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## Assessment of Factors Influencing Consumers' Preference for African Print Fabrics in Southwest Nigeria

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### Abstract

This study examines the factors influencing consumers' preferences for African print fabrics, also known as African prints or Ankara fabrics, which are machine printed wax print designs on textiles. These fabrics hold a significant economic value and are considered premium products in the African textile market. The research specifically focuses on Southwest Nigeria. A survey research design was adopted, utilizing both open-ended and close-ended questionnaires. The study population comprised users of African print fabrics in Southwest Nigeria. To determine the sample size, online sample size calculator was used due to the infinite number of African print fabric users. A total of 384 users were sampled. The collected data was analyzed using descriptive statistical tools, and inferential analysis was conducted using independent sample t-test. The findings indicate that design plays a crucial role in influencing the purchasing decisions of African print fabric users. Based on the results, it is recommended that African print companies prioritize the quality of their designs and consider consumers' preferences, including colour choices and motifs, during the design process.

**Keywords:** African print fabrics, consumers' preferences, textile, wax print designs

### Introduction

African print refers to fabrics produced through the wax-resist dyeing technique, typically utilizing automated machines. These fabrics are distinguished by their African symbolism and motifs, which serve as a form of non-verbal communication (Adeloje, *Investigation into Studio Handcrafted Techniques* 45). Ankara fabrics are predominantly made of 100% cotton and are renowned for their vibrant patterns. They are closely associated with Africa due to their tribal-inspired designs and motifs. According to Tunde M. Akinwumi, this type of print is widely embraced by people of all genders and ages, serving as both casual attire and uniforms (aso-ebi) for various occasions (190). African print fabric holds a significant importance in the African textile market,

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particularly in Nigeria, where it is a staple clothing. Nigeria dominates the African print fabric market as the primary consumer, representing a significant thirty-eight percent (38%) share of the overall demand ("The African Print Fabric Market" 8).

African print fabrics hold a significant importance in both modern African fashion and the global fashion industry (Amankwah and Howard 80). Lovina E. Onwuakpa emphasized that these fabrics are not only culturally essential but also crucial for the growth and development of African countries (115). On the other hand, Osuami Q. Essel raises a terminological concern, arguing that most of these fabrics are manufactured in European and Asian countries (45). However, despite their non-African origin, the term "African print fabric" is widely accepted due to its representation of an integral part of African culture, as acknowledged by Africans themselves (Adeloye, *Examination of Basic Components* 96).

In the past, African consumers were primarily subjected to imposed designs; however, indigenous designers and marketers now play a significant role in tailoring African print fabrics to the preferences of local users (Tolulope and Babatunde 168). Nonetheless, contemporary African prints increasingly integrate Western objects and symbols. Elements such as umbrellas, radios, electric fans, mobile phones, and cameras are often incorporated alongside floral backgrounds and geometric shapes (Chichi et al. 5). African print fabrics transcend social boundaries and are utilized by individuals from various strata, including entertainers, religious leaders, politicians, and everyday people in Africa and the diaspora (Adeloye, *Evaluation of Design Praxis* 10). Recognizing the importance of understanding users' preferences in African print fabrics, the researchers emphasize the need to create user-centered designs. Consequently, it becomes crucial to identify the specific qualities Nigerians seek in African print fabrics in order to guide indigenous designers in producing fabrics that cater to consumers' needs and preferences. The objective of this study is to evaluate the factors influencing purchase decisions among users of African print fabrics in Southwest Nigeria. In this study, the hypotheses of this study are:

H1: There is no significant relationship between perception about African print fabrics and gender.

H2: There is no significant relationship between preference for African print fabrics and gender.

### Research Methodology

This research employed a survey research design. The target population for the study consisted of users of African print fabrics in Southwest Nigeria. Due to the infinite nature of the population, online sample size calculator was used to determine the appropriate sample size, resulting in a sample of three hundred and eighty-four (384) African print fabric users. Data collection was carried out using a combination of open-ended and closed-ended questionnaires as the primary instruments. Descriptive statistical tools were employed to analyze the collected data, while the inferential analysis utilized the independent sample t-test.

