



PROPELLERS OF CONSUMER PURCHASE OF APPAREL PRODUCTS IN ANAMBRA STATE OF NIGERIA

Anetoh John Chidume¹, Ewuzie Cajetan Obinna², Nwangene Ogochukwu Christian¹,
Anetoh Vivian Chioma³, Orajaka Paul Ugochukwu⁴, Ikpo Kobimdi Pamela²

¹Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria. anetohjohn@yahoo.com, +2348035007835 (Corresponding Author).

²Department of Marketing, University of Nigeria Nsukka, Enugu Campus, Enugu State, Nigeria.

³Department of Accountancy, Anambra State Polytechnic, Mgbakwu, Anambra State, Nigeria

⁴Department of Entrepreneurship Studies, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria.

ABSTRACT: *This study examined the propellers of consumer purchase of apparel products in Nigeria with Anambra State as a point of reference. The study investigated the influence of perceived value, perceived comfort, perceived durability as well as perceived beauty on consumer purchase of apparel products in Anambra State of Nigeria. The study adopted a cross-sectional survey research design. The target population of this study was the consumers of apparel products in Anambra State of Nigeria. The sample size was 384 while 325 valid copies were used in the analysis. Structural equation modeling technique was used to test the four formulated hypotheses at 5% level of significance. The findings of the study discovered that perceived value, perceived comfort, perceived durability as well as perceived beauty had positive significant influences on consumer purchase of apparel products in Anambra State of Nigeria. The study recommended that manufacturers of apparel products should continue to improve on product value, durability, comfort, beauty as well as other features of apparel products in Nigeria for improved consumer purchase. The implication of the findings is that apparel designers and producers should ensure that they always use durable and quality fabric materials that will reduce product wears and tears as these will go a long way to enhancing sustainable consumer purchase of apparel products in Nigeria.*

KEY WORDS: Propellers, Consumer Purchase, Apparel Products, Anambra State, Nigeria.



1. Introduction

The degree of market share which a business commands is dependent on the amount of patronage of its offerings by customers and consumers. Significantly, understanding the behaviors of consumers is very essential to the success of any business organization (Anetoh, Okoro, Mmamel, Obikeze & Oranusi, 2020). Consumer purchase behavior is a set of attitudes that characterize the patterns of consumer's choices (Davison, Finalley & Sparks, 2006). However, products are assessed by consumers prior to purchase. Apparently, stiff competition is on the increase within locally designed apparel products as well as between local and foreign made fabrics. Nevertheless, it is obvious that the preference for foreign apparel products by Nigerians is high. Debatably, consumers of apparel products and designers firms in Nigeria could differ in their perceptions from their counterparts in other parts of the world. Nevertheless, the apparel industry in Nigeria has come of age. Agu and Onuoha (2016) maintained that Nigerian textile, apparel and fashion industry is growing continuously as many talented designers and investors are making their ways into the industry. Pertinently, there is an increasing competition among the manufacturers and marketers of apparels products in Nigeria (Kuddis, 2015). Notwithstanding, more Nigerians especially, the youths are being attracted to apparel products and the apparel enterprise. Contributing, Olaleke (2010) observed that the predilection of Nigerians towards foreign-made products is both upsetting and disconcerting especially when considered in the light of its impact on local industries.

Extant literature like Solomon (2009) has shown that purchase of apparel is determined by factors such as fabric design and symbolic meaning. Zhang and Klin (2013) as well as Rahid, Rab and Mohammed (2013) identified some factors such as brand consciousness, social comportment and innovativeness, brand image, brand attractiveness, environmental effect, cognitive, cultural and peer influence as determinants of purchase of apparel products. The general notion among some Nigerians is that locally made goods are inferior to imported and foreign made goods in terms of quality and performance to the extent that some local manufacturers have resorted to claiming foreign origin to their products in a bid to remain



relevant. Although some local manufactures have adopted approaches like sales promotion, personal selling, advertising and branding as strategies for enhancing consumer patronage of apparel products in (Patrick, Kadipo & Agada, 2016) but this study seeks to unravel more enablers of consumer purchase intentions towards apparel products in Nigeria. Pertinently, to effectively serve the modern apparels conscious and sensitive consumers in Nigeria especially in Anambra State, there is need to understand the drivers of consumer purchase intentions towards locally made apparel products. In addition, there is gap in research as no known research has been carried out on the propellers of consumer purchase of apparel products. There is need to bridge the recognized gap from the literature by ascertaining the extent of influence of perceived value, perceived comfort, perceived product durability as well as perceived beauty on consumer purchase of apparel product in Nigeria using Anambra State as point of reference.

