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Consumer Buying Behaviour Towards Ghanaian Fashion Products: A Case of Consumers in the Greater Accra Metropolis

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Abstract

Purpose: This study explored consumer buying behaviour towards Ghanaian fashion products in the Greater Accra Metropolis, focusing on demographic factors, fashion trends, and economic influences.

Methodologies/Design: A quantitative cross-sectional survey was employed, utilising structured questionnaires to gather data. A sample of size of 366 respondents was obtained and used in the study. To ensure representativeness, the simple random sampling techniques were employed. Descriptive and inferential statistical analyses, including regression, were conducted.

Findings: The study revealed that gender and age significantly influence consumer behaviour, with women and younger adults (aged 20-39) showing a higher inclination towards purchasing locally made fashion items. Fashion trends emerged as a key determinant, acknowledging their influence on buying decisions. Regression analysis confirmed a significant positive effect of fashion trends and working status on purchasing behaviour.

Practical and Social Implications: The findings suggest that local fashion brands should target younger consumers through digital platforms and trend-driven marketing. Also, brands could benefit from tailoring products and promotions towards female consumers and employed individuals with greater purchasing power. Socially, the study shows the role of fashion as a form of cultural expression among urban youth while also identifying a niche market focused on quality and heritage.

Originality: A novel understanding of consumer dynamics within the Ghanaian fashion industry is provided in this study, emphasising the interplay of trends, demographics, and economic factors, offering actionable recommendations for fashion marketers to optimise their strategies in a competitive market.

Keywords
Consumer, Consumer behaviour, Fashion designers, Fashion products, Ghanaian fashion

1 | INTRODUCTION

Fashion plays a significant role in defining a society's identity and cultural heritage. In Ghana, the fashion landscape has undergone considerable transformations, from traditional attires made from animal hides and tree bark in pre-colonial times to the introduction of wax prints and Western-style clothing during the colonial era (Sarpong et al., 2011). These shifts have influenced Ghanaians' clothing choices and impacted the local fashion industry, fostering competition among fashion producers, boutique owners, and retailers (Sarpong et al., 2011).

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The Ghanaian fashion industry has grown substantially over the years, marked by the influx of diverse clothing styles and designs. However, the impact of globalisation has introduced a new set of challenges. Local markets in Ghana, especially in urban areas like the Greater Accra Metropolis, have been flooded with foreign-made fashion products (Opare-Asamoah, 2014; Sarpong et al., 2011). This increased availability of imported fashion items has heightened competition in the local fashion sector, making it more difficult for Ghanaian fashion producers to maintain their market share and attract consumers (Oladele & Arogundade, 2011). In an environment where consumers have an array of options, locally produced fashion items face stiff competition against foreign imports. Producers of "Made in Ghana" fashion products must prioritise factors like price, quality, and consumer preferences to remain competitive (Opare-Asamoah, 2014). This challenge is further intensified by consumer comparisons between locally made garments and imported products, often perceived as higher quality or prestige (Oladele, 2006).

This study explores consumer buying behaviour towards Ghanaian fashion products, focusing specifically on consumers in the Greater Accra Metropolis. Understanding the factors influencing purchase decisions is crucial for local fashion producers aiming to survive in a market where imported goods dominate. This research seeks to uncover the key determinants that shape consumer preferences and the extent to which these factors impact the purchasing decisions of Ghanaians. While there is extensive research on consumer behaviour towards foreign-made fashion products (Emmanuel-Stephen, 2017), studies specifically examining consumer attitudes towards locally produced fashion items in Ghana are limited. Previous research in other countries indicates that consumer purchase decisions are often driven by price, brand awareness, and product quality (Sari & Wahjoedi, 2022; Ayuningsih & Maftukhah, 2020; Vitrika & Susila, 2022). However, whether these findings directly apply to the Ghanaian market remains unclear.

In Ghana, fashion is not merely a form of clothing but an embodiment of cultural expression. Traditional garments such as Kente cloth and the Kaba and Slit ensemble symbolise the rich cultural heritage of the country. These garments are produced using traditional techniques, including hand-weaving and hand-dyeing, which are still practised today (Essel, 2019). Despite the cultural significance of these traditional garments, modern consumers, particularly the youth, increasingly gravitate towards Western fashion trends, leading to a decline in the popularity of locally made clothes (Dzramedo, 2009). The shifting preferences of consumers towards foreign fashion brands have been detrimental to the growth of Ghana's fashion industry. Influenced by globalisation and social media, the younger generation often perceives imported fashion as more fashionable and trendy than locally produced items (Opare-Asamoah, 2014). This trend poses a significant threat to the sustainability of local fashion businesses, which struggle to compete on factors such as branding, marketing, and product innovation. According to Pires et al. (2024), sustainable fashion encompasses the quality of clothing that is designed to last longer than traditional fashion and also includes being eco-friendly and reducing pollution. This also contributes to consumer behaviour in fashion.

Globally, several factors have been attributed to the fashion consumption behaviour. The needs of the consumer, finance, status, introduction of fast fashion, gender and age disparities have been identified as a factor that influences fashion consumption (Xiang, 2021; Sumitha & Suganya, 2020). Consumer behaviour is a complex phenomenon influenced by various cultural, psychological, and social factors. According to Kotler (2001), four main categories affect consumer behaviour: cultural, social, personal, and psychological factors. These elements are crucial in shaping how consumers perceive and

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purchase fashion products. For instance, cultural factors, including traditions, beliefs, and values, are deeply rooted in the Ghanaian fashion market, influencing consumers' preferences for clothing styles and brands (Yeboah-Banin & Quaye, 2021). Ethnocentrism, or the preference for locally produced goods over foreign imports, also influences consumer buying behaviour (Sharma & Shimp, 1987). Highly ethnocentric consumers will likely prioritise purchasing Ghanaian-made fashion products to support the local economy and preserve cultural heritage (Watson & Wright, 2000). On the other hand, non-ethnocentric consumers are more likely to evaluate fashion products based on their perceived quality, regardless of their country of origin (Schiffman & Kanuk, 2004).