### Results and Discussion

Data was collected in two phases. Open ended questionnaire was used for the first phase while closed ended questionnaire was used for the second phase.

## Assessment of Factors Influencing Consumers' Preference

**Table 1**

Table showing what consumers look out for in African print fabrics.

S/N	Features	Frequency	Percentage (%)
1.	Design	253	61.86
2.	Colour	76	18.58
3.	Price	23	5.62
4.	Quality of fabric	15	3.67
5.	Brand	15	3.67
6.	Cultural Symbolism	7	1.71
7.	Uniqueness	7	1.71
8.	Nigerian Origin	5	1.22
9.	Simplicity	4	0.98
10.	Motif	4	0.98
		<b>409</b>	<b>100.00</b>

(Source: Researcher's Fieldwork, 2019)

The analysis presented in Table 1 reveals that a total of 409 responses were received from 384 respondents. It should be noted that the number of responses exceeds the number of respondents due to the questionnaire allowing the multiple responses per participant, as it was an open-ended questionnaire. The table displays the top ten features that respondents look for in African prints.

Among the respondents, 253 individuals (61.86%) identified design as the primary feature that attracts them to African prints in general. Additionally, 76 respondents (18.58%) indicated that they are specifically drawn to the colours of African prints. A small percentage of 4 respondents (0.98%) mentioned being attracted to motifs, while 7 respondents (1.17%) highlighted the cultural symbolism associated with African prints. Furthermore, 4 individuals (0.98%) stated that they are attracted to the simplicity of African print designs, while 7 respondents (1.71%) expressed their preference for unique designs.

In terms of fabric qualities, 15 respondents (3.67%) emphasized the importance of durability and colour fastness. Additionally, 23 participants (5.62%) mentioned that the affordability of African prints is a significant factor that attracts them. Moreover, 15 respondents (3.69%) reported that they consider the brand of fabric when selecting an African print. Lastly, 5 individuals (1.22%) expressed their preference for African prints because they believe them to be Nigerian products. For a visual representation of the analysis, it refers to Figure 1, which presents a display of the findings described above.

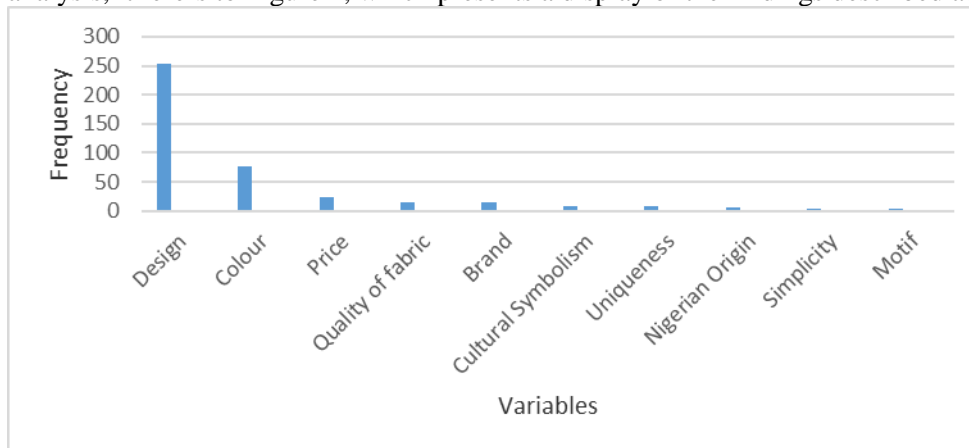


Fig. 1: What consumers look out for in African print fabrics.

Source: Researcher's Fieldwork, 2019

## Assessment of Factors Influencing Consumers' Preference

The analysis depicted in Figure 1 provides clear insights into the preferences of users of African prints in Southwest Nigeria. It is evident from the figure that design holds a significant position as the primary factor that influences users' choices when it comes to African print fabrics. Additionally, other factors such as colour, motif, cultural symbolism, simplicity, and uniqueness are all integral components of design. This finding further strengthens the notion that design plays a pivotal role in the decision-making process of African print consumers.

