FASHION PRODUCT ATTRIBUTES AND CONSUMER PURCHASE INTENTS OF FASHION PRODUCT BRANDS IN ANAMBRA STATE.

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Abstract
This study examined the effect of fashion product attributes on consumers' purchase intentions towards fashion product brands in Anambra State. The specific objectives of the study are to determine the effect of fashion product quality; durability; features; designs and symbolic meaning on consumers' purchase intentions towards fashion product brands in Anambra State. The study adopted a survey design and the theoretical framework was anchored on the "Trickle-Down Theory". A self-administered questionnaire was distributed to a sample of 321 individual, using the random sampling technique. Out of the 321 copies of the questionnaire administered to the respondents, only 315 copies were recovered and well completed. 6 copies of the administered questionnaire were mutilated and therefore, not used in analysis. The Chi-square was used to test the five alternative hypotheses of the study. The findings of the study revealed that all the five fashion product variables(quality, durability, features, designs and symbolic meaning) have significant effect on the consumer purchase intentions towards fashion product brands in Anambra State. Based on the findings of the study, it was recommended among others that; designers, manufacturers and marketers of fashion product brands should continue to innovate and improve on their products, to the superior quality that would match the consumer desires and expectations, and to achieve greater market advantage. Also, that designers and manufacturers of fashion products should ensure that they always use long lasting and durable fabrics and other materials that will resist easy wears and tears in fashioning their products.
Keywords: Fashion products, Attributes, Consumers, Purchase intentions, Brands

Introduction

It is presumed that the consumer or customer is very important in every business. The degree of market share which any business commands, is dependent on the volume of patronage of its offerings, by customers and consumers. The clear understanding of the consumers' behaviour is a key to the success of business organization(Keumar John and Semith, 2014). Consumer buying behavior is a set of attributes that characterize the patterns of consumer's choices. (Davison, Finalley and Sparks, 2006). Arguably, goods and services are evaluated by the consumer before purchase and consumption. Understanding consumer's purchase intentions as first step that leads to product evaluation and purchase, is crucial to understanding consumer buying behavior. Consumers are different individuals and personalities and therefore, harbor different perceptions for goods and services, offered by marketing organizations and firms. It can be safely assumed therefore, that consumer in Anambra State, in particular, its major cities of Awka, Nnewi and Onitsha, perceive fashion products and fashion designing firms differently from their counterparts, in other parts of Nigeria and the world in general.

Consumer purchase intentions pertains to how individuals form opinions about businesses and firms, and their offerings through the purchase they make using their senses of sighting, testing, hearing, feeling and smelling. It is a marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings (Zeithame, 1988).

Individuals act on the basis of their perception select, organize and interpret information and stimuli input to form a meaningful picture of goods and services they intend to buy. Thus, whether a goods or services is purchased and used by a consumer would largely depend upon their purchase intentions about the product. It is being argued by researchers that consumer purchase intention is typically affected by advertising, reviews and public valuations, Social media, personal experience and other channels.

Arguably, consumers of fashion products and designers firms in Anambra state in particular, could differ in their perceptions from their counterparts in other parts of Nigeria and the whole world at large. Nevertheless, it can be safely argued that from independent in 1960 to date, that the fashion designing industry in Nigeria has come of age. Agu and Onuoha (2016) observed the Nigerian fashion and apparel industry is growing continuously, as many talented designers and investors make their way into the industry. Today, the fashion industry in Nigeria is worth over ten billion dollars (Three hundred and thirty six Billion Naira) and accounts for 0.47% of Nigerian re-Based Gross Domestic Product (GDP). The industry also

employs a good number of Labor of different skills. Also, there is a growing competition among local and foreign apparels in Nigeria (Kuddis 2015). Moreover, more Nigerians especially, the youths, are being attracted to fashion products and the fashion enterprise. The age-long saying that "How you dress determine how you will be addressed" seem to have taken major toll on the fashion consciousness, sensitivity and environment of Nigeria (Agu and Onuoha, 2016).

Fashion products can be defined as consumer goods where style holds the primary importance and the price is secondary and such goods include clothing, jewelry, hand bags, sun shades and shoes (Business Dictionary.com, 2015). Fashion is found in almost every human activity, besides clothing and foot wears (Solomon, 2009). Furthermore, Agu and Onuoha, (2016) explain that although fashion can be seen in furniture, jewelries, sun glasses, cars, hair style, art, food, cosmetics among others, however, fashion is more pronounced in clothing, maybe because of its

conspicuous position, as first point of contact with people. This makes fashion to be all involving. Old and young, adult and children, male and female, rich and not too rich; are all involved. Indeed, there is an increasing sense of being fashionable among Nigerians of all works of life; Students, civil servants, politicians, traders, bankers, and celebrities, the clergy and footballers among others. This makes the demand for fashion products high, the economic circumstances of the country and individual consumers notwithstanding.