Employment and income levels also significantly influence consumer spending on fashion products. Employed individuals with stable incomes are more likely to engage in discretionary spending on fashion items (Maverick, 2022). Furthermore, consumers' desire for status and social recognition drives their purchasing decisions, often leading them to choose fashion products that are perceived as exclusive or premium (Wertenbroch et al., 2020). This trend is particularly evident among the urban population in Accra, where fashion is used for social distinction. Understanding the Ghanaian fashion consumer is essential for local producers aiming to enhance their competitiveness. By identifying the key factors that influence consumer choices, this study seeks to provide insights that can help fashion entrepreneurs and marketers develop strategies to attract and retain customers. The focus on the Greater Accra Metropolis is particularly relevant, given its status as a hub for fashion and commerce in Ghana.

There have been calls to create sustainable fashion in Ghana (Quagrainie, 2024). Schiaroli et al. (2024) state that the primary obstacles to sustainable fashion consumption are high costs, scepticism, preconceptions, a lack of availability and understanding, and the effort required to obtain a product or service. Aside from the known factors that influence fashion consumption, there is a need to understand the key factors influencing an average Ghanaian's decision to consume clothing, specifically Ghanaian Ghanaian-made clothing. This is important to the sustainability of locally made fashion products in Ghana.

This study, thus, aims to examine contributors to fashion consumption behaviour in developing economies, where the tension between traditional cultural values and modern consumer aspirations is increasingly evident. An appreciation of these dynamics is necessary in fostering sustainable economic growth and promoting the consumption of locally made products in Ghana.

2 | LITERATURE REVIEW

2.1| Consumer Buying Behaviour Towards Fashion Products

The decision to purchase clothing is influenced by a number of factors. Some studies have been done to see how these factors influence the consumption of clothing and the decision to buy clothing. Schiaroli et al. (2024) undertook a review of sustainable fashion consumption behaviour patterns recommendations with consumption stages, which include before, during, as well as post utilization have been considered from the viewpoint of the customer. The review includes 217 papers. The majority of these studies examine the behaviour of women and/or young people and concentrate on general sustainable clothing. The findings indicate that there are numerous elements that influence sustainable consumer behaviour, which may be categorised as either drivers or barriers (Schiaroli et al., 2024).

Furthermore, it appears that customers' awareness of and concerns about the environment come second in the decision-making process. On the other hand, stylish, comfortable, and high-quality clothing,

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along with innovative and developing services and technologies, can support sustainable consumption (Schiaroli et al., 2024). Nalini (2022) made an effort to determine the socioeconomic traits of customers who favour branded clothing as well as the elements that affect their choices. A questionnaire was used to gather primary data from 200 customers in a few chosen cities in Chennai in order to achieve the goals. The survey indicates that consumers are becoming increasingly brand-aware in the modern day. They enjoy wearing branded clothing since it gives them a more stylish appearance and is a sign of their social standing. People like branded goods because they are more durable, varied, and of higher quality (Nalini, 2022).

Adams (2023) looks at whether there are any particular elements that affect Malawian consumers' decisions to purchase ready-made clothing. Students, staff, lecturers, and members of the general public from various regions of Malawi were among the respondents to a survey that was primarily conducted using a well-structured questionnaire that was distributed to them both offline (100 hard copies and 70 in-person customer interviews) and online (50 questionnaires) (Adams, 2023). According to the survey, the main variables influencing Malawians' purchasing habits for ready-made clothing, particularly in urban and semi-urban regions, are economic (buying power), psychological, personal, pride, peers, family, religious, social, and cultural elements. In contrast, body covering is mostly necessary in the villages to improve self-respect and provide protection from the cold, sunburn, and illnesses, including cold and pneumonia (Adams, 2023). Some studies in Ghana also reveal the consumer purchasing factors for clothing. In Ghana's northern region, Dzramedo et al. (2023) investigate preferences for used clothing over locally made fabrics as well as apparel. Using Lyon's "Models of customer choice" framework, an identification of potential explanations for why people choose second-hand goods over conventionally made ones or vice versa was done. Purposive and incidental sampling strategies were used to gather and analyse data from 28 participants through in-depth interviews utilising an inductive thematic analysis (Dzramedo et al., 2023).

The results showed that in the city, people were more likely to purchase used products than those made traditionally. The high demand for used clothing in comparison with traditionally made items in the city can be attributed to a number of factors, including low consumer income, a taste towards foreign items, the high prices of textiles manufactured locally, as well as a decline in patriotism (Dzramedo et al., 2023). The quality characteristics of fitted garments made by small-scale clothing manufacturers were evaluated by Alhassan et al. (2023). They decided to use quantitative methods for data gathering as well as analysis. All consumers of apparel products in Ghana's Upper West Region's Wa Metropolis made up the study's population. According to the study, convenience in finding precisely fitted tailored clothing; instead, people are more inclined to accept the price of the clothing, whether it seems well tailored, and the reputation or brand of the manufacturer as markers of the garment's quality (Alhassan et al., 2023).

2.2| Cultural definition of fashion in Ghana

In Ghana, fashion is strictly defined as a type of clothing, makeup, and dress accessories that are popular or highly regarded and worn by many individuals within a specific period of time. Ghanaian traditional institutions like chieftaincy, among the Akans, religious practices like magico-religious rites, and social events like festivities and rites of passage are the best places to discuss the cultural perspective on clothing and fashion and its changes. The traditional concept of beauty and its effects on the fashion of the people, particularly Ghanaian women, are also important (Dzramedo, 2009). Clothing uniqueness

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includes not only what a person wears but also when, why, and for what circumstances, as well as the message it conveys to the public about the wearer (Dzramedo, 2009).

