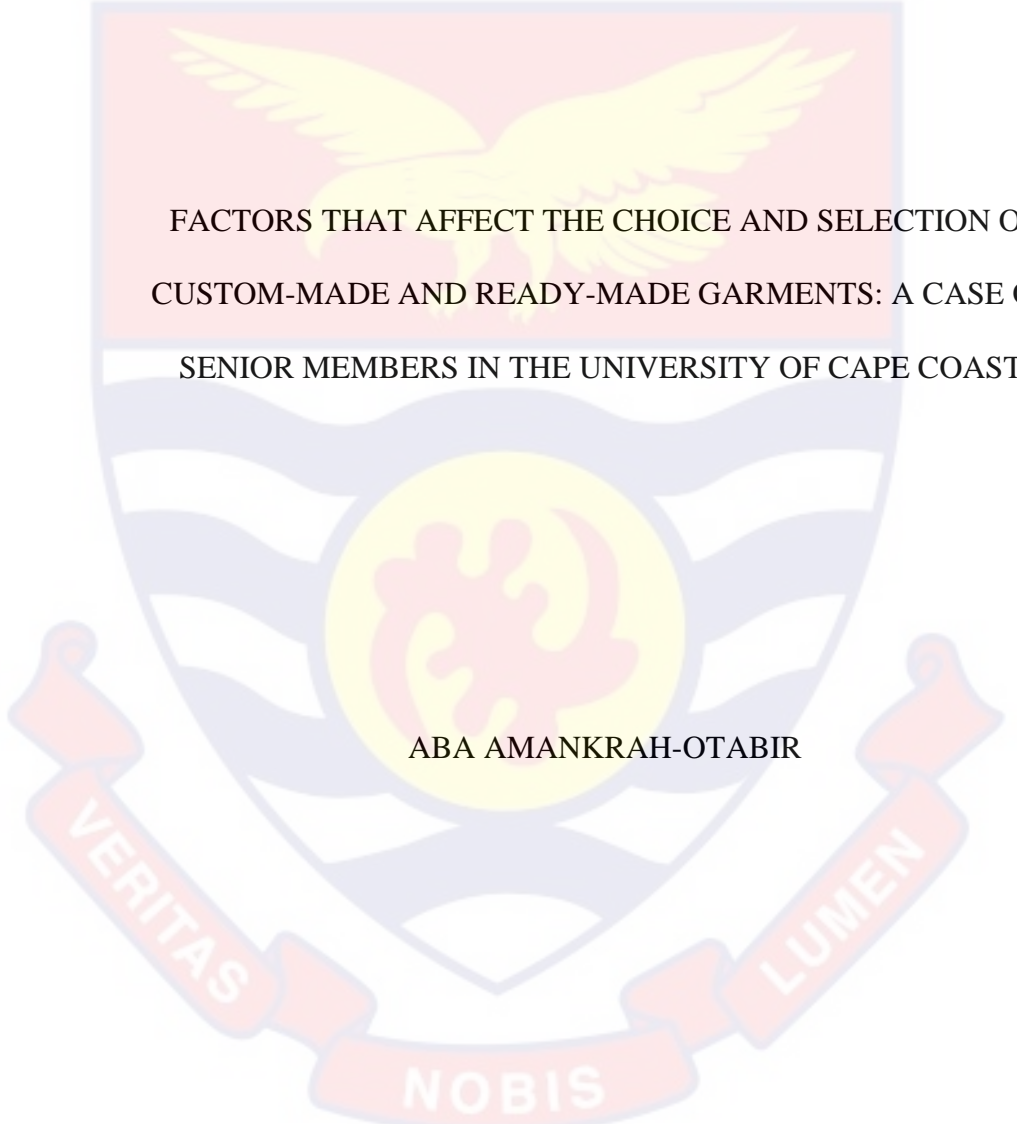


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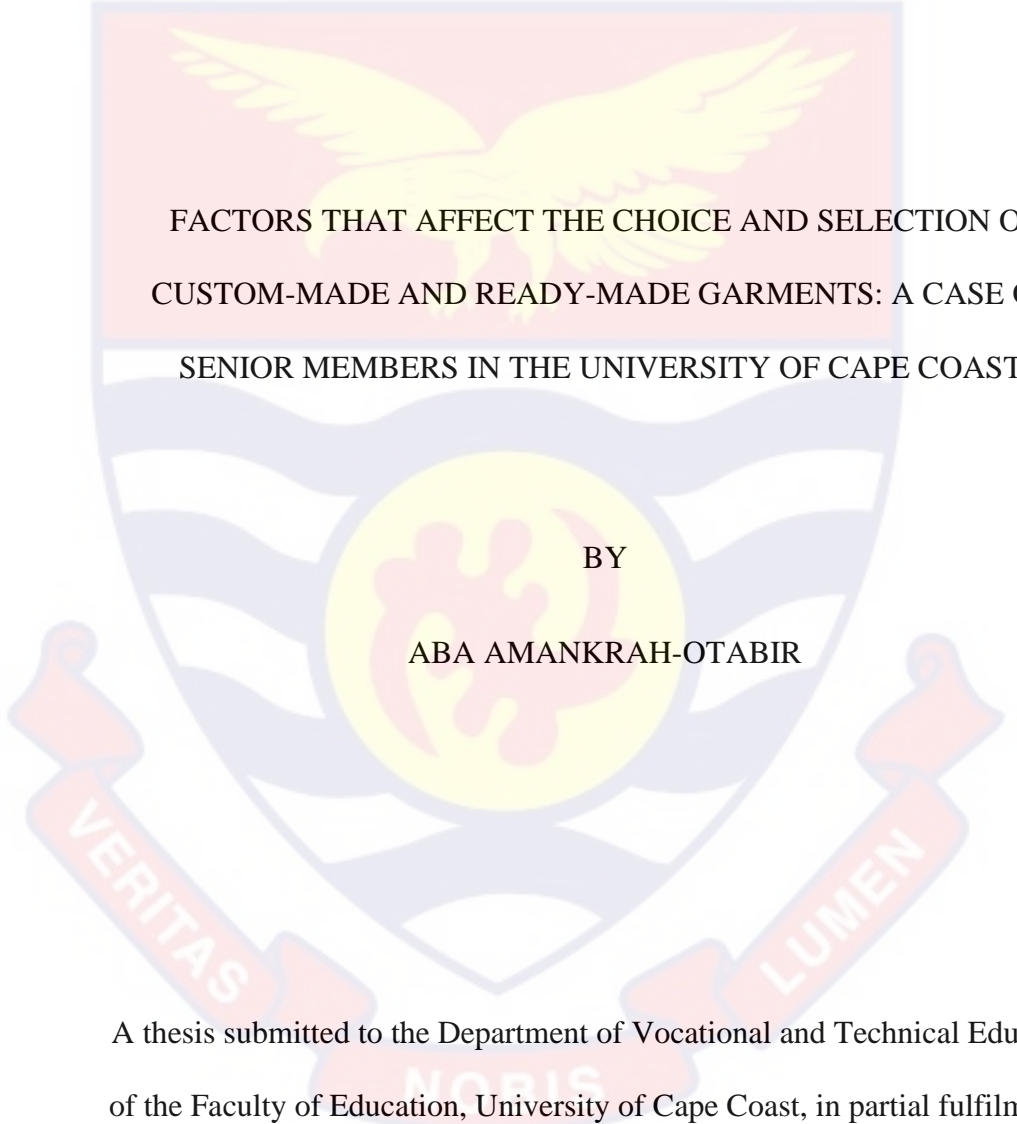
The image features a large, faint watermark of the University of Cape Coast crest in the background. The crest is a shield-shaped emblem. At the top, it has a red field with a yellow eagle with its wings spread. Below this is a white field with a yellow sun or moon and a red stylized figure. The bottom part of the shield is blue and white wavy. A red ribbon at the bottom contains the Latin motto 'VERITAS LUMEN NOBIS' in white capital letters.

FACTORS THAT AFFECT THE CHOICE AND SELECTION OF
CUSTOM-MADE AND READY-MADE GARMENTS: A CASE ON
SENIOR MEMBERS IN THE UNIVERSITY OF CAPE COAST.

ABA AMANKRAH-OTABIR

2021

UNIVERSITY OF CAPE COAST

The background features a large, faint watermark of the University of Cape Coast crest. The crest is a shield with a yellow eagle with wings spread at the top. Below the eagle is a yellow circle containing a red stylized figure. The shield is flanked by two red banners with white text: 'VERITAS' on the left and 'LUMEN' on the right. At the bottom of the shield is a red banner with white text: 'NOBIS'.

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CUSTOM-MADE AND READY-MADE GARMENTS: A CASE ON
SENIOR MEMBERS IN THE UNIVERSITY OF CAPE COAST.

BY

ABA AMANKRAH-OTABIR

A thesis submitted to the Department of Vocational and Technical Education
of the Faculty of Education, University of Cape Coast, in partial fulfilment of
the requirements for the award of Master of Philosophy degree in Home
Economics Education.

NOVEMBER 2021

DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my original research and that no part of it has been presented for another degree or certification in this university or elsewhere.

Candidate's Signature: Date:

Name: Aba Amankrah-Otabir

Supervisor's Declaration

I hereby declare that the preparation and presentation of the thesis were supervised under the guidelines on supervision of thesis laid down by the University of Cape Coast.

Supervisor's Signature: Date:

Name: Prof. Modesta Gavor

ABSTRACT

This research was to determine factors that influence senior members in the University of Cape Coast to select garments in terms of custom-made or ready-made garments. The study targeted the University of Cape Coast senior members with a population of 1044, comprising 254 females and 790 males. The sample size was 200 based on the sampling guidelines of Krejcie and Morgan (1970). Stratified and accidental sampling techniques were adopted for the study. Questionnaire was the research instrument employed. It consisted of both closed and open-ended questions. Due to the difference in demographic characteristics, the questionnaire was in two forms, one for males and the other for females. Mean and standard deviation were the analysis tools used for research questions one to five. Research question six: independent t-test and paired sample t-test for question seven. The study found out that garments' physical features influence staff decision in selecting ready-made or custom-made garments. Again, the staff indicated that their glamour and ego are the key psychological factors they consider for custom made. On the other hand, for ready-made garments, attractiveness and pleasing others were the most influential factors. Again, the study found that custom-made is worn to the place of worship the most and ready-made to corporate meetings. Senior members choose more custom-made clothing items than ready-made ones. Concerning the results of the research, it was found that all the physical, psychological and socioeconomic factors were of importance to senior members in the selection of both ready-made and custom-made garments. However, the extent of the importance of the various factors varies. The study recommends that since respondents rated construction and finishing, and the colour as the most influencing physical feature for custom-made choice, it is vital for designers to improve on these attributes to attract more customers. If ready-made designers want to increase their market value, they should use quality fabric, coordinating colour, and fabric design as they primarily influence ready-made choice.

ACKNOWLEDGEMENTS

I am deeply indebted to these persons for their immense help and inspiration in triumphantly executing this study. I want to enunciate my special heartfelt gratitude and thanksgiving to my supervisor, Prof. Modesta Gavor of the Departments of Vocational and Technical Education (VOTEC) for her interest and passion, priceless contribution, constructive criticisms, patience, brilliance and hard work. I couldn't have done this without her.

My unfeigned gratitude to the Head of Department for Cape Coast Technical University (CCTU) Fashion Department Mr Ahiale for allowing me to conduct my pilot study there. And to the entire staff who helped, thank you very much.

I am also grateful to my parents, Dr Ekow Amankrah-Otabir and Mrs Janet Amankrah-Otabir for the words of encouragement and for keeping me on my toes I appreciate it. Finally, to all my friends who assisted me, thank you for your words of encouragement and your silent prayers. Enormous blessings for you.

DEDICATION

With sincere appreciation and warm affection that I dedicate this work to my parents, Dr Ekow Amankrah-Otabir and Mrs Janet Amankrah-Otabir and an amazing friend, John De Baptist Ortsin.

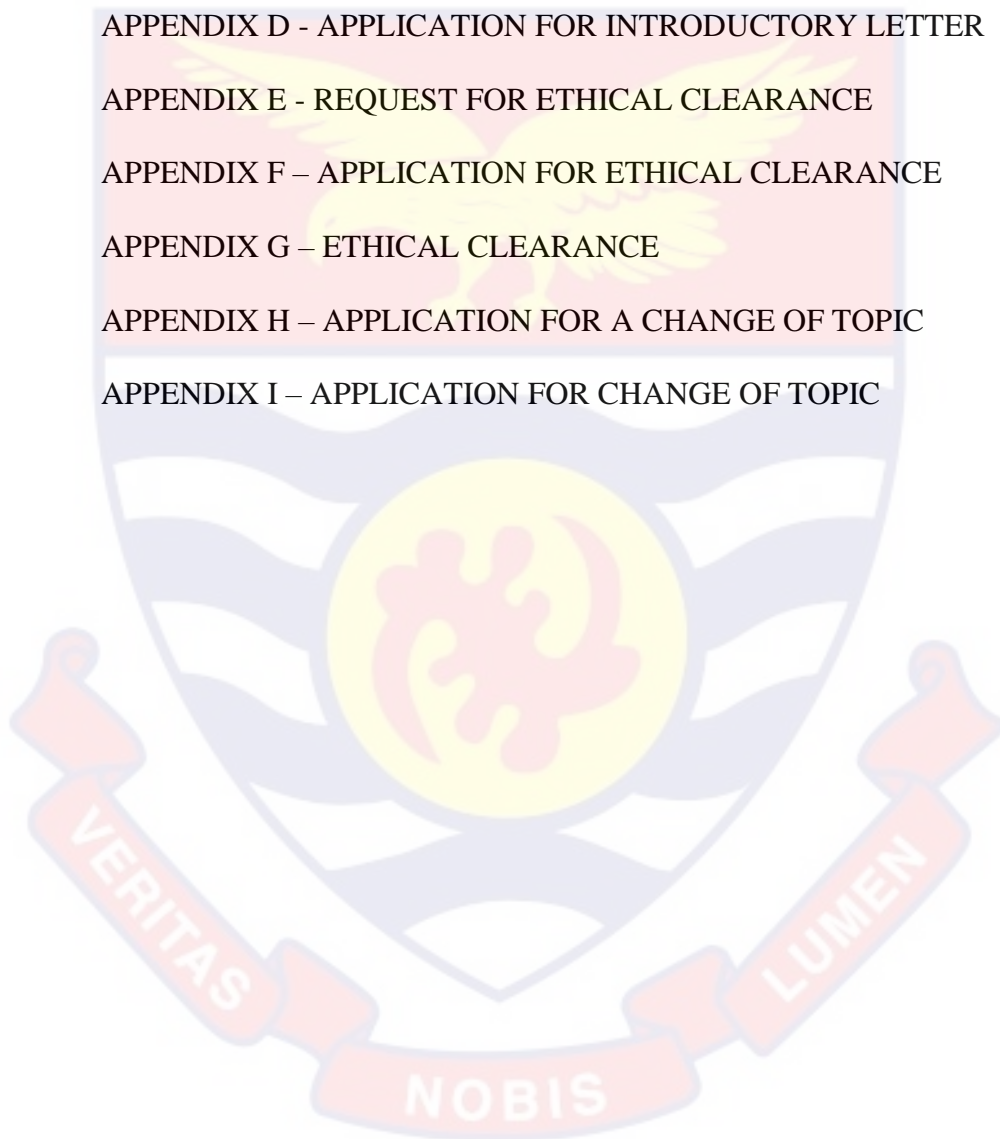


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CHAPTER ONE

INTRODUCTION

Consumers are faced with several issues to think through when selecting a type of garment (ready-made or custom made). These factors have been broadly categorised into three major types – physical factors, psychological factors and socio-economic factors. In this thesis, the goal was to discover the factors that influence the choice of garment. The conclusions from the study have policy implications for both consumers and producers of the garment.

Background to the Study

Clothing has always been a main area of conversation in fashion literature over the previous years (Beaudoin, Moore & Goldsmith, 2000; Johnson, Lennon, Jasper, Damhorst & Lakner, 2003; Rahman, Saleem, Akhtar, Ali & Khan, 2014). It is basically because of the swift increase of the fashion industry. Developing soos justify for virtually 40% of female's attire currently which are anticipated to increase directly beyond 50% by 2025 (Keller, Magnus, Hedrich, Nava & Tochtermann, 2014). Additionally, fashion is amid the segments which profit greatly from international trade liberalisation, in addition, offers job prospects for the untrained workforce, particularly in developing soos (Nordas, 2003).

In Africa, clothing has experienced a revolution procedure succeeding the European colonisation, it's growth in intercontinental trade, and as an effect, African consumerism has elevated (Jewsiewicki, 2008). With the aid of clothing, the people exhibit their uniqueness and use elegance as an interaction device of personal identities (Singh, 2011). Clothing is a chunk of a bigger context of appearance. It denotes any concrete or substantial object connected

to the human figure. It is naturally manufactured using fabrics or textiles but progressively comprised of garments manufactured from animal skin or other thin sheets of materials put together.

Clothing, made from textiles, is part of the three requirements of man, together with nutrition and accommodation (Adu-Akwaboa, 2010). Garment refers to the items that we acquire by purchasing, acquiring or making and added to or wear on our bodies. Though clothing is generally ranked after food Agyemang (2001) points that, someone can go over a week deprived of meals or a place to lay the head for a while, but lacking garments, the person might be alleged in a civilised universe as mentally ill or not of sound mind. Apparel is purposeful clothing, humankind's essential necessities, but fashion combines its prejudices of style, individual taste, and cultural advancement.

This thesis is based on two methods of clothing acquisition by consumers, mass-produced (ready-made) can be picked off the rack using one's size. Custom-made garments where the tailor or dressmaker takes measurements of the customer and sews according to his/her specific measurements. To some consumers, they believe that custom-made garments are the best due to certain factors which include; getting a better fit, and the fact that quality materials are used. Studies have shown that tailored-made are the ones that are extremely valued by professionals as they are completely created concerning the description and measurement given by the person (Rekha and Sadhana, 2014). According to Fianu & Zentey (2000), the production of clothing until lately was primarily custom-made by clothing producers in the informal sector in Ghana. These methods of clothing construction have their merits and demerits. The merits and demerits of acquiring clothes through

ready-made or mass-produced garments include; they are readily available, there are numerous varieties in elegance and textiles, they have garments for numerous periods and events, and it saves time spent on construction so many others. The demerits also include; a body size is required before purchasing a ready-made garment, garments may not match the sense of taste of the buyer, appropriate fitting is not achieved sometimes due to the wrong size and so many more.

When individuals hear “custom made” they directly think luxurious, pointless, only for fashionistas and enormous personalities (Centeno 2011). But these clothes can endure the test for years, advertise your elegance and place you in a phase beyond other well-dressed males. Comparing a typical, off-the-rack piece to a different ready-made type emits a huge change. Custom-made clothing can lead to a piercing look that lasts forever. It is an effective way of attaining a proper fit. It also helps customers to select a unique style, quality materials are used, personal style is highlighted, less time and effort is wasted and clothes last longer. Nevertheless, custom-made garments tarry in delivery of garments particularly during festive periods, time-consuming as related to ready-made garments; few styles are accessible for designing, they are costly as they are designed and constructed for a single person.

Research over the years has grouped the factors that influence choice into broader categories. Whereas some studies group the factors into three broader categories; physical, psychological and socioeconomic factors (Ofori, 2014; Rahman, 2008; Yoo, 2003; Hart & Dewsnap, 2001), others also group the factors into two broad categories; extrinsic and intrinsic (Hines & O’Neal 1995;

Swinker & Hines, 2006; Rosenau & Wilson, 2014). The physical characteristics include fabric quality, colour and coordination, garment finishing, and fit. Self-esteem, values and self-concept are some of the psychological factors while socioeconomic factors include age, gender and income.

These factors which determine what clothing consumers will select are imbued mainly by garment production processes. For studies that characterised traits that influence or determine consumers' choice into two common types - extrinsic and intrinsic, they defined intrinsic attributes as the product's inherent features that cannot be transformed without altering the genuine product, while extrinsic attributes are not a part of the product but are significant (Olson & Jacoby, 1972). Eckman (1990) summarized findings before 1990 that price, brand name were the most cited extrinsic criteria while product composition (style, colour/design, fabric, appearance) and performance (care, fit, durability and comfort) were the most cited intrinsic criteria.

Physical factors, psychological factors and socio-economics factors influence consumers' choice for a type of garment, it is hard to find existing studies that have established that these three broader characteristics will influence consumers' decision for a ready-made or custom-made garment. Only one study was found that was closely related to this study (Riungu, 2009). However, this study varies from the author's in two main ways.

First, the study by Riungu, (2009) was conducted in Kenya and therefore their findings cannot be generalised for Ghana due to different socio-cultural and economic backgrounds. Secondly, the authors just presented how physical factors, socio-economic factors and psychological factors influence garments

selection. This study built on the study by Riungu, (2009) to show how these characteristics are related to ready-made or custom made. Specifically, this research's goal is to determine which of the three broad categories favour the choice for ready-made or custom-made garments.

Another key gap in studies on factors that influence the choice for garments is that most previous studies utilise descriptive statistics techniques to measure the factors that influence consumer choice (Ofori et.al. 2014; Riungu, 2009; Owino, 2013 & Cheruiyot, 2003). However, descriptive statistics are not powerful enough to predict how one factor can influence another factor. Descriptive statistics are limited to the extent that they only allow for summations of individuals or items that have been measured but does not explain the relationship between variables neither does it leave room to explain the randomness of data. This study adopted inferential statistical analysis to explain how some variables influence each other. Specifically, the ANOVA technique was used to investigate income and gender differences in consumer choice for ready-made or custom made. Even though several consumer choices studies have been conducted, mostly, they just aim at identifying the features that influence consumer choice, without concluding on how those features can influence the choice for ready-made or custom-made.

However, the two-generic categorization of factors that influence consumer choice has attracted some criticism. As a result, Lu (2015) broaden the intrinsic and extrinsic attributes into three general attribute categories to prevent classification overlying and to conceal all important aspects as much as possible, based on preceding researches namely aesthetics, performance and

extrinsic. Aesthetic attributes include colour, pattern, style (silhouette, trendiness), workmanship (stitches, seams and construction details), versatility (adaptability to various end uses and mix-and-match potential) and appearance (how the garment looks on the consumer). Performance characteristics include it's; fit (size), comfort (how the garment and material feel to the consumer), durability and care. Extrinsic attributes are brand, cost and service. This current study adopted the physical, socioeconomic and psychological categorization because only a few authors have adopted and to avoid the controversies surrounding the intrinsic and extrinsic categorisation.

Statement of the Problem

In Ghana, there are two methods of acquiring clothing; ready-made garments and custom-made garments. Some industries produce ready-made garments but most of the ready-made garments are imported. There are factors that influence once choice and selection of any of these two types. According Frings (1991) some general factors that influence clothing selection include fit, ease, fabric, brand name among others. It is indicated that fit for example is part of the greatest significant bench marks for individuals involved in clothing choice.

Fit is part of the greatest significant benchmarks for individuals involved in the clothing purchasing choice. However, consumers seem to complain about the sizes and fit of ready-made garments (Rekha & Sadhana, 2014; Lee et.al. 2012). As stated by Aklamati, Twum & Deikumah (2016) disappointment with fit is again part of the greatest commonly listed difficulties with ready-made clothing acquisition (Otieno, Harrow, & Lea-Greenwood 2005; Zwane &

Magagula 2006; Mastamet-Mason, 2008). Due to improper fit consumers desist from the buying of ready-made garments. This is due to the facts that diverse people have dissimilar body figures and the ready-made cannot provide that perfect fit for everyone (Rekha & Sadhana, 2014).

Therefore, fitting may be an advantage for tailored made clothes, however a disadvantage feature of ready to wear. Aklamati et al (2016) stated that the stumbling block attributed to garment fit accelerates from a lot of differences including; aesthetic and functional factors. Lastly, there is a shred of indication that individuals recurrently experience disappointment with the garment fit because of their observations concerning their body size and shapes (Lin & Wang, 2016; Shin, 2013). Hyejeong & Damhorst (2011) stated that those clients without normative or perceived accepted body shapes often feel that they can never achieve the clothing fit because it is meant only for those that have the exact shape displayed on the dummies.

On the other hand, consumers may choose ready-made because of its availability at the time they need it, which may not be possible for tailor-made. Consumers may not get their clothes from tailors at the time they may need them, hence go for ready-made. Disappointments and failures from tailors and seamstresses to provide custom-made garments for their consumers make consumers also shun away from the purchase of custom-made garments. This point also highlights that the time factor seems to be an advantage for ready-made but a disadvantage to custom made.

Literature search has not unveiled any work done in Ghana that compares consumer choice of ready-made clothes and custom-made garments.

Therefore, this study sought to saturate this void by examining the factors that influence consumers' choice and selection for either ready-made or tailor-made. Even though several consumer choices studies have been conducted, mostly they just aim at identifying the features that influence consumer choice, without concluding how those features can influence the choice for ready-made or custom made.

