

Challenges in the promotion of the made in Ghana textile prints on the contemporary Ghanaian market

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Abstract: *The textile industry in Ghana which was once a booming industry has not received the needed patronage in recent times. This challenge has caused many people to lose their job and many others hanging. This present dissertation researched into Challenges in the promotion of the made in Ghana Textile Prints on the Contemporary Ghanaian Market. The objectives of the study were to find out challenges associated with the promotion of made in Ghana textile prints, to identify promotional strategies for the textile prints on the contemporary Ghanaian market and to search for more effective promotional strategies for the textile prints on the Ghanaian market. The study focused on the Ghanaian textile industry which produced the made in Ghana textile prints. However, specific focus was on traders in the Kumasi Central market who deal in textile prints. The sampling technique employed in this study was purposive and stratified. Influx of foreign textiles, high imports vis-à-vis low export of the industry, price competitiveness of foreign prints as against the local prints, and absence of policy document on textile production in Ghana were discovered as some of the challenges facing the local prints industry. The study also identified the following as some of the promotional strategies: reduction of import duties on textile essentials, Fairs and Bazaars and the formation of a textile or garment group network. It is therefore recommended that government, stakeholders, textile industrialists, activists should come together to make collaborative and frantic efforts to initiate policies to promote local textile industry.*

Key Words: *Challenges, Promotion, Made in Ghana Prints, Textile industry, Textile Printing. BBC (British Broadcasting Corporation, BBC), ISSER (Statistical, Social and Economic Research), GTP (Ghana Textile Print), GTMC (Ghana Textile Manufacturing Company), PPA (Public Procurement Authority)*

1. INTRODUCTION:

Ghanaian textile industry is at the verge of collapsing due to cheap textile prints from developed world. This has become an obstacle to the promotion of Ghanaian prints. It started in the late nineteenth century when the Dutch directed their textile mills in Haalemto produce wax prints for the West African markets (Nielsen, 1980). Before then, little quantity of wax print was introduced to West Africa by the Europeans, first through Christian missionaries who made wax prints from the African market and third, through West African soldiers who brought back Javanese batiks to their wives after serving between 1810 and 1862 in Indonesia. Thus the story of wax printing in Africa began on the Gold Coast, where Indonesian batiks were being imported from the mid-19th century. The product became popular in the Gold Coast, and spread over West Africa into Central Africa to become a distinctive African cultural feature. Printed cloths are worn as clothes by men, women and children.

The word textile is believed to have originated from the Latin word "textilis" and the French word "texere", meaning to weave while clothing is fiber and textile material worn on the body. In this regard, this study argued that wax prints are textile materials for clothing which are cotton fabrics.

Olugbemisola & Kalilu (2013), wax-printed cloths are industrially produced following a resist-dye technique inspired by the Indonesian art of batik. Both methods use wax and dye to form designs on cotton cloth. They play an important role in daily life and ceremonies and they have a significant communicative value, indicating status or wealth, conveying messages as a mean of non-verbal communication.

Today, many Ghanaians, especially the youth, discriminate against the locally produced textile prints. This has been attributed to fading dyes, the general psychological impression of consumers and lack taste for the local printed cloths (Oyelola, 1992). These challenges as enumerated by Oyelola, have been attributed to the problems associated with promotional strategies of the made in Ghana textile prints on the contemporary Ghanaian market (Quartey, 2006). However, this has not been empirically established.

The main purpose of this study is to identify the challenges in the promotion of the made in Ghana textile prints on the contemporary Ghanaian market. This is necessary at a time where the textile print industry in Ghana is collapsing as a result of pirated textiles, trade liberalization, smuggling, the Ghanaian attitude and their penchant for foreign made

goods and import of cheap counterfeit design fabrics from Asia. Thus the study would help revitalize the moribund local textiles print and garments industry to create employment, generate income and promote growth of the industry. The study also specifically seeks to: Identify promotional strategies for the textile prints on the contemporary Ghanaian market; Find out problems associated with the promotional strategies adopted; Search for more effective promotional strategies for the textile prints on the Ghanaian market.

In undertaking a study of this nature, there is the need to choose a reasonable number of respondents to form the target population so as a concise research could be carried out with reasonable probability of success. However, this study is restricted to the Kumasi Metropolis

It is expected that findings from this study would help stakeholders such as the Ghana Association of Fashion Designers, Ghana National Tailors and Dressmakers Association and government including the Ministry of Trade and Industry to develop a strategy to help resuscitate the textile print industry. This is essential in initiating trade programmes to enhance the competitiveness of local textile print manufacturers and also strategies to stimulate demand for Made-in-Ghana textile prints. Thus for policy formulation, the study is of relevance not only in creating market opportunities for the Ghana's textiles prints and garment globally, but also to help resuscitate the local textile industry.

1.1 Research Questions

The following research questions are formulated to guide the study in relationship to the study's research objectives:

1. What are the promotional strategies for the Ghanaian textile prints on the contemporary Ghanaian market?
2. What problems are associated with the existent promotional strategies adopted?
3. What are the more effective promotional strategies for the textile prints on the Ghanaian market?

Additionally, findings from this study are expected to educate the general public on the adverse effects of high patronage of cheap smuggled textiles prints into the country. This is necessary in creating awareness to promote and build product loyalty to save the economy and move it to the international level.

In the academia, this study is relevant in expanding the frontier of knowledge in the fashion industry by identifying the significant challenges that confront the promotion of the Ghanaian Textile Prints as well as identify the gaps in the literature that needs to be addressed by future researchers.

2. LITERATURE REVIEW:

Historical background of the textiles print industry

The textiles and clothing industry is one of the oldest, largest and most global industries in the world. The textiles industry is the typical "starter" industry for countries engaged in export-orientated industrialization (Gereffi, 2002) and is labor-intensive. The European Commission (2013) indicate that, the textile and clothing industry is a diverse and heterogeneous industry which covers an important number of activities from the transformation of fibres to yarns and fabrics to the production of a wide variety of products such as hi-tech synthetic yarns, wool, bed-linen, industrial filters, geo-textiles and clothing among others. Generally, printed textile is as old as mankind. The earliest examples can be found as early as fifth century. Various records show that printed fabric did exist about 2500 B.C. It is believed that people of China and India were the first to make simple blocks for the printing of cotton cloth, and it is certain that textile printing was a fairly established industry in India during the earliest of the Christian era.

Challenges of the Textiles Print Industry

The textile industry in developing regions of the world is faced with several challenges, particularly in terms of environmental legislation and international competition (Barclay & Buckley, 2002). Thus, environmental-related issues include increasing cost of water, increasing cost of effluent treatment and/or disposal, more stringent regulations being implemented, especially with respect to color, toxicity and salinity; and the introduction of ISO (International Organization for Standardization) 14001, Eco labels and new legislation (Barclay & Buckley, 2002). For example, textile effluents are known to interfere with certain municipal wastewater treatment operations (Ramakrishna & Viraraghavan, 1997). If there is no possibility of discharging its effluent to a municipal sewer, an industry must construct its own wastewater treatment facilities, which would include preliminary, primary, secondary and possibly tertiary treatment (Jones, 1973). There has been massive trade and investment between Africa and China in the past decade, which has presented both opportunities and challenges to Africa. China's trade with sub-Saharan African soared from US\$15 billion in 2003 to US\$100 billion in 2010 (Dhliwayo, 2012). Thus, as China's economic relationship with Africa develops beyond raw materials, Africa's textiles industries have not been spared from the unequal trade relationship between China and Africa, which within the industry is dubbed the "global textile struggle". For example, the high influx of relatively cheap Chinese textiles and apparel has severely damaged the production capabilities and output of Africa. Therefore, manufacturers and retailers have found it very difficult to compete with the low cost alternatives that are appealing to many low income earners. In this regard, local manufacturers are forced to either shut down operations

or shed a huge part of the work (Dhliwayo, 2012), and reports have suggested an eruption of tensions over large-scale imports of cheap Chinese textiles in Kenya, Nigeria, South Africa and Ghana.