2.3| Impact of globalisation on local fashion preference

Zuliarni et al. (2023) investigate the factors that influence consumers' intentions to buy local fashions, controlling for age, income, gender, location, and employment, while focusing mainly on pricing, product design, and intentions to buy global alternatives. Their results showed that consumers' intentions to buy international fashion have a detrimental effect on their intentions to buy local alternatives (Zuliarni et al., 2023). Adade (2023) investigates the effects of westernisation on Ghanaian fashion and culture. Foreign influences have been found to have an impact on Ghanaian fashion and youth, who blend foreign and traditional design elements to meet international standards (Adade, 2023).

2.4| Cultural influence on fashion choices

Khan et al. (2024) assess the impact of culture on consumer preferences and willingness to pay more (WTPM) by contrasting Italy, an established fashion industry, with Russia, an emerging fashion market. According to the results, the main cultural component affecting sustainable fashion purchases among Italian consumers is collectivism, while the main cultural factor promoting sustainable fashion sales among Russian consumers is long-term orientation. Furthermore, power distance belief, masculinity, and uncertainty avoidance have a negative effect on the WTPM of Italian customers, but they have no effect on the WTPM of Russian consumers (Khan et al., 2024). Pardie et al. (2023) analyse TexStyle Ghana Limited's printed fabric design concepts over a thirty-year period, focusing on consumer preferences and cultural history, in order to understand trends and patterns. For a business to successfully produce printed fabrics that appeal to consumers and meet their changing needs, cultural factors are essential. This will increase customer happiness and the prosperity of the industry. This is true for every other element, such as economic concerns, preserving client preferences, and a variety of design concepts (Pardie et al., 2023).

2.5| Social media and fashion trends

Muturi (2024) investigates the impact of social media on fashion trends and customer behaviour. Social media has been shown to democratise fashion by influencing consumer trends and behaviour and offering a wide range of content. Platforms like Instagram and TikTok facilitate peer-to-peer recommendations and the dissemination of trends. They also include commerce, which alters how consumers make purchases. Ultimately, social media is essential for shaping consumer preferences and advancing contemporary fashion trends (Muturi, 2024). Ciprian (2024) asserts that social media has encouraged the growth of ethical and sustainable fashion movements as consumers use these platforms to hold businesses accountable and transparent. Additionally, social media's rise has democratised fashion by upending long-standing gatekeepers and giving a range of styles and subcultures a forum. Consequently, peer pressure and real-time feedback are increasingly influencing consumer choices instead of top-down directives, making the fashion business more dynamic and inclusive (Ciprian, 2024).

3 | METHODOLOGY

The study employed a quantitative research approach to examine consumer buying behaviour towards Ghanaian fashion products among residents in the Greater Accra Metropolis. A quantitative

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research method guided the collection and analysis of data to understand the factors that influence consumer preferences and purchasing patterns in the local fashion industry. The survey instrument used was a structured questionnaire designed to capture data on respondents' attitudes, preferences, and behaviours toward locally produced fashion items. The questionnaire was developed based on an extensive review of relevant literature (Kimemia, 2024; Mishra et al., 2023; Gandhi, 2020; Bansah et al., 2015; Appiadu et al., 2021) and subjected to rigorous content and construct validity checks by experts to ensure that it accurately reflected the study's objectives. The questionnaire was pretested before the main study, and after pretesting, the necessary corrections were made before the main study commenced.

The sample was determined using Krejcie and Morgan's (1970) sample size table, which indicated that a sample size of 372 was adequate for a population of 10,077 consumers of Ghanaian fashion products in the Greater Accra region of Ghana. A sample size of 366 respondents was, however, obtained and used for the study. The Greater Accra region was grouped into the two main Metropolitan Assemblies: Accra and Tema, using the cluster sampling technique. Respondents were then selected from each cluster using simple random sampling techniques. The questionnaire was then used to obtain responses on consumer attitudes and perceived quality towards Ghanaian fashion products.

Data was analysed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics were used to summarise the respondents' demographic characteristics and buying behaviours. The chi-square test, Cramer's V test and regression analysis were used to examine the relationships between consumer demographics and their purchasing behaviour towards Ghanaian fashion products. The findings from the statistical analyses provided insights into consumer motivations, barriers to purchasing locally-made fashion items, and areas for potential market growth. All ethical considerations were adhered to. Informed consent was sought from the respondents before the start of the study.

4 | RESULTS

4.1| Demographics

The analysis of the gender distribution among respondents in this study, as shown in Table 1, indicates a higher proportion of female participants (54.6%) compared to male participants (45.4%). This trend suggests that women in the Greater Accra Metropolis may be more engaged or interested in Ghanaian fashion products, which could be due to their greater involvement in fashion consumption and decision-making. Furthermore, the higher female representation could reflect broader demographic patterns, given that women are often the primary consumers of fashion items, particularly in urban settings. The results also imply that more females compared to males were willing to partake in the study.

Table 1. Gender of the Respondents

Gender	Frequency	Percent
Male	166	45.4
Female	200	54.6
Total	**366**	**100.0**

Table 2 presents the statistical results on the age distribution of respondents in the Greater Accra Metropolis who purchase Ghanaian fashion products. The analysis reveals that the majority of consumers are relatively young, with a significant concentration in the 20-29 and 30-39 age groups, accounting for

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38.3% and 31.7% of the respondents, respectively. This demographic dominance highlights a strong affinity for locally-made fashion products among younger consumers, likely driven by trends, social media influence, and a heightened interest in cultural identity.