Extant research by Solomon (2009) has shown that purchase of fashion is determined by factors of quality, durability, features, design and symbolic meaning. Other researchers such as Zhang and Klin(2013), Rahid, Rab and Mohammed, (2013), identified such factors as brand consciousness, social comportment and innovativeness, brand image, brand attractiveness, environmental effect, cognitive, cultural and peer factors as determinants of purchase of fashion products. In general, the fashion industry is highly segmented, with specialization and specific markets for transactional wears, women or men wears, unisex products, kiddies' wears, head wears and caps, jackets, bags, shirts, trousers among other. Designers' shops and fashion products retail outlets, are easily seen scattered all over Anambra State, particularly, in its major cities of Awka, Nnewi and Onitsha. Competition is also high within locally designed fashion products and between local and foreign made products, though more, with the latter. In fact, it can be safely argued that preference for foreign fashion products by Nigerians is high. This situation made Olaleke (2010) to state that, the preference among Nigerians for foreign made goods is both alarming and disturbing, especially when considered in the light of its effect on local industries. 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, in a bid to remain relevant to clearing a foreign origin for their products.

To effectively serve the modem fashion conscious consumers in Anambra State, Nigeria and globally, a good understanding of consumers purchase intentions towards fashion and apparel industry in general, will give designers and marketing firms, much defined market equity advantage, in the highly competitive fashion industry, as it enables insight as how to serve the customers and consumers better.

Research has been conducted on consumers' behaviors toward the purchase and consumption of fashion products in Nigeria. Udegbe (2016) conducted a research titled: "Nigerian shoppers/consumers' preferences for foreign and domestic products: case study of clothes and shoes'' and discovered that Nigerian shoppers/consumers have preference for foreign fashion products based of country of origin and superiority of products quality. In the same vein, Agu (2016) conducted a study with the title; "Psychological influences and fashion consumption behavior of consumers in South-East Nigeria." The finding of this study showed that, product fitting is valued as most important factor in fashion purchase and that; psychological influences are significant predictors of fashion consumption behavior. However, the current study aimed at studying consumer purchase intentions towards fashion products in Anambra State, with quality, durability, product feature, product design and symbolic (intrinsic) meaning of product, as independent variables.

Every thriving business has its challenges. This is arguably true of the fashion industry in Nigeria. Although, the fashion market in Nigeria is growing speedily, so also is the growth of competition among designers. Fashion industry in Nigeria harbors creative and talented designers with motivated skills. Alabi (2015) states that in all the states of the federation, local Fashion stylists are seen with newer and attractive styles on periodic basis. Moreover, the local designers have the skills to reproduce a better and reduced price of expensive designs of internationally known designers. Although today, senators, bankers, celebrities, students, civil servants and many others, can be proud to wear clothing and foot wears made by Nigerian for certain occasions, optimization of patronage and profitability is still low as the indigenous population are yet to fully embrace locally made designs and produced fashion products.

Stiff competitions exist among products of local designers and between their products and imported or foreign ones. In reality, many Nigerians have preference for foreign fashion products over the domestically produced ones. As earlier observed by Olaleke (2010), the

preference among Nigerians for foreign goods is both alarming and disturbing when considered in the lights of its effect on local industries. The general notion among some Nigerians is that locally made goods arc inferior to imported and foreign made goods in terms of quality and performance to the extent that, some local manufacturers have imported, in a bid to remain relevant, to claiming a foreign origin for their products (Okechukwu and Onyemah, 1999). This could be the result of wrong consumers' perceptions of locally made fashion products.

Although many local designers and manufactures of fashion product have adopted marketing strategies, such as, advertising, sales promotion and branding, to given competitive advantage over the local and foreign counterpart, they have not fully exploited the effect of consumers characteristics factor, such as, perception to gaining competitive advantage (Patrick, Kadipo and Agada, 2016). To effectively serve the modern fashions conscious and sensitive consumers in Nigeria, especially in Anambra State, there is need to understand the effect of fashion product attributes on consumer purchase intentions towards locally made fashion products.

Moreover, there is gap in research, as no known research has been carried out on the effect of fashion product attributes of quality, durability, features, design and symbolic meaning, on the consumer purchase intentions towards locally made fashion products brands in Anambra State. This study therefore, is focused to close this identified gap. Specifically, the objectives of the study are to: determine the effect of fashion product quality; durability; features; design and symbolic meaning on the consumer purchase intentions towards fashion apparel brands in Anambra state.

