Influence of Brand Equity Dimensions on Purchasing Decisions of Indigenous Textile Fabrics in Ghana

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Abstract

This study focused on dimensions of brand equity and their influence on purchasing decisions. Specifically, it determined ways brand equity and its components, including brand awareness and perceived brand quality, influence purchasing decisions of consumers in Cape Coast, Ghana. The study adopted a cross-sectional survey design. Area of study was Cape Coast, Ghana. Population was made up of 437 consumers of indigenous textile fabric. Questionnaire was used for data collection. Multivariate correlational data analysis was conducted, including exploratory factor analysis, confirmatory factor analysis, and structural equation modelling using STATA version 18. Findings reveal that brand equity significantly influenced purchasing decisions of Ghanaian textile fabric consumers$(\beta = 0.223, t = 2.29, p = 0.001)$, brand awareness significantly influenced the purchasing decisions of Ghanaian textile consumers $(\beta = 0.203, t = 4.23, p = 0.001)$, and perceived quality significantly influenced purchasing decisions of Ghanaian textiles consumers $(\beta = 0.211, t = 1.97, p = 0.05)$. The study provides valuable insight into how the application of brand equity components can help declining local textiles firms to regain market access and promote indigenous local brands to consumers.

Keywords: Awareness, Branding, Decisions, Equity, Influence, Indigenous, Industries, Purchasing, Textiles, Fabrics.

Introduction

Ghana's textile industry has experienced a significant decline (Darku and Lubisi, 2020). According to Amankwah-Amoah (2015), Ghana's manufacturing sector peaked in the 1970s, with 138 medium and large-scale manufacturing firms producing as much as 46 million yards per output and employing 25,000 workers, and accounting for 27 percent of the total manufacturing sector by 1977. However, only four textile companies have managed to survive, thanks to short-term interventions by the government aimed at

preventing a complete shutdown and buying time for recapitalization and restructuring. The decline of the textile industry can be attributed to several factors, which have been extensively documented in the literature.

Scholars examining the challenges facing the textiles industry have focused on the role of trade liberalization, unfavourable taxation policies (Senayah and Biney-Aidoo, 2024), inadequate investment in machinery and production technology as well as the influx of second-hand clothing (Acquaye et al., 2023) and piracy (Obeng, 2022) among others. Despite those efforts, consumer-based theories underpinning the textile industry decline has been underexplored. Therefore, without the perspective of marketing theory to investigate the role of consumers in explaining factors leading to the decline of the Ghanaian textile industry, the existing literature on the subject is incomplete.

Consequently, this study adopts brand equity theory to provide context-specific insights into Ghana's declining textiles industry. As one of the key constructs in marketing practice and theory, this study utilizes Aake (1991) andKelle's (1993) theories of brand equity as the basis for conducting this research. Building brand equity can provide businesses with a competitive advantage. Brand equity, in this study is applied in addition to brand awareness, and perceived brand quality. Keller (1993) defines brand equity as "the differential effect that brand knowledge has on consumer response to the marketing of that brand." Brand awareness (BA) according to Vo Minh et al. (2022) entails the ability to recall or remember a brand and reflects a situation where consumers can accurately recognize the name of a brand if they encounter it. and brand perceived quality (BPQ) refers to the acceptance or views regarding the excellence and performance of a product in comparison to other competitive alternatives.

In applying the brand equity theory, some scholars have treated brand equity as a collective construct. In contrast, others have tested the individual components (brand awareness, association, loyalty and perceived quality) to reach various conclusions. This research examines brand equity as a collective construct, and the individual components of brand equity (brand awareness, and perceived quality) are utilized. As a collective construct, brand equity can influence purchasing decisions. Indeed, in developing and establishing arguments underlying the brand equity theory, Aaker (1991) and Aaker (1996) established that marketing firms' properly executed brand equity strategies result in favourable consumer purchasing decisions. Other scholars have also confirmed that brand equity influences buying intention (Rizwan et al., 2021; Verma, 2021). Purchasing decisions regarding textiles fabrics can be influenced by factors such as the dimensions of brand equity, given the numerous brands in the market offering competitive products with minimal differentiation. This abundance of choices can make the selection of goods and services problematic for consumers. Purchasing decisions encompass the collection, procurement, and use of textile fabrics and services aimed at fulfilling individuals' desires. Many characteristics influence individuals in their consumption choices, among which brand equity or its components play a significant role in

influencing patronage levels of products and consequently predicting the decline of industries (Ramya and Ali, 2016).