Overview and Development of the Textile Print Industry in Ghana

In Ghana, textile manufacturing is an industry consisting of ginneries and textile mills producing batik, wax cloth, fancy printed cloth and Kente cloth (Ghana Investment Promotion Centre ((GIPC), 2013). Ghana textiles can be classified under following main categories:

- i. Hand printed traditional textiles (Adinkra)
- ii. Hand Weaven Traditional textiles (Kente)
- iii. Fanti cloth : Appliqued and Embroidered (Akunintama)
- iv. Machine printed fabrics (Wax prints/fancy prints)
- v. Wax resist local fabrics

It is important to recognize the order of listing indicating their significance in terms of their significance and social regards

According to Quartey (2006), and Sutton and Kpentey (2012), the textile industry in Ghana mainly produces fabrics for the local garment industry and also for the export market. The industry is predominantly cotton based. The main cotton-based textiles include African prints such as wax, java, fancy, bed sheets and school uniform and household fabrics such as curtain materials, kitchen napkins, diapers and towels. These products form the bulk of output. Man-made fibres (synthetics) play a smaller role but are used in products such as uniforms, knitted blouses and socks. There are also a number of small firms which print their own designs by hand onto bleached cotton fabrics known as tie-and-dye or batik cloth. Quartey (2006) indicate that traditional or indigenous textiles such as Kente cloth (traditional woven fabric), Adinkra cloth (traditional hand-printed fabric) and other types of woven fabrics used for various purposes such as smock making are proposed.

Challenges Associated with the Promotion of Ghanaian Textile Prints

According to Sutton and Kpentey (2012), the high cost of inputs and competition from imported garments, including used clothing are the leading issues confronting the textiles industry. The influx of imported textiles, some of which infringe local brands, is also a major concern and limited access to finance continues to be a serious challenge to local companies. Sutton and Kpentey (2012) point out that locally produced materials face stiff competition from finished imported textile prints such as calico, greybaft and furnishing materials usually from Ivory Coast, Nigeria, China and most recently, India and Pakistan. Although the locally produced finished fabrics are often better in terms of quality, the market for imported products has increased because the products have attractive colours, new designs and a softer and glossier finish. For instance, products of various kinds such as dresses, bed sheets, blankets, clothing and curtains imported from countries like China are also a major source of competition to local companies.

Piracy and smuggling

The textiles and garments industry was one of the most vibrant manufacturing industries in the country and employed a chunk of the populace. However, its fortunes declined due to the rise in the importation of fake and pirated textiles from other countries. Similar challenges have led to the shutting down of production lines of most of the companies in the industry.

Lack of Access to Finance

The dwindling fortunes of the textiles industry in Ghana is also attributed to the high cost of inputs and the lack of access to finance for operators in the textiles sector (Asare, 2012). Funds available for micro enterprises were still too expensive to access, adding that the interest rate ranges of four percent to 10 percent per month were high for small enterprises. Thus, the unavailability of long term funds to support manufacturing together with the high cost of borrowing adds up to costs, thereby, making the sector uncompetitive even in the country.

Technology

The Chief Executive of the Public Procurement Authority (PPA), blamed the predicament of Ghana's textile industry on obsolete technology (Klutse, 2008). Klutse reports that, the CEO observed that the textile industry in Ghana had failed to move along with new technology that would enable it become competitive in the international markets, therefore, Ghana's textile industry is not doing well because the industry is still operating with machines that are over 40 years old and not unfair competition. This calls for players in the textiles industry to change their production technology and then train staff on the new process. Additionally, when buying new machines, the players in the textile industry need to consider sustainability issues as it is the only way that offers real value for money over a longer term

Trade Liberalization

According to Egu (2009), the textiles industry watchers such as the Ministry of Trade and Industry, has argued that the near collapse of the textile industry in Ghana could be attributed to the trade liberalisation policy. Thus, they are of the view that the liberalisation led to the influx of textile products from China and other countries. These textiles are relatively cheaper compared to those produced in Ghana and therefore, made it impossible for the local producers to cope with the competition. Apart from that, some of these products are made with Ghanaian motives, which made them look like they are produced in Ghana. Consumers cannot therefore differentiate between these products and those made in Ghana. Additionally, local retailers prefer to sell these brands because they are affordable to local consumers and fly off the shelves quicker.

Promotional strategies that have been instituted to enhance the patronage of Ghanaian textile prints

According to Quartey (2006), and Sutton and Kpentey (2012), the government has initiated various programmes to transform the textiles industry. This is to enable the textile industry take full advantage of the African Growth and Opportunity Act (AGOA) and increase employment opportunities for the growing population, expand and diversify the economy, promote both domestic and foreign investment and other export opportunities. Thus, Quartey (2006), and Sutton and Kpentey (2012) highlight some of the policies aimed at promoting the growth of the textiles industry:

A textile or garment cluster network

The government in collaboration with United Nations Industrial Development Organisation (UNIDO) formed a Spinnet Textile/Garment Cluster to bring together micro, small and medium scale operators in the textile industry. Thus, the cluster was formed to address the problems faced by the industry. Since its inception, for example, the cluster had assisted in training in mass production strategies, sub-contracting, upgrading of technical and marketing or managerial skill of members and financial assistance (Quartey, 2006; Sutton & Kpentey, 2012).

Tariffs

The current tariff structure is being revised to conform to the actual economic trends. It has been proposed that import duties on all imported clothing should be increased to create a level playing field for all textile print products. Additionally, tariffs on raw materials are to attract zero rates in order to reduce cost of production for locally manufactured textiles (Quartey, 2006; Sutton & Kpentey (2012).

Textile or Garment Training Centre

This is a training centre or laboratory established by the government in collaboration with UNIDO to be used to upgrade skills of textile and garment industries that take advantage of AGOA and exports in other destinations. The industry is also supported by 21 national vocational training institutes, which provide basic practical and theoretical training in tailoring and dressmaking (Quartey, 2006).

Credit

According to Quartey (2006), a long-term concessionary credit for expansion, rehabilitation and modernisation of the textile sub-sector was under consideration besides an amount of US \$50 million that had been recommended by the United Nations Industrial Development Organisation (UNIDO) to be given to the subsector based on a study it conducted in 1995.

