

**AKENTEN APPIAH-MENKA UNIVERSITY OF SKILLS TRAINING AND
ENTREPRENEURIAL DEVELOPMENT
FACULTY OF VOCATIONAL EDUCATION**

**ASSESSING THE IMPACT OF MEDIA ON LOCAL FASHION INDUSTRY. A
CASE STUDY OF SOME SELECTED MEDIA OUTLET AND LOCAL FASHION
FIRMS IN ASHANTI REGION OF GHANA**

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**THIS THESIS IS SUBMITTED TO THE FACULTY OF VOCATIONAL
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OF TECHNOLOGY IN FASHION AND TEXTILE DESIGN**

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DECLARATION

Student's Declaration

I KATE ARTHUR, declare that this thesis with the exception of the quotation and references contained in published works which have all been identified and duly acknowledged, is entirely my own work and it has not been submitted either in part of whole, for another degree elsewhere.

SIGNATURE:.....

DATE:.....

Supervisor's Declaration

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidance for supervision of thesis as laid down by Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development.

NAME OF THE SUPERVISOR: Dr. Isaac Abraham

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DATE:.....

DEDICATION

This work is dedicated to the almighty God for his care and protection in completing this study. It is also dedicated to Mr. Kobina K. Mensah and my brother Mr. Owusu – Ansah Christian for their immeasurable love, support and encouragement throughout my schooling days.

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ABSTRACT

The purpose of the study was to examine the impact of media on local fashion industry, using a selected media outlets and local fashion industries in the Ashanti Region as a case study. The study used a descriptive research design with quantitative approach. The study also adopts positivism as a research philosophy. The used a simple random sampling technique and purposive sampling technique and a sample size of 381. The study was analyzed with Statistical Package for Social Science (SPSS). The findings of the study revealed that the social media platforms is used in marketing and showcasing fashion products of the local industry. The social media gives an opportunity of high exposure and it offer a possibility to set interactive communication with the customers and get more information. The social media is a communication channel that help in showing different brand, new styles, different fashion elegances, the classiness and stylishness of the fashion products. The study also revealed that the publication of the fashion brands by the social media help in promoting trust and brands and increasing awareness, engagement level, gaining coverage and increasing the purchase behavior, sales and productivity and financial performance of the fashion productions. The findings of the study revealed that for print media to be effective in publication and showcasing of fashion brands, stakeholders such as the fashion industries, journalist and customers should cooperate with each other. The study also indicates that the fashion should consider influencers in showcasing the brands and the right platform and channels should be used in display the fashion brands. The study recommend that the local fashion industry should focus on crafting advertisement to be more creative and informative using the social and print media to help influence the decision of the customers. Also, the local fashion industry must try a new innovative business model on print media to build a strong relationship, loyalty and interactive approach with the customers. As well the local fashion industry should take time to create comprehensive strategic plan by engaging print and social media always to markets their products. Also, the local fashion industry should be strategically visible on social and print media to encourage the engagement level of the customers. Lastly, the local fashion industry must use the print media to interactivity between brand and consumer by using a combination of the better and luxury fashion brand to provide values to the consumer.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Over the past decade, media has redefined the world we are living, it is classified to be an area that has huge influenced on most industries. Business world have been concerned about the growing rate of media's and it intensity and impacts, compelling the fashion industry to employ it to engage the customers (Boateng, 2016). Innumerable media outlets such as the print media, broadcast media, and internet among others has an influence in the fashion industry. For instance the social media such as the Facebook, Twitter, Instagram, WhatsApp, LinkedIn, and Snapchat contributes much to fashion, making populaces to see the different skill and elegances in fashion. The evolution of media has shifted fashion industry from traditional form of communication marketing to more modern and digital form, engrossing media outlets such as television, radios, magazines and online social networking sites. It help the fashion industry to intensify and develop long lasting relationship and engagement with the customers (Dolan, Conduit, Fahy & Goodman, 2016).

Media outlets are means of communicating, interacting and reaching out to people, nonetheless is has developed to be important of our daily lives, having impact in the business world (Schulze, Scholer & Skiera, 2014). Media are a form of interactive technologies and digital channel that facilitate, create and share information, ideas, interest and other form of expression through virtual or network coverage. It is are highly interactive platform used by the various industries and have a large influence on

individuals these days and they are used in sharing information, making advertisement and engaging in commercial activities among a large populace. The information on media platform is very quick to reach masses. The extent of the information shared may also influence fashion industries to reach large masses. The media base increase the competition base of many production, it is use to retain and attain customers by reaching out to people.

In the developed nations, media are seen as great prospects within the fashion industry. The engrossment of the media makes customers to catch up with the well-designed products and styles (Barger et al, 2016). Formerly fashion industries were based on public relations tools, the customers were restricted between the designers and brands and they do not have acquaintance on upcoming collections, styles and promotions. The growth of media such as print media, broadcast media, and social media in the fashion industry has given more establishments contributing to effective measurement of the industry. Due to technological advancement and improvement, fashion industry has also change to meet the development, encroachment approach and the current business environment. Gamble (2019) revealed that media channels these days are used in facilitating the sales of fashion products which includes clothing line, shoes and watches. In the USA, many fashion designers use the media to stay in touch with the customers, they even sells the products online. The UK the fashion industries use to media outlets to offer luxury brand to the customers and large masses (British Fashion Council, 2018).

In most developing nation, media is a prevailing and principal area as far as the fashion industries is concerned (Liao et al, 2019). Media outlets has been to supports the relationship with customers and the fashion industries attracting more audience. It boosted the interest and makes viral marketing among luxury brands. When a brand travels on the internets, it sometimes becomes intense and it get to lot of people depending on the mode of the content. The fashion industry in few African countries has provided huge and series of economic benefits, as it contributes to large purchase, it is used for huge transactions and dealings. In Kenya, the fashion industry provides 5% of Gross Domestic Products and employs about 15% of the country population, since the use of media in transaction process. However, much of the fashion industries in the Africa are usually unstable, low sales and purchases, having fragmented and difficult supply chain because of low advertisement in media.

The fashion industry in Ghana has experience remarkable change over the last few years and the brands are increasing embracing media style (Amankwah, Howard & Sarpong, 2012). The adoption of various media outlets by the fashion industry has led to great exponential feedback. The media has been an emerging platform that enables brands recognition, it subsidizes the interaction between fashion industries and the customers. As a result of increased growth of the media outlets, industries that adopt has increased its sales, since it reach out to large people. The media platform helps in a form of communicating, content creating, sharing and growing of the production. Even with that, most of the fashion industry in Ghana is still subjected to pervasive roadside makers who have little advertising knowledge in media (Ahenkorah-Marfo & Akusaah, 2016). The

fashion industry in Ghana lacks a wide standards with regarding to the success and the use of media outlets.

1.2 Statement of the Problem

The fashion industry these days use the media as a marketing tool to get to the customers, enhance sales and performance (Marketer, 2015). However, in Ghana, media are not yet recognized by most fashion debuts. Most of them are prevalent and advertised on the road side, they have little knowledge in the use of social media platform for advertisement. In most developing countries, there is an excessive anguish because of lack of development and knowledge in the use of media by the fashion industry. They lack the direction to create much awareness in the media to make them strong and vibrant. The fashion industry in Ghana is made up of majority of wayside makers and most of them are illiterate to the media. Because of the competitive market base and technology advancement, fashion industries no longer depends on the retail stores but it is based on the media outlets and online marketing. Marketing are expanding with the growth of media trend as broadcasting, social networking and use of other technologies in fashion industries, which most industries in Africa is lacking.

A lot of studies has been investigates on various media outlets and fashion industry but very few studies have been concentrated in Ghana. A study by Dassart, Voloutsou & Morgan-Thomas, 2015) revealed that media outlets have very much impact in the fashion industry. A related study done by Marketer (2015) in the USA indicates that media's are very much important to promote the fashion industry. Boateng (2016) conducted a study on media and fashion industry and indicates that the use media outlets by the fashion

industry contribute to gaining more customer base. Conversely, it appears that very few studies have been done that is focused on the impact of media and fashion design in Ghana. Also, in the advanced countries, fashion industry has been able to increase their transactions and auctions through media outlets, but only small proportion has been able to acknowledge in Ghana. Ghana is characterized by trivial fashion designers and they have problem with the usage of the media in promoting their business. The indication of the failure sometimes arises from the complication nature of the media outlets particularly the social media and how to generate the customer value.

Ahenkorah-Marfo & Akusaah, (2016) argue that the fashion designers in Ghana are affected by less experience in the creation, publicizing and promoting of products, the media outlets are relatively new marketing phenomenon to Ghanaian fashion industry. Also, the media outlets are fragmented with several platforms and it is extremely expensive making it for the individual fashion designers employ, monitor and coordinate their efforts. Engrossing of various media outlets involves a lot of time and resources which fashion industries in Ghana are not ready to comply. Further, the fashion industry in Ghana as a whole is still grappling with media in terms of controlling brand perception and establishing its market value. However, given the importance of the media and fashion industry, more studies need to be done addressing the challenges in it. Also this study seeks to fill the scholarly gaps since little studies have been done on media and fashion design in Ghana.

1.3 Objective of the Study

This study seeks to evaluate the impact of media on local fashion industry, “A case study of some selected media outlets and local fashion firms in the Ashanti Region of Ghana.

Specifically, the following objectives guide the study;

1. To examine the extent to which social media promote the local fashion industry.
2. To assess the extent to which the print media promote the local fashion industry.
3. To determine the path way for the local fashion industry to advertise on social and the print media.

1.4 Research Questions

The following questions were derived;

1. What are the extent to which social media promote the local fashion industry?
2. What are the extent to which the print media promote the local fashion industry?
3. What determine the path way for the local fashion industry to advertise on social and the print media?

1.5 Significance of the Study

The study seeks to provide the following outcome; the research would provide information to the on the impact of the media to the fashion industry. It would provide a certain amount of support in determining suitable strategic activities need to ensure and explore media in the fashion industries. Based on its result the study will also provide guidance for defining policies on fashion industries and therefore enhance the local fashion industries to form a resilient to national development.

The study would produce possible solutions to the challenges of media and fashion industries operation to help boost the effectiveness. The findings of the study would help decide on the particular type of media outlets that are suitable to promote the local fashion industries. In addition, it would help Ghana fashion industries players in establishing and defining markets efforts. The study in all will guide the local fashion industries to improve upon their sales through the media. It will also serve as a starting point for further media outlets and fashion industries investigation in the Ashanti Region. This current study on media and fashion industry would be added to previous literature knowledge. Last but not the least, the study of this nature would be served as a reference to researchers, academics and students.