Objectives of the Study

The main objective of this research is to ascertain the propellers of consumer purchase of apparel products in Anambra State of Nigeria. The specific objectives of the study are to:

1. Determine the influence of perceived value on consumer purchase of apparel products.
2. Examine the influence of perceived comfort on consumer purchase of apparel products.
3. Assess the influence of perceived durability on consumer purchase of apparel products.
4. Evaluate the influence of perceived beauty on consumer purchase of apparel products.

Research Questions

The following research questions were raised to address the objectives of this study;

1. How does perceived value influence consumer purchase of apparel products?
2. To what degree does perceived comfort influence consumer purchase of apparel products?
3. To what extent does perceived durability influence consumer purchase of apparel products?
4. How far does perceived beauty influence consumer purchase of apparel products?



Research Hypotheses

H1: Perceived value has a positive significant influence on consumer purchase of apparel products.

H2: Perceived comfort has a positive significant influence on consumer purchase of apparel products.

H3: Perceived durability has a positive significant influence on consumer purchase of apparel products.

H4: Perceived beauty has a positive significant influence on consumer purchase of apparel products.

Scope of the Study

The study is limited to investigating the influence of the drivers of consumer purchase of apparel products in Anambra State of Nigeria. The propellers are the perceived value, perceived comfort, perceived durability and perceived beauty which serve as the exogenous variables for this study while consumer purchase is the endogenous variable for this research. Apparel consumers formed the unit of analysis for the study using Awka, Onitsha and Nnewi areas in Anambra State of Nigeria. The justification for using these towns is because they are the major commercial hubs of the state with teeming population that are seemingly large to present what seemed to be the sizeable markets for both sellers and consumers of apparel products. In addition, the apparel products surveyed were limited to locally made cloths in Nigeria.

2. Related Literature

Consumer Purchase

Consumer purchase is an act of purchasing or not purchasing a particular brand of a product (Kotler, Armstrong & Opresnik, 2018). It is a purchase action and a consumer's decision either to buy or not to buy a particular product or brand of a product. It also centers on the decision to be buying or not buying the most preferred apparel products. Consumer purchase entails the process by which a consumer evaluates a particular product as well as its alternatives on the strength of



various attributes and eventually purchase a particular brand of a product that appeal to him or her (Oghojafor, Adeosun & Ganiyu 2013). Amankwah (2016) maintains that perceived value, design and quality influence consumer purchase of a product. In addition, perceived comfort as well as beauty had positive relationship with consumer purchase of apparel products (Imiru, 2017). On a similar note, Khuong and Duyen (2016) discovered that consumer purchase decision was influenced by product durability, attractiveness and design. Therefore, consumer purchase is well established in the mainstream of consumer purchase behavior literature (Chiew et al., 2014).

Perceived Value

It refers to the intrinsic and extrinsic worth customers place on goods and services. Zeithaml (1988) defines perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. High perceived value guarantees customers repeat purchase of a particular product or brand (Wong & Zhou, 2005). Value connotes the idea of a comparative assessment of the benefit and sacrifice combinations of different products or brands (Wong and Zhou, 2005). Kirmani and Banmgarter (2000) maintained that a consumer cherishes the beauty or the aesthetic nature of a product or brand of a product. Pertinently, perceived value has a greater influence on consumer purchase intention (Wong & Zhou, 2005). Convincingly, the success of a product depends on its ability to deliver expected value to the consumer (Parasuraman & Grewal, 2000). Kotler and Keller (2007) posit that apparel products will be successful if it delivers value and satisfaction to the target buyer. Value reflects the perceived benefits and costs to customers. Calvo and Barmettler (2013) define perceived value as the ratio between usage benefits and total cost sustained. Consumer perception of a product as being comparatively higher in value over other competitively similar products is a decisive factor that leads to purchase decisions. Customer perceived value is a measure that summarizes both the perception of benefits and total related costs (Calvo & Barmettler, 2013). Importantly, benefits, costs and value are evaluated by the continuous company alternative competitor's offerings. Therefore, consumers' products evaluation processes as well as ultimate purchases of apparel products could be largely influenced by perceived value.