For Ghanaian textiles industries facing decline, the value of this study lies in shedding light on the role of brand equity and its related dimensions in improving consumer engagement related to textile fabric consumption and increasing consumer purchases.

Objectives of the study

The main objective of the study was to investigate influence of dimensions and components of brand equity on purchasing decisions of textile fabrics in Ghana. Specifically, the study determined the ways the following influence purchasing decisions of Ghanaian consumers:

1. brand equity
2. brand awareness
3. perceived brand quality

Research Hypotheses

The following null hypotheses were tested using p-values of 0.05 and 0.01. There is no significant positive influence of:

HO_1: brand equity on purchasing decisions

HO_2: brand awareness on purchasing decisions

HO_3: perceived brand quality on purchasing decisions

Methodology

Design of the Study: the study adopted a cross-sectional survey design

Area of the Study: The study was conducted in Cape Coast Metropolis, Ghana. This was chosen because Cape Coast is one of the regions in Ghana where citizens partly patronize locally made fabrics, attributed in part to its tourist attractions (Boateng, Okoe and Hinson, 2018).

Population of the Study: The survey population comprised Ghanaians who purchase locally made fabrics in Cape Coast shops. Cape Coast has a total population of 187,925, with more females - 97,135 (51.1%) than males – 92,790 (48.9%). The age group is also comprised of 0-14 years (28.8%), 15-64 years (66.5%) and 66+ years (4.6%). The majority of people in Cape Coast are in the service sector (78.5%), industry (15.7%) and agriculture (5.9%). Based on shopping records, an estimated 974 consumers of indigenous textiles fabrics who buy textiles fabric monthly. Hence, the population for the duration of the study was estimated to be 974 respondents (Ghana Statistical Service {2021}).

Sample of the Study: A sample size of 437 consumers was selected within one month using convenience sampling technique, a non-probability method. Convenience sampling was employed due to its easy accessibility to select textile fabric consumers because of cost-effectiveness and time-saving attributes consistent with the approach

Instrument for Data Collection: Structured questionnaire was for data collection. It was developed based on the literature review and based on objectives of the study. Questionnaire had constructs used to measure brand equity constructs (brand awareness, perceived brand quality) that were adapted from Aaker (1996), while the construct to measure purchase decisions were adapted from Mittal (1989). The questionnaire contained 25 items categorized into four constructs (brand equity, brand awareness, perceived

brand quality and purchasing decisions) using five-point Likert scale of Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

Data Collection Techniques: A total of 500 copies of the questionnaire were administered using the mall intercept technique, a method widely utilized in marketing research (Sarwar *et al.*, 2022). The enumerators administered the questionnaire over two weeks. Only 437 copies of questionnaire were retrieved.

Data Analysis Techniques: Data was analyzed using frequencies, percentages, means, standard deviations, multivariate correlational data analysis techniques, which included exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modelling using STATA version 18.

Results

Table 1: Mean Responses, Standard Deviation, Reliability and Factor Loadings of Brand Awareness