The issues that have been revealed to affect consumers consist of the physical characteristics of garments as well as socio-economic characteristics that influence consumers' choice for a type of garment (Ofori, 2014; Rahman et al., 2008; Yoo, 2003; Dewsnap, 2001). The physical characters are the fitting, coordinated colours, fabric design and the garment style whereas the socio-economic factors that have been identified to influence consumer choice include age, gender, income, marital status and family size. Also, some studies have revealed that consumer's selection of garments is connected to their self-concept, self-esteem, self-expression, personality, body and mood (Francis, 2011; Kwon, 1991, 1994; Moody & Shinha, 2010; Piacentini & Mailer, 2004; Trautman, Worthy & Lokken, 2007). Thus, psychological factors also influence consumer choice of garments. Therefore, choosing a garment whether it being ready-made or custom-made depends on the factors identified to influence the consumer's choice. For consumers who think ready-made garments are better stick to the point that there is less time and effort wasted, which beats the custom-made garments. Now consumers are torn between the selection of either of them for their daily and occasional activities.

This study gave an insight on whether Ghanaians specifically, senior members in the University of Cape Coast choose a custom-made or a ready-

made garment and the factors that affect their choice. Senior members of a university take part in many activities as adults as such they need clothes that will fit the various roles they play. These members are the highest body of the school. They make the rules and regulations that govern the school. They were selected for this study because due to their position and interaction with students, visitors and foreigners, fashion will be of great essence to them. Maran, Liegl, Moder Kraus and Furtner (2021, 86) stated various instances that display that frontrunners intentionally select their clothing to shape the way they look to mirror their status. How an individual appears in garments, particularly a tertiary institution leader therefore serves as a conduit which guides his/her clothing selection. Several scholarly researches have been conducted to determine factors influencing clothing selection of students (Ofori et al., 2014) and teachers (Riungu, 2009) but not on senior members in tertiary institution. This thesis focuses to explore the physical, socio-economical and psychological factors that influence their clothing choices of the senior members in the University of Cape Coast and what makes them choose either ready-made or custom-made clothing for different activities.

Purpose of the Study

The study was carried out to determine specific factors that influence senior members of University of Cape Coast select and choose garments in terms of custom-made or ready-made garments according to physical, socioeconomic and psychological factors.

Research Objectives

The following objectives guided the study. They are to;

1. analyse the physical characteristics of garments that influence the choice of senior members in the University.
2. determine the psychological factors that influence the choice of senior members.
3. evaluate the socioeconomic factors that influence the choice and selection of garments by senior members in the University of Cape Coast.
4. examine the occasions that senior members use custom-made and ready-made garments.
5. determine the garments types that the different genders acquire through custom-made and ready-made.
6. examine the relationship between gender and garments choice of senior members.
7. discuss the main differences between the factors influencing the choice of ready-made and custom-made garments.

Research Questions

1. What are the physical characteristics that influence garment choice among senior members?
2. Which psychological factors influence garment choice among senior members in the University of Cape Coast?
3. Which socio-economic factors influence garment choice among senior members in the University of Cape Coast?
4. Which occasions do senior members use custom-made and ready-made garments?

5. Which garments types do the different genders acquire through custom and ready-made?
6. Does gender difference exist in the factors that influence garment choice among senior members in the University of Cape Coast?
7. What is the main difference between the factors influencing the choice of ready-made and custom-made garments?

Significance of the Study

This research “factors that affect the choice and selection of ready-made and custom-made garments by senior members” will serve as the foundation for additional research for students who are concerned with finding additional information about consumers’ decision-making. Answers to the research questions and many similar questions are needed by industry, government and educators. The market research specialist seeks such information for reasons of profit for industrial clients. Additionally, the result of the study will provide competitors understanding into how they could discover and keep their consumers. The outcome of this paper would also help competitors to increase their approaches of foretelling their consumers’ purchasing behaviour.

Of special importance, the results of this research would help clothing designers to identify precise garments styles that would correspond to the professional codes of dressing. The topic of clothing selection and practices is less studied in Africa, and mostly Ghana, therefore the researcher trusts that the outcome of this thesis would provide important research literature for scholarly work in this area. Hence the knowledge of this research will be vital for both retailers, manufacturers and the whole fashion industry in the country, producing providing garments that are following their choice.

Delimitation

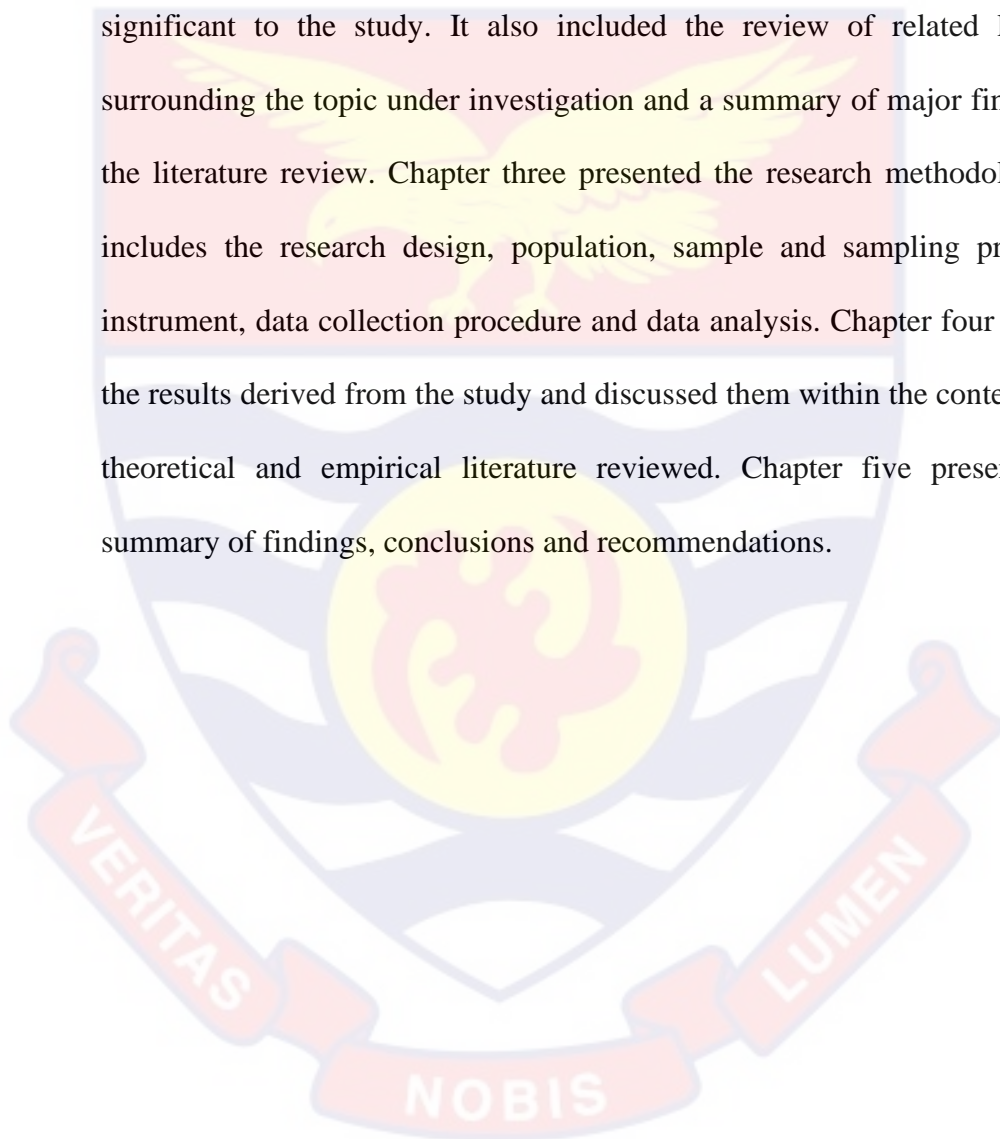
The study covered senior members in the University of Cape Coast community. It covered both males and females from all faculties both academic and non-academic staff. Since the research is on senior members in the University of Cape Coast, junior staff and students were not included in this study. Since it covered members in the university community, members outside the community were not included in the study.

Limitation

The major challenge of this research paper was COVID-19. The period of the data collection was the time where schools were closed. Therefore, getting respondents were not possible. This delayed the time that the data collection was to take place. Moreover, when schools resumed, and respondents were back to campus, due to the fear of coronavirus, not all respondents were willing to get into contact with the respondents. The social distancing protocol and other covid related protocols also affected the data collection process. Due to this some respondents were not available to return questionnaires they took on time. This reduced the sample size from 200 to 161 respondents. Others also indicated they were tired of filling questionnaires and some also took along to respond to the questions. Also, it took several months before the ethical board gave the red light for the data collection process to continue. Finally, the respondents were unwilling to respond to certain variables, especially their income status which caused one key objective to be dropped; i.e. the connection between their salary and garment category.

Organization of the Study

This research work was structured into five distinct chapters. Chapter one presented the background of the study, problem statement, research objectives and questions, significance of the study and the organization of the study. Chapter two dealt with the conceptual and theoretical approaches significant to the study. It also included the review of related literature surrounding the topic under investigation and a summary of major findings of the literature review. Chapter three presented the research methodology and includes the research design, population, sample and sampling procedure, instrument, data collection procedure and data analysis. Chapter four assessed the results derived from the study and discussed them within the context of the theoretical and empirical literature reviewed. Chapter five presented the summary of findings, conclusions and recommendations.



CHAPTER TWO

LITERATURE REVIEW

The key goal of this research was to determine the factors that influence the choice and selection of garments amongst senior members at the University of Cape Coast. This section would cover significant literature linked to the determinants of consumer choice for garments. The literature review would begin with the explanation of certain key concepts related to this study, then proceed to an empirical review of studies and conclude with a conceptual framework that delivers an interpretation of the association occurring among the variables of the study. Specifically, literature would be reviewed in the following areas: Definitions of concepts, theoretical review, empirical evidence on factors influencing consumer choice and the conceptual framework for the study.

Concept of Appearance Management

Managing Appearance “includes all the attention, decisions and acts associated to one’s appearance that is the way of thinking about and carrying out activities about the way one looks” (Kaiser, 1997, p. 5). It defines the procedure people engross in whenever they acquire and use goods and services to preserve their look (Kwon & Kwon, 2013). Aune and Aune (1994) also states that grooming behaviours of humans are part of appearance management. According to Johnson, Kim, Lee and Kim (2014), managing appearance contains a lot of procedures that are applied to maintain the appearance of the body, which a person shows to himself or herself and other people in the public.

An assembly of actions together with clothing, embellishment and cosmetic choice in addition to grooming practices and modification of the size

of your body and form reflect what is termed as appearance management behaviours (Rudd, 1996). People may participate in dangerous, damaging and dicey appearance management behaviours. Rudd and Lennon (2000), assert that risky managing of appearance is individual and critical nevertheless, if the behaviour endangers a person's wellbeing after a lengthy phase of repetition, then it is risky. Medical practises (such as liposuction, rhinoplasty) and nonmedical practices (such as Botox, excessive dieting and exercise, tanning, skin bleaching) are risky appearance management behaviours (Johnson et al., 2014).

Decades ago in 1968, in a book titled "*Second Skin: An Interdisciplinary Study of Clothing*" Horn specified that virtually from the beginning of child birth to death, the human body is constantly concealed with some type of garment, a piece for appearance management. Managing the appearance can be believed to commence at early stages when the look of an infant is planned by his or her parents or guardians. Even though the choices and presentations concerning the toddler's look are decided by parents or guardians, the outcomes are obvious in the baby. According to Rathnayake (2011) clothing may be used to reflect, express, or enhance the self. This happens intentionally or unintentionally, and it aids the person to accomplish some uniformity amongst the bodily self and the understanding shown by the dress, both of which speaks impersonations of the human self to other people in the social setting (Johnson et al., 2002).

As stated by Kaiser (1997) people use a mixture of social comparison, social feedback and self-perception, when suitable, to direct appearance management performance. Therefore, in a human being's era, the organisation

of one's look continues to progress and be improved as the individual interrelates with the world socially. As a human being develops and modifies, one's exposure changes how one takes care of their distinct look. For example, what a person enjoyed putting on as a teenager, may not be the same thing he or she likes as a grownup, because one's garment choices are constantly altering to flatter his or her traits. The perception of managing the appearance is comprehensive and therefore, for this research, managing appearance involves the conclusions and activities regarding the acquisition and the usage of the garment to preserve one's look. Hence, the research fixated on garment choice as a medium of controlling appearance.

Importance of Appearance Management

Managing appearance is a meaningful characteristic of our everyday life. According to Stone (1962), appearance is at least as vital in the formation and preservation of identity. Individuals manage their looks for numerous reasons which are to; groom the body (Johnson et al., 2008), increase one's confidence (Subhani, Hasan and Osman, 2011) and feel more gorgeous (Amritharaj and Manikandan, 2017).

The garment or personal look of a person is also a significant feature of the self as it performs as the main reason for creating first encounters (Johnson et al., 2002). This however may disturb a spectator's insight and actions concerning the wearer or person being studied (Kim & Lennon, 2005). Hence, the organization of an individual's look is key in a societal setting as one's garment and the total look speaks to other people about the person.

Managing appearance is similarly a method of cultivating self-esteem. Kwon (1994), states that clothing practices are an extremely vital way for defining, refining or improving a person's self-esteem, and an emotional and exclusive issue for people in society. Francis (2011) asserted that one expresses oneself through garment or looks and they also depend on the clothes they wear to feel a sense of power. Additionally, because appearance management emulates and carries the inner self such as personality, mood, emotions (Moody et al., 2010), self-concept (Entwistle, 2000), and expresses identity such as gender, culture, religion, political, and occupational identity (Feinberg, 1992) it serves as a transmission device.

It is significant to observe that a lot of the psychological influences of managing appearance namely mood, emotions, personality, identity, and self-concept, are also significant features of managing appearance, as an individual communicate messages through its appearance using these factors. Hence, these aspects function both as psychological effects and an indication of appearance management. This authenticates Kaiser's (1997) perspective of social psychology of appearance, which states that such factors are influences that lead to and result from, the appearance management process.

Clothing/Dress as an Act and Form of Appearance Management

Clothing is a joint name for items that are put on the body. Participation in several activities necessitates due attention to wearing of clothing, which is one of the most basic human needs in life (Lundy, 2011; Pulhin, Inoue & Shaw, 2021; Waring, Mukherjee, Reid & Shivdas, 2013). According to Riungu (2009) clothing is a factor in everyday human life and the relationship with others. Beyond this, clothing is also a key component in our communication with others

(Kwakye-Oppong, 2014). Textiles, animal skin or other thin sheets of resources fused are what clothing can be made of. The wearing of garments is mainly limited to individuals and is a characteristic of all human societies. The quantity and kind of clothing worn are related to the body type, social and environmental contemplations. Some clothing can be specific to a gender. The use of clothing by mankind has been in existence from antiquity to date (Dzamedo, 2009), and the need to clothe the body has been underpinned by several theories (Gilligan, 2010; Lynch & Strauss, 2007; Ofori, Adu, Nyame-Tawiah, Adu-Akwaboa & Agbovie, 2014). The word clothing denotes any material object associated with the human body. This description incorporates such items as pants, skirts, tops and other related body wrappings. Clothing, then, refers to those items that we acquire (by purchasing, getting or creating) and added to or put on our bodies. Clothing selection practices, therefore, become an integral part of individuals. Clothing, as a significant feature of nonverbal behaviour, performs a broad range of communicative purposes (Barnard, 2013; Larsson, 2014; Martin, Nakayama, Oudtshoorn & Schutte, 2013). Rosencrantz (1972) discovered that working females advanced in clothing consciousness were of a higher social class, part of many organizations, achieved an advanced level of education, had higher incomes and oral intelligence, and, for the maximum part, were married to professional workers.

Clothing remains a commonly utilized expression that incorporates performances and procedures of managing appearance, and Kaiser (1997) says it is well-described as a means of changing or totalling your distinct look. It is also stated as an assemble of alterations of the human anatomy and/or additions to the physique (Roach-Higgins and Eicher, 1992, p. 1). Also, Roach and Musa

(1980) states that Modifications of the body include any impermanent or everlasting altering or restructuring of the colour, texture, or figure of the body whiles body supplements are items that are used to cover or attach to the body or some part of the body. Again, it was Johnson et al. (2014) who said that Body modifications include dieting, exercising, cosmetic use, piercing, cosmetic surgery, tattooing among others; while body supplements include accessories, clothing, hearing aids, glasses and many others. Clothing performs multiple roles in a human beings' existence far more than being a requirement. Information and trends that can spread over the entire world not only drive consumers to acquire clothing, but also motivate consumers to buy even more garments by providing them a lot of options. This condition has contributed to a variation in classic consumer culture and created consumer masses that choose brand names and style, implying merchandise that has social interpretation furthermore to just being functional, that provide status, arouse interest and that are innovative.

Rudd and Lennon (2000) also said that clothing is an intentional way of life that includes the procedure of selecting how and with what processes or items to create a personal appearance. Johnson et al. (2008) defined the dress as any purposeful manipulation of the body, and it embodies the use of cosmetics, clothes, accessories, hair styling techniques, and other additions done for various purposes such as grooming the body. In this research, the dress is explained as the usage of garments to generate one's distinct look.

Many theoretical explanations were developed to explain the basic question anthropologists and psychologists asked; why do people wear clothes? Clothing scholars Jasper and Roach-Higgins (1987) point out that some of this

early theorising and fieldwork assumed, clothing like other artefacts, advanced from the most primitive forms to the most complex forms and the motives of contemporary non-primitive people are identical to those of the first humans. Hence the developments of theories to back why people wear clothes. Clothing may serve as the requirement for embellishment, modesty, protection, or all of these in different forms measures modesty, immodesty, defence and beautification are four such theories governing the putting on of clothes (Ross, 2008).

There is nevertheless some conflict between numerous theorists as to which has the maximum significance. Research of motivations in clothing possibly will assist a person to comprehend the dress performance of individuals. Ryan (1966) and Kefgen (1986) detected these four theories. The first theory was the sacred one of modesty, which states that individuals initially wore clothing to wrap or hide the genitalia of the human anatomy. The modesty theory was grounded on the impression that morals depend on self-effacement as articulated through the cover-up of the human body. However, this philosophy has been disputed claiming modesty is not similar in diverse beliefs. A portion of the body concealed by those in one belief may be left uncovered lacking embarrassment by a group in an, unlike belief. Whatsoever quantity of clothing is in general use in a given belief appears modest to the individuals in that belief.

In contrast, a little deduction from the normal quantity is seen to be immodest. The subsequent theory to clarify the emergence of clothes is the reverse of the opening theory. According to this theory, clothing was initially put on the body to call attention to the parts of the body concealed. It is referred

to as immodesty or sexual attraction. Clothing is worn to captivate attention to some degree than conceal the genitalia. It was based on the doctrine that familiarity breeds indifference, whereas concealments breeds interest. Many have agreed that clothes serve as a sexual appeal, but few accept the idea that immodesty was the reason for wearing clothing.

According to the third theory, human beings initially put on clothing articles to protect themselves from the elements of insects, beasts and enemies or harm or supernatural forces. Although protection is an important function of clothing, this explanation as an initial motive for wearing clothing has been largely condemned because clothing is thought to have evolved in tropical regions of the world where there was no necessity for protection against the climate. However, further explanation stated that clothing was not worn for protection from the weather but from insects. Lastly, clothing was worn as a means of aesthetic expression. This theory has been called the beautification or embellishment or adornments philosophy. Ryan(1966) points out that as having specified that garments at one time or another, in some people if not in others, guards us from numerous types of dread, ridicule, the approximation of poverty, the estimation of inefficiency or stupidity, numerous dermal discomforts, internal bodily discomfort, estimation of immodesty, anxiety, estimation of lack of self-respect, estimation of lack of good taste, unobtrusiveness, an underestimation of first impressions, loneliness or lack of the desired beauty.

Beyond the four theories that explain why people wear clothes, there are specific factors that determine why a consumer will choose one type of clothing item over another. In Frings (1994) view, the factors that guide consumer's choice for fashion selection include season, age, occasion, fabric type, colour,

price, fit and comfort. Some certain fabrics and colours are appropriate for frost while some are not named, synthetics; silk and wool are advisable as they are terrible conductors of warmth. Colour is most of the time the first characteristic of clothing or ornament to which individuals react; the texture is the outward interest of clothing or embellishment and style. The characteristics that describe a style include lines, silhouette and details. Cotton and blends of cotton with synthetics are appropriate for summer as they are very good conductors of heat and are absorptive. Also, consumers' choices may be determined by the price of the garments. The consumer may evaluate the entire value of all the fashion appeal features of clothing or ornament and their association to the retail amount and financial plan.

The kind of cloth one may choose may also depend on age and gender. For example, for toddlers, elegant prints in comfortable colours can be selected. Prints for nursery children are not suitable for basic school children. Once the minor sets foot in the later juvenile stage, the boys like manly pigment, for example, all the colours in the blue family, brown and black. Girls however like to wear womanly pigments like pink, green and red. A few delicate textiles are selected for girls garments as rough-textured textiles are appropriate for youthful boys. Fit is a very necessary stage in an individual's choice of clothing. Comfort is considered to keep the wearer at ease, warm or cool. The choice of clothes also differs in relation to the event. Long-lasting garments with moderate styles can be selected for daily wear or informal wear but for rare or official garments novel fabrics with modern design are selected. Suitability or acceptability for a precise event or need, fabric performance, care and workmanship - the quality of construction, stitching, or finishing. One appears

abnormal when one goes out of style. Insufficient fabrics and colours are in fashion while the rest are not. Clothes sometimes should be bought according to fashion and others should not be complex.

Ready-Made Garments

Ready-made clothing is outfits that are made in standard sizes or specifications rather than to order. Ready-made garments are the garments that are accessible easily in the markets for diverse age variations with varied colour mixtures, recent fashion, latest prints, decorations and suitable for different events and climates. Ready-made garments can be acquired locally or imported. Ready-made garments again are large scale production finished textile merchandise of the garments business. They are not “custom-tailored” concerning body specification, but relatively widespread concerning anthropometric researches. They are manufactured from several diverse fabrics and yarns. Their features rely on the fibres made use of in their production. Ready-made clothes are separated into these types; outer clothing, inner garments and undergarments.

The initial ready-to-wear clothing industry was started in New York in the year 1831. Throughout the American Civil War, the requirement for ready-to-wear costumes facilitated the clothing sector to expand in the United States. Getting to the last part of the nineteenth century, there were differences in societal perspective concerning ready-to-wear garments. They were no longer seen only for the inferior groups but also for the average group. This fashion began in the United States. In the beginning, they were more prevalent with males than females. In the late 1860s, twenty-five per cent of clothing constructed in the US were ready-to-wear, but by 1890, that percentage had

increased to sixty per cent. By 1951, ninety per cent of clothing purchased in the United States were ready-to-wear. Throughout that time, two-thirds of the clothing purchased in France were ready-to-wear.

Custom-Made Garments

The other form of garments acquisition is custom-made garments which are also called tailor-made garments. Custom-made garments or customization by this study is defined as the process of tailoring to individual customers' specifications. They are garments constructed by an individual who has in-depth sewing knowledge and sews at a fee. Normally, the garment is made in relation to the taste and choices of the person who is going to wear it. Specifically, in fashion, it allows consumers to generate and personalise their outfits. The tailor-made is the reverse of ready-to-wear; it is the realization of a garment according to the morphology and desires of the customer.

Traditionally, customizing depicts, to make or rather to adjust to the human being or private conditions. The word emerged from the name "customer" and it is a method for customers to make merchandise or services concurring to a person's preference. To personalize implies to be furnished with personal or individual attributes or uniqueness and particularly in clothing to mark with a one's nomenclature, as in initials, names, etc. personalization to be used in customization (Tseng & Piler 2003).

Customization or custom-made garments is the method of modifying to specific customers' requirements. Specifically, in fashion, it permitted consumers to make and personalize their outfits. Online shops and that of real studios in sorts of countries are rendering service customization. The sports brand, Nike is still today seen as a leader and guide of this phenomenon. The

service was introduced initially in 1999. It enables the customer the ability to choose from a restricted range of different materials and colours to create their kind of tennis shoes. Both personalization, as well as customization, has the exact primary message “to make it individual”. There are several variations amongst those developing, nevertheless, although personalization in dressmaking in English speaking area could also be valued as a product designed per the customer’s needs which changes him or her thoroughly in the awareness of merchandise, it is relatively used to furnish final merchandise with for example to make a trademark or logo or offering the merchandise with personalized wrapping. Personalization, in general, is a multi-value consumer fidelity tool that accumulates and assesses particulars of user behaviour for adjustment of a person’s satisfaction for any communication medium like websites, television or print media.

Clothing has been handmade for the greater part of human history. Now, even though textile manufacture is mechanical, garments are sewn and stitched together by human hands on sewing machines. Before the immense growth of ready-to-wear garments, each clothing was made independently. From the Industrial Revolution, all the way into the original part of the 20th century a dress, for instance, was made only for the individual who would wear it. Even though ready-made garments have been accessible for many years, the capability to enter a store, pick a garment off a shelf, or purchase it on the internet is a rather new concept. In the past, not too distant though, clothing could survive for a very long time but today, we buy an item of clothing, wear it for a limited time, and throw it away. The greatest manufacturing business in the world is the construction, manufacturing, and supplying of clothing.