Perceived Comfort

Perceived product comfort can be defined as a subjective judgment about the relaxing effects of a product. It entails the engendering state of well-being by using a product. Comfort is a state of well-being or being relaxed (Moezzi, 2009). Perceived comfort refers to the feeling of comfort a consumer could sense when evaluating or using a product (Naddeo, Cappetti, Califano & Vallone, 2015). Perceived comfort is a strong driver for positive evaluation and subsequent purchase of apparel products (Wallace et al., 2016). The overall perceived comfort offered by product should be reasonably enough to attract patronage. The level of perceived comfort offered by a product tends to influence the purchase as well as the patronage of apparel products. Nevertheless, consumer perceived comfort concerning a product brand is very essential during purchase consideration (Ball & Naughton, 2012). However, product perceived comfort tends to influence consumer's purchase intentions toward apparel products. But in Nigeria, the extent to which perceived comfort influences the purchase of apparel product is still not clear; based on that, there is a need for further empirical justification; thus the reason for this study.

Perceived Durability

Perceived durability entails consumer's perception that a product possesses the strength and extended life-cycle to the expectations of the consumer. Durability is a measure of the product's expected operating life under natural or stressful conditions (Kotler & Keller, 2009). Hajjat and Hoyjat (2014) observed that durability is the amount of usage a product offers before it is replaced. Consumers are more likely to settle for a product with an impression of being durable than otherwise. Although the life cycle of apparel products are generally not too extensive in terms of their usage but, it is expected that a product should out live its reigning regime. Agu and Onuoha (2016) argued that consumers have a set of rational belief and product preferences in terms of fit, style and durability. In addition, Catherine and Etienne (2009) explored the association between price, durability, sustainability and purchase behavior of cloths in their study. They found that young participants prefer low price while older people prefer durability



very crucial while purchasing cloths. Syeda (2012) maintained that durability is an important physical feature of a product which influences consumer patronage. Beaudoin et al. (2000) captured other drivers of consumer purchase of apparel products to include; good fit as well as favorable price, comfort, quality, color and brand name.

Perceived Beauty

Beauty is the perception as well as an affective attribute that arouses emotional feelings of goodness towards the target of admiration (Hassenzahl, 2004). Pertinently, several attempts were made to integrate beauty into product usability. Beauty is very importance in apparel businesses in order to improve and increase attractiveness (Britton, 2012). Remarkably, some people buy products to boost their self-esteem as well as physical attractiveness. Products are bought to solve beauty problems as some people desire self-image that is considered beautiful and attractive. Interestingly, Hassenzahl (2004) formulated a model that describes the relationship between pragmatic and hedonic characters. Pragmatic attributes relate to utility while hedonic attributes are connected to consumer well-being. In addition, a product can be perceived as pragmatic because it provides effective and efficient ways to achieve behavioral goals. A product can be perceived as hedonic because it provides stimulation by its exciting character as well as identifying values relevant to enhancing beautiful outlook.