New Administrative Procedures

A joint taskforce was established by the Ministry of Trade and Industry in 2010 as a result of a petition by the Textile, Garment and Leather Employees Union to the Minister of Trade and Industry on the pirating of Ghanaian textile designs. The Task Force had the mandate to seize and destroy pirated textiles. Furthermore, in 2013, the Minister inaugurated a re-constituted Task Force on the seizure of pirated Ghanaian Textile designs and a Vetting Committee on the importation of African Textile Prints. A brief from the Ministry of Trade and Industry indicated that from September 2nd, 2013, importation of all textiles would be restricted to the Kotoka International Airport, Tema and Takoradi ports (*Ghana web, July 6, 2013*).

3. MATERIAL AND METHOD:

Research Design

In-depth interviews are the qualitative methods to be employed in this study, while the quantitative design is employed using structured questionnaires. The qualitative approach is used in describing and presenting the background information on the challenges in the promotion of the made in Ghana textile prints on the contemporary Ghanaian market, while the quantitative approach dealt with providing the needed numerical data for assessing the challenges in the promotion of the made in Ghana textile prints on the contemporary Ghanaian market.

Sample and sampling technique

In sampling the respondents, both the purposive and stratified sampling methods would be employed. The purposive sampling is used to sample the key informants including the Management of the Municipal Assembly and the Heads of the Traders Association in Textile Print in Kumasi Central Market. The purposive sampling is appropriate because it is based on the assumption that the investigator wants to discover, understand and gain insights and therefore must select a sample from which the most can be learned.

In employing the stratified sampling, respondents would be selected from each of the type of textile prints the trade in. In this case, type of trading textile print is treated as a stratum. It is important to indicate that the selection of vendors across the textile prints would be proportionally allocated. Thus textile prints that have more traders in the Kumasi Central Market would have the greatest representation of traders in the sample. Traders within each selected print textile would be randomly selected to ensure that each trader has the same chance of being represented in the sample. It is also important to note that a sampling frame (A list of traders in Ghanaian Textile prints) in the Kumasi

Metropolis would be obtained from the Kumasi Metropolitan Assembly.

The determination of sample size is a common task for many academic researchers. Inappropriate, inadequate, or excessive sample sizes continue to influence the quality and accuracy of research. The sample size for the traders would be determined using the Slovin Formula (Umar, 2000), stated below:

$$n = \frac{N}{1 + N(e)^2}$$

Where

n= sample size

N= population size (Number of Traders in Textile Print in the Kumasi Metro)

e=significance level in percentage of error that is allowed is five percent.

$$n = \frac{208}{1 + 208(0.05)^2}$$

n=137

Thus 137 textile print traders are supposed to participate in the study. This represents 66% of the acceptable population. This figure is fairly adequate for the study since Cohen & Manion (1980) assert that, for quality research, 30% of the population for the study is a fair representation for an acceptable accuracy of results.

Instrumentation

Sources of data:

The source of data for the study would be gathered from two main sources; primary and secondary sources.

Data collection instruments:

Two data collection instruments was be used to collect both qualitative and quantitative data including in-depth interviews and questionnaires. There were Ethical Considerations

Method of Data analysis

Mixed-analysis involves the use of both quantitative and qualitative analytical techniques within the same framework, based on the selected research paradigms. The data would be analysed through the descriptive and interpretive approaches. Questionnaire data would be turned into numbers according to the four-point scale. The quantitative data is analysed using the Statistical Package for the Social Sciences, now called Statistical Products and Service Solutions (SPSS), Version 18. Descriptive results would be presented using percentages and frequencies. Qualitative data from interviews would be coded manually and analysed through narration and discussion.

4. ANALYSIS AND DISCUSSION OF FINDINGS:

Personal Information

The personal data of the respondents such as sex, age, educational level and the number of years respondents have been in textile print trade were examined. These data were required to enable the researcher acquaint herself with the kind of participants involved in the study.

Figure 4.1 represents the age distribution of the respondents. It could be observed that majority (53.3%) of the respondents are in the age cohort 40 - 49 years. 6.6% of them were 60 and above years old. This is an indication that most of the traders are in their forties and they are actively working to improve the economy of Ghana.

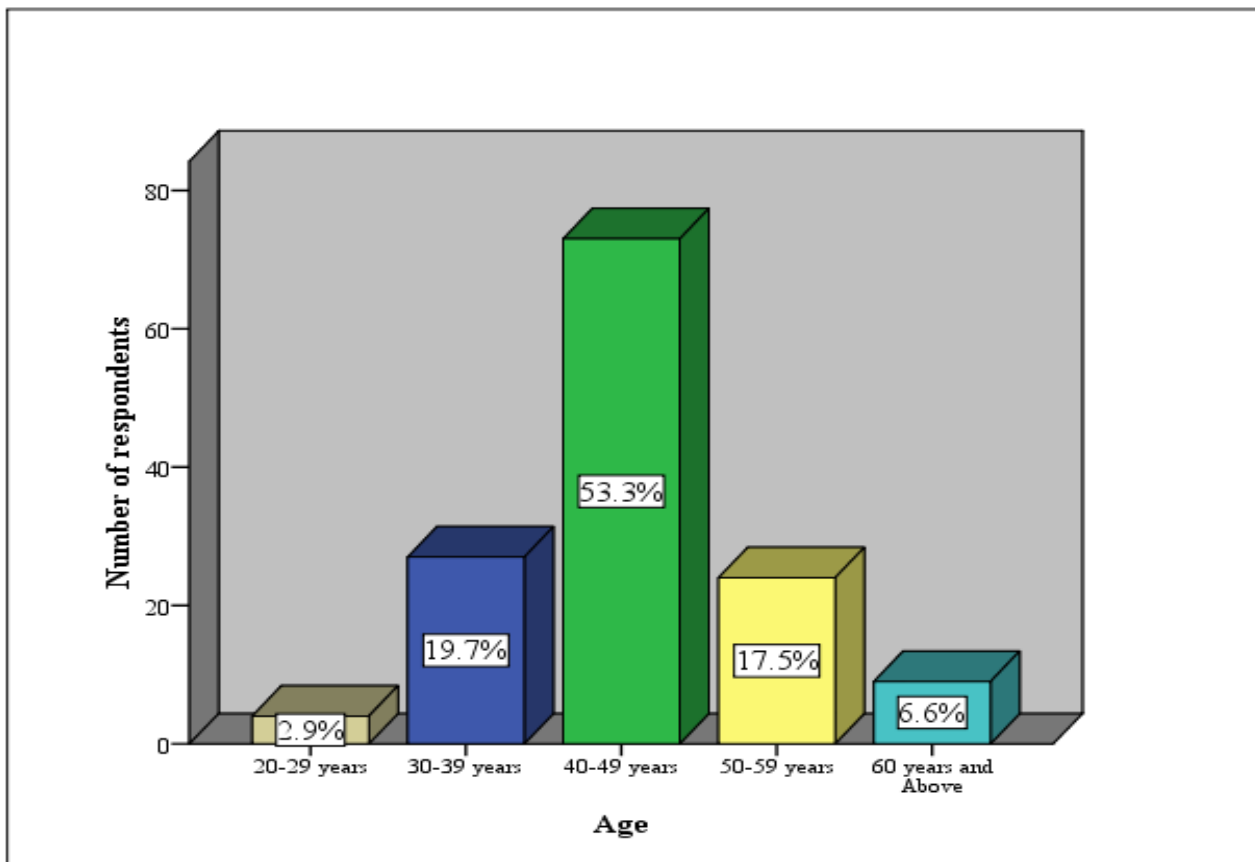


Figure 4.1: Age Distribution of the respondents

Source: field work; January, 2015

It could be observed from the Figure 4.2 which illustrates the sex distribution of the respondents that 94.2% were females whilst 5.8% were males. This shows that this trade is female dominated.