Looking at ready-made garments and custom-made garments, both have the properties that make them unique, advantages that make consumers go for and disadvantage that makes consumers shun away from purchasing it. The advantages of one type of garment is normally a disadvantage to the other. For example, tailor-made is normally chosen by consumers due to good fit which makes consumers' life more comfortable and easier (Rekha and Sadhana, 2014). Fit is an essential part of garment purchase. According to Aklamati, Twum & Deikumah (2016) clothing fit is well-explained as clothes that have the correct size and shape. Ease, fabric, brand name, comfortability, low body cathexis, low self-esteem or feeling good including more are other factors that according to Sidberry (2011), cause problems with clothing fit. Various researches (ISO 3635 Standard, 1981; Ashdown, 2003; Chen-Yoon & Jasper, 1993) highlight the credence that the explicit worth of a sizing system is the magnitude to which, with a restricted amount of sizes, it serves a populace's sizing and fit the requirement. The sizing system affects the fit of garments. Hence, fit and size have been believed to be the foremost characteristic of clothing quality in terms of consumer satisfaction (Alexander, Jo Cornell & Presley, 2011; Burns & Bryant, 2002; Lee, 2013; Mason et al., 2008).

Consumer Choice

Every distinct human being who purchases goods and services for their self-consumption is a consumer. As stated by Yakob (2015), practically a handful of the consumers presently devote more than three minutes to pick up three products from the supermarkets shelf, actively making decisions. Consumer behaviour is a systematic procedure whereby the individuals communicates with the environment for making market decisions

concerned with products and services. The features of buyers' behaviour should follow some characteristics which involve both the individual (psychological) process and the group (social) processes, it involves transmission, buying and behaviour of consumers, it is demonstrated by a post-purchase assessment which expresses either satisfaction or non-satisfaction, it comprises both consumer and industrial buyer behaviour and it is moulded by the social environment.

Much of consumer psychology pays more attention on cognitive processes and behaviours (Jansson-Boyd, 2010). Consumer choices are the individual fondness, as determined by the utility of numerous bundles of goods. They are also seen as extensions of the self, as decisions that are taken not to fulfil needs but to self-express (Solomon, Bamossy, Askegaard & Hogg 2013). They allow the client to categorize these packages of goods referring to the levels of commodity satisfaction they offer the customer. According to Boeing & Lebert (2014), consumption has foregone material need fulfilment to the point of absolute consumption, that is, the purchasing of products for the act of purchasing alone. Consumers' choice can be valued as the authority or capability to select one article in place of another with the view and hope that their choice will attribute to a much bigger fulfilment, maximum ability or enhanced work done. The specific customer has their act of choices and the quest to achieve these is based upon culture, education and individual preference, among a plethora of other factors. The theory of reasoned action signifies complete incorporation of the attitude constituents that eventually are the basis of choice.

Consumer behaviour is influenced greatly by cultural, social, personal and psychological behaviour, these aspects can be comprehended in detail to study the consumer purchasing behaviour concerning the acquisition of ready-made and custom-made garments. Clothing construction and finishing, fabric quality, work suitability and cleaning and care are some of the physical characteristics according to Riungu (2009) influence consumer's choice. Regarding psychological characteristics, Barquet and Balam (2015) revealed that mood also influences consumers' choices. Self-concept and self-esteem are very necessary for consumer choice. These authors also highlighted the connection sandwiched between the socio-economic characteristic of the respondent and their clothing choices. The key socioeconomic factors often reported include gender, age and income. In this era where the market is very competitive, the aim of all manufacturers, as well as an advertiser, is to gain a prospective market share by ensuring individuals that they have all the answers to their special necessities and desires. This research will aid these producers and markets people to comprehend the choice of consumers. Also, understanding how the individual factors influence their choice will help producers to understand the perception and attitudes of consumers.

In another sense, the thought may be reduced and the purchase behaviour almost habitual. Again, the duration of thought (incubation) may be substantial and each component of the consideration process deliberately studied. Every customer is a special human being with typical features, desires, wishes, projections and experiences which are uninterruptedly varying and developing. Furthermore, customers answer to numerous impacts which may surprisingly impact their buying choices. Comprehension of customer

behaviour brings about a demanding job, however, an important component for advertising, since the achievement of a business in the customer soq relies on its skill to please consumers' needs and necessarily surpass their projections. Consumer behaviour is practically the evaluation of when, why, how, and where individuals do or do not purchase the product. Consumer behaviour tries to understand the customer decision-making process, both personally and with a set (Hareem Zeb et al, 2011).

Theoretical Review

Symbolic Interaction Theory / Symbolic Interactionism

Symbolic interaction theory is a micro-level theoretical framework and perspective in sociology that tackles how society is created and maintained through frequent communications among individuals (Carter & Fuller, 2015, p. 1). Aksan, Kisac, Aydin and Demirbuken (2009) stated that the foundation of this theory it's meanings and facts are grounded on and guided by symbols. Even though all symbolic interactionists vary in their points of view, they all come to an agreement that human interaction is the source of data. "The works of theorists Cooley (1902), Parks (1915), Dewey (1930), Mead (1934), and Blumer (1969) led to the evolution of symbolic interactionism" (Aksan et al., 2009, p. 902).

According to Blumer (1969), the symbolic interaction theory includes three fundamental propositions. Firstly, human beings behave in the direction of substances centred on the understanding the substances have for them. Employing this suggestion to managing appearance implies that individuals interact with other human beings based on the understanding of their garment

and total look that influence them (Kaiser, 1997). Overall, the garment and outward look are symbolic. And intrinsically, human beings make usage of them to transfer several meanings such as sex, religious, cultural, political, and occupational identity as well as emotions, personality, mood, and self-concept. Individuals may also make their first or lasting impression of their fellow persons due to the understanding they get from their outward look communicating to them, and this can also influence the way they respond or act concerning the person.

The next suggestion is that interpretation develops from relations between people in society. This shows that interpretations are not built in a commodity but are studied and divided among persons (Johnson et al., 2014). Interpretations related to garment symbols are got from social communications. The next suggestion is that understandings are repeatedly reconstructed or altered as and when you interact with human beings. This evidence suggests that the wearer of a clothing article greatly determines the meaning of the article together with the observer of that article (Johnson et al., 2014). Meanings are adjusted throughout socialization when they are well understood.

According to Kaiser (1997) people create their realities, partly by managing their appearance using symbols. Human beings tend to be unique and make a pleasant fashion peculiar to them through careful appearance management. Garments and body alterations are the distinct patterns (substances and procedures that transmit precise implications) that are used in managing appearances, to create a person's anticipated look and to transfer knowledge to people in the society. In this current study, symbolic

interactionism is used to clarify the garment choices, through the garment types (ready-made or custom made) used by the staff of the University of Cape Coast.

Empirical Review

Factors that influence Consumer Choice for Garment Selection

Several factors have been identified in influencing consumers' choice of a dress. Most studies have categorized such factors into different broader categories. This section seeks to review the empirical studies on determinants of consumer choice and consequently erupt a conceptual framework for it.

Ofori, Adu, Nyame-Tawiah, Adu- Akwaboa and Agbovie (2014) conducted a study examining University of Ghana (Legon) campus fashion and issues that affected the garment choice of undergraduates. Most of the defendants (91%) chose both "protection and modesty" as significant in selecting garments, even though the style in the school appeared to propose something else. Forty-eight percent (48%) regarded beautification as significant. Factors that affected the students' garment choice were clustered into physical, aesthetic, psycho-social, and economic factors. Colour, fashion, affordability, durability and religion were issues that affected students' garments choice mostly.

Riungu (2009) organized research to find the factors influencing clothing selection amongst primary school teachers in rural areas regarding the Mwimbi division in the Meru district. Riungu sorted the physical, psychological and socio-economic aspects affecting teachers' garment choice. The research was restricted to 22 causally selected schools in the Mwimbi division, Meru South, Eastern province, in which a sum of 327 instructors was chosen by chance. The research implemented a descriptive design, using a questionnaire,

which was distributed by the investigator to a section of primary school's teachers in the Mwimbi division. The research recognised that origin of enlightenments on garments that instructors use comprise family members, friends, tailors, and window shopping and fashion magazines. The numerous purchasing channels exploited by the instructors included boutiques, tailoring stores, retail stores, open-air markets, Mitumba markets (second-hand clothes) and displays. The physical features of the garments affecting garment choice comprise item construction and finishing, fabric quality, work suitability and cleaning and care. Psychological factors such as smart looking, acceptable style personal beliefs and values, latest style and unique outfit affected garment choice.

Lu (2015) aimed at 1) identify and compare attributes that are important in consumers' insights of apparel quality in the U.S. and China; and, 2) explore a new method to consumer study in the apparel industry. Merchandise evaluations concerning Levi's female's skinny jeans from five diverse online vendors in the U.S. and China were selected and analysed. Opinions were considered into three proportions with 14 several factors: aesthetics (colour, pattern, style, appearance, versatility and workmanship), performance (fit, comfort, durability and care) and extrinsic (brand, cost and service). After data assessment and organization, 243 reviews from the U.S. and 172 reviews from China were composed. Descriptive analysis showed that for the U.S. individuals fit, comfort, appearance, style, colour, versatility, brand and durability were the significant factors. For the Chinese consumers, the most cited attributes were fit, comfort, appearance, style, colour, cost, other, service and brand. Regression outcomes showed that assessments about durability, fit, brand, style, appearance

and comfort had an important positive influence on the U.S. consumers' general merchandise evaluations. Service, colour, comfort and appearance affected Chinese consumers' general assessment of an item. The position of the "other" characteristic showed the significance of fabric performers in Chinese consumers' minds. The outcomes of this research were extremely affected and restricted by the product kind and the distinct features of electronic purchasing and reviews.

Barquet and Balam (2015) surveyed to determine the factors influencing undergraduate students' (n= 71) clothing choices. To discover factors affecting the college students' clothing selections, a Repeated Measures Analysis of Variance (ANOVA) was conducted. In their research, factors influencing garments selections were "mood, personal style, their desire to feel comfortable, whether they had to make a presentation during the class session, and the weather". Usually, female students had a resilient insight of mood as affecting the selection of their garments.

Owino (2013) conducted this survey on Kenya Utalii College (KUC) staff communities to assess the qualities influencing their discernment. The garments characteristics costumers use is divided into two, namely intrinsic characteristics, including, garment style, colour, fibre content, etc and extrinsic characteristics such as price, country of origin, packaging, among others. A pre-test was employed to measure the validity of the research instrument and Cronbach's Coefficient Alpha was used to test the reliability of the instrument. Descriptive statistics analysis presented that intrinsic and extrinsic apparel qualities had mean scores of 4 and above, i.e. 4.034 and 4.5562, respectively, suggesting that all the two influenced consumer perceptions of product quality.

Nevertheless, extrinsic qualities had more impact on the apparel quality, since they had a higher mean score of 4.5562.

Risius *et al.* in 2012 researched the persuasive reasons for bra purchasing in aged UK-based females. Quite a lot of factors were uncovered to influence their selection of bra which includes “aesthetics (shape, attractiveness of bra, figure, appearance in clothes, lace and colour), comfort (shoulder straps, underwire, fabric, bra fit, generic, comfort), practicalities (importance of good quality, availability and buying, affordability choice of purchasing, options range and choice of bras), and support (to provide uplift, general support, to overcome breast sag)”. From the focus groups and discussions with individuals, it was realised that there are some variations between their selections at a tender age and their choices at older ages.

In the research presented by Lee (2012), aged women specified that there is no universal size system in the current ready-to-wear clothing industry and varies in body shapes throughout the ageing procedure are not taken into thought by the businesses. Whereas aged females encountered complications in discovering appropriate ready-to-wear products concerning the variations that took place in the body shapes, males usually had fewer problems in looking for appropriate garments, since men wear garments comprising of trousers and shirts that have a more flexible size system (Dillard and Feather, 1988:120).

Mulyanegara and Tsarenko (2009) researched the consequences of consumers' personalities and it's worth on brand choices. The participants in this research were resident and foreign, men and women undergraduate students admitted to the Business School at one of the foremost universities in Australia. It was recommended that values had a greater influence on brand choice than

personality. Nevertheless, the connection involving personality and values could be used by fashion managers in designing promotional approaches for the specific group. Rahman *et al.* (2008) stated that Chinese female college consumers of pyjamas as a low-involvement product were concerned with functional values rather than symbolic values. Comfort, fabric and quality were important causes in the buying decision method rather than brand and country of origin.

Guzel (2013) researched clothing choices and difficulties obtained from physical changes of individuals aged 65 and over. In the study, the eloquent method was applied. The statistics of the research were obtained employing the survey implemented on 175 individuals casually chosen from men and women clients from age 65 upwards staying in Konya. In the survey form, questions in the direction of defining the elderly's demographic specialities, clothes purchasing behaviours, choices of clothes type, fabric and model and the clothes difficulties obtained from physical change take place. The statistics were analysed in the SPSS package program and results were given in cross tables. The results highlighted the clothing choice of aged people. Following the results, the aged provided significance to the comfort of clothes and the availability of the elastic and pocket in the models and often chosen the shirt and trousers as clothes type came out. According to the conclusions of the study, it has been discovered that the features the aged pay attention to includes comfort, suitability, practicability, being economical and resilience.

Dewsnap, (2001) discovered the bra consumer decision process. Focus groups were employed and orchestrated in three different neighbourhoods within the South-east of England and the Midlands, UK. The sampling

procedure was restricted to four key variables: geographic location, socioeconomic group, bust size and age. Numerous factors, as well as economic, psychosocial, physiological, psychological and functional, were discovered influencing the extremely concerned consumer. This would make the purchasing procedure of braless gratifying and dangerous. Producers and consumers should work on the problem's consumers meet in purchasing a bra. This is by attaining manufacturing consistency, size standardization, delivering additional dependable in-store measurements and assistance, suggest extremely skilled bra fitters and sales experts. This would simplify the purchasing procedure and make it more appealing, compelling consumers to shop more regularly. This could meaningfully help market developments. The research displayed the variation concerning "every day" then "special occasions" bra. "Everyday" bra is exceedingly reliant on function and utility and associated with actual self-concept, nevertheless, the "special occasions" bra is extremely connected to fantasy and pleasure, so it is vastly correlated with ideal self-concept.

Research studies have also shown the significance of informative and normative factors for adult consumers of apparel products. Pre-adolescent (8 – 12 years old) consumer conduct was examined by Anderson and Meyer in 2000. The sample was attained using a mall-west of the USA. Their research discovered that juveniles in that age were affected by normative conformity as they were disturbed with others admiring their acquired garments and often bought their garments to look like friends and peers. Furthermore, they like to go along with both social and prearranged groups. For enlightening factors, the boys were influenced by sportspersons and the female were greatly influenced

by clothing commercials. This research specified the significance of social factors for pre-adolescence.

Economic weather has a significant function in consumer behaviour towards apparel products. It has been an influence on the success of value brands. It has been progressively participating in an essential role in the fashion market. It is recommended that the existing market progress will be continuous. Smith (2004) utilized the majority of regularly tried variables in researches associated with consumer buying behaviour regarding apparel products to discover American consumer choices for home textile products, namely, price, colour, style, brand name/designer, fibre content, availability of packaged sets, fabric type, thread count and retail channel. The maximum significant buying standards were price followed by colour and style for bedding; and price and colour for bath products.

Radeloff (1991) considered the association connecting the psychological type of clothing, textiles, and design students and their seasonal colour choices for garments. All individuals had finished a basic textiles class, an introductory apparel construction class, and a home furnishings class. Eight extensive psychological groupings of Myers-Briggs were used. These were extroverted and introverted thinking, feeling, sensing, and intuitive types. Summer and winter colours were meaningfully chosen, followed by spring and autumn colours were the least chosen. The eight psychological kinds displayed important changes in cyclical pigments choices apart from the withdrawn thinking natures. It was recommended that hue seasonal colour categories, value, and chroma can be applied to bring out variations in human response to colour.

Yoo (2003) researched U.S. employed women selections of corporate jacket design (such as jacket length) were mailed to 1,500 arbitrarily selected employed women throughout the U.S. Clothing design component and their interrelationships, personal characteristics (such as, age and ethnicity), psychosocial motivation (such as, ability to modify self-presentation and self-monitoring), and physical profile (such as, figure type) influenced consumers' analyzation and choice of design.

Gbadamosi (2012) proposed that climate conditions, social and personal factors, and religion influence clothing acculturation between females. Fundamentally, the research disclosed that clothing acculturation amongst these females was affected by the following interrelated factors: weather conditions, social factors, religion, and personal factors. Subhani, Syed, and Osman (2011) who studied the association between brand new articles of clothing and the exact mood of an individual stated that a new item of clothing made a person feel pleased and therefore encouraged an optimistic ambience. Francis (2011) interrogated numerous females, asking questions about how their attire influences their mood and attitudes in their daily lives. The respondents testified that they realised a sense of authority dependent on their clothing and to them, clothing is a process of showcasing who you are. According to Kwon (1991) clothing practices can be used to enhance one's self-concept, specifically if the person has an undesirable thought about themselves. The conclusions of the study by Kwon (1994) furthermore described that clothing practices are a very private and sensitive topic to a person and a very significant means to describe, improve or boost one's self-esteem (p.137).

Moody and Sinha (2010) researched the association relating clothing style, choices, personality factors, emotions, and mood. They apportioned two different types of questionnaires to the women partakers to observe emotion, mood, and personality before and after they wore eight groups of clothing of numerous styles. The results recommended that mood was an important determinant of choice, while personality was an average factor.

Rekha and Sadhana (2014) in their study conducted on choices for ready-made and tailored-made “*Kurtis*” by young adults in India. The outcomes disclosed that a greater part of the young adults of both expert and local colleges chose tailor-made “*Kurtis*” due to low cost, comfort, design and time-saving. Young adults pronounced that, the difficulties experienced in ready-made “*Kurtis*” were loose-fitting at the waist accompanied by loose-fitting at chest, improper arm side, wider/narrow shoulder width, loose/tight garment, loose/tight-fitting at the hip and shapeless/shifted necklines.

Cheruiyot (2003) organized a study on the valuation of the size and fit of ready-made official clothing among men customers at Kenyatta University (KU). The results revealed that imported new clothes, custom-made clothes, and local ready-made clothes have a pleasant fit than second-hand ones. It was also determined that males encountered fit problems with ready-made clothes. It was also settled that KU males expected that their body measurements be recorded, and size labels offered with clear details. About labels, the decision was that enlightened size labels successfully directed the choice of official clothes.

According to Khare (2010), clients are gradually getting conscious of fashion brands in developing countries. He was geared in the direction of comprehending the determining factor of the fashion clothing involvement of

Indian youth. Fernandez (2009), concentrates upon the influence of branding on youth in the selection of garments as it is imagined that they are brand cognizant. He proposes that brand awareness is the precise selection of clothing, which aids them to develop an identity and uniqueness for themselves. Peer pressure takes part in an essential part in their selection of brands as it assists in their socialization process.

Mulyanegara and Tsarenko (2009) investigated the consequence of individuals' personalities and values on brand choices. Individuals in this research were resident and foreign, women and men undergraduate students registered in the Business School at one of the spearhead universities in Australia. It was recommended that values had a tougher influence on brand choice than personality. However, the association involving personality and values could be adopted by fashion managers in constructing promotional approaches for the focus section.

Mumel and Prodnik (2005) examined the declaration, all elderly persons are similar in the clothing business. Professional (employee or retired) and social (active or inactive) influence on clothing shopping were explored for Slovene residents, aged from 45 to 85 years. This research discovered that usually, elderly clients choose to buy comfortable garments from small shops, require salespeople advice, looking for cheap apparel, are not loyal to brands and are not affected by fashion. They decided that the tested declaration is fallacious and there are important variations amongst the four sections in all research aspects except willingness to shop apparel. Discrepancies were more interconnected to occupation status than social activity. The dissimilarities become essentially unambiguous as the age of the individual and their shopping

pleasure regresses. Celebrities, friends and fashion magazines have a slight effect on a socially inactive senior citizen in getting clothing ideas. In the retired segment, marketers need to concentrate on the socially vigorous smaller group as they displayed higher attitudinal brand loyalty, fewer price sensitivity, acquire clothing more regularly and devote more to clothing.

Conceptual Framework

Several reasons affect the mode consumers choose garments. These factors can be classified as physical, psychological and socio-economical as shown in Figure 1. They are such factors that would interplay to determine and finally affect consumers clothing decisions.

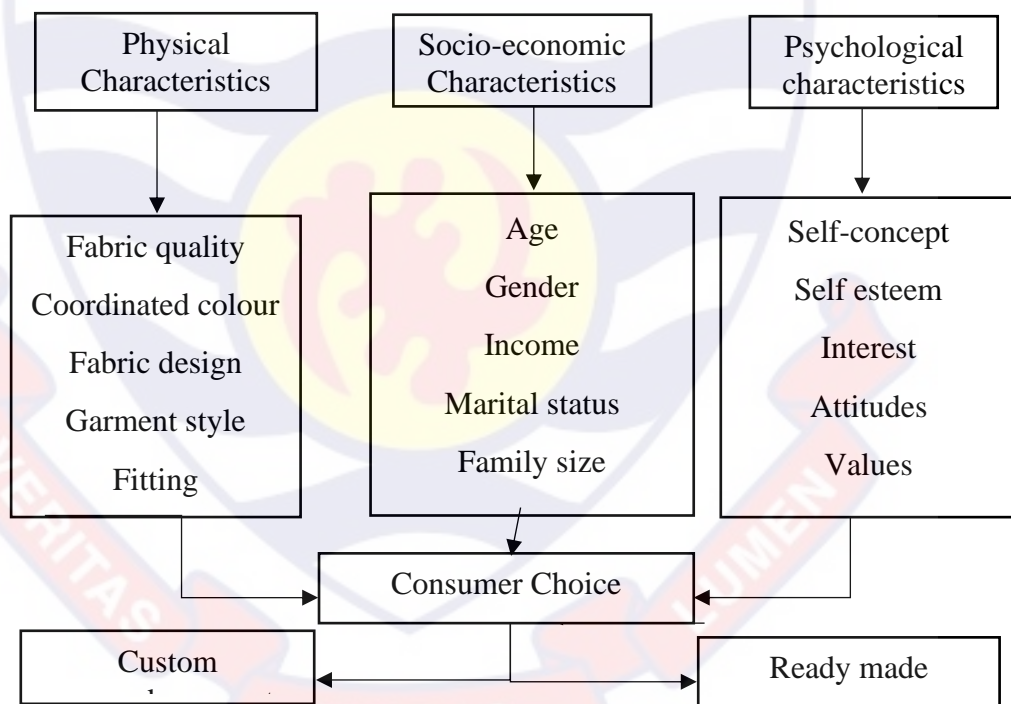


Figure 1. Factors Influencing Consumer's Choice for Garments. (Source Riungu 2009).

Summary

This section summarizes the literature review of the study. The literature defines key variables of the research and then presents the empirics to build a

conceptual framework to guide this study. The main idea and motive for this research paper derives from the fact that the consumer wants to choose high-quality garments, which satisfies their fitting choices, easily and cost-effectively. However, in Ghana, there are scant studies on clothing choices by consumers. Therefore, it is very significant to recognise the clothing choice of Ghanaians. This study, therefore, set out to go into the factors that influence the garment choice of staff members of the University of Cape Coast. This study adopts the definition of consumer choice that argues that consumers can choose one thing over the other having in mind that the choice will improve performance or provide greater satisfaction. In line with this study, consumers will have to choose between ready-made and custom made. Ready-made garments according to this study simply refers to the garments that are available upon request. Thus, they come in universal sizes or specifications rather than to order. Custom made, however, refers to the type of garments consumers indicate their specifications and taste. With this type, the customers show how (the style, fitting, length) the garments should be made.

After key concepts were defined, the review also presented empirical studies that focus on choice for ready-made or custom-made garments. Risius *et al.* (2012) revealed that factors that influence consumer's choice include aesthetics, comfort, practicalities and support. Rahman *et al.* (2008) and Guzel (2013) also supported the view that comfort, fabric and quality influence consumer choice. Lee (2012) indicate that gender influences choice of garments. Mulyanegara and Tsarenko (2009) revealed that clothes choice is also influenced by personality type and values.

Owino (2013) revealed that both internal attributes (garment style, colour, fibre content) and external attributes (price, country of origin, packaging,) influence choice, however, extrinsic attributes have greater influence. Barquet and Balam (2015) indicated that mood, personal style and comfort influence outfits choice. Lu (2015) also revealed that consumer choices are influenced by fit, comfort, appearance, style, colour, versatility, brand and durability, however, the order of importance varies across different consumers. Riungu (2009) and Ofori et.al (2014) also revealed that consumer choice is influenced by physical characteristics, psychological factors and socio-economic factors.

This review makes it clear the factors that influence the clothing choice of consumers. Even though some authors looked at individual factors like colour, fit, gender, age, style, comfort, values, mood other authors grouped these individual factors into either physical, socioeconomic and psychological factors or extrinsic or intrinsic factors to presents a more insightful explanation. These broader categories were adopted by this study, however, was used differently from other authors. Whereas previous authors set out to understand what factors influence clothing choice, this thesis pursues to know whether these broad categories will influence consumers to choose either ready-made or custom made. This will help come with key recommendations for policy concerns. Also, as presented in the empirical section above, it is not common to come by clothing choice study in relation to custom and ready-made garments that was conducted in Ghana.

CHAPTER THREE

RESEARCH METHODS

The main aim of this study was to evaluate the factors that affect the choice and selection of garments amongst senior members at the University of Cape Coast. This segment of the paper presents the research methods implemented in organizing the survey. The varied procedures and methods used to choose individuals to take part in the survey have been outlined in this chapter. It covers such topics as the study's design, population, sample and sampling technique, data sources, instrument and approaches of gathering data, and possible difficulties during data collection.