S/N	Indicators of Brand Awareness (TVE=17.20%)	$\bar{X}$ 3.892	SD 0.602	Reliability	Loading
1	Local fabrics are popular brands to choose	3.943	0.489	0.914	0.872
2	Anytime I think of selecting a new fabric, Ghanaian prints come to mind.	3.912	0.653	0.903	0.866
3	There is regular advertisement promoting Ghanaian fabrics.	3.883	0.556	0.909	0.771
4	Adverts run on television creates awareness	4.040	0.470	0.907	0.760
5	Pictures for billboards entice me to purchase fabrics	3.972	0.577	0.901	0.782
6	Print media gives me adequate information on Ghanaian fabric brands	3.860	0.752	0.905	0.793
7	Recommendations from others persuade my buying decisions.	3.762	0.683	0.900	0.788
8	Ghanaian print is my choice for most occasions	3.819	0.697	0.898	0.766
9	Local prints have the most esthetic features	3.861	0.587	0.907	0.734
10	The motifs trigger my choice of brand	3.891	0.570	0.914	0.740

TVE: Total Variance Explained, $\bar{X}$ = Mean, SD = Standard Deviation, CR = Cumulative Reliability = 0.893, AVE=Average Variance Extracted = 0.622.

Table 1 shows the descriptive results where the highest mean recorded was "Adverts run on television creates brand awareness (M=4.040, SD = 0.907) and the lowest was "Pictures for billboards entice me to purchase fabrics" (3.972, SD = 0.683). The results for reliability are within the acceptable range of 0.7, meaning that there is internal consistency and the items are reliable. In line with the factor loadings, all the items tested for brand awareness all loaded above 0.5 signifying that the items are valid within the study context.

Table 2: Mean Responses, Standard Deviation, Reliability and Factor Loadings of Perceived Quality

S/N	Indicators of Perceived Quality (TVE=5.67%)	$\bar{X}$ 3.752	SD 0.71	Reliability	Loading
1	Ghanaian fabrics have consistent quality attributes	3.832	0.711	0.830	0.888
2	The fabric construction competes with non-Ghanaian fabrics	3.860	0.472	0.655	0.878
3	I'm willing to spend more money due to the quality characteristics than choosing a foreign brand	3.641	0.823	0.705	0.735
4	Fabric performance is better than other fabric brands	3.672	0.779	0.719	0.765
5	Finishing is better than competing brands	3.743	0.661	0.666	0.750
6	The country's image influence quality	3.760	0.712	0.700	0.754
7	The country of origin produces good fabrics	3.452	1.132	0.784	0.787

Total Variance Explained, $\bar{X}$ = Mean, SD = Standard Deviation, CR = Cumulative Reliability = 0.921, AVE=Average Variance Extracted = 0.636

Table 2 shows descriptive results of perceived brand quality where the highest mean recorded was "Ghanaian fabrics have consistent quality attributes" (M=3.832, SD = 0.711) and lowest was "the country of origin produces good fabrics" (3.452, SD = 1.132). The results for reliability are within the acceptable range of 0.7 meaning that there is internal consistency and the items are reliable. In line with the factor loadings, all the items tested for perceived quality all loaded above 0.5 signifying that the items are valid within the study context.

Table 3: Mean Responses, Standard Deviation, Reliability and Factor Loadings of Purchasing Decisions

S/N	Indicators of Purchasing Decisions (TVE=10.93%)	$\bar{X}$ 4.28	SD 0.53	Reliability	Loading
1	Ghanaian fabric is an important part of my life	4.18	0.809	0.729	0.724
2	For me, non-Ghanaian textile fabric does not matter	4.37	0.544	0.741	0.873
3	African prints are very important to me	4.18	0.500	0.762	0.729
4	In making fabric selection, I am concerned about the outcome of my purchase	4.43	0.498	0.707	0.769
5	For textiles fabrics it is important to me to make the right purchase	4.27	0.446	0.787	0.781
6	There are various types of textile fabric brands available to purchase	4.22	0.416	0.793	0.764
7	In selecting local textile fabric, I care about which one I buy	4.34	0.476	0.745	0.794

TVE: Total Variance Explained, X̄ = Mean, SD = Standard Deviation, CR = Cumulative Reliability = 0.843, AVE=Average Variance Extracted = 0.605

Table 3 shows the descriptive results of purchasing decisions where the highest mean recorded was "In making fabric selection, I am concerned about the outcome of my purchase (4.43, SD = 0.498) and the lowest was "African prints are very important to me" (4.18, SD = 0.500). The results for reliability are within the acceptable range of 0.7 meaning that there is internal consistency and the items are reliable. In line with the factor loadings, all the items tested for purchasing decisions all loaded above 0.5 signifying that the items are valid within the study context.