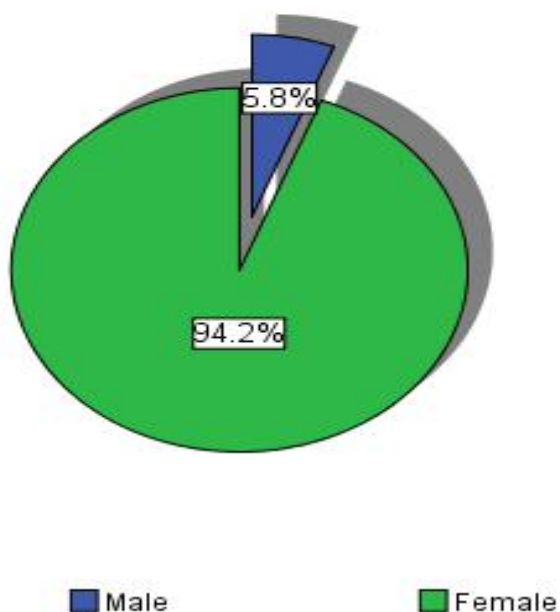


Figure 4.2: Sex Distribution

Source: field work; January, 2015

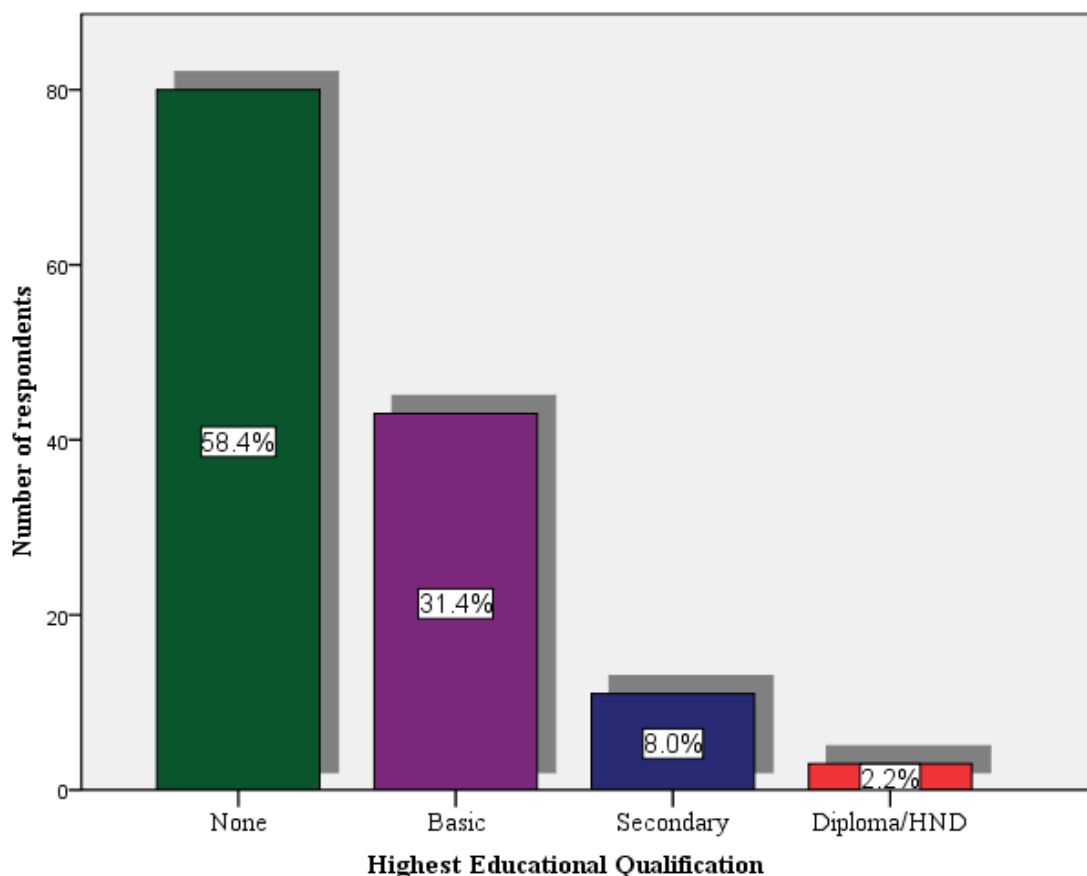


Figure 4.3: Highest Educational Qualification of the respondents

Source: field work; January, 2015

Data on educational qualification of the respondents were collected to find out whether most of them have acquired formal education or not. The results show that 2.2% of the respondents have diploma/HND, 8.0% have secondary education, 31.4% have basic education and 58.4% have no formal education. This show that majority of the traders who are in textile print business have no formal education.

The Table 4.1 below depicts the number of years respondents has been in textile print trade.

Table 4.1: Number of year’s respondents has been in Textile Print trade

Number of Years respondents have been in textile print trade	Frequency	%
Less than 5 years	19	13.9
5-10 years	80	58.4
Above 10 years	38	27.7

Source: field work; January, 2015

The results in the Table above shows that 13.9% of the respondents have been in the textile print business for less than 5 years. Evidently, majority of the respondents (58.4%) confirm that they have been in the business for 5-10years. For above 10 years, 27.7% of the respondents opted for. It could be asserted that majority of the respondents have been in the textile prints business for more than 5 years. This also shows that the experience of the respondents is not in doubt.

Types of Textile Prints

Technological advancement in the global textile manufacturing has brought about development of high performance and technical fabrics to serve the need of wider consumers. Such textiles with their competitive advantage have brought dynamism in fabric utilization providing consumers with a wider range of textile items that meet almost every possible need. In view of this the respondents were asked to indicate the category of textile prints they trade in. The Figure 4.4a shows the sample of Chinese textile prints and Figure 4.4b displays locally made textile prints.



Figure 4.4a: Chinese Textiles Imported into Ghana

Source: MOTI website



Figure 4.4b: Local Textiles prints

Source: MOTI website

Table 4.2: Multiple Responses on Category of Textile Prints

Category of Textile Prints	Frequency	%
Hand printed traditional textiles (Adinkra)	116	84.7
Machine printed fabrics (Wax/fancy prints)	128	93.4

Source: field work; January, 2015

The results as shown by the Table 4.2 above indicates that 84.7% of the respondents sell hand printed traditional textiles (Adinkra). 93.4% of them sell machine printed fabrics (Wax/fancy prints). Clearly, most of the respondents sell both hand printed traditional textiles and machine printed fabrics. According to Quartey (2006), man-made fibres (synthetics) play a smaller part in Ghana textile industry. This study therefore affirms the assertion of Quartey (2006) who indicated that traditional or indigenous textiles prints such as Adinkra cloth (traditional hand-printed fabric) are used for various purposes such as smock making.