1.6 Scope of the Study

The focus of the study was media outlets and local fashion industry in Ghana. The current research will concentrate on staffs of some selected local fashion firms and some media outlets such as Print Media's in the Ashanti Region. Also, some selected fashion industries customers in the Ashanti Region of Ghana was considered. They are key to give information on the problem at hand, in which valid information would be made.

1.7 Limitation of the Study

Firstly, there were challenges of unconcern of some respondents in taking part of the study. As a result, the study only focused on selected media outlets and local fashion firms. Secondly, time constraints and adequate financial and material resource were

challenges that limited the depth of coverage of the research work. An extensive time and adequate resources would have aided to unearth more findings especially considering the other fashion firms in the nation as a whole. Preferences measures were made in the study concerning the area, however, the condition of the study turned out to be different especially when retrieving the questionnaires. Some respondents were reluctant and unwilling to respondents to the questionnaires due to time factor. As a result of busy time schedules on the part of the respondents, even to get them to answer the questionnaires were bit difficult. However, the researcher was able to get them to answer the questionnaires on time.

1.8 Organization of the Study

The study was arranged in five broad chapters and the chapter was divided in sub-sections. Chapter one presented the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study, limitation of the study and organization of the study. Chapter two focused on the literature review which comprises of empirical review, theoretical review, conceptual review and conceptual framework. Chapter three deals with the research design, research approach, research philosophy, study population, sample technique and sample size, sources of data collection, data collection tools, data analysis, reliability and validity and ethical consideration. Chapter four covers the data analysis and discussion of the study findings. And chapter five deals with summary of findings, conclusion and recommendation, the study ends with appendices and references.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter present related literature review on the impact of media on fashion industry. The review would comprises of empirical review, theoretical review, conceptual review and conceptual framework. The study seeks to add up to the knowledge gaps that were ignored from the previous studies.

2.2 Empirical Review

Numerous studies have been investigated on media outlets and fashion industries. A study done by Wells, Weinstock & Ellsworth (2019) on media and fashion industry, the study considered social network or applications such as Amazon and Alibaba being the largest retailer of apparel. The study indicates that this online shopping has an impact on the sales of the fashion products. Sabanoglu (2020) did a study in Berlin, considering online shopping like Zalando. The study indicates that online shopping is key to the purchase of fashion products. However the study recognized that in online clothing's are economical and the retails price is cut to influence more buyers. The clothing are purchase all over the world, buyers tend to purchase what they usually prefer.

A related study done by Gilliland (2019) indicates that fashion industry had led to growth of 21% and media particularly social media has been significant to it. The social media is marketing strategies that influence individuals to purchase fashion products. The social media is an advertising tool that helped with the promotion of fashion and in the end it

increase sales. The media account for 66% of all luxury fashion brands and it stimulates decision of the corporate individuals. The study indicates that the platforms that are suitable to the fashion retails are the Instagram and Facebook where they tend to target customers and encourage followers to buy fashion clothing very easily. The digital platform help in sharing the fashion brand and inspires customers as the link make it easy to choose whatever they like and purchase them.

Nash (2019) conducted a study on media platforms and purchase of clothing designs. The study indicates that fast fashion garment are relatively inexpensive and high purchase comes about when there is media purchase. The study indicates that media outlets are the main factors that influence purchase decision of the customers. The media are positive predisposition toward the sustainable purchase; they influence the consumption of the fashion goods. Customers usually prefer affordable prices and they tend to concentrate on compare various by tending to different media outlets and make their purchase. The media sometimes give information on the origin of the design and other relevant information of the fashion brand. A similar study was done by Alam et al (2018), they indicate that fashion is a very important to the global industries and the frequent purchase these days is characterized by how media outlets advertise the fashion products.

A study by Brewer (2019) indicates that the growth and increasing pace of fashion is as a result of the social media. The fashion industry offer many products to the digital technology to influence the sales. The development of digital technology has changes the lifestyle, predominantly the young millennial who are attached to the media and does

extraordinary shopping opportunities. Social media outlets influence individuals to make purchase online as they get the view of the designs online. The media increases the awareness of the individuals as they tend to know more of the fashion products online. The media outlets shape the attitude behavior gaps and increase the optimistic concern with of the users. According to Papasolomu (2012) the media is used by the fashion industry as marketing strategies to influence them to make purchase. The media make amends foe designers and publications to be done to host discussions to better understanding of the desired demands of the customers.

A study done by DiMauro (2011) on fashion industries and social media, he considered a goldmine Companies and trend-testing in USA. The findings of the study indicates that social media empowers designers and publications in which the customers capitalized on it. The social media goes with the trend, therefore good products are able to trend and it increases the rate of purchase. That's social media platforms helped to advertise fashion products to customers, as the products appear visible and transparent to the customers which influence the purchase. The customers often react to the beautiful fashion product they see on the social media. The study finally revealed that social media helped improved and enhanced the fashion industry as the customers increase their purchase behavior. The social media creates some form of dialogue between the consumer and designer which raise their interaction pattern.

A study is done by Agathou (2011) on media technology and fashion industry, he emphasized that media has revamped public interaction in all facets of the fashion

industry. The findings indicates the streaming of the hottest fashion runaway shows, real time shopping, as well as bloggers outlooks helps the fashion industry to gain more seats. The celebrities sometimes are used to send message on media outlets to influence more customers to make purchase. The media is the means of making potential branding of products. The print media encourage bloggers to send more digital information and updates to a large audience. The transition of the media sites are more in style promoting fashion events and updates. The media opens an opportunity for communication between the consumers and the designers in the fashion industry. It strengthen the relationship both parties and promote transparency and potential discussion on the platform.

A related study is done by Sweetser (2011) on media and fashion products. The prominent of the media such as social media influence relative consumers who value the products to make an order and purchase the products. The study considered mainstream practitioners of media outlets and the findings specifies that fashion industry is not comparatively new to social media to this people as it also influence the activities of these people. The fashion designers enter into media pattern with the certain of providing strong relationship with these practitioners. The fashion industry use the media pattern to markets their products to their clients. The exhibition of fashion products on various media outlets provides glimpse into proliferation by the customers.

Gullin (2017) study indicates that Web technology provides fashion designers with real time experience on consumer behavior. He indicated that the behavior of consumers is guided by what the fashion industry put on the Web. Internet technology is used to

interact with real customers through communication platforms and it has an inspiration on the customers. Phua & Jin (2011) conducted a study considering the various social media platforms and fashion brands. The study indicates that social media platform is a medium for communication and building relationship among the clients and fashion designers. A similar study considered was the Kim (2016) study, and it was conducted with the use of popular social media platforms. The social media platform included the Facebook, Twitter, Instagram, and Snapchat. The study indicates that 90% fashion industries has social media account and they tend to communicate their products to the individual audience.

A study was done by Hugged & Cope (2020) considering various fashion industry in Italy and Spain. The study considered various brands provided by the fashion designers in the country and conclude that the media to be the main advertisement for the products. That the Fashion industry develop crucial marketing tool to send message to the consumers. They tend by using online method to communicate to the consumers. A similar study was done by Anderson & Hansen (2011), it indicates that the foundation of fashion products and the reassurance of purchased is based on the designers approach to individuals through online. That online approach is used to build a relationship between the designer of the brand and that of the customer. The findings of the study revealed that fashion brands strives to gets to the customers through the social media sites.

Kozinets (2006) study on fashion and internets, the study considered the various bloggers. The used a quantitative and correlational approach and it indicates that bloggers

offer consumers almost indefinite space for self-expression about the fashion brands. The study considered Digital Brands Architect in New York representing fashion and lifestyle bloggers. The bloggers are new journalist and influencers. The bloggers maintain the consumer's preference with commentary, description of events of brands through graphics or videos. The study indicates that social media and fashion blog offer fashion visibility to millions of people. The social media are used to engage customers by sharing of information between the customers and the fashion designer. The bloggers are matures into fashion trendsetters and they survey markets command to influence purchases.

A study done by Oh, Roumani, Nwankpa & Hu (2017) revealed that media plays a considerable character to fashion productions. The media are used to communicate and influence the attitude of consumers and purchase behavior. The wholesales and retails productions advertise their goods online with discounts to engage the customers mostly through the social media. The brands are also communicated to the consumers through the media to make them have a virtual presence. The fashion industry are being influenced by social media platforms, as the social media connects people and engaged them.

CliqAfrica & Avante (2016) revealed that fashion brands in Ghana have been increasing on social media lately. The fashion brands in Ghana presently embrace social media to influence sales. The fashion products contains stylist element and the trend of stylist on social media contributes the sales. However, styles that are currently are displayed by the fashion designers on social media. Social media is being accepted by so many people and

it tend to have many influenced. The study revealed that social media platforms serves as a contemporary tools that helped to communicates to the customers. A similar a study by Boateng (2016) highlights that media outlets are some form of advertising outline that and it influence decision-making.

2.2.1 Role of Media in the Fashion Industry

There has been a significant change between fashion brand, media and customer. The customers have a large influence on fashion brands either good or bad. The fashion industries do not only advertise their products on television and magazines but also through social media outlets. The social media has been in fluid and it is highly interactive platform with limitless opportunities. In all, the media has massive impression on the fashion industry. The fashion system was operating at a very slow pace, customers less engage in fashion industries, until the introduction of media platform (Bendoni, 2020). The development of media and the fashion related websites helped promote the awareness as well as the attention in fashion. The media creates spaces for people to actively conversation with the fashion business and get involved with the fashion trend all over the world. Fashion industries reach to people with fashion content on media to increase their sales. The fashion industry usually falls when they fail to reach out to the consumer expectation and expectancies.

Additionally, the majority of the fashion industry use the social media to intensify the customers about their products and brands. As well the social media platforms are used a s a form of communication and showing of fashion brands to large populace. This edify

the populace to make a large purchase of their products. Engaging customers on social media make them feel comfortable to purchase the products. Social media platform is transferred online and it is a form of automatic support to both the customers and the fashion brands. The retail environment support the digital communication as it a form of advertisement to the customers. The fashion industries sometimes develop apps to make shopping of their brands very easier for customers and provide the location of their products to customers (Huggard & Cope, 2020).

