 2010). Due to the various characteristics of garment, many researchers such as Brown & Rice, (2001); Laing & Sleivert, (2002); Outling, (2007) have defined fit in multiple dimensions broadly as the relationship of garment to the body ,combining the visual analysis of fit and the physical evaluation of comfort. Frost (1988) noted that garment fit contains visual as well as physical satisfaction of the garments and its function on the body. Brown and Rice (2001) also defined fit as "how well the garment conforms to the three-dimensional human body". Brand, (1964); Eckman et al., (1990) and Outling, (2007) defined two dimensions of garment fit: aesthetic fit, which relates to the appearance of the garment in relation to the body, and functional fit, which relates to the comfort and performance of the garment due to the fit.

Stamper, Sharp and Connel (2003) (as cited by Klerk & Tselepis, 2007) defined a well-fitting garment as one that is comfortable to wear, has sufficient room to allow

for easy movement and is aesthetically acceptable and fashionable. While McRoberts (2005) also described a properly fit garment as one that hangs well, has no wrinkles, lies smoothly over the body' curves and feels comfortable. It is undoubtedly clear from all these discussions that for garment fit to be evaluated, the garment must be worn on the body. Therefore, a well-constructed garment can be aesthetically appealing to the eye but until this garment is worn on the body for the consumer to experience comfort in wear, it cannot be regarded to have provided good fit. A garment with good fit ought to conceal the wearer's figure faults, compliment the body and provide well-balanced proportions. One of the reasons for getting garments made is to adorn the human body. For this to be achieved however, a garment should be of the correct size, in combination with the correct body measurements in order to result in a notable fit (Tate, 2004).

Good fit, according to Klerk & Tselepis, (2007), can be determined by four main factors, namely appearance, comfort, design and fabric. Appearance is defined as the visual appeal of garment when the consumer is wearing it. Attractive garments will however not be worn if they are not comfortable. It is thus important to be able to sit, bend, walk and stretch in any garment without feeling restricted. Finally, the type of fabric employed is crucial to good fit. The same style will look and fit differently according to whether the fabric is soft or crisp. For this reason, certain fabrics are avoided when manufacturing for certain figure types. For example, a person with a rectangular body shape which makes her slimmer should avoid fabrics such as lycra which will reduce the chances to hide body faults. Consumers should rather choose cotton or linen since they add volume to the body. Fit is worse when the garment is

too big and also when the garment is too small along a particular dimension (Ashdown, 1995).

Garment fit problems can be costly and frustrating for both the manufacturers and consumers. When a garment is ill-fitting, the consumer is dissatisfied, irrespective of the quality of the fabric, workmanship or garment style (Winks, 1997). Consumers also benefit from a better fit by having to make fewer alterations on their garment (Tamburrino, 1992). A garment's design can influence its fit, which in turn can influence its comfort. However, fit can also be aesthetic. For example, fit which is comfortable for movement is functional, while a "sexy fit" is aesthetic. Therefore, good fit in the eye of the consumer is subjective but crucial to consumer satisfaction (Brown and Rice, 2014).

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2.8.1.3 Comfort of Custom-made Garments

One of the most important aspects of any garment is comfort and it is very difficult to define because of its complex nature (Tsang, 2013). Comfort refers to how the body interacts with the garment and the way the textile conducts heat, air and moisture from the body and the environment (Kadolph, 2010). A garment comfort is a very complex subjective perception, which is related to interactions between fabrics, climate, physiological and psychological variables, which varies from person to person (Hu, Siu, Wang & Chang, 2006). Fris (1997) stated that garment comfort results from a balanced process of heat exchange between the wearer, the environment and garment, specifically the ability of a garment to convey heat and moisture from the skin to the environment. However, Slater (1985) defined garment comfort as a pleasant state arising out of physiological, psychological and physical

harmony between a human being and the environment. Generally, garment comfort is classified into three broad categories of aesthetic, thermo-physiological and tactile comfort (Yoon, 1984). Aesthetic appeal or psychological comfort is mainly based on subjective feelings and fashion trends that influence customer preferences. On the other hand, thermo physiological comfort relates to the ability of the fabric to maintain thermal equilibrium between the human body and the environment.

Several factors come into play with regard to garment comfort. Nonetheless, when producing custom-made garments, the designer does not have much control over the fibre content as well as the choice of fabric by the consumer. The choice of appropriate constructional techniques in ensuring good garment comfort is however within the domain of the designer. In related studies, Wong and Li (2002) found that comfort and garment fit were the two most important attributes of sportswear among 10 different attributes examined. Kadolph, (2010) reported that 80% of women and 83% of men in USA selected comfort as the top attribute they seek in garment products. Again, Fujiwara, Park and Tokoro (1994) examined consumer perception of garment quality and found that the intrinsic attributes of garments like workmanship in sewing, physiological comfort, usefulness, physical and chemical properties play an important role in the quality assessment process for a garment. Therefore, the properties of garment comfort play important roles in the modern market, and significantly influence the competitiveness of individual garment manufacture (Hu et al, 2006). Persons involved with textile and garment making have to perceive and link innovations into craftsmanship in designing. The requirements for the fit of garment may mean the balance of different properties of stretch, drape, smoothness, etc. for

different end uses and then get desired comfort as well as aesthetic appeal in the garments (Kadolph, 2010).

2.8.1.4 Ease of maintenance (Care) of Custom-made Garments

Care involves the treatment required to maintain a textile product's original appearance (Kadolph, 2010). During care, it is envisaged whether the garment will fade, bleed, or distort and whether there will be yarn slippage. Assessment of ease of maintenance of a garment can be based on its care instruction. However custom-made garments usually lack care instruction labels (Koskennurmi-Sivonen and Pietarila (2009), making it more difficult for the consumer to perceive future performance of the garment when in use.

2.8.1.5 Price of Custom-made Garments

Price is classified as an extrinsic attribute, since it does not form part of the actual product but still plays a significant role in the consumer's mind when making a purchasing decision. Price can be defined as something that a consumer 'gives up or sacrifices' to obtain a product (Zeithaml, 1988). According to Eckman, Damhorst & Kadolph (1990), brand and price are the extrinsic attributes that are most frequently used by consumers when assessing a garment.

Gajanana, Sreenivasa & Sudha, (2002) reported that consumers compared the quality and prices available to them before purchasing a product. When they decided to make a purchase, they were most likely to buy the product that gave them the largest consumer surplus. This is the difference between what they were willing to pay and the price charged by the retailer (Gajanan et al., 2002). For custom-made garments,

the manufacturer and the consumer agree on the price before the process of making the garment begins. Price is determine by style of the garment, accessories to be used, amount of work, the time needed, professional skill quality and reputation of the manufacturer (Koskennurmi-Sivonen and Pietarila, 2009).

2.8.1.6 Brand (Reputation) of Custom-made Garments

A brand has the ability to produce an emotional and psychological attachment with consumers and a financial gain for the brand owner (Okonkwo, 2007). The demand for garment with brand names has increased in the past decade (Huddleston & Cassil, 1990). A deeper understanding of consumers' motivations and preferences with regard to brands is required if manufacturers are to produce garments that will appeal to consumers.

Manufacturers of custom-made garments seldom, if ever, develop recognizable brands or advertise broadly (Koskennurmi-Sivonen and Pietarila, 2009). Consumers are thus left with more informal and random information. Reputation then is the secondary medium of assessing a prospective product (Koskennurmi-Sivonen and Pietarila, 2009). Reputation may be gained through fashion shows or exhibitions (which are the most expensive and unlikely media today) promotional letters or other forms of offered information, the location of the enterprise (with a show window), signs of professional affiliations, or a portfolio. Evidence shows, however, that reputation is more often and even more effectively based on existing customized garment (not made for show), stories told, and media coverage, whenever it is available (Koskennurmi-Sivonen and Pietarila, 2009). To a potential consumer the ingredients of reputation are recommendations. They form a promise of quality, and

encouragement for a contact with a certain manufacturer. When consumers know the reputation of a manufacturer they may pursue the particular manufacturer because of his/her reputation as one that produces quality garment.

2.8.1.7 Serviceability of Custom-made Garments

Serviceability is about speed, courtesy, competence, and ease of repair. Consumers are concerned not only about product failure but also about service appointments, timeliness, and dealing with service personnel among (Koskennurmi-Sivonen and Pietarila, 2009). It is also about the quality of service a consumer gets from a manufacturer. Part of the service features can be assessed objectively, part of them subjectively. Service quality concerns how consumers interact with a business (Ghylin et al., 2008) and the manner in which a service is delivered (Sasser, Olsen, & Wyckoff, 1978). Service represents an important area of study since the process or manner of service delivery has been cited as a primary problem area for manufacturers. Shostack (1985) points out that since service encounters are the consumer's main source of information for conclusions regarding quality and service differentiation, no marketer can afford to leave the service encounter to chance. As a customized garment is often made to suit the request of the consumer, service demands special attention so that the best quality can be achieved.

2.8.2 Evaluation of the Quality of Custom-Made Garment

Koskennurmi-Sivonen and Pietarila (2009) proposed that an assessment of the quality of custom-made garments occurs in three phases, which are before ordering the garment, during the designing and construction processes and finally during use and storage.

2.8.2.1 Evaluation of Custom-Made Garment before Ordering

Due to the absence of a garment, expectation of the product's quality could be more complex. The customer has no information about the garment. Reputation of the manufacturer is one of the primary contributors to perceived quality and it seems to be highly relevant when evaluating something that does not exist (Koskennurmi-Sivonen and Pietarila, 2009). Reputation is more effectively based on existing custom-made garment made for other consumers, as well as experiences shared by other consumers who have gotten a garment to be made for them by a particular manufacturer. Reputation can therefore be regarded as a promise of quality (Koskennurmi-Sivonen and Pietarila, 2009). However, many upcoming manufacturers of custom-made garments in Africa lack reputation as they mostly operate informally without even properly advertising their businesses (Mapoko, 2014). The fact that proper evaluation of the garment's quality is difficult at this stage, can lead to consumer dissatisfaction with the garment during use, when the consumer realizes that the outcome does not match his/her expectations (Mapoko, 2014).

2.8.2.2 Evaluation of Custom-Made Garment during the Designing and Construction Process

During the designing and construction of the custom-made garments, certain techniques are used to develop style, fit and other features to obtain fitness for use. The consumer should be able to communicate his/her needs to the designer who will turn the needs into suitable garments for the consumer in order to enhance satisfaction during use and care (Mapoko, 2014). During designing and construction the consumer also evaluates the interaction, information and confidence of the designer (Koskennurmi and Pietarila, 2009). These will signal to the consumer if the

manufacturer has understood what he/she wants and if the manufacturer would be capable of producing the garment with the consumer specific requirements.

2.8.2.3 Evaluation of Custom-Made Garment during Use and Care

During use and care, a consumer's evaluation of quality is determined by the garment's performance. Attributes related to functional performance such as comfort, care, fit, durability, aesthetics and appearance retention become significant in determining quality (Koskennurmi-Sivonen and Pietarila, 2009). Proper judgment of the quality performance and satisfaction of a garment only occurs after purchase and when the product is in use Abraham-Murali and Littrel, 1995; Erasmus and Donoghue, 1998; Kinkade et al., 1998). Thus it can be assumed that, because no tangible garment existed before ordering the custom-made garments, consumer dissatisfaction will be more pronounced with custom-made garment than with ready-to-wear garment during use and care.

2.9 Consumer Satisfaction with Garment

Woodside, Frey & Daly, (1989) believed that the most important factor that influences the behaviour of the customer is customer satisfaction. Fornell (1992) believed that the overall perception can be directly predicted by customer satisfaction; it is the asset of the company that can attract repeated consumer behaviour and therefore customer satisfaction can definitely be used as an economic benefit index. Anderson, Fornell & Lehmann (1994) believed that the total experience of the customer in purchasing services and products is reflected in customer satisfaction and that it is an overall evaluation constructed over a period of time. Customer satisfaction is the individual consumer's perception of the performance of the product or service

in relation to his or her expectations (Armstrong & Kotler, 2010; Schiffman &Kanuk, 2010). Oliver (1996) opined that satisfaction is the customer's fulfilment response. It is a judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment. Zeithaml et al. (2009) argue that failure to meet customer needs is assumed to result in dissatisfaction with the product of service. In today's competitive market where companies are becoming similar with its offerings and range of products it is crucial that they provide a differentiation through the delivery channel or product itself. Nevertheless to achieve the desired competitiveness companies would try to over deliver to its promises and that will take place when total product performance exceeds expectations of a given consumer which then may result in high satisfaction. Hoyer and MacInnis (2001) noticed that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight.

Satisfied customers will repeat the purchase, probably be brand loyal, and convey positive word-of-mouth advertising, and all these will enhance sales (Almossawi, 2012). A customer's satisfaction may also be associated with feelings of ambivalence when there is a mix of positive and negative experiences associated with the product or service (Zeithaml et al., 2009). According to Schneider and Bowen (1999), most customers range from moderately dissatisfied to moderately satisfied and it is most likely that with additional factors, like: better price or more convenient store location the customer will eventually become more satisfied. Customers' satisfaction and experience need to be continually enhanced, and even then it is often not enough to retain them because even satisfied customers are not always loyal. Heskett et al. (2008) are of the opinion that the relationship between scores and loyalty depend on

whether customers are “very satisfied” or only “satisfied” with the product or service. Customers being “very satisfied” are five (5) times more likely to repurchase.

From manufacturers' and retailers' perspective, the study of consumer satisfaction is important, since garment purchases make up a substantial portion of household budgets and are frequent sources of problems (Francis & Dickey, 1984). Based on figures reported in the 1978 Consumer Expenditure Survey (cited in Francis & Dickey, 1984), dresses alone accounted for about 20% of women’s garment expenditures. The study of consumer satisfaction is important from a consumer perspective as well, since many consumer problems go unvoiced, and dissatisfactory aspects are often associated with otherwise satisfactory purchases (Best & Andreasen, 1976; Swan & Combs, 1976). Therefore, a better understanding of garment satisfaction is needed.

As far back as in the 1950’s the following studies were conducted. Even though very old, they emphasise the need for the current study which will provide new information on consumer satisfaction with garment. Day, 1977; Wall, Dickey, & Talarzyk, 1978, Lowe & Dunsing, 1981 investigated product attributes associated with consumers' satisfaction/dissatisfaction of their garment purchases. The results indicated that care and performance of garment had been the most frequent sources of problems with garments obtained (Bessom, 1964; Rogers, 1967; Sproles & Geistfeld, 1978; Wall, Dickey, & Talarzyk, 1978). Durability (Bessom, 1964; Seidel, 1977; Sproles & Geistfeld, 1978) and construction quality (Bessom, 1964; Best & Andreasen, 1976; Sproles & Geistfeld, 1978) had also been reported as frequent sources of consumers' dissatisfaction. Problems associated with achieving proper garment fit and various

styling options in garment purchases were reported by Rogers, 1967; Good, 1972; Best & Andreasen, 1976; ; Seidel, 1977; Sproles & Geistfeld, 1978; Labat, 1987; Kang-Park, 1991. Price has been reported as a problem only when income and value received were considered, but it has not been shown as a major source of dissatisfaction (Bessom, 1964; Best & Andreasen, 1976; Seidel, 1977). Swan and Combs (1976) investigated consumers' satisfaction in relation to instrumental and expressive outcomes of their garment purchases. Instrumental outcomes included references to the physical product, such as durability, construction, and good or poor fit. Expressive outcomes included references to performance dimensions other than the physical product, such as styling, responses of other people to the item, comfort, and colour. They also indicated that instrumental failures were usually related to dissatisfactory items, while satisfactory items were related to both expressive and instrumental outcomes. Swan and Combs (1976) suggested that instrumental requirements needed to be fulfilled prior to satisfaction occurred. Besides, expectation of product performance should be met at the same level in order to bring consumer satisfaction. Maddox (1981) replicated the Swan and Combs' study using a larger and more heterogeneous sample. Maddox noted that lack of an expressive attribute might reduce satisfaction, but it was not directly related to dissatisfaction.

Wright and Francis (1988) examined career women's satisfaction with current career dress to determine if they were willing to trade off styling options, shopping time, and money for additional sizing options. The results indicated that the more satisfied career women were with the garment, the less likely they spent additional time and money to get more sizing options and also as the frequency of fit problems increased, their level of satisfaction decreased. Francis and Davis (1989) investigated the effects

of mother-daughter socialization and selected garment attitudes on garment satisfaction. They found that high fashion involvement and high wardrobe management were positively correlated with a consumer's overall garment satisfaction. However, a relationship between socialization differences and garment satisfaction was not found.

Kang-Park (1991) indicated that the investigation of consumer satisfaction with regard to outcome or product performance, while an understanding of consumer satisfaction at other stages of the consumer decision process was important. Today's consumers are well aware of what they need and want. If consumers are not satisfied with the current market offering in terms of styling options, size assortment, and fit, it is conceivable that purchase will not be reached. Therefore, marketers should pay attention in developing and improving products that can satisfy their consumers' needs and wants, as well as in achieving post-purchase satisfaction with outcome or product performance. Only when consumer satisfaction at all stages of the decision process is understood can marketers produce the products that are wanted, would sell them in the way preferred and meet consumers' needs with the level of product performance desired (Kang-Park, 1991).

2.10 Theoretical Perspectives and Conceptual Framework for the study

The Expectancy Disconfirmation Theory and Cognitive Appraisal Theory were used as relevant theoretical perspectives for the study because literature suggests that these theories help to better understand the principles behind a study of this nature (Makopo, 2014).

2.10.1 The Expectancy Disconfirmation Theory

The Expectancy Disconfirmation Theory (Churchill & Suprenant, 1982) suggests that consumers form satisfaction judgments by evaluating actual product/service. This theory has widely been used (Makopo, 2014; Coelho, 2016) to explain how consumers reach satisfaction/dissatisfaction decisions (Churchill & Suprenant, 1982). An explanation of the theory from a marketing context is that consumer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product or service (Sattari, 2007). The theory is illustrated in Figure 2.1

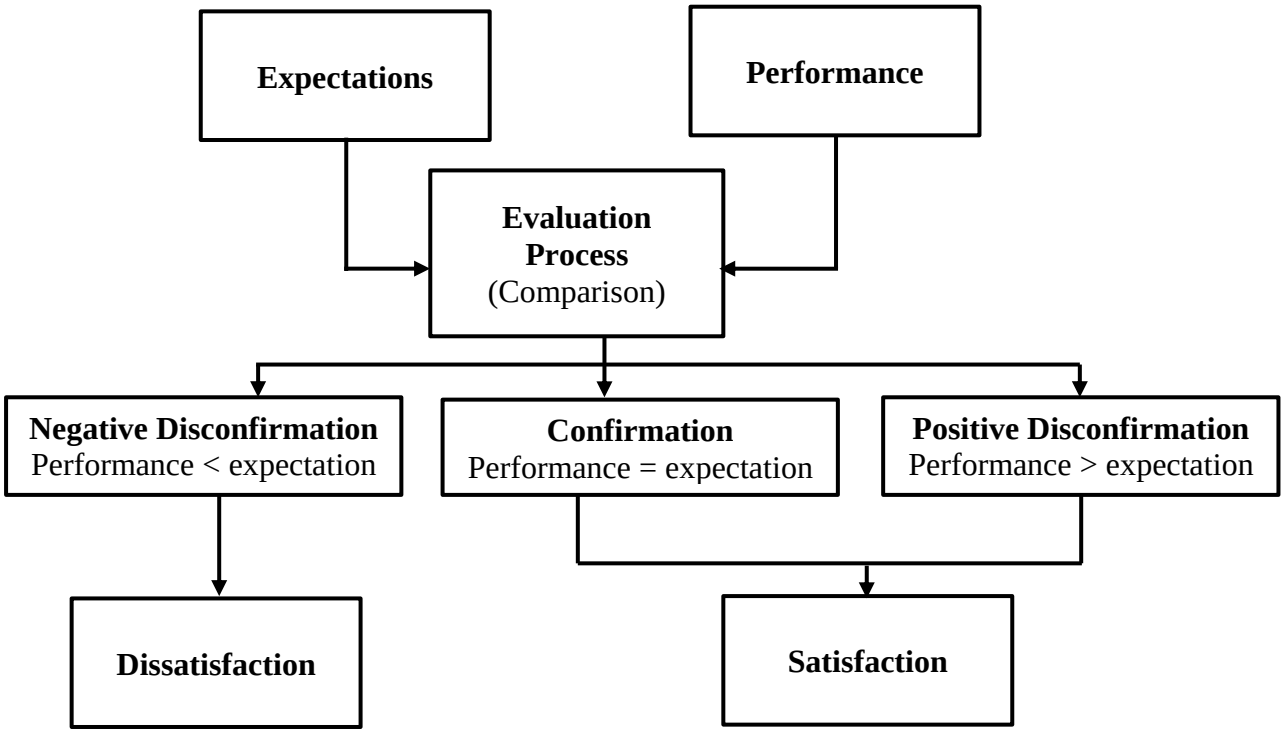

Figure 2.1: Expectancy Disconfirmation Theory
Source: Churchill & Suprenant, (1982)

According to Churchhill and Suprenant (1982), the expectancy disconfirmation theory has four related constructs, namely customer expectations, product performance, confirmation, and customer satisfaction/dissatisfaction.

Expectations are a set of beliefs held by users about a product's perceived level of performance (Sattari, 2007; Gocek & Berecen, 2012). Consumers usually form expectations about the anticipated performance of products prior to purchasing or ordering (Sattari, 2007; Donoghue & De Klerk, 2009), and acquire products with specific physical features that they believe will fulfil their expectations with regard to performance. Laufer (2002), suggested that consumers may use multiple types of expectations when forming opinions about a product's anticipated performance, which can relate to the product's functional performance, symbolic meaning and the consumer's emotional needs.

While using the product, consumers reach satisfactory decisions by comparing their prior expectations about how the product should perform with the perceived product performance, and note whether there is a difference (Laufer, 2002; Donoghue & De Klerk, 2009; Wang, 2012). Whenever there is a discrepancy between prior expectations and actual performance, disconfirmation arises, which is presumably, according to Churchill and Suprenant (1982), the dominant variable in the central position of the theory. An individual's expectations are confirmed when the product performs as expected, negatively disconfirmed when the product performs poorly than expected, and positively disconfirmed when the product performs better than expected (Dubrovski, 2001; Sattari, 2007). Whereas some researchers, such as Swan and Combs (1976), believe that confirmation and positive disconfirmation result in satisfaction, other researchers, such as Day (1984) and Westbrook (1987), are of the opinion that confirmation leads to indifference (neutral situation), where the outcome obtained exactly meets the expected outcome. This implies that the consumer is neither satisfied nor dissatisfied.

The theory suggests that satisfaction/dissatisfaction is not only generated by the direction of the gap between prior expectations and perceived performance, but also by the intensity of the disconfirmation effect (Sattari, 2007). Consumers tend to express a great feeling of satisfaction when performance significantly exceeds expectations. Sattari (2007) refers to this feeling as delight. Compared to consumer satisfaction, consumer delight is a much stronger, positive emotional state of consumer engagement, which happens when consumers experience a mixture of surprise and happiness because of a product that is not only satisfying, but provides unanticipated satisfaction (Oliver, Rust & Varki,1997; Torres & Kline, 2006). In order to exceed consumer expectations, a business should identify the product dimensions (such as style, fit etc. in the case of custom-made garment) that have more than proportional influence on consumer satisfaction, and be able to separate them from those that are an absolute must in the eyes of the consumer. This could be challenging for the small custom-made garment manufacturer, as in most cases there is initially no product that consumers can evaluate and against which they can compare their expectations.

2.10.2 Cognitive Appraisal Theory

Cognitive Appraisal Theory is defined by Folkman et al., (1986) as a process through which an individual evaluates whether a particular encounter with the environment is significant to his/her personal wellbeing, and if so, in what way. Lazarus & Lazarus (1994) popularised the cognitive appraisal theory while studying consumption emotions and their impact on post-purchase behaviours. The cognitive appraisal theory has also been widely used for a better understanding of the role of specific emotions on post-consumption behaviour. This is so because it offers a more in-depth

approach to explain the subtle distinctions of emotions (Watson & Spence, 2007; Wang, 2012). The notion behind the cognitive appraisal approach is that the consumer is always active in finding the meanings of events in the environment. Lazarus (1991) stressed the importance of cognitive appraisal in guiding individuals to grasp the significance of what is happening in their encounters with the environment, and in choosing among alternative values and courses of action. According to Lazarus (1991), an emotion is thus always a response to cognitive activity, which generates meaning. For an emotion to be aroused, the event must be appraised as affecting a person in some way, or the person must have a personal stake in it (Bougie, Pieters, & Zeelenberg,, 2003; Watson & Spence, 2007).

Therefore, the mere recognition that an individual has something to gain or lose generates an emotion (Mapoko, 2014). An appraisal takes place in two phases, namely, primary and secondary appraisals. The two appraisal phases converge to determine whether the person–environment transaction is regarded as significant for wellbeing (Lazarus & Lazarus, 1994). During primary appraisal, the individual evaluates whether he/she has anything at stake in a specific encounter. During secondary appraisal, the individual evaluates whether anything can be done to overcome or prevent harm. Secondary appraisal again involves consumers' assessment of their ability to cope with market place problem by evaluating various coping options. The secondary appraisal process takes into account blame attribution for the incident, evaluation of one's own coping potential, and assessment of what might happen in the future. Attribution of blame for the incident (knowing who is responsible) is a necessary process of secondary appraisal.

Attribution is therefore about who is responsible for the given situation and who or what had control over the stimulus event (Watson & Spence, 2007; Demir, Desmet & Hekkert, 2009). While attempting to explain the causes of disconfirmation, consumers may attribute the causes to external factors, situational factors or internal factors. This dimension of attribution, which involves attributing product performance failure either to something within the person or to an outside agent such as the manufacturer, is referred to as locus of control (Laufer, 2002). Specific emotions resulting from cognitive appraisals therefore vary according to the attribution of responsibility for the stressful situation. A consumer who is dissatisfied, while attributing blame to himself/herself, will therefore react differently from one who is dissatisfied and blames the manufacturer or the circumstances (Soscia, 2007).

