

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

INSTITUTE OF DISTANCE LEARNING

**THE EFFECT OF SOCIAL MEDIA MARKETING ON INDIGENOUS TEXTILES
(KENTE AND TIE AND DYE) IN KUMASI**

BY

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**A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING AND
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AND TECHNOLOGY, KUMASI IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE DEGREE OF MASTER OF SCIENCE (MSC) IN
MARKETING**

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DECLARATION

I hereby declare that this thesis titled “Examining the effect of social media marketing on the sale of indigenous textiles (Kente and tie and dye) in Kumasi is as a result of my own original work, and that no part has been submitted for another degree in this University or any other place.

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DEDICATION

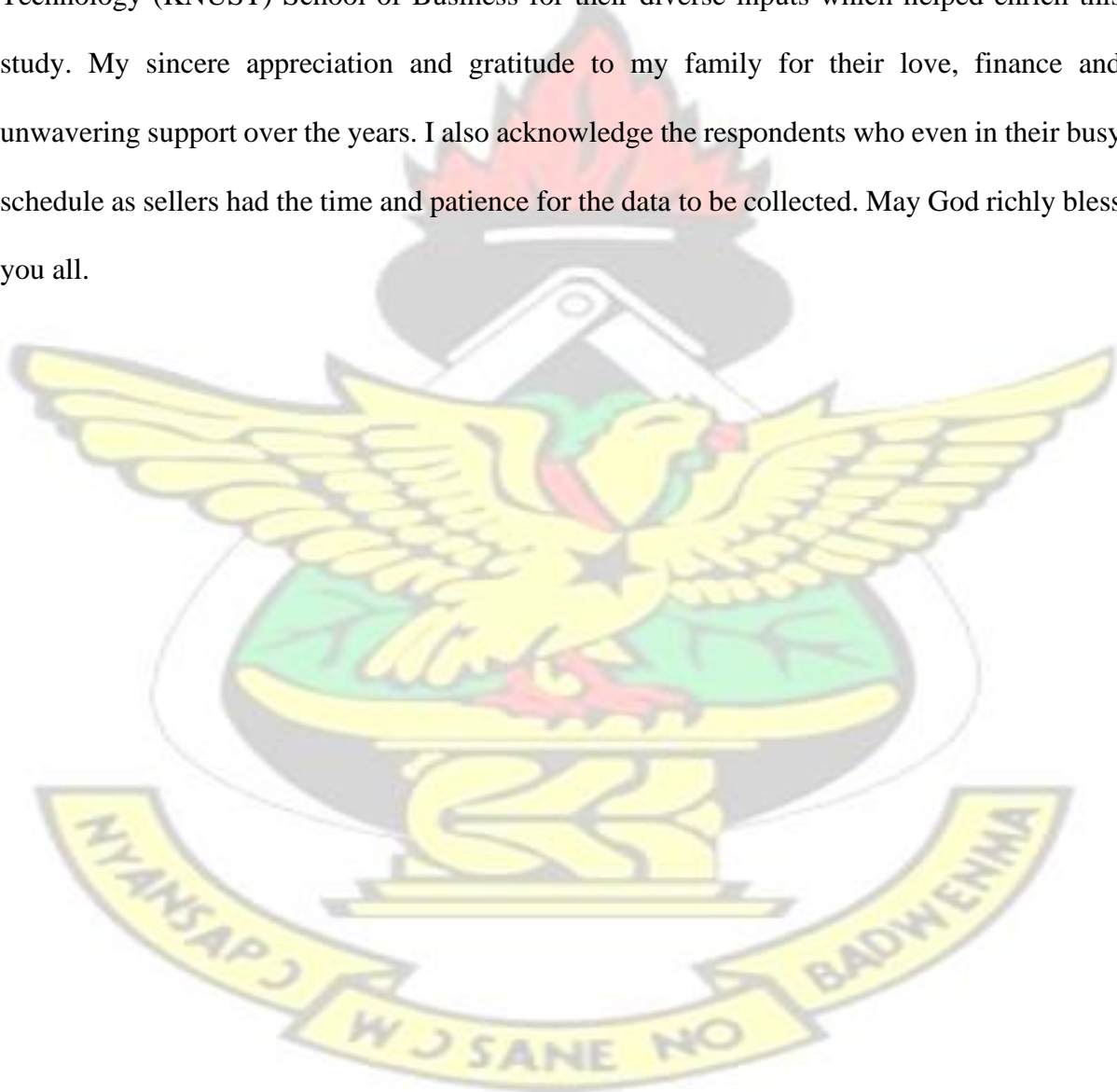
This work is dedicated to the Almighty God, my Husband Mr. Kwaku Adomako Amano and my boss Mr. Jonah Papa Archer for their immense support throughout the study period.

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ABSTRACT

Social media has become a rampant or dominant force in the communication arena with more people joining every day and its development has cut across many industries for which the textiles industry cannot be left out. As the textiles and clothing industry is said to be one of the world's oldest and most global industries, the study examined the effect of social media marketing on the sale of indigenous textiles particularly in Kumasi. A survey was conducted and was divided into demographic, descriptive statistics and a presentation of data based using regression and correlation analysis to determine the relationship between the independent and dependent variables. The project adopted quantitative research designs and data collection where both primary and secondary data sources were used in the case study approach to arrive at the objectives of the study. Questionnaires were administered as well in collecting the primary data from respondent. In all, a total of 60 respondents were interviewed using purposive and snowball sampling to locate them appropriately. The results identified that; indigenous textiles played a vital role in the development and sustainability of Kumasi serving as a provision of employment, improvement of mental health, and promotion of culture and tourism as well as reducing the overall income inequality and poverty. The study further showed that social media marketing tools used by businesses were dominated by the use of WhatsApp for such purposes. Overall, the study revealed that an increase in sales, reduces cost of doing business, improves customers trust, and promote innovation and creativity. The end result of this ensured the effective promotion of indigenous textiles. Recommendations such as; Formulation of Developmental Policy to support the Kente and Tie and Dye Industry, Provision and Enforcement of Legal Framework, Promotion of Culture and Tourism, Adaption and Adoption of Technology-Driven ideas, and the use of social media for Marketing Purposes were to be taken into consideration.

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LIST OF ACRONYMS

AGOA	African Growth and Opportunity Act
CEO	Chief Executive Officer
GDP	Gross Domestic Product
GHS	Ghana Cedis
GIPC	Ghana Investment Promotion Centre
GTP	Ghana Textile Prints
KMA	Kumasi Metropolitan Assembly
KNUST	Kwame Nkrumah University of Science and Technology
MSME	Micro Small Medium Enterprise
NGO	Non-Governmental Organization
PPA	Public Procurement Authority
SPSS	Statistical Package for Social Sciences
UNIDO	United Nations Industrial Development

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of Study

Development also involves the utilization of resources, the direction of investments, and the orientation of technological development to improve the quality of human life. Over the years development has seen through various dimensions which technological advancement. According to Jaffe et al. (2002), technological development is the total process of creation, innovation, and diffusion of technology or processes. The effect of this has given rise the development communication networks or tools such as social media. Social media refers to user-generated websites and programmes that allow for some kind of interaction and input (Tariq, 2010). Social media with its various online platforms and groups promote social interaction by allowing users to share their opinions, experiences, and observations (Schroeder, 2017). It has been the dominant force in the communication arena with more people joining every day. Kaplan and Haenlein (2009) identified that Facebook registered more than 175 million active users.

In Ghana, there is a continuous increase in the percentage of people using the internet for personal use from 5.4 percent in 2009 to 17.1 percent in 2012 (Internet Telecommunication Union, 2013). Thus, a 200 percent increase in the use of social media internet related platforms. Harrigan and Miles (2014) concluded that social media provides a tremendous opportunity for businesses to engage buyers on an individual basis. Due to this; businesses in Ghana are using social media platforms and mobile applications like Facebook, Instagram, Twitter, WhatsApp and Snapchat to solve the problem of marketing for both local and foreign products. Subsequently, experts in advertising have begun to integrate social networking website appeals in developing

advertisements in order to urge consumers to share brand image (Waters et al. 2011; Gallagher & Ransbotham, 2010).

The foregoing has given rise to the phenomenon of social media marketing. Social media marketing as examined by Vinerean et al. (2013) allows clients and potential clients to communicate directly with a brand representative or about your business to their friends. Saravanakumar and Suganthalakshmi (2012) explained that the importance of marketing in business development remains unchanged, but the manner in which it is carried out is changing dramatically as a result of contributions made by satellite communication and highly sophisticated scientific tools. The thrust of this study therefore is to examine the effects of social media marketing on indigenous textiles in Kumasi.

1.2 Problem Statement

Indigenous textiles such as kente have become very popular among the young men and women of Ghana as it is seen as a product for their important occasions (Boateng, 2018). This has resulted in the shift from white collar dresses to the desire to use indigenous textiles. In Kumasi, the use of such indigenous textiles (kente and tie and dye) is a phenomenon that has existed from the colonial days to present. However, marketing of these products has been a challenge faced over the years by the owners of such indigenous textiles in Ghana. Such a challenge according to Asibey et al. (2017) impedes on the success these businesses activities while it generates low revenue or income to sustain them. Asare (2012) in his study identified marketing as a critical success factor for the development and growth industry for indigenous textiles.

Kotler and Armstrong (2011) defined marketing as the administration of lucrative client relationships with the purpose of providing customers with value and obtaining value from them. The development of new information and communication technologies, particularly the Internet

and social media networks, has altered market dynamics and jeopardized the competitive positions of businesses (Porter, 2001). The use of social media technology, channels, and tools to produce, communicate, deliver, and exchange offerings of value to a business and its stakeholders is known as social media marketing (Tuten and Solomon 2018). Due to the increased consumer preference for Internet usage, Castronovo and Huang (2012) asserted that organisations' marketing strategies should begin researching and exploiting social media. In addition, consumers regard information published on social media as more trustworthy than information released directly by businesses (Constantinides et al., 2010).

Overall, conventional literature reveals a lot of scholarly work has been done in the area of social media marketing. Notable research on these areas has been well documented in Saravanakumar and SuganthaLakshmi (2012); Vinerean et al. (2013); Painagua and Sapena (2014); Alves et al. (2016); and Majeed et al. (2021). Saravanakumar and SuganthaLakshmi (2012) in their study identified that social media marketing is a method of promoting a website, brand, or business through social media platforms by connecting with or capturing the interest of present or prospective customers. Subsequently, Majeed et al. (2021) found out that social media has been a catalyst for business to reach its customers. However, not much attention has been directed to the effects of social marketing on indigenous textiles in the Ghanaian literature. This study will therefore improve the literature to ascertain the effects of social marketing on indigenous textiles in Kumasi.

1.3 Research Objectives

- a) Evaluate the contribution of indigenous textiles to the socio-economic development of kumasi**

- b) Explore the utilization of social media marketing strategies by indigenous textiles enterprises.**
- c) Investigate the impacts of social media marketing on the perception and consumption of indigenous textiles**

1.4 Research Questions

At the end of this study, the following questions would be answered

- a) How are indigenous textiles (businesses) facilitating development in Kumasi?
- b) What are the social media marketing tools used by indigenous textiles businesses?
- c) What are the effects of social media marketing on the sale of indigenous textiles?

1.5 Scope of Study

Contextually, the study focuses on the effects of social media marketing on indigenous Ghanaian products. The main research areas explored in the study include; role of indigenous textiles in the local economy, social media marketing tools used by indigenous textiles businesses as well as the effects of social media marketing on these indigenous textiles. The study only focuses on kente and tie and dye products.

1.6 Significance for the Study

To Kaplan and Haenlein (2009), social media is a revolutionary new trend that ought to be of interest to businesses operating in the internet space. This is influenced by the wider population coverage that social media offers to businesses. For example, Ghana had over 6 million social media users as of January 2020, representing a gain of approximately 12% over the total number of social media users in the country (Kemp, 2020). The role of social media marketing on indigenous textiles cannot be underestimated. It is widely used by practically everyone, and

businesses of all sizes have begun to use it to market and promote their products (Saravanakumar and SuganthaLakshmi, 2012). Also, Asemah et al. (2015) identified the usefulness of social media platforms in the marketing of these indigenous textiles. Boateng (2018) further acknowledged that the use of digital and social media technologies is revolutionizing marketing of kente in Ghana.

Kumasi is experiencing rapid increase in commercial activities with increase desire to use indigenous textiles like kente and tie and dye due to change in taste and preferences from foreign attire to local material attire. Boateng (2018) in his study of “Knowledge Creation and Knowledge Flow within Ghana's Kente Industry: A Social Capital Perspective” point out that kente is used by most people in Kumasi to create a form of identity that characterize their socio-cultural background. This has resulted in the continued use of such products in the area. Although several studies have been undertaken in Kumasi, not much attention has not been directed to the social media marketing by indigenous textiles businesses in conventional literature. This study will therefore improve literature on social media marketing particularly on indigenous textiles in Kumasi.

The findings of this study will also serve as an advocacy tool for integrating indigenous textiles in the economy of Ghana. Also, the results of this study will contribute to knowledge by helping to enrich existing literature on marketing and indigenous textiles. Additionally, the study would inform economic and communication policy formulation at the local, national, and global levels. The knowledge gained from the study can also be used to deal with emerging challenges and issues of the kente and tie and dye indigenous businesses. The Association of Ghana Industries, Ministry of Finance and Economic Planning, the Ministry of Communication and Digitalization, Metropolitan Assemblies in the Kumasi enclave as well as NGOs are some of the groups and agencies to benefit from the findings of the study.

1.7 Limitations of the Study

The main limitation of the study was the lack of accurate data on the number of kente and tie and dye sellers in Kumasi. Limited literature on social media marketing in Ghana also served as a limitation to this study. Again, the unwelcoming nature of some of the respondents despite several reminders decreased the number of respondents interviewed. However, conclusions were made with the response obtained.

1.8 Organisation of the Study

This study has been organized into five (5) chapters. Chapter one introduces the research work that gives the background of the study, problem statement, objectives of the study, research questions, relevance of the study and the scope the study. Chapter two presents the review of relevant related literature to the topic under study, the theoretical underpinning of study as well as the conceptual framework. Chapter three consist of methodological approach employed for data collection and analysis. The variables for the measurement of research instruments as well as the analytical procedures employed for data analysis and presentation are identified in this chapter. Chapter four presents the analysis of data and presentation of research findings and discussion of results whilst Chapter five comprises of summary and conclusions on the findings of the study. It also discusses the appropriate recommendations based on the findings and conclusions drawn from the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter explores the various concepts and theories related to the study through a review of literature. Literature review is a comprehensive summary and critical aspect of research work. It is done to present past studies undertaken as well as emerging trends that relates to the subject area under investigation. This review is therefore undertaken relative to other research works on the indigenous textiles in Ghana and social media marketing related concepts. The importance of indigenous textiles in development is also explored in this chapter.

2.2 History of the Textiles Industry

One of the world's oldest and most global industries is the textiles and clothing industry. The European Commission (2013) indicates that the textile and clothing industry is a diverse and heterogeneous industry that 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 human evolution and as time has passed, textiles' history has improved. The earliest examples can be found as early as the fifth century. The textile industry is the typical “starter” industry for countries engaged in export-orientated industrialization (Gereffi, 2002) and is labour-intensive. Records show that printed fabric did exist about 2500 B.C. and believed that people of China and India were the first to make simple blocks for the printing of cotton cloth, and textile printing was certainly an established industry in India during the earliest of the Christian era.

The literature notes that these communication implements are so diverse, and it comes in both conventional and contemporary forms. The principal techniques of promotional communications comprise the usual mass media advertising; online advertising; sales promotions; store signage and point-of-purchase communications; direct-mail literature; marketing-oriented public relations and publicity releases; sponsorships of events and causes; presentations by salespeople; and various collateral forms of communication devices (see Kumar, et al. 2018; Hackley, 2013; Dominici, 2009). Additionally, social media has gained recognition presently as an effective technique of promotion. According to Kotler and Armstrong (2012), a product's design, its price, the shape and colour of its package, and the stores that sell it all somewhat communicate with customers. Thus, granting the promotion strategy as the enterprise's key communications activity, the entire marketing mix must be harmonized to achieve a competitive advantage in the marketplace to remain relevant. According to the literature, promotion mix has affected brand switching, purchase quantity, and stockpiling (Rahmani et al. 2015). Thus, the design of tactics in dealing with these matters defines the role that each category of promotion plays in a specific context. Nonetheless, having a mixture of two or more promotional strategies is more effective than a single mix if better results are to be achieved (Kumar et al. 2018).