Table 2. Age of the Respondents

Age	Frequency	Percent
20-29	140	38.3
3l-39	116	31.7
40-49	70	19.1
50 and above	40	10.9
Total	**366**	**100**

The combined representation of consumers aged 20 to 39 years constitutes 70% of the sample, indicating that this age group is a crucial target market for Ghanaian fashion brands. Their relatively higher disposable income and propensity to follow fashion trends suggest substantial marketing potential. Fashion marketers can leverage digital platforms and trend-driven campaigns to effectively reach this demographic, who are more likely to engage with modern interpretations of traditional fashion. On the other hand, the data indicates a notably lower engagement among older consumers, with only 19.1% of respondents in the 40-49 age range and 10.9% aged 50 and above. This underrepresentation may reflect differences in fashion preferences, lifestyle choices, or spending priorities among older age groups. The relatively lower interest from these consumers suggests a potential market gap. By developing tailored marketing strategies that emphasise comfort, quality, and timeless styles, fashion brands could enhance their appeal to older demographics and expand their customer base in the local market.

4.2| Impact of Fashion Trends on Consumer Behaviour Concerning Ghanaian Fashion Products

The analysis reveals that a significant majority of consumers in the Greater Accra Metropolis are highly influenced by fashion trends when making purchasing decisions. As shown in Table 3, an overwhelming 90.7% of respondents reported that they actively pay attention to fashion trends in the Ghanaian fashion industry. This high level of trend consciousness highlights the critical role that fashion trends play in shaping consumer behaviour towards locally-made fashion products.

The prominence of fashion trends among consumers suggests that staying current with the latest styles is a significant driver of purchasing decisions. This trend-conscious behaviour is likely fuelled by increased exposure to fashion influences via social media platforms, fashion events, and endorsements from celebrities and influencers. The data implies that Ghanaian consumers are not only interested in fashion but are also quick to align their purchasing behaviour with current fashion dynamics. This trend sensitivity may increase demand for indigenous fashion brands that can swiftly adapt to emerging styles and preferences, thereby enhancing their competitive edge in the market.

However, a minority segment of 9.3% of respondents indicated that they do not prioritise fashion trends when choosing what to buy. This smaller group may focus on other factors, such as product quality, cultural significance, or sustainability, over merely following trends. This divergence in consumer preferences underscores the importance of a diversified marketing approach for local fashion brands. While the majority of consumers may be attracted to trend-driven products, there remains a niche market that values timeless designs, quality craftsmanship, and culturally rooted fashion items. To capture the

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full spectrum of the market, fashion brands should maintain agility in their design strategies to cater to the trend-sensitive majority while also developing products that resonate with the values of the trend-averse consumer segment.

Table 3. Concern about Fashion Trends

Response	Frequency	Per cent
Yes	332	90.7
No	34	9.3
Total	**366**	**100.0**

4.2.1| Effect of Fashion Trends on Consumer Behaviour

The analysis of Table 4 reveals the influence of fashion trends on consumer behaviour towards Ghanaian fashion products within the Greater Accra Metropolis. The data indicate varying levels of influence that fashion trends have on consumer awareness, preferences, and purchasing decisions. The statement "There are trends in the Ghanaian fashion industry" received a moderate mean score of 2.971 (SD = 0.632). This suggests that while consumers are generally aware of the presence of fashion trends within the Ghanaian market, there appears to be some ambiguity or inconsistency in their understanding of how these trends are established or communicated. This indicates that the local fashion industry may need to enhance the visibility and clarity of emerging trends to ensure that consumers are better informed and more engaged with current styles.

Table 4. Effect of Fashion Trends on Consumer Behaviour

Variables	N	M	SD
There are trends in the Ghanaian fashion industry	366	2.971	0.632
My preference for Ghanaian fashion products goes with product trends	366	3.052	0.610
Fashion trends influence my buying behaviour for Ghanaian fashion products	366	4.920	0.784

More so, the statement "My preference for Ghanaian fashion products goes with product trends" showed a mean score of 3.052 (SD = 0.610), indicating that while trends do influence consumer preferences, this influence is moderate. It implies that while consumers do consider trends when choosing locally-made products, other factors, such as product quality, cultural significance, or durability, also play a significant role in their purchasing decisions. This moderate score reflects that consumers are selective in following trends, particularly when these align with their personal tastes or practical needs. The strongest impact is observed with the statement "Fashion trends influence my buying behaviour for Ghanaian fashion products," which received a notably high mean score of 4.920 (SD = 0.784). This indicates that fashion trends have a substantial influence on consumer buying behaviour, suggesting that a significant portion of consumers are highly responsive to trend-driven products. The high mean score demonstrates that keeping up with the latest fashion trends is a crucial factor driving consumer purchases, showing the importance for local fashion brands to stay current with emerging styles to attract trend-sensitive consumers.

The findings suggest that while consumers in the Greater Accra Metropolis are highly influenced by fashion trends, particularly in their purchasing decisions, there is still room for improvement in how trends are communicated within the industry. Although trends are a significant driver, the moderate scores

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related to general awareness and preference alignment imply that other factors are also at play. For local fashion brands, this presents an opportunity to adopt a balanced approach that not only emphasises trend-driven products but also caters to consumers' appreciation for quality, cultural relevance, and sustainability. By doing so, brands can broaden their appeal and strengthen consumer loyalty in an increasingly competitive market

Furthermore, the regression analysis results presented in Table 5 provide statistical evidence confirming the impact of fashion trends on consumer buying behaviour (β=0.236, $p < 0.05$). This indicates that fashion trends have a statistically significant effect on consumer purchasing decisions. The positive coefficient of 0.236 suggests that as fashion trends become more prominent, there is a corresponding increase in the likelihood of consumers purchasing Ghanaian fashion products. This implies that consumers in Accra are particularly responsive to emerging fashion trends, which influence their buying choices. The significance of this finding is further supported by the T-statistic of 6.378, indicating a strong relationship between fashion trends and consumer behaviour.