When a consumer appraises a dissatisfying and stressful market encounter as harmful for his/her personal wellbeing, negative emotions such as anger and sadness could be triggered. This will leave the individual in a state of disequilibrium, which will require him/her to engage in one or more coping strategies in order to return to a normal state. Coping refers to the psychological and behavioural efforts undertaken by the individual to manage the demands of a stressful emotion-evoking event (Nyer, 1997). It involves what individuals do and think in an effort to manage stress and the emotions associated with it (Lazarus & Lazarus, 1994). Two major functions of coping are to regulate stressful emotions and to alter the troubled person–environment relationship causing the distress. During the process of coping, individuals engage in some post-purchasing behaviours, identified as coping strategies (Lazarus & Lazarus, 1994; Soscia, 2007; Watson & Spence, 2007), or in a purchasing process also seen as complaint behaviour.

According to Day and Landon's (1977), three major coping strategies are available to consumers who are in the end dissatisfied with a product. These are private and public actions, or no action. Thus, consumers may engage in private action (warning family and friends) and/or in public action such as seeking redress, or refrain from taking action by rationalising and forgetting about the unfortunate experience (Crié, 2003). Many factors, such as product-specific variables, redress environment variables and consumer-related variables, influence dissatisfied consumers' decisions whether to engage in specific complaint action or no action (Donoghue & De Klerk, 2009; Tronvoll, 2011). Direct complaining may, in the case of a small business, pose more of a challenge for the consumer with low coping potential, as it usually involves confronting the owner directly. However, Melville (2014) as cited in Makopo, de Klerk & Donghue (2016) indicated that small businesses that are able to master complaint handling stand to gain. Such small businesses that are able to resolve consumer complaints satisfactorily benefit from increased loyalty.

2.11 Conceptual Framework

With the theoretical perspectives in mind, a conceptual framework was developed to guide the study. The theoretical perspectives are combined to build the conceptual framework for the study as indicated in Figure 2

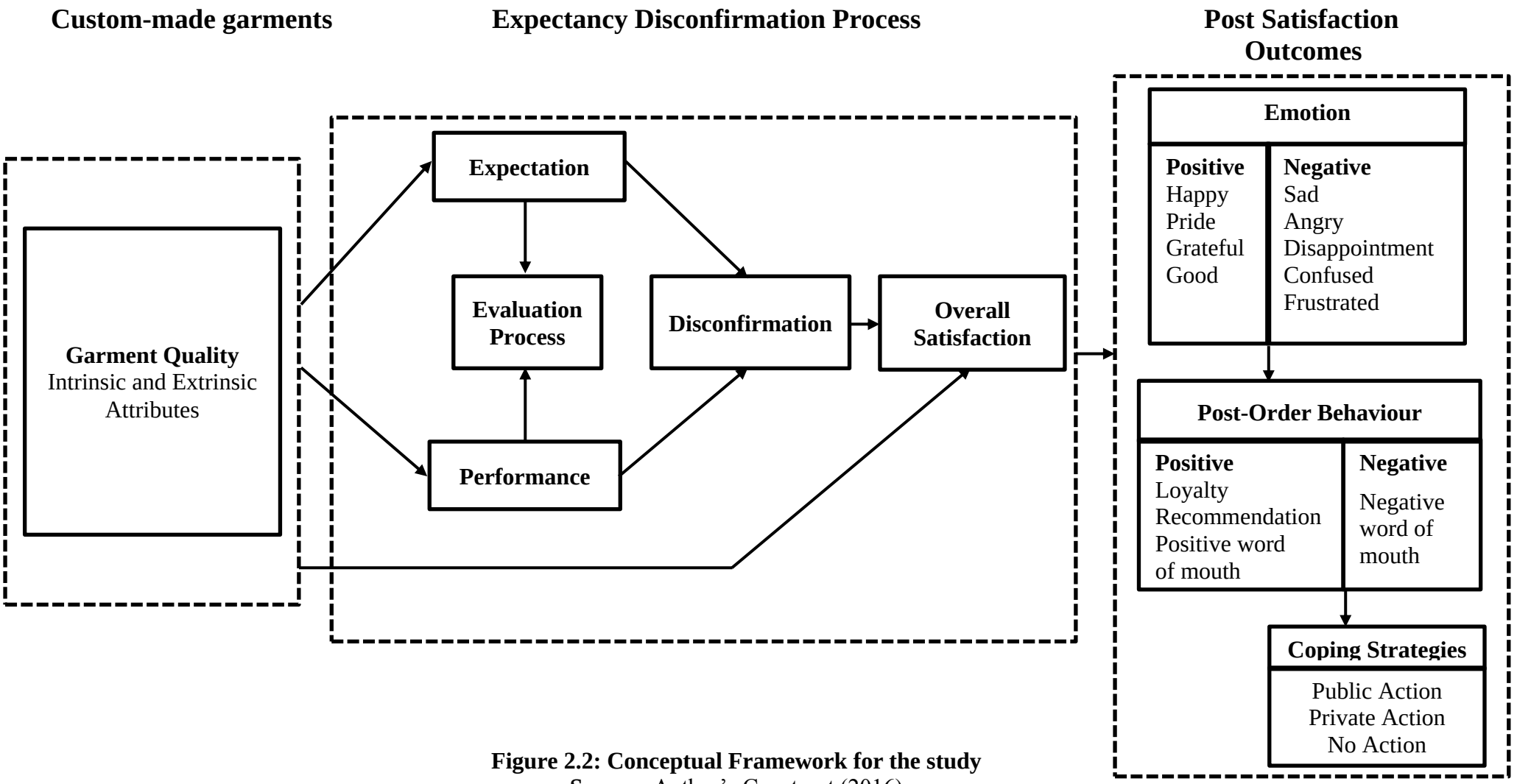

Figure 2.2: Conceptual Framework for the study
Source: Author's Construct (2016)

Consumers have different needs and wants. The goods that satisfy their preferences are the ones they regard as having the highest quality. Garment quality refers to a garment that satisfies the needs and wants of a consumer. How consumers value intrinsic and extrinsic attributes of a garment determines its quality. A consumer before ordering a custom-made garment may have expectations on some garment attributes. However evaluation of quality is difficult because in some cases no tangible garment product exists yet and consumers have to fall on reputation and recommendations. Thus proper evaluation of the garment would take place during use and care. It is only then that the consumer can judge the between their expectations and actual performance of the garment. The result of the comparison could lead to satisfaction/dissatisfaction with the custom-made garment. When performance equals expectation or performance exceeds expectation, it leads to consumer satisfaction. Consumers become dissatisfied when performance does not meet expectation.

Consumers are always active in finding the meaning of events that happen around them. Following a satisfactory or dissatisfactory market encounter, a consumer usually appraises its significance. Positive emotions that are usually evoked such as happy, pride, good will depend on whom praise is attributed. Positive emotions could lead to positive word-of-mouth about the business and consumer loyalty towards the business. Negative emotions such as shame, guilt, sadness, anger or frustration are usually evoked when consumers have a dissatisfying encounter. These emotions will require the consumer to engage in one or a combination of the post-order behaviour. The choice of the post-order behaviour depends on the degree of significance of the event to the individual's well-being and the type of emotion experienced. Consumers

who experience negative post-order behaviour engage in some coping strategies to deal with the experience.

2.12 Summary of Review

Chapter two focused on describing and clarifying all the important concepts for this study, and provided an overview of the literature relevant to the topic under investigation. As can be gathered from the information presented in this chapter, there is a vast amount of literature on product quality and the role of product attributes in the decision-making process of consumers. The process of establishing quality standards for garment considers the needs and expectations of consumers. A variety of attributes contribute to perceptions of quality of a garment. Attributes which make up garments, such as fabric, style, and complexity of construction determine the level of quality. At the time of acquiring a garment, these attributes play an important role as indicators of the future performance of the product. However, as the product is being used consumers are able to assess the actual performance. It is these judgments that affect consumers' intentions to purchase or not to purchase the product in the future. When a consumers needs and expectation are met they become satisfied and when expectations are not met consumers may become dissatisfied.

That being said, however, few empirical studies have been conducted to highlight the importance of the evaluation of the quality of custom-made garments. Although limited evidence exists, the literature presented in this review, together with the theoretical perspective, provide further insights and the basis for the conceptual framework that was used for this study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The plan or strategy used by a researcher to conduct research is known as a research design (Flynn & Foster, 2009). It is also the plan and structure of investigation so conceived as to obtain answers to research questions (Cooper & Schindler, 2014). Additionally, research design expresses both structure of the research problem, framework, organisation, or configuration of the relationships among variables of a study and the plan of investigation used (Flynn and Foster, 2009). For the purpose of this study, a cross sectional design with a mixed method (Quantitative and Qualitative Methodology) approach was used. A cross sectional design is a research design in which a sample of a population is assessed, data collected or variables measured at one point in time (Creswell, 2014) and allows for examining multiple factors and multiple outcomes in one single study (Punch, 2006). These benefits make it suitable for this study since the study was to explore the relationships and correlations between variables. Another strength of cross-sectional studies is that if they are based on a representative sample of the population, their results can be generalized to the overall population from which the sample came (Flynn and Foster, 2009). Thus the results of the study can be generalised to the entire population since the sample was representative of the population.

The mixed method approach is a methodology for conducting research that involves collecting, analyzing, and integrating quantitative and qualitative research in a single study (Creswell, 2014). The purpose of this form of research is that both qualitative and quantitative research together provide a better understanding of a research

problem or issue than either research approach alone (Creswell, 2014). Recognizing that all methods have limitations, researchers felt that biases inherent in any single method could be neutralized by using mixed methods. Whereas quantitative research methods provide breadth, qualitative methods provide depth, and mixed method research can provide both (Foss & Ellefsen, 2002). Although mixed methods can be complex, time-consuming and require more resources to undertake, it helps to provide a more complete and comprehensive understanding of the research problem than when one approach is used (Creswell, 2014).

In terms of the quantitative method in this study, a questionnaire survey was done to ascertain consumers' expectation and satisfaction/dissatisfaction with the quality of custom-made garments. In the qualitative part of this study, focus group discussions were used to identify attributes consumers used to assess the quality of custom-made garments and in-depth interviews with MSEs manufacturers were used to find out strategies manufacturers were using to ensure consumers quality needs were achieved. These gave a more in-depth understanding on consumers' evaluation of the quality of custom-made garments produced by MSEs manufacturers which was difficult to do with quantitative and qualitative methods alone.

3.2 Study Location

The study was carried out in the Sekondi-Takoradi Metropolis, a District in the Western Region of Ghana. Sekondi-Takoradi is a city comprising the twin cities of Sekondi and Takoradi. It is the capital of the Western Region of Ghana. It is located at the south-eastern part of the region. The Metro is bounded to the North by Mpohor-Wassa East District, to the South by the Gulf of Guinea, West by Ahanta West

District and to the East by Shama District. It has a total land area of 49.78 km². The metropolis is located on the west coast; about 280km west of Accra and 130km east of La Cote D'voire.

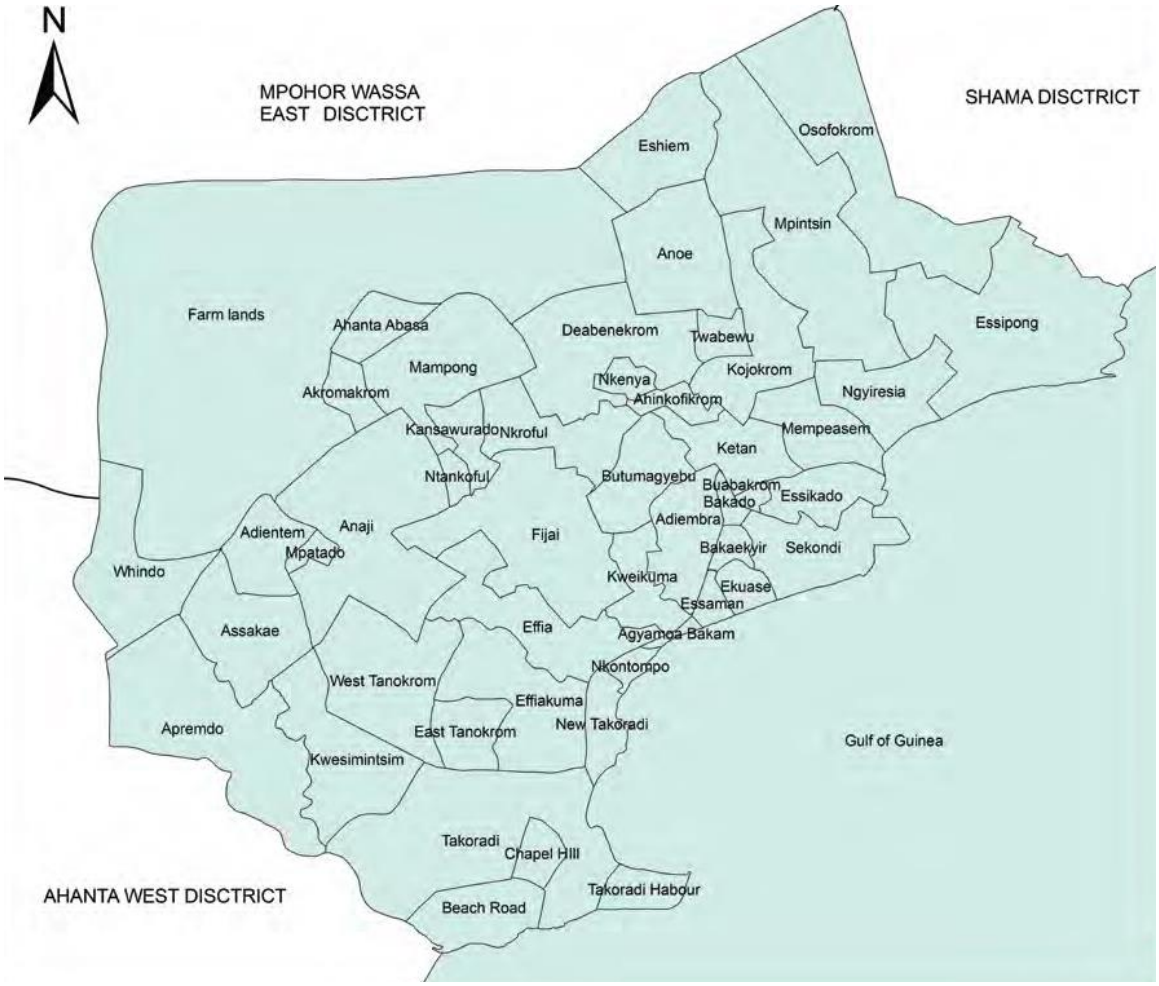

Figure 3. 1: The Map of the Sekondi-Takoradi Metropolitan Area (District)
Source: CHF International (2010)

Sekondi-Takoradi is the region's largest city and an industrial and commercial centre, with a population of 559,548 people (Ghana Statistical Service, 2014). The population of the Metropolis is youthful. Additionally, about 63.9% of the population aged 15 years and older are economically active with 86% employed (Ghana Statistical Service, 2014). This means they are likely to have money to order or buy garments

which is an essential item for every human being. This location was also selected because it had a large cluster of micro and small enterprises.

3.3 Target Population

The study population consisted of three groups. These were:

1. Group A: Female consumers who regularly sewed custom-made garments. This group of consumers were used for the Focus Group Discussion.

2. Group B: Female consumers who also regularly sewed custom-made garments. This group of consumers were used for the questionnaire survey. Consumers who took part in the focus group discussions were excluded from the population for the questionnaire survey.

3. Group C: MSEs manufacturers of custom-made garments.

3.3.1 Groups A and B: Consumers of Custom-Made Garments

The population of customers for the study were female consumers of the various MSEs manufacturers of custom-made garments. Females were chosen because they were mainly responsible for garment purchases (Chea, 2011) and they viewed garment as more than just a basic necessity that conceals and affords warmth to the body (Kasambala, 2013). According to the Ghana Statistical Service's 2010 Population and Housing Census, the Sekondi-Takoradi Metropolis had a working population of 110,787 which included public, private informal, semi-public, NGOs and International organizations sectors (Ghana Statistical Service, 2014). Consumers selected from the various sectors of the working population were used for the study because they earned an income and thus could afford to acquire custom-made garments. Additionally it was easy to contact them at their workplaces.

Consumers were selected for both focus group discussions and questionnaire survey from this population. Consumers that took part in the study provided information on their expectations and satisfaction/dissatisfaction with custom-made garments, emotions they felt after being satisfied/dissatisfied and coping strategies they resorted to when they were dissatisfied.

3.3.2 Group C: MSEs manufacturers of Custom-made Garments

Available information at the Business Advisory Unit of National Board for Small Scale Industries in Takoradi indicated that there are three Tailors and Dressmakers Associations in the Western Region. These are the Ghana National Tailors and Dressmakers Association (GNTDA) Western Region Branch, Garment Makers Association (GMA) and the Progressive Tailors and Dressmakers Association (PTDA). Manufacturers from these associations were selected for the study. The total population of manufacturers from the three (3) associations was 384. These manufacturers provided the researcher with information on garment quality and methods they use in identifying and satisfying their customers (consumers).

3.4 Sample and Sampling Procedure

Sampling is the process of selecting a sufficient number of elements called sample from a given population in such a way that by studying the sample, and by understanding the properties or characteristics of the sample subjects, it would be possible to generalise the properties or characteristics of the population (Cavana, Delahaye & Sekaran, 2001). A sample is thus the segment of the population that is selected for investigation (Bryman & Bell, 2011).

3.4.1 Sample Size for the three (3) groups

3.4.1.1 Group A: Participants for Focus Group Discussions

According to Neuman, (2011), the number of participants in each focus group discussion session should be fewer than eight (8) and not more than nine (9). Thus a total of 28 consumers participated in the four (4) focus groups. The mean size for each focus group was seven (7) persons.

3.4.1.2 Group B: Respondents for Questionnaire

The sample size of the consumers for the questionnaire was 382. This was determined based on Krejcie & Morgan's (1970) sample size calculation which is the same as using the Krejcie & Morgan's (1970) sample size Determination Table. The sample size determination table (Refer to Appendix G) is derived from the sample size calculation.

From the Krejcie and Morgan's sample size determination table (Refer to Appendix G), when the population is between 75000 and 99,000 a sample size of 382 is representative of the population. Additionally, many researchers commonly add 10% to the sample size to compensate for persons that the researcher might be unable to contact and also to cater for non-response (Israel, 1992). Thus 10% (38) was added to the sample to cater for non-response.

3.4.1.3 Group C: MSEs manufacturers of Custom-made Garments

Miles & Huberman (1994) stated that the samples for qualitative research are normally small and tend to be purposive rather than random. The sample size could not be specified before the data collection might begin but would evolve as the field

work progressed. Thus the sample size for this study was not determined initially but as the data collection proceeded the number of respondents was reached at the saturation point when there was no new information. In this current study the point of saturation was reached by the time 36 interviews were conducted. Thus the sample size of MSEs manufacturers of custom-made garments that were used in the study was 36.

3.4.2 Sampling Procedures

3.4.2.1 Sampling Procedure for Group A: Participants for Focus Group Discussions

Consumers were selected using convenience sampling. The criteria for being part of the focus group discussions were gender (female), age (above 18years), availability of participant and willingness to take part in the discussions. Participants should have sewn a custom-made garment from an MSE's garment manufacturer.

3.4.2.2 Sampling Procedure Group B: Respondents for Questionnaire

The Multi Stage Sampling Technique was used to select consumers of custom-made garments for answering the questionnaire. It involved the division of the population into groups or clusters, and then the sample was drawn at random within the selected units in the clusters (Creswell, 2014). Multistage sampling was used because a complete list of all members of the population was not available and so it was not feasible to generate a list frame and sample from all. The sample for the study was obtained using multistage sampling with two stages consisting of Stratified Random and Convenience sampling techniques.

First Level Sampling: Procedure for selecting sample size of working population from each stratum (sector) identified.

Stratified Random Sampling technique was used to select 382 consumers of custom-made garments from the working population of the Sekondi-Takoradi metropolis. Stratified random sampling was used to ensure that each subgroup in the population was adequately represented (Hayes, 2019). This would effectively make it possible to generalize the findings of the research study to the whole population. There were five (5) strata (sectors) and each stratum had a different population size as deduced from Ghana Statistical Service (2014).

The sample from each sector was obtained by using the formula:

$$\frac{\text{Number of workers in each sector}}{\text{Total Number of working population}} \times \text{Sample Size} = \text{Sample}$$

Thus $\frac{10{,}787}{110{,}752} \times 382 = 37.2 = \mathbf{37}$

Therefore the sample size for the first strata was 37. The same procedure was used to obtain the sample size for the rest of the strata. The list of employment sectors and the number of participants sampled from each sector is shown in Table 3.1.

Table 3.1: Sample Size for each of the Employment Sectors

Employment Sector	Number	Sample Size
Public (Government)	10,787	37
Private Formal	8,906	30
Private Informal	90,453	312
Semi-Public	107	1
NGOs (Local and International) and Other International Organisations	478	2
Total	**110,752**	**382**

Second Level Sampling: Procedure for selecting consumers for the sample size of the different strata

In the second stage of the sampling process, convenience sampling was used to select participants from each of the strata until its quota was full. Convenience sampling was used because most of the participants were contacted to be part of the study during working hours when they were still at work. Thus only individuals who were available and willing to participate in the study were selected.

3.4.2.3 Sampling Procedure for Group C: MSEs manufacturers of Custom-made Garments

Convenience sampling technique was used to select MSEs Manufacturers who were available and willing to take part in the study. Stakeholders are important in the process of evaluating the quality of custom-made garments. Thus they were selected on the basis of their knowledge to give information for this study.

3.5 Data Collection

3.5.1 Instrument for the Data Collection

Two instruments were used to collect the data for the study thus interview guide and structured questionnaire. These instruments were:

3.5.1.1 Interview Guide for Group A: Consumers for Focus Group Discussions

The focus group discussions were to help the researcher formulate questions for the questionnaire to measure consumer expectation and satisfaction with the quality of custom-made garments. Steward & Shamdasani (1990) opined that focus group discussion was a good method to employ prior to designing questionnaires. A structured interview schedule (Appendix B) was developed to elicit consumers' on:

i. Considerations of Garment quality.

ii. Expectations before ordering the garment.

iii. Satisfaction/dissatisfaction with garment upon receipt.

iv. Impression of the garment's performance during use and wear.

v. Characteristics of a well-constructed custom-made garment.

vi. Problems encountered with custom-made garment made for them.

vii. Reaction when satisfied/dissatisfied with custom-made garments made for them does not meet expectation.

3.5.1.2 A Structured Questionnaire for Group B: Respondents used to answer the Questionnaire

A self-administered structured questionnaire (Appendix D) with open and closed-ended questions was used to collect the data from respondents. The questionnaire was used to collect information on:

i. Demographic characteristics of respondents.

ii. Expectations and perceived performance of custom-made garments.

iii. Emotions and post-order behaviour when satisfied or dissatisfied with the performance of custom-made garments.

3.5.1.3 Interview Guide for Group C: MSEs manufacturers of Custom-made Garments

A semi-structured interview guide (Appendix C) was used to collect information from MSEs manufacturers of custom-made garments. The interviews with the manufacturers were used to collect information on:

i. Their background: It included information about the name of business, length of time operating the business and number of workers employed.

ii. Training and equipment available to them.

iii. Production practices of making custom-made garment

iv. Understanding of quality and their understanding of quality from the consumer's perspective. The interviews were also used to find out the strategies employed by manufacturers to identify the needs of their consumers and to ensure that these needs and expectations are consistently met.

3.6 Pre-test

A pilot test is usually conducted with members of the relevant population to identify potential practical problems in following the research procedure (Van Teiilingen & Hundley, 2002). Pilot testing is an important process for increasing the validity of the study and improving the research design prior to conducting the actual research project (McMillan & Schumacher, 2010).

The pre-test was also to ensure that the questionnaire and interview schedules were understandable and acceptable to the intended respondents, and it assessed the validity (accuracy) and reliability of the instruments.

3.6.1 Pre-test of Interview Guide for Focus Group Discussions

The interview guide for the focus group discussions was pre-tested by six (6) consumers' of custom-made garments who were randomly selected. Based on their review, minor modifications were effected to some of the questions. Additionally, it was realised that the interview lasted for one hour which was longer than originally estimated. Thus the questions were reviewed to make the interview duration shorter.

3.6.2 Pre-test of Structured Questionnaire

Ten (10) consumers were used to pre-test the questionnaire. Based on the results and observations of the pre-test, minor revisions were effected. For example, initially the researcher wanted respondents of the questionnaire to answer Section C only if they were satisfied with the performance of their garment or answer section D only if they were dissatisfied. However, after the pre-test it was noted that most people had experienced both satisfaction/dissatisfaction with custom-made garments made for them. They were thus allowed to share both experiences.

3.6.3 Pre-test of Interview Guide for MSEs manufacturers

Three (3) manufacturers who were not part of the garment manufacturers associations chosen for the study were used to test the interview guide for the in-depth interviews with manufacturers. These manufacturers were chosen because they had then same characteristics (sewed custom-made garments) as the target sample. The pre-test was done to ensure that instructions and questions in the instrument were clear and well understood by the manufacturers before it was administered. It also helped to evaluate the data collection procedure.

3.7 Ethical Considerations

Clearance was sought from the Ethics Committee of the College of Basic and Applied Sciences. The research was reviewed, approved and awarded the ethical clearance approval letter (Appendix A) after three months. Confidentiality and anonymity of respondents were assured. Respondent participation in the research was voluntary. No physical, social or psychological risk or discomfort was expected.

3.8 Procedure for Data Collection

The focus group discussions were done before questionnaire was developed for the Section B of the questionnaire. However, interviews with MSEs manufacturers and the administering of the questionnaire were done simultaneously.

3.8.1 Group A: Participants for Focus Group Discussions

The focus group data were collected first and the themes obtained were used to develop Section B of the questionnaire. The discussions were conducted at the conference room of the Faculty of Applied Arts, Takoradi Technical University and each lasted approximately 45 minutes. Permission was sought from respondents and the discussions were audio taped. The focus group discussions were completed in a week. Generally the goal of the focus group discussions was to elicit consumer discussion on a wide range of garment attributes as possible. Results from the focus group discussions helped determine attributes consumers used to determine quality.

3.8.2 *Group B: Respondents for Questionnaire*

The questionnaire was administered to consumers who had previously sewn or had a garment made by MSEs garment manufacturers. The copies of questionnaire were

administered to consumers at their work places. Consumers who agreed to be part of the study were given the questionnaire and their contact taken. Copies of the questionnaire were left with respondents for a maximum of one week with daily reminders. The data collection was completed in three months.