Figure 1 also highlights the importance of price as a key determinant in consumers' purchasing decisions after design. It is evident that the affordability of African prints holds a substantial influence on consumers' choices. Moreover, the analysis indicates that both the quality and brand of African prints exert an equal level of influence on consumers' purchasing decisions in Southwest Nigeria. The country of origin of the African prints appears to have the least impact on the decision-making process of users.

Closed ended questionnaire was used to identify factors influencing consumers' preference for African print fabrics in Southwest Nigeria. Consumers' perceptions and choice preferences about African print fabrics were assessed using five-point Likert scale to get shades of responses from consumers of African print fabrics.

### Consumers' Perception of African Prints

Table 2 shows the way users rate African print fabrics in terms of design, cost and suitability for use among other variables using a 5-point Likert scale.

**Table 2**  
Consumers' Perception of African prints

Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score	Remarks	Missing Value
<b>V1</b>	168 (43.8)	196 (44.0)	42 (10.9)	5 (1.3)	-	4.3	SA	-
<b>V2</b>	184 (47.9)	176 (45.8)	22 (5.7)	2 (0.5)	-	4.4	SA	-
<b>V3</b>	170 (44.5)	184 (47.9)	26 (6.8)	4 (1.0)	-	4.4	SA	-
<b>V4</b>	132 (34.4)	135 (35.2)	66 (17.2)	48 (12.5)	3 (0.8)	3.9	A	-
<b>V5</b>	201 (52.3)	145 (37.8)	24 (6.3)	12 (3.1)	2 (0.5)	4.4	SA	-
<b>V6</b>	183 (47.7)	159 (41.4)	31 (8.1)	9 (2.3)	2 (0.5)	4.3	SA	-
<b>V7</b>	4 (1.0)	59 (15.4)	158 (41.3)	156 (40.7)	6 (1.6)	2.7	N	1 (0.3)
<b>V8</b>	20 (5.2)	65 (16.9)	159 (41.4)	106 (27.6)	34 (8.9)	2.8	N	-
<b>V9</b>	32 (8.3)	81 (21.1)	184 (47.9)	63 (16.4)	24 (6.3)	3.1	N	-
<b>V10</b>	7 (1.8)	37 (9.6)	175 (45.6)	121 (31.5)	44 (11.5)	2.6	N	-

(Source: Researcher's Fieldwork, 2019)

KEYS: SD= Strongly Agree; A = Agree; N = Neutral; D= Disagree; SD = Strongly Disagree

Mean score rating Key: 1.00 – 1.80 (SD); 1.81 - 2.60 (D); 2.61 - 3.40 (N); 3.41 – 4.20 (A); 4.21 – 5.00 (SA)

- V1: I love Ankara fabrics
- V2: Ankara fabrics are highly fashionable
- V3: Ankara fabric designs are very attractive
- V4: Ankara fabrics are suitable for almost all social gatherings
- V5: Ankara fabrics are suitable for all age groups
- V6: Ankara fabrics can be used by people across all statuses
- V7: Ankara fabrics are expensive
- V8: Foreign Ankara fabrics have better designs
- V9: Foreign Ankara fabrics are more durable
- V10: Foreign Ankara fabrics are cheaper

Variable 1 to 10 addressed the perception of consumers about African print fabrics. Variable 1 (V1) assessed the love of consumers for African prints. One hundred and sixty-eight (43.8%) respondents strongly agreed that they love African prints. One hundred and ninety-six (44.0%) respondents agreed, 42 (10.9%) were neutral, 5 (1.3%) disagreed and none strongly disagreed. The mean score is 4.3 ( $\bar{X} = 4.3$ ). It could be deduced from this analysis and mean score that African print fabric is generally accepted by people in Southwest Nigeria.