Table 5. Regression results on the effect of fashion trends on consumer behaviour

Variable	Coefficient	Std. Errors	T-statistic	Sig.
Constant	1.880	0.218	8.624	0.020**
Fashion Trends	0.236	0.037	6.378	0.031**

Dependent Variable: Consumer Behaviour

These results show the need for local fashion brands to remain attuned to evolving trends and integrate them into their product designs and marketing strategies. Doing so can enhance their appeal to the trend-sensitive consumer base, thereby gaining a competitive edge in the market. The findings provide actionable evidence for stakeholders in the Ghanaian fashion industry, suggestive of the critical role of fashion trends in driving consumer interest and purchasing behaviour.

4.2.2 | Association between gender, age, marital status, level of education and concern about the fashion trends in the fashion industry

The results for chi-square analysis showed that for all the demographic characteristic of the respondents, level of education distribution had the highest association and statistically significant with responses on consumer behaviour concerning Ghanaian fashion products (χ^2=20.350, p=0.001) with gender distribution of the respondents (χ^2=0.044, p=0.834) having the least association with responses on consumer behaviour concerning Ghanaian fashion products as can be seen in Table 6. Similarly, the difference level of education distribution (Cramer's V=0.236, p=0.001) was highest for all the demographic variables, with the difference gender distribution being the least (Cramer's V=0.011, p=0.834) as shown in Table 6. For all the demographic characteristics of the respondents, marital status, level of education, and number of years in business showed statistically significant association with the response of the respondents on consumer behaviour concerning Ghanaian fashion products ($p<0.05$) (Table 6). The results imply that there are variations in the respondents' responses on consumer behaviour concerning Ghanaian fashion products with their marital status, educational levels, as well as the years they have spent in their business.

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Table 6. Distribution on demographic characteristics of respondents and their concern about the fashion trends in the fashion industry

Variables	Are you concerned about the fashion trends in the fashion industry?		χ^2	Sig.	Cramer's V	Sig.
	Yes (n=332)	No (n=34)				
Gender (N=366)			0.044	0.834	0.011	0.834
Male (n=166)	150	16				
Female (n=200)	182	18				
Age (N=366)			7.109	0.069	0.014	0.069
20-29 (n=140)	124	16				
31-39 (n=116)	102	14				
40-49 (n=70)	69	1				
50 and above (n=40)	37	3				
Marital Status (N=366)			8.009	0.046	0.148	0.046
Single (n=170)	148	22				
Married (n=146)	134	12				
Divorced (n=30)	30	0				
Widow/Widower (n=20)	20	0				
Level of Education (N=366)			20.350	0.001	0.236	0.001
No Education (n=30)	25	5				
JHS (n=90)	90	0				
SHS (n=120)	104	16				
Diploma/College Cert (n=100)	93	7				
First Degree (n=20)	15	5				
Second Degree (n=6)	5	1				
No of Years in Business (N=366)			11.436	0.022	0.177	0.022
Less Than 1 Year (n=26)	24	2				
1-2 Years (n=80)	67	13				
3-5 Years (n=40)	115	15				
6-10 Years (n=90)	87	3				
Above 10 Years (n=40)	39	1				

The result of regression analysis shows that for the responses on consumer behaviour concerning Ghanaian fashion products, all the demographic variables except age (B=0.002, P=0.916) and level of education (B=0.002, P=0.916) had a negative relationship with the responses on consumer behaviour concerning Ghanaian fashion products (Table 7). For all the variables, marital status had the highest and statistically significant relation with the responses on consumer behaviour concerning Ghanaian fashion products (B=-0.051, P=0.032), with age (B=0.002, P=0.916) having the least relation with the responses on consumer behaviour concerning Ghanaian fashion products, as shown in Table 7. This shows that gender, marital status and number of years in business of the Ghanaian are inversely proportional

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to the Ghanaian consumer's behaviour concerning Ghanaian fashion products. The Ghanaian consumer's concern about trends with Ghanaian fashion products declined when they tend to be males, as they get married and as they stay in business for a long time. The age and level of education of the Ghanaian are, however, directly proportional to the Ghanaian consumer's behaviour concerning Ghanaian fashion products.

Table 7. Regression on demographic characteristics of respondents and their concern about the fashion trends in the fashion industry

	Beta	t	Sig.	R squared
Variable				0.044
Gender	-0.008	-0.241	0.810	
Age	0.002	0.106	0.916	
Marital Status	-0.051	-2.157	0.032	
Level of Education	0.017	1.249	0.213	
No of Years in Business	-0.037	-2.592	0.010	

4.3| The Working Status of Individuals Influences Consumer Behaviour towards Ghanaian Fashion Products

The results from Table 8 demonstrate a strong consensus among respondents that working status significantly influences consumer behaviour towards Ghanaian fashion products. An overwhelming majority, constituting 92.9% (340 respondents), affirmed that their fashion product choices are influenced by their employment status, while a minor fraction, 7.1% (26 respondents), disagreed. This finding suggests that the economic stability associated with employment potentially enhances disposable income and, consequently, the capacity to purchase fashion items.

Table 8. Working Status Basis for Choice of Fashion Products

Response	Frequency	Percent
Yes	340	92.9
No	26	7.1
Total	**366**	**100.0**

It demonstrates that employed individuals are more likely to prioritise purchasing fashion products, especially those produced locally. This strong positive response underscores the importance of economic engagement in shaping consumer preferences, indicating that targeting working individuals could be a strategic focus for Ghanaian fashion brands seeking to boost sales and customer loyalty.