2.3 An Overview of Indigenous Textile Industry in Ghana

Textile manufacturing in Ghana 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 the 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 very important to identify the order of listing indicating their significance and social regard. The main cotton-based textiles include African prints such as wax, java, fancy, bed sheets, school uniform, and household fabrics such as curtain materials, kitchen napkins, diapers, and towels. According to Quarthey (2006), and Sutton and Kpentey (2012), the textile industry mainly produces fabrics for the local garment industry and the export market in Ghana. The industry is predominantly cotton based and the products form the bulk of output. There are as well several small firms that print their designs by hand onto bleached cotton fabrics known as tie-and-dye. Quarthey (2006), indicates 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. There are several types of indigenous textiles of Ghana's textile industry. However, the focus of this study is the tie and dye as well as the kente products. The following section explains what these products are.

- The Indigenous textiles of Kente

In Ghana, indigenous weaving of cloth is mainly done in the Ashanti, Northern and Volta Regions. In the Ashanti region where the study is being undertaken, its' traditional woven cloth is known as Kente which is a striking piece of fabric that is mostly made in Ghana's Ashanti Region at Adanwomase and Bonwire by skilled artisans (Fobiri et al., 2021). It has been found that the people of Adanwomase at the time performed a unique style of weaving that was very dissimilar from what is done today. Twi term for basket, kenten is the source of the word Kente (see Fobiri et al., 2021); it is also referred to as a woven fabric that was made by the designer. The use of Kente as a traditional artistic medium, according to Ansah (1995), is motivated by both symbolic and

aesthetic considerations. Every piece of clothing has a name and significance, and the many motifs and patterns each have their own names and interpretations. One of the marketing places of these kente indigenous textiles is Kumasi. There are mainly four Kente weaving patterns; these are Asasia, Ahwepan, Topreko, and Faprenu on which the different complicated and diversified patterns develop, according to Fobiri et al. (2021).

Asasia, in Asante, refers to the rarest and most covert variety of silk Kente cloth. Asasia stands out from other silk Kente fabrics thanks to its distinctive design. Typically, two commonly utilized and a monochromatic thread is used for Ahwepan. Frequently, the thread is stitched plainly without any background patterns. Faprenu then suggests that the actual design weft is placed on two different heddles. Before inserting a binding thread to secure the design, weft threads are often selected twice. Last but not least, Topreko, which denotes attempting something only once or paying respect to something. As a typical fundamental weaving structure, the pattern is created by the weft going under and over one heddle, respectively, while the design and binder picks employ only one heddle each. Ghanaians view kente as more than just a piece of clothing. It is a representation in graphic form of a people's history, social ideals, oral traditions, moral convictions, and political beliefs. This supports the assertion made by Borgatti (1983) who said that the use of fabric aids in the establishment of the humanity, cultural and social relations, and behaviour.

- The Indigenous textiles of Tie and Dye

Outside of the clothing industry, tie-dye materials have been used for interior design and the creation of fashion accessories like shoes and purses, among other things (Selase et al., 2019). Despite not being an indigenous textiles process, it has played a significant role in the production of tourist souvenirs. Although the materials are regarded as being inexpensive, they are

bright and reflect Ghanaians' vivid nature (Selase et al., 2019). But as the popularity of western clothing has increased over time, tie-dye materials, which were once the talk of the town, seem to have fallen out of favor, according to Akwa (2014). However, the numerous products, including purses, gowns, belts, shoes, hats, tablecloths, napkins, and even curtains produced from the tie and dye fabric has made it a force to reckon with. Its further aids in the preservation of our cultural legacy in addition to serving the economic demands of the populace.

The tie-dye industry is slowly coming to a halt as both producers and consumers grumble about poor product demand. This is as result of the stealing and reproduction of the original designs made by Ghanaian textile companies by companies in China for the Ghanaian market. The industry, which had such potential, was brought to its knees by high manufacturing costs and the influx of cheaper and pirated textiles from China, which rendered it impotent. Yet again, there is an absence of political will to advance the sector (see: Abdulai et al., 2018). Over time, the government has not given the industry its full attention. To survive these makers of these products are strongly engaging in marketing to ensure the patronage and above all their survival.

2.3.1 Challenges Associated with the Promotion of Ghanaian (Indigenous) 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 on 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, grey baft, 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 for local companies.

One of the major challenges of the Ghana's indigenous textile prints is piracy and smuggling. The textiles and garments industry were 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. Subsequently, lack of access to finance is also affecting the sector greatly. The dwindling fortunes of the textiles industry in Ghana are also attributed to the high cost of inputs and the lack of access to finance for operators in the textile 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 and the high cost of borrowing adds up to costs, making the sector uncompetitive even in the country.

Furthermore, limited technology is also having its fair share on the promotion of the indigenous Ghanaian textile prints. 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 to 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.

The trade liberalization policy over the years has not been helpful to the indigenous textile industry of Ghana. According to Egu (2009), the textile industry watchers such as the Ministry of Trade and Industry have argued that the near collapse of the textile industry in Ghana could be attributed to the trade liberalization policy. Thus, they are of the view that liberalization 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.

2.3.2 Promotional Strategies Instituted to enhance the Patronage of Ghanaian Textile

According to Quartey (2006), and Sutton and Kpentey (2012), the government has initiated various programs to transform the textile industry. This is to enable the textile industry to take full advantage of the African Growth and Opportunity Act (AGOA), increase employment opportunities for the growing population, expand and diversify the economy, and promote 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. One of the strategies is the creation of 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).

Again, 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 to reduce the cost of production for locally manufactured textiles (Quartey, 2006; Sutton & Kpentey (2012). Also, developing a garment training centre is worth noting. This is a training center 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).

According to Quartey (2006), long-term concessionary credit for expansion, rehabilitation, and modernization of the textile sub-sector sector was under consideration besides an amount of US \$50 million that had been recommended by UNIDO to be given to the subsector based on a study it conducted in 1995. Finally, new administrative procedures seek to aid in the promotion of the indigenous textile industry of Ghana. A joint task force 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).

2.4 Marketing Strategies in the Textile Sector in Ghana

Generally, the textile sector is a very complex and diverse one. A variety of processes are involved in the textile value chain. The activities commence with the sourcing of raw materials for semi-finished and finished products. At each stage of the textile value chain, lots of activities are involved both internally and externally before reaching the final consumer Ali & Habib, 2012). However, the marketing mix has not been explored in the Ghanaian textile sector as compared to other industries. One of the major obstacles in this regard is the product description such as the construction of the fabric, fibre content, care information, colour, prints and design, fabric finishes as well as other textile properties (Makasi & Govender 2015; Nayak et al. 2015). Fundamentally, the marketing mix formulated and implemented mostly relates to Business-to-Business Marketing, as well as overall product marketing. To some extent, entire marketing follows traditional marketing. However, textile products require a unique way of marketing that is not usually employed by most textile firms in Ghana.

Most textile firms follow and practice a tailored strategy to capture the global and local markets. The textile sector is the only sector where production, labour capacity, equipment, and compliance come before the physical product. In other sectors such as the food industry, (Sunardi, et al. 2016; Nguyen et al. 2015; Maheswari, 2014; Salgado-Beltrán et al. 2013) the main focus is always on the final product, processes, and equipment remain secondary consideration relative to the product. For these sectors, a brand name works better in capturing the market. Consequently, in these sectors, a strong brand name, as well as product marketing strategies is enough for consumers to

buy. However, in the textile sector, the production processes and equipment precede the product. Even though the brand name exists in the sector, it is not strong enough for a textile manufacturer to capture the market. Thus, the marketing mix must be a dominant feature in the marketing decision based on a thorough knowledge of the products as well as their current and prospects (Makasi & Govender, 2017).

The textile industry in Ghana used to be a large and thriving industry and contributed immensely to the nation's employment generation, GDP, government revenues, and non-export earnings (Egu 2009; Amateur, 2009). Indigenous textiles from Ghana constituted key exports to neighbouring African countries, Europe, and the U.S. (Quartey & Abor, 2011). In the late 1970s, for instance, Ghana was keen on improving its textile industry, which contributed significantly to developing the livelihood of Ghanaians. The textile industry employed about 25000 workforces and contributed to 27% of total manufacturing employment in 1997 (Quartey, 2006). However, in recent times the industry is faced with severe difficulties which have led to the closure of many of these facilities, leading to the widespread unemployment of the workforce employed in that sector. A few instances are the Ghana Textile Print (GTP), which had an exceptional manufacturing volume of 30.7 million yards. Their weaving and spinning departments were also shut down, laying off most of their workforce.

Currently, textiles in Ghana are no longer competitive anywhere in these markets. Quartey & Abor (2011) infer that the inability of the Ghanaian textile industry to take advantage of duty-free exports to the U.S., encouraged by the U.S. African Growth Opportunity Act (AGOA) is worrying. Asare (2012) infers that the Ghanaian economy has a problem with competitiveness, thus the need for textile industries to regain their competitiveness in Africa and the world. Consequently, an understanding of the reasons for the industry's poor performance in the region is essential. To

accelerate growth, the textiles sector in Ghana must be developed enough to meet consumer requirements and to capture the market both locally and internationally through an effective market mix. This study therefore looks how social media marketing is affecting the indigenous textile industry of Ghana. A look into what social media is about is seen in the succeeding section.

2.5 The Network of Social Media

2.5.1 Definition of Social Media (What is Social Media and What is it not)

Managers and scholarly researchers appear to be unsure to be unsure of exactly what social media is and what should be covered under this term (Kaplan and Haenlein, 2010). Wolf, Sims, and Yang (2018) tried to breakdown the definition of social media by first explaining what media is and what social stands for. To them, media is the creation of material using internet-based technology, whereas Web 2.0 and user-generated content are used to define the social component. Social media has been defined in various ways. While some defines it as a platform to create profiles while making and traversing relationships (Boyd & Ellison, 2008), others defined it by the collection of features or structural components (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). It has become the dominant spectrum used in communication. For instance, in the United States 80 percent of total internet users are reached by blogs and social media sites (Imene, 2017).

Social media is a platform where things are packaged to the world. Beer (2008) in his definition of social media regarded it as an internet service that enables users to create a public or semi-public profile within a bound system, articulate a list of other users with whom they have a connection, and read and navigate both their list of links as well as those created by others. According to Veil, Buehner, and Palenchar (2011), social media is fundamentally human communication because it fosters participation, openness, discourse, community, and connection. In moments of crisis, it is utilized to distribute and re-distribute information to millions of people. This explains how

powerful social media can be and its usefulness in times difficulties. Kane et al. (2014) emphasized that anyone using social media platforms ought to have access to and be able to produce digital material. Kasturi and Vardhan (2014) identified the characteristics of social media as free web space; unique web address, possibility of building profiles; virtual connections with friends and relatives.

The characteristics also include real time content upload facility, feedback, and time stamp. Hu et al., (2017) noted that social media create awareness for others to have the opportunity to interact with them, especially via providing multicultural exposure and educational possibilities. The platforms also enhance digital literacy (de-Marcos, Garcia-Lopez, & Garcia-Cabot, 2016) and integration of formal and informal learning (Greenhow & Lewin, 2016). Social media now permeates all aspects of society. According to Venkatraman (2017), many people find it difficult to picture a day without using social media. It should be noted that with more individuals using social media due to the introduction of Web 2.0 capabilities, there is a rise in cooperation, interoperability, and interaction across the globe (Campbell et al., 2014). The succeeding section looks at the era of social media and the types or examples being used across the globe.

2.5.2. The Era of social media and its Types

The necessary recounting of the early years of the Internet's creation in the 1960s, including the first message sent over the Arpanet in 1969, immortalized in Werner Herzog's documentary *Lo and Behold, Reveries of the Connected World*, normally comes first in social media history (Herzog, 2016). The history of social media may be traced back to the 1970s, yet it has changed with time (Venkatraman, 2017). The rise of social media may be as a result of the failure of traditional media to evolve to satisfy the ever-changing world. Traditional media like television, newspapers, radio, and magazines, according to Saravanakumar and Suganthalakshmi (2012), are

moving in the direction of static show technology. There are various social networking sites, each with its own unique design and set of functions. These include Facebook, Instagram, Twitter, SnapChat, LinkedIn, Youtube, Tiktok, among others. Social media, particularly social networking sites as mentioned offer a virtual area for individuals to interact via the Internet, which may also be an essential agent of the socialization process (Vinerean et al., 2013). The foregoing has improved on the marketing abilities of businesses across the world. Hanna, Rohm, and Crittenden (2011) backed up this claim by stating that the unique characteristics of social media, as well as its enormous popularity, have transformed marketing tactics.

Nadaraja and Yazdanifard (2013) noted that Facebook had over 900 million active users in 2012, making it without a doubt the most popular social networking site utilized globally. Due to the nature of the platform, users must sign up by creating personal profiles and joining groups with a common interest, which enables them to connect (Facebook, 2012). Imene (2017) estimates that 49.9% of all adults (13 and older) log into Facebook at least once a month. Twitter is also a world-wide use platform which has 206 million daily active users. In Ghana, it has about 45% of internet users. Gleeson et al. (2012) explained that academic research has recently focused on the use of Twitter to promote communication, enlighten the public, and organize large crowds during times of social unrest. According to Howards et al. (2011), the usage of social media, such as Twitter, influenced political discourse and foreshadowed actual revolutionary events. Registered users of the free microblogging service Twitter can share brief posts called tweets (Imene, 2017). Twitter users can utilize a variety of platforms and gadgets to broadcast tweets and follow the tweets of other users. It is worth noting that 92 percent of twitter's revenue came from advertising.

Instagram is a social media website that allows users to post and share material from their mobile devices, including images and videos. Burbn was the application's initial name, and it attempted

to merge a number of features of well-known social networking platforms like Foursquare (Amaral, 2015). By installing the app on your smartphone, you can access Instagram. It allows for individuals, businesses to upload and share their products on the platform serving as a form of marketing. The foregoing is buttressed by Amaral (2015) who opined that Instagram is used by businesses not only to encourage users to upload images but also to build brand loyalty, drive traffic to websites, establish a visual identity for goods and services, index material using hashtags, run interactive campaigns with hashtags, and stimulate competition. Another social media platform is Snapchat which is a social media platform where users may communicate with friends by sending them "Snaps," or brief movies or photographs. Additionally, you can send "Chats," which are text messages. Teenagers and young adults love the social networking platform Snapchat, which debuted in 2012. It is used to post messages and photographs, but since they disappear there is no digital paper trail left behind.

WhatsApp is a mobile instant messaging programme. Along with other features, the programme enables us to communicate texts, photographs, videos, audios, audio recordings (voice memos), documents, locations, contacts, gifs, stickers, calls, and video calls with multiple participants at once. The platform allows people to post on their status while sharing their profile. Other social media platforms include Google plus, LinkedIn and YouTube just to mention but a few. Google's social networking initiative, Google Plus, for instance, aims to more precisely imitate how people interact in real life than existing social networking platforms. A social networking site specifically created for the business world is LinkedIn. The website's objective is to enable registered users to create and maintain professional networks of people they know and trust (Imene, 2017). Business owners promoted their goods and services on this website. Social media sites give users an avenue for social networking in an effort to interact with peers, gather information, be entertained, and

make decisions about what to buy (Kaplan & Haenlein, 2010). Social media networks have advanced amazingly quickly and are now well-established in contemporary human life (Venkatraman, 2017) such as marketing of products.

2.6 Marketing and the Development of Social Media Marketing

Given the requirements and advancements in and around it, marketing is a well-developed methodical discipline that constantly modifies its rules (Saravanakumar and Suganthalakshmi, 2012). The role of marketing in the development of business is intact and cannot be underestimated. Due to the contributions provided by satellite communication and highly developed scientific gadgets, the manner in which marketing was conducted is gradually and drastically changing (Saravanakumar and Suganthalakshmi, 2012). This is seen through the use of social media which according to (Venkatraman, 2017) can be called a strategy and an outlet for broadcasting. It develops becoming a useful forum for debate and a traditional marketing and communications objective, but businesses must make sure that the staff members are abiding by the social media norms and etiquette (Edosomwan et al., 2011). Without their knowledge, every modern man is affected by social media, which allows advertisers to manipulate and control our thinking (Sharma & Soundarabai, 2017).