3.8.3 Group C: *MSEs Manufacturers of Custom-made Garments*

An introductory letter was obtained from the Department of Family and Consumer Sciences, Legon and used to contact Executives of Ghana National Tailors and Dressmakers Association, Garment Makers Association and Progressive Tailors and Dressmakers Association about the study. On a scheduled date, the researcher met members of these associations at their weekly meetings and briefed them about the purpose of the study and the assistance required from the members to collect information. Participants included MSEs manufacturers who were available and willing to be part of the study. The Interviews were conducted at the manufacturers' work places. Permission was sought from manufacturers and the interviews were audio taped. Each interview session lasted between 30 minutes to one (1) hour. The data was collected between February and March, 2018.

3.9 Data Analysis and Presentation

3.9.1 *Data Analysis for Focus Group Discussions*

The audio taped recordings from the four focus group discussions were transcribed. A comprehensive list of attributes mentioned by consumers during all phases of the discussion was developed (Appendix F). A summary scheme was developed by grouping attributes that were similar into a category or class that would best describe them. Sub-categories were identified to make finer distinctions. Information derived

was supported with quotes and integrated into the write up of the results and discussion.

3.9.2 Data Analysis for Questionnaire

The quantitative data was analysed using Statistical Package for Social Sciences (SPSS) Version 20.0 for Windows. The demographic characteristics and ordering behavior data were analyzed with descriptive statistics such as means and standard deviation. Cronbach's alpha coefficient tests were carried out with the purpose of determining consistency between the statements that measured each variable for both expectations and performance. Cronbach's alpha values that were closer to one indicated high levels of internal consistency for constructs with a suggested cut-off value of α=0.5 (Field, 2013). However, Pietersen & Maree (2007) indicated guidelines with α=0.90 signifying high reliability, α=0.80 moderate reliability, and α=0.70 low reliability, as being acceptable. The Pearson's Correlation Coefficient was used to test the hypothesis and multiple regression was used to identify the variable that best predicted quality. The results were presented with percentages, means, standard deviations, frequency distribution tables and charts where necessary.

3.9.3 Data Analysis of Interview Guide for MSEs Manufacturers

Thematic analysis was used to analyse the data. The audio-taped interviews from the in depth interviews with manufacturers were transcribed. To identify themes, number-coding and colour-coding were used. Data words, phrases, sentences, and paragraphs were analyzed to identify themes, patterns, and categories through the coding process. This process allowed the definition of valid meanings of data and determination of sub-themes and themes (Esterberg, 2002). Key concepts, themes, and patterns were

utilized to understand what manufacturers felt determined garment quality and how it could be achieved. The results from the interviews also helped to explain some of the responses from the respondents who took part in answering the questionnaire.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results and discussion for the study. The chapter is divided into five sections and presented under the following headings:

1. Attributes that consumers use to assess the quality of custom-made garments.
2. Consumers' expectations and performance of custom-made garments.
3. Consumers reaction when satisfied/dissatisfied with custom-made garments.
4. The methods employed by manufacturers in identifying and satisfying consumers' quality needs.
5. Discussion of results.

4.2 Attributes consumers use to assess the quality of custom-made garments

Four (4) attributes Aesthetics, Construction/Workmanship, Finishing and Customer Service were identified. These attributes represent a variety of garment characteristics that play a role in ensuring that consumers are satisfied/dissatisfied with their custom-made garments. The subsequent sub-sections highlight detailed discussions of the issues emerging from the various attributes.

4.2.1 General Background of Consumers

Participants for the discussions were between the ages of 20 and 36 years old. Of the 28 participants 10 were male and 18 were female. All participants had attained some level of education, two (2) had primary-level education, 12 had received education to the secondary level and 14 had tertiary level education. All participants were employed.

4.2.2 Attributes identified

4.2.2.1 Aesthetics

This attribute refers to the beauty and attractiveness of a garment. A garment's design, fabric, and style work together to determine its aesthetics qualities (Chase & Quinn, 2003). Participants were of the view that manufacturers must be able to select and organise elements (texture, line, colour, shape and pattern) and principles (harmony, proportion, rhythm, balance, and emphasis) of design into a product that provide aesthetic appeal on the consumer. The elements and principles of design are combined to create a garment that is pleasing on the consumer's body as well as his/her appearance (Apunda, 2017). If this was not done properly the resulting garment would be disappointing (Burke, 2011).

Many of participants (25) stated that style that conform to the consumer's style choice and fit were some of the reasons why consumers were motivated to get custom-made garment. Consumers want styles that make them look attractive. Manufacturers and consumers had to work together to agree on the garment's style. Participants stated that the style of a garment should be as agreed to by the consumer and the manufacturer. Some participants referred to instances where manufacturers produced garments that were different from what had been agreed on. This could affect the aesthetic appeal of the garment to the consumer since it was not what he/she requested for. A consumer shared her experience:

"…also when you give them styles to do for you they will change it and add things you do not want. I have this blue fabric. I didn't ask her (referring to the dressmaker) to combine it with kente but she did, now when I wear the dress people ask me if am learning how to sew." (FGD 3)

Some of the participants (12) also reported that among persons with the same body size, there are a variety of body shapes. Thus designs that look good on one body type may not have the same aesthetics appeal on another body type. Therefore manufacturers had to use their knowledge in design to provide aesthetically appealing garments for consumers with diverse body shapes and sizes. The elements and principles of design should be used to hide figure irregularities and flatter the garment wearer's appearance. One participant had this to say:

"My breasts are large and I expect my dressmaker to produce dresses for me that do not emphasise my breast." (FGD 1)

Many of the participants (26) agreed that the fabric used for a garment could affect its aesthetic appeal. The aesthetics of a fabric or its appearance must be considered at all the stages of garment production. The aesthetics of a fabric which includes its colour, pattern, lustre and design is important to attracting customers to a garment. These aesthetic features must be taken into consideration during all stages of the garment production. Fabric motifs/design also plays a role in meeting the consumers' aesthetic needs. The size of a motif in a fabric and its arrangement play a part in creating an aesthetic appeal. These could be used to focus on the customers positive features and put less emphasis on the not so desirable features. A few of the participants (5) wanted manufacturers to take into account motifs in the fabric before cutting. If this were not done, finished garments would have patterns or motifs turned upside down or not placed well. This could also affect the aesthetic quality of the finished garment. These are some statements from the participants:

"Even though I send my own fabric to my dressmaker I expect that the finished garment will be beautiful." (FGD 2)

"No matter how the fabric looks my dressmaker must perform some magic to make the dress nice" (FGD 3)

"I bought a fabric which had these large motifs. The dressmaker cut across the motifs and did not match them well. The motifs were turned upside down. I could not wear the garment so I gave it to someone." (FGD 4)

Notions that were used in producing a garment could affect its aesthetic appeal. Notions should "thus" coordinate with style and be fixed securely so that they remained in place after care/washing. Some consumers (7) wanted manufacturers to purchase good quality notions to prevent situations where they marred the beauty of the finished garments.

"My dressmaker charged me for a trim for a dress. It really did enhance the final garment and made it beautiful but after the first wash all the glitter on it vanished and it faded. It made the dress so ugly. I was so angry." (FGD 1)

4.2.2.2 Construction/Workmanship

This attribute refers to the assembling of pieces of fabric to produce garments. Garment construction/workmanship comprises the largest percentage of the focus group discussions. This confirmed that Construction/Workmanship was an important attribute to consumers and when it was not executed well consumers tend to be dissatisfied with their custom-made garments. All participants in the discussions had some concerns with how MSE's manufacturers produced garments. They observed that there were constructional defects or failure sometimes even before the garment left the manufacturers shop. Some of the defects or failures identified included seams

failure (seams rip apart), fastenings not fixed well and garments not cut on the right grain. These showed the manufacturers' level of skill and most consumers took this into consideration when they were making a decision to go back a manufacturer for another garment. Participants in the discussions also observed that measurements if not taken properly affected the fit of the garment. Others also thought manufacturers should review the measurements in their books every time consumers ordered a new garment from them as this could cause problem with fitting. The under listed are few shared experiences reported by participants:

"Sometime even the very first day one gets the garment the seams rip apart" (FGD 4)

"Instead of taking my measurements occasionally to check any changes, the manufacturer uses the same measurements so the garments she produces for me do not fit well. Some manufacturers also do not consult the customers' measurements because he/she thinks they have sewn the consumers' dress for a long time so their measurements are in her head. So anytime they go to pick their garment they have to do alteration." (FGD 4)

The findings suggest that majority (32) of participants placed a lot of importance to the fit of their garments which is dependent on correct body measurements. The findings also suggest that participants had good knowledge about the construction of their garment. This could be attributed to the fact that they had varied options of acquiring garments like ready-to-wear clothing imported garments which were considered to be of high quality which were compared to their custom-made garments and judged the difference. Thus they could state how they wanted their custom-made garments. A participant shared her view:

"I compare the dresses my dressmaker makes for me with my second hand clothing so I can tell what she (dressmaker) did not do well"

When two different fabrics such as cotton and polyester are combined in a garment, different care treatments would be required. For instance, polyester melts under high heat thus, when ironing such garments low ironing temperature needed by the polyester should be used. Thus if the manufacturer used a high temperature for the garment it could have a negative effect on the garment. Therefore, manufacturers should take into account the type of fabrics they combine in garment production. Fabric should also be cut on the grain depending on the style else the fit and hang of the garment could be affected since cutting across the grain could affect the fit of the garment. A participant shared the following:

"My dressmaker made a dress for me. After several alterations it still did not fit properly so I had to take it like that. I took the dress to town one day and I met a friend who is also a dressmaker and she told me that the person who made the dress did not cut the fabric on the correct grain that was why it could not fit properly." (FGD 2)

The findings suggest that consumers expect fabrics sent to manufacturers to sew garments for them should be cautiously used to produce garments that would meet their quality needs

4.2.2.3 Finishing

Finishing refers to the final processes in construction so that the desired finished appearance of the garments is achieved. It is done during the construction process and also when the garment is finished. A garment can be constructed well but if the finishing is poor, it could mar the final appearance of the garment which would lead to consumer dissatisfaction. Consumers in the discussions wanted manufacturers to pay more attention to the finishing of their garments. Two of the consumers shared the following:

"I took a garment from my dressmaker and wore it for about three times before I realized that there was still a pin tacked somewhere in the dress. Thank God it did not prick me." (FGD 3)

"…A dress may look good on the outside but check the wrong side and you will be amazed at what you will find. No neatening with frayed edges everywhere, uncut threads among others. Sometimes the garments are dirty and they have to be washed before they are worn." (FGD 1)

The participants wanted well finished garments both on the wrong and right sides and they should not be dirty. Fastenings should be well-fixed and remain secured after care. These gave the garment a neat appearance. Another important aspect of finishing that was identified from the responses was ironing/pressing. Participants believed it improved the overall appearance of the finished garment. A participant stated that:

"It is little details like ironing, keeping the garment clean etc. that bring customers back and keep them loyal." (FGD 2)

4.2.2.4 Customer Service

The attribute Customer Service refers to how manufacturers handled their consumers. Customer Service does not directly affect the quality of a garment but a consumer's experience with a manufacturer can lead to loyalty. A garment can be of good quality but if the consumer is not treated well it would affect the consumer's satisfaction and the manufacturers' business. The majority (24) of participants were happy with the customer service of the manufacturers. They agreed that whether it was one's first time or not of visiting the manufacturers shop, most treated consumers well. It is important to note however that some consumers believed that when the relationship between the consumer and the manufacturer become too cordial it could have an effect on the quality of the finished garments produced. The narratives below provide examples of consumers' experience with cordial relationship and loyalty with manufacturers.

"If you are too close to manufacturers, sometimes quality can be compromised because you (the consumer) and the manufacturer are now friends. My dressmaker has become a very good family friend. Anytime I take a fabric for her to sew for me she will wait till the last minute. I will get there on the collection date and it will not be ready. Sometimes I quarrel with her because of this but I do not want to destroy our friendship because of a dress." (FGD 3)

"I have seen dressmakers who treat rude customers very well. They make sure their garments are ready and on time and their garments are made just as they want them. The manufacturers however give polite customers excuses." (FGD 4)

The findings show that even though participants (18) agreed that manufacturers had good customer relationships, there were a few that had to check the way they treated consumers since it could affect and their business. Many of the participants also raised concerns about manufacturers not meeting delivery dates. Some of the reasons manufacturers gave consumers included ill-health, family tragedy, power outages, among others. These were genuine reasons why manufacturers disappointed consumers but were no excuse for the constant disappointment from manufacturers. Generally participants were not happy with manufacturers disappointing them. However some participants (8) believed that the extra time helped manufacturers produce quality garment since they did not rush to make the garments. A participant expressed her concern as follows:

"I had this dressmaker…you will call her that you are coming for your dress and she will always say come its ready. You will get to the shop and sometimes she is now even cutting. What type of garment can you sew for me during that short period?" (FGD 3)

Many (19) of the participants also wanted manufacturers to record payments. They thought that it was an embarrassment for the manufacturers and consumers to be arguing about payment. If money paid was recorded with the remaining balance indicated, it could save everyone from embarrassment. Two participants reported that:

"Some of the tailors and dressmakers are not honest with their charges. They will ask for 50 cedis then when the dress is ready they will mention 100 cedis." (FGD 3)

"Now I pay with mobile money. With that there is evidence of payment so no disagreement. I had an experience where the dressmaker sworn heaven and earth that

I had not paid. She was creating such a big scene that people from all over came to observe what was happening. I could not stand it so I paid her again and left her shop in so much shame. About a week after she called to apologize that she had found the money." (FGD 2)

Some of the participants (18) also wanted manufacturers to advise them on appropriate fabrics that would suit a particular style. They were of the view that since manufacturers knew current trends in the fashion industry, they were better placed to advise them on styles. However, do MESs manufacturers have the competence to advice consumers appropriately on these issues? A participant had this to say:

"I took 2 yards of fabric to my dressmakers to sew a gathered dress for me. She took the fabric and did not say a word. When I went for it I was angry. I wanted very full gathers. I told her and even showed her pictures of what I wanted. Then she told me my fabric was not enough. She should have told me that earlier to have just bought more fabric." (FGD 1)

Regarding issues with poor fit, majority (34) of participants agreed that manufacturers offered to do alteration when they had to take their garments back to them. Some participants however said their manufacturers could do the alteration but they would not take it to them because if they could not do a good job the first time, they did not see how they would do a better job the second time. They rather would take the garment to a different manufacturer to do the alteration for them.

"Anytime I need an alteration on garment I just take it to my dressmaker and she will do it for me." (FGD 3)

"Personally I do not like sending garments to my dressmaker to do alteration. She will tell you to go and come for it later. When you leave she will ask her apprentice to do the alteration. So when you go for the dress the alteration will not be neat." (FGD 1)

4.3 Consumers' expectations and performance of custom-made garments.

4.3.1 Demographic Characteristics of Consumers

The Demographic Characteristics of respondents are presented in Table 4.1 based on four (4) characteristics: age, marital status, education and average monthly income.

Table 4.1: Demographic Characteristics of Respondents

Demographic Characteristics of Respondents	n(382)	%
Age		
20 and below	45	11.8
21 - 30	205	53.7
31 - 40	98	25.6
41 - 50	20	5.2
Above 50	14	3.7
Marital status		
Single	266	69.7
Married	84	22.0
Divorced	15	3.9
Living together with someone	12	3.1
Widowed	5	1.3
Highest qualification		
SHS	125	32.7
Certificate	39	10.0
Diploma	102	27.0
Degree	88	23.0
Masters	27	7.0
PhD	1	0.3
Average monthly income (GH₵)		
Up to 1,000	245	64.0
1,001 - 2,000	80	21.0
2,001 - 3,000	25	6.5
Above 3,000	32	8.5

About half of respondents (53.7%) were aged between 21-30 years whiles 3.7% were above 50 years. The results confirm the assertion that the Western region has a large population of young adults (Ghana Statistical Service, 2014).

About 69.7% of respondents in the study were single while 22.0% while 1.3% were widowed. It was observed from the results that most of the respondents were single.

The respondents who had Diploma were 27.0% and 23.0% had first degree. The rest 0.3% had PhD level of education. The data showed that all participants in the study had some level of education.

Furthermore, it can be observed from Table 4.1 that more than half of the respondents (64.0%) reported that, on the average, they earned monthly income of either GH 1,000 or less while about 6.5% of them indicated their monthly earnings were more than GH 2,000.

4.3.2 Custom-made Garments ordering behaviour of Respondents

4.3.2.1 Type of Custom-made Garments regularly Sewn by Respondents

The custom-made garments made for the customers were categorized as dress, shirt/blouse, trousers, skirts, kaba and slit and garments for special occasions. The respondents were asked to indicate the type of garments they regularly sew. The results are presented in Table 4.2.

Table 4.2: Type of Custom-made Garments regularly sewn by Respondents

Garment	n(382)	**%
Kaba & Slit	333	87.2
Garment for Special Occasions (Engagement Dress, Wedding Gown, Party Dress etc.)	287	75.1
Dresses	275	72.0
Shirts/Blouse	109	28.5
Skirts	78	20.4
Trousers	65	17.0
***Total**	**1,147**	

*Total >382 due to multiple response
**% based on Sample Size

Table 4.2 shows that, 87.2% of the respondents indicated that they usually sew “Kaba and Slit”, garment for special occasions (75.1%) and dresses (72.0 %). A little over a

quarter of the respondents (28.5%) also indicated that they usually sewed shirts and blouses whiles a few (17.0%) indicated that they usually sewed trousers. This implies that consumers of custom-made garments in the Sekondi-Takoradi metropolis regularly sewed "Kaba and slit".

4.3.2.2: Patronage of custom-made garments

Figure 4.1 indicates the number of times the respondents sewed garment from MSEs manufacturers.

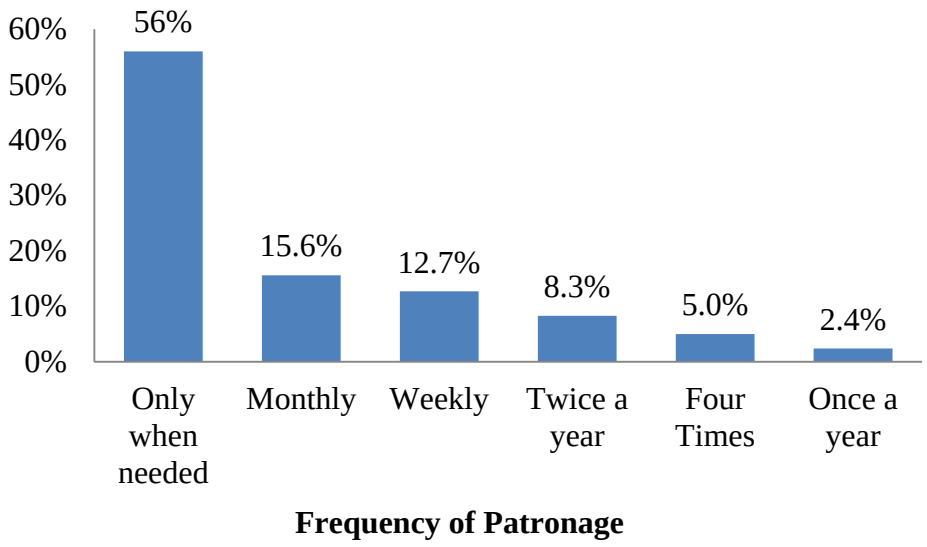

Figure 4. 1: Number of times Respondents ordered custom-made garments

The respondents (56.0%) patronized custom-made garment only when needed. This could be because most people relied on manufacturers of custom-made garment to produce garment for all occasions such as office wear, casual wear among others and thus could not quantify the number of times they had custom-made garments made for them. About 2.4% of respondents had ordered custom-made garments made for only once in a year while 15.6% of the respondents said they had custom-made garments made for them once monthly.

4.3.2.3: Selection of a manufacturer to produce custom-made garments

The respondents were asked to state factors they considered as important when selecting a manufacturer for custom-made garment. The results are presented in Table 4.3.

Table 4.3: Factors Respondents took into consideration before selecting manufacturer to produce custom-made garments

Factors	**n(382)**	****%**
Recommendation/Reputation	273	71.5
Price (Affordability)	189	49.5
Previous experience with manufacturer	120	31.4
Convenience	91	24.0
Prestige associated with the name of the manufacturer	27	7.1
Difficulty in finding garment that fit	6	1.6
***Total**	**706**	

*Total >382 due to multiple response
**% based on Sample Size

The respondents considered a lot of factors when selecting clothes. Although in a majority, 71.5% considered recommendation/reputation from other consumers who patronize the same manufacturer for custom-made garment while difficulty in finding garment fit were 1.6%.

4.3.2.4: Items provided towards garment production by the Respondents

The respondents were asked to indicate items presented for a garment production. The results are illustrated in Figure 4.2.

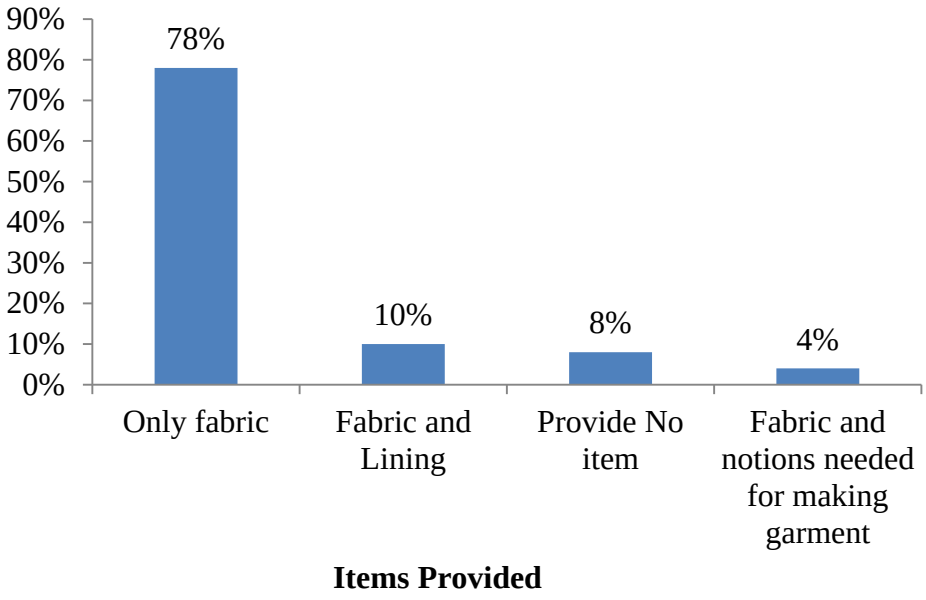

Figure 4. 2: Items Respondents' provided for garment production

The respondents provided certain items towards garment production. A majority provided only fabrics (78%) while a minority (4%) provided notions in addition to the fabric.

4.3.2.5: Amount Respondents' paid for different types of Garments

Often the amount charged for a garment may have an effect on the overall quality of the finished product. The charges per the garment are presented in Table 4.4.

Table 4.4: Types of Garments and their Corresponding Sewing Costs

	Sewing costs (GH₵)											
	10-50		51-100		101-150		151-200		201-250		251-300	
Garments	n	**%	n	**%	n	**%	n	**%	n	**%	n	**%
Kaba & Slit	306	80.1	2	0.5	18	4.7	4	1.0	3	0.8	0	0.0
Garment for Special occasions	279	73.0	0	0.0	1	0.3	4	1.0	0	0.0	3	0.8
Dresses	259	67.0	0	0.0	10	2.6	4	1.0	0	0.0	2	0.5
Shirts/blouses	98	25.7	0	0.0	6	1.6	0	0.0	2	0.5	3	0.8
Skirts	76	20.0	0	0.0	2	0.5	0	0.0	0	0.0	0	0.0
Trousers	53	14.0	0	0.0	2	0.5	2	0.5	0	0.0	8	2.0
***Total**	**1071**		**2**		**39**		**14**		**5**		**16**	

*Total >382 due to multiple response
** % based on Sample Size

It can be observed from Table 4.4 that, at least, four out of every five of the respondents reported paying between GH₵ 10 and GH₵ 50 for dresses (67.0%), shirts or blouses (25.7%), trousers (14.0%), skirts (20.0%), "kaba and slit" (80.1%) and special occasions (73.0%) respectively. Notwithstanding this, a few of the respondents also indicated that they paid as high as between GH₵ 251 and GH₵ 300 for dresses (0.5%), shirts or blouses (0.8%), trousers (2.0%) and other garments for special occasions (0.8%). These results indicate that consumers of the various types of custom-made garments usually were charged between GH₵ 10 and GH₵ 50. It can be inferred from the results that respondents in the study paid relatively low prices for custom-made garments.

4.3.3: Consumers' expectations and performance of custom-made garments

In order to determine whether the statements could be combined and interpreted together, Cronbach's alpha coefficient test was done to detect internal consistency

between the statements that measured each specific attribute. The results of the test are shown in Table 4.5 and Table 4.6.

Table 4.5: Test for Consistency: Expectation of Custom-made Garments

Attributes	Cronbach's Alpha (a)
Aesthetics	0.792
Construction/Workmanship	0.884
Finishing	0.861
Customer Service	0.817

Table 4.6: Test for Consistency: Actual Performance of Custom-made Garments

Attributes	Cronbach's Alpha (a)
Aesthetics	0.887
Construction/Workmanship	0.929
Finishing	0.904
Service	0.922

For the purpose of this study a cronbach alpha of 0.75 indicated good consistency between the statements. The results indicated that good consistency was determined between the statements that measured all the attributes. It was observed from the results that all the attributes had a cronbach alpha between 0.7 and 0.95 which according to Fields (2013) showed good consistency.

4.3.4: Respondent's rating of expectations and performance of custom-made garments

One of the objectives of the study was to find out respondents expectation and actual performance of custom-made garments. Forty-six (46) statements were used to assess expectation and performance of respondents with regards to custom-made garments based on the attributes that were derived from the focus group discussions (Refer to Appendix F). The variables rated by consumers included aesthetics; construction and

workmanship; finishing and customer service. The respondents were asked to rate the importance of each of the statements on a four-point likert scale. The indicators of importance were interpreted as 3.26 ≤ 4.00 being very important; 2.51≤3.25 important; 2.5≤1.76 being less important and1.75≤1.00 indicating the attribute is unimportant. Indicators of performance were interpreted as 3.26 ≤ 4.00 being excellent; 2.51≤3.25 being good; 2.5≤1.76 being fair and 1.75≤1.00 indicating poor performance. The results are presented in Tables 4.7, 4.8, 4.9 and 4.10 respectively

4.3.4.1: Respondents expectations and performance with the Aesthetic quality of custom-made garments

The respondents were asked to rate their level of expectation and l performance with the aesthetic quality of their custom-made garments. The results are presented in Table 4.7.