4.3.1| Working Status and Choice of Fashion Products

The findings from Table 9 shed light on how consumers' working status affects their purchasing decisions related to Ghanaian fashion products in the Greater Accra Metropolis. The statement "Does working status matter for choosing fashion brands?" yielded a mean score of 3.001 (SD = 0.012). This score suggests a moderate level of agreement among respondents, indicating that while working status may have some impact on the choice of fashion brands, it is not a decisive factor for most consumers. This implies that while employed individuals might have a slightly higher inclination towards certain brands due to disposable income, brand selection is influenced by other considerations, such as style, quality, or cultural significance.

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Table 9. Working Status and Consumer Buying Behaviour

Variables	N	M	SD
Does working status matter for choosing fashion brands?	366	3.001	0.012
Is your preference for Ghanaian fashion products dependent on Economic status?	366	3.120	0.020
Does your working status influence your behaviour towards Ghanaian fashion products?	366	3.451	0.110

The statement "Is your preference for Ghanaian fashion products dependent on economic status?" received a slightly higher mean score of 3.120 (SD = 0.020). This suggests that economic status does play a role in consumer preferences, although the influence is moderate. It indicates that consumers' financial capacity can affect their willingness or ability to purchase certain fashion products, particularly those that are perceived as premium or trend-driven. However, the relatively moderate mean implies that while economic status is a factor, it is not the sole determinant of purchasing decisions.

The highest influence was observed for the statement "Does your working status influence your behaviour towards Ghanaian fashion products?", which had a mean score of 3.451 (SD = 0.110). This suggests a stronger alignment between working status and consumer behaviour, implying that employed individuals, who may have more disposable income, are more likely to purchase fashion products, especially those that align with their social and professional environments. The higher mean score reflects that working status has a more pronounced impact on consumer buying behaviour, particularly in how consumers perceive and engage with Ghanaian fashion products.

The results indicate that working status and economic conditions do influence consumer behaviour to varying extents, particularly in the context of Ghanaian fashion. While the impact of economic status is moderate, suggesting that financial capacity affects purchasing power, the stronger influence of working status shows that employed individuals may have a greater propensity to engage with fashion brands. For fashion brands in Ghana, this emphasises the importance of segmenting their marketing strategies based on consumers' economic and working statuses. Brands can effectively expand their reach by tailoring products and promotional efforts to match the preferences of both employed and less economically empowered consumers. Additionally, understanding the factors that influence purchasing decisions among different demographic groups can help brands better position their products to meet the needs of a diverse consumer base in the competitive fashion industry.

4.3.2| Effect of Working Status on Consumer Behaviour

The regression analysis in Table 10 confirms the significant impact of working status on consumer behaviour towards Ghanaian fashion products, as indicated by a coefficient of 0.225 and a p-value of 0.011 (significant at the 5% level). This result rejects the null hypothesis, which posited no considerable influence of working status on consumer behaviour. The positive coefficient implies that an increase in working status (i.e., being employed versus unemployed) is associated with a proportional increase in the likelihood of purchasing Ghanaian fashion products.

Table 10. Regression Results on the Effect of Working Status on Consumer Behaviour

Variable	Coefficient	Std. Errors	T-statistic	Sig.
Constant	0.170	0.052	3.269	0.020
Working Status	0.225	0.043	5.930	0.011

Dependent Variable: Consumer Behaviour

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The significant T-statistic (5.930) further strengthens the robustness of this relationship, suggesting that employment enhances consumer purchasing power, thereby influencing their fashion choices. These findings emphasise the critical role of economic engagement in shaping consumer behaviour, highlighting that Ghanaian fashion brands can strategically target employed consumers to drive market growth.

4.3.3 | Association between gender, age, marital status, level of education and importance of working status in terms of choice of fashion products

The results for the chi-square analysis showed that for gender, age, marital status, level of education and importance of working status of the respondents, level of education distribution had the highest association and statistically significant with responses on the influences of the working status on consumer behaviour towards Ghanaian fashion products (χ^2=15.477, p=0.009) with gender distribution of the respondents (χ^2=2.403, p=0.121) having the least association with responses on the influences of the working status on consumer behaviour towards Ghanaian fashion as can be seen in Table 11. Similarly, the difference in level of education distribution (Cramer's V =0.206, p=0.009) was highest for all the demographic variables, with the difference in gender distribution being the least (Cramer's V =0.081, p=0.121) (Table 11). For gender, age, marital status, level of education and importance of working status of the respondent's level of education and number of years in business showed statistically significant association with their responses on the influence of working status on the consumers' behaviour towards Ghanaian fashion products (p<0.05) as shown in Table 11. The results imply that there are variations in the marital status, level of education and number of years in business with respondents who agree that working status on consumer influences their fashion products. The level of education and number of years in business of Ghanaians contribute to their behaviour towards Ghanaian fashion products.