Variable 2 (V2) addressed to what extent consumers perceive African print fabrics to be fashionable. One hundred and eighty-four (47.9%) respondents strongly agreed that African prints are highly fashionable. One hundred and seventy-six (45.8%) respondents agreed, 22 (5.7%) were neutral and 2 (0.5%) disagreed. None of the respondents strongly disagreed. The mean score for this variable is 4.4 ( $\bar{X} = 4.4$ ). This mean score suggests that African print consumers in Southwest Nigeria Perceive African prints to be very fashionable.

Variable 3 (V3) addressed the level of attractiveness of African print fabrics. One hundred and seventy (44.5%) respondents strongly agreed that African print fabrics are very attractive. One hundred and eighty-four (47.9%) respondents agreed, 26 (6.8%) were neutral and 4 (1.0%) disagreed. None of the respondents strongly disagreed. The mean score for variable 3 is also 4.4 ( $\bar{X} = 4.4$ ). This mean score suggests that consumers of African prints in Southwest Nigeria find the fabrics very attractive. Variable 4 (V4) addressed the suitability of African print fabrics for all social gatherings. One hundred and thirty-two (34.4%) respondents strongly agreed that African prints are suitable for all kinds of social gatherings. One hundred and thirty-five (35.2%) respondents agreed, 66 (17.2%) were neutral, 48 (12.5%) disagreed and 3 (0.8%) strongly disagreed. This resulted in a mean score of 3.9 ( $\bar{X} = 3.9$ ). It could be deduced from this mean score that users of African print fabrics in Southwest Nigeria believe that the fabric is suitable for all social gatherings.

Variable 5 (V5) addressed the suitability of African print fabrics for all age groups. Two hundred and one (52.3%) respondents strongly agreed that African print fabrics are suitable for all age groups. One hundred and forty-five (37.8%) respondents agreed, 24 (6.3%) were neutral, 12 (3.1%) respondents disagreed and 2 (0.5%) strongly disagreed. The mean score for variable 5 is 4.4 ( $\bar{X} = 4.4$ ). This indicates that users of African prints in Southwest Nigeria strongly agree that African print fabrics are suitable for people across all age groups. Variable 6 (V6) addressed the use of African print fabrics by people across all social statuses. One hundred and eighty-three (47.7%) respondents strongly agreed that African prints can be used by people across all social statuses. One hundred and fifty-nine (41.4%) respondents agreed to this, 31 (8.1%) were neutral, 9 (2.3%) disagreed and 2 (0.5%) strongly disagreed. The mean score for variable

6 is 4.3 ( $\bar{X} = 4.3$ ). This suggests that respondents strongly agree that African print fabrics are suitable for people across all social strata.

Variable 7 (V7) addressed consumers' perception of the price of African print fabrics. Four (1.0%) respondents strongly agreed that African prints are very expensive. Fifty-nine (15.4%) agreed, 158 (41.3%) were neutral, 156 (40.7%) disagreed and 6 (1.6%) strongly disagreed. One (0.3%) respondent did not respond this questionnaire item, which was recorded as a missing value. The mean score for variable 7 is 2.7 ( $\bar{X} = 2.7$ ). This shows that most respondents are neutral about the price of African print fabrics. Variable 8 (V8) addressed consumers' preference for foreign African print fabric designs. Twenty (5.2%) respondents strongly agreed that foreign African print fabrics have better designs than indigenous ones. Sixty-five (16.9%) respondents agreed, 159 (41.4%) were neutral, 106 (27.6%) disagreed and 34 (8.9%) strongly disagreed. The mean score for variable 8 is 2.8 ( $\bar{X} = 2.8$ ). This shows that respondents are neutral about foreign design being better than indigenous ones.