Research Design

This study aimed at exploring the factors that influence consumers' choice for custom-made and ready-made garments. A descriptive survey design was employed for the research. According to Shuttleworth (2008) descriptive research design is a scientific method that encompasses observing and describing a subject's behaviour without affecting it in any way. The survey research design is a unique tool for evaluating opinions and trends. Nevertheless, the trap of it being inaccurate and bias exists even with an unlimited budget, time and resources; there is no way of attaining 100% accuracy. Opinions, in every way possible, are very fluid and can change every day or even hourly basis. Again, it can be used to acquire thorough and accurate information about dissimilar groups of people. Nevertheless, the major flaw of survey design aligned to other designs is that in survey designs, the researcher relies on the account of behaviour more than observation of behaviour. However, corresponding to Shuttleworth (2008), surveys are still an influential

tool and can be a potent research tool despite these shortcomings. The survey design was implemented in this research since it helps take data from a large sample. The study employed the cross-sectional form of the descriptive survey because the survey involves investigating a phenomenon by collecting information from several individuals at a period to extrapolate the discoveries to the population. This study used a cross-sectional study to explore factors that influence the garment choices of the University of Cape Coast staff. Cross-sectional studies are generally quick and less costly because data is collected only once, and thus, few materials are needed (Mann, 2003).

Study Area

The study area was the University of Cape Coast, a freely available academic research University located in the Central Region, Ghana. The institute of higher education was founded in 1962 out of an urgent necessity for extremely competent and trained human resources in education. It was inaugurated to prepare graduate teachers for second cycle institutions such as teacher training colleges and technical institutions, an objective the two present public Universities at the time were untrained to achieve. The University has since added to its functions the training of doctors and health care professionals and education planners, administrators, legal professionals, and agriculturalists. UCC graduates include Ministers of State, High Commissioners, CEOs, and Members of Parliament (University of Cape Coast Website).

Population

This study targeted the University of Cape Coast senior members with a total of 1044, comprising 254 females and 790 males (Students Records and Management Information Sector, UCC, 2019). The school was chosen as the

study area since the people there come from various regions in Ghana, hence can be a good representation for the Ghanaian population. These members were either employed by the academic or the non-academic units in the University. The sections/units are as follows; the various halls (Kwame Nkrumah, Valco, Casford, Adehye, Atlantic and Oguaa Hall). The various Colleges in the University (College of Agriculture and Natural Sciences, College of Humanities and Legal Studies, College of Education Studies and College of Health and Allied Sciences), the University Basic school annexe, Administration section, ATL FM Station and the Universities Hostels.

However, this study excluded the security personnel employed on campus since they were not part of the data received from the Students Records and Management Information Sector. Also, non-permanent lecturers, new lecturers and other employees not included in the population list were exempted from the target population. Because there were several different university units, it was rational to group them into academic and non-academic units to make it less cumbersome and for easy sampling. Table 1 presents the details

Table 1. Population of the Study

Population	Male	Female	Total
Academic	646	190	836
Non-Academic	144	64	208
Total	790	254	1044

(Students Records and Management Information Sector, UCC, 2019)

Sampling Procedure

Sampling signifies the method by which a comparatively slight quantity of people, events objects are selected and used for analysis to discover something about the total population. Robertson (2002) defines a sample as a fraction of the investigator chosen to study. Stevens (1999) also advises that fifteen (15) participants per independent factor are rational sample sizes for the huge effect size of 80 (i.e. a minimum of 75 participants were needed for five separate elements). Best and Kahn (1998) in contrast, contend that the sample size depends on the analysis's nature to be carried out. However, the availability of data/funds for the study, (Johnson and Christensen 2008), also advises that the more efficient the random sampling method, the smaller the sample size.

According to the sampling guidelines of Krejcie and Morgan (1970), a sample size of (100) is good for a larger number of respondents. The sample size involves the absolute quantity of rudiments that the researcher assesses. It is not easy to establish the sample size as stated by Malhotra (2012). As a result, Tabachnick and Fidell (2007) proposed an equation for defining the sample size in dealing with regression analysis. The formula is " $N > 50 + 8m$ ". N represents the number of respondents in a study, and the number of independent variables is represented by m ". The independent variables for this study included three concepts– physical characteristics, socioeconomics factors and psychological factors (therefore, $N > 50 + 8(3) = 74$). However, since the general rule is the larger the sample, the smaller the error, the sample size selected was 200.

Regarding selecting these 200 respondents, the stratified sampling technique was employed to split the target population into strata. Stratified random sampling is the procedure where each subsection of a given population

is sufficiently represented within the whole sample population. A sample is employed when there is a need to express all sample groups' target population. It is also used when a researcher has an interest in criteria strata/group. In this study, both academic staff and non-academic staff were included. Also, both genders were included to help identify any differences between them. The process was as follows:

Step 1: Identify the stratification variable. The target population was divided into several significant groups in the population. In this case, gender was used as the strata rather than the academic unit. Unlike gender difference, none of the objectives aimed at the differences between the academic and non-academic. Hence it was prudent to use gender as the subgroup, i.e. strata. The stratified technique was used to ensure that both genders are included in the study to compare their choice.

Step 2: The sampling frames for each of the groups were identified. In this study, a total of 1044 was listed, comprising 254 females and 790 males (Students Records and Management Information Sector, UCC, 2019).

Step 3: The next step was to employ either simple random sampling or systematic sampling to select respondents from the subgroups using the proportionate or disproportionate approach. The balanced approach was employed to ensure both males and females are adequately included. Since the sample size (n) was 200, and the total population (N) was 1044, a sample fraction (n/N), i.e. $(200/1044 = .19/100)$. $20/100 = 1/5$ was used as the sample fraction to avoid fractions since the respondents under study are human beings. Then the same sampling fraction was used for each gender. Thus, $1/5$ of each stratum was sort after. As a result, the study's total sample was 209, comprising

158 males and 51 females. The 209 selection was because the sample fraction was changed from 19/200 to 20/200. Since 209 is more than the sample size, the authors used their discretion to remove five females and four males to get the actual sample size, 200.

Step 4: At this point, instead of using simple random or systematic random sampling, the accidental random technique was adopted. It was impossible to use either a simple random or systematic random sample since the staff's names were not given. Therefore, the non-probability approach becomes relevant, in this case, accidental sampling. An accidental sampling includes selecting the closest or accessible people to assist as respondents and remaining in the process until the desired sample size has been attained. This approach was adopted because it is painless to construct and evaluate. The problem with convenience sampling is that available subjects might be a typical (different from standard/usual) of the population's measured critical variables.

Data Collection Instrument

The study was a quantitative research which employed the use of quantitative research methods and research tools. With regards to this, a questionnaire was used as a quantitative tool for the study. This instrument was considered suitable because the respondents could read and write, making it less burdensome.

The questionnaire contained a list of questions verified and answered, to which the respondent was required to respond by writing or ticking the most suitable options. It was also consisted of only closed-ended questions, with only a fraction being open-ended. The open-ended questions were that respondents were free to organise information and give a subjective view of the question.

The close-ended questions assisted the respondent in choosing from answers and were coded accurately. However, the closed-ended questions have their weakness. Its limited respondents in their choice of responses, and that of the open-ended questions gives inconvenience in analysing because of the respondents, unlike sentiments.

The questionnaire was divided into sections A – D. Section A collected background information about the respondents, including marital, level of education, staff status, level of income, unit of respondent. Due to the respondent's sensitivity to responding to their income, the revenue was categorised into sections. There was no need for a respondent to give the exact income he/she receives. The demographics used was to assist in describing the sample.

Section B contained items on how often senior members wear ready-made and custom-made garments to the occasions listed. In regards, fifteen (15) items relating to the socio-economic factors were presented to the respondents in a table. Also, fifteen (15) things related to the physical characteristics that influence garment choice among senior members in the University were presented in section C of the questionnaire.

Twenty (20) elements in section D of the questionnaire focused on the psychological factors that influence garment choice among senior members at the University. Section B, C and D of the questionnaire aim at answering research questions 1, 2 and 3, respectively.

In generating the items on the questionnaires, a standardised questionnaire on consumers' choice for a garment type was used (Riungu, 2009). However, due to differences in the style of respondents studied, how the

study was conducted, and other factors, the questions adopted from preceding researches were rephrased to suit this current research.

Validity

Keeves (1997), stated that the quality of research is related to the possession of the quality of strengths, worth or value. Valid research is finding a state that there should be a similarity between the world and the description of that reality. Kerlinger (1973) asserts that the question epitomises the most standard definition of validity, what are we measuring?

According to Sarantakos (2005), an instrument is said to have content validity if it is comprehensive, appropriate and characteristic of the examined elements. Even though this study utilised a standardised questionnaire, a pre-test was still performed to approve the instrument's validity and reliability since the questionnaire was used in a contrasting circumstance. With the support and counsel of people who have a piece of in-depth research knowledge, the instruments' content domains were scrutinised to ensure that they aligned adequately with the study's objectives. The validity of the questionnaire was done by the supervisor, who is an expert in the field.

Pre-test

According to Ary et al. (2006), survey data must have reliability if they are helpful. After designing the questionnaires, a pre-test was conducted using ten (10) Cape Coast Polytechnic staff, and the team were administered the questionnaires. The researcher did this to remove any ambiguities and biases and ensure that the items were consistent and reliable. As a result, some of the things were rephrased for clarity and better understanding.

Reliability tests

The Cronbach alpha reliability tests were used to test the reliability of the scale. After rephrasing and removing some items from the questionnaire, a strong Cronbach alpha level of 0.75 was reported. This illustrates that there is steadiness in the instruments.

Data Collection Procedure

Data collection instruments were administered to the staff at the University of Cape Coast by the researcher with research assistants' help. The research assistants' services were sought in the distribution, interpretation and collection of data from the questionnaires administered. The research assistants were national service personnel from the University of Cape Coast who have bachelor's degrees and a couple of graduate students. They were enlightened on what the research involved and the work to be done. The assistants who administered questionnaires to the respondents in the University and staff through personal visits. All these were made possible after formal permission was sought from the University.

It would have been appropriate to target staff on their way to lecture as that would have improved the randomness and hence reduce biases. However, since the study included non-academic staff, and these individuals are primarily at their offices assigned, the research assistants went to these various offices for responses from both the academic and non-academic staff. Questionnaires were administered to the senior members from the different units or colleges from the stratified random sampling. The research respondents were approached in person to respond to the questionnaire. Respondents filled, completed and submitted the questionnaires to research assistants. The advantage of personally

delivering a questionnaire is that the respondent could answer the questions accurately. The collection of data took two weeks. The data then was analysed after collection.

Data Processing and Analysis

On the report of Emory and Cooper (2003), raw data obtained from research is useless unless it is transformed for decision-making. The procedure of handling data consisted of administering a number to the questionnaires, editing and classification of the field variable. The data collected was analysed statistically using the computer software programmer Statistical Package for Social Science (SPSS) version 21. Descriptive measures like percentages, frequencies, standard deviations, means, independent t test and paired sample t-test was used in interpreting the data. Answered pre-coded questionnaires were edited to eliminate all possible mistakes and omissions that could have arisen. Both descriptive and inferential statistics were used to analyse the data. Regarding the descriptive, tables were used to represent the data. Also, some of the data were expressed in percentage.

Table 2: Methods for Analysing Research Questions

Research Questions	Statistical tool	Analytical method
Research 1	Descriptive	Mean, SD
Research 2	Descriptive	Mean, SD
Research 3	Descriptive	Mean, SD
Research 4	Descriptive	Mean, SD
Research 5	Descriptive	Mean, SD
Research 6	Inferential	Independent t-test
Research 7	Inferential	Paired sample t-test

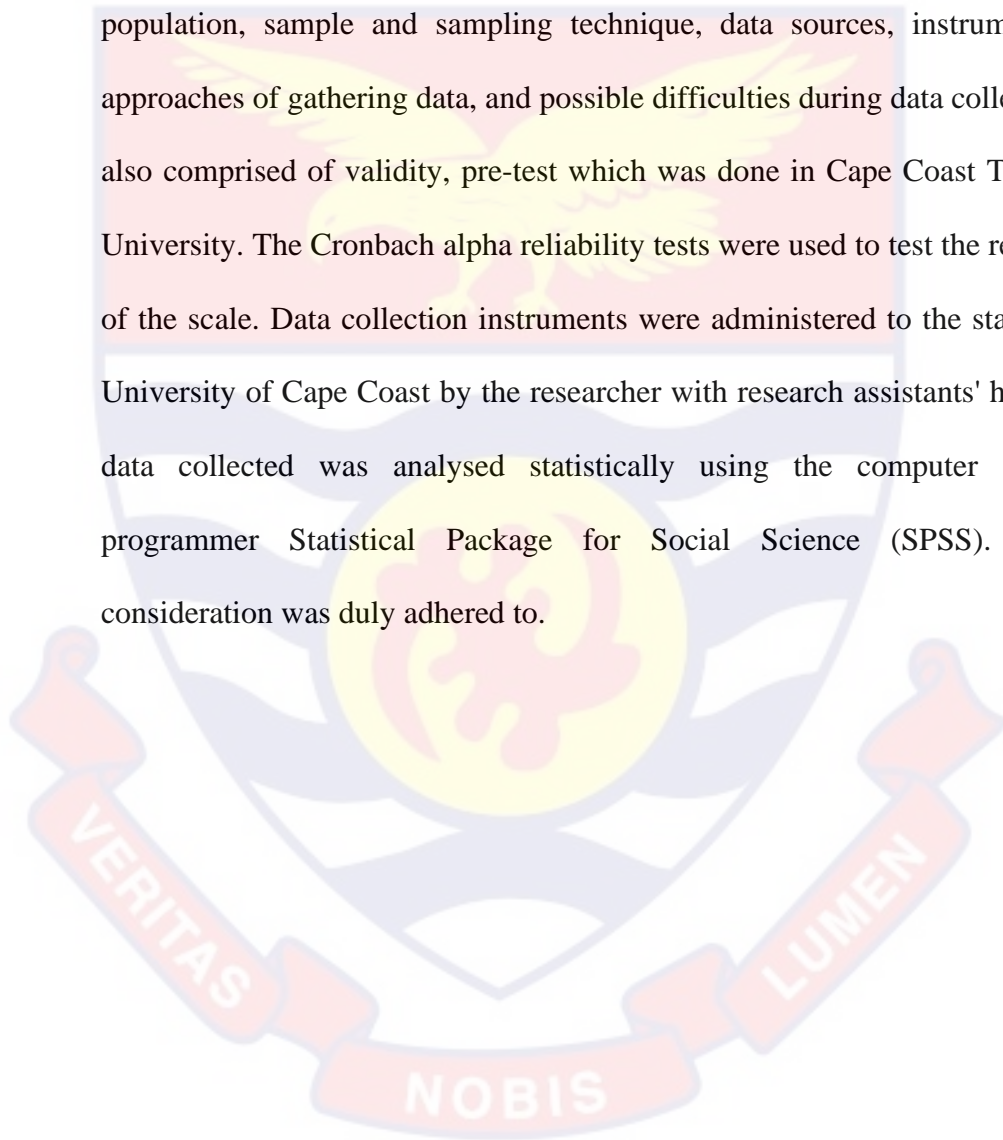
Source: Amankrah-Otabir(2019)

Ethical Consideration

As set out by Polit, Beck and Hungler (2001:74), the ethical principles were considered. Respondents were told about the function and the benefits of carrying out the research. Concerns on anonymity, informed consent, and confidentiality were not taken lightly. It was ensured that participation was purely voluntary. It was made known to the respondents on the study's purpose before they responded to the questionnaire. Informed consent was sought orally. The respondents' co-operation was also sought. Concerns on anonymity were also not compromised. Anonymity ensures privacy by concealing participants' identities regarding the data provided. Because of this, individuals were not permitted to state their names and other personal information. Ethical clearance was sought from the university of cape coast institutional board (see Appendix J).

Summary

This portion of the paper presented the research methods that were implemented in organizing the survey. The diverse measures and approaches used to select individuals to take part in the survey have been outlined in this chapter. It comprised of such topics as the research design, study area, population, sample and sampling technique, data sources, instrument and approaches of gathering data, and possible difficulties during data collection. It also comprised of validity, pre-test which was done in Cape Coast Technical University. The Cronbach alpha reliability tests were used to test the reliability of the scale. Data collection instruments were administered to the staff at the University of Cape Coast by the researcher with research assistants' help. The data collected was analysed statistically using the computer software programmer Statistical Package for Social Science (SPSS). Ethical consideration was duly adhered to.



CHAPTER FOUR

RESULTS AND DISCUSSION

This segment outlines the results and discusses the factors that influence senior members of the University of Cape Coast to choose their garments. The ultimate purpose of this study was to determine how the senior members choose their garments in terms of custom-made and ready-made based on certain factors namely; physical, psychological, and socioeconomic factors.

Results

Socio-demographic characteristics of respondent

The respondents' socio-demographic characteristics in this study included gender, level of education, marital status, level of income, academic and non-academic staff, and staff's college. The following tables: Table 3,4,5,6,7 and 8 presents the summary of the socio-demographic characteristics of the respondents.

Table 3: Gender

Gender	Frequency	Percentages
Male	101	62.7
Female	60	37.3
Total	161	100

Field survey (2020)

The males constituted about 101 respondents which resulted to 62.7% of the total respondents, whereas females with the frequency of 60 were approximately 37.3% of the respondents

Table 4: Level of Education

Level of Education	Frequency	Percentages
First Degree	54	33.5
Masters	61	37.9
PhD	46	28.6
Total	161	100

Field survey (2020)

About 33.5% indicated they are first degree holders, 37.9% indicated their highest education status is masters, whereas 28.6% of the respondents were PhD holders.

Table 5: Marital Status

Marital Status	Frequency	Percentages
Married	100	62.1
Single	56	34.8
Widowed	4	2.5
Divorced	1	0.6
Total	161	100

Field survey (2020)

Also, 62.1% of the respondents were married, 34.8% were single, and 2.5% were divorced. Only 0.6% indicated they are widowed.

Table 6: Level of Income

Level of Income	Frequency	Percentages
2600-3000	4	2.5
3100-3500	32	19.9
3600-4000	29	18.0
Above 4100	50	31.1
Total	161	100

Field survey (2020)

About 19.9% had an income between 3100 to 3500 Ghana cedis, 18.0% had an income range of 3600-4000 Ghana cedis, and 31.1% of the respondents were taking above 4100 Ghana cedis. Only 2.5% of the respondents were taking between 2600-3000 Ghana cedis.

Table 7: Staff

Staff	Frequency	Percentages
Non-Academic	74	46.0
Academic	87	54.0
Total	161	100

Field survey (2020)

Table 8: Unit of Respondent

College/ Unit of Respondent	Frequency	Percentages
Humanities and Legal Studies	54	33.5
Physical Sciences	21	13.0
Agricultural and Biological Sciences	26	16.1
Education Studies	35	21.7
Allied Health and Sciences	11	6.8
Halls	4	2.5
Library	2	1.2
Office of the registrar	8	5.0
Total	161	100

Field survey (2020)

With regards to the college of respondents, 33.5% belonged to Humanities and Legal Studies, 13.0% belonged to Physical Sciences, 16.1% belonged to Agricultural and Biological Sciences, 21.7% belonged to Education Studies, 6.8% belonged to Allied Health and Sciences, 2.5% belonged to Halls, 1.2% belonged to Library, and 5.0% belonged to the office of the registrar. The mean number of dependent children was 3.7, with a maximum of 7 and a minimum of 1. Refer to table 8.

Source of Clothing Information.

Table 9 presented results on the sources with which consumers consider when they are acquiring garments.

Table 9: Source of clothing information

Items	Frequency	Percentage
Source of Clothing Information		
Fashion magazines	19	11.8
Family members	26	16.1
Friends	64	39.8
Window shopping	20	12.4
TV newscasters	9	5.6
Fashion designers	23	14.3

Field survey (2020)

Table 9 showed that most of the respondents (39.8%) showed that their source of clothes is from friends, whereas only a few (5.6%) indicated TV newscasters as their source of clothes.

Factors that Influence Choice for Custom-made and Ready-Made Garments.

This section presents the indicators that influence ready-made and custom-made garments choice. In gathering information on factors that influence ready-made and custom-made, series of questions (4 statements) were posed to respondents to answer.

Tables 10 and 11 present the details of influence of physical and psychological on custom-made whereas Table 12 and 13 presented the summary of influence of physical and psychological factors ready-made.

Physical and Psychological Factors that Influence the choice of Ready-Made and Custom-made Garment.

Influence of Physical and Psychological Factors on Custom-made.

Table 10 presents a summary of responses on the influence of physical and psychological factors on choice for custom-made garments.

Table 10: Influence of Physical and Psychological Factors on Custom Made

Items	Rank	Agree N (%)	Neutral N (%)	Disagree N (%)	Mean	Std.
Physical Factors						
Construction and finishing	1	130(80.7)	22(13.7)	9(5.6)	4.14	0.89
Colour	2	125(77.6)	16(9.9)	20(12.4)	3.91	.93
Fit	3	114(70.8)	31(19.3)	16(9.9)	3.90	1.10
Quality of fabric	4	114(70.8)	27(16.8)	20 (12.4)	3.89	0.98
Age	5	88(54.7)	73(45.3)	0(0.00)	3.86	0.87
Style of the garments	6	103(64.0)	22(13.7)	36(22.4)	3.65	1.19
Design of fabric	7	89(55.3)	56(34.8)	16(9.9)	3.84	1.06
Body figure	8	113(70.2)	45(28.0)	3(1.9)	3.80	0.66
Care	9	98(60.9)	23(14.3)	40(24.8)	3.55	1.06
Health condition	10	68(42.2)	66(41.0)	27(16.8)	3.27	0.76
Psychological Factors						
Attractive	1	123(76.4)	31(19.3)	7(4.3)	3.89	0.89
Ego	2	89(55.3)	40(24.8)	32(19.9)	3.60	1.23
Self esteem	3	94(58.0)	28(17.4)	39(24.2)	3.48	1.33
Acceptance	4	73(45.3)	68(42.2)	20(12.4)	3.47	0.93
Pleasing others	5	83(51.6)	31(19.3)	47(29.2)	3.12	1.08

Field survey (2020)

The results in Table 10 show that all the physical attributes seem to influence respondents' choice of custom-made. However, the extent of agreement varies across the facts. The findings revealed that on the average, the attribute that affects their choice for custom-made the most is the construction and finishing (Mean=4.14), followed by colour (Mean=3.91), fit (Mean=3.90),

quality of fabric (Mean=3.89), age (Mean=3.86), style of the garments (Mean=3.65), design of fabric (Mean=3.84), body figure (Mean=3.80) care (Mean=3.55), and health condition (Mean=3.27). The results also showed that all the psychological attributes also influence respondents' choice for custom-made on average. The respondents rated attractiveness (Mean=3.89) as the most influential attribute, followed by ego (Mean=3.60), self-esteem (Mean=3.48), acceptance (Mean=3.47), and pleasing others (Mean=3.12).

However, there were slight discrepancies between the means score and the total number frequencies under each factor. Ranking the various physical attributes according to the mean score showed that most of the respondents rated body figure (Mean=3.80) higher than only care (Mean=3.55) and health condition (Mean=3.27) in terms of which attribute is more+ influential. On the other hand, the frequency showed that most of the respondents (70.2%) rated body figure not only higher than care (60.9%) and health condition (42.2%) but also higher than age (54.7%) and design of fabric (55.3%). A similar observation made was for the psychological attributes. On average, pleasing others (Mean=3.12) was rated as the least influential attribute on custom made; however, the number of the respondent (51.6%) who agreed to it as significant was higher than the respondents (45.3%) who agreed to acceptance. The results are so because most of the respondents also disagreed with pleasing others (29.2%) compared to those who disagreed with approval (12.4%), leading to a lower mean score for the "pleasing others" attribute as shown in Table 10.

Influence of Physical and Psychological factors on Ready-made.

Table 11 presents a summary of responses on the influence of physical and psychological factors on choice for ready-made garments.

Table 11: Influence of Physical and Psychological Factors on Ready-Made

Items	Rank	Agree N (%)	Neutral N (%)	Disagree N (%)	Mean	Std.
Physical Factors						
Quality of fabric	1	114(70.8)	40(24.8)	7(4.3)	4.09	0.92
Colour	2	122(75.8)	28(17.4)	11(6.8)	4.04	0.89
Design of fabric	3	114(70.80)	46(28.6)	1(0.6)	4.00	0.78
Construction and finishing	4	123(76.4)	30(18.6)	8(5.0)	3.98	0.81
Style of the garments	5	109(67.7)	42(26.1)	10(6.2)	3.96	1.11
Fit	6	105(65.2)	28(17.4)	28(17.4)	3.74	1.03
Age	7	95(59.0)	44(27.3)	22(13.7)	3.69	0.98
Care	8	99(61.5)	23(14.3)	39(24.2)	3.58	1.11
Health condition	9	78(48.4)	43(26.7)	40(24.8)	3.27	1.08
Body figure	10	77(47.8)	12(7.5)	72(44.7)	3.23	1.22
Psychological Factors						
Acceptance	1	138(85.7)	11(6.8)	12(7.5)	3.98	0.80
Pleasing others	2	102(63.4)	18(11.2)	41(25.5)	3.84	1.32
Attractive	3	97(60.2)	62(38.5)	2(1.2)	3.87	0.88
Ego	4	76(47.2)	51(31.7)	34(21.1)	3.42	1.05
Self esteem	5	83(51.6)	30(18.6)	48(29.8)	3.37	1.22

Field survey (2020)

The results in Table 11 show that all the physical attributes seem to influence respondents' choice for ready-made. However, the extent of agreement varies across the attributes. The findings revealed that on average, the point that affects their choice for ready-made the most is the quality of fabric (Mean=4.09), followed by colour (Mean=4.04), design of fabric (Mean=4.00), construction and finishing (Mean=3.98), style of the garments (Mean=3.96), fit

(Mean=3.74), age (Mean=3.69), care (Mean=3.58), health condition (Mean=3.27) and body figure (Mean=3.23). The results also showed that, on average, all the psychological attributes also influence respondents' choice for ready-made. The respondents rated acceptance (Mean=3.98) as the most influential attribute followed by pleasing others (Mean=3.84), attractive (Mean=3.87), ego (Mean=3.42), and self-esteem (Mean=3.37).