In recent years, social media have increased in popularity, at a global level. To support this, Kaur (2016) argues that social media is a brand-new instrument for information management. With more people having access to smart mobile phones as compared to computer and its worth remembering that many service users are comfortable using social media tools. Subsequently, the ways that media are influencing global cultures were described by Christ and Potter in 1998. This is evident in the context of indigenous textiles and the shift in how these products are marketed on social media. Social media marketing is a new trend and a quickly expanding method that firms are using

to effortlessly connect with their target clients, claim Nadaraja and Yazdanifard (2013). It may also be defined as the use of social media platforms to advertise a business and its goods.

Pentina and Koh (2012) claim that social media marketing encourages consumer-to-consumer viral communication across online communities, brand and fan pages, and promotion-related content created by businesses/organizations on well-known networking sites like Twitter, Facebook, and many more. Also, it is described by Jara et al. (2014) as a new generation of marketing tool that uses social networks to encourage greater consumer attention and participation. To Kim and Ko (2012) as an empathy-driven communication for young consumers with efforts being directed at consumers in upper age brackets. Furthermore, it is viewed by Richter and Schafermeyer (2011) as a marketing tactic that uses social media platforms to encourage two-way engagement with customers. This type of marketing can be considered to be a subset of online marketing initiatives that finish off conventional Web-based promotion tactics, such email newsletters and online advertising campaigns (Barefoot & Szabo, 2010).

The use of social media for marketing of products and businesses has several advantages. The advantages borders on cost, social interaction, interactivity, targeted market and customer service (see: Nadaraja and Yazdanifard, 2013). Social media marketing provides unlimited information to customers without human intervention while allowing customers to create goods and services that correspond to their unique needs. One of the major advantages of social media marketing is its cost effectiveness as these social media sites are free to access and their financial barriers according to Weinberg (2009) are low compared to the traditional marketing platforms. Furthermore, Riegner (2007) noted that marketing via social media has increased and created new forms of social interaction as he explained that people spend a lot their time online. Social media platforms are the most frequented web pages due to their widespread use (Burmester, 2009). Finally, with the

use of social media, marketers may target audiences and customers based on site visitors' individual interests and what their friends enjoy (Nadaraja and Yazdanifard, 2013). This spreads the marketing reach of businesses to their customers and consumers thereby increasing the revenue reach.

With the increasing popularity of social media marketing, many firms are looking at how social media may help them promote their products and services to both new and existing clients, according to Watson et al. (2002). Facebook and Twitter are two examples of social media platforms that have changed how some firms view advertising. Some companies focus more on directing visitors to their social media accounts than to their own websites (Nadaraja and Yazdanifard, 2013). The role of social media in marketing cannot be underestimated. For instance, In the United States, 72.09 billion dollars were spent on digital advertisements in 2016. This sum is projected to rise to 113 billion dollars by 2020, up another 10 billion dollars in 2017 (Sharma & Soundarabai, 2017) with Facebook being the dominant platform used. It is therefore prudent to examine the effect of such platforms use for the marketing of indigenous textiles.

2.7 Summary of Literature and Emerging Issues

Ayesu et al. (2021) explain that the origins of the names and interpretations of these traditional artifacts, such as kente and tie-dye, are found in historical occurrences, proverbial sayings, individual accomplishments, the actions of some living things, philosophical expressions, ideals, and standards. Since social media as an idea is so new, it has not yet been part of the lexicon of organizations' and companies' codes of ethics. Researchers from a variety of disciplines, including sociology, political science, communications, and education, have been drawn to the utility of social media (DeAndrea et al., 2012; Gruzdt et al., 2011). Furthermore, the local market (indigenous textiles) is under intense competition from finished imported textile prints (Quartey,

2006). Consumers have contended that, while locally made produced fabrics are generally of higher quality, the demand for imported items has grown due to their attractive colours, new designs, and softer and glossier finishes.

Marketing is an important element in the promotion of businesses such as that of indigenous textile industry. However, the industry is suffering from poor marketing strategies while some within the industry are engaging in the use of social media for marketing purposes. Subsequently, studies have failed to adequately evaluate the effect of social media marketing on indigenous textile products. This study therefore seeks to address the gap identified in literature. It is therefore prudent to examine how marketing with social media affect these indigenous textiles. This study seeks to address the gap identified in literature while assessing how social media is impacting on the marketing of indigenous textiles.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The research questions and objectives of a study determine the choice of research design (Sanders et. al., 2007). In line with the positivist paradigm, the research strategy/ design that was employed in this study was quantitative. The selection of this strategy was based on its appropriateness for meeting the research aims and objectives. This strategy allowed the researcher to quantify the study variables (indigenous textiles and social media) and establish causal relationships social media has on indigenous textiles. It enabled the researcher to utilize numeric data and mathematical techniques to explain the effects of social media on indigenous textiles (Apuke, 2017; Williams, 2011). Other advantages of this strategy include its reliability, validity and generalizability. The survey strategy of enquiry under the quantitative design was useful for this study employing regression and correlation analysis. The survey research is a quantitative research approach that uses scientific sampling techniques with structured instruments (i.e questionnaire) to collect quantitative data and apply mathematical methods to measure attributes of a given population (Apuke, 2017). Given the aim of this research, quantitative survey research strategy is preferred to qualitative strategies. Specifically, the study employed causal-comparative research to assess the effects of social media marketing on indigenous textiles in Kumasi. This approach essentially established the cause-effect relationships between two variables. In this study, the two variables are social media (independent variable) and indigenous textiles businesses (dependent variable). The causal-comparative research design measures the extent to which independent variables can impact or affect a dependent variable which is the case of this study. Using the

quantitative research design aided enriching the content of the study and getting a better understanding of the phenomenon.

3.2 Study Population and Sampling Techniques

The target population of this study is indigenous textiles businesses in Ghana specifically Kumasi. The study used indigenous textiles businesses in Kumasi as the sampling frame. It is prudent to note that indigenous textiles such as Kente and tie and dye businesses are commonly domiciled Kumasi. Due to the fact that many of these indigenous textile's businesses in Kumasi are small and unregistered, statistics on them are scarce. Given these limitations, the researcher proposed a sample size of 60 indigenous textiles businesses in Kumasi. This was statistically large enough to represent the target population. In identifying respondents for the questionnaire administration. Aside from the fact that this technique is effective for collecting samples from a vast and unknown population, according to Bhandari and Hallowell (2021), it is also useful when the sample frame is unclear, as it is in this study. At the various sampling states, he added, probability or non-probability sampling techniques can be applied. In this study, at the first stage, a non-probability purposive sampling technique would be used to identify indigenous textiles businesses that are easy to reach and willing to participate in the study (Kabir, 2016). Following that, the researcher enquired about other available businesses from respondents that deal in the indigenous textiles under study to be interviewed in Kumasi.

3.3 Data Collection

3.3.1 Data Requirements

According to Bernard (2002), data collection is critical in understanding the context in which the study is conducted in every research. To answer the research questions, this study will need both secondary and primary quantitative data on the effects of social media marketing on indigenous

textiles in Kumasi. Kabir (2016) defines primary data as data that is obtained for the first time by the researcher. Thus, primary quantitative data are data acquired directly from respondents in the form of figures and statements. The primary data for this study were collected using questionnaires from indigenous textiles businesses. Secondary data were sourced from publications that are geared toward answering the research questions. These publications included articles and books related to the study and reports from indigenous textiles businesses. Cobbinah and Darkwah (2017) indicate that the acquisition of primary data improves the understanding of secondary data gathered via existing literature. Primary data is gathered in raw form utilizing research instruments, as opposed to secondary data, which is obtained from already existing information sources as identified.

3.3.2 Tool and Instrumentation

A questionnaire as previously stated, was utilized to obtain the required data. According to the research, the best tool for collecting data in a quantitative study like this is a questionnaire. A questionnaire, according to Kabir (2016), is a research instrument that consists of a set of questions that are used to collect data from respondents. Open-ended and closed-ended questions are the two types of questions on a questionnaire, according to him. The closed ended form of questions would be employed in this study. However, a small number of open-ended questions would be included to capture choices that aren't theoretically possible. Each item in the questionnaire was discussed with the research supervisor to ensure their effectiveness in answering the research questions.

3.3.3 Data Collection Process

A two-staged procedure was used to administer the questionnaires. First, a pilot survey was conducted, with approximately 10 questionnaires being distributed to indigenous textiles businesses. This helped catch and incorporate important questions and options that were left out,

as well as assure the data gathering tool's validity and trustworthiness. Questionnaires would be distributed to sampled businesses (respondents) in the second phase. To save time and money, these indigenous textiles businesses were questioned would be identified and located before the actual data collection period. The researcher then recorded the answers directly into the survey forms using the Kobocollect data collection software.

Table 3.1: Analytical View of Data Collection

Research Objective	Source of Data	Data Required	Data Collection Instruments
To assess the role of indigenous textiles in the development of Kumasi	Respondents/Key Informants	Knowledge of respondents on indigenous textiles role in development	Questionnaires
To identify social media marketing platforms used by indigenous textiles businesses.	Respondents (Kente and Tie and Dye Business Owners)	Social media platforms used by respondents for marketing products (kente and tie and dye)	Questionnaires
To examine the effects of social media marketing on indigenous textiles in Kumasi.	Respondents (Kente and Tie & Dye Business Owners)	Effects of social media by respondents	Questionnaires

Source: Researcher's Construct, 2023

3.4 Data Analysis

Data analysis, which may include the sequential application of multiple approaches, is the process of drawing inferences and generating knowledge from raw data (Wahyuni, 2012). The researcher exported the administered questionnaires into SPSS for cleaning and analysis at the end of the survey period. The quantitative data collected for the research were meticulously sorted, edited, and coded before data entry using Statistical Package for Social Sciences (SPSS) version 20.0. The questionnaires were carefully examined, and those that were incomplete or had too many missing values would be eliminated from the study. The data were analysed using descriptive statistics, correlation analysis, and multiple regression analysis, and the results would be displayed as frequency tables and charts. The relationship between variables were determined, as well as the degree of significance of variables. Also, to be employed are paired-sample T-tests, frequencies, and percentages.

3.5 Ethical Considerations

The researcher was advised by the General Research Ethics Board of the Kwame Nkrumah University of Science and Technology in Kumasi before data collection. First, the researcher submitted a proposal and meet with the appointed supervisor to discuss the research's progress. After that, the researcher sought ethical approval from the University's ethics committee before beginning data collecting. The data collecting assured voluntary involvement - the businesses would not be forced to take part in the study. Introductory letters acquired from the Department would be sent to selected indigenous textiles businesses to inform them about the research. This sought their consent or approval to participate in the study. Only businesses who agreed to participate in the study were considered in the sample.

The researcher at the business level ensured that selected businesses (respondents) are well aware of the purpose of the study and informed them of their liberty to participate or not to participate. Also, businesses (respondents) were free to opt-out of the survey at any point in time or refuse to answer questions they are not comfortable with. No question was made compulsory. Furthermore, no personally identifying information such as a respondent's name, image, or date of birth was collected to protect their privacy. The data gathered were carefully analysed and reported in accordance with the research design. The primary data were not modified but were provided exactly as it was gathered. The study's secondary data were correctly cited.

3.6 Reliability and Validity

Reliability a term synonymous to consistency in the research process refers to the extent to which research results can be repeated after the same methods are employed. The reliability of the study was enhanced as the research approach, sampling techniques, data sources and collection as well as the way of undertaking analysis was all identified in the study. Cooper and Schindler (2006) referred validity as an ability of a research instrument to measure exactly what it is was purposed to measure. Validity comes in both internal and external while Awino (2011) identified the types of validity as face, content and construct. In this study, validity was ensured through the collection of primary data as well as the use of secondary data from the required sources.

Furthermore, each item in the questionnaire and interview guide was discussed with the research supervisor to ensure their effectiveness in answering the research questions. Internal validity was ensured in this study by reducing manipulation of data gathered through direct transcriptions of interviews. External validity of any study borders on the generalizability of the study findings. According to McDermont (2011), external validity relates to the extent to which a study conclusion can be generalized and applied across different settings. The research approach used in this study

which focused on detailing out the phenomenon under study may allow for the generalization of the study findings as the study focused specifically on the issue of effect of social media marketing on businesses especially those in the kente and tie and dye industry. The adoption of these reliability and validity procedures promotes the credibility of the study.

3.7 Summary of the Chapter

The chapter presented the research methodology employed in the study to achieve its objectives while describing the study area. It is realized that the study area fits the narrative of what urban areas are and that exhibits the phenomenon under study. The study adopted the pragmatism paradigm that influenced the use of quantitative research design and data collection. Both primary and secondary data sources were used in the study which used the case study approach to arrive at the objectives of the study. Questionnaires and interview guides were used in collecting the primary data from respondents. In-depth interviews were recorded and later transcribed. These respondents were selected using the purposive and snowball sampling technique. The respondents include owners of indigenous textiles (kente and tie and dye) businesses. It is also realised that; the reliability and validity of every research work are very important. Ethical considerations of the study are captured in the chapter and that is very important.

CHAPTER FOUR

ANALYSIS AND DISCUSSION OF RESULTS

4.1 Introduction

This chapter focuses on the presentation of the survey results obtained from the analysis that was carried out. The chapter is divided into five sections starting with information on respondents' demographic data, followed by a descriptive statistic, and finally a presentation of data on the objectives of the study in a chronological order.

4.2 Demographic Data of Respondents

Table 4.1 Demographic Data of Respondents

Valid	Frequency	Percentage (%)
Gender		
Female	44	73.3
Male	16	26.7
Age		
25 - 34	19	31.7
35 - 49	27	45.0
50 and above	14	23.3
Educational Background		
SSS/SHS/O Level/A Level	17	28.3
Diploma	4	6.7
JHS/JSS/Middle School	10	16.7
No Formal Education	6	10.0
Post-Graduate Degree (Masters/PhD)	4	6.7
Primary	9	15.0
University Degree	10	16.7
Years engaged in Business		
less than a year	2	3.3
1 - 5 years	24	40.0
6 - 10 years	18	30.0
11 - 15 years	5	8.3
16 - 20 years	8	13.3
21+ years	3	5.0
Total	60	100.0

Computed survey data (2023)

Table 4.1 above provides information about the respondents' characteristics in the study. From Table 4.1 above it is seen that the majority of respondents, accounting for 73.3%, are female. This indicates that a significant portion of the surveyed population in this study is female. A smaller percentage, 26.7%, represents male respondents. This suggests that there is a gender imbalance in the survey, with more female participants.

A relatively larger age group among the respondents is in the 25 to 34 age range, with 31.7% of the total. This group represents a significant portion of the surveyed population. The 35 to 49 age group is the most substantial, constituting 45.0% of the respondents. This group represents the largest age category. Respondents aged 50 and above make up 23.3% of the total, indicating a smaller but still noteworthy segment of the surveyed population.

The largest percentage of respondents, 28.3%, have an educational background that includes SSS/SHS/O Level/A Level qualifications. 16.7% of respondents have completed a university degree, which is another substantial group in the survey. An equal percentage, 16.7%, have completed their education at the JHS/JSS/Middle School level. A relatively significant percentage of respondents 15.0% have also completed Primary. Table 4.1 also includes respondents with educational backgrounds ranging from no formal education 10.0% to post-graduate degrees 6.7%.

4.3 Descriptive Statistics

Table 4.2- Descriptive Statistics

Valid	Frequency	Percentage (%)	Proportions	Mean	S.D
Type of Indigenous Product					
Kente	32	53.3	0.533	0.333	0.145
Tie and Dye	12	20.0	0.2		
Both	16	26.7	0.267		
Region where Indigenous products are Produced					
Ashanti	35	58.3	0.583	1.42	.497
Northern	25	41.7	0.417		
Other Types of Textiles sold					
Hand-printed traditional textiles (Adinkra)	7	11.7	0.117	3.35	.971
Machine-printed fabrics (Wax prints/fancy prints)	18	30.0	0.3		
Wax resist local fabrics	35	58.3	0.583		
Challenges Faced in the Indigenous Textile Industry					
Piracy and smuggling	11	18.3	0.183	3.37	1.813
High cost of inputs	14	23.3	0.233		
Lack of access to finance for operators	10	16.7	0.167		
Unfavorable government policies	19	31.7	0.317	0.067	0.033
Low patronage	4	6.7	0.067		
Poor marketing avenues	2	3.3	0.033		
Total	60	100.0			

Computed survey data (2023)

Table 4.2 above presents descriptive data related to the types of indigenous products, the regions where these products are produced, and other types of textiles sold. It also shows challenges faced by businesses/brands in the indigenous textile industry. The mean proportion of approximately 0.333 indicates that, on average, about one-third of the respondents are involved with Kente, making it the dominant product in the indigenous textile industry among the surveyed population.