Measurement and Structural Model

The results of the measurement model showed x^2=294.822, $df = 216$, $p < 0.05$, CFI=0.91, TLI=0.93, SMR=0.06, RMSEA=0.09 indicating poor fit. The model was refined using modification indices, which suggested performing covariation analysis between brand perceived quality and brand awareness. The revised model produced good fit indices for the structural model, where x^2=299.342, $df = 232$, $p < 0.05$, CFI=0.97, TLI=0.96, SMR=0.03, RMSEA=0.06. These indices indicate that the structural model fits the data well, meeting the cutoff points (Barrett, 2007).

Table 4: Inter-Factor Correlation Matrix

Constructs	AVEs	CR	1	2	3	4
BA	0.622	0.893	0.789			
BPQ	0.636	0.921	.433**	0.797		
PD	0.605	0.843	.611**	.514	0.321**	0.397**
BE	0.672	0.863	.619**	.604**	.624**	.722**

BA= Brand Awareness; BPQ = Brand Perceived Quality; PD = Purchasing Decisions; BE = Brand Quality.

Table 4 shows the result of the correlation matrix involving the study variables. The study utilized the average variance extracted (AVE) from Tables 1 - 3 to establish convergent and discriminant validity. The AVEs were above the 0.5 threshold, confirming the convergent validity (Hair, 2010). The inter-factor correlation matrix coefficients in Table 4 were used to assess discriminant validity, applying the square root of AVE. The square root values were all greater than the inter-factor correlation values (Table 4), indicating that the latent variables are distinct, thus establishing discriminant validity.

Table 5: Influence of Brand Equity of Textile Fabrics on Purchasing Decisions of Ghanaian Consumers (HO₁).

Hypothesis	Paths	Coefficient	t-values	Sig.	Decision
H0₁	BE→PD	0.223	2.29	0.02	Not Supported

Table 5 shows that brand equity has a significant positive effect ($\beta = 0.223, t = 2.29, p = 0.001$) on purchasing decision rejecting hypothesis one. This implies that consumers consider brand equity when purchasing Ghanaian textile fabrics. Therefore, the higher the brand equity, the higher the sales.

Table 6: Influence of Brand Awareness of Textile Fabrics on the Purchasing Decisions of Ghanaian Consumers (H0$_2$).

Hypothesis	Paths	Coefficient	t-values	Sig.	Decision
H0$_2$	BA→PD	0.203	4.23	0.001	Not Supported

BA = Brand Awareness; PD = Purchasing Decisions, Sig. = Significance level, Degree of freedom (df = 232)

Table 6 shows that brand Awareness has a significant positive effect ($\beta = 0.203, t = 4.23, p = 0.001$) on PD rejecting hypothesis two, which implies that consumers of Ghanaian textiles fabrics are influenced by their awareness of brands when making purchasing decisions. Therefore, the higher their brand awareness, the more likely they are to purchase the brand.

Table 7: Influence of Perceived Brand Quality of Textile Fabrics in the Purchasing Decisions of Ghanaian Consumers (H0$_3$).

Hypothesis	Paths	Coefficient	t-values	Sig.	Decision
H0$_3$	BPQ→PD	0.211	1.97	0.05	Not Supported

BPQ= Brand Perceived Quality; PD = Purchasing Decisions, Sig. = Significance level, Degree of freedom (df = 232)

Table 7 shows that brand perceived quality has a significant positive effect ($\beta = 0.211, t = 1.97, p = 0.05$) on purchasing decision rejecting hypothesis 4. The result means that consumers who perceive local textile brands as quality will likely increase their purchasing habits because their perception of brand quality influences their purchasing decisions.