Hypotheses

H_1: Fashion product quality has no effects on the consumer purchase intentions of fashion apparel brands in Anambra state.

H_2: Fashion product durability has no effects on the consumer purchase intentions of fashion apparel brands in Anambra state.

H_3: Fashion product feature has no effects on the consumer purchase intentions of fashion apparel brands in Anambra state.

H_4: Fashion product design has no effects on the consumer purchase intentions of fashion apparel brands in Anambra state.

H_5: Fashion product design has no effects on the consumer purchase intentions of fashion apparel brands in Anambra state.

Conceptual framework

Consumer

A consumer is an individual who purchases or has the capacity to purchase goods and services offered for sale by marketing institutions, in order to satisfy personal, household or

industrial needs, wants or desires (Mojekeh, 2011). Without the consumers, goods and services would not leave the shelves or be purchased; companies and marketers would not make sales and profitability and business success would not be guaranteed. To that extent, the consumers and their perceptions of quality and other products characteristics and attributes become pivotal and perhaps, determinants of consumer purchase intentions and buying decisions.

These days, firms are putting their best efforts in marketing, in order to get customers attention and to create positive impressions of product attributes in the customers' mind. Consumers' perception and purchase intentions are also drawn towards the color, shape and taste of the product. Perceptions also help consumer to evaluate or pass judgment on goods and services. Consumers make judgments on goods and services placed on offer and on that basis, desires to buy or not buy. It is there assumed that consumers perceptions of the dimensions of fashion products, such as, quality, durability, features designs and symbolic meaning, could affect the consumers' purchase intentions and consumption of fashion product brands.

Fashion Product Quality

Within the field of marketing, the product quality construct has been in general, widely acknowledged, as primary driver of consumers purchase intentions (Wong and Zhou 2005). Quality can he defined broadly, as superiority or excellence. Wong and Zhon(2005), views these assessment of quality as similar to attitudinal judgment, and frequently, consumers rely on how well the target brand satisfies internal quality standards in their assessment of a brand's overall excellence, with regards to their consumption experience.

Miller (1993) quoted the American Society for Quality Control to have defined quality as the totality of features and characteristics of a product or service that bear on its ability to satisfied stated or implied needs. Various other experts have defined quality as, "fitness for use", "Conformance to requirements", "freedom from variation", and so on (Kotler and Keller, 2009). Quality is a main factor affecting customers' perception and underlying the long-term success of products and firms and as has been observed with fashion products, an exciting brand with trendy style and design, would be perceived to possess quality because, consumers make judgments about perceived quality. Thus, if the consumer perceives a fashion product as of high quality, the likelihood of buying such product remains equally high. On the other hand, if the consumer perceives the product to be of a low or poor quality, the likelihood of that consumer not buying such product will remains equally high. Thus, it can be safely argued that the seller has delivered quality whenever the sellers product or

service meets or exceeds the customers' expectations (Kotler and Keller, 2009) and marketers who do not understand the language of quality improvement, manufacturing and operations will become obsolete as buggy whips (Beckham, 1992). Consumers' satisfaction arguably, depends on product quality and consumers' perception of quality, could be a determinant of consumer repeat purchase, higher sales volumes and profitability. Assessing and improving quality of fashion product attributes, should hold a high priority for majority fashion products designers and producers. To Fatima and Eja (2005), quality is an important factor for the success of ready-made garment industry. It is the most important factor while purchasing garments.

Fashion Product Durability

Product durability describes the consumers' perception that the products put on offer, possesses the strength and extended life-cycle that meets the expectations of the consumer. Durability is a measure of the product's expected operating life under natural or stressful conditions; it is a valued attribute for certain products. (Kotler and Keller, 2009). Consumers are more likely to settle for a product with a reputation of being long-lasting than otherwise. Although the trending lifecycle of fashion products are generally not too extensive in terms of their using period, it is expected that a product should out live its reigning regime.

Agu and Onuoha(2016) argue that consumers have a set of rational belief and product preferences in terms of fit, style and durability. Catherine and Etienne (2009) explored association between age and other key variables, such as, price, durability, sustainability, affecting the buying behavior of cloths in their study, which results showed that, young participants in the study, prefer low price, while older people prefer sustainability and durability as crucial, while purchasing cloths. Syeda(2012) maintained that durability is an important physical feature of product, which affects the consumer perception. Product quality to Shaharudin Angelyn, Johari and Khin (2012), is product features matched with dimensions of products which include durability. Beaudoin, Moore and Goldsmith (2000) identified one of the 12 attributes that correlated with attributes when purchasing apparel to be durability. Others include: good fit, ease of care, favorable price, comfort, quality, color, attractiveness, fashionableness, brand name, appropriateness, occasion and choice of styles.