This suggests that Kente holds a prominent and widely recognized position within the industry. Its cultural significance, craftsmanship, and market demand likely contribute to its prevalence. The presence of respondents involved in both Kente and Tie and Dye (with a proportion of 0.267) highlights the diversity of engagement within the indigenous textile industry. This diversity suggests that some individuals are drawn to multiple segments of the industry, possibly due to different skill sets, market opportunities, or personal preferences. The relatively low standard deviation of approximately 0.145 indicates that the proportions of respondents involved in Kente, Tie and Dye, and both categories are closely clustered around the mean. It implies that there is no extreme skew towards any particular category, indicating a degree of equilibrium in the industry's segments.

With respect to the region where indigenous products are produced, the mean value of 1.42 represents the average distribution of indigenous product production between both the Ashanti and Northern regions. The standard deviation of 0.497 indicates the degree of variability or spread in production levels around the mean value for both regions. In this context, the mean value of 1.42 suggests that, on average, there is a moderate presence of indigenous product production in both the Ashanti and Northern regions. The standard deviation of 0.497 implies that there is some variability in production levels between these regions, with production values varying to some extent from the mean value.

In terms of other types of textiles sold, it is seen that a relatively small percentage of respondents are involved in the sale or production of hand-printed traditional textiles, such as Adinkra cloth, which often features symbolic patterns as seen in Table 4.2 above. A significant portion of respondents are associated with machine-printed fabrics like Wax prints and fancy prints. These textiles are known for their colorful and intricate designs. The majority of respondents are involved

in or have experience with wax resist local fabrics. This category likely includes various types of indigenous textiles with wax-resist dyeing techniques, which are prevalent in Ghana. The mean value of 3.35 supports the aforementioned. It implies that, on average, all three types of textiles are sold with a moderate level of distribution among respondents. The standard deviation of 0.971 further suggests that indeed there is variability in the types of textiles sold, with some respondents possibly focusing more on certain types or others diversifying their product offerings.

Table 4.2 above further reveals the various challenges that are faced by businesses in the indigenous textile industry in Ghana. Piracy and smuggling is cited by a moderately high number of respondents indicating that piracy (unauthorized copying) and smuggling (illegal transportation) of indigenous textile products are significant concerns in the industry. A relatively higher number of respondents identified the high cost of inputs as a challenge. This suggests that obtaining the necessary materials and resources for producing indigenous textiles can be expensive, potentially impacting the overall cost structure and competitiveness of products in the market. Lack of Access to Finance for operators was mentioned by a relatively significant number of respondents, which points to the difficulty that operators in the indigenous textile industry face when trying to secure financial resources. The highest percentage of respondents identified unfavorable government policies as a significant challenge. This suggests that regulatory and policy issues related to the indigenous textile industry are a major concern. A relatively smaller percentage of respondents mentioned low patronage as a challenge, which implies that there might be a limited customer base or reduced demand for indigenous textile products, which can impact the sustainability and profitability of businesses in this industry. Poor marketing avenues was the least mentioned challenge which was represented by the lowest percentage of respondents.

4.4 Contribution of Indigenous Products to Socio-Economic Development

Table 4.3 Contribution of Indigenous Products to Socio-Economic Development
Reliability Test of Scale

Overall Cronbach Value = .978		
Variables		Alpha Value if Item Deleted
Kente and Tie and Dye businesses in Kumasi actively hire and employ local residents	PEO1	.976
These businesses offer a variety of job positions that cater to the diverse skills of the local workforce	PEO2	.979
The employment opportunities created by these businesses extend to a diverse range of age groups within the local population	PEO3	.976
The income earned by locals engaged in Kente and Tie and Dye businesses is noticeably higher compared to other available opportunities	IINC1	.977
Participation in these businesses has improved the economic well-being of local families in Kumasi	IINC2	.977
Locals involved in these businesses report a substantial increase in their annual earnings	IINC3	.976
The Kente and Tie and Dye industry fosters entrepreneurship and the establishment of small businesses in Kumasi	ENTASB1	.976
Local entrepreneurs who started in Kente and Tie and Dye have created jobs for others, positively impacting employment rates in Kumasi	ENTASB2	.977
These entrepreneurs actively engage in community development initiatives or support local causes, strengthening the social fabric of Kumasi	ENTASB3	.977
The Kente and Tie and Dye industries provide comprehensive training programs that effectively teach weaving and dyeing skills to local individuals	SKD1	.977
The skills acquired from working in Kente and Tie and Dye industries are highly valued and sought after in the local job market	SKD2	.976
Working in these industries offers local individuals opportunities to specialize in advanced weaving and dyeing techniques	SKD3	.976
Kente and Tie and Dye businesses have played a vital role in reducing the overall income inequality and poverty in Kumasi	EG	.977
Computed survey data (2023)		

Information apparent in Table 4.3 above suggests that the questionnaire used to collect data on Kente and Tie and Dye businesses in Kumasi and their impact on socio-economic factors is highly reliable, as indicated by the very high overall Cronbach's Alpha value of .978. Additionally, the individual questions or items in the survey exhibit strong internal consistency, with Alpha values

above .976, reinforcing the reliability of the survey instrument. This high level of reliability suggests that the survey is likely to produce consistent and trustworthy results when assessing the stated variables related to these businesses in Kumasi.

Table 4.4 Contribution of Indigenous Products to Socio-Economic Development

Valid	Frequency	Percentage (%)
Do these Indigenous Products promote Socio-Economic Growth and Development?		
Yes	49	81.7
No	11	18.3
Total	60	100.0

Computed survey data (2023)

The majority of respondents believe that Indigenous Products promote socio-economic growth and development. This indicates a strong consensus among the surveyed population that these products have a positive impact on socio-economic factors. A smaller percentage expressed the opinion that Indigenous Products do not promote socio-economic growth and development.

4.4.1 Correlational Results on the impact of Indigenous Products on Economic Growth and Development

To examine the relationship between the independent variables (namely, PEO1, PEO2, PEO3, IINC1, IINC2, IINC3, ENTASB1, ENTASB2, ENTASB3, SKD1, SKD2, SKD3) and the dependent variable (EG), Pearson's correlation coefficient (hereafter referred to as "r") was employed. In addition, scatter plots were generated for each of the independent variables to provide a graphical representation of their respective associations with the dependent variable. These visual representations facilitate a more comprehensive understanding of the relationships between the variables in question.

4.4.2 Correlational Results on the Effect of Employment Opportunities Variables on Economic Growth

Table 4.5 Correlational Results on the Effect of Employment Opportunities Variables on Economic Growth

		Correlations			
		PEO1	PEO2	PEO3	EG
PEO1	Pearson Correlation	1	.632**	.794**	.815**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
PEO2	Pearson Correlation	.632**	1	.724**	.709**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
PEO3	Pearson Correlation	.794**	.724**	1	.764**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
EG	Pearson Correlation	.815**	.709**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).
Computed survey data (2023)

PEO1 has a Pearson correlation coefficient of .815** with EG, which indicates a strong positive relationship. The p-value associated with this correlation is .000, suggesting a highly significant association. This implies that when Kente and Tie and Dye businesses actively hire and employ local residents, they contribute significantly to reducing income inequality and poverty in Kumasi. The strong positive correlation suggests that a substantial portion of the positive impact can be attributed to the businesses' engagement with the local workforce. This might involve providing stable employment opportunities, which in turn can lead to increased income levels among local residents.

PEO2 also shows a strong positive correlation with EG, with a Pearson correlation coefficient of .709**. The associated p-value is highly significant at .000. This indicates that when these

businesses diversify their job offerings to match the skills of the local workforce, they significantly contribute to reducing income inequality and poverty in Kumasi. This correlation suggests that businesses that are adaptable and responsive to the diverse skills within the community can create more inclusive employment opportunities, potentially leading to income redistribution and poverty alleviation.

PEO3 has a strong positive correlation with EG, with a Pearson correlation coefficient of .764**. The p-value associated with this correlation is also highly significant at .000. This suggests that when Kente and Tie and Dye businesses extend employment opportunities to a wide age range within the local population, they strongly contribute to reducing income inequality and poverty in Kumasi. The positive correlation indicates that inclusivity in terms of age groups is associated with a positive impact on income distribution and poverty reduction. This may indicate that these businesses are not biased towards any particular age group when providing employment opportunities.

Figure 1



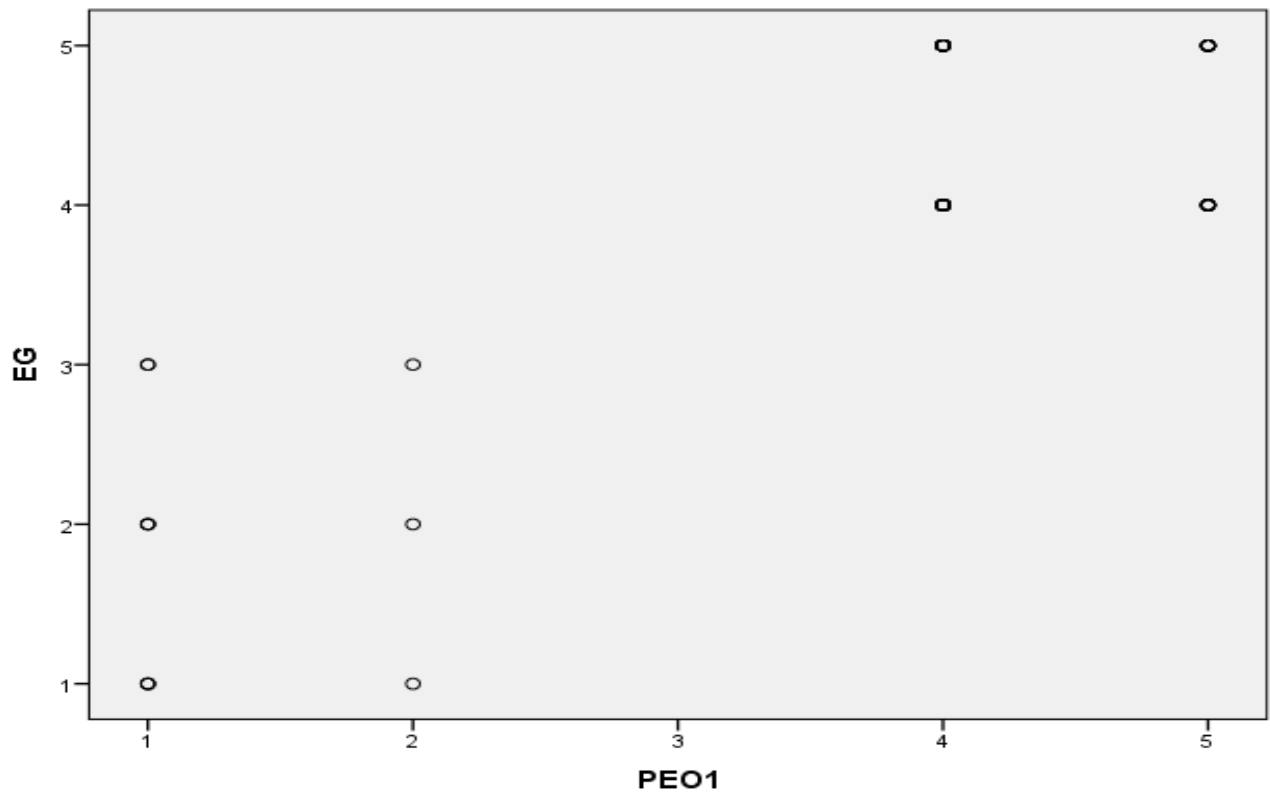


Figure 2

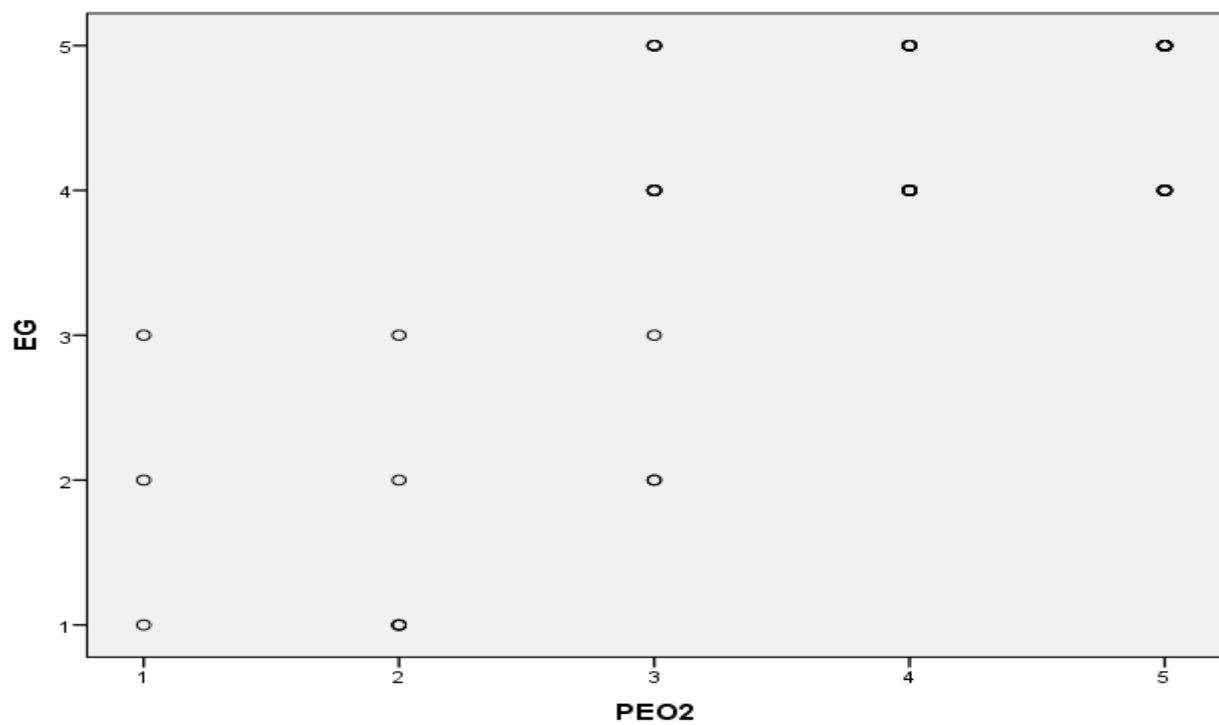
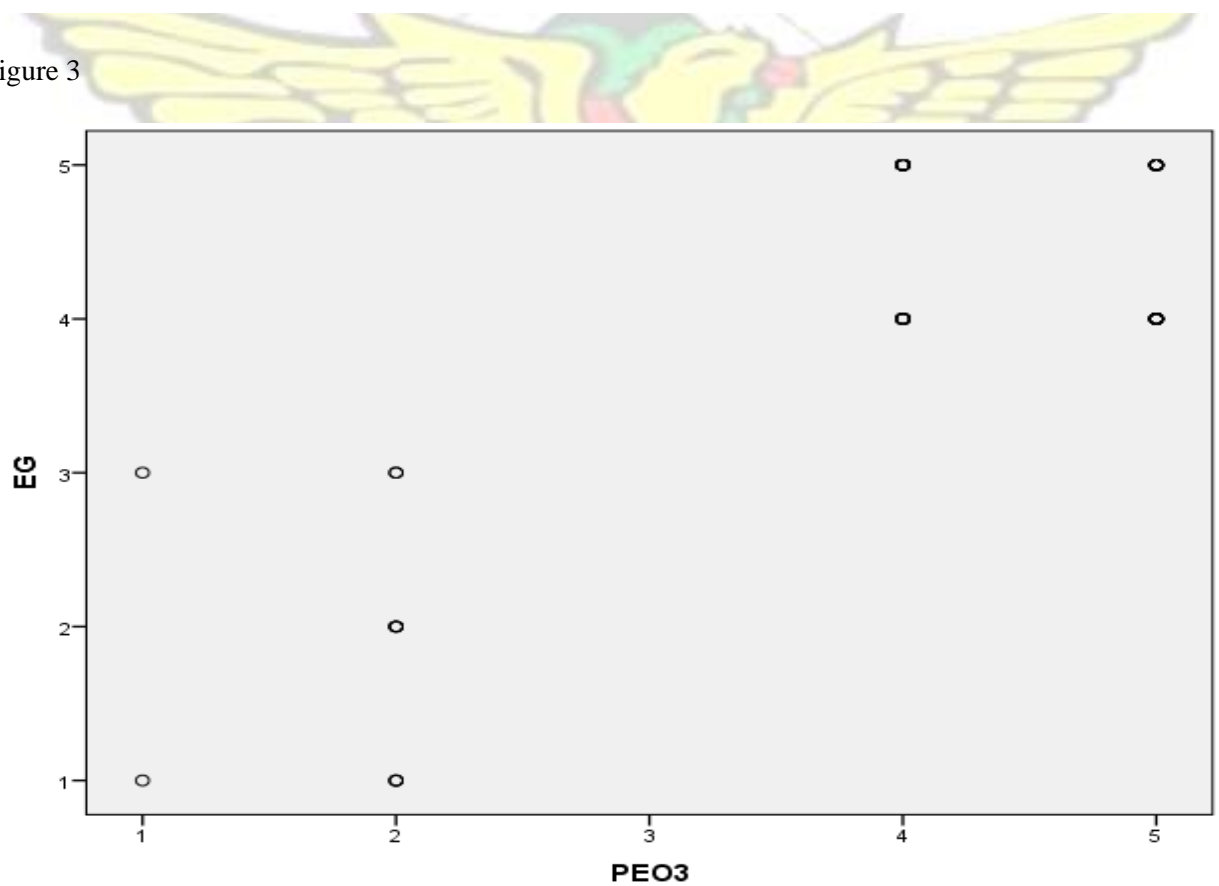