Socio-Economic Factors that Influence the choice of Ready-Made and Custom-made garments.

Influence of Economic and Social factors on Custom-made Garment.

Table 12 presents an analysis of the influence of economic and social factors on choice for custom-made garments

Table 12: Influence of Economic and Social Factors on Custom-made Garment.

Items	Rank	Agree N (%)	Neutral N (%)	Disagree N (%)	Mean	Std.
Economic Factors						
Economic status	1	111(68.9)	30(18.6)	20(12.4)	3.80	0.94
Income	2	118(73.3)	3(1.9)	40(24.8)	3.60	1.32
Affordability	3	86(53.4)	40(24.8)	35(21.7)	3.53	1.06
Cost	4	101(62.7)	31(19.3)	29(18.0)	3.47	1.18
Social Factors						
Social status	1	117(72.7)	13(8.1)	31(19.3)	3.86	1.23
Gender	2	108(67.1)	22(13.7)	31(19.3)	3.81	1.10
Occupation	3	108(67.1)	31(19.3)	22(13.7)	3.63	0.89
Occasion	4	102(63.4)	13(8.1)	46(28.6)	3.44	1.31
Marital status	5	79(49.1)	42(26.1)	40(24.8)	3.31	1.23
Religion	6	44(27.3)	59(36.6)	58(36.0)	2.90	1.19
Cultural background	7	43((26.7)	70(43.5)	48(29.8)	2.84	1.01

Field survey (2020)

The results showed that the respondents agreed to all the economic attributes influencing custom-made clothes. The effects on the average indicated economics status (Mean=3.80) as the most influential attribute on custom-made choice, followed by income (Mean=3.60), affordability (Mean=3.53), and cost (Mean=3.47).

For the attributes of social factors, the respondent revealed that except for cultural background (Mean=2.84) and religion (Mean=2.90), all other social characteristics were found to influence the choice for custom made, starting with social status (Mean=3.86), gender (Mean=3.81), occupation (Mean=3.63), occasion (Mean=3.44) and marital status (Mean=3.31).

Whereas on the average score, the economic status (Mean=3.80) was rated the most influential economic attribute. The frequency results show that most of the respondents (73.3%) ranked income as the most significant attribute. This discrepancy could attribute to the fact that most people disagreed with the influence of income (24.8%) compared to economic status (12.4%), causing the overall mean to decrease as shown in Table 12.

Influence of Economic and Social factors on Ready-made.

Table 13 presents an analysis of the influence of economic and social factors on the choice of ready-made garments.

Table 13: Influence of Economic and Social Factors on Ready-made

Items	Rank	Agree N (%)	Neutral N (%)	Disagree N (%)	Mean	Std.
Economic						
Factors						
Income	1	115(71.4)	39(24.2)	7(4.3)	4.08	1.91
Economic status	2	115(71.4)	3(1.9)	43(26.7)	3.76	1.19
Affordability	3	103(64.0)	29(18.0)	29(18.0)	3.60	1.07
Cost	4	92(57.1)	22(13.7)	47(29.2)	3.34	0.96
Social Factors						
Social status	1	88(54.7)	35(21.7)	38(23.6)	3.67	1.33
Gender	2	95(59.0)	56(34.8)	10(6.2)	3.64	0.96
Religion	3	79(49.1)	42(26.1)	40(24.8)	3.42	1.05
Cultural background	4	95(59.0)	16(9.9)	50(31.1)	3.41	1.39
Occasion	5	78(48.4)	54(33.5)	29(18.0)	3.36	1.02
Marital status	6	81(50.3)	21(13.0)	59(36.6)	3.20	1.18
Occupation	7	61(37.9)	64(39.8)	36(22.4)	3.18	0.83
Field survey (2020)						

The results in Table 14 show that the respondents agreed to all the economic attributes influencing the choice of ready-made clothes. The products, on average, indicated income (Mean=4.08) as the most influential attribute for ready-made selection, followed by economics status (Mean=3.76), affordability (Mean=3.60), and cost (Mean=3.34). For the characteristics of social factors, the respondents revealed that all the social attributes influence their choice for

custom made, starting with social status (Mean=3.67), gender (Mean=3.64), religion (Mean=3.42), cultural background (Mean=3.41), occasion (Mean=3.36), marital status (Mean=3.20) and occupation (Mean=3.18).

Interestingly, the results indicated that, on average, income (Mean=4.08) is the most influential attribute with regards to the choice for ready-made, even though the number of people who agreed to income (71.4%) was the same as those who agreed to economic status (71.4%). However, it should not be surprising that income had higher mean scores, as the number who disagreed with economic status (26.7%) was much higher than those who disagreed with income (4.3%). Similar results observed were under the social attributes. The exact number of respondents who agreed to gender (59.0%) and cultural background (59.0%); however, the number who disagreed to the cultural background (31.1%) was higher than the number that opposed to gender (6.2%), resulting in a lower mean score for the cultural background. Also, both gender and cultural background had more people agreeing to it than social status (54.7%), yet social status scored the highest mean. What makes the results more interesting is that more people decided on gender than social status, and fewer people disagreed with gender than social status. Yet, social status had the highest mean score. Another exciting result is that more people agreed to marital status than religion and occasion, yet both religion and occasion scored a higher mean than marital status. This discrepancy could attribute to the fact that most of the people disagreed with the influence of marital status (36.6%) compared to religion (24.8%) and occasion (18.0%).

Garments Type Worn for Different Occasions.

Table 14 presented results on the different types of occasions and the specific garment either custom-made or ready-made worn for it.

Table 14: Garments Type Worn for Different Occasions

Occasion	Rank	Often N (%)	Not Often N (%)	Mean	Std.
Custom-made					
Place of worship	1	133(82.6)	28(17.4)	3.24	.87
Market	2	91(56.5)	70(43.5)	2.55	.87
Work	3	86(53.4)	75(46.6)	2.50	.78
Causal outings	4	91(56.5)	70(43.5)	2.49	.79
Corporate meetings	5	72(44.7)	89(55.3)	2.09	.89
At home	6	39(24.2)	122(75.8)	1.99	.99
Date	7	26(16.1)	135(83.9)	1.79	.74
Picnic	8	5(3.1)	156(96.9)	1.69	.53
Beach	9	12(7.5)	149(92.5)	1.57	.63
Ready-made					
Corporate meetings	1	136(84.5)	25(15.5)	3.24	0.723
Market	2	120(74.5)	41(25.5)	2.96	0.84
Work	3	119(73.9)	42(26.1)	2.88	1.13
Date	4	85(52.8)	76(47.2)	2.64	1.04
At home	5	104(64.6)	57(35.4)	2.60	0.86
Beach	6	98(60.9)	63(39.1)	2.54	0.92
Picnic	7	94(58.4)	67(41.6)	2.53	1.25
Causal outings	8	92(57.1)	69(42.9)	2.47	1.01
Place of worship	9	80(49.7)	81(50.3)	2.43	0.97

Field survey (2020)

Table 14 showed that custom-made is worn to occasions such as place of worship (Mean = 3.24), market (Mean = 2.55), work (Mean = 2.50), and causal outings (Mean = 2.49). However, the respondents indicated that they do not often wear custom-made to corporate meetings (Mean = 2.09), when at home (Mean = 1.99), to date (Mean = 1.79), picnic (Mean = 1.69), and beach (Mean = 1.57). Among all the occasions, the findings showed that custom-made is worn to the place of worship (Mean = 3.24) and least worn to the beach (Mean = 1.57).

Also, the study results showed that respondents often wear ready-made garments to corporate meetings (Mean=3.24), market (Mean=2.96), work (Mean=2.88) and date (Mean=2.64) when at home (Mean=2.60), beach (Mean=2.54), picnic (Mean=2.53) and causal outings (Mean=2.47). Most of the respondents also indicated that they do not often wear ready-made garments to worship (Mean=2.43). These findings suggest that respondents usually wear ready-made to any occasion except for a place of worship.

Clothing Items that Staff Members Often Choose

This section presents the results on the clothing items that are often chosen by the respondents. Tables 15, 16, 17 and 18 present the summary of the clothing items chosen by both men and women.

Types of Clothing items that men often choose

This section presents clothing items that men often choose from custom-made and ready-made.

Table 15: Clothing Items that Men often choose

Items	Rank	Mean	Std.
Male Ready to wear			
Suit	1.	3.12	0.74
Trousers	2.	3.03	0.66
Afrocentric garments (kaftan)	3.	2.52	0.85
African wear	4.	2.38	0.52
Button shirts made from imported or local fabrics	5.	2.85	0.73
Trousers made from imported or local fabrics	6.	2.25	0.73
Male Custom-made			
Suit	1	3.70	1.05
Trousers	2	3.53	0.50
Button shirts made from imported or local fabrics	3	3.05	0.87
Afrocentric garments (kaftan)	4	2.75	1.51
African wear	5	2.53	1.03
Trousers made from imported or local fabrics	6	1.87	0.77
Field survey (2020)			

Table 15 presents the clothing items which are either ready-made or custom-made, often worn by men. The study revealed that men often wear Suit (Mean = 3.12), Trousers (Mean = 3.03), Afrocentric garments (kaftan) (Mean = 2.52) that are ready-made. However, most of them indicated that they do not often wear African wear (2.38), button shirts made from imported or local fabrics (Mean = 2.85), trousers made from imported or local fabrics that are ready-made (Mean = 2.25).

Men revealed that they often wear a suit (Mean = 3.70), trousers (Mean = 3.53), button shirts made from imported or local fabrics (Mean = 3.05), Afrocentric garments (kaftan) (Mean = 2.75) and African wear (Mean = 2.53) made with custom-made. It was for only trousers made from imported or local fabrics (Mean=1.87) that were not worn often.

Comparison of ready-made and custom-made garments chosen by men

Table 16 compares garments chosen by men from either custom-made or ready-made.

Table 16: Comparison of Clothing Items Men Often Choose

Items	Custom made	Ready-made
Suit	3.12	3.70
Trousers	3.03	3.53
Afrocentric garments (kaftan)	2.52	2.75
African wear	2.38	2.53
Button shirts made from imported or local fabrics	2.85	3.05
Trousers made from imported or local fabrics	2.25	1.87

Table 16 compared the respondent's choice of clothing item between ready-made and custom made. The study found that ready-made suit is chosen (Mean=3.70) more than custom-made suit (Mean=3.12). Interestingly, whereas the respondents were found to choose ready-made trousers (Mean=3.53) more than custom-made trousers (Mean=3.03), on the contrary, custom-made trousers made from imported or local fabrics (Mean=2.25) were rather chosen over the ready-made one (Mean=1.87). Additionally, ready-made Afrocentric garments (kaftan) (Mean=2.75), ready-made African wear (Mean=2.53) and ready-made Button shirts made from imported or local fabrics (Mean=3.05) were found to be more chosen than the custom-made ones.

Types of custom and ready-made garments women often choose

This section presents clothing items women often chosen from custom-made or ready to wear.

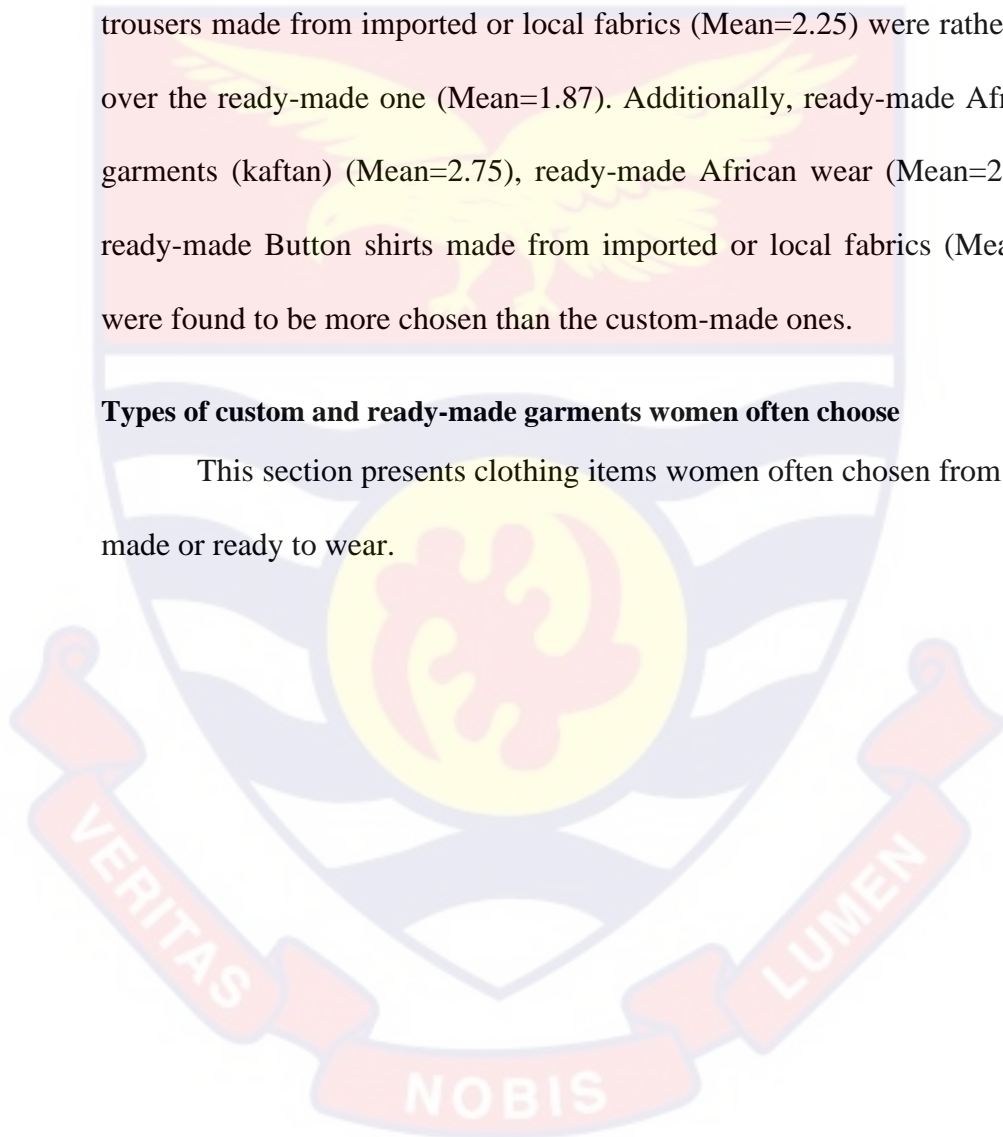


Table 17: Clothing Items Women Often Choose

Item	Rank	Mean	Std.
Female Custom-made			
Wedding gown	1	3.12	0.90
Dress	2	3.05	1.02
Traditional wear (kaba and slit)	3	3.05	0.85
Skirt	4	2.83	0.42
Suit	5	2.83	1.18
Trousers	6	2.82	0.76
Afrocentric garments	7	2.80	1.22
Blouse	8	2.55	0.59
Female Ready-made Garments			
Skirt	1	3.35	0.76
Blouse	2	3.25	0.77
Trousers	3	2.55	1.06
Suit	4	2.50	1.17
Dress	5	2.35	1.09
Traditional wear (kaba and slit)	6	1.97	1.13
Wedding gown	6	1.97	0.90
Afrocentric garments	7	1.78	0.85

Field survey (2020)

Table 17 presents the clothing items which are either ready-made or custom-made, often worn by women. The study revealed that the females usually wear all the custom-made clothing items. The one that the majority

seems to wear most often among all is wedding gown (Mean=3.12) followed by dress (Mean=3.05), traditional wear (Kaba and slit) (Mean=3.05), skirt (Mean=2.83), suit (Mean=2.83), trousers (Mean=2.82), Afrocentric garments (Mean=2.80) and blouse (Mean = 2.55).

The study also showed that the females often wear ready-made skirts (Mean = 3.35), ready-made blouse (Mean = 3.25), ready-made dress (Mean = 2.55) and ready-made Afrocentric garments (Mean = 2.50). However, the females revealed they do not often wear ready-made traditional wear (kaba and slit) (Mean = 2.35), ready-made wedding gown (Mean = 1.97), ready-made suit (Mean = 1.97) and trousers (1.78).

Comparison of custom-made and ready-made garments chosen by women.

This section presents a summary of results on which clothing items women choose in terms of garment type.

Table 18: Comparison of Clothing Items Women Often Choice

Item	Custom made	Ready-made
Wedding gown	3.12	1.97
Dress	3.05	2.35
Traditional wear (Kaba and slit)	3.05	1.97
Skirt	2.83	3.35
Suit	2.83	2.50
Trousers	2.82	2.55
Afrocentric garments	2.80	1.78
Blouse	2.55	3.25

Field survey (2020)

Table 18 presents a summary of results on which clothing items women choose in terms of garment type. The study found that the women chose custom-made wedding gown (Mean = 3.12) more than ready-made one (Mean = 1.97). The results also revealed that custom-made dress (Mean = 3.05), custom-made traditional wear (Mean = 3.05), custom-made suit (Mean = 2.83), custom-made trousers (Mean = 2.82) and custom-made Afrocentric garments (Mean = 2.80) were chosen more than their ready-made ones. However, the women were found to choose ready-made skirts (Mean=3.35) and ready-made blouses (Mean=3.25) over the custom-made ones.

Gender Differences in the Factors that Influence Garment Acquisition

An independent sample t-test was conducted to investigate gender differences in choice for custom-made garments. Thus, this section focuses on responding to whether the various factors influencing garment selection influence one gender more than the other.

Gender Differences in Factors that Influence the Choice of Garment

This section summarizes the results of the factors that influence the choice of garment and the gender differences.

Table 19: Gender Differences in Factors that Influence the Choice of Garment

Factors	Gender	Sample Size (n)	Custom-made Garment			Ready-made Garments		
			Mean	Std.	Sig. (P < .05)	Mean	Std.	Sig. (P < .05)
Physical Factors								
1. Quality of fabric	Male	101	3.64	1.05	0.00*	4.36	0.80	0.00*
	Female	60	4.30	0.69		3.63	0.94	
2. Color	Male	101	3.81	0.99	0.07	4.15	0.71	0.05
	Female	60	4.08	0.79		3.87	1.13	
3. Design of fabric	Male	101	4.03	0.90	0.004*	4.18	0.74	0.00*
	Female	60	3.53	1.23		3.70	0.77	
4. Fit	Male	101	3.97	0.67	0.30	4.18	0.74	0.00*
	Female	60	3.78	1.59		3.00	1.04	
5. Style of the garments	Male	101	3.59	1.03	0.47	4.33	0.81	0.00*
	Female	60	3.73	1.41		3.33	1.26	
6. Construction and finishing	Male	101	4.34	0.71	0.00*	4.15	0.75	0.00*
	Female	60	3.80	1.07		3.68	0.81	
7. Care	Male	101	3.53	1.04	0.85	3.55	0.99	0.66
	Female	60	3.57	1.11		3.63	1.30	
8. Age	Male	101	3.58	0.80	0.00*	3.35	0.98	0.00*
	Female	60	4.33	0.77		4.27	0.66	
9. Body figure	Male	101	3.55	0.54	0.00*	2.93	1.19	0.00*
	Female	60	4.22	0.64		3.73	1.09	
10. Health condition	Male	101	3.23	0.75	0.32	3.36	0.96	0.18

	Female	60	3.35	0.78		3.12	1.26		
Psychological Factors									
1. Self-esteem	Male	101	3.43	1.34	0.47	3.60	1.04	0.002*	
	Female	60	3.58	1.33		2.98	1.40		
2. Pleasing others	Male	101	3.43	0.80	0.00*	4.21	1.17	0.00*	
	Female	60	2.60	1.27		3.23	1.33		
3. Acceptance	Male	101	3.77	0.75	0.00*	4.21	0.45	0.00*	
	Female	60	2.97	0.99		3.60	1.08		
4. Attractive	Male	101	3.99	0.64	0.06	3.67	0.93	0.00*	
	Female	60	3.72	1.18		4.20	0.68		
5. Ego	Male	101	3.74	1.15	0.05	3.24	0.81	0.005	
	Female	60	3.35	1.33		3.72	1.30		
Economic Factors									
1. Cost	Male	3.18	1.16	0.12	0.00*	3.34	1.94	0.039	
	Female	3.95	1.06	0.14		3.93	1.40		
2. Income	Male	3.22	1.48	0.15	0.00*	4.36	0.79	0.00*	
	Female	4.25	0.54	0.07		3.62	0.90		
3. Affordability	Male	3.64	1.05	0.11	0.09	3.59	1.01	0.89	
	Female	3.35	1.06	0.14		3.62	1.18	.	
4. Economic status	Male	4.01	0.67	0.07	0.00*	3.98	1.07	0.002	
	Female	3.43	1.18	0.15		3.38	1.28		
Social Factors									
1. Occasion	Male	101	3.80	1.00	0.00*	3.43	0.85	0.29	
	Female	60	2.83	1.54		3.25	1.26		
2. Marital status	Male	101	3.57	1.169	0.00*	3.20	1.15	0.99	
	Female	60	2.87	1.200		3.20	1.25		

3. Religion	Male	101	2.76	1.34	0.06	3.07	1.00	0.00*
	Female	60	3.13	0.83		4.00	0.84	
4. Gender	Male	101	3.80	1.16	0.86	3.78	0.74	0.01*
	Female	60	3.83	1.01		3.40	1.21	
5. Occupation	Male	101	3.54	0.99	0.10	3.05	0.73	0.009*
	Female	60	3.78	0.67		3.40	.942	
6. Social status	Male	101	3.98	1.10	0.12	3.99	1.25	0.00*
	Female	60	3.67	1.39		3.13	1.28	
7. Cultural background	Male	101	2.79	1.01	0.45	3.72	1.46	0.00*
	Female	60	2.92	0.99		2.88	1.12	

Field survey (2020)



The results presented in Table 19 showed that for the quality of the fabric of custom made, there was a significant difference between males and females ($p = 0.00$). The findings showed that the females (Mean=4.30) had a higher choice for quality custom-made than males (Mean=3.64). Also, females (Mean=4.08) consider the colour of custom-made garments more than males do (Mean=3.81); however, the results showed that the difference was not significant ($p = 0.00$). Again, for the design of the fabric of custom-made garments, males showed higher choice (Mean=4.03) more than females (Mean=3.53), and the difference between the choice of the genders was significant ($p = 0.00$). As shown in Table 19, the fit of the custom-made wear is chosen more by males (Mean=3.97) than females (Mean=3.78), but there was no significant difference between males and females in terms of the influence of fit on custom-made ($p = 0.00$).

The influence of the style of the custom-made garment was more substantial for females (Mean=3.73) than males (Mean=3.59), and the difference between the choice of males and females was not significant ($p = 0.00$) as presented in Table 19. Also, for the construction and finishing of custom-made garments, males' choice was (Mean = 4.34) and was found to be higher than females (Mean=3.80). The results found a significant difference between males and females based on construction and finishing custom-made garments ($p = 0.00$). Also, the results showed that with regards to care of custom made, there was no significant difference between males and females ($p = 0.00$) even though females (Mean=3.57) showed more choice for care than males (Mean=3.53). The results also showed that females (Mean=4.33) consider their age in selecting custom-made garments more than men (Mean=3.58), and the difference between their choice was very significant ($p = 0.00$). Females (Mean=4.22) also consider their body

figure in selecting custom-made more than males (Mean=3.55), and there was a significant difference between the influence of body figure on custom-made selection of females and males ($p = 0.00$). The results in Table 19 also showed no significant difference between the influence of health conditions on the custom-made selection of males and females ($p = 0.00$); however, it was found that females (Mean=3.35) consider it more than males (Mean=3.23).

The study also sought to determine whether gender differences exist in relation to psychological factors that influence choice of Custom made. The results in Table 19 showed no significant difference in the influence of self-esteem on the custom-made choice between males and females ($p = 0.00$); however, self-esteem had more influence on males (Mean=3.58) than females (Mean=3.43) (Table 16). There was a significant difference between males and females regarding the attribute "pleasing others" ($p=0.00$), with males (Mean = 3.43) more concern with pleasing others than females (Mean = 2.60). Males (Mean = 4.53) also rate higher than females (Mean = 4.10) the influence of acceptance on custom made. The difference between gender was found to be significant ($p=0.85$). The results also revealed no significant difference between males and females about the influence of attractiveness on custom-made choice ($p = 0.00$). The males (Mean = 3.99) rated much higher than females (Mean = 3.72) the influence of attractiveness. Whether ego influences custom-made choices, males (Mean = 3.74) scored higher than females (Mean = 3.35); however, the difference was not significant as shown in Table 19.