Currently the behavior patterns of consumers are significant and a change in the behavior is because of the content they get from it. With the media every this is accessible, the fashion industry post on the pictures the latest trend to get in contact with the consumers. These days, customers to do not necessary wait for their products but possess them instantly online. The mindset of the consumer is fueled by the trend of the products and how quickly they are able to get access to the products. The customers seek after a brand with the latest fashion trend and desired it in a short run. Customers communicate with the designers through the media platform and buy products online. Esteban-Santos et al (2018) argues that customers choose to buy fashion products when trending through fashion bloggers, influences and through friends. They depends on the opinion of others in support of facts, basically they depends on the fashion bloggers who advertise the products. The fashion magazines are rarely relied on as a power of advertisement. The designers tend to concentrates on the power of social media and online platform as a means of advertisement. The purchase behavior of the customers in mostly influence by activities such as the media platforms. even though some customers disbelieve anything

put on the social media but through conversation and information shared, it influence their behavior.

Fashion industry sometimes engage the bloggers to advertise their products on a large masses to stimulate the purchase behavior. They employ celebrities to advertise their products and make more customers. The celebrities' endorsement is more promotion of the brands and makes the audience aware of the brands and makes good purchase (Wigley, 2015). The fashion industries associated with the celebrities are alleged to advertise their brands to make a lot of see the beauty. Products of the fashion industries are sometimes unravel by many followers through celebrities. Sometimes the fashion designers share photos, videos and stories online to communicate to the customers about the products. The brands of the fashion industries are showcase online by the industry itself to stimulate the acquisition. This approach also increase the communication between the customers and fashion industry, as a visual content of the brands is given to the customers. Huggard & Cope (2020) revealed that the various media platforms have become popular, for fashion brands to communicate their brands story to catch more audience consideration. These days, fashion industries in Ghana use the social media to portray virtual images, organizes events, fashion shows and moment. They use the social media in showcasing business profile to large people as well as showing their brands. There is a direct communication between the customers and the fashion brands. There is also an immediate feedbacks from the customers to the fashion brands. The fashion industry show different types of product to people which excites and inspires large people/

2.2.2 Relationship between Media and Fashion Industry

Fashion has always been intrinsically linked to the media outlets, trends are often dictated by contemporary media, so it makes sense that media serves as an influences to large people. Media has led customer to adopt and move from fashion trend quicker than before. Fashion trend with the media allow fashion industries to gain commercial and creative success (Mahor, 2013). The media has created channel to advertise their fashion products to influence large market base. Information on fashion brands are presented to people through magazines, broadcasting and social media. Fashion industries uses the media to reach customers on the stroke engagement with brands image and messages. Fashion brands are being purchase when it looked elegant to customers and media makes it very attractive. The media platforms is a display case which shows the fashion outfits which could be in a form of clothing, bags, hairstyle and shoes to large masses. Fashion products are part and parcel of a daily lives of individual, therefore showcasing the already like product stimulate the purchases. Globally, fashion industries is being sustained by media platforms, as they are used to keep in touch with the customers and they get the opportunity to make purchase online (Park et al., 2016).

Baoxin et al., (2015) revealed that in fashion industry, media plays an imperative protagonist to advertise and publicized the fashion brands. The media is a major mechanism to spread the trend and culture of fashion styles. The media provides some form of fashion information to audience and promotes sales of products. Media provides greater efficiency and promoting financial performance of fashion industries. It result in financial success of the industry, as it better to be able to react to the requirements of its

customers. Media outlets leads fashion industries to better profit margin which increases the size and future of the industries. At this present time, success of local fashion industries depends on the usage of the media outlets as a means of advertisement and providing information the products since it involves large audience. The fashion industry adopts marketing strategies by using the media platform to engage and satisfy the need of the customers (Richardson, 2013). Fashion trend are no longer determine by the designers but the customers themselves in a form of influencers.

The customers are more likely to influence the markets with the lasted brands. The designers in the ends establish the influencers in a form of collaboration to affect large audience. The connection of the influencers has become an intermediary between fashion brands and customers. The influencers or bloggers have gained credibility these days and they are sour of detached to the fashion industry. They have become a large figure generating more customers through the trending fashion news and products. The bloggers sometimes present it on the digital platforms such as YouTube, Instagram and Facebook to stimulate customers. The bloggers have powers and influence on customers purchase behavior (Esteban-Santos et al, 2018). The fashion brands try as much as possible to employ influencers to target audience to promote their products and sometimes make to follow them through the online platforms. For this to be successful, it is important for the fashion business to choose influencers that are align with the brand values rather than basing on large numbers.

2.3 Theoretical Review

Theoretical review is composed of a well-developed theories which contributes to the study phenomenon. it is basically an explanation regarding the concept and philosophies of the study which guides the study. For the purpose of this study, the theories that guides it includes the following;

2.3.1 Social Cognitive Theory

The social cognitive theory was initiated by Bandura (1986), the theory was based on fundamental psychological behavior patterns of persons and group. The theory is largely recognized to be an influence on individual (Chan & Lu, 2004). The theory indicates that behavior pattern is assessed based on the anticipation of result. An individual tends to expect result before directing and engaging in something. That individual has the ability to influence his or her own activities. This theory has been applied to task that of complex nature and the acceptance of advanced technology. The recent changes in technology have made this theory an important one since it provides a framework to understand the behavior of human being. The researcher considered social cognitive theory in study of social media outlets and fashion industry. That the various form of media help in gaining prominence customers to access the fashion products as they tend to known the value of the products they will get. The argument is that customers purchase fashion products when they are influenced by the media outlets and it depends what they will get from it. The media stimulate the mental, personal and social states of the customers (Cooper & Lu, 2016). The customers purchase of the products, are carried away by the anticipation of the beliefs and essential to the products.

The intention of the purchase is linked with the thinking and feelings of the person. The implication of this theory is that, individuals purchase behavior is due to the influences and what they can get from the products. The media as a factor plays a significant role in determine the individual behavior patterns. The composition of the media entails both the physical and social make-up. The make-ups entails how social media and broadcasting impact on individuals to embrace the fashion world. The theory is supports the study because it recognized media to play a role in influencing the purchase behavior of individuals.

2.3.2 Social Capital Theory

The theory was being established by Bourdieu in 1986 and he indicate that the social capital theory is an aggregate resources which is liked tot the possession of a durable network to influence decisions. The social capital theory has been discussed in many areas including sociology, public health and clothing and fashion realm (Williams, 2006). The theory states that social capital is made of resources that are available in a particular system to influence decisions of individuals. Social capital serves as a network for engagement, trusting and reciprocity to social outcome. The theory reveled that are instrumental for individuals to know of something or items. The theory is categorized under three dimensions; the structural, cognitive and the rational dimension. The theory encompasses how social group influence the behavior of individuals. The theory addressed the establishment of individuals getting access to fashion products through the media channels. The theory is offers opportunity for the individual who engage in online platform or usage to channel their resources to get access to fashion designs online.

2.4 Conceptual Review

According to Merriam & Simpson (2019), conceptual review is the explanation of key concept of the study. It entails the description of the notion of the study phenomenon and it includes conception, ideas and background of the key concepts in the study. The conceptual review entails media outlets and fashion industry.

2.4.1 Media

Media is a means of communication which includes the broadcasting (radio and television), publishing, print media (newspapers and magazines), photography, internet and social media and it has wide influence over people (Smith, 2015). They are communication channels that is used to deliver and convey information. The term media is an application of modern communication channels and it was first used by Canadian communication theorist Marshall McLuhan in the 1954. Media is a very essential tool for standardized message and it help in building large audience. The media is the foremost motive to increase the recognition and awareness of fashion brand. The new trend of fashion is constantly being acknowledged and recognized through media. The use of the media aimed at influencing the customer behavior, customers often relate to information, sharing opinions, comments and among many others and media is the only means for it. Lenhart et al (2015) indicates that the media helps in increasing the purchase of fashion commodity or products.

Broadcasting (Radio and Television)

In the early 1980s, people saw fashion as an oppression and harassment which has no positive light. The existence of radio and television came to edify people on fashion and

beauty products, encouraging individual to purchase the products (Bartlett, Cole & Rocamora, 2013). Fashion are usually integrated and used in movies and it influences the purchases. Radio and television helped in providing advertisement to output of fashion industries. Sometimes celebrities are used to markets the fashion product on television and radio which has huge impact on sales. Fashion is very key conception especially for the celebrities therefore using them on television and radio is much imperative to the industry. The television and radio make fashion more visible to a large number of people.

Warner (2014) indicates that broadcasting is very much key to reach large audience and the use of broadcasting has brought improvement to the fashion industry across the globe. Broadcasting is one of the main source for gaining information with a large audience. Many television and radio shows concerning fashion programme has a huge impact on the fashion industry, since it commercialized and promote the fashion products. The television and radio shows helped with the dissemination of fashion brands. In recent years, there has been a change in the fashion markets and it mainly attributes to the television and radio programmes, especially the broadcasting of the fashion shows, this has increase the demand of the fashion goods.

Social Media

Social media are made up of very interactive technologies and digital channel which help in sharing information, ideas, interest and other form of expression through network coverage (Boateng, 2016). Social media are highly interactive based on the application

and user-generated content, over the few years, the fashion industries use the social media as a mechanism to effect the people's purchase behavior. Fashion industry is sector which involves publication, advertisement and showcasing of the products and brands and social media is a key mechanism to it. The social media influenced the customers and provides opportunity for the procurements the fashion brands. Social media is an instrument or mechanism for advertisement and commercialization of different types of products. There numerous form of social media for advertisement and it includes WhatsApp, Facebook, Twitter, Telegram and Instagram. It provides as an advertisement spaces as well as showcasing of different types of fashion brands and products on a large coverage.

These days, fashion industry welcomes the social media platforms as a marketing instrument to promote their products. Social media provides the opportunity for much corporation between the fashion industry and the customs. The social media provides a passage for the fashion industry reach people all over the world. The platform offers a wide range of fashion design and production, irrespective of where the person or the industry is situated are or where they work. The main channel of fashion brand and communication of designers is the social media. Kim (2016) emphasized that, social media platforms are infiltrating phenomenon and they are used to reach mass people and they keep on increasing each day. To him social media are now used as brand awareness to share information as well as market intelligence gathering or attracting sales.

Print media (Newspaper, Magazines and Photography)

The print media play a crucial role in fabrication, circulation and transmission of fashion. The fashion industry sometimes uses the print media to communicate to the customers. The newspapers, magazines and photography surfaced in the 1980s and the fashion industry used in communicating to the audience (Bartlett, Cole & Rocamora, 2013). The newspaper, magazines and photography provides a platform for designer clothing, shoes, and watches among others to be advertised. Over the years, the print media has adjusted to output based and it constantly changing in the industrial, culture and social pattern in the fashion industry. In Europe the print media pays much attention to the fashion industry which has become well-established unit helping to generate more clientele. In the USA, The print media are encouraged especially in the feminist fashion industry to communicate to the customers.