Table 11. Distribution on gender, age, marital status, level of education and importance of working status of respondents and the importance of working status in terms of choice of fashion products

	Is working status important in terms of the choice of fashion products		**χ^2**	**Sig.**	**Cramer's V**	**Sig.**
	Yes (n=340)	**No (n=26)**				
Gender (N=366)			2.403	0.121	0.081	0.121
Male (n=166)	158	8				
Female (n=200)	182	18				
Age (N=366)			5.540	0.136	0.123	0.136
20-29 (n=140)	126	14				
31-39 (n=116)	107	9				
40-49 (n=70)	69	1				
50 and above (n=40)	38	2				
Marital Status (N=366)			6.180	0.103	0.130	0.103
Single (n=170)	153	17				
Married (n=146)	137	9				
Divorced (n=30)	30	0				
Widow/Widower (n=20)	20	0				
Level of Education (N=366)			15.477	0.009	0.206	0.009
No Education (n=30)	28	2				
JHS (n=90)	90	0				
SHS (n=120)	107	13				
Diploma/College Cert (n=100)	94	6				
First Degree (n=20)	16	4				

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Second Degree (n=6)	5	1				
No of Years in Business (N=366)			12.973	0.011	0.188	0.011
Less Than 1 Year (n=26)	25	1				
1-2 Years (n=80)	69	11				
3-5 Years (n=40)	118	12				
6-10 Years (n=90)	88	2				
Above 10 Years (n=40)	40	0				

The result on regression analysis on the influences of the working status on consumer behaviour towards Ghanaian fashion products shows that, all the demographic variables except gender (B=0.044, P=0.113) and level of education (B=0.024, P=0.043) had a negative relationship with the responses on consumer behaviour concerning Ghanaian fashion products (Table 12). For all the variables, gender had the highest and statistically significant relation with the responses on consumer behaviour concerning Ghanaian fashion products (B=0.044, P=0.113), with age (B=-0.011, P=0.516) having the least relation with the responses on consumer behaviour concerning Ghanaian fashion products, as can be seen in Table 12. This shows that age, marital status and number of years in business of the Ghanaian are inversely related to the influence of the working status on consumer behaviour towards Ghanaian fashion products.

Table 12. Regression on gender, age, marital status, level of education and importance of working status of respondents and the importance of working status and choice of fashion products

	Beta	**t**	**Sig.**	**R squared**
Variable				0.053
Gender	0.044	1.588	0.113	
Age	-0.011	-0.650	0.516	
Marital Status	-0.035	-1.665	0.097	
Level of Education	0.024	2.032	0.043	
No of Years in Business	-0.027	-2.157	0.032	

5 | DISCUSSION

The findings of this study reveal that consumer buying behaviour towards Ghanaian fashion products in the Greater Accra Metropolis is significantly influenced by gender and age. The higher proportion of female respondents (54.6%) indicates that women are more actively engaged in purchasing locally made fashion products. This observation aligns with existing literature, which suggests that women generally exhibit a stronger inclination toward fashion consumption (Opare-Asamoah, 2014; Handley, 2014). The emphasis on fashion among female consumers can be linked to social roles and cultural expectations that often prioritise appearance and style (Kotler, 2001).

Furthermore, the results reflect broader consumer behaviour trends in urban Ghana, where fashion consumption is seen as a tool for social expression and status (Yeboah-Banin & Quaye, 2021). While men are also participants in the fashion market, the data suggests that fashion brands could benefit from strategies emphasising female-centric marketing to leverage their dominant presence in this consumer segment. Age also plays a significant role in shaping consumer preferences for Ghanaian fashion products. The result suggests that younger consumers, particularly those aged 20 to 39, form the largest segment of local fashion product buyers, comprising 70% of the sample.

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This aligns with global consumer behaviour trends, where younger people are more fashion-conscious and influenced by social media and digital platforms (Wertenbroch et al., 2020). Younger consumers in Ghana are increasingly drawn to local fashion products that reflect their cultural identity while also aligning with contemporary fashion trends (Essel, 2019). However, the relatively low engagement among older consumers (aged 40 and above) suggests that traditional marketing approaches may not resonate as effectively with this demographic. These findings underscore the need for targeted marketing strategies catering to different age groups' preferences and lifestyles. For instance, fashion brands could consider promoting traditional garments like Kente and Kaba through modern design reinterpretations to appeal to both younger and older consumers.

Moreover, the study finds that fashion trends significantly impact consumer purchasing decisions in the Greater Accra Metropolis, with 90.7% of respondents indicating that they consider fashion trends when buying locally made products. This observation is consistent with the literature, which identifies trends as a critical factor influencing consumer behaviour in fashion (Schiffman & Kanuk, 2004; Oladele, 2006). The strong influence of trends suggests that local fashion brands must remain agile and responsive to changes in consumer preferences driven by social media, fashion influencers, and celebrity endorsements. The regression analysis further confirms the positive relationship between trend awareness and consumer behaviour, with a significant coefficient of 0.236. This finding supports the view that Ghanaian consumers, especially the younger demographic, are keen on aligning their fashion choices with prevailing trends (Emmanuel-Stephen, 2017). However, the smaller segment of consumers prioritising quality and cultural significance over trends highlights a niche market that local brands can tap into by emphasising the craftsmanship and heritage of Ghanaian fashion products.

The Ghanaian consumer's concern on trends with Ghanaian fashion products, on the other hand increases when they grow in age, and they climb the educational ladder. The marital status of Ghanaian consumer has the highest impact on their concern about trends in Ghanaian fashion products. Thus, the marital status of the Ghanaian is a key demographic characteristic that influences the Ghanaian consumer's behaviour concerning Ghanaian fashion products. According to Trivedi et al. (2023), the impulsive purchasing behaviour of clothing buyers was strongly and adversely correlated with gender, age, education, and occupation. Studies by Kimemia (2024) show no significant relationship between age and fashion need conceptualisation among university students. Although women were more likely than men to conceptualise a need before purchasing new clothing, there is no discernible correlation between students' gender and their assessment of all available information prior to making an apparel purchase. Students' marital status and their assessment of potential alternatives were significantly correlated (Kimemia, 2024).