Proposed Conceptual Model for the Study

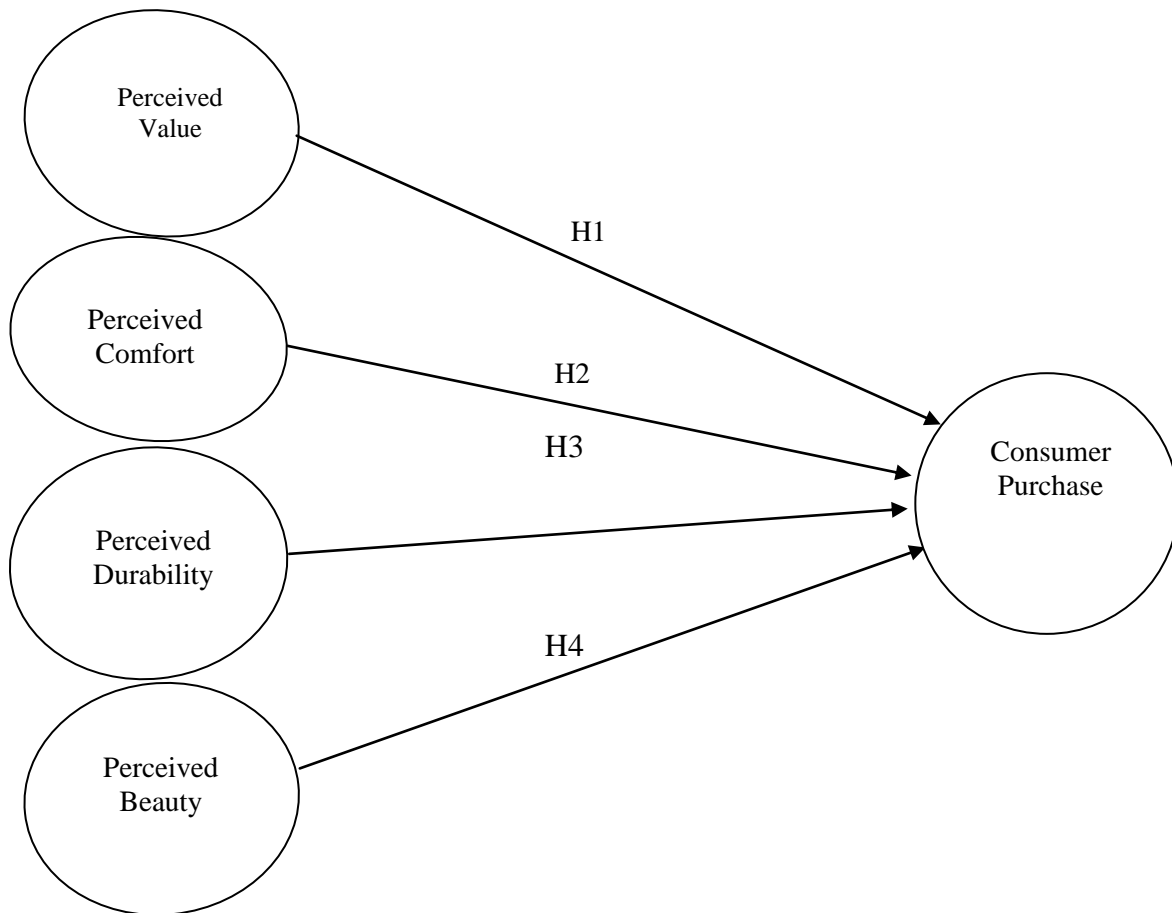


Figure 1: The Proposed Conceptual Model

Source: Researchers' Schematics, 2020.

3. Methodology

The study adopted a survey research design. The target population of the study comprises the consumers of apparel products in Anambra State of Nigeria using Awka, Onitsha and Nnewi areas. The sample size of 384 was determined using Topman formula for unknown population size. The study utilized a convenience sampling technique. The source of data collection for the analysis was the primary source using self-administered copies of the questionnaire. The



questionnaire items were developed from the literature and the measurement scale adapted from the previous studies and modified to suit the context of this study. The questionnaire items for each construct were pilot tested and revalidated due to alterations made to the measurement instrument. The Likert's five-point interval scale style of structured questionnaire was adopted. The average reliability alpha coefficient value of 0.740 as well as average composite reliability value of 0.747 proved the internal consistency of the instrument accepted for the main survey. Also, the face validity of the instrument was checked by three research experts. In addition, the average variance extracted (AVE) values ranging from 0.519-0.649 confirmed the convergent validity among the constructs based on benchmark as proposed by Hair et al. (2017) as indicated by table 1. Also, three hundred and eighty four copies of the questionnaire were distributed to customers of apparel products. Partial Least Squares Structural Equation modeling was used to test the hypotheses postulated for this study which was facilitated using Smart-PLS 3 software package. In addition, 5% level of significance was the benchmark adopted for this study. The predetermined decision rule for the acceptance or rejection of the hypothesis was to accept the alternative hypothesis if the p-value is less than 0.05; otherwise, reject the alternative hypothesis and accept the null hypothesis.