Over the years, there has been a clatter and rattle over western fashion and socialist fashion. These days, the socialist fashion type has no chance in contending and competing with western fashion. As the western fashion has taking over the world, showcasing all their brands and racial stereotype which challenge them is the print media. Print media showcase most of the fashion brands and products. Currently in Ghana much attention has been given to the print media, there has been a collaboration work between the magazines, newspapers, photography, the model, editor, art designer, and many more. The print media goes in hand with fashion designing and production, it give detailed on how fashion looked on pages.

Internet They are social interactive base and user-content, websites and online network. The internet for fashion design is possible through techniques such as web (Schulze, Scholer & Skiera, 2014). The internet has a large influence on individuals and it is a way of sharing information among the individuals or the public. Fashion industry nowadays introduce bloggers and influencers to become a typecast of advertisement. The industry initiates collaboration with the bloggers to influence more customers. The internet collection is an open source and highly interactive and sharing of information concerning fashion products. The internet's support the creation of informal users network and promote the distribution and refining of information content. The internet help in gaining and maintaining markets as the there is a direct communication with the customers who access the internet.

2.4.2 Fashion Industry

Fashion industry is production that is into clothing and accessories. They are businesses entity who are devoted into making and selling of clothing, shoes, watches, bags among many others (Marketer, 2015). The fashion industry is dependent on changing trends to keep customers. The fashion industry goes along with what is changing in the society or the world at large. The fashion industry at this present time is highly competitive, the go along with the brand based on trend-driven design and massive outsourcing. With global competition based and technological advancement have led to the further reduction in retailing and increase in demand of customers through online. The fashion industry no longer depends on retail stores for sales but it based on e-commerce, allowing buyers to shop and purchase online. The fashion industry are expanding with the growth of the

media, using the broadcasting, print media and social media to reach out to large audience, allowing shopping to be done anywhere.

The fashion industry was first introduced in Paris, it moved to New York and Milan. The 'fashion' word came from French 'Facon' which means to do something in a particular way or manner. Most countries are growing very fast because they integrate and considered fashion on large production, for instance India, considered fashion to be one of the mode of the country production which has helped them economically. The fashion industry considered to be of great important in India and they usually appear on the global stage (Gupta, 2019). Over the years, there has been an increasing growth and entrenched in the fashion industry. The fashion industry now engage in immense supply which has led to large sales. These days fashion industry contributed about 30% of global exports and employs about 26 million people worldwide. The fashion industry helped in increasing economic growth and it has a significant impact in the various countries. The customer's attitude toward fashion coupled with fast and innovative production. Media is a vital influences to fashion, it is known that 70% of the fashion customers are influenced by the media and swiftly to engage in the latest fashion trend (Ritch, 2015).

2.4.3 Component of the Fashion Industry

Currently the modern society has made it potential and imaginable for high luxury of fashion. There are constituent of extravagance fashion with different pop culture and subcultural references (Huggard & Cope, 2020). Fashion industries are affected by component which in the end influences the creation, publicizing and promoting the

products. The fashion industry incorporates a lot of designs that influences the customers. The fashion design in Ghana has gain international recognition, as they produce to the international markets. The fashioning is of very significant, as fashion products especially clothing make presence on the international scene. The fashion industry is made up of four component and it includes the

1. Production of raw materials specifically fibers, textiles, leather and fur.
2. Production of fashion products by designers, manufacturers, contractors and among others
3. Marketing of the products including advertisement and promotions through the media
4. Wholesale or retail sales and the e-commerce.

2.4.4 History of Fashion in Ghana

In Ghana, fashion brands in a form of clothing started in 1700s, there was different style of dressing and the mode of dressing were perhaps devoid of western culture. Extravagant and proliferate clothing were made and worn by the local people. Even though, the mode of dressing was based on tribes, status and individual wealth. Among some tribes or people the dressing was made of wraparound stiches, covering half of the legs, sometimes it is wrapped around the necks and shoulders. Particularly among the Ga's, the cloth worn is a loincloth and it between their legs together with leather beads belt which looped over. The Akan's wear back end hung and it usually lower than the front "Danta" with waist girdle (Boateng, 2016). Also, garments is worn and a large cloth is used to serve as a blanket at night and lounge dress. Most occasions, it is worn by wrapping it around the body and the arm was left uncovered. Then men who are Akan's

wear 10 years fabric and it is used wrapped around their body and hanged on one shoulder. Most often than not, it has become a national clothing to the men in the southern part especially during funeral grounds and ceremonies.

In the northern part, the men wear several layers of cloth and five wrapped which covers their body (Gadzekpo, 2005). Sometimes the youth dress in a cap made which being made of a hart's skin and they place scuff in their hands. On daily basis, a chain of coral is place on their heads and sometimes on their hands. However, the arrival of Portuguese and other foreigners influence the style of clothing of Ghanaians. The foreigners were trading clothing for Gold and most of the local people were much interested in it. Later the Britain came to influence the style of clothing. Subsequently, the style of clothing by Ghanaians has changed, adopting more western fashion trend. The Europeans tend to influence everything including fashion.

2.5 Conceptual Framework

Conceptual framework is a diagram or visual presentation that shows the connection of variables in the study (Grant & Osanloo, 2014). The variable that would be used for the study is transferred in a visual form to illustrate the interconnection. Conceptual framework of the shows the relationship between the independent variable (Media outlets such as Print media- Newspaper Magazines and Photography) and dependent variable (Fashion Industry).

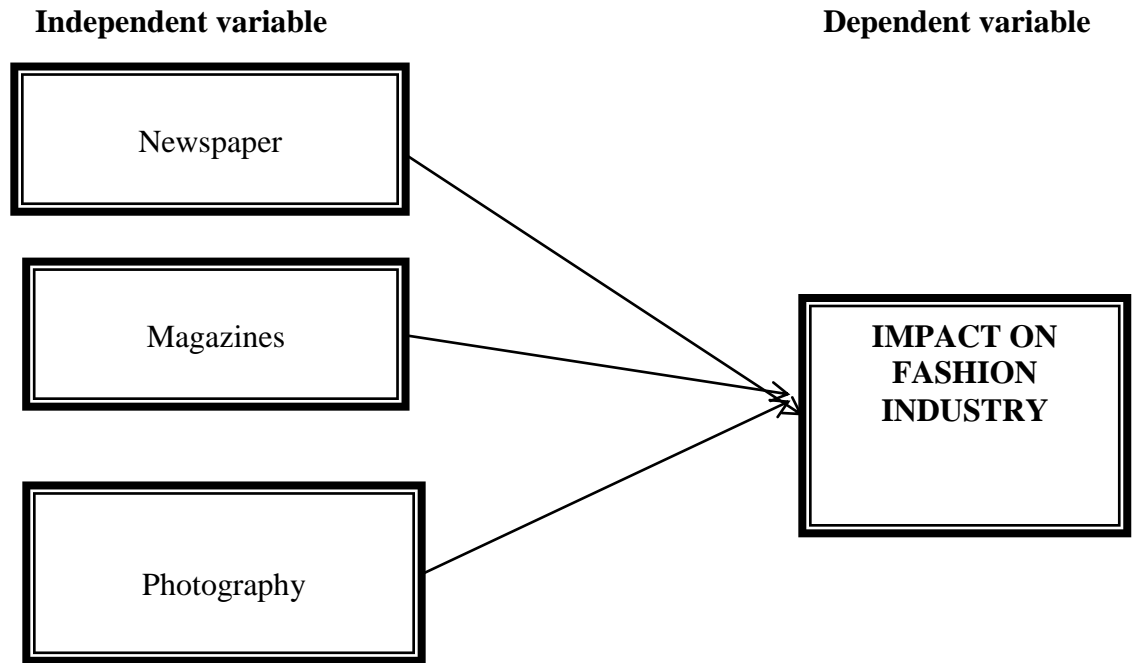


Figure 2.1: Conceptual Framework on Impact of Media on Local Fashion Industry

Source: Author's Own Construct (2022)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

The chapter three highlight on the research methodology of the study. It includes the research design, research approach, research philosophy, research setting, and study population, ample technique and sample size, sources of data collection, data collection instrument, reliability and validity, data analysis and ethical consideration.

3.2 Research Design

Research design is basically about how data collection and analysis is being made and it also contains the measurement of variables of the study (Creswell & Creswell, 2017). Research design emphasized on the systematic method used in describing variables and data without influencing it. With research design, information of the study is being gathered and it very useful in identifying further areas of research (Creswell, 2014). It is very imperative to used research design as it provides a solid foundation in guiding the collection and analysis of data. As well, it gives the researcher an opportunity to makes preferences the data of the study. It is a foundation in data gathering and interpretation and well as making references to the study data. For the nature of the study, descriptive research design was used as it ensures the success and explain the impact of media on local fashion industry. Descriptive research design generates high-quality responses from respondents and gives a clear picture of what's going on at each stage of the research process. It helps in getting accurate figures and analysis for the data collected.

3.3 Research Approach

According to Creswell (2013), research approach is the technique in collecting and examining data in a more appropriate manner. Research approach is the procedure that helps in analyzing and interpretation of data gathering with respect to the problem of the study. The best fitting approach is quantitative research approach. Quantitative research approach is very significant in unravel a research problem which involves a large population and large sample size, making it accurate. Quantitative approach is very appropriate to explain in detailed the major cause and effects of the phenomenon of the study. In order to obtain concrete analysis, quantitative data is more appropriate and information are easily acquired to provide a correct outcome of the study. Quantitative approach helped provide proper guidance's and procedures to dignify the problem of the study (Farouk, 2016).

The approach help relates to the research design, research philosophy and research technique in selecting participants for the study. The quantitative research approach is very important to gain a valid sources of data collection from the participants. As well, it helped in detecting and elimination of error in the data and it is easy to enter and very decisive during interpretation. It also easy in numbering and running out of the data to get concrete analysis. Also, issues regarding the numbering of the data are reduced are checked helped in making data decisive and conclusive. Quantitative data would be collected from the participants and helped to evaluate it for better understanding. Quantitative methods include dignified opinion which forms the basis of any stringent

process of research that come from the formulations of research questions and objectives and it is viable in analyzing and interpretation data (Creswell, 2013).