Variable 9 (V9) addressed the durability of foreign African print fabrics. Thirty-two (8.3%) respondents strongly agreed that foreign African print fabrics are more durable than indigenous ones. Eighty-one (21.1%) respondents agreed, 184 (47.9%) were neutral, 63 (16.4%) disagreed and 24 (6.3%). The mean score is 3.1 ( $\bar{X} = 3.1$ ). This shows that respondents are neutral about the durability of foreign African prints. Variable 10 (V10) addressed the price of foreign African prints compared to indigenous ones. Seven (1.8%) respondents strongly agreed that foreign African prints are cheaper than indigenous ones. Thirty-seven (9.6%) agreed, 175 (45.6%) were neutral, 121 (31.5%) disagreed and 44 (11.5%) strongly disagreed. The mean score for variable 10 is 2.6 ( $\bar{X} = 2.6$ ). This suggests that respondents are neutral about the price difference between foreign Ankara brands and the indigenous ones.

### **Consumers' African Print Fabric Preferences**

Table 3 highlights the features of the consumers' print fabric preferences such as brands, type of design and country of production among others that endears users of African prints using a 5-point Likert scale.

**Table 3**  
Consumers' African Print Preferences

<b>Variables</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean Score</b>	<b>Remarks</b>	<b>Missing Values</b>
<b>V11</b>	75 (19.6)	175 (45.7)	85 (22.2)	35 (9.1)	13 (3.4)	3.7	A	1 (0.3)
<b>V12</b>	119 (31.2)	161 (42.1)	58 (15.2)	41 (10.7)	3 (0.8)	3.9	A	2 (0.5)
<b>V13</b>	47 (12.2)	112 (29.2)	126 (32.8)	84 (21.9)	15 (3.9)	3.2	N	-
<b>V14</b>	67 (17.5)	153 (40.1)	111 (29.1)	45 (11.8)	6 (1.6)	3.6	A	2 (0.5)
<b>V15</b>	91 (23.8)	130 (33.9)	110 (28.7)	47 (12.3)	5 (1.3)	3.7	A	1 (0.3)
<b>V16</b>	69 (18.0)	147 (38.4)	137 (35.8)	27 (7.0)	3 (0.8)	3.7	A	1 (0.3)
<b>V17</b>	57 (14.9)	147 (38.5)	158 (41.4)	19 (5.0)	1 (0.3)	3.6	A	2 (0.5)
<b>V18</b>	88 (22.9)	130 (33.9)	118 (30.7)	46 (12.0)	2 (0.5)	3.7	A	-
<b>V19</b>	27 (7.0)	48 (12.5)	138 (35.9)	125 (32.6)	46 (12.0)	2.7	N	-

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<b>V20</b>	20 (5.2)	53 (13.8)	134 (34.9)	132 (34.4)	45 (11.7)	2.7	N	-
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Source: Researcher's Fieldwork, 2019

KEYS: SD= Strongly Agree; A = Agree; N = Neutral; D= Disagree; SD = Strongly Disagree

Mean score rating Key: 1.00 – 1.80 (SD); 1.81 - 2.60 (D); 2.61 - 3.40 (N); 3.41 – 4.20 (A); 4.21 – 5.00 (SA)

- V11: I consciously choose the Ankara brand I use
- V12: I pay more attention to the design than the brand
- V13: I love Ankara fabrics with a dominating dark colour
- V14: I love Ankara fabrics with a combination of bright colours
- V15: I love Ankara fabrics with cultural designs
- V16: I love Ankara fabrics with bold patterns
- V17: I love Ankara fabrics with wax effect
- V18: I love Ankara fabrics that are like Adire
- V19: I choose my Ankara fabric based on country of production
- V20: I prefer foreign Ankara brands to indigenous ones

Variable 11 to variable 20 assessed Consumers' knowledge about African print fabrics and factors influencing their choice of African print fabrics. Variable 11 (V11) addressed how brands influence African print fabric consumers' purchase decisions. Seventy-five (19.6%) respondents strongly agreed that they consciously buy African print fabrics based on brands. One hundred and seventy-five (45.7%) respondents agreed, 85 (22.2%) were neutral, 35 (9.1%) disagreed and 13 (3.4%) strongly disagreed. One (0.3%) respondent did not respond to this item and it was recorded as missing values. The mean score for variable 11 is 3.7 ( $\bar{X} = 3.7$ ). This shows that the respondents agreed that branding has a major influence on the purchasing decision of African print fabrics.