With regards to the economics factors as shown in Table 19, females (Mean = 3.95) seems to be much concerned with cost of custom-made than males (Mean = 3.18) and the difference was very significant ($p = 0.00$). The income also

influences females (Mean = 4.25) more than males (Mean = 3.22) in choosing custom-made and the difference was significant ($p = 0.00$). How affordable the custom-made is influence males (Mean = 3.64) than females (Mean = 3.35) however, the difference was not significant. The economic status influence males (Mean = 4.01) in choosing custom-made more than females (Mean = 0.67) and the difference in their choice was significant ($p = 0.00$) (Table 19).

For the social factors that influence the choice of custom-made, the kind of occasion had a greater influence on custom-made choice for males (Mean = 3.80) than females (Mean = 2.83) and the difference was significant ($p = 0.00$) as indicated in Table 19. The influence of marital status on males (Mean = 3.57) choice for custom-made was much higher than the females (Mean = 2.87) and the difference was significant ($p = 0.00$). Religion however influenced female (Mean = 3.13) much more than males (Mean = 2.76) custom-made choice. The difference was however not significant ($p = 0.00$). The results also showed that females (Mean = 3.83) consider their gender much more than males (Mean = 3.80) when selecting custom-made garments, however the difference was not significant ($p = 0.00$). Occupation was also reported to influence female's (Mean = 3.78) selection for custom-made much more than males (Mean = 3.54) and the difference was not significant ($p = 0.00$). The influence of social status on males (Mean = 3.98) choice for custom-made was much higher than the females (Mean = 3.67) and the difference was not significant ($p = 0.00$). The cultural background also influences females (Mean = 2.92) than males (Mean = 2.79) in selecting custom-made garments however, the difference was not significant ($p = 0.00$) (Table 19).

The study also conducted an independent sample t-test to investigate gender differences in choice for ready-made garments. The results in Table 19

showed that there was a significant difference between males and females ($p = 0.00$). The findings showed that the males (Mean=4.36) had a higher choice for quality ready-made than females (Mean=3.63). Also, males (Mean=4.15) consider the colour of ready-made garments more than females do (Mean=3.87); however, the results showed that the difference was not significant ($p = 0.00$). Again, for the design of the fabric of ready-made garments, males showed higher choice (Mean=4.18) more than females (Mean=3.70), and the difference between the choice of the genders was significant ($p = 0.00$). The ready-made garment fit is chosen more by males (Mean=4.18) than females (Mean=3.00). The results found a significant difference between males and females in terms of the influence of fit on ready-made ($p = 0.00$) (Table 19).

The influence of the style of the ready-made garment was greater for males (Mean=4.33) than females (Mean=3.33), and the difference between the choice of males and females was significant ($p = 0.00$). Also, for the construction and finishing of ready-made garments, males' choice (Mean = 4.15) was higher than females' (Mean=3.68). The results in Table 19 showed a significant difference between males and females based on construction and finishing of ready-made garments ($p = 0.00$). The results in Table 19 also showed that with regards to care of ready-made, there was no significant difference between males and females ($p = 0.00$) even though females (Mean=3.63) showed more choice for care than males (Mean=3.55). The results showed that females (Mean=4.27) consider their age in selecting ready-made garments more than men (Mean=3.35), and the difference between their choice was very significant ($p = 0.00$). Females (Mean=3.73) also consider their body figure in selecting ready-made more than males (Mean=2.93) and there was significant difference between the influence of body figure on ready-

made selection of females and males ($p = 0.00$). The results also showed no significant difference between the influence of health conditions on the ready-made selection of males and females ($p = 0.00$); however, it was found that males (Mean=3.36) consider it more than females (Mean=3.12). (Table 19).

The study also sought to determine whether there are gender differences in the psychological factors that influence ready-made. The results in Table 19 showed no significant difference in the influence of self-esteem on ready-made choice among men and women (since $p\text{-value} = 0.47 > \alpha\text{-level} = 0.05$). However, self-esteem had more influence on males (Mean=3.58) than females (Mean=3.43). There was however significant difference between males and females regarding the attribute "pleasing others" ($p = 0.00$), with males (Mean = 3.43) more concern with pleasing others than females (Mean = 2.60). Males (Mean = 4.53) also rate higher than females (Mean = 4.10) the influence of ready-made acceptance. The difference between the genders was found to be significant ($p = 0.00$). The results also revealed no significant difference between males and females about the influence of attractiveness on ready-made choice ($p = 0.00$). The males (Mean = 3.99) rated much higher than females (Mean = 3.72) the influence of attractiveness. For whether ego influences ready-made choice, males (Mean =3.74) scored higher than females (Mean = 3.35); however, the difference was not significant as Table 19 shows.

With regards to the economics factors, Table 19 showed that males (Mean = 1.16) seems to be much concerned with cost of ready-made than females (Mean = 1.06) and the difference was very significant ($p = 0.00$). The income also influences males (Mean = 1.48) more than females (Mean = 0.54) in choosing ready-made and the difference was significant ($p = 0.00$). How affordable the

ready-made is influence females (Mean = 1.06) than males (Mean = 1.05) however, the difference was not significant. The economic status influence females (Mean = 1.18) in choosing ready-made more than males (Mean = 0.67) and the difference in their choice was significant ($p = 0.00$) as presented in Table 19.

For the social factors influence on ready-made choice, as indicated in Table 19 showed the kind of occasion had a greater influence on ready-made choice for males (Mean = 3.43) than females (Mean = 3.25) and the difference was significant (since $p\text{-value} = 0.29 < \alpha\text{-level} = 0.05$). The influence of marital status on males (Mean = 3.20) choice for ready-made was rated the same for females (Mean = 3.20) so therefore the difference was not significant ($p = 0.00$). Religion however influenced female (Mean = 4.00) ready-made choice much more than males (Mean = 3.07) choice. The difference was significant ($p = 0.00$). The results also showed that males (Mean = 3.78) consider their gender much more than females (Mean = 3.40) when selecting ready-made garments and the difference was significant ($p = 0.00$). Occupation was also reported to influence female's (Mean = 3.40) selection for ready-made much more than males (Mean = 3.05) and the difference was significant ($p = 0.00$). The influence of social status on males (Mean = 3.99) choice for ready-made was much higher than the females (Mean = 3.13) and the difference was significant ($p = 0.00$). The cultural background also influences males (Mean = 3.72) than females (Mean = 2.88) in selecting ready-made garments however, the difference was significant ($p = 0.00$) as shown in Table 19.

Differences in Choice for Custom-made and Ready-Made Garment

A paired sample T-test was used to investigate variations in staff's (perceived) choice of custom-made garments and ready-made garments. This

sample t-test was used to find differences in the factors that influence the two options. Table 20 presents the details.

Differences in factors that influence staff choice of custom-made and ready-made garments.

This section presents the differences in factors that influence staff choice of custom-made and ready-made garments.



Table 20: Differences in Staff's Perceptions of Custom-made Garment and Ready-made garment

FACTORS	Sample size (n)	Custom-made Garment		Ready-made Garments		Significance (p<.05)
		Mean	SD	Mean	SD	
<i>Physical Factors</i>						
1. Quality of fabric	161	3.89	0.98	4.09	0.92	0.01*
2. Colour	161	3.91	0.93	4.04	0.89	0.15
3. Design of fabric	161	3.84	1.06	4.00	0.78	0.07
4. Fit	161	3.90	1.10	3.74	1.03	0.007*
5. Style of the garments	161	3.65	1.19	3.96	1.11	0.01*
6. Construction and finishing	161	4.14	0.89	3.98	0.81	0.02*
7. Care	161	3.55	1.06	3.58	1.11	0.69
8. Age	161	3.86	0.87	3.69	0.98	0.06
9. Body figure	161	3.80	0.66	3.23	1.22	0.00*
10. Health condition	161	3.27	0.76	3.27	1.08	0.95
<i>Total physical characteristics</i>	161	3.78	0.63	3.76	0.65	0.55

Psychological Factors

1. Self esteem	161	3.48	1.33	3.37	1.22	0.41
2. Pleasing others	161	3.12	1.08	3.84	1.32	0.00*
3. Acceptance	161	3.47	0.93	3.98	0.80	0.00*
4. Attractive	161	3.89	0.89	3.87	0.88	0.87
5. Ego	161	3.60	1.23	3.42	1.05	0.09
<i>Total psychological characteristic</i>	161	3.51	0.57	3.69	0.60	0.00*

Economic Factors

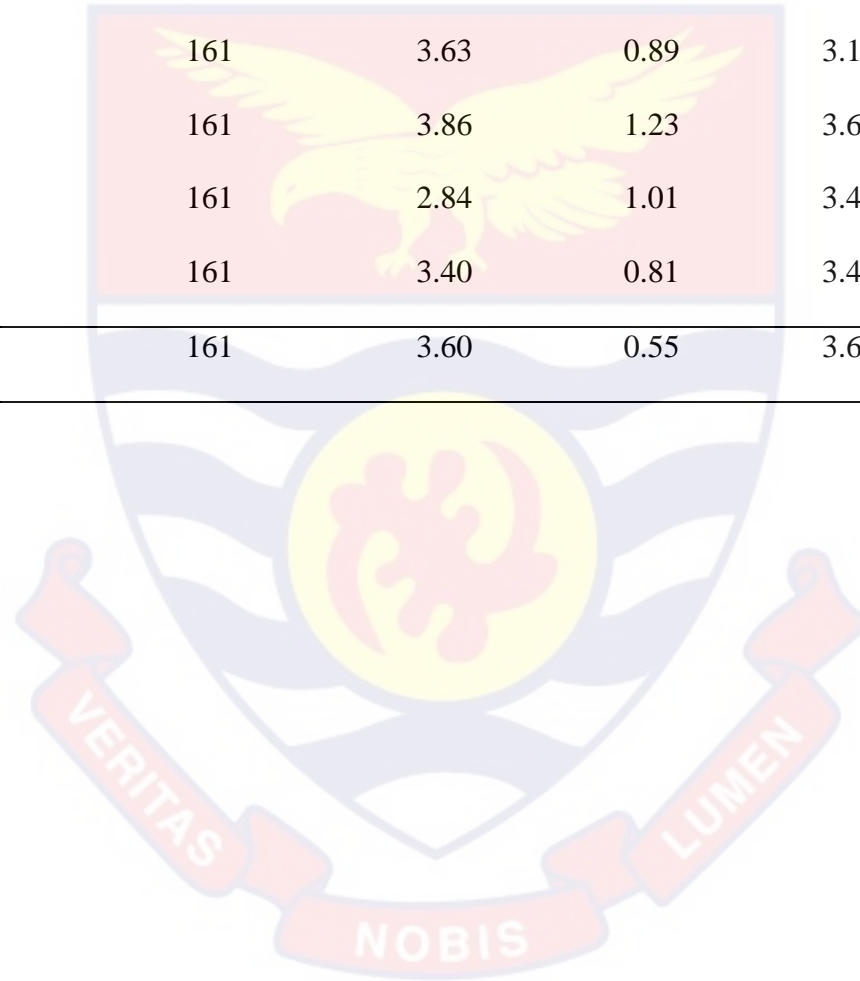
1. Cost	161	3.47	1.18	3.56	1.78	0.44
2. Income	161	3.60	1.32	4.08	0.91	0.00*
3. Affordability	161	3.53	1.06	3.60	1.07	0.36
4. Economic status	161	3.80	0.94	3.76	1.19	0.74
<i>Total Economic characteristics</i>	161	3.60	0.70	3.75	0.90	0.00*

Social Factors

1. Occasion	161	3.44	1.31	3.36	1.02	0.39
2. Marital status	161	3.31	1.23	3.20	1.18	0.23

3. Religion	161	2.90	1.19	3.42	1.05	0.00*
4. Gender	161	3.81	1.10	3.64	0.96	0.004*
5. Occupation	161	3.63	0.89	3.18	0.83	0.00*
6. Social status	161	3.86	1.23	3.67	1.33	0.03*
7. Cultural background	161	2.84	1.01	3.41	1.40	0.00*
<i>Total Social characteristics</i>	161	3.40	0.81	3.41	0.73	0.75
<i>Overall garment Choice</i>	161	3.60	0.55	3.65	0.60	.021*

Field survey (2020)



For the physical attributes, the results in Table 20 found a significant difference between the custom-made garment and ready-made garment for the attributes; quality of fabric ($p = 0.00$). The mean score for the custom-made garment (Mean = 3.89) was quite lower than the mean score for the ready-made garment (Mean = 4.09). Another attribute found to show a significant difference between custom-made and ready-made was the fit ($p = 0.00$). The custom-made score (Mean = 3.90) was higher than the ready-made score (Mean = 3.74) in terms of fit. The results also found significant difference for style of the garments ($p = 0.00$). However, the garments' score for style was higher in ready-made (Mean = 3.96) than custom made (Mean = 3.65). The study also found significant difference between custom-made and ready-made for the attribute construction and finishing ($p = 0.00$). The custom-made construction and finishing score (Mean=4.14) was much higher than ready-made (Mean = 3.98). The findings also showed differences in garments choices depending on the body figure ($p = 0.00$). For the body figure, it was found that the mean score for custom-made (Mean = 3.80) was higher than the score for ready-made (Mean = 3.23).

With regards to the psychological factors, the results in Table 20 found that the attribute pleasing others influence staffs to choose ready-made (Mean=3.37) more than custom-made (Mean=3.12) and the difference was significant. Also, acceptance was also seen to influence staff to choose ready-made (Mean=3.84) more than custom-made garments (Mean=3.47) and the difference was significant. The income attribute was only the attribute among the economic indicators that was found to show significant difference in the staff choice. The results showed that the mean score in terms of income was

higher for ready-made (Mean=4.08) than custom-made (Mean=3.60). For the social factors, the results found that religion influences staff to choose ready-made (Mean=3.42) more than custom-made (Mean=2.90) and the difference was significant. The results also found significant difference for gender. The mean score was higher in ready-made (Mean = 3.81) than custom-made (Mean = 3.64). For occupation, the study found significant difference between custom-made and ready-made. The mean score in the custom-made (Mean=3.63) was much higher than ready-made (Mean = 3.18) (Table 20).

Other attributes showed choice for custom-made more than ready-made but the difference not being significant. These include the following; age (since $p\text{-value} = 0.06 > \alpha\text{-level} = 0.05$), economic status (since $p\text{-value} = 0.74 > \alpha\text{-level} = 0.05$), marital status (since $p\text{-value} = 0.39 > \alpha\text{-level} = 0.05$), occasion ($p\text{-value} = 0.43$), attractive ($p\text{-value} = 0.87$), ego ($p\text{-value} = 0.09$) and self-esteem ($p\text{-value} = 0.41$). There were also attributes that found no significant difference between the choices of the two garments but the mean scores for custom-made was higher than the ready-made -based. These attributes include the following; colour ($p\text{-value} = 0.15$), design of fabric ($p\text{-value} = 0.07$), care ($p\text{-value} = 0.69$), costs ($p\text{-value} = 0.44$) and affordability ($p\text{-value} = 0.36$). The respondent was indifferent between custom-made (Mean=3.27) and ready-made (Mean=3.27) in terms of health status.

The study also reported whether there is a difference in the broader categories. Thus, when all the attributes were considered, considering physical features, the mean value for custom made (Mean=3.78) was higher than ready-made (Mean=3.76). It shows that more are likely to choose custom-made to ready-made looking at the garment's physical features. Nevertheless, the

variation between them was not significant (p -value = 0.55) indicating no superior choice for one type of garment.

Discussion

This section talks about the findings of the research. It first summarized the results and then compared the findings to the literature. The discussion was organized concerning the objectives and research questions.

Research Question 1

Research question one explored the perceived physical factors that staff consider for garment choice. Physical characteristics that influence garments choice includes those tangible attributes that consumer consider when selecting clothes. These include features such as fit, colour, item construction and garment style. This study revealed that the respondents believe all the physical attributes, including quality of the fabric, colour, design of fabric, fit, style of the garments, construction, finishing, care, age, body figure, and health condition (with their means ranging from 4.14 to 3.27 on Table 10) to be influential in selecting a garment, either it being ready-made, or custom-made.

The influence of physical characteristics on garment selection has been previously confirmed for both students (Ofori, Adu, Nyame-Tawiah, Adu-Akwaboa & Agbovie, 2014) and teachers (Riungu, 2009). Ofori et al. (2014) found the colour to be a noteworthy physical feature that influences garment choice. This is consistent with the study's findings for both ready-made and custom-made, despite the respondents' kind. Thus, the influence of colour on garment choice was established by this study. However, colour was not the most influential physical characteristic for either the ready-made or custom-

made. In relation to Table 10, Construction and finishing (4.14) was the highest factor that influences the choice and selection of custom-made garments, whilst the quality of fabric (4.09) was found for the ready-made garment.

This is plausible because for custom-made garments consumers can choose their fabrics, unlike ready-made that the fabric choice is not in the hands of the consumer. Hence custom-made, construction and finishing are what matters the most whereas for ready-made it's the quality of fabric. The senior members of Universities have a comfortable income level hence may go for the quality ready-made garment. Senior members may be more interested in quality fabrics to suit their status and which will have a relatively long life.

Just as this study, Lu (2015) also reported that style, appearance, colour, and fit influence garment selection. Also, Riungu (2009) said that the physical features that primarily influence garments choice include item construction and finishing, fabric quality, work suitability, cleaning and care. These findings by Riungu (2009) partially confirm the results of this study. The slight difference between this current study and Riungu (2009) is that this study showed a strong influence of colour on garment selection. The difference between the two studies may be due to the socio-economic background of the study. Thus, the difference may be because Riungu (2009) utilized teachers in Kenya high school, and this study used senior members in Ghanaian tertiary institutions.

Research Question 2

Research Question two was aimed at exploring the perceived psychological factors that staff consider in garment choice. With psychological factors, the researcher is interested in investigating whether people choose

clothes based on their emotions or feelings. The study indicated that all the psychological attributes influence ready-made and custom-made choices. Specifically, the results revealed that the respondents believed that their self-esteem, pleasing others, acceptance, attractiveness, and ego influence their garment choice. Previous research (Francis, 2011; Kwon, 1994; Moody & Sinha, 2010; Piacentini & Mailer, 2004; Trautman, Worthy & Lokken, 2007) have shown that several individuals' clothing choice is associated to their self-concept, self-esteem, self-expression, personality, and mood. Kwon (1994) reported that clothing practices could be used to boost one's self-concept. Among the psychological characteristics, the respondents revealed that they consider attractive (3.89) the most when selecting custom-made and for ready-made, they consider acceptance (3.98) when selecting garments. (table 11 page 62)

Lu (2015) showed that psychological comfort significantly impacted U.S. consumers' overall garment ratings. Barquet and Balam (2015) corroborated these findings and revealed that temperament, individual style, and desire to feel relaxed and happy influence clothing choices. Moody and Sinha (2010) recommended that attitude was a substantial determinant of garment choice, while the behaviour was a reasonable factor. Mumel and Prodnik (2005) revealed that generally, older consumers choose to buy comfortable clothes. Psychological factors including innovative looking, good style, individual beliefs and values, latest style, and unique outfit, according to Riungu (2009), influence primary school teachers' clothing selection. These studies all reinforce the current study's findings on the impact of psychological characteristics on garment choice.

The respondents indicated that their attractiveness and ego are the key psychological factors they consider for custom-made. The study found acceptance as the key influential factor in choosing garments followed by glamour and pleasing others for the ready-made.

Research Question 3

Research Question three sought to explore the perceived socio-economic factors that staff consider when selecting a garment. This section first looked at the social factors and then considered the economic factors. The study revealed that all the economic factors, including cost, income, affordability, and economic status, influence ready-made, and custom-made choices. Interestingly, the study showed that respondents perceive their economic status to influence their choice for custom-made the most. However, when it comes to ready-made, it was their income that they consider the most in going for the garment. This result is reasonable since purchasing ready-made requires a physical amount of money. However, for custom-made, the respondent may have the fabric already available, and the number of fabrics available to individuals may depend on their economic status. It is also noted that in custom-made garments one has the chance to determine the kind of fabric and the style of garments that will benefit one's economic status.

The influence of economic characteristics on garment selection is well documented in both developing and developed countries. Owino (2013) revealed that extrinsic attributes like price influence staff's clothing choice at Kenya Utalii College (KUC). Also, Lu (2015) indicated that cost influence Chinese consumers. Ofori et al. (2014) showed that affordability influences

Ghanaian tertiary students' garments choice. Again, Mumel and Prodnik (2005) revealed that generally, older consumers choose cheap apparel.

Regarding the social factors, all the various attributes, including occasion, marital status, gender, occupation, and social status, were found to influence custom-made choices except cultural background and religion. This is to say that the respondents for this study do not consider their religion and cultural background to select custom-made garments. These findings are surprising especially the results on religion since it contradicts previous studies (Gbadamosi, 2012; Ofori et al., 2014). Ofori et al. (2014) confirmed that religion influences respondents' clothing selection the most. Regarding ready-made, all the social factors were found to influence the choice of garments. This is supported by Gbadamosi (2012), who revealed that clothing acculturation is mainly influenced by social attributes, religion, and personal factors. The respondents indicated that their social status affects them the most in selecting ready-made garments.

In conclusion, the choice for both ready-made and custom-made garments is influenced by their social status. It is quite reasonable due to the type of respondents studied. Individuals from different backgrounds find specific garments improper for certain places. Also, society has defined what is appropriate for certain social events, and these all influence consumer choice as wearing something different may attract unwelcome views. It is, therefore, normal for University senior members to choose garments that conform to their social status.

Research Question 4

Research question 4 sought to explore the various occasions that senior members wear custom-made and ready-made. Among all the occasions, the senior members were found to wear custom-made to the place of worship the most. This result partially supports the findings on the perceived physical factors that influence garment choice. Due to their status in society, senior members are concerned with the finishing of garments and quality of cloth used in relation to the garments they wear as found in research question one. It is therefore not surprising that they go for custom-made to their place of worship the most. Also, senior members often wear custom-made to market, work, casual outings, corporate meetings, at home, date, picnic and beach. (table 14 page 67-68). However, the study found that senior members hardly wear custom-made to corporate meetings, when at home, to date, picnic and beach. This study reported that custom-made was found to be worn to the beach the least. This result is not surprising since the beach is a place for relaxation and therefore does not require one to wear its best of cloth.

Also, this study's results showed that respondents often wear ready-made garments to corporate meetings, market, work, date, when at home, beach, picnic and casual outings. However, they least wear ready-made garments to worship. These findings suggest that respondents usually wear ready-made to any occasion except for a place of worship. It can be stated then that since the senior members are particular about their status and fit, and also the particular place they are making an appearance, they go in for custom-made garments where they know the style and fit can be controlled.

Research Question 5

Research question five sought to compare the respondent's choice of clothing item between ready-made and custom made. The men were found to choose more of the custom-made clothing items more than the ready-made. The results revealed that ready-made suits, ready-made trousers, ready-made Afrocentric garments, ready-made African wear and ready-made Button shirts made from imported or local fabrics were chosen over the custom-made ones. However, custom-made imported button shirts and custom-made trousers made from imported or local fabrics were chosen over the ready-made ones.

Also, women were found to choose more of the clothing items made by custom-made than ready-made. The study found that the women chose custom-made wedding gowns, custom-made dresses, custom-made traditional wear, custom-made suits, custom-made trousers and custom-made Afrocentric garments. However, the women were found to choose ready-made skirts and ready-made blouses over the custom-made ones. The choice of custom-made over ready-made is in line with findings from research question one. According to research question one, physical attributes influence choice for custom made. It can therefore be inferred that women choose the custom-made due to its physical attributes.

Research Question 6

Research Question six aimed at investigating the gender differences in factors influencing garment choice. The physical features of custom-made garments showed the gender differences in the following; quality of the fabric, design of fabric, construction and finishing, age, and body figure of the respondent. The findings showed that whereas males choose custom-made

garments due to fabric design and construction and finishing. Females choose custom-made garments due to their quality, age, and body figure. These conclusions are similar to the results of Rahman et al. (2008). Rahman et al. (2008) revealed that fabric and quality design were significant determinants in the purchase decision process for women. Rahman et al. (2008) focused only on women and still confirms the influence of fabric and quality of garment on women choice. However, this study indicates that women consider the design of fabric and quality but how they rate quality is much higher than men.

There were gender differences in garment choice based on all the physical characteristics except for colour, care, and health condition. Regarding the ready-made garments, there were gender differences in garment choice based on the quality of the fabric, design of fabric, fit, style of the garments, construction and finishing, age, and body figure. The results showed that females consider their body figure and age more than males when going for ready-made. In contrast, males weigh the fabric's quality, design of fabric, fit, style of the garments, and construction and finish more than females when choosing ready-made garments.

This study found that men consider attractive and pleasing others more than females for custom-made garments for psychological characteristics. Also, the study found that men believe in their self-esteem, engaging others, and acceptance more than females in going for ready-made. The study further revealed that females, however, consider themselves attractive more than males when going for ready-made. The study highlights gender differences in garment choice based on psychological factors. Not much of these findings have been found in studies. Those that did something similar did not focus on gender

difference. Hence these results cannot directly be related to this current study. For example, Barquet and Balam (2015) focused their research on females and concluded that psychological attributes like mood strongly influencing their outfit choices.

This study found gender differences in custom-made garment choices are based on the respondents' costs, economic status, and income for the economic factors. The females consider the garments' costs and their income more than men when going for custom-made, whereas men look at their economic status more than females. When going for ready-made, the study revealed that men, this time, look at their income more than women.