Table 4.3: Multiple Responses on Local Textile Prints

Local Textile Prints	Frequency	%
Nustyle	137	100
Hand Block Wax	137	100

Vlico Wax (Hollandaise)	129	94.2
Plain	124	90.5
Design	130	94.9
Metallic	137	100
Fancy	137	100
Excellence	111	81.0
ABC Wax	137	100
CTD ABC Local	137	100
VIP Gold	120	87.6
Osikani	137	100
Treasurer	131	95.6
Ultimate	137	100
Combination (Alphadi)	136	99.3

Source: field work; January, 2015

From GIPC (2013), textile print manufacturing is an industry consisting of ginneries and textile mills producing batik, wax cloth, fancy printed cloth. The Table 4.3 above shows the multiple responses on local textile prints varieties. All the respondents confirm that Nustyle, Hand Block Wax, Metallic, Fancy, ABC Wax, CTD ABC Local and Ultimate are local textile print. 99.3% of the respondents said combination is a variety of local textile print. 95.6% of them all also said treasurer is a local textile print. This is an indication that all the varieties of the textile prints in the Table 4.3 are local textile prints. This also shows that there are varieties of local textile print in the market. Consumers have wider variety of local textile to choose from. However, this does not match the wide range of foreign textiles that is in Ghanaian market (Egu, 2009). The foreign textiles nevertheless come with assorted range of natural and man-made fabrics and blends with varied structural and surface pattern designs for wider application (Opoku & Akorli, 2009). This means that there are varieties of local textile print in the Ghanaian market, however, the foreign textile print out number it.

Ghana being a developing country with majority of its citizenry with low per capital income levels coupled with high rate of unemployment, affordability becomes a major determining factor for purchasing textile prints. The researcher sought to find out the extent to which the local textile print is expensive as compared to the foreign ones.

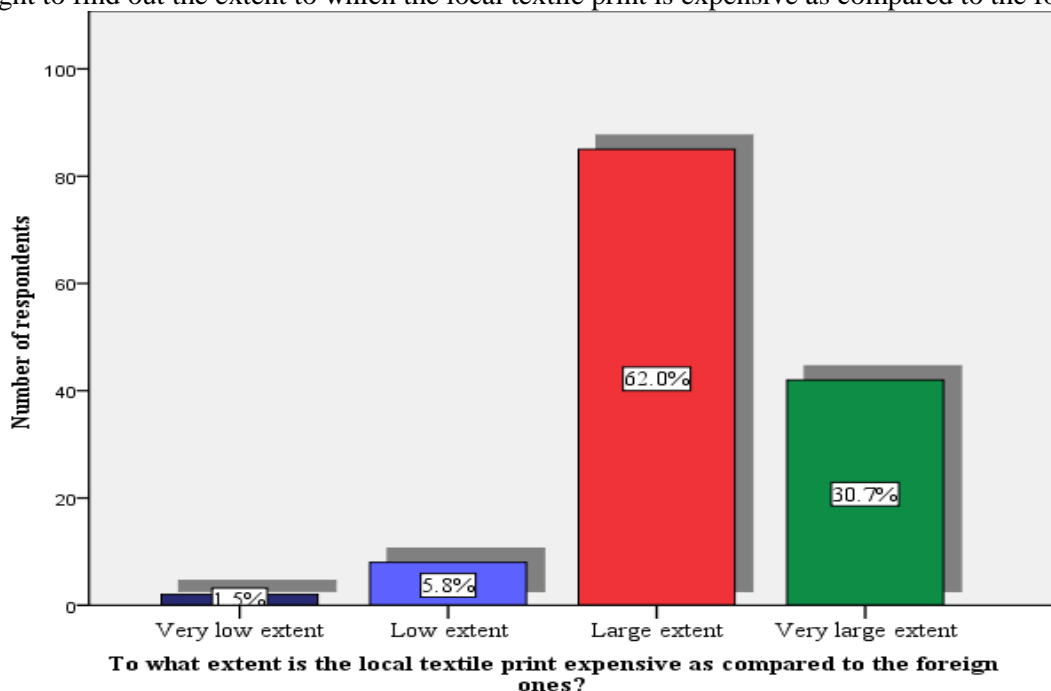


Figure 4.5: Price of local textile print as compared to the foreign ones

Source: field work; January, 2015

It is evident from the Figure 4.5 that majority (62.0%) of the respondents chose large extent, 30.7% chose very large extent, 5.8% opted for low extent and 1.5% chose very low extent. This means that the local textile prints are expensive as compared to the foreign textile prints. According to Opoku & Akorli (2009), the high price points of TGL, ABC, Woodin, Da Viva and ATL brands make them reserved for selected few consumers who are enthused for quality local prints irrespective of their price. It was observed that, most of the local prints are now slot products on Ghanaian market giving the foreign prints an economical price advantage over the local prints.

Table 4.4: One Sample test result

	t-value	df	P-value	Mean Difference
To what extent is the local textile print expensive as compared to the foreign ones?	61.268	136	0.000	3.22

Source: field work; January, 2015

One sample t-test was conducted to find out if the mean score was not equal to zero. One sample t-test is a statistical procedure often performed for testing the mean value of a distribution (Bluman, 1998). It can be used under the assumption that sampled distribution is normal. The statistics for the test are in the Table 4.4 above. The one sample t-test statistic is 61.268 and the p-value from this statistic is 0.000 and that is less than 0.05 (the level of significance used for the test). Such a p-value indicates that the mean score of the sampled population is statistically significantly different from zero. The results show that to large extent the local textile prints are expensive as compared to the foreign textile prints. Simultaneously, interactions with selected consumers by the researcher on the spot of buying (December, 2014) from Kumasi Central markets endorse that majority of consumers consider affordability as number one factor in buying textile prints due to their low income levels. It is however coherent to say that the cheap foreign prints stand a greater chance of higher patronage than the local prints.

Challenges Facing the Textile Prints Industry in Ghana

The high cost of inputs and competition from imported garments, including used clothing are the leading issues confronting the textile print industry in Ghana (Sutton and Kenta, 2012). For this reason this study will look at the extent to which consumers prefer the locally made textile prints to the imported ones.