Table 4.7: Respondents assessment of aesthetic expectations and performance of custom-made garments

	Expectation		Performance	
Aesthetics	**M**	**SD**	**M**	**SD**
Garment should be easy to put on and take off	3.78	0.476	3.62	0.546
Garment should allow for easy body movement	3.77	0.496	3.63	0.516
It should be suitable for the occasion for which it was made	3.70	0.570	3.59	0.567
Garment should boost confidence and attract nice comments	3.69	0.579	3.60	0.560
Style/Design should be fashionable and comfortable	3.62	0.551	3.55	0.546
Style/Design should be as agreed by both parties	3.53	0.712	3.54	0.642
It should retain it shape after wear and care	3.47	0.709	3.50	0.596
Style/Design should be suitable to fabric	3.44	0.696	3.49	0.569
Garment should have good fit and hide body faults	3.43	0.785	3.46	0.599
Style/Design should enhance body type	3.43	0.699	3.51	0.601
Fastenings should coordinate with style/design	3.38	0.697	3.43	0.615
Style/Design should be multipurpose	3.17	0.836	3.37	0.651
Overall	**3.53**	**0.363**	**3.52**	**0.390**

N = 382
M = Mean, SD = Standard Deviation
The higher the mean the higher the level of expectation/performance

It was observed from Table 4.7 that the respondents' expectations of aesthetic quality were generally high (with an overall mean of 3.53). Table 4.7 also shows that, the respondents' expectations on the custom-made garments allowing for easy body movement (M=3.77), being easy to put on and take off (M=3.78) and style/design being agreed upon by both parties (M=3.53) was important to respondents. It can be observed that though the style/design being multipurpose was important to the respondents, with the least mean of 3.17, there was an indication that they did expect so much from it as with the other aspects of their expectations on aesthetics. This indicates that the respondents highly considered aesthetics as an important attribute in their expectation of quality.

With regards to performance, the respondents were generally very satisfied with the aesthetic performance of their custom-made garments. Table 4.7 also shows that the respondents were satisfied with the custom-made garments' aspects of allowing for easy body movement (M=3.63), being easy to put on and take off (M=3.62) and the style/design of the garment being agreed upon by both parties (3.54) as well as enhancing the wearer's body type (M=3.51). The overall mean of aesthetic expectations (M=3.53) of respondents were however higher than performance (M=3.52)

4.3.4.2: Respondents expectations and performance with the Construction/Workmanship quality of custom-made garments

Construction and Workmanship are important in the garment production process. The respondents were thus asked to rate their level of expectations on construction and workmanship, and the results are presented in Table 4.7.

Table 4.8: Respondents assessment of construction/workmanship expectations and performance of custom-made garments

	Expectation		Performance	
Construction/Workmanship	**M**	**SD**	**M**	**SD**
Joints should meet properly.	3.71	0.522	3.54	0.554
Buttonholes should be of the right size and cut well.	3.68	0.530	3.52	0.626
Joining of the pieces of fabric into garment should be well done.	3.66	0.533	3.51	0.605
Sleeves should be stitched well.	3.63	0.578	3.50	0.569
Pockets should be well fixed.	3.63	0.558	3.53	0.559
Gap between buttons should be well calculated.	3.63	0.567	3.53	0.621
Collar should be well fixed and be of the same size where required.	3.61	0.599	3.53	0.559
Armholes on sleeved garment should be cut to allow free and easy arm movement.	3.58	0.671	3.48	0.569
Armholes should be fitted well.	3.56	0.589	3.50	0.618
Seams should not come off during use and care.	3.53	0.720	3.41	0.649
Pattern /motifs in the fabrics being used should be well placed and not turned in the garment.	3.52	0.626	3.49	0.596
Measurement should be taken every time you go to sew a new dress.	3.51	0.724	3.44	0.699
Fabric design should match garment style/design.	3.39	0.714	3.45	0.616
Garment should be cut on the right grain.	3.37	0.733	3.45	0.585
Two different fabrics combined in a garment should require the same type of care.	3.31	0.737	3.40	0.630
Overall	**3.55**	**0.552**	**3.49**	**0.604**

N= 382, M = Mean, SD = Standard Deviation
The higher the mean the higher the level of expectation/performance

With an overall mean of 3.55, Table 4.8 shows that the respondents were concerned about construction/workmanship as a quality attribute of custom-made garments. It can also be observed that the expectations of consumers of custom-made garments were very high as all the aspects of construction/workmanship scored means of not less than 3.31. This indicates that the consumers of custom-made garments in the metropolis had very high expectations for the construction/workmanship of the garments, particularly, with the stitching and fitting of the sleeves and armholes respectively as well as seams.

The results show that all the aspects that were used to measure construction/workmanship performance of custom-made garments produced by MSEs were rated high by respondents. The mean value ranged from 3.40 – 3.54. Table 4.8 shows that the respondents were generally satisfied with the construction/workmanship performance as a quality attribute of custom-made garments (with an overall mean of 3.49). This indicates that the consumers of custom-made garments in the metropolis were content with the construction/workmanship performance of their custom-made garments. The overall mean for construction/workmanship expectation (M=3.55) was higher than overall performance (M=3.49).

4.3.4.3: Respondents expectations and performance with the Finishing quality of custom-made garments

A garment can be sewn with good construction/workmanship but if the finishing is not well it will not be appreciated by the consumer. Table 4.9 shows the results of respondents' expectation with the finishing of the garment.

Table 4.9: Respondents assessment of finishing expectations and performance of custom-made garments

	Expectation		Performance	
Finishing	**M**	**SD**	**M**	**SD**
Pins should be removed from the finished garment.	3.80	0.447	3.61	0.568
Neatening should be done.	3.69	0.555	3.54	0.586
Fastenings (trims, buttons, zippers, hook and eye etc.) should be well arranged.	3.67	0.513	3.52	0.578
Finished garment should not be dirty.	3.66	0.588	3.54	0.668
Fastenings (trims, buttons, zippers, hook and eye etc.) should remain securely in place after washing/cleaning.	3.66	0.557	3.48	0.622
Elastic should not stretch out of shape after washing or cleaning.	3.64	0.570	3.47	0.605
Buttonhole threads should not pull out during use and care.	3.63	0.569	3.52	0.626
Colour of Fastenings (trims, buttons, zippers, hook and eye etc.) should coordinate with colour of garment.	3.63	0.567	3.51	0.569
Fastenings (trims, buttons, zippers, hook and eye etc.) should be durable .	3.60	0.565	3.47	0.601
The garment should be well finished on the wrong and right side.	3.47	0.741	3.40	0.443
Overall	**3.65**	**0.376**	**3.51**	**0.443**

N = 382
M = Mean, SD = Standard Deviation
The higher the mean the higher the level of expectation/performance

It can be observed from Table 4.9 that finishing as an attribute of quality of custom-made garments as a quality attribute was important to respondents (M= 3.65). This implies that the consumers of custom-made garments in the Sekondi-Takoradi metropolis had very high expectations for the garments' finishing and as such expected that aspects of garments' finishing such as neatening, arrangement of fastenings, buttonholes' sizes and threads as well as gap between buttons were of very high importance.

Table 4.9 also shows that the quality of finishing performance of the custom-made garments as an attribute was highly satisfactory to the respondents (M=3.51). The respondents were satisfied with the garments' finishing as a quality attribute. The overall mean of finishing expectations (M=3.65) was higher than performance (M=3.51)

4.3.4.4: Respondents expectations and performance with the Customer Service quality of custom-made garments

The results on the expectation and performance of custom-made garments are presented in Table 4.10.

Table 4.10: Respondents assessment of Customer Service expectations and performance of custom-made garments

	Expectation		Performance	
Customer Service	**M**	**SD**	**M**	**SD**
Manufacturers should be honest.	3.78	0.463	3.42	0.770
Manufacturers should have good customer relationships.	3.76	0.468	3.55	0.607
Manufacturers should meet timelines/delivery dates.	3.74	0.492	3.38	0.724
Finished products should be well packaged.	3.61	0.595	3.43	0.724
Manufacturers should advice clients on styles/designs and body types.	3.58	0.605	3.41	0.696
Manufacturers should give advice on style/design and appropriate fabric that will suit the style .	3.52	0.634	3.42	0.670
Manufacturers should record payments.	3.45	0.784	3.32	0.796
There should be an avenue to return garment for alterations.	3.42	0.762	3.30	0.761
Overall	**3.61**	**0.395**	**3.41**	**0.572**

N = 382
M = Mean, SD = Standard Deviation
The higher the mean the higher the level of expectation/performance

With an overall mean of 3.61, Table 4.10 shows that customer service provided by garment manufacturers was generally very important to the respondents. It can be observed from Table 4.10 that the manufacturers' honesty (M=3.78) and ability to meet delivery dates (M=3.74) as well as packaging finished products (M=3.61) were of very high importance to the respondents. Similarly, manufacturers recording payments made (M=3.45) as well as providing an avenue for the return of custom-made garment for consumers for alterations (M=3.42) were important. This implies that the customer service expectations with regards to manufacturers' honesty, ability to meet timelines or delivery dates and package well the finished products were very important to the respondents.

Table 4.10 also shows that the respondents were generally satisfied with the customer service they received from manufacturers of custom-made garments. They were particularly satisfied with the manufacturers' honesty, ability to meet delivery dates, record payments and packaging the finished garments well. The result also indicated that the custom-made garment consumers were satisfied with manufacturers who advised their clients on styles or designs based on their body types and fabrics as well as providing an avenue for consumers to return garment for alterations. The overall mean for customer service expectations (M=3.61) and performance (M=3.41)

Based on the results, it appears that the respondents had high expectation of all the attributes. Finishing (M=3.65) was rated highest by respondents, Customer Service of (M=3.61), Construction/Workmanship (M=3.55) and Aesthetics (M=3.53) respectively. The results indicated that all the attributes were important to the respondents in the study and they had high expectation of them.

With regards to performance, the mean value ranged between 3.41-3.52 indicating that respondents rated the performance of all the attributes of custom-made garments as satisfied. Aesthetics (M=3.52) had the highest mean value while Customer Service (M=3.41) had the lowest mean value. The respondents rated Finishing (M=3.51) and Construction/Workmanship (M=3.49) respectively.

4.3.5: Consumers satisfaction/dissatisfaction with the performance of custom-made

The respondents were asked to indicate their level of satisfaction/dissatisfaction with the performance of their custom-made garment. The results are presented in Figure 4.3.

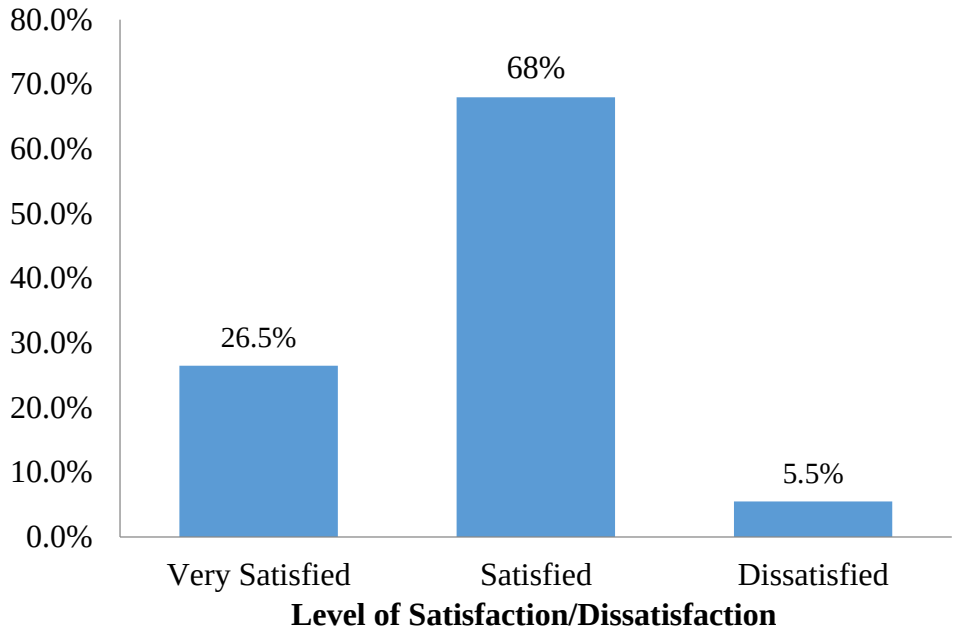

Figure 4. 3: Satisfaction/Dissatisfaction with Performance of Custom-made Garments

The results indicated that only a minority (5.5%) were dissatisfied with the performance of their custom-made garments. A majority of 94.5% were either

satisfied or very satisfied. About 5.5% of the respondents were dissatisfied with the performance of their custom-made garments.

4.3.6: Consumers' satisfaction/dissatisfaction with the quality of custom-made garments based on a gap analysis of expectations and performance

A gap analysis was performed to determine consumers' satisfaction/dissatisfaction based on a comparison of expectations and performance of custom-made garments using the Expectancy Disconfirmation Theory. Table 4.11 presents the findings of the gap analysis in detail by providing the values of each attribute (expectations and actual performance).

Table 4.11: Gap analysis of respondents' expectations and performance of custom-made garments

Pair	Attribute	Mean	Std. Dev.	SE Mean
Pair 1	Aesthetics Expectation	3.53	0.531	.027
	Aesthetics Performance	3.52	0.536	.027
Pair 2	Construction/Workmanship Expectation	3.55	0.574	.029
	Construction/Workmanship Performance	3.49	0.580	.030
Pair 3	Finishing Expectation	3.65	0.545	.028
	Finishing Performance	3.51	0.500	.026
Pair 4	Customer Service Expectation	3.61	0.639	.033
	Customer Service Performance	3.41	0.534	.027
Pair 5	Overall garment's Expectation	3.57	0.350	.018
	Overall garments' Performance	3.46	0.430	.023

It can be observed from Table 4.11 that the mean values for the respondents' quality expectations were slightly higher than those of their performances of all the attributes except aesthetics. For instance, aesthetic expectation had a mean of 3.53 whiles aesthetic performance had a mean of 3.52. Thus there was evidence that the respondents' expectations were higher than the perceived performance regarding all

the garment attributes, indicating that respondents were generally dissatisfied with their custom-made garments.

These values in Table 4.11 indicate that there were observed differences between the respondents' expectations and perceived performance. However, there was no evidence of these differences being significant or otherwise. Thus a Paired Sample T-Test was done to establish if there were statically significant differences between respondents' expectation and actual performance.

Table 4.12: Pair Sample T-Test Results on differences between expectation and actual performance of custom-made garments

	Paired Differences							
			Std.	95% CI of the Diff.				Sig.
		Std.	Error					(2-
Pairs	Mean	Dev.	Mean	Lower	Upper	t	df	tailed)
AE- AP	-0.018	0.563	0.029	-0.075	0.038	-0.636	381	0.525
CWE - CWP	-0.113	0.584	0.030	-0.171	-0.054	-3.764	381	0.000
FE - FP	-0.149	0.553	0.028	-0.205	-0.094	-5.274	381	0.000
CSE - CSP	-0.186	0.631	0.032	-0.249	-0.122	-5.755	381	0.000
OGE - OGP	-0.107	0.350	0.018	-0.144	-0.071	-5.806	358	0.000

AE= Aesthetics Expectation, AP=Aesthetics Performance, CWE=Construction/Workmanship Expectation, CWP= Construction/Workmanship Performance, FE=Finishing Expectation, FP=Finishing Performance, CSE= Customer Service Expectation, CSP= Customer Service Performance, OGE=Overall Garment Expectation, OGP=Overall Garment Performance

It can be observed from Table 4.12 that the mean difference between the respondents' expectations and actual performances of the aesthetic attribute of the garments was the least (with a mean difference of -0.018). With p (0.525) > 0.05, Table 4.12 indicates that the observed mean difference is not enough to be statistically significant. On the other hand, the Construction/Workmanship, Finishing and Customer Service attributes of the custom-made garment were statistically significant

(*p-value* (0.000) < 0.05). The difference between the overall performance and overall expectations all had mean differences of less than -0.1. The result in Table 4.12 indicates that with the exception of the aesthetic attribute, there were significant differences between the means of construction/workmanship, finishing and customer service attributes.

4.3.7: Aesthetics, Construction/Workmanship, Finishing and Customer Service Predicting Garments' Quality

A multiple linear regression model was used to identify the best predictor with regards to the attributes (aesthetics, construction/workmanship, finishing and customer service) consumers deem important when acquiring custom-made garments. The multiple linear regression model also assisted in determining the relationship between the predictor variables and the dependent variable These results are presented in Table 4.13 (ANOVA), and Table 4.14 (Estimated Model Coefficients)

Table 4.13: ANOVA Test of Model's Effectiveness for Prediction

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	34.840	4	8.710	46.499	0.000[b]
	Residual	70.618	377	0.187		
	Total	105.458	381			

a. Dependent Variable: Quality of garments

b. Predictors: (Constant), Customer service, Construction, Aesthetics, Finishing

Table 4.13 shows that the associated *p*-value of the ANOVA test was 0.000 < 0.050 (where F= 46.499). This indicates that the obtained model is generally significant for predicting the quality of the custom-made garments.

Table 4.14: Coefficients of predictors (Quality of garment) against Aesthetics, Construction/Workmanship, Finishing and Customer Service

	Coefficients[a]					Model Summary			
	Unstandardized		Standardized						
Model	B	Std. Error	Beta	t	Sig.	R	R Sq.	Adj. Sq.	SE of Est.
(Constant)	0.792	0.205		3.859	0.000	0.575	0.330	0.323	0.433
Aesthetics	0.170	0.048	0.171	3.542	0.000				
Construction/ Workmanship	0.098	0.042	0.108	2.308	0.022				
Finishing	0.194	0.054	0.185	3.616	0.000				
Customer Service	0.293	0.050	0.298	5.875	0.000				

a. Dependent Variable: Quality of garments (QG)
b. Predictors: (Constant), Aesthetics(A),Construction/Workmanship(CW), Customer Service (CS), Finishing (F)

It can be observed from Table 4.14 that the four attributes (i.e., Aesthetics, Construction, Finishing and Customer Service) obtained from the study recorded regression coefficients which were all less than 0.05. Thus, indicating that the attributes were significant in predicting the quality of the custom-made garments. Table 4.14 also showed that the attributes had a strong and positive relationship with the quality of the custom-made garments – having a Pearson's correlation coefficient of 0.575. Table 4.14 also shows that – with an R-Square of 0.330 – the model is capable of explaining exactly 33% of the variation in the garments' quality. Thus, the equation of the model for predicting the quality of the garments is as follows:

$$QG = 0.792 + 0.170A + 0.098C + 0.194F + 0.293CS$$

This indicates that a unit increase in, for example, the aesthetic attribute of the garment whiles keeping the other attributes constant will increase the quality of the garments by:

$$QG = 0.792 + 0.170\ (1) + 0.098\ (0) + 0.194(0) + 0.293(0)$$

$$QG = 0.792 + 0.170 = 0.962$$

Similarly, a unit increase in the respondents' perception on Construction/Workmanship, Finishing or Customer Service would cause a commensurate increase of 0.890, 0.986 or 1.085 units. Thus, it can be concluded that Customer Service influences the respondents' view on custom-made garments' quality the most. The 67% of variance that was not accounted for are extrogenous variables.

4.4 Consumers' reaction when satisfied/dissatisfied with custom-made garments

4.4.1: Respondents reaction following satisfactory/dissatisfactory performance of custom-made garment

The respondents who were satisfied or dissatisfied with the performance of their custom-made garments were asked to specify the party they attributed praise or blame for the satisfactory/dissatisfactory performance of the garment. The results are presented in Table 4.15.

Table 4.15: Respondents' attribution of praise or blame following satisfactory/dissatisfactory performance of custom-made garment

Those who received praise/blame	Praise		Blame	
	n(382)	*%	n(382)	*%
Manufacturer	229	60.0	276	72.3
My Self	71	18.6	51	13.3
Others (Friends, Adverts, etc.)	56	14.6	26	7.6

* % based on Sample Size

The results revealed that even though majority of respondents attributed praise and blame to manufacturers, the number that attributed praise (18.6%) to themselves was higher than the number that attributed blame (7.6%) to themselves.

To ascertain if there were statistically significant relationship between respondents' attribution of praise and blame Pearson Chi-square (X^2) test was used to test the relationship between respondents' attribution of praise and blame following satisfaction or dissatisfaction with quality of their custom-made garments.

Table 4.16: Test of Association between Consumers' attribution of praise following satisfaction with their custom-made garments

Credited party		Value	df	Asymptotic Significance (2-sided)
The Manufacturer	Pearson Chi-Square	2.236	2	.327
	Phi	.565		.327
	Cramer's V	.565		.327
	N of Valid Cases	7		
MySelf	Pearson Chi-Square	3.276	4	.513
	Phi	.096		.513
	Cramer's V	.068		.513
	N of Valid Cases	355		
Other Parties	Pearson Chi-Square	5.000	2	.082
	Phi	1.000		.082
	Cramer's V	1.000		.082
	N of Valid Cases	5		
Total	Pearson Chi-Square	3.476	4	.481
	Phi	.097		.481
	Cramer's V	.069		.481
	N of Valid Cases	367		

Table 4.16 shows that there were observed differences in all the individual categories of respondents as well as the entire respondents on who to be given credit for the good quality performances of their custom-made garments produced by their tailors and seamstresses. There was quite a small and statistically insignificant – with a Pearson's Chi-Square values (χ^2) of between 2.236 and 5.000. Moreover, with *p*-value of more

than 0.05 (p > 0.050), Table 4.16 shows that there were poor and significant associations between the respondents' satisfaction of their custom-made garments' quality performance and their attribution of praise. This indicates that there was little or no statistical evidence of a significant association between consumers' attribution of praise as a result of their satisfaction of the garments' quality performances.

Table 4.17: Test of Association between Consumers' attribution of blame following dissatisfaction with their custom-made garments

Responsible party		Value	df	Asymptotic Significance (2-sided)
The manufacturer	Pearson Chi-Square	21.408	3	0.000
	Phi	0.279		0.000
	Cramer's V	0.279		0.000
	N of Valid Cases	275		
Myself	Pearson Chi-Square	2.438	3	0.487
	Phi	0.223		0.487
	Cramer's V	0.223		0.487
	N of Valid Cases	49		
Other parties	Pearson Chi-Square	3.576	3	0.311
	Phi	0.351		0.311
	Cramer's V	0.351		0.311
	N of Valid Cases	29		
Total	Pearson Chi-Square	30.387	3	0.000
	Phi	0.293		0.000
	Cramer's V	0.293		0.000
	N of Valid Cases	353		

Table 4.17 shows that the respondents who indicated that they would blame their tailors or seamstresses for their garments' poor quality performance is quite huge and statistically significant (with a Pearson's Chi-Square value ($\chi^2_{(3)}$) of 21.408). Moreover, with a Cramer's V value of 0.279 and its associated p-value of 0.000, Table 4.17 shows that there was fairly good and highly significant association

between the respondents who would blame their custom-made garments' manufacturers for poor quality performance of their custom-made garments and their attribution of blame. Though there were no significant differences in the responses of those who said they would either blame themselves or other parties for poor quality performances of the garments, the inclusion of those who would blame their garments manufacturers also caused huge differences in the responses of the entire respondents (with a Pearson's Chi-Square value ($\chi^2_{(3)}$) of 30.387). Thus, with a p (0.000) < 0.050, Table 4.17 indicates that there is a statistically significant association between the consumers' attribution of blame following the dissatisfactory performance of their custom-made garments.

4.4.2: Respondents emotions following satisfactory/dissatisfactory performance of custom-made garment

The respondents were also asked to describe the emotion they felt after being satisfied or dissatisfied with the performance of the custom-made garments. The results are presented in Table 4.18.

Table 4.18: Respondents' emotions following satisfactory/dissatisfactory performance of custom-made garment

Positive Emotions following Satisfaction			**Negative Emotions following Dissatisfaction**		
Emotion	**n(382)**	**%**	**Emotion**	**n(382)**	**%**
Happy	180	47.0	Anger	142	37.0
Grateful	102	27.0	Disappointment	113	30.0
Good	100	26.0	Sad	74	19.0
			Frustration	41	11.0
			Confusion	12	3.0

The majority (47.0%) of respondents when satisfied reported that they were happy while 27.0% said they were grateful. A relative number of respondents (26.0%) also indicated that they felt good. When dissatisfied, they felt a variety of emotions, ranging from anger (37%) to confusion (3%)

4.4.3: Respondents' post-order behaviour following satisfaction/dissatisfaction with the performance of custom-made garments

The respondents were further asked to indicate what they did (post-order behaviour) after being satisfied/dissatisfied with the performance of custom-made garment. The results are illustrated in Table 4.19 and Table 4.20.

Table 4.19: Respondents' post-order behaviour following satisfaction with the performance of their custom-made garments

Post-Order Behavior	**n(382)**	****%**
Recommended the designer to friends and family	280	73.0
Informed the designer that I was satisfied with the garment	272	71.0
Said positive things about the manufacturers to others	232	61.0
Considered the manufacturer as the first choice for a garment	224	58.6
Encourage friends and family to use the manufacturer	219	57.0
Ordered more garments from the designer	220	58.0
***Total**	**1462**	

*Total >382 due to multiple response
** % based on Sample Size

It can be observed from Table 4.19 that 73.0% indicated that they recommended the designer to their friends and families whiles 57.0% encouraged friends and family to use the manufacturer and 58.0% ordered more garments from the designer. This implies that, being satisfied with the garments, respondents personally expressed their appreciation to the manufacturers as well as their friends and families, and made the manufacturer their first choice and as such ordered more garments.

Table 4.20: Respondents' post-order behaviour following dissatisfaction with the performance of their custom-made garments

Post-order behavior	n(382)	*%
Stopped going to the manufacturer	141	37.0
Informed friends/family about the bad experience	113	29.6
Contacted the manufacturer to obtain redress (E.g. asked for a refund, to make a new garment/to alter the garment etc.)	59	15.4
Complained in the social/mass media	35	9.2
Total	**348**	

* % based on Sample Size

The results in Table 4.20 showed that a third of the respondents indicated they stopped patronizing the services of the manufacturer (37.0%). Similarly, 9.2% of the respondents also indicated that they resorted to complaining through either the social or mass media. This indicate that consumers of custom-made garments in the Sekondi-Takoradi metropolis usually stop patronizing the services of the manufacturer and informed their friends and families about their bad experience whenever they were dissatisfied with the performance of garment. The results also indicate that most of the consumers engaged in private coping. Thus they did not complain to the manufacturer or seek redress. This could affect the manufacturer since the consumer could spread negative word of mouth about the business. On reasons why they did not take action after the dissatisfactory performance of their custom-made garments, the results are presented in Table 4.21.