To Hajjat and Hijjat (2014), durability is the amount of usage the product offers before it must be replaced. One of the numbers of product quality dimensions upon which companies could compete on is durability. Others include: performance, featuring, reliability, conformance, serviceability, aesthetics and perceived quality. (Hajjat and Hajjat, 2014). Shoilesh (2013), in classifying products attributes into utilitarian and hedonic, maintained

that when consumer form an attitude toward the product, they make evaluative association between the product and its attributes. Some of these attribute maybe utilitarian: such as, durability or comfort or as hedonic such as, color, fashion ability or styling.

Fashion Product Features

Product features refers to the characteristics or interesting aspects of the good or service. Fashion products have interesting features to make them attractive to the consumer. Some fashion products have embroideries and stitches that made them highly attractive. Kotler and Keller (2009), state that most products can be offered with varying features that supplement basic function. A company can identify and select appropriate new features by surveying recent buyers and then calculating customer value versus company cost for each potential feature. Companies must think in terms of feature bundles or packages. Each company must decide whether to offer feature customization at a higher cost or a few standard packages at a lower cost.

To some consumers, what matter most are the physical features of the product. For instance, Ling, Hivang and Salvendv (2007) posit that physical appearance, size and menu organizations of mobile phones, are the most determinants factors affecting the choice of mobile phones. Also ,Mack and Sharples (2009) showed that features of a product, are among the important determinants of consumer's choice of product. Sata (2013) maintains that the style functions are among the technological features valued by consumers, when they make choice of mobile phones. In business, a product feature is an important distinguishing characteristics of a good or service that helps boost its attraction to the consumer and might be used to formulate product marketing strategy that highlights the usefulness of the product to the target audience.

Fashion Product Design

Fierce competition today rages in the fashion market in Nigeria. There are emerging designers trying to take over control of the market, while there are equally mainly, existing ones fighting to survive. Both are using best designs to gat competitive advantage. This is because of the understanding that, how a product is designed makes a different even among the consumers. Design of a product is therefore, critical in product differentiation and positioning decisions. As Nussbaum (2004) observed, as competition intensifies, design offers a potent way to differentiate and position a company's product and services. Confirming the importance of design to users, producers and designers; Kotler and Keller (2009), state that in increasingly fast-paced markets, price and technology are not enough. Design is the factor that will often give a company its competitive edge. Design is totality of

feature that affects a product looks and functions, in terms of customer requirements. The designer has to figure out how much to invest, inform, feature development, performance, conformance, durability, reliability, reparability and style. To the company, a well-designed product is one that is easy to manufacture and distribute. To the customer, a well-designed product is one that is pleasant to look at and easy to open, install, use, repair and disposed of. The designer has to take all these factors into consideration. The arguments for best designs are particularly compelling for designers in the fashion industry. Startups in the fashion designing industry, can easily get noticed, also attaining breakthrough by their designs.

Symbolic Meaning of Fashion Product

People express themselves through the dress they wear. Some consumers buy products to enhance their self-image as being cosmopolitan, sophisticated and modern (Udegbe, 2017).Some products also, offer the symbolism of authenticity and prestige. Many other consumers view some products as opportunity to demonstrate high level of material achievement, which helps them to create good impression of themselves within their social public. Colors and patterns and art drawings on cloths and apparels holds some symbolic meaning to consumer. Shapes styles and colors of dresses and apparels, portend social or religious meanings, other than their functional values. Long standing findings from design, art and advertising research, indicate that visual elements, such as shape, color, logo and typeface, are not only perceived in terms of their formal or symbolic or affective connotations they embody (VanRompay, Pruyn and Tieke 2009). Thus, consumers identify themselves with particular product which implicitly, carries a status symbol (Beijing Full Honor Warrant Information Consulting Co. Ltd., 2008). Some products are perceived by consumers as expressive of related meanings, for example, pride or dominance. As explained by Van Rompay, Pruyn and Tieke (2009), symbolic meanings come in different types; some (e.g. pride and dominance) are grounded in affective experiences arising from embodied interactions with the environment and may therefore be considered 'affective' or embodied. Others involve cognitive evaluations typifying a product as modem or trendy, for instance, evaluation hat involves a cognitive comparison between the target product and other examples of the product category. However, regardless of the type of the symbolic meaning, on a more general level, symbolic meaning reflects those properties consumer discern in products that are not literally part of product appearance.