3.4 Research Philosophy

The study of this nature required research philosophy to help with the purpose of the study. The research philosophy is how the data of the study are collected, gathered and analysed (Creswell, 2013). Research philosophy is an appropriate procedure for collecting and examining of data. It contains the relevant assumptions to be made of which gives an explanation about the view of a researcher relating to a particular topic. The study of this nature requires positivism as research philosophy. Chan (2015) emphasized that positivism is an approach used for empirical evidence such as controlled experimental and statistics. Positivism is limited to data collection and interpretation in an objective way. It helps in facilitating hypothesis in a highly structured methodology and can be used for statistical analysis. The positivism helps to discover credible and measurable results from individuals in order to understand the study topic. Positivism is used on quantifiable observation that leads to statistical analysis. It mostly used for quantifiable methods such as social survey, structured questionnaire and inferential and descriptive statistics because they have good reliability and validity. It much appropriate to find the relationship between the independent and the dependent variables. .

3.5 Populating of the Study

According to Saunders and Lewis (2012), target population is the total number of people within the target research setting. The target populations were from the selected media

outlets and local fashion firms. The population is concentrated on the staffs of the media outlets such as Print Media, in the Ashanti Region. Also, selected fashion industries and their customers in the Ashanti Region were considered in the study population. The selected fashion industries are the registered ones and conclusion was able to be made from the information obtained. As well, participants were true representation of the population.

3.6 Sample Technique

Sample technique is procedure through which a sample is being selected from the population of the study (Descombe, 2014). It is whereby participants are chosen to represent the entire population of the study. The sample technique reduces workloads and cost as well time of the study. Through the sample technique, high quality information is obtained from the population and it serves as the true population of the study. For the study of this nature, it is best to employ a simple random sampling techniques and purposive sampling technique.

Simple random sampling technique is where every unit of sample has an equal chance of being selected from a given population (Creswell, 2011). Boateng & Okoe (2015) indicates research of social media outlets involves simple random sampling and the data is being collected from the workers of selected fashion industries. Considering the whole population was difficult and too large, with the simple random sampling technique each and every person had the chance of being selected.

Purposive sampling intentionally selects individual and site in order to acquire the central phenomenon (Etikan, Abubakar & Rukayya, 2016). Purposive sampling technique was chosen based on proximity and lack of adequate resources to select the number of offices for which the sample will be divided to be measured. Purposive sampling is widely used for quantitative studies because it is flexible and useful for selecting participant with most appropriate use of resources.

3.6.1 Sample Size

Out of sample technique that sample size could be grasped from the population given. Sample size is where certain population is obtained to represents the entire population (Maxwell & Chmiel, 2014). It is used to generalize the study population and helped to secure the magnitude of the study. obtaining right sample size is very much necessary for the accuracy of the study and it tend to have an influenced on the statistical test of the study outcome.

The study considered Krejcie & Morgan (1970) formula in calculating the sample size and it at a 95% confidence level with a probability of 0.5. According to Krejcie and Morgan, (1970) formula, a study population of more than 1000000 has a sample size of 384.

Therefore, the sample size of the study was;

$$S = 381$$

3.7 Sources of Data Collection

The data for the study could be gathered from diverse sources with different approach. For the purpose of the study, primary source of data collection was used and it was in a

form of structured questionnaires (O’Gorman & MacIntosh, 2014). The data sources help to know how information will be gathered and analyzed for conclusion to be made. The information was obtained from the workers of the selected fashion industry and its related customers. The sources of data will help to know the data for the study is reliable and valid.

3.8 Data collection Instrument

Structured questionnaire was considered to gather information from the participants. According to Bell, Bryman & Harley (2018), structured questionnaire was very useful to gather data from a large participants and sub-different groups. It is very notably in getting information from the large masses. O’Leary (2015) emphasized that the questionnaire provides a concrete data to make reliable inferences and assumptions. The participants were given the questionnaire to provide the information. Closed and open-ended questions were used for the study, the closed-ended question were generally constrained with particular questions and answers. The closed-ended question were given a precise and clear instructions to the participants with a required answers. Open-ended questions were also provided to the participants to make them express their view devoid of confinement. The questionnaires were given to the participants for the period of two-weeks and it was administered to the participants themselves.

The administration of instrument, the questionnaire were distributed to the participants and researcher hand out the surveys in person. The researcher went back in two weeks to retrieve all the questionnaire distributed to the participants. The researcher explain uncertainty of the questions to some of the participants after copies of the questionnaire

are given to them. The participants were given the purpose of the study and they are to give their opinion independently. The questionnaires were set in a very precise manner to make the information more reliable and valid. The questions were designed to deprive of errors and mistakes.

3.9 Data Analysis

The data gathered was selected, coded and entered in Statistical Package for Social Science (SPSS) version 22. Because it a quantitative form the analysis will be presented in a descriptive statistic with frequencies, percentages, mean and standard deviation. Discussion, conclusion and recommendation were made out of this summarized data analysis. According to Skoog & Crouch (2014) analytical technique is used to analyze problems in a very accurate outcome. The analytical technical are methods used for the qualitative and quantitative determination of variables. The study used an analytical techniques to unravel the relationship between the dependent and independent variable.

3.10 Reliability and Validity

Singh (2014) argue that reliability and validity intensify transparency, and decreases opportunities to insert and supplement researcher bias in research. Reliability is the constancy of the measure to produce similar or same result over a period upon which is used.

For the purpose of measuring reliability, Cronbach Alpha was used to measure the internal constituency. For the reason of this study, when the coefficient is 1, meaning

there is higher consistency but when is less than 0.7, meaning there is lower consistency level.

The formula for the calculation is as follows;

$$\alpha = \frac{N\bar{e}}{\bar{a} + (N-1)\bar{e}}$$

N indicates the number of items to be tested

\bar{a} show the average variance

\bar{e} indicate the average of all the covariance.

Morse, (2016) argue that validity determines the face and is the judgment largely based on individual on perception. With the validity, the questionnaire was given to the supervisor for approval for scrutiny, subsequently validity is determined by expert judgment.

3.11 Ethical consideration

The study of this nature should be guided by ethical principles and protocols especially during the collection of data (Saunders et al., 2019). The contribution of the participants were taken into considerations, as the participant privacy, anonymity, confidentiality, discretion and secrecy were considered by the researcher. The consent of participant was obtained, and they were also told of the study's purpose, the source of the questionnaire, the study's goal and, most significantly how the information submitted would be utilized, as well as their rights and privacy. The participants were given the pleasure of not to disclose certain information or partake in the study. The study gave the participant assurance to be completely honest in given information to the study. The question were made in simple to make the participants comprehend and give concrete answers.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1 Overview

This chapter highlight on result of the data findings and discussions. The data obtained were analyzed in accordance with the objectives of the study. The findings of the result was presented in tables, frequencies percentages. Reliability and validity was used to depict the extent of the instrument used for the study.

4.2 Analysis of Demographic Data

Background information was asked by the researcher to depict how it relates to study. The participants background information includes age group, gender of the participants, educational level, the most social media outlets used, types of fashion products produce most and frequency in engaging the social media.

Table 4.1: Socio-Demographic Characteristics of the Respondents

Variable	Frequency	Percentage
Age Group of the Respondents		
Below 20 years	72	18.9
20-30 years	148	38.8
31-40 years	110	28.9
Above 40 years	51	13.4
Gender of the Respondents		
Male	136	35.7
Female	245	64.3
Educational level		
Uneducated	47	12.3
Primary level	64	16.8
JHS	38	10
SHS	53	13.9
Tertiary level	135	35.4
Professional level	44	11.5
Media Outlets		
Social media	115	30.2
Broadcasting	81	21.3
Print media	134	35.2
Internet	51	13.4
Types of Fashion by Print Media		
Hairstyle	70	18.4
Clothing	162	42.5
Bags	41	10.8
Shoe	51	13.5
All of the above	57	15
Engagement of Media Outlets		
Daily	157	41.2
Once a week	112	29.4
More than once a week	40	10.5
Once a month	38	10
More than once a month	34	8.9

Source: Field Survey, 2022

Table 4.1 shows the demographic characteristics of the participants, with the age group of the respondents, 72 of the respondents (18.9%) indicates they are below 20 years, 148 of the respondents (38.8%) indicates they are between the age of 20 to 30 years, 110 of the respondents (28.9%) indicates they are between 31 to 40 years and 51 of the respondents (13.4%) indicates they are more than 40 years. From the findings, it can clearly show that the highest age group of the respondent are between the age group of 31-40 years. This reflect to the fact that, majority of respondent are matured enough to unravel the problem of the study.

Also, the table indicates that 136 of the respondents (35.7%) are males and 246 of the respondents (64.3%) of the respondents are females. The findings clearly indicates the female's participant are more than the male's counterpart. There are higher rate of females because they are into fashion more than the males.

With the educational level, 47 of the respondents (12.3%) are uneducated, 64 of the respondents (16.6%) completed primary education, 38 of the respondents (10%) completed JHS education, 53 of the respondents (13.9%) completed SHS education, 135 of the respondents (35.4%) completed tertiary educational level and 44 of the respondents (11.5%) completed professional educational level. The table indicates that most of participants had higher form of education with a tertiary level and they have wide knowledge on the study problem.

From the mode of the media outlets used to now the fashion type, 113 of the respondents (30.2%) indicates they use the social media most, 81 of the respondents (21.3%) indicates they use the broadcasting most, 134 of the respondents (35.2%) indicates the mostly use the print media, and 51 of the respondents (13.4%) indicates they use the internet most. From the findings, it is shown that the print media are mostly preferable to showcase the fashion outputs and products and the customers get to know it more through the print media.

The table illustrate the types of fashion products put forward by the print media, 70 of the respondents (18.4%) indicates the hairstyle is mostly showcased by the print media, 162 of the respondents (42.5%) indicates clothing are most showcased, 41 of the respondents (13.5%) indicates that bags are mostly showcase by the print media, 51 of the respondents (13.5%) indicates that what is mostly showcase are shoes and 57 of the respondents (15%) indicates the print media showcase all of the above. From the findings, the products that is showcase most by the print media is clothing.

Last but not the least, the respondents were to indicates the level of the media outlets, 157 of the respondents (41.2%) indicates they engage the media daily, 112 of the respondents (29.4%) indicates they engage the media once a week, 40 of the respondents (10.5%) indicates they engage the media more than once a week, 38 of the respondents (10%) indicates they engage the media once a month and 34 of the respondents (8.9%) indicates they engage the media more than once a month. The findings revealed that most fashion

designers and customers engage the media daily and put on fashion products and the customers get to see more of the fashion outputs

4.3 Inferential Statistics

The data obtained were analyzed in inferential statistics to allow the researcher draw as statement of the study variables. The inferential was used to obtain the validity and reliability test as well as the confirmatory factor analysis (CFA). This helped in knowing the implication of connection of the study problem.