There is a correlation between the type of luxury product that buyers plan to purchase and their marital status, according to Srinivasan et al. (2015). In their investigation into the relationship between marital status and purchasing decisions, Deepak & Velaudham (2019) discovered that married consumers were more influenced by variables influencing purchasing behaviour than unmarried consumers. The influence of the working status of Ghanaian consumer on their behaviour towards Ghanaian fashion products declines when they increase in age, as they get married and as they stay in business for a long time. The gender and level of education of the Ghanaian are, however, directly proportional to their Ghanaian consumers' behaviour concerning Ghanaian fashion products. The influence of working status on Ghanaian consumer on their behaviour towards Ghanaian fashion, on the other hand, increases when they grow in age, and they climb the educational ladder. The gender of Ghanaian consumer has the

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highest impact on their working status, affecting their behaviour towards Ghanaian fashion products. Thus, the gender of the Ghanaian is a key demographic characteristic that influences their working status, affecting their behaviour towards Ghanaian fashion products. Millan and Wright (2018) identify that gender does not have any bearing on customer desire for apparel affiliation symbolism. Men place more emphasis on elitism (and exclusivity in Western countries alone), while women place more emphasis on refinement, according to Tafani et al. (2024). According to Koca and Koc (2016), women were more influenced by fashion than men were by brand names, and male and female consumers did have different perceptions and preferences regarding fashion and brand awareness in their clothing purchasing behaviour. They also found that demographic characteristics had an impact on clothing purchases.

6 | IMPLICATIONS OF FINDINGS

The study has several practical implications for Ghanaian fashion brands in the Greater Accra Metropolis. Given the prominent influence of gender on consumer buying behaviour, fashion marketers could develop targeted strategies that focus on female consumers, who show a stronger inclination towards purchasing locally made fashion items. This could involve creating women-centric marketing campaigns emphasising empowerment, cultural pride, and fashion-forward styles.

Furthermore, the data reveals that younger consumers, particularly those between 20 and 39 years old, form the majority of local fashion product buyers. Fashion brands should leverage digital platforms, especially social media, to reach this tech-savvy demographic, utilising fashion influencers and trend-based content to capture their interest. To appeal to this younger segment, brands may also explore collaborations with popular cultural icons and incorporate innovative designs that blend traditional Ghanaian motifs with modern fashion sensibilities.

Socially, the findings of this study suggest that fashion consumption in urban Ghana goes beyond mere aesthetics; it serves as a form of social expression and status among consumers, particularly within the younger demographic. The high percentage of respondents influenced by fashion trends highlights the role of social media in shaping consumer choices. This indicates a broader societal shift towards trend-driven consumption patterns, which could potentially impact the sustainability of the local fashion industry.

Encouragingly, the study identifies a niche group of consumers who prioritise quality and cultural heritage over fleeting trends. This allows fashion brands to connect with consumers more deeply by emphasising Ghanaian fashion's rich cultural heritage, craftsmanship, and ethical production processes. Such efforts can contribute to the preservation of traditional craftsmanship while also encouraging socially responsible consumption behaviours in Ghana's urban centres.

7 | LIMITATIONS OF THE STUDY

Despite its valuable insights, this study has limitations that should be acknowledged. The focus on the Greater Accra Metropolis may limit the generalizability of the findings to other regions in Ghana, where consumer behaviours and cultural attitudes towards fashion might differ. Furthermore, the study's reliance on quantitative methods, such as surveys, may not fully capture the nuances of consumer motivations and perceptions, particularly those related to cultural pride and identity. Future research could benefit from incorporating qualitative approaches, such as interviews or focus groups, to gain

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deeper insights into the psychological factors influencing consumer decisions. Lastly, the study's emphasis on demographic factors like age and gender overlooks other potential influences, such as income levels and educational backgrounds, which could provide a more holistic understanding of the drivers behind consumer buying behaviour in the fashion industry.

8 | CONCLUSION AND FUTURE STUDIES

This study analysed consumer buying behaviour towards Ghanaian fashion products, revealing that gender, age, fashion trends, and working status affect purchasing decisions. Females have increased buying behaviour towards Ghanaian fashion products compared to males. Married people have increased buying behaviour towards Ghanaian fashion products compared to single people. People who have stayed in business for shorter periods have increased buying behaviour towards Ghanaian fashion products compared to those who have stayed in business for a long time. The results show that the marital status of the Ghanaian is a key demographic characteristic that influences consumers' behaviour when it comes to fashion products made in Ghana. The findings underscore the importance of targeted marketing strategies tailored to younger, trend-sensitive consumers' preferences while highlighting potential opportunities for fashion brands to tap into niche markets focused on cultural heritage and quality craftsmanship. Also, the strong influence of fashion trends suggests that local brands need to be agile in adapting to market shifts driven by social media and digital influences to maintain consumer engagement. The findings confirm the social theory, which suggests that class affects fashion consumption.

However, the study's limitations, including its focus on a single urban region and the exclusive use of quantitative methods, show areas for further research. Future studies could expand to other regions of Ghana to compare consumer behaviours across diverse cultural settings and incorporate qualitative approaches to capture deeper insights into the motivations behind fashion choices. Furthermore, exploring the impact of other variables like income levels, education, and digital engagement could provide a more nuanced understanding of the factors driving consumer loyalty towards locally produced fashion items.

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DATA AVAILABILITY STATEMENT

Data sharing is applicable to this article upon reasonable request.

ETHICS APPROVAL STATEMENT

The Ethics committee at Akenten Appiah Menka University of Skills Training and Entrepreneurial Development approved the set of questions before data collection started. Respondent was told about the purpose of the study; hence, his consent was taken before he proceeded to answer the interview questions. Also, the confidentiality and anonymity of respondents was assured.

CONFLICT OF INTEREST STATEMENT

The author declares no conflict of interest.

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DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this work, the author(s) used QUILLBOT in order to paraphrase. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

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