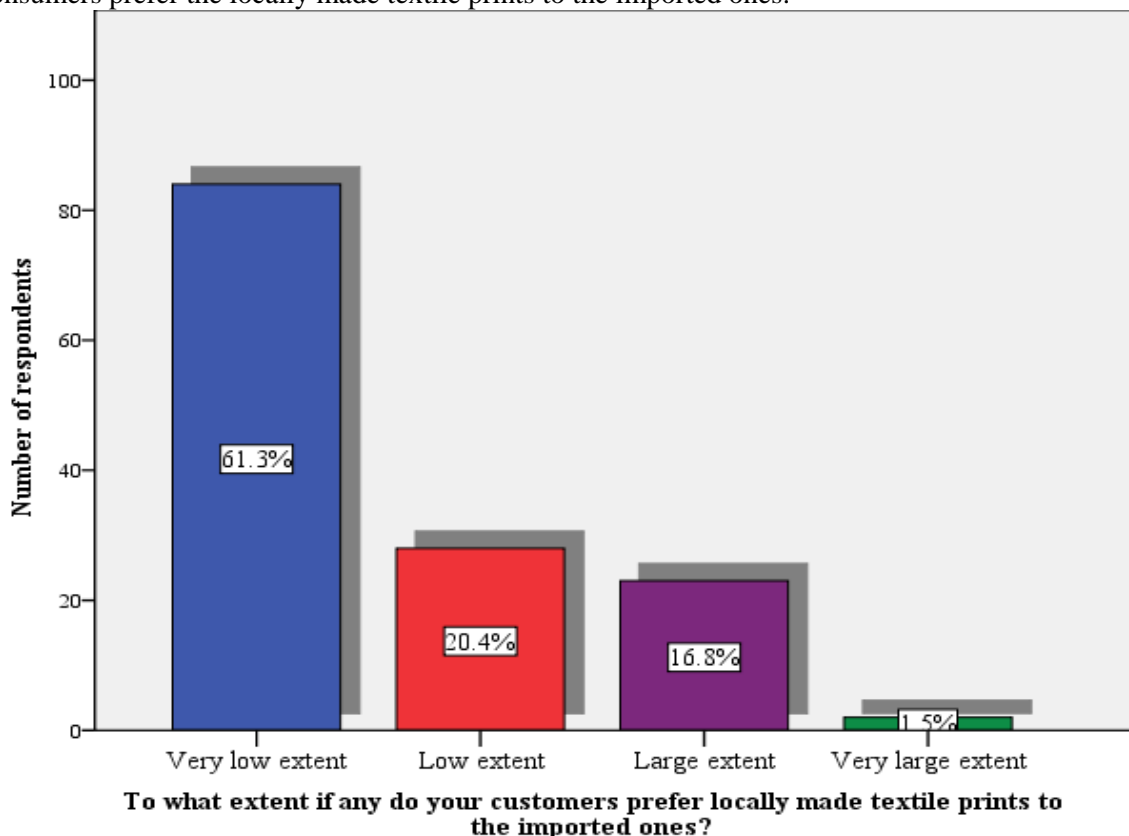


Figure 4.6: The customers' preference to locally made textile prints

Source: field work; January, 2015

Evidently, 61.3% of the respondents chose very low extent, 20.4% chose low extent, 16.8% chose large extent and 1.5% chose very large extent. This is an indication that consumers preferred locally made textile prints. This can be attributed to the quality of the Ghanaian printed cloths, especially the fading dyes; consumers' general psychological impression and lack of taste for the local printed cloths. These are the most important factors related to consumers' discrimination against the locally produced printed cloths in favour of the Western imported ones.

Table 4.5: One Sample t-test results on To what extent if any do your customers prefer locally made textile prints to the imported ones

	t-value	df	P-value	Mean Difference
To what extent if any do your customers prefer locally made Textile prints to the imported ones?	22.629	136	0.000	1.58

Hypothesis test of significance was conducted to verify if the mean score is not zero. The one sample t-test statistic is 22.629 and the p-value from this statistic is 0.000 and that is less than 0.05 (the level of significance used for the test). Such a p-value indicates that the mean score of the sampled population is statistically significantly different from zero. Confidently, it can be said that to very low extent customers' preferred locally made textile prints to the imported ones. This is contrary to Quartey and Abor (2011) who concluded that most consumers prefer locally-made textiles to imported ones.

The Table 4.6 below depicts mean distribution on major challenges confronting the Ghana textile industry from one 137 respondents made up of traders from Kumasi central market. The mean score for influx of foreign textiles was 2.99 approximately 3. This mean the traders somewhat agreed that influx of foreign textiles which they ranked 5th is a problem facing the textile industry. For high imports as against low export of the industry, the mean score was 2.97 approximately 3. This is an indication that high imports which was ranked 6th is a challenge to the local textile print industry. This was also established by Ghana Statistical Service (2010). According to the service, between 2002 and 2008 importation of wax prints increased drastically. For absence of policy document on textile production in Ghana, the mean score was 3.52 approximately 4. This shows that absence of policy document on textile production in Ghana is a major challenge facing the industry today. This was ranked 1st by the respondents.

Table 4.6: Mean Distribution on Challenges facing Ghana Textile industry

	Mean	Rank
Influx of foreign textiles	2.99	5
High imports vis-a-vis low export of the industry	2.97	6
Variety of textile products on the local market	1.91	11
Price competitiveness of foreign prints as against the local prints	2.62	9
Illicit trade/smuggling of textiles	3.06	3
Knock-off of local print designs	2.91	7
Absence of policy document on textile production in Ghana	3.52	1
Lack of subsidy for the textile industry	2.90	8
Lack of capital investment in the textile sub-sector	2.61	10
Lack of collaboration between the industry and the institutions	3.00	4
Effects of trade liberalization	3.50	2

The effects of trade liberalization were ranked as the 2nd major challenge facing the industry. Inferring from the views of the respondents in Table 4.6, it can cogently be established that as trade liberalization allows in-flow of goods without quantitative restrictions, its operation will definitely results in the influx of foreign goods. Concurrently, as importation increases on the ticket of liberal trade with high import tariffs, importers will strife to find a means of escaping payment of right taxes in order to make more profit and this eventually will leads to upsurge in smuggling.

Identification of Promotional Strategies for the Textile Prints on the Contemporary Ghanaian Market

The table 4.7 below presents factors that have contributed to importation of textile print into the country. The t-statistic was to help find out the significance of the mean score.

Table 4.7: Factors that have contributed to Importation of textile print

Factors	t	P-value	Mean	Rank
It contributes to income generation	42.606	0.000	2.88	5
It contributes to employment generation	47.009	0.000	2.77	6
It is cheap as compared to the local ones	68.312	0.000	3.65	1
Inconsistent and unfavourable government policies	51.520	0.000	3.46	2
The imported ones are attractive and quality	38.746	0.000	3.45	3
Lack of taste for the local printed cloths	37.971	0.000	3.42	4
Inability of industry in Ghana to produce the needed quantities	27.545	0.000	1.36	7

Source: field work; January, 2015

With a mean score of 2.88 which is approximately 3 depict that respondents somewhat agreed that ‘it contribute to income generation’ is a factor that have contributed to the importation of textile print. With approximated mean score of 3, the respondents somewhat agreed that ‘it contributes to employment generation’ is a factor. The mean score of ‘it is cheap as compared to the local ones’ was approximately 4. This mean that majority of the respondents strongly agreed that ‘it is cheap as compared to the local ones’ is a factor. This confirms the earlier assertion that local textile print is expensive. The mean score for ‘inconsistent and unfavourable government policies was approximately 4. This is an indication that traders strongly consider inconsistent and unfavourable government policies as a factor that has contributed to the importation of foreign textile prints into the county. However, with a mean score of approximately 1, the respondent strongly disagree that ‘Inability of industry in Ghana to produce the needed quantities’ is a factor. With the t-test statistic, it can be concluded that all the mean scores are not zero. Therefore, it contributes to income generation, it contributes to employment generation, it is cheap as compared to the local ones, inconsistent and unfavourable government policies, the imported ones are attractive and quality and lack of taste for the local printed cloths were mentioned as the factors that have contributed to the importation of foreign textiles.