4.1.1 Validity and Reliability Test

The study conducted a validity and reliability test to validate the variables which were used for the construction of the study. the study considered a LISREL 8.50 as a highest point of validity and reliability test. Also, four analytical instrument of LISREL were used in the test, it includes composite reliability, discriminate validity, Cronbach alpha and confirmatory factor analysis (CFA). Cronbach alpha (α) was used to measure the internal consistency of the instrumented used for the study. Also, the validity of the instrument measured using the Cronbach alpha, composite reliability and average variance extracted.

Table 4.2: Validity and Reliability of Study Constructs

Construct	Factor Loading	t-value	CR	AVE	CA
Extent to which the Social Media Promote the Local Fashion Industry			0.948	0.672	0.751
Social media showcase the brands of local fashion products	0.71	Fixed			
Social media is easier, faster and efficient to provide fashion information to customers	0.82	9.84			
It increases the awareness and engagement of local fashion products	0.78	9.45			
It makes general public to see the different skill and elegances in fashion products	0.83	9.87			
It is a marketing tool for connecting brands with their target market	0.87	9.89			
Allows fashion companies to establish suitable relationship with customers	0.85	9.77			
It more visible to a large number of people which influence their purchase	0.79	8.73			
Social media provides quick communication and direct contact with customers	0.80	9.82			
Social media increase the acquisition of local fashion product on a large scale	0.89	10.12			
Extent to which the Print Media Promote the Local Fashion Industry			0.955	0.550	0.844
Print media is most effective to build trust and promote brands	0.89	Fixed			
Print media increase efficiency and productivity of the fashion industry	0.79	9.11			
Print media increase awareness and engagement of fashion goods and services	0.88	9.56			
Increase sales of fashion products	0.78	8.56			
High customer increase and retention	0.87	9.54			
Increasing growth in the fashion industry	0.84	9.34			
Increase financial performance of the fashion industries	0.83	9.26			
Fashion organization will be able to develop plans that allow for maximum coverage	0.89	10.34			
Path Way for the Local Fashion Industry to Advertise on Social and The Print Media			0.950	0.541	0.844
Fashion designers, journalist and writers should work together to use the social and print Media to communicate fashion issues	0.86	Fixed			
Fashion design can be used on front-pages of print media to exaggerate headlines captions	0.93	10.78			

Fashion designers should carefully select influencers that reinforces their brand image on social media	0.84	9.76			
Choosing the right platform and media	0.89	9.10			
Jumping on trending fashion designs, goods and products	0.81	10.02			
The fashion brand should be made to meet need and expectation of the public	0.85				
The fashion brands should strategically visible on the social and print media	0.79				

From Table 4.2, the results for all the measures in the study exceeded their recommended threshold indicating that the variables were good for the study construct. Specifically, variable under the extent to which social media promote local fashion industry had Cronbach alpha of 0.751, composite reliability of 0.948 and average variance extracted is 0.672. Variables under extent to which the print media promote the local fashion industry had a Cronbach alpha of 0.844, composite reliability of 0.955 and average variance extracted is 0.550. Also, variables under path way for the local fashion industry in advertising on social and print had Cronbach alpha of 0.844, composite reliability of 0.950 and average variance extracted is 0.541.

Besides, the factor loading for each items under all the measurement construct was above the threshold 0.40 and the average variance extracted exceed the minimum threshold of 0.50. The outcome indicates the existence of convergent validity, since all the variables has higher factor loading. With the outcome of the validity and reliability test, it can be concluded that the variable constructed are valid and reliable.

4.3.2 Confirmatory Factor Analysis (CFA)

The variables of the study examined with CFA to determine how it fit perfectly in the study. Three-model construct was used to conduct CFA under the LISREL 8.50. The measures was considered a good fits when the Comparative Fit Index (CFI>0.90), THE Non-Normed Fit Index (NNFI>0.90) and the goodness of fit index (GFI>0.90). Chi-Square (χ^2), degree of freedom DF, normed chi-square ($\chi^2/df<2.0$), Root Mean Square Error of Approximation (RMSEA<0.8), standard root mean square residual (SRMR).

Table 4.3: Model Fit Indices

CFA model	χ^2	Df	<i>p</i> – <i>value</i>	χ^2/df	RMSEA	NNFI	CFI	SRMR	GFI
Extent Social Media Promote Local Fashion Industry	9.12	8	0.00456	1.14	0.0734	0.923	0.934	0.0431	0.956
Extent Print Media Promote the Local Fashion Industry	9.30	7	0.00423	1.32	0.0765	0.957	0.987	0.0345	0.987
Path Way for the Local Fashion	8.17	6	0.00487	1.36	0.0705	0.979	0.904	0.0451	0.945
Overall	26.56	21	0.00000	1.26	0.0898	0.932	0.977	0.0678	0.976

Table 4.3 shows the model fit indices for the individual and overall construct. To obtain a good model fit for the individual construct, all the variable were considered and measures under the local fashion industry construct, none of the items was dropped at this stage. Furthermore, all the variables or items left for each construct was combined (overall construct) to evaluate the model fit indices. Thus, for the all the model fit, χ^2/df was below the standard 2, the p-values was below the threshold of 0.05, RMSEA values was

below 0.08, the NNFI values was greater than 0.90, the CFI values was greater than 0.90 and the RMR values was less than 0.07. RMSEA values was greater than 0.08, the NNFI values was less than 0.90, the CFI values was greater than 0.90 and the SRMR values was less than 0.07. These values are in accordance with the conventional cut-off points of 0.05 and 0.08 values considered as good and acceptable fit. Based on this outcome, it can be established that the model is good and fits well.

4.4 Analysis of Empirical Data

This section required to determine the impact of media on local fashion industry in Ashanti Region. The study used descriptive statistics to test and analyzed the study objectives. The descriptive statistics includes the frequencies, percentages, mean and standard deviations.

4.4.1 Extent to which social media promote local fashion industry

This subsection look at data in relation to the objective, the participants were to give details on the extent to which social media promote local fashion industry. A five-point scale was use answer and depicts the answers of the participants: Strongly disagree-1, Disagree -2, Neutral-3, Agree-4 and Strongly agree-5. The test also considered the Mean and Standard Deviation (SD) to known the strength of the variables, the result is shown in table 4.4;

Table 4.4: Extent to which Social Media Promote Local Fashion Industry

STATEMENT	SD	D	N	A	SA	MEAN	STD. DEV.
Social media showcase the brands of local fashion products	12 (3.1%)	22 (5.8%)	11 (2.9%)	84 (22%)	252 (66.1%)	4.42	1.014
Social media is easier, faster and efficient to provide fashion information to customers	21 (5.5%)	23 (6%)	9 (2.4%)	56 (14.7%)	272 (71.4%)	4.40	1.147
It increases awareness and engagement of local fashion products	5 (5%)	24 (6.3%)	25 (6.6%)	58 (15.2%)	225 (66.9%)	4.43	1.154
It makes general public to see the different skill and elegances in fashion products	22 (5.8%)	27 (7.1%)	8 (2.1%)	72 (18.9%)	252 (66.1%)	4.33	1.176
It is a marketing tool for connecting brands with their target market	44 (11.5%)	28 (7.3%)	18 (4.7%)	78 (20.5%)	213 (55.9%)	4.02	1.394
Allows fashion companies to establish suitable relationship with customers	25 (6.6%)	30 (7.9%)	9 (2.4%)	77 (20.2%)	240 (63%)	4.25	1.225
It more visible to a large number of people which influence their purchase	15 (3.9%)	17 (4.5%)	19 (5%)	65 (17.1%)	265 (69.6%)	4.44	1.044
Social media provide quick communication and direct contact with customers	41 (10.8%)	27 (7.1%)	8 (2.1%)	51 (13.4%)	254 (66.7%)	1.82	1.383
Social increases the acquisition of local fashion products on a large scale	45 (11.8%)	50 (13.1%)	9 (2.4%)	49 (12.9%)	228 (59.8%)	3.96	1.488

Source: Field Survey, 2022

Table 4.4 shows the relationship between the print media and local fashion industry; 252 of the respondents (66.1%) strongly agree that social media showcase the brands of local

fashion products, the Mean (M) and Standard deviation (SD) of 1.014 was derived from the statement. 272 of the respondents (71.4%) strongly agree that social media is easier, faster and efficient to provide fashion information to customers, Mean (M) of 4.40 and Standard deviation (1.147) was derived from the variable.

225 of the respondents (66.9%) strongly agree that social media increase the awareness and engagement of local fashion products, Mean (4.43) and Standard deviation (1.154) was derived from the variable. Also, 252 of the respondents (66.9%) strongly agree that social media makes the general public to see the different skills and elegances in fashion products, Mean (4.33) and Standard deviation (1.176) was derived from the variable. 213 of the respondents (55.9%) strongly agree that social media is a marketing tool for connecting brand with their target market, Mean (4.02) and Standard deviation (1.394) was derived from the variable. 240 of the respondents (63%) strongly agree that social media allows fashion companies to establish suitable relationship with customers, Mean (4.24) and Standard deviation (1.225) was derived from the variable. 265 of the respondents (69.6%) strongly agree that social media is more visible to a large number of people which influence their purchase, Mean (4.44) and Standard deviation (1.044) was derived from the variable. 254 of the respondents (66.7%) strongly agree that social media provides quick communication and direct contact with customers, Mean (1.82) and Standard deviation (1.383) was derived from the variable. 228 of the respondents (59.8%) strongly agree social media increases the acquisition of local fashion products on a large scale, Mean (3.96) and Standard deviation (1.488) was derived from the statement.

4.4.2 The extent to which the print media promote the local industry

This subsection look at data in relation to the objective, the participants were to give details on the extent to which the print media promote the local industry. A five-point scale was use answer and depicts the answers of the participants: Strongly disagree-1, Disagree-2, Neutral-3, Agree-4 and Strongly agree-5. The analysis considered Mean and Standard deviation to further depict the study findings, the result was shown in table 4.5.