The social factors also showed that men consider the occasion and marital status more than women in selecting custom-made garments. In contrast, women consider religion, gender, occupation, social status, and cultural background more than men when choosing ready-made. It is not surprising that the study showed that women consider religion and social factors when selecting ready-made. Gbadamosi (2012) indicated that social factors and religion influence clothing choices for women.

Research Question 7

Research Question seven investigated the differences in choice for custom-made and ready-made garments in terms of physical, psychological, social, and economic factors. The results revealed that, whereas ready-made is chosen due to the quality of fabric and style of garments, the construction, and finishing, and fit determined the choice for a garment and the respondents' body figure. Generally, the study found that respondents tend to choose custom-made

than ready-made when considering the physical characteristics. It is not surprising that consumers can decide how they want the garments to look with custom-made products.

Physical features like a fit have been confirmed in the past as a significant reason for the custom-made choice. For example, Cheruiyot (2003) studied the size and fit of ready-made official clothing among male consumers at Kenyatta University, exposed that males experienced fit issues with ready-made clothes. Also, Rekha and Sadhana (2014) demonstrated that custom-made is generally chosen by consumers due to their excellent fit. The authors believed that consumers complain about the sizes and fit of ready-made, and for that reason, they mostly go for custom-made. According to Rekha and Sadhana (2014), the cause for the complaint is that different people have different body structures, and the ready-made cannot provide that perfect fit for everyone. Therefore, it is not surprising that this study showed that consumers would choose custom-made into account fit of garments.

Another prominent finding was the choice for custom-made due to body structure. Previous studies have confirmed this observation (Rekha & Sadhana, 2014; Sidberry, 2011). It is the body structure that brings about fit, hence their support for custom-made garments. Again, custom-made garments are constructed concerning a consumer's body measurements so could provide a better fit, unlike the ready-made garments which are purchased based on sizes with measurements that may not necessarily conform to those of the individual.

Interestingly, this study found the respondents to choose custom-made over ready-made when considering the broader physical characteristics, but the

difference was insignificant. It is not surprising as other physical attributes may influence consumers to go for ready-made rather than custom made. This study revealed that the respondents choose ready-made rather than custom-made when they consider the garments' quality and style. Put differently, the type and quality of the ready-made garment are more pleasing to the respondents than that of the custom-made. Therefore, since specific physical attributes influence custom-made and other characteristics favouring ready-made choices, it is rational for the respondents to be indifferent when considering physical characteristics even though there are differences in selecting specific qualities. This implies that both the custom-made and ready-made market will also be a market since both have unique features. Also, this study's results showed that respondents often wear ready-made garments to corporate meetings, market, work, date, when at home, beach, picnic and casual outings. However, they least wear ready-made garments to worship.

The study also found out that respondents chose ready-made to custom-made garments when considering the psychological factors. Specifically, to please others and the idea of acceptance, the respondents, choose ready-made to custom-made clothes. In relation to the economic characteristics, the respondents also were found to choose ready-made to custom-made, and the most influential economic aspect is the income. Regarding social factors, whereas religion and cultural background influence respondents to go for ready-made, gender, occupation, and social status influence respondents to go for custom-made. Generally, respondents choose ready-made to custom-made due to the social characteristics. Senior members are likely to wear ready-made to several social events like picnic, beach etc. Custom-made in this part of the

world is worn mostly to churches and unique organizations. Therefore, understandable if respondents choose ready-made to custom-made due to the social characteristics.

Overall, when all the physical, psychological, economic, and social characteristics are considered, the respondents choose ready-made to custom-made garments. These findings contradict the findings of Rekha and Sadhana (2014), who argued that young adults of both professional and traditional colleges choose tailor-made Kurtis. However, notably the difference might come from the number of variables used. Whereas Rekha and Sadhana (2014) used few attributes, this study employed quite a more significant number of variables for the three broad categories. This implies that Rekha and Sadhana (2014) might have ignored certain vital variables. Some of the omitted variables include the garments' style, construction, finishing, care, age, self-esteem, pleasing others, acceptance, attractiveness, and ego. Again, the research was directed to a single type of garment in a country (India) and may not apply to apparel in general.

Summary

This section presented the results and discussions of the factors that influence senior members of the University of Cape Coast to choose their garments. Out of the 161 (due to that fact that only 161 of the questionnaires were returned) respondents, 101 were males, 60 were females. The most influencing physical and psychological factor under custom made garments is construction and finishing and attractive. Under readymade quality of fabric and acceptance influence their choice for physical and psychological factors. The

study revealed that all the economic factors, including cost, income, affordability, and economic status, influence ready-made, and custom-made choices. Interestingly, the study showed that respondents perceive their economic status to influence their choice for custom-made the most. However, when it comes to ready-made, it was their income that they consider the most in going for the garment. Among all the occasions, the senior members were found to wear custom-made to the place of worship the most. This result partially supports the findings on the perceived physical factors that influence garment choice.

Research question five sought to compare the respondent's choice of clothing item between ready-made and custom made. The men were found to choose more of the custom-made clothing items more than the ready-made. Also, women were found to choose more of the clothing items made by custom-made than ready-made. The study found that the women chose custom-made wedding gowns, custom-made dresses, custom-made traditional wear, custom-made suits, custom-made trousers and custom-made Afrocentric garments. However, the women were found to choose ready-made skirts and ready-made blouses over the custom-made ones. The study found out that when all the factors are considered respondents choose ready-made garments to custom-made garments.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter concludes the present research. This chapter is segregated into four sections. The beginning sector entails the summary of the work, the decisions obtained from the research and recommendation made grounded on results and conclusions. The second section will present the conclusions, and the final section offers the recommendations and, the topics suggested for further studies are included in the chapter.

Summary of the study

The purpose of the study was to discover the factors that influence senior members in the University of Cape Coast to select garments in terms of custom-made or ready-made garments. A cross-sectional descriptive survey design was implemented for the task. The research targeted the University of Cape Coast senior members with a population of 1044, comprising 254 females and 790 males. These members were either employed by the academic or the non-academic units in the university. The sample size was 200 based on the sampling guidelines of Krejcie and Morgan (1970). Stratified and accidental sampling techniques were adopted for the research. The stratified sampling was used to divide the target population into strata to determine the respondents' number to select from each group. An accidental sample was used to choose the sample units.

The study was guided by these objectives; what socio-economic, physical and psychological factors influence garment choice among senior members in the university; different types of garments acquired by custom-made or ready-made; occasions senior members use either custom-made or

ready-made garments; do gender differences exist in the factors that influence garment choice; and what is the main difference between the factors influencing the choice of ready-made and custom-made garments.

Questionnaire was the research instrument employed to test respondents' views on the purpose of the study. Due to the difference in demographic characteristics, the study restructured the questionnaire to suit the population. The questionnaire was in two forms. The males had their own and a separate one for females. The validity and reliability of the instrument were ascertained with the help of supervisors and pretesting. Data was gathered on the appointed date abiding by all ethical considerations. Collected questionnaires were sorted and checked for completeness. Only 161 questionnaires were returned. The 161 questionnaires were numbered from 1-161, coded, and entered into Statistical Product for Service Solution (SPSS) software version 22.0. Percentages, frequencies, and t-tests were used in the analysis of the data.

Key findings

1. This study found that garments' physical features such as quality of the fabric, colour, design of fabric, fit, style of the garments, construction, and finishing, care, age, body figure, and health condition, influence staff decision selecting ready-made or custom-made garments. The respondent rated construction and finishing and colour as the most influencing physical feature they consider in determining custom-made garments. For the ready-made, the respondents indicated the fabric's quality, colour, and design as the most persuasive physical features.

2. Also, the staff indicated that their glamour and ego are the key psychological factors they consider for custom-made. The study found acceptance as the key influential factor in choosing garments followed by attractiveness and pleasing others for the ready-made. Alternatively, for ready-made garments, attractiveness and pleasing others were the most influential factors.
3. The economic factors that influenced garments selection by the respondents were economic status, income, affordability and cost in terms of custom-made garments. For ready-made garments the economic factors were income, economic status, affordability and cost. When one looks at the social factors, for custom-made garments the factors influencing choice most were social status, gender occupation. While for ready-made garments there were social status, gender and religion.
4. In research question four the study found that custom-made is worn to the place of worship the most and the beach the least. Also, the study reported that ready-made is worn to the place of worship the least. The staff members also revealed that they often wear both custom-made and ready-made garments to market, work and casual outings.
5. The study revealed in research question five that both the male and female senior members choose more of the custom-made clothing items than the ready-made ones. There were some garments they chose under ready-made garments; suits for men and blouses and suits for women.

6. Research question six assessed gender differences in garment choice regarding physical, socioeconomic, and psychological factors.
 - i. Considering the physical features of custom-made garments, the study showed gender differences in the following; quality of the fabric, design of fabric, construction and fitting, age, and body figure of the respondent. The findings showed that whereas males choose custom-made garments due to fabric design and construction and finishing, females choose custom-made clothes due to the fabric, age, and body figure's quality.
 - ii. There were gender differences in garment choice based on all the physical characteristics except for the colour, care, and health condition regarding the ready-made garments. The results showed that females consider their body figure and age more than males when going for ready-made. In contrast, males weigh the fabric's quality, design of fabric, fit, style of the garments, and construction and finish more than females when choosing ready-made garments.
 - iii. The study found that men consider attractive and pleasing others more than females for custom-made garments for psychological characteristics. Also, the study found that men believe in their self-esteem, engaging others, and acceptance more than females in going for ready-made. The study further revealed that females, however, consider attractiveness more than males when going for ready-made.
 - iv. For the economic factors, the study found a gender difference in custom-made garment choice based on the costs, economic status, and income. The females consider the garments' costs and their income more than

men when going for custom-made, whereas men look at their financial status more than females. When going for ready-made, the study revealed that men, this time, look at their income more than women.

- v. The social factors also revealed that men consider the occasion and marital status more than women in selecting custom-made. In contrast,

women consider religion, gender, occupation, social status, and cultural background more than men when choosing ready-made garments.

7. Research question seven aimed at investigating the differences in choice for custom-made and ready-made with regards to the physical, psychological, social, and economic factors.

- i. The study revealed that for physical factors there was no significant difference in the factors that influenced the choice of custom and ready-made garments. However, it was noted that for ready-made garments quality of fabric and style were dominating factors whereas for custom-made garments construction and finishing, fit and figure type dominated choice.

- ii. The study also found out that respondents choose ready-made to custom-made garments when considering the psychological factors. Specifically, to please others and the idea of acceptance, the respondents, choose ready-made to custom-made clothes.

- iii. In relation to economic characteristics, the respondents also were found to choose ready-made to custom-made, and the most influential economic factor is income.

- iv. Social factors, such as religion and cultural background, influence respondents to go for ready-made. On the other hand, gender,

occupation, and social status, influence respondents to select custom-made. Generally, social factors influenced the choice of ready-made garments more than custom-made garments.

Conclusion

Based on the findings of this study the following conclusions were made.

1. The physical, psychological and socioeconomic factors were of importance to senior members in the selection of both ready-made and custom-made garments. However, the extent of the importance of the various factors varies. It is noted that for physical factors the three important factors in the case of ready-made garments were quality of fabric, colour and design of fabric while the three-factor that were ranked least were care, health condition and body figure. In the case of custom-made garments, the three highest factors were construction and finishing, colour and fit whilst the least ranked factors were body figure, care and health condition.
2. For, psychological factors, the highest-ranked factors for ready-made garments were acceptance, pleasing others and attractiveness whilst the least ranked was self-esteem. On the other hand, for custom-made the following factors; attractive, ego and self-esteem were the most ranked in that order whilst pleasing others were the least.
3. Economic and social factors also had some interesting results with a few or slight differences. For economic factors, income, was the highest-ranked when choosing ready-made garments whilst the least was cost. But for custom-made garments respondents consider economic status the most

and cost the least which was the same for ready-made garments. Social status under social factors was high ranked for both customs made and ready-made garments whilst cultural background and occupation were the least ranked respectfully.

4. Places where custom-made are often worn is where ready-made are least worn to. Thus, whereas custom-made are worn the most, ready-made is worn the least to the place of worship. However, there are some places such as market, work and casual outings that the staff members do not mind which type of garments to wear.
5. Whereas men choose ready-made clothing items, the women are chosen to the custom-made clothing items. Even though the men indicated they choose ready-made clothing items, there were some clothing items that the men choose custom-made over the ready-made ones. Just as the men, the women also despite showing choice for custom-made clothing items, indicated certain clothing items that they choose their ready-made ones.
6. Gender difference in choice for ready-made and custom-made garments is based on physical, psychological, social, and economic factors. Males would go for custom-made garments due to physical features like the design of fabric and construction and finishing; psychological characteristics like attractiveness and pleasing others; economic factors like economic status; and social attributes like an occasion and marital status. Also, men will go for ready-made garments based on physical features like the quality of the fabric, design of fabric, fit, style of the garments and construction and finishing; psychological features like self-esteem, pleasing others, and acceptance; economic factor like income.

7. For the females, physical features like the quality of the fabric, their age, body figure, and economic features like costs of the garments and their income are what they consider before selecting custom-made. However, when ready-made, females consider social factors like religion, gender, occupation, social status, cultural background, psychological features like attractiveness, and physical features like body figure and age.
8. Gender differences in custom-made garment choice are based on the costs, economic status, and income for the economic factors. The females consider the garments' costs and their income more than men when going for custom-made, whereas men look at their economic status more than females. When going for ready-made, men, this time, look at their income more than women. The social factors also showed that men consider the occasion and marital status more than women in selecting customs. In contrast, women consider religion, gender, occupation, social status, and cultural background more than men when selecting ready-made
9. Overall, when all the physical, psychological, socio-economic factors are considered, the respondents choose ready-made to custom-made garments.

Recommendations

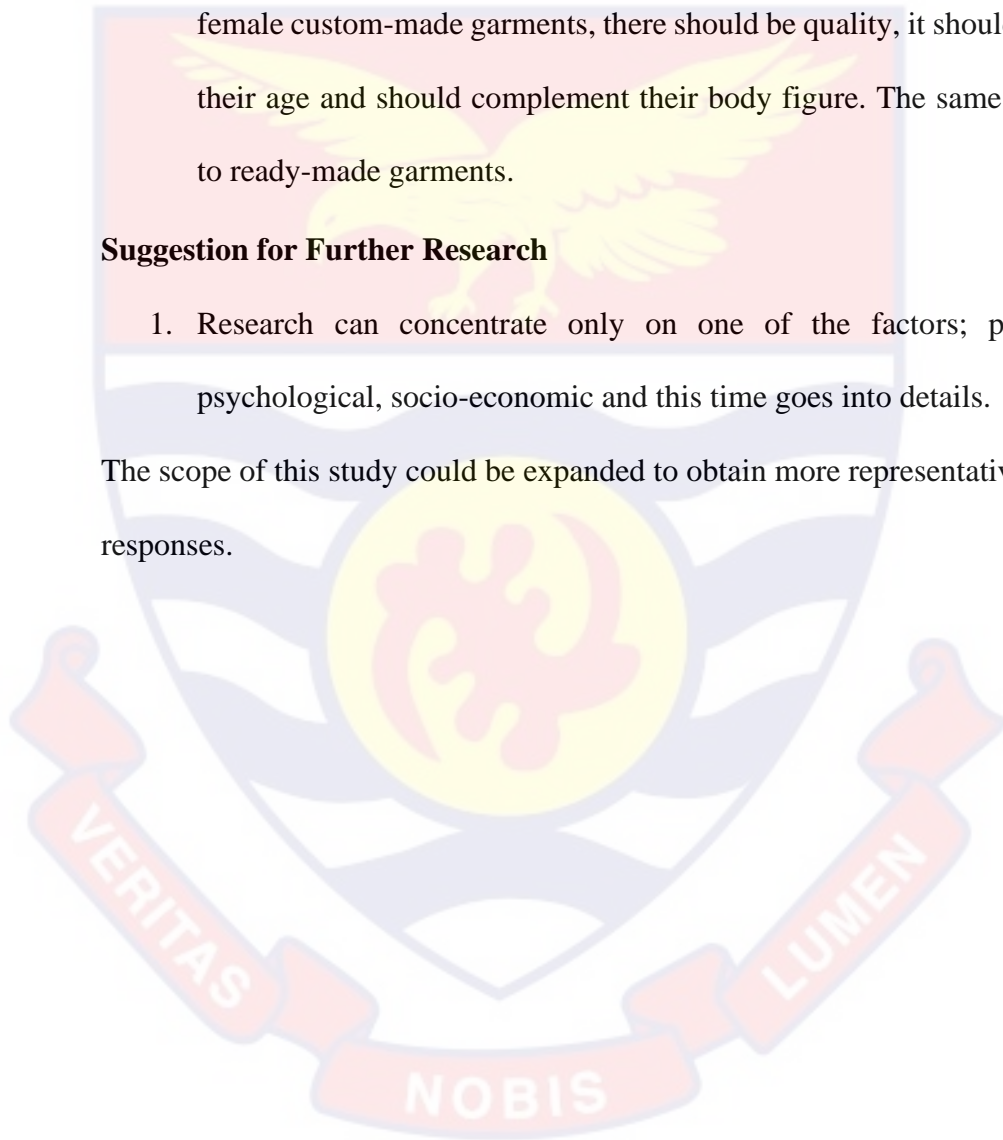
1. The study recommends that since respondents rated construction and finishing and the colour as the most influencing physical feature for custom-made choice, it is vital for designers to improve on these attributes to attract more customers. If ready-made designers want to increase their market scale, they should use quality fabric, coordinating colour, and designed material as they primarily influence ready-made choice.

2. Stakeholders in the fashion industry both for custom-made and ready-made producers should take note of the differences in factors that influence the choice for both genders. Male custom-made garments should be constructed well with a perfect fit. The fabric design should also be considered because these factors influence their choice. For female custom-made garments, there should be quality, it should match their age and should complement their body figure. The same applies to ready-made garments.

Suggestion for Further Research

1. Research can concentrate only on one of the factors; physical, psychological, socio-economic and this time goes into details.

The scope of this study could be expanded to obtain more representative responses.



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APPENDIX A – QUESTIONNAIRE – PILOTING

UNIVERSITY OF CAPE COAST

DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION

QUESTIONNAIRE

PILOTING

The study seeks to find out whether senior members of the University of Cape Coast choose Ready-made or Custom-made garments and the prominent factors that affect their choice. The information given shall be used for only academic purposes and it will be treated with the confidentiality it deserves. Your honest participation in facilitating this study will be highly appreciated. Please tick in the space provided with the correct answer or supply the required information where required, please specify and elaborate.

SECTION A

Socio-demographic Characteristics of Respondent

1. Gender

Male Female

2. Marital Status

Married Single Widow Widower Divorced

3. Number of dependence:

4. Level of Education

First Degree Masters PHD

5. Staff

Non-Academic Academic

6. Level of Income

2100-2500 2600-3000 3100-3500 3600-4000 Above 4100

7. College/ Unit of Respondent

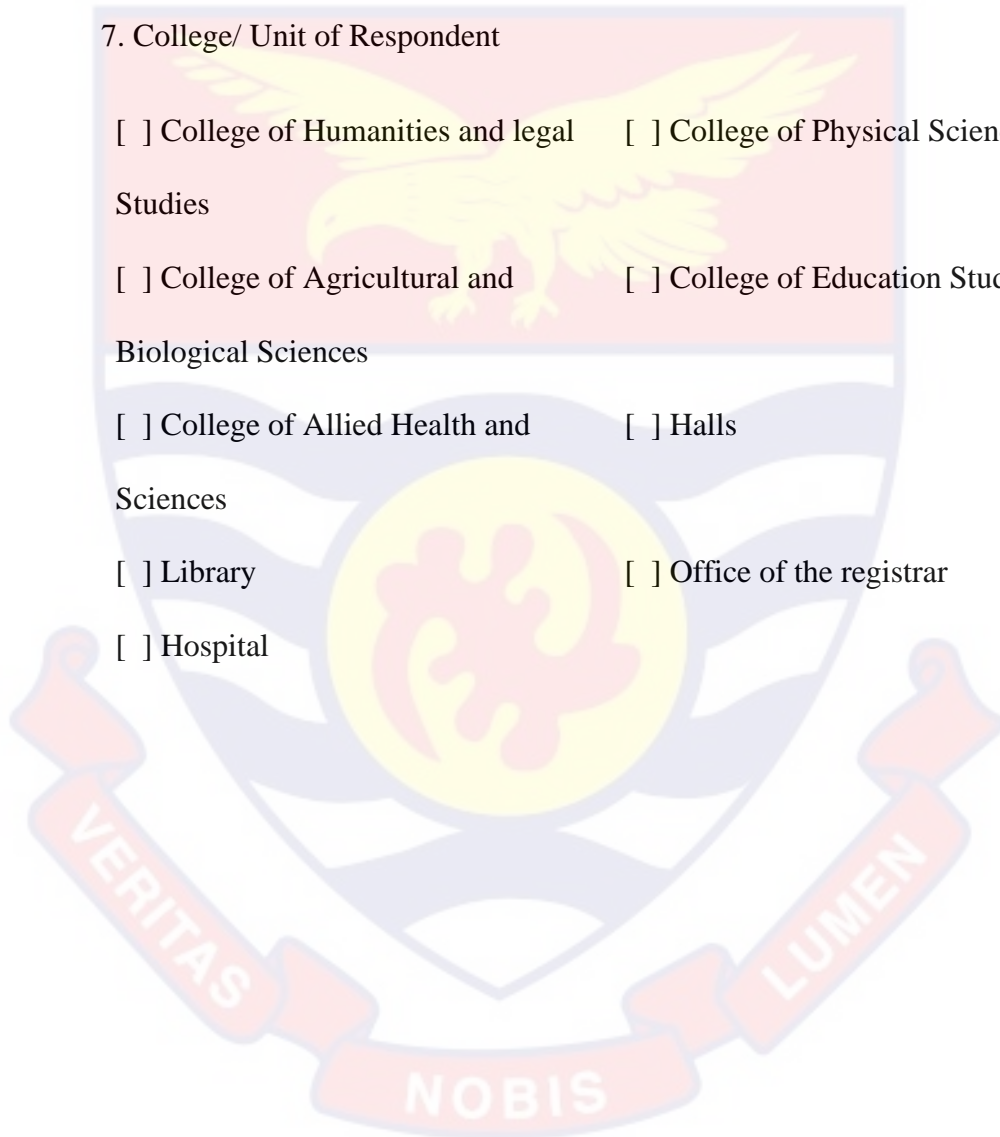
College of Humanities and legal Studies College of Physical Sciences

College of Agricultural and Biological Sciences College of Education Studies

College of Allied Health and Sciences Halls

Library Office of the registrar

Hospital



SECTION B

CHOICE AND SELECTION OF GARMENTS

1. Please indicate how often you wear ready-made and custom-made garments on the listed occasions using the following code very often (4), Often (3), not often (2) and not at all (1)

i. CUSTOM-MADE GARMENTS

Occasion	Very often	Often	Not often	Not at all
Church				
Date				
Work				
Picnic				
Beach				
Gym				
At home				
Market				
Causal outings				
Corporate meetings				

ii. READY-MADE GARMENT

Occasion	Very often	Often	Not often	Not at all
Church				
Date				
Work				
Picnic				
Beach				
Gym				
At home				

Market				
Causal outings				
Corporate meetings				

2. Indicate how often you acquire the following clothing items using the following code very often (4), Often (3), not often (2) and not at all (1)

i. MEN'S WEAR (CUSTOM-MADE GARMENT)

Garments	Very often	Often	Not often	Not at all
Imported button shirt				
Trousers				
Ghanaian ready-made shirt				
Ghanaian ready-made trouser				
Afrocentric garments (kaftan)				
Traditional garments				
Suit				

ii. MEN’S WEAR (READY-MADE GARMENTS)

Garments	Very often	Often	Not often	Not at all
Imported button shirt				
Imported Trousers				
Ghanaian made button shirt				
Ghanaian made trouser				
Afrocentric garments (kaftan)				
Traditional garments				
Suit				

iii. WOMEN’S WEAR (CUSTOM-MADE GARMENTS)

Garments	Very often	Often	Not often	Not at all
Skirt				
Blouse				
Dress				
Afrocentric garments				

Traditional wear (Kaba and slit)				
Wedding gown				
Suit				

iv. WOMEN'S WEAR (READY-MADE GARMENTS)

Garments	Very often	Often	Not often	Not at all
Skirt				
Blouse				
Dress				
Afrocentric garments				
Traditional wear (Kaba and slit)				
Wedding gown				
Suit				

3. FACTORS THAT AFFECT CHOICE AND SELECTION OF GARMENTS

This section seeks to identify the extent to which factors listed affect the choice and selection for both ready-made and custom-made garments on a scale where 1=strongly disagree (SD), 2=Disagree (D), 3= Neutral (N), 4= Agree (A) and 5=Strongly Agree (SA).

i. CUSTOM-MADE

PHYSICAL FACTORS	SD	D	N	A	SA
Quality of fabric					
Colour					
Design of fabric					
Fit					
Style of the garments					
Construction and finishing					
Care					
Age					
Body figure					
Health condition					
PSYCHOLOGICAL FACTORS					
Self-esteem					
Pleasing others					
Acceptance					
Attractive					
Ego					