Table 1: Factor loadings, reliability and validity

Construct	Indicators	Factor Loading	Cronbach alpha	Composite reliability	Average Variance Extracted
Perceived value	PV1	0.792	0.764	0.773	0.616
	PV2	0.801			
	PV3	0.742			
	PV4	0.821			
	PV5	0.768			
Perceived comfort	PC1	0.726	0.722	0.728	0.519
	PC2	0.723			
	PC3	0.717			
	PC4	0.724			
	PC5	0.712			
Perceived durability	PD1	0.738	0.734	0.741	0.606
	PD2	0.824			
	PD3	0.728			
	PD4	0.830			
	PD5	0.764			
Perceived beauty	PB1	0.762	0.687	0.705	0.548
	PB2	0.714			
	PB3	0.712			
	PB4	0.763			
	PB5	0.750			
Consumer purchase	CP1	0.831	0.796	0.787	0.649
	CP2	0.809			
	CP3	0.822			
	CP4	0.759			

Source: PLS-SEM Algorithm Output, 2020.



4. Results

Assessment of the Structural Model

The researchers distributed 384 copies of the questionnaire but only 325 valid copies representing (84.6% response rate) were used for the study analysis whereas 59 copies representing (15.4%) were not used for analysis (53 copies were lost while 6 copies were not properly filled). Accordingly, the hypotheses earlier formulated were tested using partial least squares structural equation modeling statistical technique which was facilitated through bootstrapping procedure in Smart PLS 3. The confirmation of the goodness of fit of the model for the study was done using the standardized root mean square residual (SRMS), the root mean square residual covariance (RMS_{θ}) and the normed fit index (NFI). The three different model fitness measures results showed the SRMR value of 0.027, RMS_{θ} value is 0.0316 and the NFI value is 0.919 which portrayed a well-fitting model.

The overall model contribution was assessed using the coefficient of determination (R^2) which captured the total variance explained in the dependent variable as a result of variations in the independent variables. Substantially, the model explained the positive significant variance of 0.702 (70.2%) for consumer purchase due to variations on the study predicting variables (perceived value, comfort, pleasure and beauty). Interestingly, the R squared value result showed the significant power of the predicting constructs to explain the dependent construct that evidently met the threshold given that the R^2 values of 0.75, 0.50 and 0.25 stand for substantial, moderate and weak respectively as suggested by (Hair, et al., 2017).

In addition, the significance of the structural model was estimated based on the values of the path coefficients, statistical t-values as well as the p-values. Table 2 presents the partial least squares structural equation modeling result for the tested hypothesized relationships. Furthermore, figure 2 also presents the path coefficients of the structural model indicating the relationships between the endogenous and exogenous variables. Regarding the strength of the relationship, perceived value has the strongest path, followed by perceived durability, followed by perceived comfort and lastly beauty as depicted by figure 2.



Hypotheses	Path	Path coefficient	T-values	P-value	Decision
H1	Perceived value -> Consumer purchase	0.423	10.212	0.000	Supported
H2	Perceived comfort -> Consumer purchase	0.327	6.427	0.023	Supported
H3	Perceived durability -> Consumer purchase	0.388	7.544	0.001	Supported
H4	Perceived beauty -> Consumer purchase	0.218	3.120	0.038	Supported

Table 2: Bootstrapping results of the structural model and path analysis

Path is significant at 5% level of significance; if the t-value is ≥ 1.96 , or p-value ≤ 0.05 .

Source: PLS-SEM Output, 2020.

The researchers took into cognizance of the fact that the path coefficient of partial least squares structural model should be greater than or equal to 0.20 to demonstrate its significance. Also, the t-value should be ≥ 1.96 while its corresponding p-value to be ≤ 0.05 to be significant as proposed by (Wong, 2013). An assessment of the path coefficients, t-values and the p-values of the structural model as shown on table 2 and figure 2 revealed that perceived value had a positive significant influence on consumer purchase of apparel products in Anambra State of Nigeria ($\beta = 0.423$, $t = 10.212$ and $p < 0.05$). Also, perceived comfort had a positive significant influence on consumer purchase of apparel products ($\beta = 0.327$, $t = 6.427$ and $p < 0.05$). Similarly, perceived durability had a positive significant influence on consumer purchase of apparel products ($\beta = 0.388$, $t = 7.544$ and $p < 0.05$). Additionally, perceived beauty had a positive significant influence on consumer purchase of apparel products ($\beta = 0.218$, $t = 3.120$ and $p < 0.05$).