Past consumer research has shown that literature in symbolic consumption, product symbolism and self-concept, is rich and varied. Some of these studies examined many factors which influence the Information and change of product symbolism (or product value-

expressiveness) Product related factors (Solomon, 2009) social system factors (Helen and Chartotte, 2012). Perner (2010) have also explored possible mechanism through which pro symbolism contributes to the formation and change of the consumer's self-concept. Study by Yuli, Tean-Ming. Jeanne, Raymond and Yingchun (2014) explored the symbolic meaning of FDAC products, was found to be critically important for consumers, as a result of the freedom, uniqueness, dominance and pride, which such product represent for their possessor, user or wearer.

Theoretical Framework

The theoretical framework of this study is anchored on the "Trickle-Down Theory", propounded by Thorstein Veblen, m in the late Nineteenth century. In the work titled: Theory of the Leisure Class, Veblen (1899), published the oldest theory of distribution of fashion products. The theory holds that fashion product functions in a trickle-down movement, from the top echelons of society, to the lowest cadre. It is top class of society that determines fashion; the lower class through imitation, adopts what the upper top class offered.

To function, this trickle-down movement depends upon a hierarchical society and striving for upward mobility, among the various social strata. In this model, a style is first offered and adopted by people at the top strata of the society and gradually becomes accepted by those in the lower strata (Veblen, 1899, Simmel, 1904; Laver, 1969).

The trickle-down theory describes a model that explains how fashion/style formed and used by the superior class, filters down the lower class that imitates the fashion and style of the upper or top class in the society. The trickle-down theory, describes a distribution model, that assumes a social hierarchy in which people seek to identify with the affluent and those at the top seek both distinction and eventually, distance from those socially below them (Veblen, 1899).

The theory considered fashion as a vehicle of conspicuous consumption and upward mobility for those seeking to copy styles of dress. Once the fashion is adopted by those below in the hierarchy of society, the affluent that originated such fashion in the first instance, differentiates or distinguishes itself by rejecting that fashion or style and looks for another new initiative. The trickle-down theory poses that people are willing to spend money on obtaining luxury or perceived prestigious goods or services, to give an indication of their wealth to other members of the society. Veblen (1899) highlights society's endless quest for novelty, maintaining that elegance or elaborateness of dress and new styles, which are both indicative of expense, are the main drivers of fashion change. Each social class, imitates the

consumption behavior of the class above it, in order to, enhance their social status (Laver, 1969).

Levy and Banton (2009) state that when applied to fashion, the trickle-down theory stresses that, when the lowest social class or simply, a perceived lower class, adopts the fashion of the upper class, it is no longer desirable to the leaders in the highest social class and as Veblen (1899) observed, the upper classes would then find more extravagant ways of exercising conspicuous consumption, in order to, differentiate themselves from the class following them or imitating their original consumption behavior. Thus, the trickle-down theory also, describes fashion as a means of expression of conspicuous consumption by the rich and affluent in society, which has a social implication, of being imitated by the less affluent and poor. Fashion is considered a vehicle of conspicuous consumption and upward mobility within the society and allows people to express their individuality whilst maintaining the security of continuity with other members of the social stratum.

Empirical Review

Udegbe (2017) conducted a shady that examined consumer's perception of country of origin effect on products. The study was conducted in Nigeria and was titled; Nigerian Shoppers/Consumers Preferences for Foreign and Domestic Products: Study of Clothes and Shoes". The study adopted a survey design in its analysis. The study showed that consumers adjust their attitudes toward a product according to its country of origin. The individual orientation could make him bias towards foreign or locally made products (shoes and cloths). The study compared Nigerian shoppers/consumers preferences for foreign and domestic produced cloths and shoes. The study identified product attributes, marketing activities and buying habits as preferences indicators.

Data for analysis was gathered from 600 respondents' of both youths and adults between the ages of16 to 60 years. The findings of the study indicated that Nigerians shoppers/consumers show more positive preferences to foreign made cloths and shoes than to those made in Nigeria; Nigerian consumers are willing to pay higher price for foreign made cloths and shoes because they believe that it is of a superior quality than the made in Nigeria ones. The findings of the study also showed that the country of the manufacturer and product quality strongly influence consumer decision of buying foreign available cloths and shoes.

Delace (2011) conducted a research at the United States of America titled: "The Psychology and Behavior of Consumers in the Fashion Industry. The study has a survey design. The study argued that clothing is worn in a public space and that people dress for others. The study also observed that Retail stoics dealing in fashion Products am exponents of status

marketing and can create statues and fashion symbolism by adhering a its competitive position. The study was aimed at determining the effect of symbolism on the dress choices of college female students who are one of the few groups that are required or influenced to wear particular type of fashion. The result of the study showed that some expensive products were chosen more when the brand or designer name, and prices were shown because of their symbolic meaning; Psychographics plays a role in consumer preferences for fashion products.