Table 4.21: Respondents' reasons for not reacting after being dissatisfied

Reason	n(382)	*%
I did not think it was worth the time and effort to take any action	67	17.5
I wanted to avoid confrontation	45	11.8
I did not want to make a nuisance of myself	44	11.5
I did not know what to do about it	33	8.6
I did not trust that designer could make it better	19	5.0
Total	**208**	

* % based on Sample Size

The respondents had variety of reasons why they did not react after being dissatisfied. The main reason was they did not think it was worthy of their time and efforts (32.2%) and the least reason was they did not trust that the designer could make it better.

4.4.4: Hypotheses Testing

The Pearson Moment Correlation was used to test the relationships between the study variables. The summary of the results are presented in Table 4.20.

Table 4.22: Intercorrelation among study variables

	1	2	3	4	5	6	7
Quality (1)							
Expectation (2)	.234**						
Performance (3)	.149**	**.636****					
Overall Satisfaction (4)	.149**	**.636****	**1.000****				
Emotions (5)	-.040	-.008	-.039	-.039			
Post Order Behaviour (6)	-.116*	-.023	-.076	-.076	.116*		
Coping Strategies (7)	-.113	-.161	-.221**	-.221**	-.009	.133	-.113

*P<0.05. **p<0.01

Ho1: There is no significant relationship between quality and satisfaction with custom-made garments.

The results of the analysis (Table 4:20) indicated that there was a significant relationship between quality and satisfaction ($r=0.149$, $p<0.5$). Therefore the null hypothesis was rejected. The implication of the results is that as quality increased so did respondents' satisfaction with custom-made garments increase.

Ho2: There is no significant relationship between consumer expectations and performance with custom-made garments produced by MSEs in the garment industry.

Consumers have expectations with regards to custom-made garments and anticipate they would perform according to their expectations. As seen in Table 4.20, there was a significant positive relationship between expectation and performance ($r=0.636$, $p<0.05$) with regards to custom-made garments. Thus, the null hypothesis was rejected. This indicates that the respondents' quality expectations influenced their perception of the garments' perceived performances.

Ho3: There is no significant relationship between satisfaction/dissatisfaction and emotions felt with the performance custom-made garments produced by MSEs

To determine whether there was a relationship between satisfaction/dissatisfaction and emotions felt with the performance of custom-made garment, the correlation analysis (Table 4:20) showed that there was no significant relationship between satisfaction/dissatisfaction and emotions ($r=-0.039$, $p>0.05$). Therefore, the null hypothesis was rejected. This implies that satisfaction/dissatisfaction did not have an effect on emotions felt with the performance of custom-made garments.

Ho4: There is no significant relationship between consumers' emotions and post-order behaviour when satisfied/dissatisfied with custom-made garments.

To establish whether there was significant relationship between consumers' emotion following satisfaction/dissatisfaction with the performance of custom-made garments and post-order behaviour, the correlation analysis (Table 4:20) showed that there was a significant negative relationship between emotions and post-order behaviour ($r=-0.116$, $p<0.5$). The null hypothesis was thus rejected. This indicates that emotions have an effect on post-order behaviour exhibited by consumers.

4.5 The methods employed by manufacturers in identifying and satisfying consumers' quality needs

4.5.1. Background of MSEs Manufacturers of Custom-made Garment

All participants had garment production establishments in the Sekondi-Takoradi metropolis. Of the 36 manufacturers who took part in the study, 9 were males while 27 were females. Twenty (20) and nine (9) participants attended first and second cycle institutions respectively and seven (7) participants had tertiary education. Thus all participants in this study had attained some level of formal education. Fourteen (14) participants had been sewing for less than 10years, 17 for 10 years and above and 5 had been sewing for more than 20 years. On the number of apprentices participants had, 21 had between 0-1 apprentices, 8 participants had between 2-3 apprentices and 6 had between 4-5 apprentices. Only one (1) participant had 6 apprentices. The majority (33) of the participants did not have any apprentice.

4.5.2. Skill Acquisition

A manufacturer's level of skill could have an impact on the quality of a finished garment. The study therefore sought to find out how MSEs manufacturers acquired their sewing skills.

4.5.2.1 Mode of training of MSEs Manufacturers

The participants (29) learnt their skill in garment making through apprenticeship, five through formal education (thus through the vocational and polytechnics institutions), while 2 learnt their skills through tacit knowledge (observation). The reason they picked a particular mode to learn their skill in garment production, the narratives of some of the participants are presented below:

"When I finished J.S.S my mother did not have money to take me to secondary school. She took me instead to her friend to learn sewing. This was cheaper than going to secondary school." (Manufacturer 15)

"After secondary school my results were good enough to take me to the polytechnic to do fashion since I did clothing and textiles in secondary school." (Manufacturer 2)

"In middle school I got pregnant. After giving birth I could not go back to school so I settled on sewing apprenticeship." (Manufacturer 27)

"I went to the vocational school because my sister had learnt sewing through apprenticeship. After three (3) years she had not learnt much. Her madam said she was good at going to the market so that was all she was made to do. After passing out she could not sew even a skirt properly. My parents had to spend more money to enrol

her with a different dressmaker. Because of that experience when it was my turn, my parents wanted me to go to a vocational school. They believe that at the school no one was going to send me to do errands." (Manufacturer 5)

From the excerpts it was obvious that participants had different reasons for selecting a particular mode of training. Participants who learnt their skill through formal education stated that they went through apprenticeship to polish their skill after school. The participants were asked if they had any additional training apart from their initial training. Most of the participants (27) had no additional training. This finding suggests that many participants were still using the training techniques they learnt many years ago. One participant had an attachment with a reputable fashion company when he was in the polytechnic. There, he reported to have learnt a lot from industry aside from what he had been taught at school. Three (3) participants had attended short courses to enhance their skills in garment making and two (2) had attended vocational schools after their apprenticeship training. Finally, one participant had enrolled in HND programme at a polytechnic as a mature student to acquire a certificate in fashion design. They gave their reasons for their choice of additional training as follows:

"My husband got the opportunity to study abroad and as part of his scholarship I went with him. I used my time in the U.K to enrol on a fashion programme in one of the universities to keep me busy and at least learnt something new before I came back to Ghana." (Manufacturer 34)

"When you learn through apprenticeship, you are taught only freehand but I wanted to learn pattern drafting that is why I went to the polytechnic." (Manufacturer 3)

Some participants were of the view that some of their colleagues were just reluctant to upgrade their skills therefore had not acquired any additional training since their initial training. One participant stated that:

"They feel they know it all but knowledge is continuous." (Manufacturer 2)

4.5.2.2 Duration of Training of MSEs Manufacturers

Twenty-two (22) participants spent 3 years to train as tailors/dressmakers. One participant each spent 5 and 6 years on the training while five (5) and two (2) participants spent 4 years and 1 year respectively. The majority of participants had their training within 3 years which suggest that this was the norm and apprentices were expected to have learnt enough to start their own business within this period. The National Vocational Training Institute (N.V.T.I.) of Ghana, Apprentice Training Regulation, specified that the maximum duration of training should not exceed five years for all vocations. Tailoring apprenticeship according to I.L.O. (1985) took two to three years. Thus the majority of participants in the study had their training within the stipulated time.

4.5.3: Equipment used by the manufacturer

The kind of equipment used in garment production could affect the quality of the finished garments. Therefore the study sought to find out the equipment that manufacturers who participated in the study were using. The results are presented in Appendix E.

The majority (20) had at least one industrial sewing machine. Even though most of the participants had the industrial machine they also had a lot of domestic hand (49)

and electric (52) machines. For most of the participants, the industrial machines were used by the master craftsman and workers whiles apprentices used the domestic machines. According to the manufacturers, the government through the NBSSI gave members of the various associations industrial sewing machines on hire purchase. This could account for why the majority of the manufacturers in the study had at least one industrial machine. Twenty-five (25) participants also had surging machines which was used for neatening garments they produced. Only two (2) participants had the embroidery machine. Participants were asked about the machines they intended to buy in future to improve their production. For those who did not have industrial sewing machine, they hoped they could acquire one in the near future. Those who had one industrial machine wanted more. Others wanted to acquire surging, embroidery and buttonhole machines. This finding revealed that many of the participants did not have modern machines but were prepared to acquire them to improve the quality of the garment they produced when they had the means to do so.

4.5.4: Factors MSEs manufacturers consideration before production of custom-made garments

The manufacturers were asked to share their experiences about what they took into consideration before garment production begun. Four sub-themes emerged from the responses and they are indicated below:

4.5.4.1: Style

The majority (24) participants reported that it was important to meet the demands of the consumer according to the changing trends in the market. One of the best ways to solve this problem was to study, forecast and conceptualise new styles. The

participants also stated that they took the figure type of the customers into consideration before they selected a style or gave advice on the appropriate style that would suit their figures. With regard to where they got styles for consumers who did not have any style of their own, the majority (23) of the participants said they created their own styles or got styles from social media. All participants in the study also reported that they used the fashion calendar and catalogue sometimes to select styles for their customers. The style also determined the amount of work involved in producing the garment.

"…the style a customer picks will show you the work you have to do. Two people might pick the same style but one will want combination (that is combining two fabrics) the other will not. Both are two different things. The planning for each of them is different." (Manufacturer 17)

4.5.4.2: Price

The majority (28) of participants were also particular about the price they had to charge before starting with the production of the garment. This informed the amount of work they were prepared to put into the garment manufacture.

"I take the amount I charge into consideration before I start sewing otherwise I will run at a loss. Personally, I charge 300 cedis for sewing Kente but if you want additional things like beads, sequence, trims among us the cost will be on you so you pay more." (Manufacturer 25)

"…a customer buys a fabric for 20GH cedis. They choose a 100GH cedis style then they want to pay 30GH cedis saying how much did I pay for the fabric. In this case I

cannot sew the style you picked. I will run at a loss. If you choose a Joselyn Dumas style you must be prepared to pay for it." (Manufacturer 33)

Some participants were not afraid to lose consumers because of their prices. They were of the view that they wanted to create a brand that was noted for high quality products which cost money. Therefore if consumers were not prepared to pay for that quality they did not mind losing them. A few of the manufacturers expressed this concern as follows:

"Now I have stopped saying she paid peanuts so I will give her money's worth. It is not good for the business. If you come to my shop I will charge you good money and produce good quality work for you." (Manufacturer 11)

"If you cannot pay I will not sew for you. Even if you are my friend, am sorry. Business is business. If friends and family pay, business grows. So now if you want me to make a garment for you be prepared to pay." (Manufacturer 1)

However, other manufacturers were of the view that it is not all about money. A manufacturer put it this way:

"What if the customer paid good money but the tailor/dressmaker just did not do a good job. It should not always be about the money but offering the best to your customers" (Manufacturer 21)

A few (4) participants who disagreed with the assertion that price is important, believed that some consumers offer them services they could not pay for. For instance

recommending them to others and positive word of mouth. The concerns of one of the manufacturer is expressed below:

"I sew for two people in the same company. One pays my charges without complaining. The other will also pay what he wants but I cannot complain because he is always bringing me new customers. The advert he does for me I do not think I can pay." (Manufacturer 4)

This finding suggests that not all the participants believed in looking at the amount to be charged before serving their consumers with beautifully sewn garments. They however consider other benefits they would derive.

4.5.4.3: Delivery Date

The participants noted that they took into consideration the date of delivery before they started producing a garment. If the collection date agreed with the consumer was almost due then they would start producing the garment. Some of them had calendars where they recorded dates for collection and used that to produce the garments so they could as much as possible not disappoint consumers. Others had very unique ways of producing the garments before the collection date. One manufacturer narrates how she goes about it:

"I have shelves that I have labelled 1- 6 weeks. When a customer brings me a fabric to sew, I label it with a masking tape with the following information on it: Name, date in and date out, style and any other necessary information. I keep them in the shelves depending on the day of collection. If your date of collection is above the 6 weeks, I keep the fabric in sack bags in the shop. Every Saturday after I am done with what I am supposed to produce for the week, my apprentice sort through the sack bag and

bring out what is supposed to be in the various shelves. It is very easy to do. This system has really helped me because now I hardly disappoint my customers." (Manufacturer 8)

With regard to why participants disappointed consumers; they gave reasons such as 'express job' (that is where a consumer brings an urgent job and you charge more than what you would have normally charged for producing the garment). Other reasons included faulty machines, power outages, health reasons and sudden shortage of labour (When apprentices or workers do not come to work). So these who used the delivery date approach ended up satisfying their consumers.

4.5.4.4: The Customer

A key consideration that participants took before they started production was the personality they were sewing for. The participants said with the advent of social media and trade liberalisation, consumers had become very informed about garment quality and did not just accept anything. A participant reported that:

"The person you are sewing for is very important. Some people have not learnt how to sew but they know quality. If you sew their things anyhow you will have problems. For those people I am very particular." (Manufacturer 16)

This is collaborated by another participant who added that:

"If you are sewing for a banker, a big pastor's wife, "burger" (someone who stays/resides outside the country) or the people who earn good money, you must do it well. If you do it well it has advantages. If you do not do it well too you know you

have lost a customer who will not only give you good money but customers as well." (Manufacturer 30)

The participants were also of the view that where the garment would be used was also important. The majority (28) of them said they put in more effort when they knew the garment would be used outside the country. The results also showed that the purpose for which the garment was sewn was also important. Depending on the occasion for which the garment was to be worn, the manufacturer put in more work. A participant shared her view and said:

"What the garment is going to be used for is very important. If the dress is going to be used for engagement, a party or let say a wedding, I pay more attention to details. I like to sew those dresses myself. My apprentice does very little on it." (Manufacturer 22)

It is deduced from the responses that participants took a lot into consideration before they started producing a garment as production requires a lot of planning and good organisation. If a manufacturer failed to consider these factors before production started it could affect the quality of the finished garment.

4.5.5: Challenges faced by MSEs manufacturers in garment production that affect quality

4.3.5.1: Consumer Behaviour

All the participants complained about rude customers, non-collection of garment after it had been sewn, unnecessary bargain and under payment. The narratives below are examples of what certain manufacturers reported:

"You sew a dress as a customer requested. At the end of doing your best to meet the collection date, the customer refuses to come and collect it for one reason or the other. Some will also bring 3 fabrics and pay for 2 and tell you they will pay for the last one in a week. After a week you will call and they will not mind you." (Manufacturer 11)

"Some of the customers you advise them and they do not take. They will bring 2 yards fabric and expect you to sew a style that requires 4 yards." (Manufacturer 15)

"A customer will bring a fabric. She will then pick the sleeve from Nana Ama Mcbrown's style, the flare from Berla Mundi, the upper side from another celebrity. This makes the work difficult. A lot of the time too they will not want to pay the right price for all the work." (Manufacturer 7)

Problems with how consumers behave run through all the discussions. Manufacturers should endeavour to find ways of satisfying consumers since this could solve many of the problems they had with consumers.

4.5.5.2: Availability/ Proximity of sewing notions

Most of the participants complained of unavailability and proximity of notions for production. For those who operated in the suburbs outside the main market centres, they had to travel to the market centres to buy simple items like threads and buttons because they could not find what they wanted in their neighbourhoods. According to the respondents this made them lose valuable production time. A manufacturer who sews on the outskirt of town had this to say:

"It is not easy. Sometimes I have to go all the way from Sekondi to Takoradi to buy just thread that will match what I am sewing. There is a woman who owns a shop in the area that sells these things (notions). However, the things are old and not current. The only things I buy from her are lining and sometimes zippers." (Manufacturer 2)

Some (12) participants also preferred to go to Accra or Kumasi to get their notions because they believed that they could get what is in vogue there. There were however others who could not find what they wanted in town and had to travel to Accra to get it even though that was not what they wanted to do.

With regards to reasons for not getting their preferred notions was that, some participants said the shop owners did not stock their preferred notions and also items that people often bought were often different. Most of the manufacturers who travelled outside Sekondi/Takoradi often bought the notions they needed in bulk so that they would not have to travel very often to buy notions.

4.5.5.3: Problems with Employees

The participants complained about finding the right people to help with their work. The participants reported that, previously most of them relied on apprentices to help them in the production of garments. In recent times, however, very few people are enrolling in sewing apprenticeship. This can be confirmed by the data gathered from this study. Of the 36 participants who were interviewed for the study, 11 did not have any apprentice. 10 participants had only 1 apprentice with 14 participants having between 2-5 apprentices. Only 1 participant had 6 apprentices. The participants said those with apprentices had them brought in by the Government and Non-

governmental organisations (NGOs). Manufacturers were not paid for training them but when the training ended their machines become the property of the manufacturer. To find out why the garment industry was recording such low numbers of apprentices, the participants gave reasons that included the following. There were many public and private institutions that were offering the fashion programme. It is a known fact that people prefer to be seen attending formal institutions instead of enrolling in apprenticeship. This was because many people believed that school dropouts were the ones who patronized apprenticeship. Another reason was that some manufacturers did not teach their apprentices a lot of skills. At the end of their training some had to spend more money to enrol in apprenticeship elsewhere because they did not learn much from their previous master craftsmen/women. This was a disincentive for prospective apprentices. Lastly, stories about master craftsmen/women using apprentices for errands in their homes like cooking and washing among others instead of teaching them how to sew did not encourage people to enrol in apprenticeship.

With regard to employees, the many (29) of the participants said that they mostly employed some of their own apprentices after their training. However, many apprentices now prefer to establish their own businesses after their training. A few of the participants also said that when they advertised the position for a tailor or dressmaker and those who applied knew how to sew, they still had to train them to do what they wanted since they did not give them their initial training in sewing. Others complained about the attitude of their employees. One of the participants puts it this way:

"Getting diligent professional workers for employment is a problem." (Manufacturer 20)

"When I interviewed her for the job, I realised she did not know much but I needed the help so I took her in. I virtually had to teach her everything from scratch. Now that she has learnt see the way she is behaving. She will come to work today, tomorrow she will not come. She is always calling in sick. The sad part is I pay her very well." (Manufacturer 9)

"After you teach them they start to misbehave. Can you imagine that when I cut for them to sew and I go for errands they stop what I have given to them and use my resources to sew for their personal clients? When I realised this I was so angry." (Manufacturer 33)

4.5.5.4: The use of supernatural powers to collapse businesses (Superstition)

A few of the participants also had problems with people using "juju" (Black magic) to destroy their business. Two participants had this to say:

"Every morning when I get here I pray. You never know who will be sent to your shop to destroy you. A customer will enter your shop and everything you do for her she will not be satisfied. If you do not take your time, you will fight with her then they will go round spoiling your name and business. So I always pray that God gives me patience to contain such customers." (Manufacturer 18)

"Some fabrics if you add them to your collection that is your end. A woman brought her fabric to be sewn. After she left I started experiencing low patronage. My customers were just not coming. I would call them after sewing their garment and they would promise to come for them but they never showed up. It was a pastor that

came to deliver me and my business. Since then anytime she sees me she bows her head in shame." (Manufacturer 24)

This finding is not surprising because in Ghana there is anecdotal evidence that everything is associated with superstition.

4.5.5.5: Institutions that offer in-service training for MSEs Manufacturers

Some (7) of the participants wanted to have some additional training but it was difficult to find places in the metropolis that offered training that was convenient for them. Most of the institutions that run fashion programmes starts at 8 am and close at 5 pm. This was usually the time most manufacturers were busy with their work. A few of the manufacturers shared their concerns:

"I really want to go to the polytechnic and upgrade but I cannot leave my business. It will really affect my work." (Manufacturer 5)

"The school if I get I will go but the work is too much. All this work if I go to school who will do it." (Manufacturer 19)

"I started but the school fees was too much so I stopped. If I get someone to help pay the fees I will go back." (Manufacturer 33)

These accounts suggest that some of the participants were willing and prepared to upgrade their skills but because of various reasons stated above they could not. A major concern for them was the study schedules in most institutions offering the fashion programmes and how participants could combine that with their work.

4.5.5.6: Operation and maintenance cost of business

All participants had a problem with the cost of operating and maintaining their business. These problems included: cost of renting shops, taxes, high technological machines and cost of electricity.

i. Cost of Renting Shops

For most of the participants, the cost of renting shops was having a toll on their profits because shop owners charged them huge sums of money. Others had their shops located at places that were not authorised by` the Metropolitan Assembly therefore had to be paying bribes to City Guards to avoid being sacked from the places they were located. Some (12) participants mentioned that because of where they were located it was difficult for them to get customers, and even when they did, the customers did not have money to pay the actual charges for work done for them.

ii. Taxes

Taxes from the Ghana Revenue Authority (GRA) and the Metropolitan Assembly were another issue that was running into the high cost of running participants businesses. Two manufacturers said:

"…because of taxes now I do not entertain people when they come for information. They will come and ask you questions and before you know it somebody is coming for one tax or the other." (Manufacturer 2)

"The taxes are too much. I just started the business but today income tax, tomorrow metro tax etc. How much am I making that I have to pay all this money. This place the business is not good. You sew a dress for a customer and she wants to pay 10 Ghana

cedis for it. The Metro Tax is 40 Ghana Cedis and Income tax is 50 Ghana Cedis for every quarter of the year. How can I pay all these taxes with this meagre amount that customers in my area pay for their garments?" (Manufacturer 31)

iii. High Technological Machines

Lack of high technological machines to make production easy was also a problem. Some (12) of the participants were of the view that if they had high technological machines such as industrial cutters, digital embroidery and surging machines, it would help with the speed of garment production and make it easy to meet delivery dates. Others also believed that high technological equipment would help improve creativity in the industry. One of the manufacturers made this statement:

"I did not have a neatening machine so I always have to join a queue with other tailors to do neatening on the garments that I produce. This is really time wasting" (Manufacturer 27)

Many (21) participants stated that high technological machines were expensive for them to acquire. However, their availability to participants would have helped improve the quality of garments. High cost of repairs of machines was also a problem for participants as it delayed production. Some (15) manufacturers did not have money to pay for the cost of repairs thus their machines were with repairers for a long period which cause them to disappoint consumers. One of the manufacturers shared her experience:

"…my industrial machine got spoilt. I had to pay 300 Ghana cedis for the part that was spoilt and 100 Ghana for workmanship. It was too much for me so I left it for months and was using my hand sewing machine. It made the work slower but I did not

have a choice. I could not afford to repair the industrial machine at the time." (Manufacturer 29)

iv. Cost of Utility (Electricity)

All participants in the study had a challenge with the cost of paying for utility (electricity) to operate their machines. They stated that this had led to a lot of manufacturers getting into trouble for illegal electricity connections. Even though the government had recently reduced the tariffs, they wanted it to go further down. A participant reported:

"Light bill is killing my business. All the money I collect from the customers goes into light bills. It is just too much." (Manufacturer 36)

Majority (33) participants also wanted the government to put an end to the power outages and load shedding that the country suffered not too long ago from happening again. The majority (32) of the participants said the power outages and load shedding almost collapsed their businesses and hoped it will not happen again. A participant shared her experience:

"When the load shedding was going on, production came to a standstill. Eventually, I had to buy a generator but that was not cost effective because I spent a lot on buying fuel. I pray it never happens again." (Manufacturer 7)

4.5.6: Quality

One assumption of this study was that manufacturers knew what good quality was and that they ensured that all the garments they produced was of high quality. In view of this participants were asked to state what they considered as a garment with good

quality. All participants mentioned good construction and workmanship as an important attribute of quality garment. Construction refers to the process of creating the garment and workmanship is the degree of skill with which a product is made or how, in this case, the sewing is executed (Apunda, 2017). Majority (29) of the participants mentioned attributes that constituted a good quality sewn garment as stitches and seams, style, correct measurement taking and good fit. These attributes, if done properly produced good quality garments. The finding suggested that for a garment to be considered as one of good quality, manufacturers had to pay close attention to construction and workmanship techniques. The account of two participants on the relevance of good construction and workmanship are presented below:

"Quality is relative. If you come to my shop I look at finishing, arrangement of trims, among others. I also look at the person I am sewing for. At my end, the amount of money you pay will determine the quality you get. If you are prepared to pay 500 Ghana cedis I will give you good craftsmanship. Everything will be on point and when you take it anywhere you will stand out. If you pay 80 Ghana cedis. I will sew it like anybody else will sew it." (Manufacturer 14)

"…The technique used to make the dress is important when we are talking about quality. Look at "Pistis" (a garment production house). I admire them so much because their cutting is precise. You can see they use patterns. I like to do things in a hurry so I do not do patterns but in the future when I can employ a pattern maker he/she can do the patterns whiles I cut. Now the work is enormous so I cannot do both. Besides my customers would not be prepared to pay for it." (Manufacturer 25)

The majority (32) of participants also stated that for a garment to be of good quality it must have a perfect finish. Two (2) of the manufacturers stated that:

"Finishing and organisation of design is what I look for in a high quality garment. Sometimes you see a dress and everything is harmonising. Position of accessories, stitches, everything is on point. Sometimes the style might not be nice but the outlook is neat." (Manufacturer 4)

"High quality garment should have a good finish. This does not mean just the outward finish but the inner finish too." (Manufacturer 15)

From the above statements, the participants described a garment of good quality as one which had good finish both inside and outside, looks neat, well ironed/ pressed without hanging threads, pins removed, notions well fitted or attached to the garment. The finished garment should also not be dirty. Apart from these, some participants also considered fit as an attribute of a good quality garment. The garment must fit the body conformation of the wearer. One of the participants put it thus:

"…if the garment is loose at where it is supposed to be tight then the tailors/dressmaker did not do a good job. Once you have taken the persons measurements it should fit properly. If not then there will be something wrong with the quality of the garment." (Manufacturer 34)

Regarding what manufacturers were doing to ensure that all garments produced were of good quality, all the participating manufacturers stated that they continuously inspected the garment during production to ensure the highest quality. Some of the

things they inspected were stitches, seams, arrangement of patterns, darts. A few of the participants shared their experiences as follows:

"I am constantly doing inspections of the garment we produced. You know these apprentices if you do not do that they will mess you up…because they know if they do not do the right thing. I will ask them to unpick and do it again they try to do their best the first time and it make the work fast and neat." (Manufacturer 3)

"I do inspections throughout the whole process. If I do it at the end I might not notice some mistakes which might cause the customer to complain." (Manufacturer 18)

"Inspections help to ensure that you are doing the right thing all the time so I do not take it for granted. In this shop inspection is a big deal and I encourage my apprentices to be inspecting each other's work so that sometimes they can correct their mistakes even before it gets to me." (Manufacturer 22)

Some (14) of the participants stated that mistakes identified and corrected, even if it meant starting to sew the garment from scratch and measurements that were taken accurately would lead to the production of good quality garments. One participant also stated that supervision was a key factor in ensuring quality. He shared his experience as follows:

"Supervision is important. I used to allow them (referring to apprentice) to do what they wanted but I have realised that it will not help me so now I supervised everything even the cleaning of the shop." (Manufacturer 23)

The responses from some (10) participants also revealed that taking enough time to sew without rush was also important in ensuring good quality sewn garments. As seen from the statements below, rushing to make a garment accounted for many of the errors that affected quality. Some participants shared the following:

"Some of us sit in our shops and chat all day instead of doing our work. Then when they know a collection date is due they rush and produce the garment anyhow." (Manufacturer 14)

"Procrastination…people know the right thing but they will not do it. They will wait till the last minute and may not do it well. A bride brought her cloth to me a few days before the wedding that a dressmaker she gave a previous fabric to had spoilt it. I told her to bring it to me to see if I could do some alteration on the dress since the period before the wedding was short. When I saw the dress I was annoyed. It was obvious that the whole thing had been done in a rush. I could not do any alteration on it and had to make a new dress for her." (Manufacturer 3)

"Some people know they have shortage of labour but they will still be collecting fabric. They will never say no to a customer. Then they are always in a hurry to sew and end up with mistakes that affect quality." (Manufacturer 31)

Using good quality notions and skill also ensured good quality sewn garments. A manufacturer shared her experience:

"You can sew the dress nicely with everything on point but if the button is not well fixed, trimmings fade after one wash, zippers break then where will the quality be? A tailor/dressmaker can charge a person so much and then when they get to the market

they buy cheap notions. Agreed that some of the items like zippers in the market are not good but tailors/dressmakers must do their best to locate good products because these things determine the quality of what you have done." (Manufacturer 11)

"Now the zippers in the market are not good. Sometimes even when you are fixing them they break in your hands." (Manufacturer 34)

It is evident from the findings that some of the notions that were sold in the market were of very poor quality and thus manufacturers had to be careful and look out for good quality ones before any purchase is made. In terms of production, the manufacturers were of the view that quality control should be enforced during all the stages of production to avoid bad quality garments.