Figure 3



4.4.3 Correlational Results on the Effect of Increase Income Variables on Economic Growth

Table 4.6 Correlational Results on the Effect of Increase Income Variables on Economic Growth

		Correlations			
		IINC1	IINC2	IINC3	EG
IINC1	Pearson Correlation	1	.660**	.775**	.777**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
IINC2	Pearson Correlation	.660**	1	.761**	.688**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
IINC3	Pearson Correlation	.775**	.761**	1	.850**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
EG	Pearson Correlation	.777**	.688**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).
Computed survey data (2023)

IINC1 exhibits a strong and highly significant positive correlation with EG, as indicated by a Pearson correlation coefficient of .777** and a p-value of .000. This suggests that individuals engaged in Kente and Tie and Dye businesses earn noticeably higher incomes compared to other available opportunities in Kumasi. The strong positive correlation implies that a substantial portion of the overall impact (EG) on income inequality and poverty reduction can be attributed to the higher income earned by locals in these businesses.

IINC2 also shows a strong and highly significant positive correlation with EG, with a Pearson correlation coefficient of .688** and a p-value of .000. This indicates that participating in Kente and Tie and Dye businesses has improved the economic well-being of local families in Kumasi. The positive correlation suggests that the economic well-being of families is closely associated with the overall impact (EG) of these businesses in reducing income inequality and poverty.

IINC3 demonstrates a very strong and highly significant positive correlation with EG, with a Pearson correlation coefficient of .850** and a p-value of .000. This implies that locals involved

in Kente and Tie and Dye businesses report a substantial increase in their annual earnings, contributing significantly to the overall impact. The very strong positive correlation indicates that the increase in annual earnings of individuals engaged in these businesses is a major driver of the businesses' role in reducing income inequality and poverty in Kumasi.

Figure 4

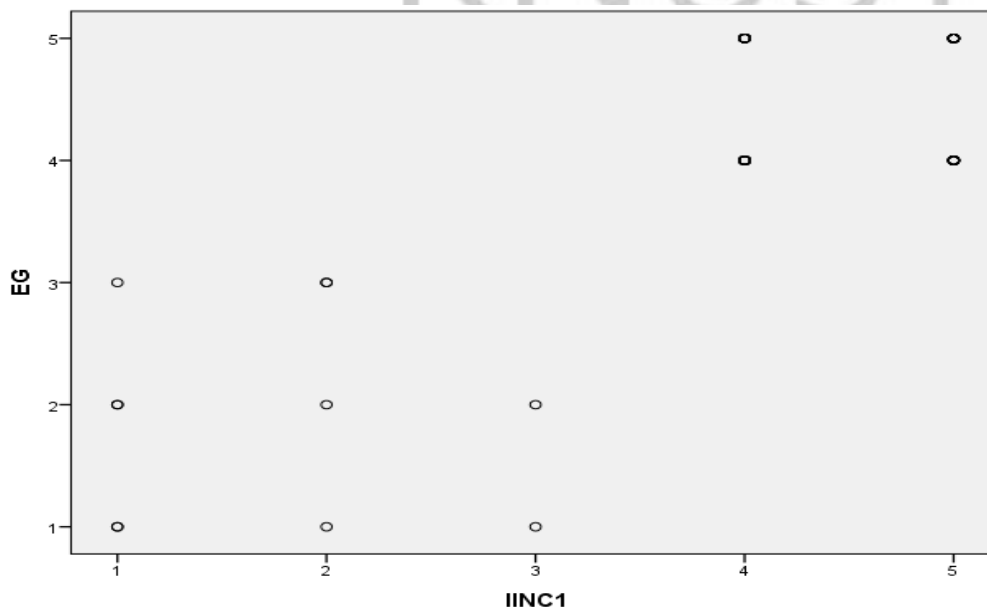


Figure 5

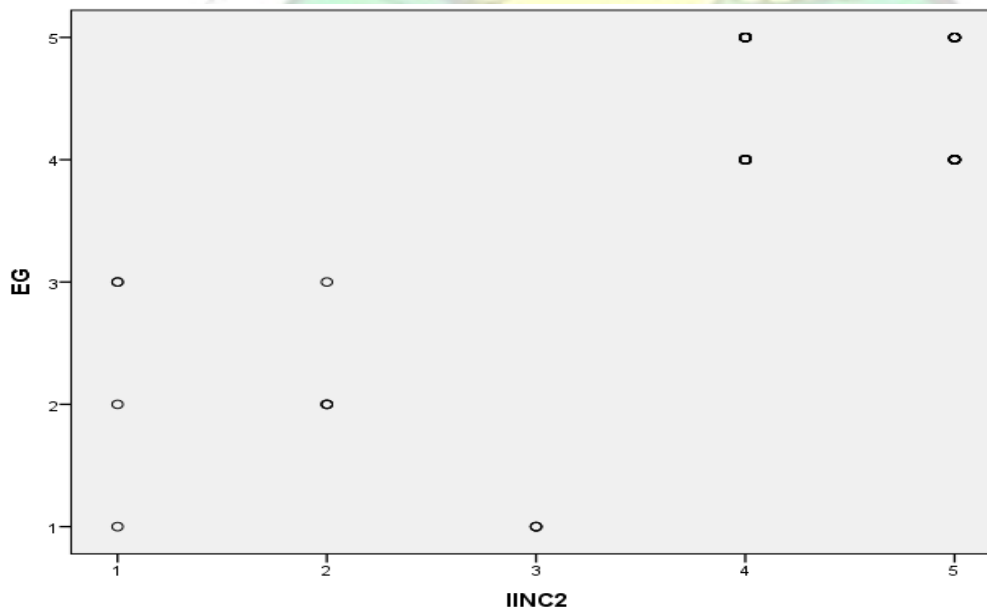
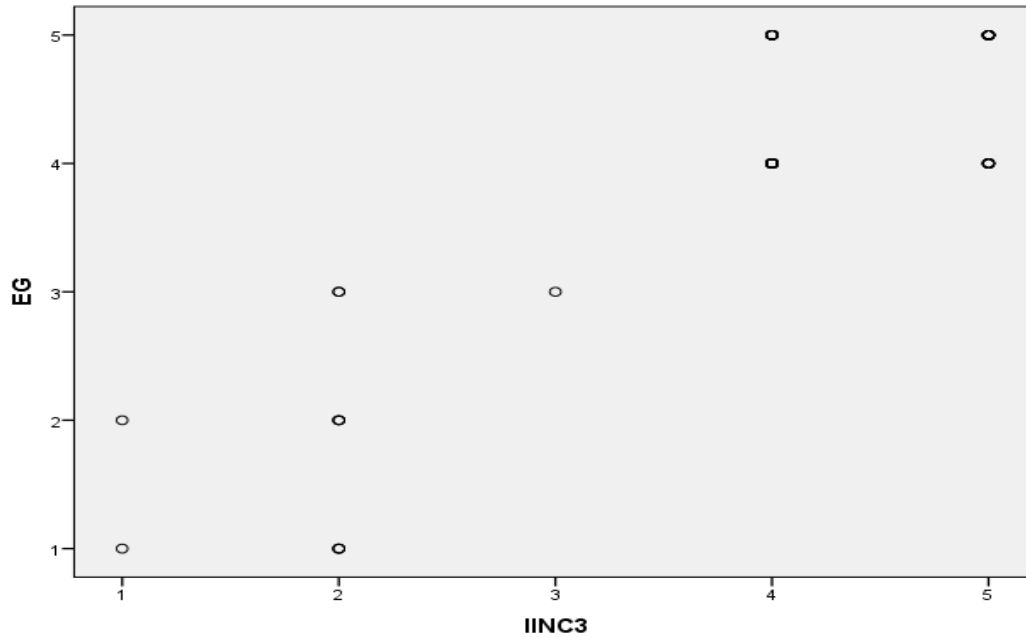


Figure 6



4.4.4 Correlational Results on the Effect of Entrepreneurship and Small Businesses Variables on Economic Growth

Table 4.7 Correlational Results on the Effect of Entrepreneurship and Small Businesses Variables on Economic Growth

		Correlations			
		ENTASB1	ENTASB2	ENTASB3	EG
ENTASB1	Pearson Correlation	1	.782**	.801**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
ENTASB2	Pearson Correlation	.782**	1	.723**	.761**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
ENTASB3	Pearson Correlation	.801**	.723**	1	.813**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
EG	Pearson Correlation	.860**	.761**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).
Computed survey data (2023)

ENTASB1 has a strong and highly significant positive correlation with the overall impact variable (EG), with a Pearson correlation coefficient of .860** and a p-value of .000. This indicates that the Kente and Tie and Dye industry in Kumasi, which fosters entrepreneurship and the establishment of small businesses, has a substantial positive effect on the overall impact of the industry on the community. The strong correlation and low p-value signify the significance of this relationship. Further, the strong positive correlation implies that when individuals in Kumasi are encouraged to start businesses in this industry, it has a substantial positive effect on the community's well-being and poverty reduction.

ENTASB2 also shows a strong and highly significant positive correlation with EG, with a Pearson correlation coefficient of .761** and a p-value of .000. This suggests that local entrepreneurs who started in Kente and Tie and Dye have created jobs for others, significantly impacting employment rates in Kumasi. The strong correlation indicates that the job creation by these local entrepreneurs is a key driver of the industry's overall positive impact on the community's socioeconomic conditions.

ENTASB3 demonstrates a strong and highly significant positive correlation with EG, with a Pearson correlation coefficient of .813** and a p-value of .000. This implies that entrepreneurs in the Kente and Tie and Dye industry actively engage in community development initiatives or support local causes, which strengthens the social fabric of Kumasi. The strong correlation suggests that community development efforts and social engagement by these entrepreneurs are important components of the industry's contribution to reducing income inequality and poverty in Kumasi.

Figure 7

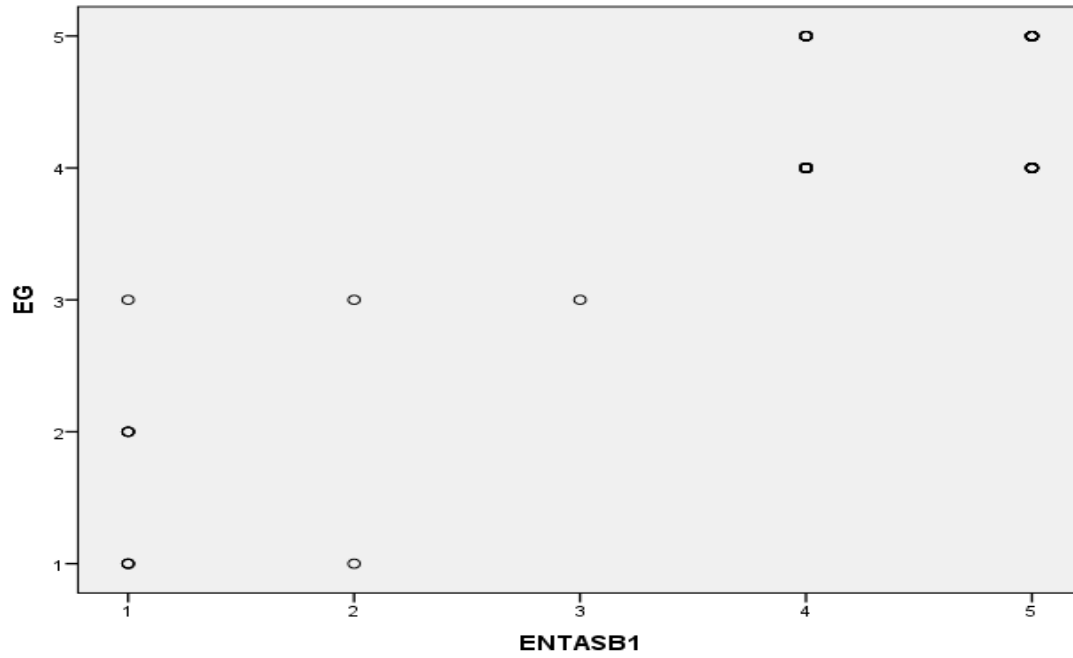


Figure 8

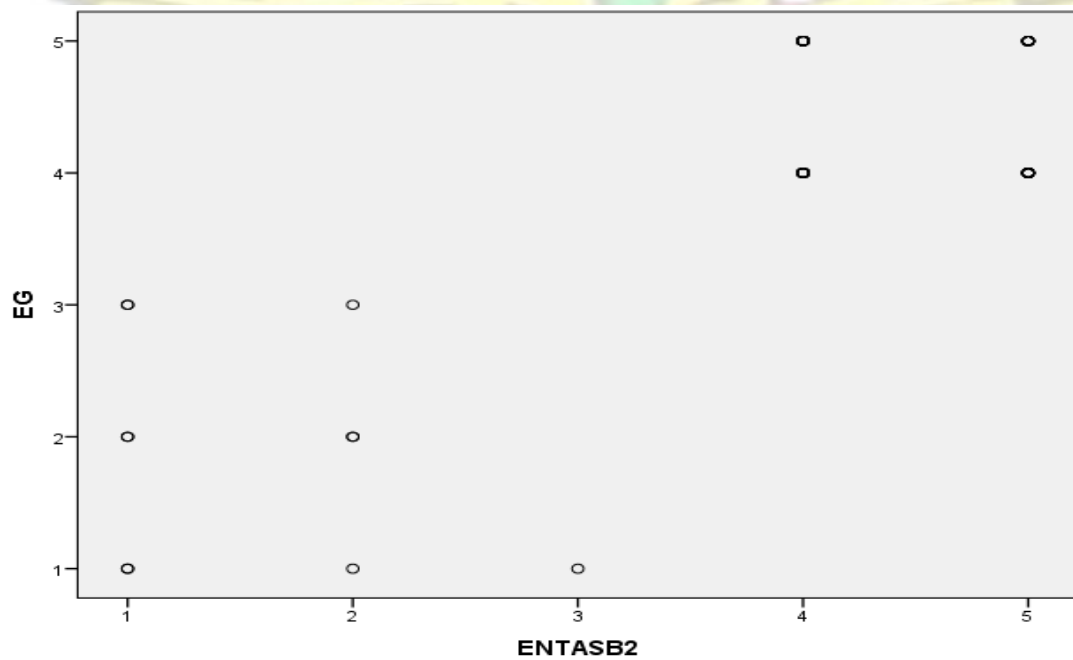
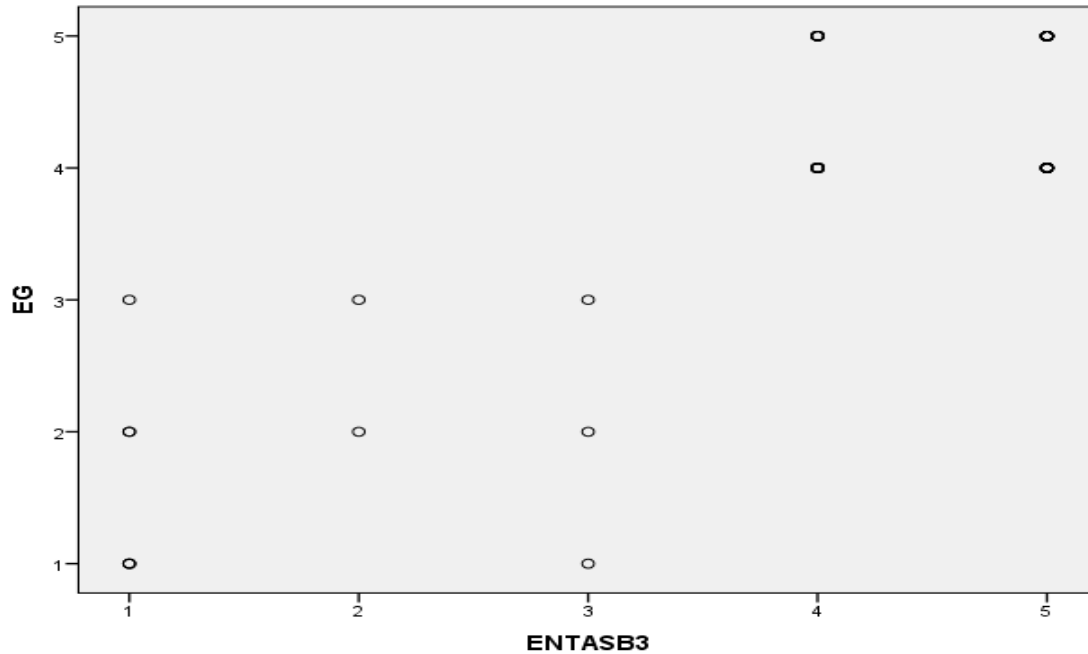