Webometric Summary of Related Literature Review

S/N	Authors	Title	Research Design	Independent Variable(s)	Dependent Variable	Major Findings
1	Udegbe (2016) Nigeria	Nigerian shoppers/consumers preferences for foreign and domestic products: case study of clothes and shoes	Survey design	Nigerian shoppers/consumers purchase behavior	Reference for foreign and domestic products	Nigeria shoppers/consumers have more positive preference for foreign made clothes and shoes; Nigeria consumers willing to pay higher price for foreign made clothes and shoes; countries of manufacture and product quality have strong influence on consumers' decision of buying foreign clothes and shoes.
2	Agu and Onuoha (2016) Nigeria	Psychological influences and fashion consumption behavior of consumers in south east Nigeria.	Survey design	Psychological influences (attitude, perception, self-concept, personal and motivation).	Fashion consumption behavior of consumers in South East Nigeria	Product fitting is valued as most important factor in fashion purchase Decision for clothes and foot wears.; psychological influences are significant predictors of fashion consumption behavior.
3	Patrick, Kadipo and Agada (2016) Nigeria	The effect of brand perception in the purchase of "made in Italy" and "made in China" fashion products in Nigeria	Survey design	The effect of bran perception.	Purchase of made in Italy and made in China fashion products.	Consumers perceived a significant difference (Italy superior to China) in terms of attributes, values and product benefits; There is a correlation in terms of cultural dimensions of craftsmanship and business tradition of Italy and China.
4	Carter and Fuller (2015) U.S.A	Symbolic internationalism	Qualitative Design	Effect of consumers social interactions.	Purchase of fashion products	Through face to face interactions of consumers, fashion is created and distributed in society.
5	Kumar, John and Senith (2014) India	A study on factors influencing consumer buying behavior in cosmetic products.	Survey Design	Factors influencing consumers buying behavior.	Buying behavior of cosmetic products.	Statistically significant differences exist in income level by brand dimensions; No statistically significant difference exist in dimension of Personality and psychology.
6	Shamsher (2014) Bangladesh	The importance of product attributes influencing purchase decision: A comparative study between FMCG laundry	Survey design	Bangladesh Influence of product attributes.	Purchase decision of FMCG laundry soaps.	Significant differences exist between different laundry soaps in terms of quality, durability, price, availability, attractive packaging and brand reputation.

soaps.

S/N	Authors	Title	Research Design	Independent Variable(s)	Dependent Variable	Major Findings
7	Lawan and Zanna (2013) Nigeria	Evaluation of socio cultural factors influencing consumers buying behavior of clothes in Borno State, Nigeria.	Survey design	Socio-cultural factors influencing consumer.	Consumer buying behavior of clothes in Borno State, Nigeria.	A highly significant influence of culture exist on buying behavior of consumers of clothes in Borno State, Nigeria; Age was the sole personal factor influencing consumer buying behavior of clothes.
8	Shaharudin, Angelyn, Johari and Myint (2012) Malaysia	Examining the product quality attributes that influences customer satisfaction most when the price was discounted: A case study in Kuching Sarawak.	Survey design	Product quality attributes influences	Customer satisfaction and price discount.	Customers satisfaction towards the discounted quality is mainly based on perceived quality, performance and reliability, perceived quality on product image, brand name; Advertising is positively related to level of satisfaction towards the quality of discounted product.
9	Annamma, Sherry, Alladi, Wang & Chan (2012) U.S.A	Fast fashion, sustainability and ethical appeal of luxury brands	Survey design	Fast fashion sustainability	Ethical appeal of luxury brands.	Most fast fashion consumers are advocates of green environment yet, they patronize products which production processes and consumption degrade the environment.
10	Rayagopal (2010) Mexico	Consumer culture and purchase intentions towards fashion apparel.	Survey deign	Culture	Purchase intentions	Store and brand preferences have positive effect on developing purchase intentions for fashion products.

Methodology

The survey design was adopted for the study. The population of the study consists of buyers of fashion products (clothing/apparel in Awka, Nnewi and Onitsha local government areas). The 2006 National census: Awka South-189,654; Nnewi North- 155,443 and Onitsha North-233,362 (Federal Republic of Nigeria, 2009). From the above, the total population of the three selected local government areas amount to 538,459. Since not all the 538,459 are customers and buyers of fashion products in tine area of study, a reasonable fraction of the

total population was extracted using proportionate stratified random sampling technique, aimed at a desired population size of not less than 300 and not more than 350.