4.5.7: Consumer Satisfaction

The majority (28) of participants in the study said they are always satisfied with their consumers by doing what is required, meeting delivery dates, providing good construction and workmanship and providing good customer relationship. A few (3) participants however stated that they did not satisfy their consumers all the time. The finding indicated that participants knew what they had to do to ensure that their consumers were satisfied. However, were they doing them? A few participants shared their experiences:

"If you do what the customer asked you to do for them you will not have any problem with satisfying them." (Manufacturer 36)

"Most people will come and sew a garment because of a particular reason or occasion. So when it is time for them to come and collect the garment and you disappoint them they will definitely feel dissatisfied. You might have sewn the dress very well but because you did not meet the collection date they will be dissatisfied." (Manufacturer 27)

"How you treat customers is also important. You can sew very well but if you are rude to your customers it will really affect your business." (Manufacturer 22)

The statements above suggest that, many (19) of the participants placed importance on satisfying consumers who patronised their services. The statements from the participants further strengthen the assertion that the consumer is the most important asset to a business and he/she is always right. Failure to realise this may collapse any business. With regard to how consumers behave when they were satisfied, some (18) participants said they showed appreciation by saying thank you or paying more than the agreed price. Others also praised the manufacturer for a good work done. Some (15) participants reported that when consumers were satisfied they would recommend a particular manufacturer to others (friends and family). They also remained loyal to a manufacturer by always bringing fabric to be sewn for them. Two (2) manufacturers shared the following experiences:

"When customers are satisfied, they become happy. Some dance and thank you over and over again." (Manufacturer 5)

"Many of the customers come back with more fabric for you to sew for them and they do not come alone. They recommend you to people and sometimes they actually come with them." (Manufacturer 32)

On the contrary, if consumers were dissatisfied with what had been produced for them, they may either complain or ask for alteration. Others left with disappointment and never patronised that particular manufacturer again. Two (2) participants shared their experience:

"When customers are dissatisfied normally they will complain and ask you to do some alterations on what they do not like. Some will go and never come back to your shop again." (Manufacturer 21)

"If you are not lucky and you get a bad customer they can cause you trouble. They can be rude, insult and even go to the extent of spoiling your name and business to others." (Manufacturer 8)

The finding indicated that some consumers took actions such as complaining and asking for alteration when dissatisfied while others did not. Some participants had to endure unpleasant situations such as negative word of mouth with dissatisfied consumers and they claimed it is not a nice experience.

4.6: Discussion of Results

4.6.1: Custom-made garments ordering behaviour of Consumers

Consumers who utilize custom-made garments are usually motivated by the desire for high quality which is unavailable in the retail market, a need for a special occasion

garment, or a need for special fitting (Bye, 2010). By approaching businesses that provide custom-made garments, prospective consumers anticipate that their specific quality needs and preferences will be satisfied (Peterson and Gordon, 2001). Fianu & Zentey, (2000), stated that in Ghana top quality, well-tailored garments were mainly acquired through customised garments made by manufacturers in the micro and small enterprises of the informal sector. This is consistent with findings in the current study. The study found that many consumers relied on MSEs manufacturers for their garments for all occasions and thus could not quantify the number of times they patronized the services of these manufacturers.

Many upcoming manufacturers of custom-made garments in Africa lack reputation as they mostly operate informally without even properly advertising their businesses and thus consumers mostly rely on recommendations from friends and family (Mapoko, 2014). Reputation/recommendations from satisfied consumers could also be used as a referral to a manufacturer (Koskennurmi-Sivonen & Pietarila, 2009). Consumers in the current study, selected manufacturers to produce their garments based on reputation/recommendation from others. Consumers felt comfortable to allow manufacturers to produce a garment once they were recommended by other consumers who had already patronized their services. They also looked at previous garments that had been produced by a particular manufacturer to judge if he/she could produce good quality garments. Some manufacturers had also created a name for themselves as being producers of quality garments and consumers relied on this information to select a manufacturer to produce quality custom-made garments for their needs. This finding is similar to an earlier study that confirmed that consumers

indeed relied on reputation and recommendations in their quest to acquire quality garments (Koskennurmi-Sivonen & Pietarila, 2009).

Most consumers presented only the face fabric to manufacturers for production of garments while the manufacturer was expected to provide all other notions that were needed. This finding indicates that most consumers selected the fabrics that would be used for the construction of their garments which is a typical characteristic of custom-made garment production in Ghana. It implies that manufacturers could not be blamed if the fabric affected the quality of the garment produced. Consumers in the study paid relatively low prices for all categories of custom-made garments but that did not seem to affect their level of satisfaction with the finished garment. The finding contradicts what manufacturers in the study postulated. According to manufacturers, the price being paid for workmanship determined the amount of work and quality of a particular garment. This finding is also consistent with a previous study in Finland by Koskennurmi-Sivonen and Pietarila, (2009). They reported that price was determined by style of the garment, accessories to be used, amount of work, the time needed, professional skill quality and reputation of the manufacturer. In the case of this study however, some manufacturers were prepared to lose consumers because of their low prices, as they wanted to create a brand that was noted for high quality garments which required a lot of work. Thus if this were the case, why were consumers paying low prices and still enjoying seemingly good quality products. This could be because MSE manufacturers of custom-made garments relatively charged low prices and still did their best to produce quality garments for their consumers. However, this could negatively affect the business of MESs manufacturers by reducing the income and syphon creativity since they would be limited in what they can do.

4.6.2: Attributes used to evaluate the quality of custom-made garments

According to Gocek and Beceren, (2012), every custom-made garment business should attempt to identify the variables or features of a product that affect consumer satisfaction and manage these variables to ensure and enhance continual consumer loyalty, repurchases and profitability of the business. Knowledge of the attributes of custom-made garments that are significant to the consumer is necessary for the manufacturer to meet the needs and preferences of its target consumers.

Consumers use different attributes to evaluate the quality of a garment. Researchers have identified many attributes that are critical for consumers when purchasing garments. These attributes are often directly linked to indicators such as quality and value (Teas & Agarwal, 2000). To a large extent, consumers rely on extrinsic attributes when evaluating a garment and these attributes are used to analyse quality indicators when consumers are not familiar with an intrinsic attribute (e.g. style, fit or care), and vice versa. This means that if consumers have limited knowledge of the intrinsic attributes of a product, they will rely on extrinsic attributes to make a purchasing decision (Zeithaml, 1988). The current study identified four (4) attributes namely aesthetics, construction/workmanship, finishing and customer service used by consumers to describe their perception of garment quality. These attributes were made up of both intrinsic (aesthetics, construction/workmanship, finishing) and extrinsic (customer service) attributes.

As far back as 1971, Jacoby et al. (1971) stated that consumers use both extrinsic and intrinsic attributes to decide the level of quality in their buying behaviour. However, intrinsic attributes were mostly used to describe quality. This was confirmed by

Wheatley and Goldman (1998). They indicated that intrinsic attributes had a stronger effect on determining quality than extrinsic ones. Again, Fujiwara et al. (1994) examined consumer perception of garment quality and found that the intrinsic attributes of garments like workmanship in sewing, physiological comfort, usefulness, physical and chemical properties play an important role in the quality assessment process for a garment. Grunert (1986) also suggested that, the number of attributes actually used by a consumer when evaluating a product is relatively small and lies somewhere in the range of three to seven attributes. Thus the number of attributes identified in the study was appropriate. According to Kadolph (1998), consumers use performance, features, reliability, conformance, durability, serviceability, and aesthetics to determine the perceived quality of garments. The attributes from the study is consistent with what Kadolph (1998) found since the attributes used by consumers in the study are similar to what she established. According to Herpen and Pieters (2007), the extrinsic attributes may under certain conditions unknown intrinsic attributes. For instance, the name of a manufacturer may give an idea of the quality.

The findings also revealed that for manufacturers in this study, a good quality garment should have good finish, proper fit and good construction/workmanship. This is similar to what was reported by Rogers & Lutz (2003) that there were several factors that determined the overall quality of a garment, among which are fabric selection and the manufacturer's methods of construction. Rosenau & Wilson (2014) also stated that, manufacturers must consider factors that affect quality including fabrics, design, construction, pattern, fit and finishing during product development in order to meet consumer requirements. With regards to fabric in the context of this study, it was observed that consumers purchased their own fabric therefore could not be a factor of

quality for the manufacturer to consider in the development of the product. However other factors such as design, construction, pattern, fit and finishing were similar to what was found in this study. When consumers found garment performance to be poor, it was often the result of the manufacturer using lower-quality materials or a lack of quality workmanship. According to Rosenau & Wilson, (2014), quality concerns of manufacturers should focus mainly on how to meet the consumer's needs and expectations of quality, which implies that the manufacturer has to analyse and understand quality demands of the consumer that determine satisfaction.

From the results it was also observed that consumers and manufacturers agreed on aesthetics, construction/workmanship and finishing as determinants of good quality but not customer service. This could be because manufacturers could not evaluate themselves in terms of the service they provided or they did not know about the type of services other manufacturers provided.

4.6.3: Expectation of consumers of custom-made garments produced by MSEs

Consumers usually form expectations about the anticipated performance of products prior to purchasing or ordering a custom-made garment (Sattari, 2007; Donoghue & De Klerk, 2009), and acquire products with specific physical features that they believe would fulfil their expectations with regard to performance. The determination or definition of expectations of garment quality is important to manufacturers' of custom-made garments. Quality is about meeting or exceeding consumer expectations all the time (Metha & Bhardwaj, 1998). The key here is to know accurately consumer expectations on a continuing basis because unless a manufacturer knows consumer

expectations on a continuing basis it will be difficult to meet or exceed them (Metha & Bhardwaj, 1998).

From the results obtained it is clear that consumers' expectations were high regarding all the attributes. However, expectations of some attributes were higher than others. Consumers rated finishing with the highest expectation. Customer service, construction/workmanship and aesthetics followed respectively. The findings agree with previous findings by Kadolph (2010) that quality from a consumer perspective depends on the attributes of a product that are important to the user, which differ by product as well as by consumer. For example aesthetics attributes maybe of less significance in assessing the quality of a casual dress but more significant as a determinants of good quality for evening wear. In support of this notion, the results revealed that four attributes namely aesthetics; construction/workmanship, finishing and customer service played a role in the evaluation of the quality of custom-made garments, but the degree of importance varied between the specific attributes. Previous studies by Swinker & Hines (2006); Zhang et al., (2002); Fiore & Damhorst (1992), noted the importance of the various product attributes used as selection criteria in judging the quality of different garments differed in the consumer's mind. These different product attributes could also affect the level of satisfaction the consumer derived from the product in different ways (Wang & Ji, 2009; Matzler & Hinterhuber, 1998). For a garment to be regarded as good quality by a consumer, it had to perform well on specific attributes (aesthetics, construction/workmanship, finishing and customer service) that were more important to the consumer and reach certain minimum levels on the other attributes.

An analysis of the attributes identified in the study that predicted quality indicated that all the attributes were significant in predicting the quality of custom-made garments. This implies that attributes identified in the study were appropriate for judging the quality of custom-made garments. Additionally, Brown & Rice (2014) reported that the more educated and sophisticated the consumer, the more specific are the expectations of quality and more precise the ability of the consumers to explore those expectations. Thus because all consumers in the study had acquired some form of education, they were able to state their expectations of custom-made garment appropriately.

Previous studies by Jason (2011) and Nkambule (2010) found that although adult career women had preferences for both functional and aesthetic attributes for their career wear, they had higher preference for functional attributes than for aesthetic attributes. Makopo (2014) also found that suitability of end-use was not as important as sensory, emotional, comfort and durability attributes to the consumer. Additionally, Rayman et al (2011) stated that consumers appear to define garment quality by their expectations of seven specific attributes: performance, components, garment care, appearance, construction/ workmanship, style/fashion, and fit. These findings are similar to findings in the current study as consumers identified aesthetics, construction/workmanship, finishing and service as the attributes that were used to describe quality.

4.6.4: Performance of custom-made garments

Product performance of a garment describes the manner in which the product responds to use (Kadolph, 2010). During use, a comparison is made between the

consumers' perceptions of product performance and expectations (Chen-Yu et al., 1999). Since product performance is evaluated against consumer expectations, it serves as a benchmark, against which the quality of a product is evaluated, in order to assess disconfirmation (Sattari, 2007). From a small business point of view, it would be ideal for consumers if garments performance of specific attributes they rated as highly important was achieved (Makopo, 2014).

Consumers in the study were pleased with the performance of custom-made garments. All the attributes including aesthetics, construction/workmanship, finishing and service were rated excellent by respondents in the study. However, it was necessary to determine the extent to which the respondents were pleased with attributes that they rated as important. The results indicated that relationships existed between highly important expectations and perceived performance regarding those expectations. This finding is contrary to what was reported by other studies. For instance, in their study, De Klerk and Lubbe (2008) revealed that consumers who rated the sensory and emotional attributes as important were not pleased with their performance as expected. Another study by Nkambule (2010), also found no significant relationship between career women's expectations and perceived performance regarding the sensory and emotional attributes of the quality of career wear.

The finding in the current study suggests that manufacturers were able to translate consumers' expectations into qualities of the finished garments. Kadolph (1998) stated that, abstract factors related to product performance and consumer satisfaction were often difficult to express. This statement is also inconsistent with findings in the current study. This is because for respondents in the study manufacturers of custom-

made garments were able to convert their expectations into the finished garment and thus they were satisfied with the performance of the garment. A consumer's evaluation of quality to determine whether satisfaction has occurred depends on the product's performance. It is also important to note that proper judgment of the quality performance only occurs after purchase and when the product is in use (Abraham-Murali and Littrel, 1995; Erasmus and Donoghue, 1998; Kinkade et al., 1998).

4.6.5: Consumer satisfaction/dissatisfaction with custom-made garments

Satisfaction with a purchased product is a fundamental goal for all consumers (Chen-Yu et al., 1999) and it generates profits for the business (Churchill and Suprenant, 1982). Satisfaction is the "leading criterion" for determining the quality of the product that is actually delivered to consumers (Pizam and Ellis, 1999). For manufacturers of custom-made garment to be successful in influencing consumer satisfaction, they need to understand how consumers' expectations are developed and updated (Sattari, 2007). While consumer satisfaction results from fulfilment of expectations (Sattari, 2007), consumer dissatisfaction is the result of negatively unconfirmed expectations (Dubrovski, 2001). The results of the study showed that consumers' expectations of all attributes were rated as important while performance were rated as excellent. However, the results from the gap analysis within the expectancy disconfirmation theory indicated that consumers were dissatisfied with the quality of their custom-made garments. For all the attributes, performance was lower than expectations (by taking the gap analysis into account) and therefore it was necessary for MSEs manufacturers of custom-made garments to improve on the quality of these attributes for consumers.

Consumers may also be motivated to acquire certain products as a result of the thought that the product will fulfil their needs (Jansson-Boyd, 2010). With the increase in ways of acquiring garments like ready to wear and second-hand clothing, consumer expectations of custom-made garments were likely to be higher since consumers have had the opportunity to use these garments which are assumed to have good quality. In terms of the expectancy disconfirmation theory, as varieties increase, so do consumers' expectations thereof (Diehl & Poynor, 2010). Therefore, the consumers may have experienced increased expectations as a result of a large variety of garments from which to make choices. When expectations exceed performance, negative disconfirmation occurs which leads to dissatisfaction (Oliver, 1996; Hoyer & MacInnis, 2001; Hawkins, Mothersbaugh & Best, 2010). Thus, consumers in the study were dissatisfied with the quality of their custom-made garments; however overall, there was a contradiction between the satisfaction reported by consumers and the gap analysis.

The reason for this could be that even though expectations did not meet performance; consumers accepted the finished garments from manufacturers probably because of the low price paid. This is consistent with Ampong (2004) statement that manufacturers in Ghana mostly service the local market and the standard accepted for custom-made garments was not high. A correlation analysis to identify relationship between overall satisfaction and each expectation and performance attributes indicated significant positive correlation. This means that as satisfaction increased so did the expectation and performance of the attributes.

A consumer's emotions can be fundamentally divided into positive emotions and negative emotions (Brainerd et al., 2008). Hoyer & MacInnis (2001) noticed that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement and delight whiles dissatisfaction was associated with various sets of emotions such as fear, sadness, guilt, hostility, anger and shame (Diener, Smith & Fujita, 1995). This assertion is similar to what was found in this study. Satisfied consumers mostly felt happy, good and grateful while dissatisfied consumers felt angry, disappointed, sad, frustrated and confused. These emotions usually leaf the individual in a state of disequilibrium, which required him/her to engage in one or more post-order behaviour to return to a normal state (Diener, Smith & Fujita, 1995; Zeelenberg & Pieters, 2004).

4.6.6: Post-order behaviour: Satisfaction/dissatisfaction

Individuals use post-order behaviour to regulate their felt emotions (Davidow, 2003). For example, a consumer who ordered a very expensive custom-made garment will be dissatisfied if it did not perform as expected. Should the consumer appraise the whole event as stressful, (for example feeling that money was wasted) and attribute blame to the manufacturer, negative emotions such as frustration and anger will be elicited. If the consumer intends to confront the manufacturer to remedy the situation, he/she will be considered to have high coping potential. In contrast when the consumer is anxious and afraid to confront the manufacturer, this will be an indication of low coping potential, because the consumer views himself/herself as having little or no power at all (Makopo, 2014).

Previous research by (Folkes, Koletsky, & Graham, 1987; Allen, Machleit, & Kleine, 1992; Liljander & Strandvik,1997; Barsky & Leonard, 2002; Davidow, 2003; Wang et al, 2004) has shown that emotions have an important impact on word-of-mouth communication, attitudes to the service provider, customer loyalty, repurchase intentions and complaining behaviours. Satisfied consumers will repeat the purchase, probably be brand loyal, and convey positive word-of-mouth advertising, and all these enhance sales (Almossawi, 2012). Thus consumers' satisfaction and experience need to be continually enhanced, and even then it is often not enough to retain them because even satisfied consumers were not always loyal, and what more defected at a high rate. Heskett et al. (2008) was of the opinion that customers being "very satisfied" were five 5 times more likely to repurchase. In the current study action taken by consumers who were satisfied included informing their manufacturers that they were satisfied with the garment, recommending the manufacturer to friends and family, ordering more garments from the manufacturer, saying positive things about the manufacturer to others, considering the manufacturer as first choice the next time they needed a garment and encouraging friends and family to use that particular manufacturer.

A correlation analysis revealed that there was a relationship between emotions following satisfaction with the performance of custom-made garment and coping strategies. This finding is thus consistent with what was found by Almossawi, (2012). Consumers who had positive emotional responses to service employees were more likely to develop committed relationships with the employees' service provider (Liljander and Strandvik 1995). It is reasonable to suppose that the opposite is also

true and that negative emotional responses would have an adverse effect on the development of a committed relationship with a service provider (Tronvoll, 2011).

Dissatisfaction is defined as a consumer expectation that is higher than the perceived performance. According to Day (1984); Singh & Pandya (1991), dissatisfaction is not sufficient cause for customers to complain. Analysis of the results indicated that majority of consumers did not take any action when they were dissatisfied. This finding confirms a Washington based research organization called Technical Assistance Research Programs (TARP) (1998) claim that on the average across all industries 50% of all consumers with problems, both individual or cooperate consumers, never complain to anyone. They further posited that for every consumer complaint reported, one can assume that there are at least 19 other similar complaints that simply were not reported. Andreasen (1985) and Richins (1983) reported that two-thirds of consumers failed to report their dissatisfaction to companies and it was likely that a vast majority of those who do not complain would simply leave the relationship.

As far back as 1970, Hirschman (1970) stated that, a consumer can choose to voice a complaint to the seller (or a third party) or exit the relationship depending on the degree of consumer loyalty. Day and Landon (1977) suggested a two-level hierarchy in which the first level distinguished action from non-action and the second level distinguished "private" actions (word-of-mouth communication to friends and relatives and/or ceasing to patronise a retail outlet) from "public" actions (seeking redress or refund from the seller, complaining to a consumer organisation and legal action). In the current study majority of consumers engaged in private action in

which they stopped patronizing the manufacturer, complained on social/mass media and informed friends/family about the bad experience. Only a few consumers engaged in public action that is contacted the manufacturer to obtain redress. This finding is also consistent with previous studies on dissatisfied garment consumers (Chen-Yu & Hong, 2002; Kincade et al., 1998). These studies have shown that when a garment fails to perform as expected, only a relatively small portion of consumers seek redress from the manufacturer. As a result, manufacturers were often not aware of performance failures consumers experienced concerning products, since many people do not communicate their dissatisfaction to these manufacturers.

Consumers should be encouraged to contact the manufacturer when garments do not perform well. Instead of viewing a complaining consumer as a nuisance, a positive attitude about such complaints should exist and a company should believe that a consumer is right until proven otherwise (Metha & Bhardwaj, 1998). If a consumer is not satisfied with a garment and returns it for alteration, chances are that the consumer will continue to patronise the same manufacturer, provided the compliant was handled satisfactorily. On the other hand, if a consumer does not complain about a defective garment or one that did not perform adequately, chances are that he or she will never patronize that manufacturer again (Makopo, 2016). If consumers remain unsatisfied, the cost to business in lost sales, directly and through word of mouth, could be substantial. Sometimes even a single consumer complaint revealed a significant problem. Also, there have been cases in which garment manufacturers were greatly thankful and appreciative of the consumer return information they received because such information could help improve the quality of garment (Metha & Bhardwaj, 1998).

All garment manufacturers should have some system of receiving consumer feedback since this could be very valuable in the overall strategy of continuous quality improvement. For long term success of any business, repeat consumers are very important (Metha & Bhardwaj, 1998). However, consumers will return to buy from the same manufacturer only if they remain satisfied. According to Tronvoll (2011) there is a significant relationship between negative emotions and complaint behaviour. However this was not the case in the current study. There was no relationship between consumers' emotion following dissatisfaction with the performance of custom-made garments and coping strategies used. This finding is also not consistent with Liljander & Strandvik, (1997) suggestion that negative emotions had a stronger effect on service experience than positive emotions.

4.6.7: The methods employed by manufacturers in identifying and satisfying consumer's quality demands

The majority of manufacturers in the current study were female and operated at the micro category (one to five workers). This is consistent with Fianu and Acquaah-Harrison (1999) statement that garments production has historically been a significant area of women's work. Peil (1970) and Ewusi (1987) also found that dressmaking was one of the most popular occupations for women in Ghana. All manufacturers in this study had attained some level of formal education. According to Fianu and Acquaah-Harrison (1999) some level of formal education is important for any category of training. Formal education is a prerequisite for sewing as the ability to read and write was important in obtaining and utilisation of accurate anthropometric data (Kuma-Kopbee, 2013). It was observed from the study that majority of manufacturers in this study acquired their sewing skills through apprenticeship. This is similar to findings

from Fluitman, (1992); World Bank SAR, (1993); Liimatainen, (2004) and Kuma-Kopbee, (2013). They found that most employees in the informal sector in Ghana acquired their skills through informal apprenticeships. Entering the informal sector through apprenticeship was a well-established fact, as has been recorded in the ILO Report of 1993 on the informal sector of Ghana. As far back as 1993, ILO Report established that 65.55% of the labour force nationwide enters the vocation through apprenticeship. In a more specific survey reported in the ILO report (1993), Yankson was cited as recording 66% in the labour force in Central Region entering as apprentices. Apprenticeship is seen as a popular form of training for the informal sector, which includes the sewing or dressmaking industry. However, Fluitman, 1992; World Bank SAR, 1993; Liimatainen, 2004; Anon, (2004) as cited in Kuma-Kopbee (2013) suggested that this type of informal training appears to have insufficient theoretical foundations which may affect the quality of skills acquired and the final products produced. According to Ampong (2004), it is apparent most manufacturers enter the sewing vocation as apprentices. The question arises as to whether the operators in the vocation using apprenticeship route were offered requisite standardisation, supervision, training and funding to enable them perform creditably.

Majority of manufacturers also learnt their skill in 3 years. The National Vocational Training Institute (N.V.T.I.) of Ghana, Apprentice Training Regulation, specified that the maximum duration of training should not exceed five years for all vocations. Tailoring apprenticeship according to I.L.O. (1985) took two to three years. Thus the majority of manufacturers in the study had their training within the stipulated time. The duration of apprenticeship had a significant effect on the performance of the apprentice and the services rendered to the master. When training was unnecessarily

prolonged, the apprentice learnt more skills and gained more experience in the management of the business. He/she also rendered more service to the master but may become disobedient. Some manufacturers in the study had acquired additional training in their quest to produce quality custom-made garments for consumers.