Figure 9



4.4.5 Correlational Results on the Effect of Skills Development Variables on Economic Growth

Table 4.8 Correlational Results on the Effect of Skills Development Variables on Economic Growth

		Correlations			
		SKD1	SKD2	SKD3	EG
SKD1	Pearson Correlation	1	.791**	.797**	.630**
	Sig. (2-tailed)		.000	.000	.000
	N	60	60	60	60
SKD2	Pearson Correlation	.791**	1	.837**	.811**
	Sig. (2-tailed)	.000		.000	.000
	N	60	60	60	60
SKD3	Pearson Correlation	.797**	.837**	1	.771**
	Sig. (2-tailed)	.000	.000		.000
	N	60	60	60	60
EG	Pearson Correlation	.630**	.811**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).
Computed survey data (2023)

SKD1 demonstrates a strong and highly significant positive correlation with the overall impact variable (EG), reflected in a Pearson correlation coefficient of .630** and a p-value of .000. The correlation suggests that the Kente and Tie and Dye industries provide comprehensive training programs that effectively teach weaving and dyeing skills to local individuals. These training programs are associated with a positive impact on income inequality and poverty reduction in Kumasi. In a broader context, this implies that industries offering skill development programs contribute to local empowerment and economic improvement.

SKD2 also shows a strong and highly significant positive correlation with EG, with a Pearson correlation coefficient of .811** and a p-value of .000. This implies that the skills acquired from working in Kente and Tie and Dye industries are highly valued and sought after in the local job market. This high demand for these skills is correlated with a positive impact on income inequality and poverty reduction, and underscores the importance of skills alignment with local job market demands in facilitating economic well-being.

SKD3 demonstrates a strong and highly significant positive correlation with EG, indicated by a Pearson correlation coefficient of .771** and a p-value of .000. This suggests that working in these industries offers local individuals opportunities to specialize in advanced weaving and dyeing techniques, which are correlated with a positive impact on income inequality and poverty reduction. In a broader context, this highlights the significance of skill advancement and specialization in contributing to higher incomes and poverty reduction.

Figure 10

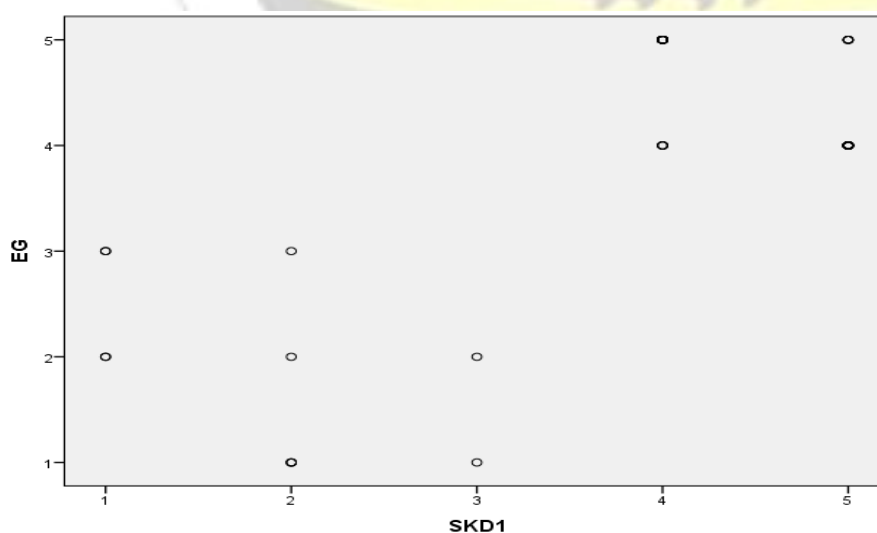


Figure 11

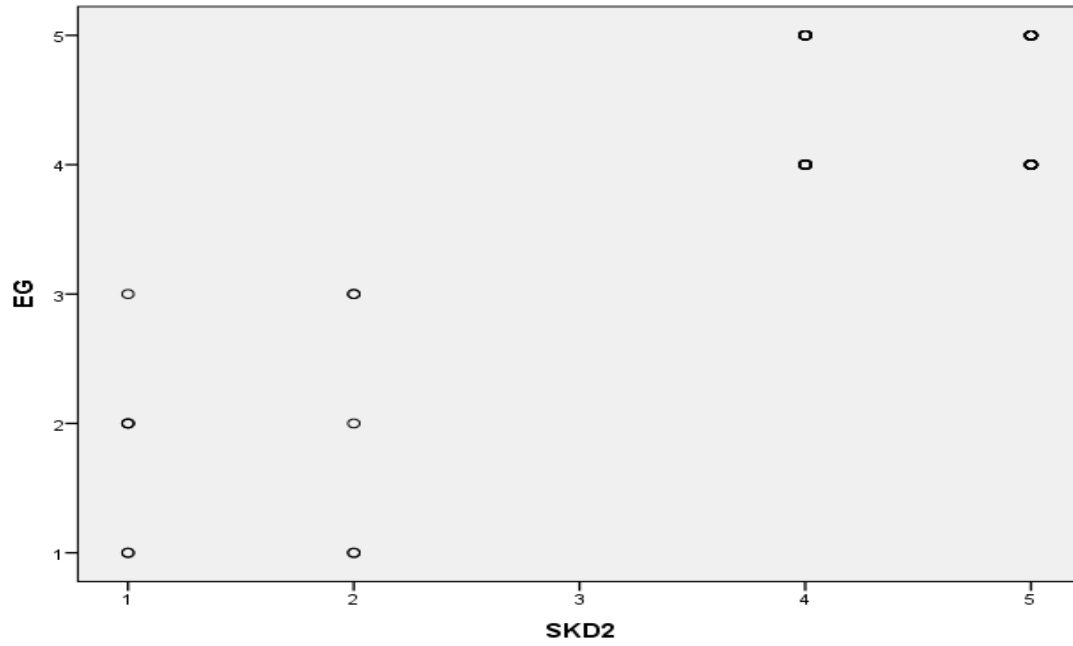
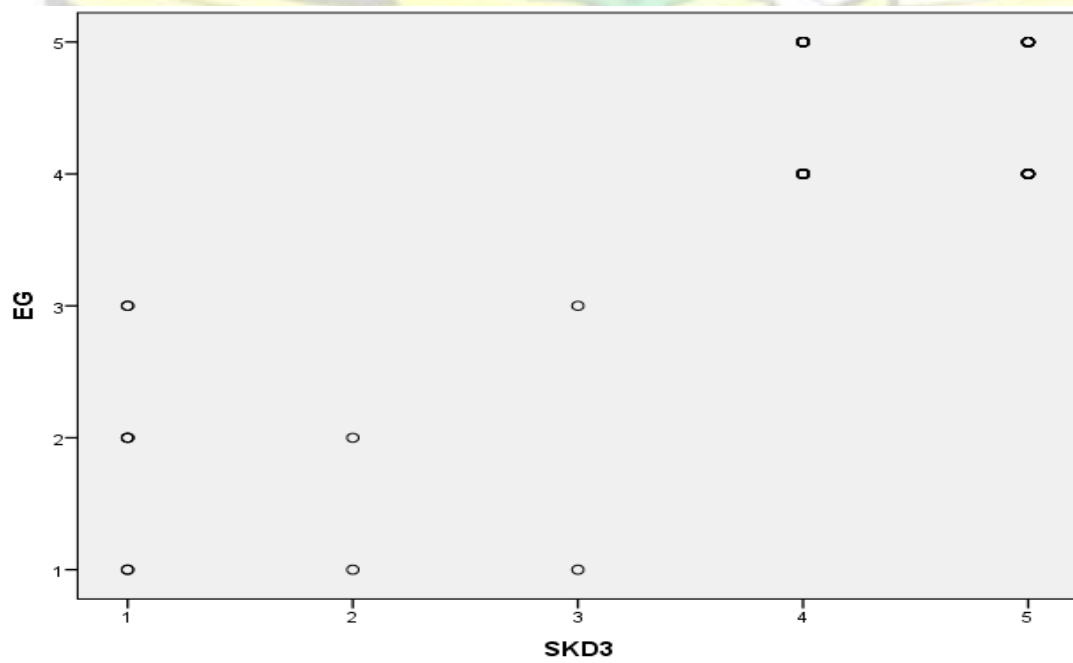


Figure 12



4.5 Utilization of Social Media Marketing Tools by Indigenous Product Enterprises

Table 4.9 Utilization of Social Media Marketing Tools by Indigenous Product Enterprises

Valid	Frequency	Percentage (%)
Understanding of the concept of Social media		
An online platform where we communicate and network with different people globally	12	20.0
A medium where audio, videos and photos are promoted for entertainment purposes via the internet	13	21.7
A medium to access information	13	21.7
An online platform to sell or market products/services and transact business	22	36.7
Platforms used to normally market Products		
Facebook	24	40.0
Instagram	23	38.3
WhatsApp	4	6.7
Radio	8	13.3
Billboard	1	1.7
Frequency of using medium to market Products		
Rarely	8	13.3
Occasionally	8	13.3
Always	44	73.3
Usefulness of Platforms in growth of Business		
Very useful	49	81.7
Somewhat useful	11	18.3
Reason for Choice of Platform		
Range of access to customers or consumers	17	28.3
Easy to use	4	6.7
Ease of communication	4	6.7
Cost effectiveness to Business	12	20.0
Increased consumer preference for internet usage	23	38.3
Total	60	100.0

Computed survey data (2023)

Table 4.9 presents data related to the understanding of the concept of social media, platforms used for marketing products, the frequency of using these platforms, the perceived usefulness of these platforms in business growth, and reasons for choosing specific platforms. First and foremost, respondents were asked about their understanding of the concept of social media. The majority of them see social media as an online platform to sell or market products/services and transact business. Other understandings include: An online platform where they communicate and network

with different people globally, a medium where audio, videos, and photos are promoted for entertainment purposes via the internet, a medium to access information. From Table 4.7 it is seen that the most commonly used platforms are Facebook and Instagram. WhatsApp, radio, and billboards are also used, but to a lesser extent.

Respondents indicated how often they use these platforms to market products. A majority reported using them always, while others use them either rarely or occasionally. Most respondents find these platforms very useful in the growth of their business, indicating a strong belief in the positive impact of social media marketing on business growth.

Respondents were asked about the reasons for choosing specific platforms for marketing. The reasons include: Range of access to customers or consumers, Increased consumer preference for internet usage, Cost-effectiveness to business, Ease of use, Ease of communication.

The data suggest that social media is primarily perceived as a platform for business and marketing purposes, with a strong belief in its usefulness for business growth. Facebook and Instagram are the preferred platforms for marketing products, likely due to their wide reach and popularity. The key reasons on the other hand for choosing specific platforms are access to customers, consumer preference for internet usage, and cost-effectiveness.

Table 4.10 Utilization of Social Media Marketing Tools by Indigenous Product Enterprises

Valid	Frequency	Percentage (%)
Ways Businesses market Products		
Social Media Marketing	51	85.0
Traditional marketing	9	15.0
Total	60	100.0
Reason for not using Social media for marketing Products		
Limited knowledge on use of social media	9	100.0
Consideration to use Social media to market Products in future		
Yes	9	100.0
Reason to use Platform to market Products		
To expand business reach	5	8.3
To increase revenue and income	4	6.7
Total	9	100.0

Computed survey data (2023)

Table 4.10 presents information about how businesses market their products, reasons for not using social media for product marketing, considerations to use social media for future marketing, and reasons for using social media platforms for product marketing. The majority of businesses employ social media marketing as a means to market their products, indicating that social media is a popular choice for promotional activities. A smaller percentage still use traditional marketing methods for product promotion, suggesting that some businesses continue to rely on more conventional advertising approaches.

Among the businesses surveyed who indicated that they only used traditional medium to market their products, all of them cited "Limited knowledge on the use of social media" as the primary reason for not using social media for marketing their products. This indicates that there may be a lack of familiarity or expertise in leveraging social media for promotional purposes among these businesses. All of these businesses expressed an interest in using social media to market their products in the future. This suggests a recognition of the potential benefits of social media marketing, even if they currently lack the knowledge or experience. Among the businesses

considering future social media marketing, reasons for wanting to use these platforms include "To expand business reach" and "To increase revenue and income". The results suggest that the primary barrier to using social media for marketing products is a lack of knowledge, suggesting that businesses may benefit from training or resources to enhance their digital marketing capabilities. Despite the current limitations, all businesses surveyed are open to using social media for marketing in the future, demonstrating a willingness to adapt and explore new marketing channels to achieve objectives such as expanding reach and increasing revenue.

4.6 Social Media Marketing Effect on Consumer Perceptions and Preferences of Indigenous Products

Table 4.11 Social Media Marketing Effect on Consumer Perceptions and Preferences of Indigenous Products

Reliability Test of Scale	
Overall Cronbach Value = .971	
Variables	Alpha Value if Item Deleted
The Kente and Tie and Dye products of brands frequently appear in my social media feed BV1	.966
I frequently encounter online advertisements or sponsored content of brands selling Kente and Tie and Dye products on social media BV2	.971
I see the presence of brands in the Kente and Tie and Dye business on multiple social media platforms BV3	.966
Brands in the Kente and Tie and Dye niche respond to my inquiries or comments on social media promptly BRR1	.968
The responses I receive from the brands on social media are helpful in addressing my questions or concerns BRR2	.968
The brands' responses on social media feel personalized and tailored to my specific needs BRR3	.967
The posts of brands in the Kente and Tie and Dye niche on social media often include captivating visuals or multimedia that catch my attention CE1	.967
I find the posts of brands in the Kente and Tie and Dye niche on social media to be informative and educational, providing value beyond just promotion CE2	.967
The content of brands in the Kente and Tie and Dye niche on social media elicits emotional responses (e.g., joy, inspiration, empathy) from me CE3	.968
I think of Kente and Tie and Dye products as authentic, trendy and fashionable products CPER1	.967

Computed survey data (2023)

Table 4.9 provides the results of the reliability test of the scale that measures various aspects related to the perception of Kente and Tie and Dye products and brands on social media. The overall Cronbach's Alpha value of 0.971 is exceptionally high. Cronbach's Alpha typically ranges from 0 to 1, with higher values indicating greater internal consistency. In this case, the high value suggests that the items in the scale are highly consistent with each other, indicating a strong level of reliability. For all items (BV1, BV2, BV3, BRR1, BRR2, BRR3, CE1, CE2, CE3, CPER1), the Alpha values remain very high, ranging from 0.966 to 0.971.