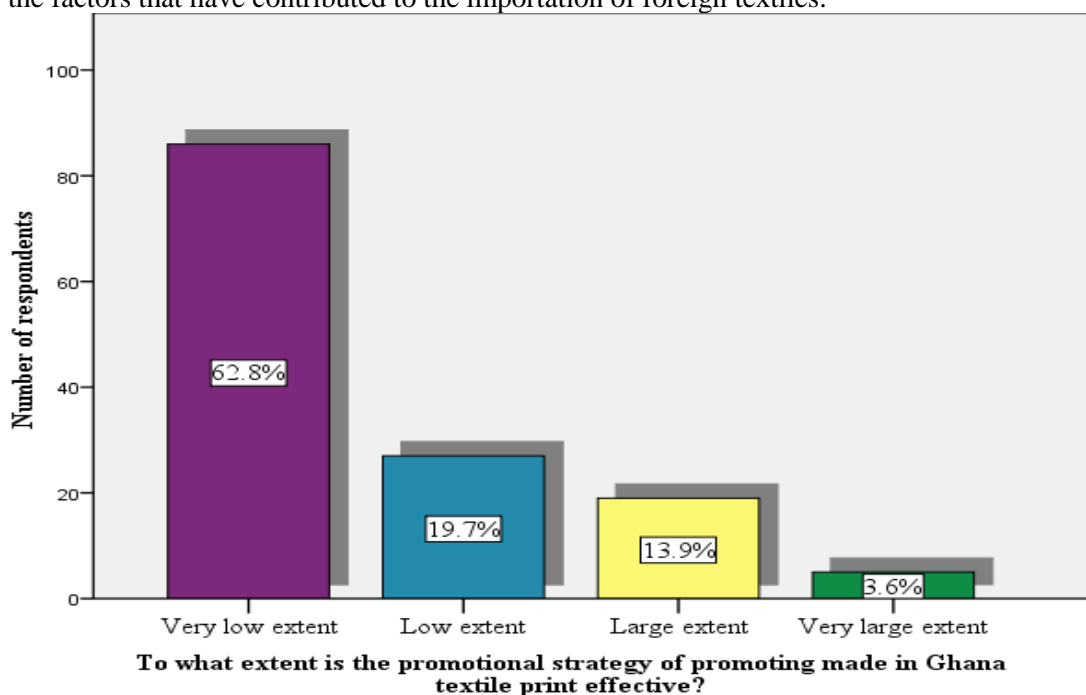


Figure 4.7: Effectiveness of promotional strategy for made in Ghana textile print

Source: field work; January, 2015

The results as presented by the Figure 4.7 above show that 62.8% of the respondents chose very low extent, 19.9% chose low extent, 13.9% chose large extent and 3.6% chose very large extent. It is clear that majority of the

respondents think that the promotional strategy of made in Ghana textile print is not effective. This also means that the government promotional strategies as mentioned by Quartey (2006) and Sutton & Kpentey (2012) such as: training in mass production strategies, sub-contracting, upgrading of technical and marketing or managerial skill of members and financial assistance are not effective.

The analysis on the Table 4.8 shows that the mean score for ‘the formation of a textile or garment group network’ was approximately 4.0. The t-test statistic value of 46.497 and p-value of 0.000 shows that, the mean score is significant and it represents the true mean score of the population. The respondents ranked the formation of a textile or garment group network as the 3rd effective promotional strategy. With a mean score of approximately 4.0, fairs and baazars was the 2nd ranked promotional strategy. With t-test statistic value of 53.776 and p-value of 0.000, it could be said that the mean score is not zero and it represent the true population mean. Reduction of import duties on textile essentials was ranked as the number one promotional strategy with a mean score of approximately 4.0. The t-test statistic value of 176.059 and the p-value of 0.000 show that mean score is different from zero. This was also asserted by Quartey, (2006); Sutton & Kpentey (2012). According to Quartey, (2006); Sutton & Kpentey (2012), tariffs on raw materials are to attract zero rates in order to reduce cost of production for locally manufactured textiles. However, restriction to allow textiles imports to pass through only Takoradi Port (mean score = 1.77), instant burning of smuggled textiles (mean score = 2.00) and the availability of credit facilities for expansion, rehabilitation and modernisation of the textile industry (mean score = 2.05) were identified as ineffective promotional strategies by the government. The following were identified as the most effective promotional strategies for promoting local textile prints in Ghana:

- i. Reduction of import duties on textile essentials: The Ghana textile industry imports most of its production essentials including grey cloth, mercerized cotton, dyestuff, printing ink, wax, spare parts and other chemicals from abroad which takes the bulk of its working capital due to high tariffs it pays on the importation of those essentials. This high import duty can be reduced to reduce the cost of production so as to reduce prices to enhance patronage among the youth.
- ii. Fairs and Bazaars: fairs and bazaar can be organized for only locally made textile prints so as to advertise to the general public. This fairs and bazaars can be held in the second cycle and the tertiary institutions. This will help the youth who are in the majority to patronize the locally made textiles. It can also be held in District, regional and national levels.
- iii. The formation of a textile or garment group network: there should be collaboration with industry and the traders to enhance patronage.
- iv. Establishment of the African Textile Print Committee (ATPC): the major responsibilities of this committee is to thoroughly vet or screen any textile design that is to be imported into the country taking into account the country of origin, fabric composition, motif, colour and label, to ensure that the design is original and 100% free of knock-offs of local print designs. This will help check products before their entry into the country and also help detect fraud in the activities of the parties involved to ensure fairness and equity.
- v. Monitoring of Knock-off Textiles by a Taskforce: copying of locally printed a design has become the habit of most textile importers and traders. There should be highly organized taskforce to monitor the importation of textiles prints into the country so as to reduce the influx of foreign textiles into the country. The collaboration with CEPS and Ghana Standard Board to assist check smuggling of textiles prints is also needed.
- vi. Exhibitions: exhibitions like fairs and bazaars can give the needed publicity to the locally made textile prints. This can be held in all the district capitals as well as the regional capitals to help showcase the locally made textile prints.
- vii. Enforcing the Friday wear among Ghanaians: The National Friday wear which was launched in 2006 was to promote patronage of locally made textiles. This was to transform Ghana’s economy by promoting the textiles and garment sector to create employment, generate income, to create a national identity and also alleviate poverty. (Asaam, 2010). However, this objective has not been achieved so far. Therefore, the researcher is of the view that this can still rejuvenated to save the collapsing textile print industry.
- viii. Strengthening of President’s Special Initiative (PSI) on Textiles and Garment: much need to be done on the PSI on textile to promote the locally made textile prints. This can be done by collaboration with the textile industry, the government (PSI) and the private fashion designers.
- ix. Fashion shows: the textile companies together with fashion designers can come together to have fashion shows which will be solely for locally made textiles prints regularly. This will enhance the growth off the local textile industry.
- x. Internet website: local textile prints can be advertised on the internet where most of our youth and other nationals are now a days to enhance patronage. This can be done by having website where locally made textile prints can be found and purchased.