Consequently, all the four hypothetical alternative hypotheses (H1, H2, H3 and H4) earlier postulated to guide this research work were significant and supported. Convincingly, the research findings show that perceived value, perceived comfort, perceived pleasure and perceived beauty positively and significantly influence consumer purchase of apparel products in Anambra State of Nigeria.

The structural model showing the path coefficients results

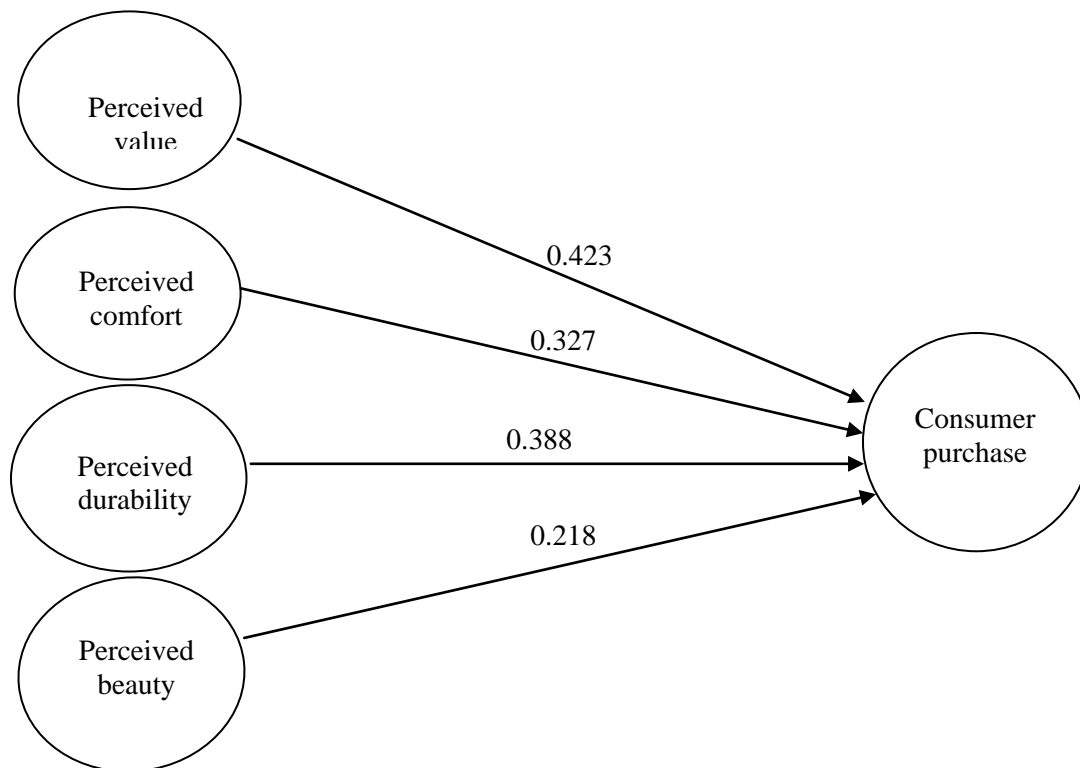


Figure 2: Structural model results. Note: $\beta \geq 0.20$; $t \geq 1.96$ and $p \leq 0.05$ (to be significant*).

Source: PLS-SEM Bootstrapping Output, 2020.