Discussion of results
In the context of Ghana's declining textiles industry, this study aimed to determine whether brand equity and its related components influence consumers' purchasing decisions. Firstly, the results of the study indicated that brand equity has a positive influence on quality purchasing decisions. This essentially means that building brand equity collectively impacts purchasing behavior. Therefore, if Ghanaian textiles fabric manufacturers prioritize brand equity, it can help counteract the industry's decline. These findings are consistent with the expectations of Chee Hoo, Yi Xin and Moosa (2024)regarding the role of brand equity on consumers. In the context of a declining textiles manufacturing industry, these findings suggest that fabric manufacturers can utilize brand equity to position their brands in a manner that set

them apart from competitors, establish connections with consumers, and compete effectively on brand dimensions, especially in light of the influx of cheap fabrics in the market (Hyun, Park and Hong, 2024).

Secondly, the results of the study also revealed a significant positive impact between brand awareness and purchasing decisions. This significant finding is in line with previous research by Zeqiri et al. (2025)who similarly reported a significant positive relationship in their studies. This finding holds importance as it illustrates how increasing awareness of the identity of local textile fabrics through heritage, trademarks, and related distinctions can affect purchasing decisions. Given the prevalence of piracy and the influx of counterfeit fabrics into Ghana, often sold at lower prices (Lamptey, Mensah and Korankye, 2024), brand awareness presents an opportunity for consumers to discern key characteristics of local textile fabrics, enabling them to differentiate between authentic local fabrics and counterfeit ones. This, in turn, influences consumers' purchasing decisions in favor of Ghanaian textile fabric brands.

Thirdly, the results of the study established that respondents' perception of quality regarding Ghanaian textiles fabrics influences their purchasing decisions. This finding aligns with the research conducted by Zeqiri et al. (2025) who observed that perceived brand quality influences and convinces consumers about a brand, thereby ingraining the brand in the minds of consumers when selecting products associated with the brand. Given that consumers may not always possess technical knowledge to assess the scientific attributes of various textile fabrics, brand perceived quality is important for manufacturers of Ghanaian textile brands. It provides consumers with a short cut to adopt fabric brands by using sensory, aesthetic, and functional senses to discern the quality characteristics of fabric brands. Essentially, when consumers are deliberating on quality brand decisions in selecting textile brands, brand perceived quality emerges as a significant factor, as evidenced by the findings. This study has theoretical implications. First, the study provides recognition and significance of brand equity theory in the textiles and apparel literature. This is important because going forward, researchers must focus on brand dimensions as part of the broad investigations to evaluate the competitive mix of the Ghanaian textiles industry. Secondly, using brand equity theory, the study has also provided the avenue for textiles fabric manufactures to use brand dimensions in the competitive strategy of reaching and retaining customers. Thus, although several research papers have disproportionately focused on the role of government in helping the textiles sector, the findings of this study provide another avenue for textiles fabric manufacturers to use marketing theory to strengthen their stake in consumer decision making. Thirdly the study has also demonstrated that Ghanaian textiles fabrics have brand value. Having brand value is important for cultural, tourism and national identity. At the national and international level, Ghanaian fabric brands have the potential to raise self-prestige, provide visibility about the culture of Ghana and unpaid marketing strategy because consumers

believe in the brands and are willing to be associated with it.

Conclusion

The findings of the study demonstrate the importance of brand attributes on consumer purchase decisions and provide valuable information on how consumers assess local textile fabrics based on brand dimensions. Given the decline facing the textiles industry, the findings of the study have implications for using branding to attract and retain consumers to generate profit and become competitive. This study concludes that brand equity and related consumer-based brand research offer an essential opportunity for Ghanaian textiles industries to generate profit and become competitive.

Recommendations

Based on the study's findings, the following recommendations were made
Ghanaian textile companies working with the government should build brand equity for local textile fabrics through value creation.

1. Ghanaian textile companies should deepen brand awareness using television adverts
2. Ghanaian textile companies should address issues relating to perceptions of quality that negatively affect local textile fabrics.
3. Ghanaian textile companies must introduce promotions that reward purchasing decisions of consumers.

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