Table 4.8: Effective Promotional Strategies

Promotional Strategies	t	P-value	Mean	Rank
The formation of a textile or garment group network	46.497	0.000	3.51	3
Increase in Import Duties and Taxes on Wax Prints	39.297	0.000	2.60	11
Reduction of Import Duties on Textile Essentials	176.059	0.000	3.93	1
The availability of credit facilities for expansion, rehabilitation and modernisation of the textile industry	73.166	0.000	2.05	17
Establishment of the African Textile Print Committee (ATPC)	39.556	0.000	3.45	4
Monitoring of Knock-off Textiles by a Taskforce	42.939	0.000	3.40	5
Exhibitions	61.268	0.000	3.22	6
Fairs and Bazaars	53.776	0.000	3.64	2
Fashion shows	60.684	0.000	2.87	9
Internet website	50.195	0.000	2.61	10
Enforcing the Friday wear	66.962	0.000	3.21	7
Using local textile prints as uniform for some organization and institutions	36.384	0.000	2.58	13
Using it as attire by various Groups during festivals	30.324	0.000	2.73	12
Strengthening of President’s Special Initiative (PSI) on Textiles and Garment	36.644	0.000	2.90	8
Restriction to allow textiles imports to pass through only Takoradi Port	24.974	0.000	1.77	19
Registration of local textile designs	31.007	0.000	2.16	16
Cotton promotion Grant for Out-growers and Ginnery Companies	30.573	0.000	2.57	14
New Tracking System by CEPS to monitor Transit Operations	27.500	0.000	2.56	15
Instant Burning of Smuggled Textiles	25.132	0.000	2.00	18

Source: field work; January, 2015

5. RECOMMENDATIONS:

Following the findings and the conclusions of the study the following suggestions are for consideration for the promotion of the Ghana textile print:

- One effect of the trade liberalization policy is the influx of foreign textiles on the local textile industry. It is recommended that the government puts in place tough measures to protect the local textile industry as other developing countries in the sub-region (such as Nigeria) have done to protect their domestic textile industry from subsidizing. The measures may include; introduction of systematic controls in the sector by imposing 100% duty on imported textile prints. This will ensure rapid growth of the local textile prints industry. The government can

also increase trade and investment within the sector, by establishing trade licensing agreement with the importers to provide market information to local textile manufacturers. The government can also come out with anti-dumping regulation to check undue flow of seconds, used and regulation to check undue flow of seconds, used and rejected offshore clothing and textile prints into the country which do not only upset the sale of made in Ghana textile prints but have very staid health risks on local consumers.

- The West Africa sub-region offers a wider market for the local textile print industry. The fact that the so called African prints gained admiration in Africa with special reference to West African designate the sub-region as the major consumers of the prints. It is also proven that, some bench-marked textile printing firms in the World such as ABC target the sub-region as their major market. This is an indication that there is no better market for the local industry anywhere that within the sub-region. It is therefore recommended that, the industry should focus on the West Africa market, applying the inward looking principle of ISI. This will help to develop the domestic textile industries to take control of the local textile print and by doing so device means to make progress into the international market.
- The study has shown that there is the lack of capital investment in the textile subsector by the government. The industry therefore needs capital injection to refurbish its machinery and technologies with modern system with high speed of production coupled with less noise systems such as projectile, rapier, water and air jets looms to expand and maxim productivity for maximum returns. The expansion of the industry will lead to creation of more jobs to improve the lives of Ghanaians. The government can also encourage private and foreign investors to take up the mantle to develop the local textile firms to compete keenly with similar products from abroad. In doing this, the government must improve the business climate by developing a new regulatory framework for financing and infrastructure, strengthening the rule of law, improving security and reducing the number of regulations and steps required for investing in the sector.
- The study found the absence of policy document on textile production in Ghana as a challenge. One possible way the country can develop and sustain its textile industry is to formulate and implement strategic policies to serve as an action plan to guide and fast-track smooth production and sales operations of the local textile print industry. Developing a holistic national policy document for the textiles sub-sector will necessitate collaborative effort of government and government agencies which are directly and indirectly involved in the operations of the textile industry to discuss and formulate pragmatic strategies towards the vamping of the industry. This will require a thorough study of the industry from the raw material stage to finishing and then marketing by experts in the field to serve as a basis for the development of the national policy.
- The study has shown that the state of the textile print industry today is not only ascribed to internal factors of the manufacturing work but also external factors linking the institutions whose operations have direct or indirect impact on the industry. The institutions are, Fashion industries, Research centers, CEPS. MOTI, AGI and the Universities and Polytechnics offering textiles programme. There is the need therefore to strengthen the operations of these institutions to be efficient to help provide the necessary contributions toward
- More efforts have to be made to encourage the use of locally made prints throughout the week for both formal and casual dresses. One area that can make a significant impact on the patronage of locally made prints is using them as uniforms for all academic institutions of first, second and even third cycle institutions. A policy by the government to make it compulsory for all academic institutions to use locally printed fabrics bearing the school's name, logo, colour and philosophy as school uniforms will not only have positive economic impact on the textile industry but bring sanity in the schools through easy identification; and also promote the Ghanaian identity.
- The study has shown that reduction of import duties on textile essentials has the potentials of promoting local textile prints. It is recommended that the government makes importation of all textiles manufacturing essentials such as raw materials, machinery and spare parts tariff free in order to reduce cost of production of locally manufactured textiles. This will eventually make locally printed fabric affordable to receive high patronage.

6. CONCLUSION :

The textile prints industry in Ghana has gone through a lot of metamorphosis. Once a booming business is now seen as it was not in existent. Government upon government have introduced different measures to curb the situation but to no avail. One of such measures was the use of Takoradi port as the only means, through which foreign textiles can enter Ghana, however, this has not reduce or solve the problem. The challenge as the country faced has led to the collapse of some textile print firms in the country. The major set-back of the local textile industry have been the lack of policy, document, commitment and unfavourable policies by the government in the industry. The shortage of foreign exchange in the 1980s, for the importation of raw materials resulted in the sub-sector operating at extremely low capacity with most of its trade liberalization policy which formed part of the Structural Adjustment Programmes (SAP) pursued in the 1990s by the government that frowns on quantitative constraint of trade barriers. It can therefore be concluded that, influx of foreign textiles, high imports vis-à-vis low export of the industry, price competitiveness of foreign prints as against the local prints, illicit trade/smuggling of textiles, and knock-off of local print designs, absence of policy

document on textile production in Ghana, lack of subsidy for the textile industry, lock of capital investment in the textile sub-sector, and lack of collaboration between the industry and the institutions are contributing factor which has led to the collapse of most local textile factories leaving thousands of Ghanaians jobless. The study established the following as a way of reducing the foreign textile prints to promote made in Ghana textile prints; reduction of import duties on textile essentials, Fairs and Bazaars, the formation of a textile or garment group network, Establishment a Taskforce, exhibitions, enforcing the Friday ware, Strengthening of President's Special Initiative (PSI) on Textiles and Garment, fashion shows, and internet website.

As one of the indisputable and crucial industrial zones for national development with its commercially double production, employment creation for poverty reduction, government, stakeholders, textile industrialists, textile institutions, merchandisers, fashion designers, consumers, and other textile activists come together to make collaborative and frantic efforts to initiate policies ostensibly to promote its growth and development of the Ghana Textile industry and the academic institutions for the benefit of all.

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