Variable 12 (V12) addressed the influence of design on the purchasing decision of African print fabrics. One hundred and nineteen (31.2%) respondents strongly agreed that they pay more attention to designs than the brand. One hundred and sixty-one (42.1%) respondents agreed, 58 (15.2%) were neutral, 41 (10.7%) disagreed and 3 (0.8%) strongly disagreed. Two (0.5%) respondents did not respond to this variable and it was recorded as missing values. The mean score for variable 12 is 3.9 ( $\bar{X} = 3.9$ ). This shows that respondents agree that design weighs more than the brand in influencing purchase decisions. Variable 13 (V13) assessed consumers' love for dominating dark colours in African print fabric designs. Forty-seven (12.2%) respondents strongly agreed that they love African print fabrics with dominating dark colours, 112 (29.2%) respondents agreed, 126 (32.8%) were neutral, 84 (21.9%) disagreed and 15 (3.9%) strongly disagreed. The mean score is 3.2 ( $\bar{X} = 3.2$ ). This shows that respondents are neutral about dominating dark colours in African print fabric designs.

Variable 14 (V14) addressed respondents' love for African print fabrics with a combination of bright colours. Sixty-seven (17.5%) respondents strongly agreed that they love African prints with a combination of bright colours, 153 (40.1%) agreed, 111 (29.1%) were neutral, 45 (11.8%) disagreed, 6 (1.6%) strongly disagreed and 2 (0.5) missing values were recorded. The mean score for variable 14 is 3.6 ( $\bar{X} = 3.6$ ). This suggests that respondents love African print fabrics with a combination of bright colours. Variable 15 (V15) addressed consumers' love for African print fabrics with cultural designs. Ninety-one (23.8%) respondents strongly agreed that they love African print fabrics with cultural designs, 130 (33.9%) agreed, 110 (28.7%) were neutral, 47 (12.3%) disagreed, 5 (1.3%) strongly disagreed and 1 (0.3%) was recorded as a missing value.



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The mean score for variable 15 is 3.7 ( $\bar{X} = 3.7$ ). This shows that respondents agreed to love African print designs with cultural design.

Variable 16 (V16) assessed consumers' love for African print fabrics with bold designs. Sixty-nine (18.0%) respondents strongly agreed that they love African print fabrics with bold designs, 147 (38.4) respondents agreed, 137 (35.8%) were neutral, 27 (7.0%) disagreed, 3 (0.8%) strongly disagreed and 1 (0.3%) missing value was recorded. The mean score for variable 16 is 3.7 ( $\bar{X} = 3.7$ ). This suggests that an average consumer of African print fabric loves bold designs. Variable 17 (V17) addressed consumers' love for African print fabrics with wax effect. Fifty-seven (14.9%) respondents strongly agreed that they love African print fabrics with wax effects, 147 (38.5%) agreed, 158 (41.4%) were neutral, 19 (5.0%) disagreed, 1 (0.3%) strongly disagreed and 2 (0.5%) missing values were recorded. The mean score for variable 17 is 3.6 ( $\bar{X} = 3.6$ ). This suggests that on average, consumers like African print fabrics with wax effects.

Variable 18 (V18) addressed African print fabric consumers' love for designs with *Adire* designs. Eighty-eight (22.9%) respondents strongly agreed that they love African print fabric designs with *Adire* designs, 130 (33.9%) respondents agreed, 118 (30.7%) were neutral, 46 (12.0%) disagreed and 2 (0.5%) strongly disagreed. The mean score for variable 18 is 3.7 ( $\bar{X} = 3.7$ ). This shows that users of African print fabrics love designs with *Adire* imitations. Variable 19 (V19) assessed how the country of production influences consumers' choice of African prints. Twenty-seven (7.0%) respondents strongly agreed that they purchase African print fabrics based on the country of production, 48 (12.5%) respondents agreed, 138 (35.9%) were neutral, 125 (32.6%) disagreed and 46 (12.0%) strongly disagreed. The mean score for variable 19 is 2.7 ( $\bar{X} = 2.7$ ). This shows that consumers are neutral about the country of production when purchasing African print fabrics. Variable 20 (V20) addressed consumers' preference for foreign African print fabric brands to indigenous ones. Twenty (5.2%) respondents strongly agreed that they prefer foreign brands to indigenous ones, 53 (13.8%) respondents agreed, 134 (34.9%) were neutral, 132 (34.4%) and 45 (11.7%) respondents strongly disagreed. The mean score for variable 20 is 2.7. This also suggests that consumers are not specific about the country of production when purchasing African print fabrics.