ECONOMIC FACTORS					
Cost					
Income					
Affordability					
Economic status					
SOCIAL FACTORS					
Occasion					
Marital status					
Religion					
Gender					
Occupation					
Social status					
Cultural background					
ENVIRONMENTAL FACTOR					
Weather					

ii. **READY-MADE GARMENTS**

PHYSICAL FACTORS	SD	D	N	A	SA
Quality of fabric					
Colour					
Design					
Fit					
Style					
Construction and finishing					
Care					

Age					
Body figure					
Health condition					
PSYCHOLOGICAL FACTORS					
Self-esteem					
Pleasing others					
Acceptance					
Attractive					
Ego					
ECONOMIC FACTORS					
Cost					
Income					
Affordability					
Economic status					
SOCIAL FACTORS					
Occasion					
Marital status					
Religion					
Gender					
Occupation					
Social status					
Cultural background					
ENVIRONMENTAL FACTOR					
Weather					

SECTION C

ADDITIONAL INFORMATION

CONSUMER CHOICE (To what extent do you agree to this statement)

1. I do not like ready-made garments

Strongly disagree disagree agree
strongly agree

2. I do not like custom-made garments

Strongly disagree disagree agree
strongly agree

3. I use ready-made garments more than custom-made garments

Strongly disagree disagree agree
strongly agree

4. On average how often do you acquire your clothes?

daily

weekly

Monthly

Every Semester

After six months

After a year

On Special Occasions

Others please specify

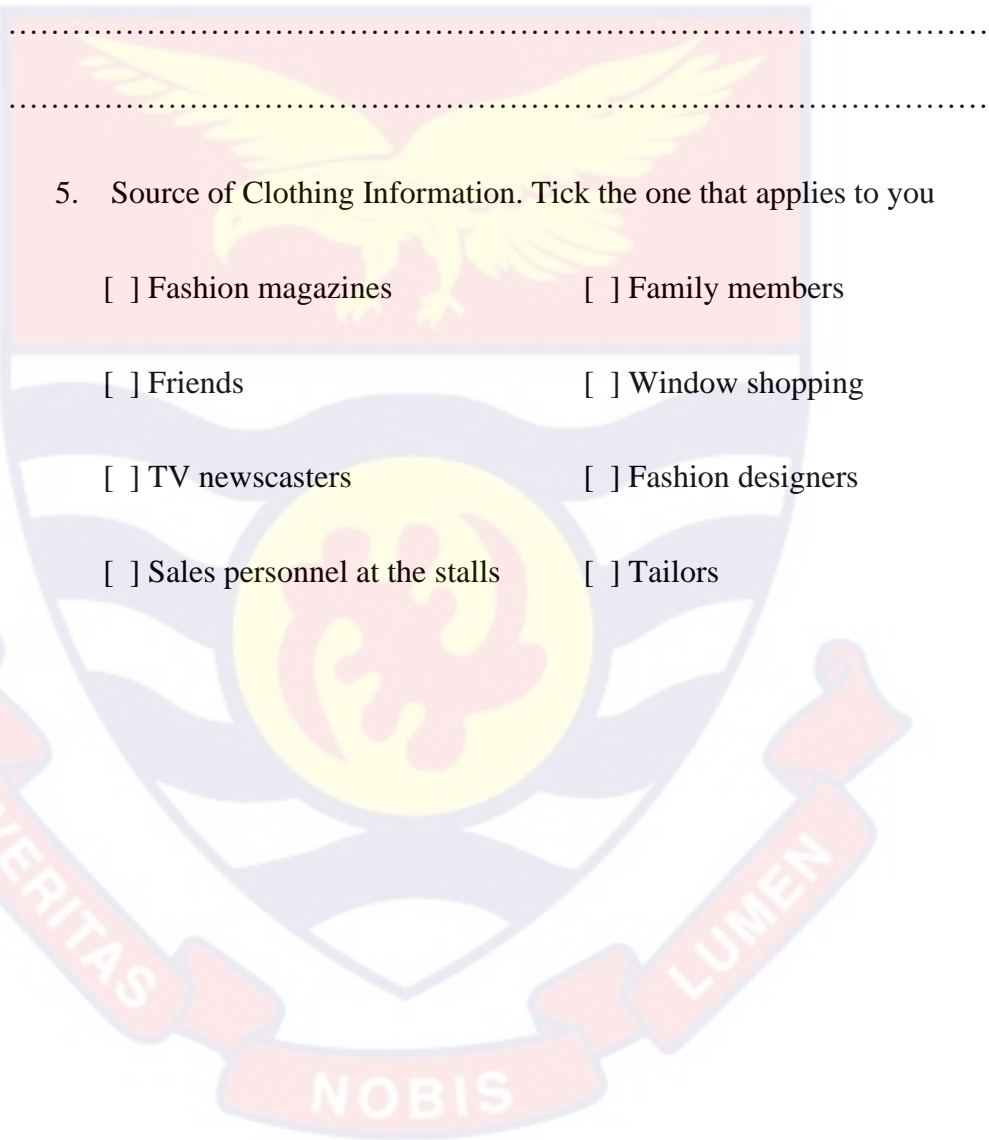
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5. Source of Clothing Information. Tick the one that applies to you

- | | |
|--|--|
| <input type="checkbox"/> Fashion magazines | <input type="checkbox"/> Family members |
| <input type="checkbox"/> Friends | <input type="checkbox"/> Window shopping |
| <input type="checkbox"/> TV newscasters | <input type="checkbox"/> Fashion designers |
| <input type="checkbox"/> Sales personnel at the stalls | <input type="checkbox"/> Tailors |

APPENDIX B – QUESTIONNAIRE - MALE RESPONDENTS ONLY

UNIVERSITY OF CAPE COAST

DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION

QUESTIONNAIRE

MALE RESPONDENTS ONLY

The study seeks to find out whether senior members of the University of Cape Coast choose Ready-made or Custom-made garments and the prominent factors that affect their choice. The information given shall be used for only academic purposes and it will be treated with the confidentiality it deserves. Your honest participation in facilitating this study will be highly appreciated. Please tick in the space provided with the correct answer or supply the required information where required, please specify and elaborate.

SECTION A

SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENT

3. Marital Status

Married Single Widow Widower Divorced

2. Number of dependences:

3. Level of Education

First Degree Masters PHD

4. Staff

Non-Academic Academic

5. Level of Income

2100-2500 [] 2600-3000 [] 3100-3500 [] 3600-4000 [] Above 4100 []

6. College/ Unit of Respondent

[] College of Humanities and legal Studies [] College of Physical Sciences

Studies

[] College of Agricultural and Biological Sciences [] College of Education Studies

Biological Sciences

[] College of Allied Health and Sciences [] Halls

Sciences

[] Library

[] Office of the registrar

[] Hospital

SECTION B

CHOICE AND SELECTION OF GARMENTS

7. Please indicate how often you wear ready-made and custom-made garments on the listed occasions using the following code, not at all (1), not often (2), Often (3), and very often (4),

i. CUSTOM-MADE GARMENTS

Occasion	Not at all	Not Often	Often	Very often
Place of worship				
Date				
Work				

Picnic				
Beach				
At home				
Market				
Causal outings				
Corporate meetings				

ii. READY-MADE GARMENT

Occasion	Not at all	Not Often	Often	Very often
Place of worship				
Date				
Work				
Picnic				
Beach				
Gym				
At home				
Market				
Causal outings				
Corporate meetings				

8. Indicate how often you acquire the following clothing items by custom-made or ready-made using the following code, not at all (1), not often (2), Often (3), and very often (4),

v. CUSTOM-MADE GARMENT

Garments	Not at all	Not Often	Often	Very often
	all			
Imported button shirt				
Trousers				
Button shirts made from imported or local fabrics				
Trousers made from imported or local fabrics				
Afrocentric garments (kaftan)				
African wear				
Suit				

vi. **READY-MADE GARMENTS**

Garments	Not at all	Not Often	Often	Very often
Imported button shirt				
Trousers				
Button shirts made from imported or local fabrics				
Trousers made from imported or local fabrics				
Afrocentric garments (kaftan)				
African wear				
Suit				

9. FACTORS THAT AFFECT CHOICE AND SELECTION OF GARMENTS

This section seeks to identify the extent to which factors listed affect the choice and selection for both ready-made and custom-made garments on a scale where 1=strongly disagree (SD), 2=Disagree (D), 3= Neutral (N), 4= Agree (A) and 5=Strongly Agree (SA).

iii. CUSTOM-MADE

PHYSICAL FACTORS	SD	D	N	A	SA
Quality of fabric					
Colour					
Design of fabric					
Fit					
Style of the garments					
Construction and finishing					
Care					
Age					
Body figure					
Health condition					
PSYCHOLOGICAL FACTORS					
Self-esteem					
Pleasing others					
Acceptance					
Attractive					
Ego					
ECONOMIC FACTORS					
Cost					
Income					
Affordability					
Economic status					
SOCIAL FACTORS					

Occasion					
Marital status					
Religion					
Gender					
Occupation					
Social status					
Cultural background					
ENVIRONMENTAL FACTOR					
Weather					

iv. **READY-MADE GARMENTS**

PHYSICAL FACTORS	SD	D	N	A	SA
Quality of fabric					
Colour					
Design					
Fit					
Style					
Construction and finishing					
Care					
Age					
Body figure					
Health condition					
PSYCHOLOGICAL FACTORS					
Self-esteem					

Pleasing others					
Acceptance					
Attractive					
Ego					
ECONOMIC FACTORS					
Cost					
Income					
Affordability					
Economic status					
SOCIAL FACTORS					
Occasion					
Marital status					
Religion					
Gender					
Occupation					
Social status					
Cultural background					
ENVIRONMENTAL FACTOR					
Weather					

SECTION C

ADDITIONAL INFORMATION

CONSUMER CHOICE (To what extent do you agree to this statement)

10. I do not like ready-made garments

Strongly disagree disagree agree
strongly agree

11. I do not like custom-made garments

Strongly disagree disagree agree
strongly agree

12. I use ready-made garments more than custom-made garments

Strongly disagree disagree agree
strongly agree

13. On average how often do you acquire your clothes?

daily

weekly

Monthly

Every Semester

After six months

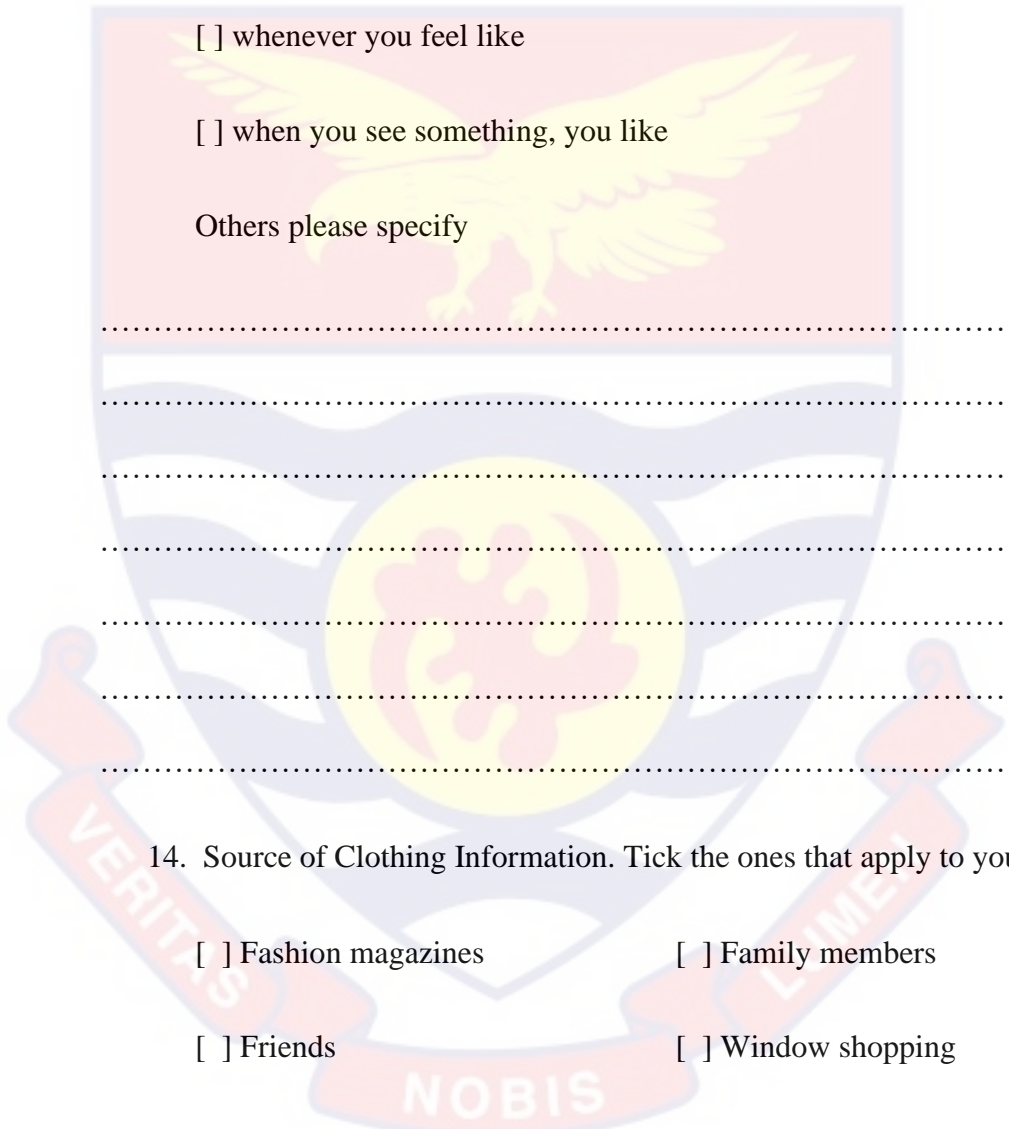
After a year

On Special Occasions

whenever you feel like

when you see something, you like

Others please specify



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14. Source of Clothing Information. Tick the ones that apply to you

Fashion magazines

Family members

Friends

Window shopping

TV newscasters

Fashion designers

Sales personnel at the stalls

Tailors

online (kikuu, jumia, etc)

APPENDIX C – QUESTIONNAIRE - FEMALE RESPONDENTS ONLY

UNIVERSITY OF CAPE COAST

DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION

QUESTIONNAIRE

FEMALE RESPONDENTS ONLY

The study seeks to find out whether senior members of the University of Cape Coast choose Ready-made or Custom-made garments and the prominent factors that affect their choice. The information given shall be used for only academic purposes and it will be treated with the confidentiality it deserves. Your honest participation in facilitating this study will be highly appreciated. Please tick in the space provided with the correct answer or supply the required information where required, please specify and elaborate.

SECTION A

Socio-demographic Characteristics of Respondent

1. Marital Status

Married Single Widow Widower Divorced

2. Number of dependences:

3. Level of Education

First Degree Masters PHD

4. Staff

Non-Academic Academic

5. Level of Income

2100-2500 [] 2600-3000 [] 3100-3500 [] 3600-4000 [] Above 4100 []

6. College/ Unit of Respondent

[] College of Humanities and legal Studies [] College of Physical Sciences

Studies

[] College of Agricultural and Biological Sciences [] College of Education Studies

Biological Sciences

[] College of Allied Health and Sciences [] Halls

Sciences

[] Library

[] Office of the registrar

[] Hospital

SECTION B

CHOICE AND SELECTION OF GARMENTS

2. Please indicate how often you wear ready-made and custom-made garments on the listed occasions using the following code, not at all (1), not often (2), Often (3), and very often (4),

iii. CUSTOM-MADE GARMENTS

Occasion	Not at all	Not Often	Often	Very often
Place of worship				
Date				

Work				
Picnic				
Beach				
At home				
Market				
Causal outings				
Corporate meetings				

iv. READY-MADE GARMENT

Occasion	Not at all	Not Often	Often	Very often
Place of worship				
Date				
Work				
Picnic				
Beach				
Gym				
At home				
Market				
Causal outings				
Corporate meetings				

3. Indicate how often you acquire the following clothing items using the following code, not at all (1), not often (2), Often (3), and very often (4),

vii. CUSTOM-MADE GARMENTS

Garments	Not at all	Not Often	Often	Very often
Skirt				
Blouse				
Dress				
Afrocentric garments				
Traditional wear (Kaba and slit)				
Wedding gown				
Suit				
Trousers				

viii. READY-MADE GARMENTS

Garments	Not at all	Not Often	Often	Very often
Skirt				
Blouse				
Dress				
Afrocentric garments				

Traditional wear (Kaba and slit)				
Wedding gown				
Suit				
Trousers				

4. FACTORS THAT AFFECT CHOICE AND SELECTION OF GARMENTS

This section seeks to identify the extent to which factors listed affect the choice and selection for both ready-made and custom-made garments on a scale where 1=strongly disagree (SD), 2=Disagree (D), 3= Neutral (N), 4= Agree (A) and 5=Strongly Agree (SA).

v. CUSTOM MADE

PHYSICAL FACTORS	SD	D	N	A	SA
Quality of fabric					
Colour					
Design of fabric					
Fit					
Style of the garments					
Construction and finishing					
Care					

Age					
Body figure					
Health condition					
PSYCHOLOGICAL FACTORS					
Self-esteem					
Pleasing others					
Acceptance					
Attractive					
Ego					
ECONOMIC FACTORS					
Cost					
Income					
Affordability					
Economic status					
SOCIAL FACTORS					
Occasion					
Marital status					
Religion					
Gender					
Occupation					
Social status					
Cultural background					
ENVIRONMENTAL FACTOR					
Weather					

vi. **READY-MADE GARMENTS**

PHYSICAL FACTORS	SD	D	N	A	SA
Quality of fabric					
Colour					
Design					
Fit					
Style					
Construction and finishing					
Care					
Age					
Body figure					
Health condition					
PSYCHOLOGICAL FACTORS					
Self-esteem					
Pleasing others					
Acceptance					
Attractive					
Ego					
ECONOMIC FACTORS					
Cost					
Income					
Affordability					
Economic status					
SOCIAL FACTORS					

Occasion					
Marital status					
Religion					
Gender					
Occupation					
Social status					
Cultural background					
ENVIRONMENTAL FACTOR					
Weather					



SECTION C

ADDITIONAL INFORMATION

CONSUMER CHOICE (To what extent do you agree to this statement)

5. I do not like ready-made garments

Strongly disagree disagree agree
strongly agree

6. I do not like custom-made garments

Strongly disagree disagree agree
strongly agree

7. I use ready-made garments more than custom-made garments

Strongly disagree disagree agree
strongly agree

8. On average how often do you acquire your clothes?

daily

weekly

Monthly

Every Semester

After six months

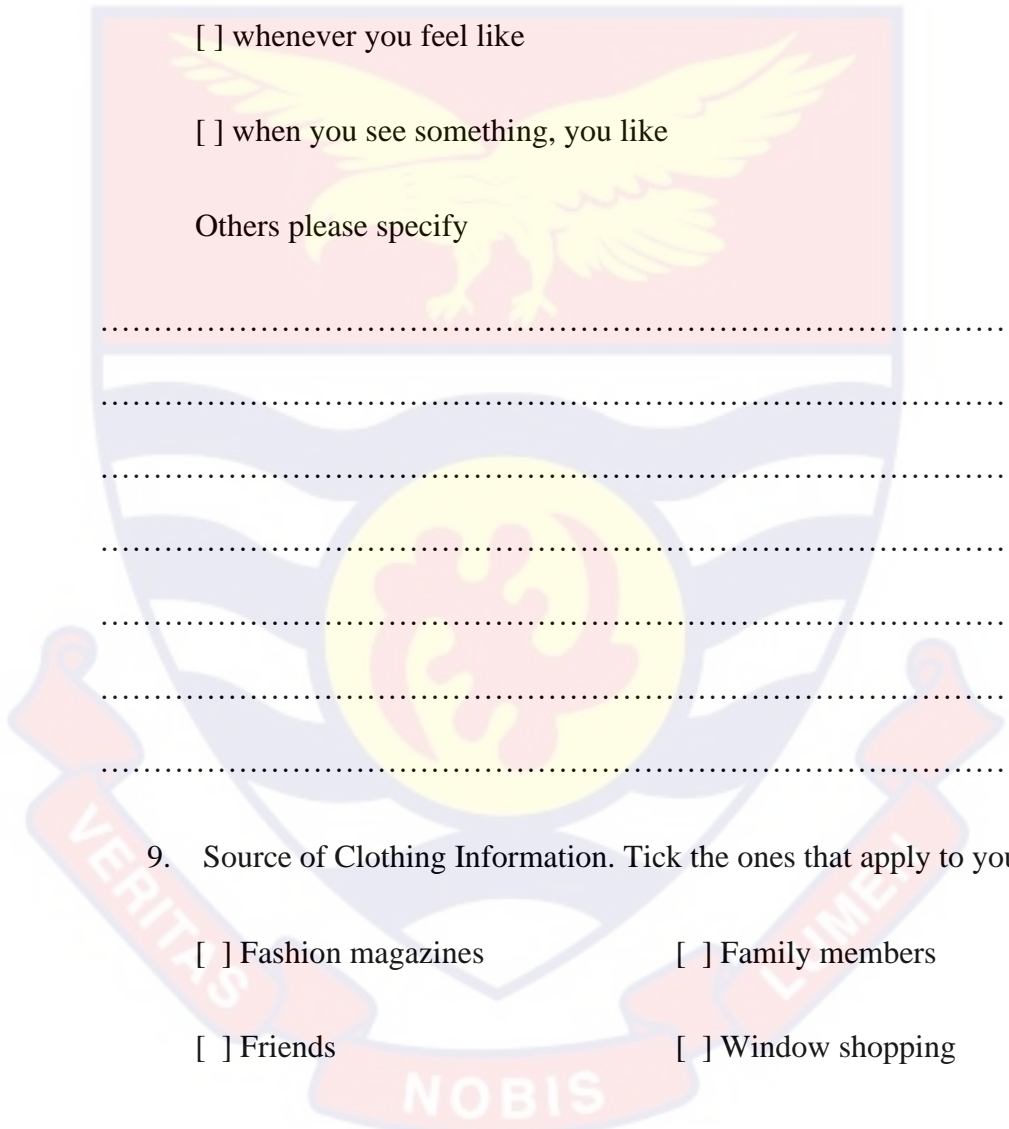
After a year

On Special Occasions

whenever you feel like

when you see something, you like

Others please specify



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9. Source of Clothing Information. Tick the ones that apply to you

Fashion magazines

Family members

Friends

Window shopping

TV newscasters

Fashion designers

Sales personnel at the stalls

Tailors

Online (kikuu, jumia, etc)

APPENDIX D - APPLICATION FOR INTRODUCTORY LETTER

Department of Vocational and
Technical Education

University of Cape Coast

24th February 2020

The Head

Department of Vocational and technical Education

University of Cape Coast

Dear Madam,

APPLICATION FOR INTRODUCTORY LETTER

I will be honoured immensely if you could assist me to get an introductory letter to the institutional review board (IRB) for the ethical clearance. This is in accordance with the guideline of the IRB, University of Cape Coast concerning proposed research works that involve human participants. I am a master student in your department with the registration number ET/HEP/18/0003.

Thank you very much.

Yours sincerely

Aba Amankrah-Otabir.

APPENDIX E - REQUEST FOR ETHICAL CLEARANCE



APPENDIX F – APPLICATION FOR ETHICAL CLEARANCE

Department of Vocational and Technical Education

University of Cape Coast

24th February 2020

The Administrator

Institutional Review Board

University of Cape Coast

Dear Sir,

APPLICATION FOR ETHICAL CLEARANCE

I am writing to apply for ethical clearance from your board. This is in accordance with the guideline of the IRB, University of Cape Coast concerning proposed research works that involve human participants. I am a master student in the department of vocational and technical education with the registration number ET/HEP/18/0003.

Thank you very much.

Yours sincerely

Aba Amankrah-Otabir.

APPENDIX G – ETHICAL CLEARANCE



APPENDIX H – APPLICATION FOR A CHANGE OF TOPIC

Department of Vocational and
Technical Education

University of Cape Coast

26th. August 2021

The Administrator
Institutional Review Board
University of Cape Coast

Dear Sir,

APPLICATION FOR A CHANGE OF TOPIC

I am writing to apply for a change of topic. Initially I was working on **Consumers' Preference on Custom-made and Ready-made Garments. A Study on Senior Members in the University of Cape Coast** but, after I conducted a pre-test on the staff of Cape Coast Technical University, I discovered that consumer preference could not be measured. Therefore, with the help of my supervisor, Prof. Modesta Efua Gavor, I had to change the topic to **Factors that Affect the Choice and Selection of Custom-made and Ready-made Garments. A Study on Senior Members in The University of Cape Coast**. Research ID UCCIRB/CES/2020/16.

Thank you very much.

Yours Sincerely,

Aba Amankrah-Otabir

**A REPORT BY ABA AMANKRAH-OTABIR ON WHAT CHANGED
IN MY THESIS WORK TO IRB ON 26TH AUGUST 2021**

This report is to IRB to report a topic change, the reason and how it affected the thesis.

I did a pre-test on the staff of Cape Coast Technical University to test the validity and reliability of my research instruments. Apparently, the respondents were confused on which side was for males only and females which affected the test on **Consumers' Preference on Custom-made and Ready-made Garments. A Study on Senior Members in the University of Cape Coast** so, I had to alter my questionnaire to suit both genders. Which later resulted in me changing the topic to **Factors That Affect the Choice and Selection of Custom-made and Ready-made Garments. A Study on Senior Members in the University of Cape Coast.**

APPENDIX I – APPLICATION FOR CHANGE OF TOPIC