5. Discussion

A careful assessment of results as presented on table 2 as well as figure 2 showed that perceived value had a positive significant influence on consumer purchase of apparel products in Anambra State of Nigeria. This finding is consistent with the findings of (Wong & Zhou, 2005, Calvo & Barmettler, 2013 and Kotler & Keller, 2009) that found that perceived value significantly and positively influence consumer purchase of apparel products. Furthermore, product perceived comfort had a positive significant influence on consumer purchase of apparel products in Anambra State of Nigeria. Our finding corroborates with the findings of (Naddeo, Cappetti, Califano & Vallone, 2015; Moezzi, 2009) that discovered that perceived comfort positively and significantly influence consumer purchase of apparel products. In addition, an assessment of results as depicted on table 2 and figure 2 portrayed that perceived durability had a positive significant influence on consumer purchase of apparel products in Anambra State of Nigeria. The study finding is consistent with the findings of (Hajjat & Hoyjat, 2014; Agu & Onuoha, 2016, Kotler & Keller, 2009 and Syeda, 2012) that found that perceived durability positively and significantly influence consumer purchase of products. Furthermore, a cursory examination of results as shown on table 2 and figure 2 demonstrate that perceived beauty had a positive significant influence on consumer purchase of apparel products in Anambra State of Nigeria. This finding corroborate with the findings of the following researchers (Britton, 2012 and Hassenzahl, 2004) that found a positive as well as significant influence of perceived beauty on consumer purchase of products or a particular brand of a product.

6. Conclusion and Implications

This study has demonstrated an in-depth knowledge and understanding that perceived value, perceived comfort, perceived durability as well as perceived beauty positively and significantly influence consumer purchase of apparel products in Anambra State of Nigeria. The findings have both managerial and practical implications which are very vital to the manufacturers, managers, marketers and other stakeholders in apparel and designing industry in Nigeria. Convincingly, manufacturers, designers and managers are expected to use the findings of this research in making management as well as strategic decisions in connection with apparel products especially



locally made clothes. The study independent variables have shown to be essential and substantial propellers that influence consumer purchase of apparel products. Conceptually, this research has contributed to knowledge by conceptualizing the drivers that influence consumer purchase intentions and decisions. The findings of this work have contributed in uncovering the extent to which perceived value, perceived comfort, perceived durability, and perceived beauty influence consumer purchase of apparel products. Practically, the findings from this research work are expected to be of high beneficial to the manufacturers, designers, manager as well as the marketers of apparel products. It will serve as an information repository database to the management, designers and managers of apparel and designing firms in Nigeria. This is expected to provide a secondary source of information database that will help them when taking appropriate management decisions concerning strategic policies formulations and implementations. Conclusively, this study has provided empirically, evidence that there are significant and quantifiable influences of the explanatory variables on consumer purchase of apparel products in Nigeria as reflected by the findings from this research. In conclusion, perceived value was found to be the most important propellers influencing consumer purchase of apparel products in Nigeria.

7. Recommendations

1. Manufacturers and designers of apparel products should continue to improve on the value of their products in order facilitate improved and continuous consumers purchase engagements.
2. Manufacturers and marketers of apparel products should invest more on products that give comfort to the users as this will improve consumers' purchase of their apparel products.
3. Designers and manufacturers of fashion products should strive to be producing long lasting and durable fabrics that resist easy wears and tears for sustained consumer purchase of their products.



4. Manufacturers should devote more efforts on apparel products that offer beautiful outlook and attractiveness as this will facilitate more consumer patronage of apparel products in Nigeria.

8. Suggestions for Further Studies

The study was limited to examining the propellers of consumer purchase of apparel products in Anambra State of Nigeria. Further studies may research on foot wears, bags, and jewelries since this study focused on clothes. Secondly, future researchers may use a longitudinal method of survey since the present study utilized a cross-section survey method.

9. Authors' Contributions

Conceptualization: John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka.

Data curation: John Anetoh, Vivian Anetoh, Pamela Ikpo, Cajetan Ewuzie, Christian Nwangene.

Formal analysis: John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka.

Funding acquisition: John Anetoh, Vivian Anetoh, Pamela Ikpo, Cajetan Ewuzie, Christian Nwangene. **Investigation:** John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka.

Methodology: John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka..

Project administration: John Anetoh, Vivian Anetoh, Pamela Ikpo, Cajetan Ewuzie, ChristianNwangene.

Software: John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka.

Visualization: John Anetoh, Vivian Anetoh, Pamela Ikpo, Cajetan Ewuzie, Christian Nwangene.

Writing - original draft: John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka.

Writing - review and editing: John Anetoh, Cajetan Ewuzie, Christian Nwangene, Paul Orajiaka.



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