Table 4.5: The extent to which the print media promote the local industry

STATEMENT	SD	D	N	A	SA	MEAN	STD. DEV.
Print media is most effective to build trust and promote brands	26 (6.8%)	18 (4.7%)	9 (2.4%)	91 (23.9%)	237 (62.2%)	4.30	1.167
Print media increase efficiency and productivity of the fashion industry	26 (6.8%)	35 (9.2%)	12 (3.1%)	58 (15.2%)	250 (65.6%)	4.24	1.272
Print media increase awareness and engagement of fashion goods and services	7 (1.8%)	8 (2.1%)	3 (0.8%)	86 (22.6%)	277 (72.7%)	4.62	0.774
Increase sales of fashion products	9 (2.4%)	8 (2.1%)	7 (1.8%)	30 (7.9%)	327 (85.8%)	4.73	0.804
High customer increase and retention	7 (1.8%)	1 (0.3%)	12 (3.1%)	28 (7.3%)	333 (87.4%)	4.78	0.686
Increasing growth in the fashion industry	5 (1.3%)	3 (0.8%)	17 (4.5%)	24 (6.3%)	332 (87.1%)	4.77	0.687
Increase financial performance of the fashion industries	4 (1%)	4 (1%)	7 (1.8%)	55 (14.4%)	311 (81.6%)	4.75	0.645
Fashion organization will be able to develop plans that allow for maximum coverage	4 (1%)	5 (1.3%)	11 (2.9%)	39 (10.2%)	322 (84.5%)	4.76	0.668

Source: Field Survey, 2022

Table 4.5 shows to which print media promote the local fashion industries, 237 of the respondents (62.2%) strongly agree that print media is very effective in building trust and

promoting branding, Mean (4.30) and Standard deviation (1.167) was derived from the study. 250 of the respondents (65.6%) strongly agree that print media increase the efficiency and productivity of the fashion industry, Mean (2.40) and Standard deviation (1.272) was derived from the statement. Further, 277 of the respondents (72.7%) strongly agree that print media increase the awareness and engagement of fashion goods and services, Mean (4.62) and Standard deviation (0.774) was derived from the statement. Also, 327 of the respondents (85.8%) strongly agree that print media increase the sales of the fashion products, Mean (4.73) and Standard deviation (0.804) was derived from the statement. 333 of the respondents (87.4%) strongly agree that print media help in increasing and retaining customers, Mean (4.78) and Standard deviation (4.78) was derived from the statement. 332 of the respondents (87.1%) strongly agree that print media increase growth in the fashion industry, Mean (4.77) and Standard deviation (0.687) was derived from the statement. 311 of the respondents (81.6%) strongly agree that print media increase financial performance of the fashion industry, Mean (4.75) and Standard deviation (0.645) was derived from the statement. Finally, 322 of the respondents (84.5%) strongly agree that print media allow fashion companies to develop plans and gain maximum coverage, Mean (4.76) and Standard deviation (0.668) was derived from the statement.

4.4.3 The path way for the local fashion industry to advertise on social and the print media

This subsection look at data in relation to the objective, the participants were to give details on the path way for the local fashion industry to advertise on social and the print media. A five-point scale was use answer and depicts the answers of the participants:

Strongly disagree-1, Disagree-2, Neutral-3, Agree-4 and Strongly agree-5. The study findings also shows the Mean and Standard deviation to further explain the study findings.

Table 4.6: Path way for the local fashion industry to advertise on social and the print media

STATEMENT	SD	D	N	A	SA	MEAN	STD. DEV.
Fashion designers, journalist and writers should work together to use the social and print Media to communicate fashion products	7 (1.8%)	5 (1.3%)	1 (0.3%)	44 (11.5%)	324 (85%)	4.77	0.696
Fashion designers or industry using front-pages of print media to exaggerate headlines captions	13 (3.1%)	9 (2.4%)	3 (0.3%)	51 (13.4%)	306 (80.3%)	4.65	0.874
Fashion designers should carefully select influencers that reinforces their brand image on social media	20 (5.2%)	12 (3.1%)	18 (4.7%)	15 (3.9%)	316 (82.9%)	4.56	1.078
Choosing the right platform and media	12 (3.1%)	2 (0.5%)	29 (7.9%)	18 (4.7%)	320 (83.8%)	4.66	0.888
Jumping on trending fashion designs, goods and products	9 (2.4%)	11 (2.9%)	3 (0.8%)	63 (16.5%)	295 (77.4%)	4.64	0.840
The fashion brand should be made to meet need and expectation of the public	2 (0.5%)	6 (1.6%)	1 (0.3%)	64 (16.8%)	308 (80.8%)	4.76	0.589
The fashion brands should strategically visible on the social and print media	8 (2.1%)	6 (1.6%)	8 (2.1%)	63 (16.5%)	296 (77.7%)	4.66	0.784

Source: Field Survey, 2022

Table 4.6 shows the path way for the local industry to advertise on social and the print media, 324 of the respondents (85%) strongly agree that fashion designers, journalist and writers should work together in using the social and print media to communicate fashion products, Mean (4.77) and Standard deviation (0.696) was derived from the statement. 306 of the respondents (80.3%) strongly agree that fashion industry using the front-pages of print media to exaggerate headlines captions, Mean (4.65) and Standard deviation (0.874) was derived from the statement. 316 of the respondents (82.9%) strongly agree that fashion designers should carefully select influencers that reinforces their brands and image on social and print media, Mean (4.56) and Standard deviation (1.078) was derived from the statement. Further, 320 of the respondents (83.8%) strongly agree that fashion designers should choose the right platform and media, Mean (4.66) and Standard deviation (0.888) was derived from the statement. 295 of the respondents (77.4%) strongly agree that local fashion industry should jump on trending fashion designs, goods and products, Mean (4.64) and Standard deviation (0.840) was derived from the statement. Also, 64 of the respondents (16.8%) strongly agree that fashion brand should be made to meet need and expectation of the public, Mean of 4.76 and Standard deviation (0.589) was derived from the statement. Finally, 296 of the respondents (77.7%) strongly agree that fashion brands should be strategically visible on social and print media, Mean (4.66) and Standard deviation (0.784) was derived from the statement.

4.5 Discussion of Findings

This subsection deliberates on the findings in relation to the study and it based on influence of the impact of media on local fashion industry, using local fashion industry in the Ashanti Region of Ghana. Besides, validity and reliability test of an instrument was

used to show a good reliability coefficient making of the construction being reliable and valid. The findings of the validity and reliability test indicates a higher inter consistency and reliability as the Cronbach Alpha is more than 0.7. This shows that the level of instrument for the study is valid. Also, the study indicates a higher level of composite reliability, indicating higher reliability of the instrument. Furthermore, the factor loading for each items under all the measurement construct was obviously above the threshold of 0.4 and the average exceed the minimum threshold of 0.50. The findings also indicates the existence of convergent validity and higher factor loading, the instrument measured indicates a valid and reliable outcome.

A Confirmatory Factor Analysis (CFA) was used to measure the good fit of the instrument and variables of the study. The variables was categorized under the objectives which helped in evaluating the good fit of the instrument. From the findings, the variables abd the instrument indicates a good fit, χ^2/df was under the standard of 2, P-value was below threshold of 0.05, RMSEA was below 0.08, NNFI was greater than 0.90, CFI was greater than 0.90, SRMR was less than 0.07 and GFI was greater than 0.90. The values which was obtained in accordance to the conventional cut-off point of 0.05 and 0.08, hence it is being well-thought-out to be a good-fit. Therefore, it can be established the variables and instrument measured is considered as a good-fit.

Socio-Demographic Characteristics

From the findings, it noticeably that most of the participants are 31-40 years. This reflects the fact the participants are much matured to know unravel the problem of the study.

Also, the female participants is more than the female participants. There are more female in to fashion than males. The findings clearly indicates that most participants have obtained higher form of education which is the tertiary level and they have wide knowledge and awareness to contribute to the study. Education is very key in making the participants to understand the problem of the study and it makes the study very easy. Also, the participants indicates that print media are mostly preferable to showcase the fashion outputs and products and the customers get to know it more through the print media, social media and broadcast media. From the findings, the products that is showcase most by the print media is clothing, followed by hairstyle, then bags and shoes. As well most fashion designers and customers engage the media daily and put on fashion products and the customers get to see more of the fashion outputs.

Extent to which Social Media Promote Local Fashion Industry

From the outcome of the findings, most participants strongly agree that social media is showcase the brands of local fashion products, as several fashion content are being shown and presented on social media. Also, the participants indicates that the social media is easier, faster and efficient in providing fashion information to the customers. The customers easily get the idea of new style and fashion with the existence of the print media. As well, most participants strongly agree that social media increase awareness and engagement of local fashion industry. This relates to the empirical evidence of Baoxin et al (2015), that social media is used in creating awareness and engagement of fashion brands and it creates an opportunity for sharing fashion styles. Every fashion brands is being available on social media and they give to the public different types of brands.

Further, there is indication from most participants that social media makes the general public to see the different skills and elegances in fashion products. Various classiness and stylishness in fashion are elaborated to Ghanaians to influence the purchase behavior.

Additionally, most of the participants strongly agree that social media is a marketing tool for connecting brand with their target market. The social media is used in advertising to a large audience showing them different brands of the products. As the social media is more visible to a large number of people worldwide and it influence the sales of the products. This is line with Wigley (2015) study, that various media platforms make audience aware of the brands and influence the purchase of the goods. Also, most of the participants strongly agree that social media seeks the important of fashion arts in Ghana. As Ghanaians fashion products are easily put out through the print media, and it gives clear output of the fashion products. The participants also indicates that social media platforms are used for communication and direct contact with customers. As well, social media platforms helped in increasing the acquisition of local fashion products. In Ghana, the print media do not publicized fashion products very often as compared to the other produces and activities. On the other hand, all the measurement in the print media and local fashion industry indicates a higher mean and standard deviation, this revealed that measurement are in accordance in the objectives of the study.

The Extent to Which the Print Media Promote the Local Industry

From the outcome of the findings, most participants strongly agree that print media are very effective in building trust and promoting brands. The print media increase the

efficiency and productivity of the fashion industry. Also, the most of the participants strongly agree that print media increases the awareness and the engagement of fashion goods and services. Further, the print media increase the sales of the fashion products. More to it, the print media allow fashion companies to develop plans and gain maximum coverage. This relates to empirical evidence of Huggard & Cope (2020) that print media help developing a plan for the fashion brands to reach a large number of customers and provide the location of the products. Last but not least, the print media help in increasing and retaining customer's as well print media increase the growth and the financial performance of the fashion industry. This is in line with Gullin (2017) study, that print media increase the sales and purchase behavior of the customers which adversely affects the financial performance of the local industry. According to Gilliland (2019), media platform increase the growth of fashion industries by 21%, as it increase the purchasing power of their products.

More to the findings, all the measurement in the extent of print media promoting local fashion industry indicates a higher mean and standard deviation.