### Hypothesis Testing

Table 4 shows the result of the independent sample t-test showing the significance of gender on users' perception of African print fabrics.

**Table 4**  
T-test showing the Significance of Gender on African Print Fabric Perception

Variables	Gender	N	Mean	SD	F	p-value
<b>I love Ankara fabrics</b>	Male	197	4.0812	.75829	.271	.000
	Female	184	4.5326	.58114		
<b>Ankara fabrics are highly fashionable</b>	Male	197	4.3249	.65934	1.776	.004
	Female	184	4.5054	.56295		
<b>Ankara fabric designs are very attractive</b>	Male	197	4.2792	.69122	.126	.020
	Female	184	4.4348	.60606		
<b>Ankara fabrics is suitable for almost</b>	Male	197	3.9137	.98336	2.539	.873
	Female	184	3.8967	1.07895		



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<b>all social gatherings</b>						
<b>Ankara fabrics are suitable for all age groups</b>	Male	197	4.3452	.79066	.322	.328
	Female	184	4.4239	.77859		.328
<b>Ankara fabrics can be used by people across all statuses</b>						
	Male	197	4.2081	.84656	3.276	.001
	Female	184	4.4674	.65204		.001
<b>Ankara fabrics are expensive</b>						
	Male	196	2.7092	.78585	0.070	.474
	Female	184	2.7663	.76448		.473
<b>Foreign Ankara fabrics have better designs</b>						
	Male	197	2.8782	.97173	1.782	.270
	Female	184	2.7663	1.00532		.271
<b>Foreign Ankara fabrics are more durable</b>						
	Male	197	3.1574	.97447	.256	.174
	Female	184	3.0217	.96923		.174
<b>Foreign Ankara fabrics are cheaper</b>						
	Male	197	2.6954	.89136	.710	.016
	Female	184	2.4783	.85543		.016

(Source: Researcher's fieldwork, 2019)

Independent sample t-test was used to test the significance of gender on the users' perception of African print fabrics. Ten (10) variables were tested. P-values lower than or equal to 0.05 indicates significant relationship while p-values that are higher than 0.05 indicates no significant relationship. The result shows that there is significant relationship between gender and five (5) of the variables tested and no significant relationship between gender and five (5) other variables.

The test shows that there is significant relationship between the gender of respondents and their perception about African print fabrics in terms of love for the fabric, how fashionable the fabric is, how attractive the fabric is, suitability different categories of people and price difference between local and foreign types with p-values of 0.000, 0.004, 0.020, 0.001 and 0.160 respectively.

The test also revealed that there is no significant relationship between the gender of respondents and their perception about African print fabrics in terms of its suitability for social gatherings, age groups, how expensive it is, indigenous and foreign designs, durability of indigenous and foreign designs with p-values of 0.873, 0.328, 0.474, 0.270 and 0.174 respectively.

It could be deduced from this analysis that the gender of African print fabric users influences their perception about African print fabrics in terms of love, fashion ability, attractiveness and suitability for people across different statuses and how cheap foreign types are while gender does not significantly influence their perception about African print fabrics in terms of suitability for social gathering, age groups, price, design and durability.