These high Alpha values indicate that each item contributes positively to the overall reliability of the scale. Removing any single item from the scale would not significantly improve its reliability, as indicated by the very minimal changes in Alpha.

4.5.1 Regression Results on the effect of Social Media Marketing on Consumer Perceptions of Indigenous Products

4.6.2 Multicollinearity Test and Regression Results

Table 4.12 Multicollinearity Test and Regression Results

Model		Coefficients				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	.227	.313		.726	.471	
	BV1	.248	.159	.268	1.562	.125	.134
	BV2	.041	.111	.041	.371	.712	.320
	BV3	.337	.159	.327	2.120	.039	.166
	BRR1	-.044	.141	-.044	-.309	.758	.192
	BRR2	.266	.145	.258	1.843	.071	.200
	BRR3	.000	.153	.000	.003	.997	.194
	CE1	-.148	.121	-.168	-1.231	.224	.210
	CE2	.234	.144	.247	1.630	.109	.171
	CE3	.030	.131	.032	.231	.818	.201

a. Dependent Variable: I think of Kente and Tie and Dye products as authentic, trendy and fashionable products

Computed survey data (2023)

Table 4.10 reports the results of assessing multicollinearity among the variables employed in the regression analysis, as presented in the Collinearity Statistics section. By establishing criteria that VIF values should be less than 10 and Tolerance values greater than .10, the analysis confirmed the absence of multicollinearity in the regression outcomes. The next step involves delving into the Model Summary and ANOVA table (Table 4.12) to glean further insights.

The R Square value of .803 at a statistically significant value of .000 signifies that approximately 80.3% of the variance in the dependent variable (I think of Kente and Tie and Dye products as authentic, trendy and fashionable products) is explained by the independent variables in the model. In other words, this model accounts for a substantial portion of the variation in the dependent variable.

Table 4.13 Multicollinearity Test and Regression Results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.896	.803	.768	.571	
ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	66.667	9	7.407	22.699	.000
Residual	16.317	50	.326		
Total	82.983	59			
a. Predictors: (Constant), CE3, BV2, CE2, BRR2, CE1, BRR1, BRR3, BV3, BV1					

b. Dependent Variable: I think of Kente and Tie and Dye products as authentic, trendy and fashionable products
 Computed survey data (2023)

4.6.3 Predictability of each Independent Variable from the Regression Results

Singular contributions made by each of the independent variables in predicting the dependent variable was assessed with the help of Standardized Coefficient Beta values. From Table 4.10 the variable "The Kente and Tie and Dye products of brands frequently appear in my social media feed" (Beta .268 p value - .125), "I see the presence of brands in the Kente and Tie and Dye business on multiple social media platforms" (Beta .327 p value - .039), "The responses I receive from the brands on social media are helpful in addressing my questions or concerns" (Beta .258 p value - .071), "I find the posts of brands in the Kente and Tie and Dye niche on social media to be informative and educational, providing value beyond just promotion" (Beta .247 p value - .109) was found to have positive effect on the dependent variable (I think of Kente and Tie and Dye products as authentic, trendy and fashionable products).

For "The Kente and Tie and Dye products of brands frequently appear in my social media feed" (Beta = 0.268, p-value = 0.125), although the p-value is not statistically significant at the conventional level of 0.05, the positive Beta value suggests that when individuals frequently encounter these products in their social media feed, there is a tendency for them to perceive Kente and Tie and Dye products as authentic, trendy, and fashionable. This finding, while not statistically significant in this study, implies that exposure to these products in social media may have a positive influence on perception.

With respect to this variable, "I see the presence of brands in the Kente and Tie and Dye business on multiple social media platforms" (Beta = 0.327, p-value = 0.039), a positive Beta value and a statistically significant p-value, indicates that when individuals observe brands across multiple social media platforms, it positively influences their perception of Kente and Tie and Dye products.

This suggests that a broader online presence enhances the perception of authenticity and trendiness.

"The responses I receive from the brands on social media are helpful in addressing my questions or concerns" (Beta = 0.258, p-value = 0.071), while the p-value is slightly above the conventional significance level, the positive Beta value suggests that helpful responses from brands on social media contribute positively to the perception of these products. This implies that responsive and supportive interactions with brands influence the perception of authenticity and trendiness.

Similarly, for the variable "I find the posts of brands in the Kente and Tie and Dye niche on social media to be informative and educational, providing value beyond just promotion" (Beta = 0.247, p-value = 0.109), although the p-value is not statistically significant, the positive Beta value indicates that informative and educational social media posts by brands have a positive impact on the perception of Kente and Tie and Dye products. This suggests that content that goes beyond promotion contributes to the perception of authenticity and trendiness.

4.6.4 Reliability Test of Scale on the effect of Social Media Marketing on Consumer Preferences of Indigenous Products

Table 4.14 presents the results of the reliability test of the scale used to measure the effect of Social Media Marketing on Consumer Preferences of Indigenous Products. The reliability of the scale is assessed using Cronbach's Alpha, a measure of internal consistency. The overall Cronbach's Alpha value of 0.971 is exceptionally high. Cronbach's Alpha typically ranges from 0 to 1, with higher values indicating greater internal consistency. In this case, the high value suggests that the items in the scale are highly consistent with each other, indicating a strong level of reliability. For all items (BV11, BV22, BV33, BRR11, BRR22, BRR33, CE11, CE22, CE33, CPER1), the Alpha values remain very high, ranging from 0.966 to 0.972.

These high Alpha values indicate that each item contributes positively to the overall reliability of the scale. Removing any single item from the scale would not significantly improve its reliability, as indicated by the very minimal changes in Alpha.

Table 4.14 Reliability Test of Scale on the effect of Social Media Marketing on Consumer Preferences of Indigenous Products

Reliability Test of Scale

Overall Cronbach Value = .971	
Variables	Alpha Value if Item Deleted
The Kente and Tie and Dye products of brands frequently appear in my social media feed BV11	.966
I frequently encounter online advertisements or sponsored content of brands selling Kente and Tie and Dye products on social media BV22	.972
I see the presence of brands in the Kente and Tie and Dye business on multiple social media platforms BV33	.967
Brands in the Kente and Tie and Dye niche respond to my inquiries or comments on social media promptly BRR11	.968
The responses I receive from the brands on social media are helpful in addressing my questions or concerns BRR22	.969
The brands' responses on social media feel personalized and tailored to my specific needs BRR33	.967
The posts of brands in the Kente and Tie and Dye niche on social media often include captivating visuals or multimedia that catch my attention CE11	.967
I find the posts of brands in the Kente and Tie and Dye niche on social media to be informative and educational, providing value beyond just promotion CE22	.968
The content of brands in the Kente and Tie and Dye niche on social media elicits emotional responses (e.g., joy, inspiration, empathy) from me CE33	.968
I think of Kente and Tie and Dye products as authentic, trendy and fashionable products CPER1	.967

Computed survey data (2023)

4.6.5 Regression Results on the effect of Social Media Marketing on Consumer Preferences of Indigenous Products

4.5.6 Multicollinearity Test and Regression Results

Table 4.15 Multicollinearity Test and Regression Results

		Coefficients					
Model		Unstandardized		Standardized		Collinearity	
		Coefficients		Coefficients		Statistics	
						t	Sig
1	(Constant)	B	Std. Error	Beta			Tolerance VIF
		.599	.267			2.240	.030
	BV11	.180	.136	.199	1.326	.191	.134 7.464
	BV22	.165	.095	.168	1.732	.089	.320 3.122
	BV33	-.232	.136	-.231	-1.710	.094	.166 6.031
	BRR11	-.031	.120	-.032	-.258	.798	.192 5.218
	BRR22	-.296	.123	-.294	-2.397	.020	.200 4.994
	BRR33	.332	.131	.317	2.544	.014	.194 5.152
	CE11	.353	.103	.411	3.431	.001	.210 4.762
	CE22	.156	.123	.169	1.275	.208	.171 5.855
	CE33	.248	.112	.270	2.208	.032	.201 4.967

a. Dependent Variable: Kente and Tie and Dye products featured on social media are now my preferred choice when I consider similar items

Computed survey data (2023)

Table 4.15 reports the results of assessing multicollinearity among the variables employed in the regression analysis, as presented in the Collinearity Statistics section. By establishing criteria that VIF values should be less than 10 and Tolerance values greater than .10, the analysis confirmed the absence of multicollinearity in the regression outcomes. The next step involves delving into the Model Summary and ANOVA table (Table 4.16) to glean further insights.

The R Square value of .849 at a statistically significant value of .000 signifies that approximately 84.9% of the variance in the dependent variable (Kente and Tie and Dye products featured on social media are now my preferred choice when I consider similar items) is explained by the independent variables in the model. In other words, this model accounts for a substantial portion of the variation in the dependent variable.

Table 4.16 Multicollinearity Test and Regression Results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.922	.849	.822	.488	
ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	67.077	9	7.453	31.298	.000
Residual	11.906	50	.238		
Total	78.983	59			
a. Predictors: (Constant), CE33, BV22, CE22, BRR22, CE11, BRR11, BRR33, BV33, BV11					

b. Dependent Variable: Kente and Tie and Dye products featured on social media are now my preferred choice when I consider similar items

Computed survey data (2023)

4.6.7 Predictability of each Independent Variable from the Regression Results

Singular contributions made by each of the independent variables in predicting the dependent variable was assessed with the help of Standardized Coefficient Beta values. From Table 4.12 the variable "The responses I receive from the brands on social media are helpful in addressing my questions or concerns" (Beta .294 p value - .020), "The brands' responses on social media feel personalized and tailored to my specific needs" (Beta .317 p value - .014), "The posts of brands in the Kente and Tie and Dye niche on social media often include captivating visuals or multimedia that catch my attention" (Beta .411 p value - .001), "The content of brands in the Kente and Tie and Dye niche on social media elicits emotional responses (e.g., joy, inspiration, empathy) from me" (Beta .270 p value - .032) was found to have a significant and positive effect on the dependent variable (Kente and Tie and Dye products featured on social media are now my preferred choice when I consider similar items).

For "The responses I receive from the brands on social media are helpful in addressing my questions or concerns" (Beta = 0.294, p-value = 0.020), a positive Beta value and a statistically significant p-value, indicates that when individuals find the responses from brands on social media helpful in addressing their questions or concerns, it positively influences their preference for Kente and Tie and Dye products featured on social media. This suggests that responsive and supportive interactions with brands enhance product preference.

Similarly, this variable "The brands' responses on social media feel personalized and tailored to my specific needs" (Beta = 0.317, p-value = 0.014), exhibits a positive Beta value and a statistically

significant p-value. It implies that when individuals perceive brand responses on social media as personalized and tailored to their specific needs, it positively influences their preference for these products. This personalization aspect appears to enhance product appeal.

"The posts of brands in the Kente and Tie and Dye niche on social media often include captivating visuals or multimedia that catch my attention" (Beta = 0.411, p-value = 0.001): This variable has a notably strong positive effect with a highly significant p-value. When individuals are drawn to captivating visuals or multimedia in social media posts by brands, it strongly and positively impacts their preference for these products. Visual appeal plays a significant role in influencing product preference.

"The content of brands in the Kente and Tie and Dye niche on social media elicits emotional responses (e.g., joy, inspiration, empathy) from me" (Beta = 0.270, p-value = 0.032): This variable also has a positive Beta value and a statistically significant p-value. When individuals experience emotional responses (e.g., joy, inspiration, empathy) due to the content shared by brands on social media, it positively influences their preference for Kente and Tie and Dye products. Emotional engagement appears to enhance product preference.

4.7 Summary of Chapter

Overall, this study shows that social media is becoming the way to market one's product in Kumasi. The definition of social media in Kumasi differs from the interviews conducted. To some, social is a tool for communication which they regarded as the core use of social media. The dominant social media platform used by respondents for marketing purposes was WhatsApp. It is identified that; indigenous products play a vital role in the development and sustainability of Kumasi. Despite this, the indigenous products of kente and tie and dye are faced with challenges. The study explained low patronage as the major challenge affecting the indigenous textile industry.

Again, the low cost of using social media for marketing of products was one of the effects of social media marketing on indigenous products.

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CHAPTER FIVE

SUMMARY, RECOMMENDATIONS, AND CONCLUSION

5.1 Introduction

In the preceding chapter, the analysis was done concerning the study area based on the set of objectives that guided the study. This chapter presents a summary of the key findings of the study based on the results analysed. The chapter also provided recommendations in response to the findings identified in a bid to provide policy responses to the phenomenon of agricultural land loss. Also, the chapter ended with the presentation of the conclusions of the study.

5.2 Summary of Findings

The study focused on the effects of social media marketing on indigenous textiles in Kumasi. The summary of findings is done based on the major themes of the study which were developed in relation to the objectives of the study.

5.2.1 Role of Indigenous textiles in Development

The role of indigenous textiles in development cannot be underestimated as through their business it serves as an economic, social, and cultural role. It is for these reason that majority of the respondents agreed these indigenous textiles play a role in development. From the findings, the roles in development included generate income, provides employment opportunities, improve livelihood and wellbeing, promote education and innovation, generate revenue for government through taxes, promote social inclusion and gender equality, improve mental health, and promote culture and tourism. The provision of employment is seen as the most important role of these indigenous textiles (businesses) in development. It should be noted that the role of indigenous textiles in development is critical in the sustainability discourse of Kumasi.

5.2.2 Social media Tools Used for Marketing of Indigenous textiles

The indigenous textiles of kente and tie and dye industry are faced with numerous challenges. As identified earlier in this study, these challenges included poor marketing avenue, low patronage, unfavourable government policies, lack of access to finance as well as piracy and smuggling of fabrics. It is further found out that low patronage is a major challenge faced by these indigenous textiles businesses which is influenced by poor marketing avenues. Consequently, the study assessed the market avenue used by the owners of these indigenous textiles business and concluded that these owners (respondents) use two main ways to market their products. These two main marketing avenues according to this study are social media and traditional marketing.

Social media according to this study is basically a communicative, research and entertainment-based internet service. It was identified that social media platforms used by respondents are WhatsApp, Facebook, Instagram, LinkedIn, Twitter and Youtube. The dominant social media platform used was WhatsApp due to its ease to use. The finding reinforces the study by Syaifullah et al. (2021) that WhatsApp is the most used social media platforms. Limited knowledge and limited access to technology are reasons some respondents do not use social media for marketing purposes. However, it is realized that social media marketing is increasingly becoming the way to go in terms of marketing products. Subsequently, kente and tie and dye products are seen on social media based on the results of the study. This confirms that social media is used to market indigenous textiles in Kumasi.

5.2.3 Effects of Social Marketing on Indigenous textiles

Respondents who used social media to market their products explained that social media platforms are useful in their quest to market their products with only a handful saying otherwise. Thus, the usefulness of social media is in contention. However, the study through its findings acknowledges

the positive effects of social media marketing have on the kente and tie and dye businesses. These effects were increase in sales, increase access and trust to customers, business cost reduction while it promotes innovation and creativity. Increase in sales was opined as the main effects of social media marketing on the indigenous textiles under study. This therefore leads to increase in income of respondents. According to the study findings, social media provide a wide range of access to customers which lead to the demand for respondents' products and indirectly cause the increase in sales for their business. The study also revealed that the intention to use social media to market their products is clear as it is seen as the way to go in this technological age. Again, there is the likelihood of customers to recommend respondents' products on social media thereby building the trust of customers to buy these indigenous textiles. The basis of this response is to expand the business.

5.3 Recommendations

The results of the study established that the use of social media for marketing of indigenous textiles is increasing by the day. It further identified and examined that social media marketing has effects on these indigenous textiles under study while these products play a significant role in the development of Kumasi. The recommendations are geared towards addressing the marketing of indigenous textiles of kente (smock) and tie and dye fabric with focus on social media usage. The challenges of this industry are also addressed. Based on the discussions and findings, the study recommends that;

5.3.1 Formulate Developmental Policy to Support the Kente and Tie and Dye Industry

The formulation of a comprehensive, useful, and specific policy to direct the kente and tie-dye fabric industry is the best course of action for offering support. This can come in the sense of government's policy like the Friday wear while creating an enabling environment by government

for these indigenous textiles' businesses to operate. The success of this policy depends on the implementation of its guiding principles and policy actions. According to Shafritz et al. (2004), politicians concentrate on formulating policies, whereas bureaucrats concentrate on putting them into effect. As a result, attention should be placed on both the implementation of this policy and the legislation that will enforce it. It is prudent to note that our local kente and tie-dye industry is dying and need to be revitalized. Again, policies apply to certain industries, regions, and time periods. In this regard, the policy formulated must fit Ghana's geographical context.