The Path Way for the Local Fashion Industry to Advertise on Social and Print

Media

From the findings, most of the participants indicates that fashion industry, journalist and writers show work in hand by using the social and print media to communicate fashion products and brands to customers and large audience. The participants also indicates that, the fashion industry have to consider using front-pages of print media to exaggerate headlines captions. As well the fashion industries should carefully selects influencers that

reinforces their brands and images on social and print media. The fashion industry should choose the right platform and media to advertise and showcase their products. The participants further indicates that, the fashion industry have to jump on trending fashion designs, goods and products. And the fashion brands should be made to meet the need and expectation of the audience and public. This is in line with Alam et al (2018) study, as the fashion brands is very important in meeting the global demands and industries. Last but not the least, most participants strongly agree that fashion brands should be strategically visible on social and print media to get easy identification and accessible of the customers. Nevertheless, all the measurement on the path way of local fashion industry advertising on social media and print media indicates a higher mean and standard deviation.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Overview

This chapter highlight on the summary of the findings of the analysis, conclusion and recommendation and they are in accordance of the study objectives.

5.2 Summary of Findings

The study finding was analyzed were presented in tables, frequencies, percentages, mean and standard deviation. The study findings were obtained through the administration of the study findings and it was in relation to the objectives of the. However, the demographic characterized was analyzed to know how relates to the study. From the findings most of the participants are between the ages of 31-40 years and they have completed higher form of education which is the tertiary level. Also, the female participants are more than the male participants, this is because the females are socially involved in fashion brands. In the case of showing the fashion brands, print media followed by social media are mostly preferable and desirable choice it as well helps in advertising and showcasing the fashion. The findings also indicates the fashion brands that is showcased most is clothing, hairstyle, bags and shoes. The summary also revealed the result of the major findings;

Extent to which Social Media Promote Local Fashion Industry

From the findings it being revealed that social media has been an important media channel which showcase the brands of local fashion product. As indicated in the findings, using social media is easier, fast and efficient, as it reach a large mass and help the audience different kind of the fashion brands. With the social media, the customers and audience get to recognize a particular brand, new styles, different fashion elegances as well as classiness and stylishness in fashion. This features being put forward on social media tend to influence the purchase behavior and sales of the fashion products. In all, social media is a form of an advertising and marketing to which targets a large masses of people. This relates to the empirical evidence of Hugged & Cope (2020), that the social media is use as an advertisement technique to influence the purchase behavior of the customers. In Ghana, social media is highly recognized in the fashion industry, it provides communication and direct contact with consumers. Furthermore, the social media increases acquisition and purchase behavior of local fashion products.

The Extent to Which the Print Media Promote the Local Industry

The findings of the study revealed that using print media in general provide some imperative outcomes such as building trust and promoting brands. As well the use of print media increase the awareness and the engagement level of the fashion products. Print media makes fashion industries to gain maximum coverage, increase sales and productivity of the fashion industries. People get to know the identity and location of the fashion industries. Lastly, using of print media help in increasing and retaining of fashion

customers and the financial performance of the fashion industries get to increase due to the rates of the purchase.

The Path Way for the Local Fashion Industry to Advertise on Social and Print Media

From the findings, it being proposed that the stakeholders such as the fashion industry, journalist and writers have to collaborate in publishing the fashion brands on the print media. This will leads to greater recognition of the brands and increasing of purchase. Also, the print media have to consider putting the fashion products on their front pages to help in captivating and entrancing headlines captions. The findings indicates that the fashion industry should use influencers and right platforms to showcase and influence their brands. Further, the fashion industry have to jump on trending fashion designs, goods and products. And the fashion products should be made to meet the need and expectation of the target markets and the audience. Lastly, the fashion brands have to be noticeable to promote easy identification and recognition by the audience

5.3 Conclusion

From the outcome of the study it can be established that media platforms such as the social and print media brings marketing to a new level and it of benefits to both the local industry and the customers. As it showcase fashion products and it engage the customers and large audience on different brands. It gives an opportunity of high exposure and it offer a possibility to set interactive communication with the customers and get more information. Media is a communication to which help in transforming the local fashion

industry. There is an indication that more customers engage in the fashion brand through the social media, as it used to show different brand, new styles, different fashion elegances, the classiness and stylishness of the fashion products. The use of the social media cannot be underestimated among the local Ghanaian fashion industries, even though the publication is very low. The study also revealed that the showcasing of the fashion brands by the social media help in promoting trust and brands and increasing awareness, engagement level, gaining coverage and increasing the purchase behavior, sales and productivity and financial performance of the fashion productions.

In addition, there is clear indication that for print media to be effective in publication and showcasing of fashion brands, stakeholders such as the fashion industries, journalist and customers should cooperate with each other. The study also indicates that the fashion should consider influencers in showcasing the brands and the right platform and channels should be used in display the fashion brands. There also indication that the fashion industry have to engage in trending fashion products and design.

5.4 Recommendations

Bases on the findings, the study recommend the following;

1. The local fashion industry should focus on crafting advertisement to be more creative and informative using the social media and print media to help influence the decision of the customers. The content must be developed to be relevant and worthwhile to have a highest impact on the customers. The fashion industry must ensure that the product and services produce meets the needs of the customers.

2. The local fashion industry must try a new innovative business model on social media and print media to build a strong relationship, loyalty and interactive approach with the customers. The media should offer an opportunities for bloggers to formulate expert views of fashion brands. The fashion industry are to devise ways to engage consumer both cognitively and emotionally by collaborating with consumers through new innovation techniques such as creating good print media content.
3. The local fashion industry should take time to create comprehensive strategic plan by engaging print and social media always to markets their products. The fashion industries should have a clear objectives and goals by incorporating print media to influence the purchase behavior.
4. Also, the local fashion industry should be strategically visible on print media to encourage the engagement level of the customers. The visibility of the social and print media will enable easy access of the content and the brands.
5. The local fashion industry must use the social and print media to interactivity between brand and consumer by using a combination of the better and luxury fashion brand to provide values to the consumer. The social and print media must be in a way to meet the consumer preferences across the target markets and different countries.

5.5 Suggestion for Further Studies

In order for academic and industry discussion, there should be further studies on important of social media platforms on growth of local fashion industry. Secondly, a study could be done on the impact of media platforms and consumer decision-making.

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APPENDIX

AKENTEN APPIAH-MENKA UNIVERSITY OF SKILLS TRAINING AND ENTREPRENEURIAL DEVELOPMENT

FACULTY OF VOCATIONAL EDUCATION

MASTERS OF TECHNOLOGY IN FASHION AND TEXTILE DESIGN

Assessing the Impact of Media on Local Fashion Industry. A Case Study of Some Selected Media Outlet and Local Fashion Firms in Ashanti Region of Ghana

Thank you for considering participating in this research which seeks to assess the Impact of Media on Local Fashion Industry. A Case Study of Some Selected Media Outlet and Local Fashion Firms in Ashanti Region of Ghana. The research is conducted in partial fulfillment for the award of Masters in Fashion and Textile Design. I would be glad if you would provide with the following information for my study. Please know that your responses are very important to this study success. The study is conducted for academic purposes only and your response will be treated with confidentiality and anonymity. The questionnaire has a specific instructions to follow and scales to use to indicate your responses. Every question included in the questionnaire is relevant and although some may appear to similar, they are also unique in many ways. So kindly do well to respond to each.

SECTION A: SOCIO-DEMOGRAPHIC CHARACTERISTICS

1. Age group of respondents? (a) Less than 20 years [] (b) 20-30 years [] (c) 31-40 years [] (d) Above 40 years []
2. Gender? (a) Male [] (b) Female []
3. Educational level? (a) Uneducated [] (b) Primary level [] (c) JHS level [] (d) SHS level [] (e) Tertiary level [] (f) Professional (please specify)..... (g) Others please specify
4. Which of the following the media outlet or platform do the fashion industry prefer most or mostly use for marketing? (a) Social media [] (b) Broadcasting (Radio and Television) [] (c) Print media (Newspaper, Magazines and Photography) [] (d) Internet (Website, and Blogging) [] (e) Others please specify.....
5. Types of fashion produced by print media? (a) Hairstyle [] (b) Clothing [] (c) Bags [] (d) Shoes [] (e) All of the above []
6. How often do you engage in social media outlets? (a) Daily [] (b) Once a week [] (c) More than once a week [] (d) Once a month [] (e) More than once a month [] (f) Others please specify.....

**SECTION B: EXTENT TO WHICH THE SOCIAL MEDIA PROMOTE THE
LOCAL FASHION INDUSTRY**

Use the five-point scale to answer the question below: 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

Social Media And Local Fashion Industry	1	2	3	4	5
7. Social media showcase the brands of local fashion products					
8. Social media is easier, faster and efficient to provide fashion information to customers					
9. It increase awareness and engagement of local fashion products					
10. It makes general public to see the different skill and elegances in fashion products					
11. It is a marketing tool for connecting brands with their target market					
12. Allows fashion companies to establish suitable relationship with customers					
13. It more visible to a large number of people which influence their purchase					
14. Social media provides quick communication and direct contact with customers					

15. Social media increase the acquisition of local fashion products on a large scale.					
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**SECTION C: EXTENT TO WHICH THE PRINT MEDIA PROMOTE THE
LOCAL FASHION INDUSTRY**

**Use the five-point scale to answer the question below: 1= Strongly disagree, 2 =
Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree**

Extent to which the Print Media Promote the Local Fashion Industry	1	2	3	4	5
16. Print media is most effective to build trust and promote brands					
17. Print media increase efficiency and productivity of the fashion industry					
18. Print media increase awareness and engagement of fashion goods and services					
19. Increase sales of fashion products					
20. High customer increase and retention					
21. Increasing growth in the fashion industry					
22. Increase financial performance of the fashion industries					
23. Fashion organization will be able to develop plans that allow for maximum coverage					

**SECTION D: PATH WAY FOR THE LOCAL FASHION INDUSTRY TO
ADVERTISE ON SOCIAL AND THE PRINT MEDIA**

Use the five-point scale to answer the question below: 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

	1	2	3	4	5
Path Way for the Local Fashion Industry to Advertise on Social and The Print Media					
24. Fashion designers, journalist and writers should work together to use the social and print Media to communicate fashion issues					
25. Fashion design can be used on front-pages to exaggerate headlines captions in the Print Media					
26. Fashion designers should carefully select influencers that reinforces their brand image on social media					
27. Choosing the right platform and media					
28. Jumping on trending fashion designs, goods and products					
29. The fashion brand should be made to meet need and expectation of the public					
30. The fashion brands should strategically visible on the social and print media					

THANK YOU