**Table 5**

T-test showing the Significance of Gender on African Print Fabric Preference

<b>Variables</b>	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F</b>	<b>P-value</b>
<b>I consciously choose the Ankara brand I use</b>	Male	197	3.6193	.99089	1.021	.140
	Female	183	3.7705	1.00099		.140
<b>I pay more attention to the</b>	Male	195	3.8564	.99995	3.008	.208
	Female	184	3.9837	.96085		.207

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<b>design than the brand</b>						
<b>I love Ankara fabrics with a dominating dark colour</b>	Male	197	3.3299	1.05355	.101	.056
	Female	184	3.1250	1.02995		.056
<b>I love Ankara fabrics with combination of bright colours</b>						
	Male	197	3.3756	.95886	6.107	.000
	Female	182	3.8516	.89503		.000
<b>I love Ankara fabrics with cultural designs</b>						
	Male	196	3.7500	.97336	2.232	.076
	Female	184	3.5652	1.04859		.076
<b>I love Ankara fabrics with bold patterns</b>						
	Male	196	3.6837	.82396	3.296	.598
	Female	184	3.6359	.94263		.600
<b>I love Ankara fabrics with wax effect</b>						
	Male	197	3.6447	.78613	.280	.725
	Female	182	3.6154	.83128		.725
<b>I love Ankara fabrics that are like Adire</b>						
	Male	197	3.6701	.99374	.656	.969
	Female	184	3.6739	.95938		.969
<b>I choose my Ankara fabric based on country of production</b>						
	Male	197	2.7107	1.03635	1.245	.852
	Female	184	2.6902	1.09480		.852
<b>I prefer foreign Ankara brands to indigenous ones</b>						
	Male	197	2.6954	1.04912	.160	.572
	Female	184	2.6359	1.00437		.572

(Source: Researcher's Fieldwork, 2019)

Independent sample t-test was also used to test the significance of gender on the users' preference for African print fabrics. Ten (10) variables were tested. P-values lower than or equal to 0.05 indicates significant relationship while p-values that are higher than 0.05 indicates no significant relationship. The result shows that there is significant relationship between gender and only one (1) of the variables tested and no significant relationship between gender and nine (9) variables.

The test shows that there is significant relationship between the gender of respondents and their preference for bright coloured African print fabrics with a p-value of 0.000 while there is no significant relationship between gender and other variables. The test shows that there is no significant relationship between the gender of respondents and their preference for African print fabrics in terms of brand names, design, dominating colour, cultural design, bold patterns, wax effect, adire design imitation, country of production and origin of brands with p-values of 0.140, 0.208, 0.056, 0.076, 0.598, 0.725, 0.969, 0.852 and 0.572 respectively.

It could be deduced from this analysis that the gender of African print fabric users only significantly influences their preference for African print fabrics in terms of preference for bright coloured African print fabrics while gender has no significant influence on other variables. It can therefore be concluded that there is no significant relationship between preference for African print fabrics and gender since nine (9) out of the ten (10) variables tested in favour of the null hypothesis.

### Conclusion

This study affirmed that Africans have a great love for African print fabrics because they are very fashionable, attractive, affordable and suitable for all social gatherings and used by people across all age groups and social status. It could be inferred from the data collected that consumers are neutral about foreign African print fabrics being of better quality than the indigenous ones, this is probably because most consumers can not clearly differentiate between foreign African print fabrics and the indigenous ones and also probably because foreign ones are usually in varying qualities depending on the company of production.

This study revealed that consumers of African print fabrics are relatively knowledgeable about available brands and designs. Brand and design are major factors influencing consumers' purchase decisions of African prints but most consumers consider the design before the brand or any other factor. Consumers love designs with bright colours but are neutral about the use of dominating dark colours for African print fabric designs. They also love African print fabric designs with cultural symbolism using bold designs and sometimes incorporating wax effect or imitating adire designs for African print fabrics. It was revealed consumers pay less attention to the country of origin of African print fabrics. African print consumers do not prefer foreign brands to indigenous brands. The researchers are of the opinion that African print companies in Nigeria should promote their brands and maintain a good standard so that these brands can be known and accepted by consumers. It could be deduced from the data collected that design is the most important factor influencing the purchase of African prints by consumers. The researchers therefore recommend that African print companies should pay more attention to the quality of designs produced and also put consumers' preferences into consideration during the design process.

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