5.3.2 Provide and Enforce Legal Framework

The challenge of piracy of locally manufactured fabric and the smuggling of foreign printed fabrics must be curtailed. This can be done by the enactment and enforcement of laws and regulations to protect the indigenous kente and tie and dye industry in Kumasi and across the country. This involves the ban on the importation of pirated fabrics which reduces the importation of foreign made fabrics. Subsequently, these laws and regulations should specify the punishment in engaging in such unlawful act of piracy and smuggling of foreign fabrics.

5.3.3 Promote Culture and Tourism

Government through the Ministry of Tourism, Culture and Creative Arts should support entrepreneurship to promote Ghana made goods such as kente and tie and dye fabrics at the local, national, and international levels. It is worth noting that the idea of “Year of Return” and “Beyond the Return” goes a long way to boost the culture and tourism sector of Ghana. This will indirectly enhance the growth of the indigenous textiles. There should be public awareness creation to encourage the buying of these products thereby increasing the patronage level. The forgoing requires community sensitization and an aggressive marketing strategy enhance patronage of these fabrics.

5.3.4 Adapt and Adopt Technology-Driven Ideas

Adaptation and adoption of technology will aid in the provision and availability of modern technology to promote business while increasing production of these products. This will also enhance access to technology such as smart phones needed to market products on social media. Again, this promotes technological education through the government and help from CSOs and NGOs to aid the kente and tie and dye industry. However, to achieve the use of technology there is the need for more investment in the sector. Improving access to financial support through provision of credit facilities by the government will be very significant in this regard.

5.3.5 Use of social media for Marketing Purposes

Social media should be encouraged in the marketing of products as it is seen as an important tool for the growth of businesses. The use of social media as evidenced in this study is cost-effective. Marketing is crucial in the survival and growth of every business. Furthermore, there should be the establishment of a marketing channel through the planning of activities aimed at promoting locally produced kente and tie-dye goods.

5.3.6 Involve Academicians in Marketing of Indigenous textiles.

Interaction between academia and professionals (technocrats) should be encouraged to promote indigenous textiles such as kente and tie and dye and ensure their effective marketing. The academia should coordinate with the professionals on their findings on articles written to develop the kente and tie and dye industry which includes the marketing and social media usage. The books written by scholars must not be left on the shelves and online but conscious effort must be made to implement their findings and recommendations concerning social media marketing of indigenous textiles of kente and tie-dye fabrics.

5.4 Suggestions for Further Research

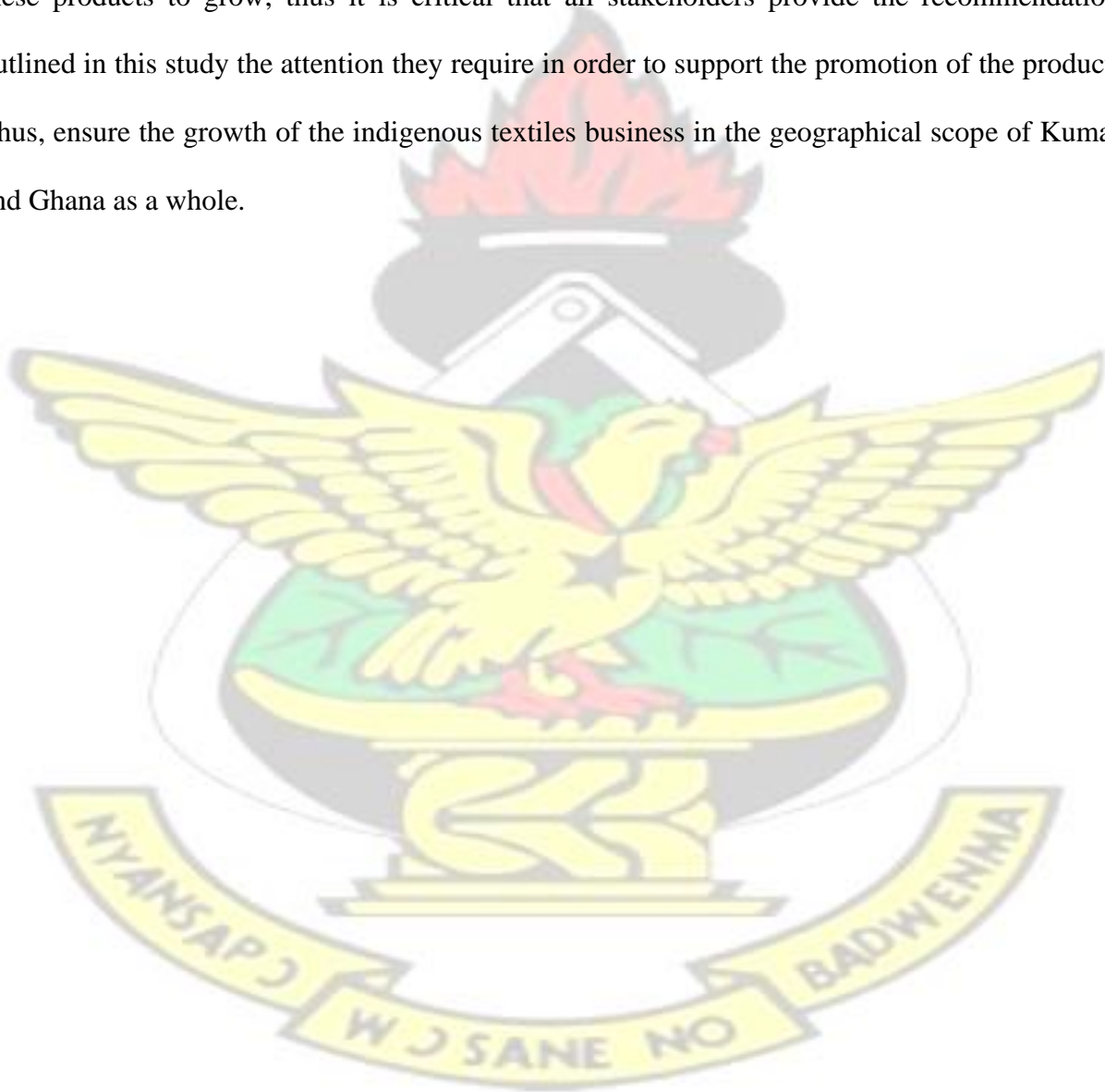
The study was conducted in Kumasi and to support the findings and results from this research, a similar or same study could be conducted in Accra. Subsequently, other research approaches such as qualitative approach only should be considered to investigate the subject matter in future research. Also, future research could ascertain the role indigenous textiles in the environmental sustainability of Kumasi and Ghana as a whole. Again, with social media increasingly becoming popular, it is imperative to look at the importance of technology and for that matter social media in modern development. Therefore, further research could also focus on the adaptation of social media in marketing.

5.5 Conclusion

In this study, an attempt was made to examine the effects of social media marketing on indigenous textiles of kente and tie and dye in Kumasi. These products (fabrics) were used to produce many products while they played a major role in development such as preservation of cultural heritage and therefore needed to be sustained in the country through effective marketing. Social media marketing is gradual gaining weight in the marketing space of Ghana. People are beginning to understand the importance and use of social media in relation to business development. This is evidenced in Kumasi as indigenous textiles business owners under study are using social media platforms to market their products. Generally, it could be inferred from the findings of the study that social media marketing affects the indigenous textiles businesses in Kumasi. It is realized that the positive or negative outcome of social media depends on how the platform is used and what is used for.

Furthermore, some respondents claim that they are unable to even envision life without social media. The use of social media to market products could serve as a way to promote indigenous

textiles. It should be well established that producers and kente and tie and dye sellers (business owners) should all regard social media as a fundamental component of their marketing strategies because it can be used anywhere there is an Internet connection. Subsequently, any strategy a country uses to develop itself should include the encouragement and marketing of its own products as seen in this study; the roles these products play. Despite their survival, is a continual need for these products to grow, thus it is critical that all stakeholders provide the recommendations outlined in this study the attention they require in order to support the promotion of the products. Thus, ensure the growth of the indigenous textiles business in the geographical scope of Kumasi and Ghana as a whole.



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APPENDIX I

QUESTIONNAIRE

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

INSTITUTE OF DISTANCE LEARNING

PURPOSE: This questionnaire seeks to examine the *effect of social media marketing on indigenous product in Kumasi*. The information you provide is purely for academic purposes and you are assured of total confidentiality and anonymity. Kindly express your candid opinion which will serve as vital information for the research in partial fulfilment of obtaining a MSc. Degree in Marketing.

Date of Interview

Time of Interview

GPS Location of Business/Interview.....

Section A: Demographic Data of Respondents

1. Gender of Respondents

- a. Male

- b. Female

2. Age of Respondent

3. Level of Education

- a. No formal Education
- b. Primary
- c. JSS/JHS/Middle School Certificate
- d. SSS/SHS/O Level/A Level
- e. Vocational/Technical
- f. Diploma
- g. University Degree
- h. Post-Graduate Degree (Masters/PhD)
- i. Don't Know

4. Which indigenous product is this business?

- a. Kente
- b. Tie and Dye
- c. Both

5. If Kente or both, which region is this produced from

- a. Ashanti
- b. Northern
- c. Volta
- d. Other Region (Specify)

6. How long have you engaged in this business

- a. Less than a Year

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- b. 1 – 5 Years
- c. 6 – 10 Years
- d. 11 – 15 Years
- e. 16 – 20 Years
- f. 21+ Years

7. Apart from these indigenous products, which kind of textile do you sell?

- a. Hand-printed traditional textiles (Adinkra)
- b. Fanti cloth: Appliqued and Embroidered (Akunintama)
- c. Machine-printed fabrics (Wax prints/fancy prints)
- d. Wax resist local fabrics

8. What are the challenges faced in the indigenous textile industry?

- a. Piracy and smuggling
- b. High cost of inputs
- c. Lack of access to finance for operators
- d. Limited technology
- e. Unfavorable government policies
- f. Low patronage
- g. Poor marketing avenues
- h. Others (Specify)

Section B: Contribution of Indigenous Products to Economic Growth and Development

9. In your opinion, do these indigenous products promote socio-economic growth and development?

a. Yes

b. No

10) To what extent do you agree with the following statements? Please indicate on a continuum from 1 to 5 where 1 reflects strongly disagree and 5 for strongly agree

Construct	1	2	3	4	5
Provides employment opportunities					
Kente and Tie and Dye businesses in Kumasi actively hire and employ local residents					
These businesses offer a variety of job positions that cater to the diverse skills of the local workforce					
The employment opportunities created by these businesses extend to a diverse range of age groups within the local population					
Increases Income					
The income earned by locals engaged in Kente and Tie and Dye businesses is noticeably higher compared to other available opportunities					
Participation in these businesses has improved the economic well-being of local families in Kumasi					
Locals involved in these businesses report a substantial increase in their annual earnings					
Entrepreneurship and Small Businesses					
The Kente and Tie and Dye industry fosters entrepreneurship and the establishment of small businesses in Kumasi					

Local entrepreneurs who started in Kente and Tie and Dye have created jobs for others, positively impacting employment rates in Kumasi.					
These entrepreneurs actively engage in community development initiatives or support local causes, strengthening the social fabric of Kumasi.					
Skills Development					
The Kente and Tie and Dye industries provide comprehensive training programs that effectively teach weaving and dyeing skills to local individuals					
The skills acquired from working in Kente and Tie and Dye industries are highly valued and sought after in the local job market					
Working in these industries offers local individuals opportunities to specialize in advanced weaving and dyeing techniques					
Economic Growth and Development					
Kente and Tie and Dye businesses have played a vital role in reducing the overall income inequality and poverty in Kumasi					

Section C: Utilization of Social Media Marketing Tools by Indigenous Product Enterprises

11. What is your understanding of social media? Please select the option (A, B, C, D, or E) that best represents your understanding of social media:

- A. An online platform where we communicate and network with different people globally
- B. A medium where audio, videos and photos are promoted for entertainment purposes via the internet.

C. A medium to access information.

D. An online platform to sell or market products/services and transact business.

E. No idea.

12. How do you market your products?

- a. Social Media Marketing
- b. Traditional marketing
- c. Both

13. If Social media, Traditional media or both, how often do you use the medium to market your products?

- a. Rarely
- b. Occasionally
- c. Always

14. If Social media, Traditional media or both, which of the platforms do you normally use to market your product?

- a. Facebook
- b. Twitter
- c. LinkedIn
- d. Instagram
- e. Youtube
- f. WhatsApp
- g. Radio
- h. Television
- i. Newspaper

j. Billboard

15. Why do you use this platform?

- a. Range of access to customers or consumers
- b. Easy to use
- c. Ease of communication
- d. Cost effectiveness to Business
- e. Increased consumer preference for internet usage

16. How useful has these social media platforms been in the growth of your business

- a. Very Useful
- b. Somewhat Useful
- c. Not Useful

17. If through traditional marketing, why don't you use social media marketing?

- a. Limited knowledge on use of social media
- b. Lack of interest in the use of social media
- c. Limited access to technology
- d. Not an effective way to market products
- e. No reason

18. Have you considered using social media to market your products in future? (Traditional Marketing)

- a. Yes
- b. No

19. If yes, why are you planning to use the platform to market your product.

- a. To expand business reach

- b. To increase revenue and income
- c. To promote business

Section D: Social Media Marketing Effect on Consumer Perceptions and Preferences of Indigenous Products (Consumers Only)

20. How often have you come across textile products online (Businesses in Ghana)?

- a. Never
- b. Rarely
- c. Most of the time
- d. Always

21. Which social media platforms do you see these products on?

- a. Facebook
- b. Twitter
- c. LinkedIn
- d. Instagram
- e. Youtube
- f. WhatsApp

22) To what extent do you agree with the following statements? Please indicate on a continuum from 1 to 5 where 1 reflects strongly disagree and 5 for strongly agree

Construct	1	2	3	4	5
Brand Visibility Optimization					

The Kente and Tie and Dye products of brands frequently appear in my social media feed					
I frequently encounter online advertisements or sponsored content of brands selling Kente and Tie and Dye products on social media					
I see the presence of brands in the Kente and Tie and Dye business on multiple social media platforms					
Brand Response Rate					
Brands in the Kente and Tie and Dye niche respond to my inquiries or comments on social media promptly					
The responses I receive from the brands on social media are helpful in addressing my questions or concerns					
The brands' responses on social media feel personalized and tailored to my specific needs					
Content Engagement					
The posts of brands in the Kente and Tie and Dye niche on social media often include captivating visuals or multimedia that catch my attention					
I find the posts of brands in the Kente and Tie and Dye niche on social media to be informative and educational, providing value beyond just promotion					
The content of brands in the Kente and Tie and Dye niche on social media elicits emotional responses (e.g., joy, inspiration, empathy) from me					
Consumer Perception					

I think of Kente and Tie and Dye products as authentic, trendy and fashionable products.					
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23) To what extent do you agree with the following statements? Please indicate on a continuum from 1 to 5 where 1 reflects strongly disagree and 5 for strongly agree

Construct	1	2	3	4	5
Brand Visibility Optimization					
The Kente and Tie and Dye products of brands frequently appear in my social media feed					
I frequently encounter online advertisements or sponsored content of brands selling Kente and Tie and Dye products on social media					
I see the presence of brands in the Kente and Tie and Dye business on multiple social media platforms					
Brand Response Rate					
Brands in the Kente and Tie and Dye niche respond to my inquiries or comments on social media promptly					
The responses I receive from the brands on social media are helpful in addressing my questions or concerns					
The brands' responses on social media feel personalized and tailored to my specific needs					
Content Engagement					
The posts of brands in the Kente and Tie and Dye niche on social media often include captivating visuals or multimedia that catch my attention					

I find the posts of brands in the Kente and Tie and Dye niche on social media to be informative and educational, providing value beyond just promotion					
The content of brands in the Kente and Tie and Dye niche on social media elicits emotional responses (e.g., joy, inspiration, empathy) from me					
Consumer Preference					
Kente and Tie and Dye products featured on social media are now my preferred choice when I consider similar items					

End of Questionnaires. Thank You for Your Time