Awka south – 189654 X 300 = 105
              538459   1
Nnewi North –155443 X 300 = 86
53845   1
Onitsha South –233362 X 300 = 130
                 538459   1
Where: 105+86+130 = 321

The determined population size of the study is 321. Since the determined population size is less than 1,000, the entire population size could be studied. A five-point scale Likert-type questionnaire was administered to respondents using purposive non-probability sampling technique, which allowed the choice of only these respondents/customers who had used/purchased and/or about to use or purchase fashion products from fashion designing firms and shops. Primary data was sourced through a self-administered questionnaire. The instrument contain a total of 20 items with responses mode of the five (5) point rating scale. The scale ranges from Strongly Agree (SA) (5), Agree (A)(4), Uncertain (N) (3) Disagree (D) (2), and Strongly Disagree (SD) (1).Face value and content validity of the instrument for assessment of its adequacy, language construction coverage of the content area and the number of item included, were conducted. Reliability of the coefficient analyses was employed using the Test-retest method. Pearson Product Moment correlation coefficient (r) was used to compute the reliability co-efficient. The reliability coefficient of 0.78 was obtained and adjudged reliable for the study.

Analysis of Data and Discussion of Findings

321 copies of the questionnaire were distributed to the respondents. 315 were returned well completed and used for analysis.

Table 1: The Cross tabulation Table for Effect of Product Quality

		Likert scale					Total
		Strongly agree	agree	uncertain	Disagreed	Strongly disagree	
Effect_of_Product_quality	Fashion product quality affects my purchase intentions.	176	123	6	4	6	315
	Fashion product quality affects my choice of apparel designer brand.	200	80	6	17	12	315
	Fashion products quality affects the price I would place	190	109	7	5	4	315

	Strongly agree	agree	uncertain	Disagreed	Strongly disagree	Total
a fashion apparel brand.						
Fashion products quality affects the value I would place on a particular product or brand	153	121	10	16	15	315
-Total	719	433	29	42	37	1260

Table 2 above cross-tabulates the responses of each respondent under each category of the Likert scale from strongly agree to strongly disagree. The first Research Question of the study states as

Follows: "To what extent does fashion product quality affects the consumer purchase intentions of fashion apparel brands in Anambra State?" Questionnaire items 1, 2, 3 and 4 were used to address the first Research Question of the study as in table 2 above and their results presented accordingly. Questionnaire item 1: recorded the following frequency results: strongly agreed = 76 or 56%; agree =123 or 39%; uncertain=6 or 2%; disagree=4 or 1% and strongly disagree=6 or 2%. This shows that majority of the respondent's responded positive to questionnaire item 1. Questionnaire 2: recorded the following results: strongly agree=200 or 64%; agree= 80 or 25%; uncertain=6 or 2%; disagree=17 or 5%, strongly disagree=12 or 4%. The implication of his is that majority of the respondents' of the responded positive to questionnaire item 2. Questionnaire item 3: recorded the following outcomes: strongly agree=190 or 60%; agree=109 or 35%; Uncertain=7 or 2%; disagree=5 or 2%; strongly disagree=4 or 1%. This shows that majority of the respondents' responded positive to questionnaire item 3. Questionnaire item 4: respondents' responses are as follows: strongly agree=153 or 49%; agree=121 or 38%; uncertain=10 or 3%; disagree=16 or 5%and strongly disagree=l5 or 5%.This is an indication that majority that majority of the respondents responded positive to the questionnaire item. Frequency outcomes from questionnaire items 1, 2, 3 and 4 showed that the respondents of the study responded positive to t h first research question of the study.

Table 4: The Cross Tabulation Table on Effect of Product Durability

	Likert scale					Total
	Strongly agree	agree	uncertain	Disagreed	Strongly disagree	

Effect_of_Product_durability						
Effect_of_Product_durability	My purchase intentions of fashion apparel brand depend on my perception of such product to be long lasting	170	130	6	7	2	315
	My purchase intentions of a Designer's brand depends on my perception of the product…	182	125	1	2	5	315
	My purchase intentions of a fashion product to be able to give high utility value would affect my purchase decision	172	123	12	4	4	315
	My perception of the strength of fabrics of fashion product would affect my purchase intentions for that product	153	121	10	16	15	315
-Total		675	520	31	17	17	1260