Kuma-Kopbee (2013) stated that the use of trainee apprentices was evident with micro level establishments and although majority of them provided labour, they were not paid for. She also posited that most of the master craftsmen/women had more trainee apprentices than full time employees or professionals and this may affect the quality of work produced. This finding by Kuma-Kpobee (2013) is consistent with what was found in the current study. All manufacturers who participated in the study had more trainee apprentices than full time workers. However manufacturers complained that it was difficult to get trainee apprentices in recent times. The reason manufacturers gave for the current trend was that there were now many accredited formal institutions which provided training in sewing. Past research has documented the use of trainee apprentices as a source of labour in the informal manufacturing sector in Ghana (Fianu & Zentey, 2000; Kayanula & Quartey, 2000; Mensah, Tribe & Weiss, 2007; Kuma-Kopbee, 2013). It was evident that the use of unskilled labour compromised the quality standards as the production of garments is generally classified as labour intensive (Zwane, Richards & Edmond, 2002).

According to Kuma-Kopbee, (2013), the over reliance on semi-skilled trainee apprentices as the labour source for master craft men was likely to compromise the quality of the garments produced. The production process of garments is considered as labour intensive; therefore, trained and skilled workers are important to assemble

garments properly in order to achieve the desired quality standards (Kuma-Kopbee, 2013). Even though trainee apprentice were important in the garment production process they should work under the supervision of the master craftsmen or senior apprentices so that the quality of the garment they produced could be ensured.

The findings also revealed that majority of manufacturers had more domestic machines than modern machines like the industrial sewing machines, surging machines and embroidery machines. For manufacturers who had modern equipment, this had become possible because the association through the NBSSI was providing these equipment to it members on hire purchase. This finding is similar to what was found in previous studies by Fianu & Zentey, 2000; Ampong, 2004; Kuma-Kopbee, 2013. Kuma-Kopbee, (2013) found that many manufacturers relied more on domestic basic equipment than advanced industrial equipment. Fianu & Zentey, (2000) also stated that significant number of the enterprises observed operating at the micro level had simple domestic equipment which was very unsatisfactory. Finally, Ampong (2004) postulated that many of the manufacturers relied on old manual hand and treadle machines for production therefore speed and quality could be affected. Chuter (1995) stated that there was a gradual shift from the use of manual machines to automated mechanised machines for production that had the advantage of performing operations quicker and with much efficiency. Machines facilitated the construction of quality garments, thus manufacturers in the current study should increase their efforts at acquiring modern machines to improve the quality of the garments they produced.

Kadolph (1998) indicated that to achieve quality, inspection, testing and measuring should be an integral part of the production process and these should be monitored to

ensure that the garments conform to specifications. To ensure quality, the findings revealed that manufacturers were doing inspections during all stages of production. Inspection is the visual examination or review of raw materials such as fabric, buttons, zippers, sewing threads, trims among others, partially finished components of the garments and completely finished garments in relation to some standards, specifications or requirements, as well as measuring the garments to check if they met the required measurements (Metha & Bhardwaj, 1998). The main objective of inspections was the detection of defects and non-conformances as early as possible in the manufacturing process so that time and money were not wasted later on in either correcting the defect or writing off defective garments (Metha & Bhardwaj, 1998). After fabric is received, it should be inspected to determine its acceptability from a quality viewpoint (Metha & Bhardwaj, 1998). This was not the case in the current study because most consumers purchased their own fabric for custom-made garments. According to Metha & Bhardwaj, (1998) there is a direct correlation between fabric quality and garment quality, and poor quality fabric results in excess cost of garment manufacturing. All manufacturers in the study claimed to be doing inspections during all stages of garment production to ensure that the finished garment was of good quality. This resulted in minimizing the need for later repairs and alterations.

In this era of globalisation where there are goods from all over the world, manufacturers must strive to produce garment that can compete in the market. The local market itself is also conscious of the quality standards in a garment due to the exposure of imported garments in the country through trade liberalization policy currently in operation in the country (Ampong, 2004). Inspite of excellent quality raw materials and good inspection coverage, garment quality depends on workmanship,

which may be a major stumbling block in achieving quality (Ampong, 2004). There is no doubt that each of the construction processes contribute to the quality of the garment. It is, therefore, necessary that much attention is paid to every detail of the construction processes in order to achieve the standard of quality that is expected of a product.

There was evidence from the focus group discussions that consumers had some issues with the quality of construction/workmanship of custom-made garments. For instance, they complained about manufacturers who did not pay attention to motifs in the fabrics before cutting, improper finishing among others. However manufacturers in the study were taking measures like taking accurate measurements to ensure good shaping and fit, ensuring that stitches and seams were of good quality, style, improving cutting techniques and ensuring good co-ordination of style with fabric and body type among others and paying attention to detail. The finding revealed that manufacturers were paying attention to construction and workmanship to improve the quality of their product. Manufacturers were also ensuring that they acquired quality notions from the market to produce garments for consumers since poor quality notions could affect the final quality of the finished garment.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Study

The study evaluated the quality of custom-made garments produced by MSEs in the garment industry in Ghana. The study used cross sectional design with mixed method approach to collect, analyse, and integrate both quantitative and qualitative data. The study was carried out in the Sekondi-Takoradi metropolis. The population for the study included manufacturers (36) and consumers (382) of custom-made garment. Multi stage and convenience sampling techniques were used to sample participants for the study. Data were collected from participants through focus group discussions, in-depth interviews and questionnaire survey. The data collection process sought to collect information on demographic characteristics of participants, garment quality, consumers' expectation of garment quality, consumers' satisfaction with the quality of custom-made garments, coping strategies consumers engaged in when they were satisfied/dissatisfied with the performance of their custom-made garment and how manufacturers ensured that consumer quality needs were met. Data analysis was conducted in two phases; quantitative and qualitative analyses. For the quantitative analyses, the Statistical Package for Social Science software (Version 22) was used to analyse the data, generate frequency and percentage distributions. Inferential statistics (Pearson's Correlation and Multiple Regression at 0.05 alpha levels) was used to find relationships between variables. The results were presented in tables and graphs. For qualitative analyses, responses from participants were hand coded, summarized and thematic analysis was done.

5.2 Summary of Findings

1. Four (4) themes namely Aesthetics, Construction/Workmanship, Finishing and Customer Service were identified as attributes that consumers used to assess the quality of custom-made garments. Consumers raised some quality issues with regards to these attributes.

2. It was also established that most consumers who ordered custom-made garments from MSEs manufacturers purchased their fabrics and sent them to the manufacturers for sewing.

3. Consumers had good knowledge about the construction of their garment. This could be because they had varied options of acquiring garments like second-hand clothing and garments from countries like China which were considered to be of high quality and they compared them with their custom-made garments and judged or evaluated the difference. Thus they could state how they wanted their custom-made garments to be made.

4. Consumers wanted MSEs manufacturers to advise them on fabric selection and garment styles. However, do MESs manufacturers have the competence to advice consumers appropriately on these issues?

5. From the discussions it could be concluded that, the quality of notions used had an effect on the quality of the finished garments.

6. Finally, there were complaints about manufacturers not delivering on agreed date of collection. Consumers wanted manufacturers to find ways to put an end to this trend since it had serious implication on the quality of the finished garment.

7. The results revealed that respondents mainly got manufacturers to produce custom-made garments for them when they needed it. Recommendations from friends and family were the most important to respondents when they had to select a manufacturer to produce a garment for them. The respondents mostly bought only fabric and sent them to their manufacturer who had to buy all other notions that was needed to produce the garment.

8. The results also indicated that respondent's paid relatively low prices for their custom-made garments which could affect the quality of the finished garments.

9. It was observed that respondents had high expectation of the performance of their custom-made garments. All attributes including aesthetics, construction/workmanship, finishing and service were considered important by respondents, thus they had high expectations of them. It was also revealed that most of the respondents were pleased with the performance of the attributes of their custom-made garments. Overall, most of the respondents were satisfied with the quality of custom-made garments produced by manufacturers. However, a gap analysis based on a comparison of expectation and perceived performance of custom-made garments within the expectancy disconfirmation theory revealed that expectations were higher than the perceived performance regarding all the garment attributes, indicating that consumers were dissatisfied.

10. The respondents when satisfied with the performance of their custom-made garments attributed praise to the manufacturer who produced the garment. The respondents were also happy when their garments performed satisfactorily and most of them took some form of action (recommended the manufacturer to others) after being satisfied. The respondents when dissatisfied attributed blame to the manufacturer. They believed that the manufacturer could have done something about the dissatisfactory performance of the garment. The respondents felt sad, disappointed or angry with the dissatisfactory performance of their custom-made garments. It was also observed that respondents took action after dissatisfactory performance of their custom-made garments. However as compared to when respondents were satisfied, many dissatisfied respondents did not take any action.

11. There was a significant relationship between quality and satisfaction ($r=0.149$, $p<0.5$). This meant that as quality increased so did respondents' satisfaction with custom-made garments increase. There was also a significant positive relationship between expectation and performance ($r=0.636$, $p<0.05$) with regards to custom-made garments. This indicates that respondents who had high expectation of their custom-made garments were indeed pleased with its performance during wear and care. There was no significant relationship between satisfaction/dissatisfaction and emotions ($r=-0.039$, $p>0.05$). This implies that satisfaction/dissatisfaction did not have an effect on emotions felt with the performance of custom-made garments. Finally, there was a significant negative relationship between emotions and post-order behaviour ($r=-0.116$, $p<0.5$). Thus emotions had an effect on post-order behaviour exhibited by consumers.

12. Most of the participants in the study acquired their skills through apprenticeship.

13. Hitherto manufacturers relied on their apprentices to help with garment production. However in recent times it had become difficult to get apprentices. More than half of the participants had none (0) or one (1) number of apprentices. Those with apprentices got them through programmes run by the government and NGOs' to place young adults in apprenticeship. Reasons for this trend included the springing up of many formal educational institutions like vocational schools and colleges that had been given accreditation by the National Accreditation Board (NAB) or Council for Vocational and Technical Education (COVET) to run programmes in fashion.

14. Majority of participants did not have modern equipment like the industrial sewing machines, surging machines and embroidery machines to speed up production. For participants who had modern machines, this had become possible because the association through the NBSSI gave these machines to its members on hire purchase.

15. Participants also complained about challenges with consumers, availability/proximity of sewing notion, finding diligent workers, cost of maintaining their business, supervision and finally how they could get some additional training. These they contend could affect the quality of a finished garment.

16. The findings also revealed that manufacturers mainly used intrinsic attributes including finishing, fit and construction/workmanship to explain what they regarded as good quality sewn garments.

17. Inspection of all the techniques that go into garment production was carried out during all stages of production to ensure well-constructed garments. For example measurement taking and notions fixing were supervised.

18. Customers were satisfied when they received styles they asked for with good construction techniques, when delivery dates were met and when good customer relationship transpired between the customer and the manufacturer.

19. Satisfied consumers showed appreciation by recommending manufacturers to friends and family and showed loyalty to manufacturers. On the contrary dissatisfied consumers complained about faults they did not like about the garments and asked for alteration. Other consumers did not return to the manufacturer and could spread negative word of mouth.

5.3 Conclusions

The study revealed attributes (aesthetics, construction/workmanship, finishing and customer service) that consumers used to assess the quality of custom-made garments. All attributes were rated as important while performance was judged at excellent by consumers. A gap analysis within the expectancy confirmation theory indicated that consumers were dissatisfied with the quality of custom-made garments as expectation was higher than performance. Satisfied consumers recommended and showed loyalty to the manufacturer. Majority of dissatisfied consumers however did not seek any redress, stopped patronizing the manufacturer and spread negative-word-of mouth. To produce good quality garments the manufacturers acquired modern machines,

inspected every process of the garment production in house and were prepared to learn new techniques and skills if they had the opportunity.

5.3.1 Relationship of findings to theoretical and conceptual framework

The study was adopted from the Expectancy Disconfirmation Paradigm (Churchill & Suprenant, 1982; Sattari, 2007) and Cognitive Appraisal Theory (Folkman, et al., 1986). These theories were used in previous studies (Makopo, 2014; Laufer, 2002; Sattari, 2007) to study consumer expectation and satisfaction/dissatisfaction, emotions following satisfaction/dissatisfaction, appraisal, attribution and coping strategies after a purchase. The study has confirmed the applicability of the theories to consumer evaluation of custom-made garments. The theory guided in the selection of variables for the study. There were observed relationships between variables (quality-overall satisfaction, expectation-performance, overall satisfaction-emotion, post order behaviour-coping strategies) thus the null hypotheses were rejected.

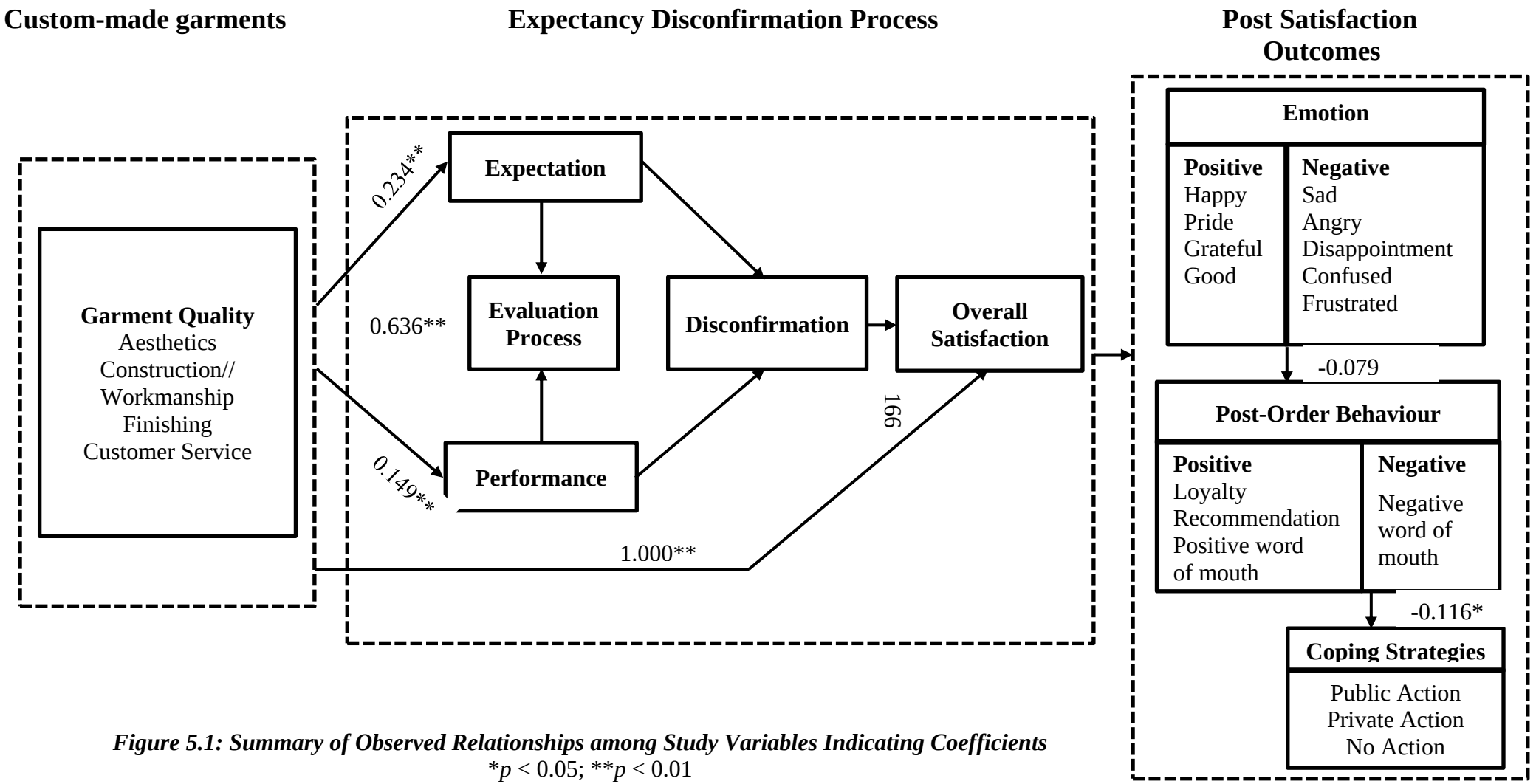

Figure 5.1: Summary of Observed Relationships among Study Variables Indicating Coefficients

*$p < 0.05$; **$p < 0.01$

The conceptual framework provided an understanding of the interaction of variables assessed in contributing to the evaluation of custom-made garments. Variables were also examined to help meet the objectives of the study. The findings from the study established the role of each of the variables such as expectation, perceived performance, satisfaction/dissatisfaction, emotions among as indicated in the conceptual framework helped to evaluate the quality of custom-made garments. In relation to the conceptual framework, the findings alluded to the fact that consumers had expectations about the performance of their custom-made garments. They had to confirm if the custom-made garments met their expectation or otherwise. When expectations were met, consumers become satisfied; when expectations were not met consumers become dissatisfied. After being satisfied/dissatisfied consumers appraised the situation and experienced either positive or negative emotions. They then engaged in some post-order behaviour and coping strategy.

5.4 Limitation of the Study

It is important to note that no study is without limitations. It is therefore necessary to address some of the limitations of the current study. The questionnaire used by consumers to measure their expectation and performance of quality was retrospection. The consumers thus had to recall a purchase event and evaluate its expectation and performance. Testing actual purchase events and returning to each consumer after a given time to evaluate during-use and care was not included in this study due to time constraints.

5.5 Recommendations

Based on the findings and conclusions of the study, the following recommendations have been suggested.

1. Copies of this work would be given to stakeholders in the garment industry in Ghana, such as tailors and dressmakers associations etc. to organise outreach programmes, seminars, workshops and conferences to educate garment manufacturers on identified attributes to improve on the quality of custom-made garments.

2. The consumers had some complaints with all the attributes of custom-made garments, it is suggested that; Tailors and Dressmakers Associations for instance Ghana National Tailors and Dressmakers Association (GNTDA) Western Region Branch, Garment Makers Association (GMA) and the Progressive Tailors and Dressmakers Association (PTDA) with the help of National Board for Small Scale Industries and other stake holders organise outreach programmes, seminars, workshops and conferences to educate manufacturers on aesthetic, construction/workmanship, finishing and customer service attributes of custom-made garments.

3. The majority of consumers did not seek redress when dissatisfied with the quality of their custom-made garment which could be detrimental to the reputation and profitability of the business. It is therefore suggested that manufacturers implement strategies such as labels with manufacturers contact numbers that will encourage dissatisfied consumers to provide feedback on the performance of their garments.

4. Since consumers have become exposed to foreign standards of quality and judge garment quality based these foreign standards; local garment associations could as part of their meeting carry along some of these imported garments or pictures etc. to

train/educate MSE manufacturers so they can become familiar with what pertains in other parts of the world.

5. Majority of the manufacturers acquired their sewing skills through apprenticeship. Thus it is recommended that National Vocational Training Institute (NVTI) the body in charge of apprenticeship training in Ghana does a needs assessment to be used to develop a curriculum so that all those who go through apprenticeship training are taught based on the developed curriculum.

6. The Ghana Standards Authority is on the urge of publishing standards for garment construction; it is recommended that copies of the findings be given to aid in the preparation of the standards.

7. There is a direct correlate between fabric and quality, and the consumers purchased their fabric and sent them to the manufacturer to produce their custom-made garments. it is therefore recommended that; manufacturers who have knowledge in textiles fabric and other stake holders, for instance, textile producers and retailers, Ghana Standards Authority and the Ministry of Trade and Industry, educate consumers at the manufacturers shops on the attributes of suitable fabric for the production of custom-made garments for their intended use.

Suggestions for further Research

It is suggested that further research:

1. Should be conducted on the evaluation of the quality of ready-to-wear garments. Since ready-to-wear garments have become a feature in the fashion industry in Ghana due to globalisation, findings of such a research would help to ascertain if ready-to-wear garments have the same issues as custom-made garments.

2. Should include participants from other population groups and regions. A comparison of consumer experiences, post-order behaviour and coping strategies from the different population groups and regions would may yield interesting findings.

3. Should be done on evaluating the quality of specific categories of garments for instance, Kaba and Slit, dress, garments for special occasions among others. Findings from this research would help identify specific problems that consumers have with the various categories of garments.

4. Should be conducted on how manufacturers handle feedback from consumers. Findings from this research may help address consumer issues with seeking redress when they are dissatisfied with the performance of their custom-made garments.

5. Should be done on how sewing skills are acquired through formal institutions (polytechnics, vocational schools etc.) and sewing apprenticeship. Since many manufacturers acquire their sewing skills through apprenticeship a comparison with training with formal institutions will help identify possible short falls in each of the modes of acquiring sewing skills.

5.5 Implications for Study Findings

Over the last few years, the government of Ghana through it agencies and ministries introduced programmes like National Friday Wear Initiative, Wear Ghana among to help revamp the textile and garment sub-sector to its former glory. However, these initiatives have suffered some setbacks because of challenges like poor quality and low standards of products from the sub-sector. Knowledge gained from studying consumer's evaluation of custom-made garments would help Government Ministries and Agencies develop policy and education implications that will help manufacturers

in the industry improve their skills to ensure that garment produced met the required quality standards.

A. Policy Implication

The textile fabrics & notions used for a garment affects the quality of the finished garments. The Ghana Standard Authority, as a regulator, should ensure that items such as fabric and notions locally produced and those imported for garment production are of the met required standards since the quality of these items affects the quality of custom-made garments produced.

The NVTI as a government agency in charge of vocation training should ensure that people who acquire skills through apprenticeship are given the right training. They should also organise continuing professional development programmes for master craftsmen so that they can improve on their skills and learn new trends in the vocation.

Most of the manufacturers who produce custom-made garments operate on the micro small scale level which is under the jurisdiction of the NBSSI. Thus the NBSSI, should use it as an avenue to help manufacturers acquire capital, training and equipment to enhance the business which in effect will help improve the quality of custom-made garments.

B. Educational Implication

Manufacturers of custom-made garment should be educated on the attributes that consumers use to evaluate quality by stake holders like NBSSI, Ghana Standards

Authority among others in order to improve the quality of custom-made garment produced to maximise consumer satisfaction and business profits. Fashion educators or institutions that teach fashion could use the findings to improve their curriculum for teaching Clothing & Textile.

5.6 Research Contribution to Knowledge

This study is very important because it has documented the attributes (aesthetics, construction/workmanship, finishing and customer service) that consumers use to judge the quality of custom-made garments. The findings can guide manufacturers to produce garments based on these attributes for consumer satisfaction.

The behavior of consumers of custom-made garments when dissatisfied with the garment has been revealed. This may serve as a call to action to educate consumers as to how to seek redress when dissatisfied with a service.

The study has confirmed the challenges faced by manufacturers of custom-made garments in their quest to ensure good quality garments to be able to compete in the global world of fashion production.

The expectancy disconfirmation theory has been used in Textiles and Clothing research in places like South Africa, United Kingdom among others but not in Ghana. The theory has revealed useful findings in this study. For instance, expectation was higher than performance indicating consumer dissatisfaction with custom-made garments produced by MSEs manufacturers. Additionally, consumers did not seek redress when dissatisfied with the quality of their custom-made garments.

Thus, other researchers in Ghana in the area of Textiles and Clothing can use the theory in related studies about consumer evaluation of garments.

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APPENDICES

Appendix A: Ethics Committee Approval Letter

UNIVERSITY OF GHANA

ETHICS COMMITTEE FOR BASIC AND APPLIED SCIENCES (ECBAS)

P. O. Box LG 1195, Legon, Accra, Ghana

Ref. No: ECBAS 004/17-18

24th November, 2017.

Miss Naa Omai Sawyerr
Dept. of Family and Consumer Sciences
P.O. Box SC593
University of Ghana
Legon, Accra.

Dear Miss Omai Sawyerr,

ECBAS 004/17-18: EVALUATION OF THE QUALITY OF CUSTOM-MADE GERMENTS BY MICRO AND SMALL-SCALE ENTERPISES IN GHANA

This is to inform you that the above reference study has been presented to the Ethics Committee for Basic and Applied Sciences for a full board review and the following actions taken subject to the conditions and explanation provided below:

Expiry Date:	23/11/18
On Agenda for:	Initial Submission
Date of Submission:	04/09/17
ECBAS Action:	Approved
Reporting:	Bi - Annual

Please accept my congratulations.

ETHICS COMMITTEE FOR BASIC AND APPLIED SCIENCES APPROVED 24 NOV 2017 UNIVERSITY OF GHANA

Yours sincerely,

Professor Daniel Bruce Sarpong
ECBAS Chairperson

Tel: +233-277493259

Email: ekacquaah@ug.edu.gh / ethicsebas@ug.edu.gh

Appendix B: Interview Schedule for Focus Group Discussions with Consumers

DEPARTMENT OF FAMILY AND CONSUMER SCIENCES

UNIVERSITY OF GHANA

LEGON

FOCUS GROUP INTERVIEW GUIDE

Researcher's Notes:

• Interview schedule for garment manufacturers

• State the purpose of the interview

• Express gratitude of their participation in the interview

• Indicate the duration of the interview, which should be within an hour

• Take consent from participants to tape the interview

• Assure participants that the information they provide will only be used for the purpose of this study and will be treated with utmost confidentiality.

1. When was the last time you had a garment made for you?

2. Did you have any considerations/expectations before having the garment made for you?

3. What made you like or dislike a garment after it was made for you?

4. What was your reaction or how did you feel when you collected the garment?

5. What was your impression of the garment's performance during use and wear?

6. In your view what is the characteristics of an ideal garment for yourself.

7. Describe what you consider as quality garment?

8. How do services offered by manufacturers affect your perception of garment quality?

9. What would you consider as manufacturing defect in garment manufacturing?

10. How do you mostly react to garment manufacturing defects?

Appendix C: Interview Schedule for Interviews with manufacturers

DEPARTMENT OF FAMILY AND CONSUMER SCIENCES

UNIVERSITY OF GHANA

LEGON

INTERVIEW GUIDE FOR MANUFACTURERS

Researcher's Notes:

• Interview schedule for garment manufacturers

• State the purpose of the interview

• Express gratitude of their participation in the interview

• Indicate the duration of the interview, which should be within an hour

• Take consent from participants to tape the interview

• Assure participants that the information they provide will only be used for the purpose of this study and will be treated with utmost confidentiality.

Section A: Background

1. Name of Business

2. Location of Business

3. How long have you operated the business?

4. Number of workers

- Work and Pay
- Apprentice

5. Gender

- Owner
- Work and Pay
- Apprentice

6. Level of Education

- Owner
- Work and Pay
- Apprentice

Section B: Skills Acquisition and Equipment

This section looks at the training of manufacturers and equipment that is available to them.

7. How long have you being sewing?

8. How did you acquire your knowledge in dressmaking/tailoring?

9. If you were trained how long did your training take?

10. What additional training have you had since your initial training in garment manufacturing?

11. How long have your workers/apprentices been practising after their training or how long have they been with you as a worker/apprentice?

12. Who does the construction of garment you produce?

13. Rate the skill/competence level of your employees

Staff	Poor 1	Fair 2	Good 3	Very Good 4	Excellent 5
Worker 1					
Worker 2					
Worker 3					
Worker 4					
Apprentice 1					
Apprentice 2					
Apprentice 3					
Apprentice 4					

14a.Which machines do you own?

14b.For the machines you do not have, where do you get them to use on the garment you produce?

15. Is lack of proper equipment a hindrance to your production?

16. How has technology aided you in your business development?

- Social Media
- Smart Phones
- Digital Albums

PRODUCTION

This section will look at how manufacturers produce garment.

17. What kind of garment do you mostly sew?

18. Body Measurement

- Who takes measurements for customers?
- How are measurements taken?
- How many measurements do you take?

19. What factor(s) do you consider when producing garment?

20. How much time do you spend in producing a garment?

- Kaba and Slit
- Blouse
- Skirt
- Trousers
- Shirt
- Dresses

21. How do you select styles for your customers?

QUALITY

This section will look at how manufacturers ensure that final products are of the highest quality.

22. In your opinion what is quality?

23. What do you do to ensure quality?

- Do you do inspections? YES/NO
- At what stage do you do your inspections?
- What are some of the things you inspect?

24. Notions

- How do you get notions?
- Where do you get them?
- Do notions affect the quality of finished garment?

25. What are some of the challenges you have that can affect the quality of your products?

26. What measures have you put in place to ensure the products will meet higher standards?

CONSUMERS

This sections looks at how manufacturers deal with consumers.

27. Do you think your customers' are satisfied with the garment you produce for them?

28. How do you satisfy customers?

29. Describe how a satisfied/dissatisfied customer behaves

30. What are the most common complaints you receive from dissatisfied customers

31. What are some of the things you do to resolve issues raised by dissatisfied customers

32. Do you meet delivery dates you give to your customers?

33. Do you advise customers on styles that will suit their body and fabrics and will suit styles they desire?

Appendix D: Questionnaire for Consumers

DEPARTMENT OF FAMILY AND CONSUMER SCIENCES
UNIVERSITY OF GHANA, LEGON

QUESTIONNAIRE: CONSUMERS

This is a research on the Evaluation of the quality of custom-made garments by Micro and Small Scale Enterprises in Ghana. Kindly assist me by completing this questionnaire for academic purposes. The information you provide will only be used for the purpose of this study and will be treated with utmost confidentiality. Please feel free and answer all the questions truthfully.

Instruction: Please tick [√] the box or circle the number that corresponds with your choice of response concerning each question, or write your response in the space provided.

Section A
Background Information

1. Gender

Male	1
Female	2

2. Marital Status

Single	1
Married	2
Divorced	3
Separated	4
Living together with some one	5
Widowed	6

3. Age

15-20	1
21-25	2
26-30	3
31-35	4
36-40	5
41-45	6
46-50	7
51 and above	8

4. What is your highest educational level?

No Education	1
JHS	2
SHS	3
Certificate	4
Diploma	5
Degree	6
Masters	7
PhD	8

Others (Please Specify)	9

Custom Made Garment

4. How often do you patronize custom-made garments?

Only when needed	1
Weekly	2
Monthly	3
Four times a year	4
Twice a year	5
Once a year	6
Other (Please Specify)	7

5. Which of the following is important when selecting a seamstress/tailor to produce your custom-made garments? You can pick more than one answer?

Recommendation	1
Reputation	2
Price (Affordability)	3
Previous experience with manufacturer	4
Convenience	5
Prestige associated with the name of the manufacturer	6
Difficulty in finding clothing that fit	7
Just want to get the perfect fit	8
Others (Please Specify)	9

6. How often do you change your seamstress/tailor?

Every Month	1
Once Every Six months	2
Once a Year	3
Once every Two years	4
Other (Please Specify)	5

7. What type of garment do you normally get your seamstress/tailor to sew for you? You can pick more than one answer?

Dresses	1
Shirts/Blouse	2
Trousers	3
Skirts	4
Kaba and Slit	5
Special Occasions (Please Specify)	6

8. How do you get your custom-made garment?

I buy the fabric, lining, and all necessary notions for the dressmaker/tailor	1
I buy the fabric and lining for the dressmaker/tailor	2
I buy only the fabric for the dressmaker/tailor	3
I only place order and make payment upon delivery of garment	4

Others (Please Specify)	5

9. Do you choose the style for your custom-made garment?

Yes	1
No	2

10. If your answer to question 9 is **YES**, why do you normally choose your style?

I want my garment to be unique	1
I have knowledge in designing	2
I do not believe in the judgement of my dressmaker/tailor	3
Others (Please Specify)	4

11. If your answer to question 9 is **NO**, indicate the reason for your decision

I do not have knowledge in designing	1
I believe in the judgement of my dressmaker	2
Others (Please Specify)	3

12. If you choose your own styles, where do you get them? You can pick more than one answer.

Fashion Magazine	1
Fashion Catalogue	2
Fashion Calendar	3
Newspapers	4
Television	5
Social Media (Facebook, Instagram, etc.)	6
Friends	7
Others (Please Specify)	8

13. How often do you choose the design of your custom-made clothes?

Never	1
Seldom	2
Sometimes	3
Always	4

14. Why did you choose custom made garment instead of ready-made garment? You may select more than one answer.

I wanted a specific fit for my body type	1
I wanted something personal and unique	2
Others (Please Specify)	3

15. Indicate the amount you paid for the following garment

Dresses	GH₵
Shirts/Blouse	GH₵
Trousers	GH₵
Skirts	GH₵
Kaba and Slit	GH₵

Special Occasions (Please Specify)	GH₵

16. What is your average monthly income?

Up to GH₵500	1
GH₵501 - GH₵1000	2
GH₵1001 - GH₵1500	3
GH₵1501 - GH₵2000	4
GH₵2001 - GH₵2500	5
GH₵2501 - GH₵3000	6
GH₵3001 - GH₵3500	7
GH₵3501 - GH₵4000	8
GH₵4001 and above	9

Garment Quality

17. Which of these best describes your perception on garment quality? You can pick more than one answer.

A well-fitting garment	1
Garment with a suitable/appropriate style or design	2
Garment is comfortable	3
Garment is expensive	4
Garment is functional for it particular use	5
Garment is durable	6
Quality of sewing	7
Designer of the garment has good reputation	8
Others (Please Specify)	9

18. Is the quality of a garment important to you when making a decision to sew a custom made garment? If so, how important?

Not Important	1
Less Important	2
Important	3
Very Important	4

Section B

19. What was your general expectation regarding the garments performance before going to sew the garment.

Please indicate how important each of the following expectations were regarding the garment performance before going to sew.

	Very Important	Important	Less Important	Not Important
A. Aesthetics				
1. Garment should boost your confidence and attract nice comments	4	3	2	1
2. Garment should allow for easy body movement.	4	3	2	1
3. Garment should be easy to put on and take off.	4	3	2	1
4. It should be suitable for the occasion for which it was made.	4	3	2	1
5. It should retain its shape after wear and care.	4	3	2	1
6. Garment should have good fit and hide body faults.	4	3	2	1
7. Style/design should be as agreed by both parties.	4	3	2	1
8. Style/design should enhance body type.	4	3	2	1
9. Style/design should be multipurpose.	4	3	2	1
10. Style/design should be fashionable and comfortable.	4	3	2	1
11. Style/design should be suitable to fabric.	4	3	2	1
12. Fastenings should coordinate with style/design	4	3	2	1
C. Construction/Workmanship				
13. Seams should not come off during use and care.	4	3	2	1
14. Sleeves should be stitched well.	4	3	2	1
15. Armholes should be fitted well.	4	3	2	1
16. Armholes on sleeved garment should be cut to allow free and easy arm movement.	4	3	2	1
17. Measurement should be taken every time you go to sew a new dress.	4	3	2	1
18. Pattern /motifs in the fabrics being used should be well placed and not turned in the garment.	4	3	2	1
19. Layout of the fabric should be well done.	4	3	2	1
20. Fabric design should march garment style/design.	4	3	2	1
21. Fabrics combined in a garment should require the same type of care.	4	3	2	1
22. Garment should be cut on the right grain.	4	3	2	1
23. Joining of the pieces of fabric into garment should be well done.	4	3	2	1
24. Joints should meet properly.	4	3	2	1
25. Collar should be well fixed and be of the same size where required.	4	3	2	1
26. Pockets should be well fixed.	4	3	2	1
27. The garment should be well finished on the wrong	4	3	2	1

and right side.				
	Very Important	**Important**	**Less Important**	**Not Important**
28. Neatening should be done.	4	3	2	1
29. Elastic should not stretch out of shape after washing or cleaning.	4	3	2	1
30. Pins should be removed from the finished garment.	4	3	2	1
31. Finished garment should not be dirty.	4	3	2	1
32. Buttonholes should be of the right size and cut well.	4	3	2	1
33. Buttonhole threads should not pull out during use and care.	4	3	2	1
34. Gap between buttons should be well calculated.	4	3	2	1
35. Fastenings (trims, buttons, zippers, hook and eye etc.) should be durable.	4	3	2	1
36. Fastenings (trims, buttons, zippers, hook and eye etc.) should be well arranged.	4	3	2	1
37. Colour of Fastenings (trims, buttons, zippers, hook and eye etc.) should coordinate with colour of garment.	4	3	2	1
38. Fastenings (trims, buttons, zippers, hook and eye etc.) should remain securely in place after washing/cleaning.	4	3	2	1
D. Customer Service				
39. Manufacturers should have good customer relationships.	4	3	2	1
40. Manufacturers should meet timelines/delivery dates.	4	3	2	1
41. Manufacturers should be honest.	4	3	2	1
42. Manufacturers should record payments.	4	3	2	1
43. Manufacturers should advice clients on styles/designs and body types.	4	3	2	1
44. Finished products should be well packaged.	4	3	2	1
45. Manufacturers should give advice on style/design and appropriate fabric that will suit the style.	4	3	2	1
46. There should be an avenue to return garment for alterations.	4	3	2	1

20. What was the garments real performance after use and care?

Please indicate the level of performance of the garment after use and care.

	Excellent	Good	Fair	Poor
A. Appearance				
1. Garment boost my confidence and attract nice comments	4	3	2	1
2. Garment allow for easy body movement.	4	3	2	1
3. Garment is easy to put on and take off.	4	3	2	1
4. It is suitable for the occasion for which it was made.	4	3	2	1
5. It retains its shape after wear and care.	4	3	2	1
6. Garment has good fit and hides body faults.	4	3	2	1
B. Style/Design				
7. Style/design is as agreed by both parties.	4	3	2	1
8. Style/design enhances my body type.	4	3	2	1
9. Style/design is multipurpose	4	3	2	1
10. Style/design is fashionable and comfortable.	4	3	2	1
11. Style/design is suitable to fabric.	4	3	2	1
12. Fastenings coordinate with style/design	4	3	2	1
C. Construction/Workmanship				
13. Seams did not come off during use and care.	4	3	2	1
14. Sleeves are stitched well.	4	3	2	1
15. Armholes are fitted well.	4	3	2	1
16. Armholes on sleeved garment are cut to allow free and easy arm movement.	4	3	2	1
17. Measurement is taken every time I go to sew a new dress.	4	3	2	1
18. Pattern /motifs in the fabrics being used are well placed and not turned in the garment.	4	3	2	1
19. Layout of the fabric is well done.	4	3	2	1
20. Fabric design march garment style/design.	4	3	2	1
21. Fabrics combined in a garment require the same type of care.	4	3	2	1
22. Garment is cut on the right grain.	4	3	2	1
23. Joining of the pieces of fabric into garment is well done.	4	3	2	1
24. Joints meet properly.	4	3	2	1
25. Collar is well fixed and be of the same size where required.	4	3	2	1
26. Pockets are well fixed.	4	3	2	1
27. The garment is well finished on the wrong and right side.	4	3	2	1
28. Neatening is done.	4	3	2	1
29. Elastic does not stretch out of shape after washing or cleaning.	4	3	2	1

30. Pins are removed from the finished garment.	4	3	2	1
31. Finished garment is not dirty.	4	3	2	1
32. Buttonholes are of the right size and cut well.	4	3	2	1
	Excellent	**Good**	**Fair**	**Poor**
33. Buttonhole threads do not pull out during use and care.	4	3	2	1
34. Gaps between buttons are well calculated.	4	3	2	1
35. Fastenings (trims, buttons, zippers, hook and eye etc.) are durable.	4	3	2	1
36. Fastenings (trims, buttons, zippers, hook and eye etc.) are well arranged.	4	3	2	1
37. Colour of Fastenings (trims, buttons, zippers, hook and eye etc.) coordinates with colour of garment.	4	3	2	1
38. Fastenings (trims, buttons, zippers, hook and eye etc.) remain securely in place after washing/cleaning.	4	3	2	1
D. Service				
39. Manufacturers have good customer relationships.	4	3	2	1
40. Manufacturers meet timelines/delivery dates.	4	3	2	1
41. Manufacturers are honest.	4	3	2	1
42. Manufacturers record payments.	4	3	2	1
43. Manufacturers advice clients on styles/designs and body types.	4	3	2	1
44. Finished garments are packaged well.	4	3	2	1
45. Manufacturers give advice on style/design and appropriate fabric that will suit the style.	4	3	2	1
46. There is an avenue to return garment for alterations	4	3	2	1

21. Please indicate your overall level of satisfaction/dissatisfaction with the performance of the garment produced by the dressmaker/tailor.

Very Satisfied	4
Satisfied	3
Dissatisfied	2
Very Dissatisfied	1

Section C

22. From the following descriptions please select how you felt after a satisfactory performance of your custom-made garment. You can pick more than one answer.

Happy	1
Grateful	2
Confident	3
Good	4
Others (Please Specify)	5

23. Did you do anything after being satisfied with the performance of the garment?

Yes	1
No	2

24. Indicate what you did after being satisfied.

	Yes	No
Informed the designer that I was satisfied with the garment?	1	2
Recommended the designer to friends and family?	1	2
Ordered more garments from the designer?	1	2
Said positive things about the manufacturers to others?	1	2
Considered the manufacturer as the first choice the next time I needed a garment?	1	2
Did you encourage friends and family to use the manufacturer?	1	2

Section D

25. When dissatisfied, please indicate the party you blame for the poor performance of the garment.

The Manufacturer, e.g. she/he did not do what I wanted	1
Myself, e.g. The style I selected was too complicated	2
Other Parties, e.g. bad recommendation from a friend	3

26. Do you think the party who is to be blamed for the poor performance could have prevented the failure?

Yes	1
No	2
Not Sure	3

27. For each of the following descriptions please select how you felt after the poor performance of the garment.

Angry	1
Sad	2
Frustrated	3
Disappointed	4
Confused	5
Others (Please Specify)	6

28. Did you do anything after being dissatisfied with the performance of the garment?

Yes	1
No	2

29. If your answer to question 28 is **YES**, What did you do?

	Yes	No
Inform friends/family about the bad experience?	1	2
Stop going to the manufacturer	1	2
Contact the manufacturer to obtain redress? (E.g. asked for a refund, to make a new garment/to alter the garment etc.)	1	2
Complain in the social/mass media	1	2

30. If your answer to question 28 is **No,** Indicate the applicable reason(s) for not doing anything. (Cross as many blocks as applicable and provide other reasons if any)

I did not want to make a nuisance of myself	1
I wanted to avoid confrontation	2
I did not know what to do about it	3
I did not think it was worth the time and effort to take any action	4
I did not trust that the designer could make it better	5
Others (please specify)	6

Appendix E: Frequency Distribution of Tables of Manufacturers

Profile of Manufacturers

Manufacturer	Gender	Formal Education	Location	Number of Workers	
				Work & Pay	Apprentice
1	Male	Middle School	Sekondi	x	3
2	Female	JHS	Sekondi	x	4
3	Female	Middle School	Sekondi	x	x
4	Female	Middle School	Sekondi	x	1
5	Male	Degree	Takoradi	x	4
6	Male	SHS	Takoradi	1	3
7	Female	Degree	Takoradi	x	1
8	Female	Degree	Takoradi	2	1
9	Female	JHS	Kwesimintsim	x	x
10	Female	Vocational School	Kwesimintsim	x	x
11	Female	JHS	Kwesimintsim	x	1
12	Female	JHS	Kwesimintsim	x	5
13	Male	HND	Newsite	x	1
14	Female	HND	Newsite	x	x
15	Female	Middle School	Kweikuma	x	2
16	Male	SHS	Adiembra	x	3
17	Male	JHS	Kojokrom	x	2
18	Female	JHS	Kojokrom	x	x
19	Male	SHS	Kojokrom	x	1
20	Female	Middle School	Kojokrom	x	x
21	Female	SHS	New Takoradi	x	5
22	Female	JHS	New Takoradi	x	1
23	Female	Vocational School	New Takoradi	x	5
24	Female	Middle School	New Takoradi	x	1
25	Female	JHS	Effiakuma	x	1
26	Female	HND	Effiakuma	1	x
27	Female	Middle School	Effiakuma	x	2
28	Female	JHS	Effiakuma	x	4
29	Female	Middle School	Ntankoful	x	1
30	Male	JHS	Ntankoful	x	x
31	Female	JHS	Ntankoful	x	x
32	Female	Vocational School	Ntankoful	x	x
33	Female	SHS	Apowa	x	3
34	Female	HND	Apowa	x	2
35	Male	SHS	Apowa	x	6
36	Female	SHS	Apowa	x	x

Skills Acquisition

Manufacturer	Number of Years of Sewing	Mode of Learning	Length of Training	Any Additional Training
1	8 years	Apprenticeship	3 years	None
2	10 years	Apprenticeship	3 years	None
3	13 years	Apprenticeship	2 years	Advance School of Fashion
4	27 years	Apprenticeship	3½ years	None
5	9 years	Formal Education	3 years	Attachment
6	15 years	From father	-	Short courses
7	12 years	Apprenticeship	1 year	None
8	12 years	Gift	-	None
9	7 years	Apprenticeship	5 years	None
10	11 years	Apprenticeship	3 years	None
11	13 years	Apprenticeship	3 years	None
12	20 years	Apprenticeship	3 years	None
13	4½ years	Apprenticeship	2 years	None
14	30 years	Formal Education	3 years	Short course
15	18 years	Apprenticeship	2 years	None
16	4 years	Apprenticeship	1 year	None
17	14 years	Apprenticeship	3 years	None
18	7 years	Apprenticeship	3 years	None
19	18 years	Apprenticeship	3 years	None
20	17 years	Apprenticeship	3 years	None
21	12 years	Apprenticeship	4 years	None
22	6 years	Apprenticeship	6 years	None
23	18 years	Formal Education	3 years	None
24	20 years	Apprenticeship	3 years	Vocational School
25	18yr years	Apprenticeship	3 years	Short Course
26	13 years	Formal Education	3 years	Apprenticeship (6 months)
27	21 years	Apprenticeship	3 years	None
28	13 years	Apprenticeship	3 years	None
29	9 years	Apprenticeship	4 years	None
30	4 years	Apprenticeship	4 years	None
31	3 years	Apprenticeship	3 years	None
32	5 years	Apprenticeship	3 years	None
33	18 years	Apprenticeship	4 years	None
34	10 years	Apprenticeship	3 years	HND
35	21 years	Apprenticeship	3 years	None
36	4 years	Vocational School	3 years	Apprenticeship (6months)

Demographic Characteristics of Manufacturers

Category	NO	%
Gender		
Male	9	25
Female	27	75
Total	**36**	**100**
Education		
Middle School	8	22.2
JHS	12	33.3
SHS	6	16.7
Vocational School	3	8.3
HND	4	11.1
Degree	3	8.3
Total	**36**	**100.0**

Numbers of Workers/Apprentices

Number	Apprentice	Work & Pay
None	11	33
1	10	2
2	4	1
3	4	-
4	3	-
5	3	-
6	1	-
Total	**36**	**36**

How Manufacturers acquired their Knowledge in Sewing/Dressing making

Mode of Learning	NO	%
Apprenticeship	29	80.6
Formal Education	5	13.9
Gift	1	2.8
From Father	1	2.8
Total	**36**	**100.0**

Duration of Training

Years	NO	%
1	2	5.6
2	3	8.3
3	22	61.1
4	5	13.9
5	1	2.8
6	1	2.8
Not Applicable	2	5.6
Total	**36**	**100.0**

Any additional Training

Training	Frequency	Percentage
None	27	75.0
Attachment	1	2.8
Short Courses	3	8.3
Vocational School	2	5.6
Apprenticeship	2	5.6
HND	1	2.8
Total	**36**	**100.0**

Number of Equipment owed by Manufacturers

Manufacturer	ISM	DESM	DHSM	NM	EM
1	0	1	2	0	0
2	0	0	4	1	0
3	0	0	1	1	0
4	1	0	2	1	0
5	5	0	0	1	1
6	3	1	2	1	0
7	1	2	1	1	0
8	3	2	0	1	0
9	0	2	1	0	0
10	1	0	0	1	0
11	0	4	1	1	0
12	2	3	4	1	0
13	1	1	0	1	0
14	2	2	3	1	0
15	3	2	3	1	0
16	2	1	0	0	0
17	1	3	0	1	0
18	0	0	1	1	0
19	0	3	0	1	0
20	1	1	1	1	0
21	1	0	0	1	0
22	1	1	1	0	0
23	0	2	5	1	0
24	0	1	2	1	0
25	2	0	1	1	0
26	0	1	2	1	0
27	0	0	1	0	0
28	1	0	4	0	0
29	1	0	1	0	0
30	1	4	0	2	0
31	0	0	1	0	0
32	0	2	1	0	0
33	0	2	4	0	0
34	1	2	2	1	0
35	0	8	4	1	1
36	0	1	0	1	0
Total	**52**	**52**	**49**	**27**	**2**

ISM=Industrial Sewing Machine, DESM=Domestic Electric Sewing Machine, DHSM= Domestic Hand Sewing Machine, NM=Neatening Machine, EM=Embroidery Machine

Appendix F: List of Attributes

Attributes from focus group discussions

A. Accessories

1. Accessories (trims, buttons, zippers, hook and eye etc.) should be durable.

2. Accessories (trims, buttons, zippers, hook and eye etc.) should be well fixed.

3. Accessories (trims, buttons, zippers, hook and eye etc.) should be well arranged.

4. Accessories (trims, buttons, zippers, hook and eye etc.) should be in good shape.

5. Threads should be strong.

6. Accessories (trims, buttons, zippers, hook and eye etc.) fixed in garment should be balanced.

7. Colour of accessories (trims, buttons, zippers, hook and eye etc.) should coordinate with colour of garment.

8. Accessories (trims, buttons, zippers, hook and eye etc.) should not break in use and care.

9. Accessories (trims, buttons, zippers, hook and eye etc.) should remain securely in place after washing/cleaning.

B. Style/Design

10. Style/design should be as agreed by both parties.

11. Style/design should enhance body type.

12. Style/design should be comfortable.

13. Style/design should be versatile.

14. Style/design should be simple.

15. Style/design should be fashionable.

16. Style/design should be suitable to fabric.

17. Accessories should coordinate with style/design.

C. Construction/Workmanship

18. Seams should not come off during use and care.

19. Sleeves should be fixed well.

20. Armholes should be fitted well.

21. Armholes on sleeved garment should be cut to allow free and easy arm movement.

22. Measurement should be taken every time you go to sew a new dress.

23. There should be no alteration.

24. Pattern /motifs in the fabrics being used should be well placed in the dress.

25. Patterns/ motifs in fabrics should not be turned.

26. No cutting across patterns.

27. Layout of the fabric should be well done.

28. Fabric design should march garment style/design.

29. Fabric combined in a garment should require the same type of care.

30. Garment should be cut on the right grain.

31. Joining of the pieces of fabric into garment should be well done.

32. Joints should met properly.

33. Joints should not be turned.

34. Good colour combination.

35. Balance in colour scheme.

36. Collar should be well fixed.

37. Collar sizes should be the same.

38. Neckline should not shift.

39. Pockets should be well fixed.

40. Stitches must be straight during wear and care.

41. The garment should be well finished on the wrong and right side.

42. Garment innings should not crawl up.

43. Neating should be done.

44. Elastic should not stretch out of shape after washing or cleaning.

45. Garment should have allowance.

46. Pins should be removed from the finished garment.

47. Hook and eye should be fixed on garment where necessary.

48. Finished garment should not be dirty.

49. Buttonholes should be cut well.

50. Buttonholes should be of the right size.

51. Buttonhole threads should not pull out during use and care.

52. Gap between buttons should be well calculated.

D. Appearance

53. Garment should fit body size and hide faults.

54. It should be simple.

55. It should have good fit.

56. Garment should be balance.

57. Garment should boast your confidence.

58. Garment should attract nice comments.

59. Garments should be durable.

60. Garment should allow for easy body movement.

61. Garment should be easy to put on and take off.

62. Garment should be comfortable.

63. It should be suitable for the occasion for which it was made.

64. It should retain its shape after wear and care.

E. Service

65. Manufacturers must have good customer relationships.

66. Manufacturers should meet timelines/delivery dates.

67. Manufacturers should be honest.

68. Manufacturers should record payments.

69. Manufacturers should advice clients on styles/designs and body types.

70. Manufacturers should have an organized workplace.

71. Manufacturers should not rush in producing garments.

72. Packaging of finished products.

73. Manufacturers should give advice on style/design and appropriate fabric that will suit the style.

74. There should be an avenue to return garment for alterations.

75. There should be product satisfaction guarantee.

Appendix G: Table for Determining Sample Size from a Given Population

Table 3.1: Table for Determining Sample Size from a Given Population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	**75000**	**382**
210	136	1100	285	1000000	384

N = population size.
S = sample size.

Source: Krejcie and Morgan (1970)