Table 4 above cross-tabulates the responses of each respondent under each category of the Likertscale from strongly agree to strongly disagree. The second Research Question of the study which states: "How does fashion product durability affect the consumers' purchase intentions of fashion apparel brands in Anambra State?" This research question was addressed using questionnaire items 5, 6, 7 and 8 as in table 4 above. Questionnaire item: recorded the following frequency outcomes: strongly agree=170 or 54 agree=130 or 41%: uncertain=6 or 2%; disagree=7 or 2%and strongly disagree=2 or 1%. Implication of this is that majority of the respondents' responded positive to questionnaire item 5. Questionnaire item 6: has the following frequency results: strongly agree=182 or 58%; agree=125 or 40%; uncertain=1 or 0%; disagree=2 or 1%; strongly disagree=5 or 1%. This shows that majority of the respondents' responded positive to questionnaire item 6. Questionnaire item 7: recorded the following frequency outcomes: strongly agree=173 or 55%; agree=23 or 39%; uncertain=12 or 4%; disagree=4 or 1% and strongly disagree=4 or 1%. This shows that majority or the respondents' responded positive to questionnaire item 7. On questionnaire item 8; recorded the following results: strongly agree=151 or 48%; agree=142 or 45%; uncertain=12 or 4%; disagree=4 or 1%; and strongly disagree=6 or 2%. This frequency

results showed the majority of the respondents responded positive to questionnaire item 8 and also, to the second Research Question of the study.

Table 6: The Cross Tabulation Table on Effect of Product Features

		Likert scale					Total
		Strongly agree	agree	uncertain	Disagreed	Strongly disagree	
Effect_of_Product _features	My fashion product as innovative would affect my purchase intentions..	150	140	7	8	10	315
	Unique product features would affect my purchase intentions of such product.	140	164	2	5	4	315
	The attractiveness features of a fashion product would affect my purchase intentions of that product.	209	70	6	16	14	315
	The easiness to use of a fashion product would affect my purchase intentions of the product	210	100	5	0	0	315
-Total		709	474	20	29	28	1260

Table 6 above cross-tabulates the responses of each respondent under each category of the Likert scale from strongly agree to strongly disagree. The third Research Question of the study was addressed using questionnaire items 9, 10, 11 arid 12. The research question states as follows: "To what degree does product features affect the consumer product intentions of fashion apparel brands in Anambra State?' Questionnaire item 9: responses include: strongly agree=150 or 48%; agree=140 or 44%; uncertain=7 or 2%; disagree=8 or 3%; and strongly disagree=10%. The implication of this is that majority of the respondents' responded positive to the questionnaire item 9. Questionnaire item 10: recorded the following frequency outcomes: strongly agree=140or 44%;agree=l64 or 52;uncertain=2 or 1%; disagree=5 or 2%; strongly disagree=4 or 1%. This showed that majority of respondents' responded positive to questionnaire item ID. Questionnaire item 11: recorded the following outcomes: strongly agree=209 or 66%; agree=70 or 22%; uncertain=6 or 2%; disagree=l6 or 5%; strongly disagree=14 or 5%. This indicated that majority of the respondents' responded positive to

questionnaire item 11. Questionnaire item12; recorded the following frequency outcomes: strongly agree=210 or 67 agree=100 or 32%; uncertain=5 or 1%; disagree=0; strongly disagree=0 Majority of the respondents' were shown to have responded positive to question item and also to the third research question of the study.

Table 8: The Cross Tabulation Table on Effect of Product Design

		Likert scale					Total
		Strongly agree	agree	uncertain	Disagreed	Strongly disagree	
Effect_of_Product _design	Brightness of the color design affects my purchase intentions of a fashion apparel…	165	110	8	17	15	315
	Fashion product style would affect my purchase intentions of that product	199	104	2	10	0	315
	The fitness of a fashion product would affect my purchase intentions of the fashion apparel brand.	181	100	15	7	12	315
	The fascinating nature of a fashion product design would affect my purchase intentions of the fashion apparel brands	132	173	10	0	0	315
-Total		677	487	35	34	27	1260

Table 8 above cross-tabulates the responses of each respondent under each category of the Likert scale from strongly agree to strongly disagree and addresses the fourth research question of the study. The fourth Research Question of the study was addressed with questionnaire items 13. 14, 15 and 16 and posed the following question: "To what extent does fashion product design affects the consumer purchase intentions of fashion apparel brands in Anambra State?'' Questionnaire item 13; recorded the following frequency outcomes: strongly agree=165 or 52%; agree=I 10 or 35%; uncertain=8 or 3%; disagree=17 or 5% and strongly disagree= or 5%. This suggests that majority of respondents' responded positive to this questionnaire item. Questionnaire item 14; has the following results: strongly agree=199

or 63%: agree=104; uncertain= 2 or l%; disagree=10 or 3%; strong]y disagree=0. This also indicates that majority of the respondents' responded positive to questionnaire item 34. Questionnaire item 15; recorded the following results: strongly agree=181 or 57%; agree100 or 32%; uncertain 12 or5% disagree=7 or 1%; strongly disagree=12 or 5%. This is indication that majority of the respondents' responded positive to questionnaire item 15. For questionnaire item 10; the outcomes include: strongly agree=l32 or 42%; agree= l73 or 55%; uncertain=10 or 3%,"

Disagree=0 and strongly disagree=0. It showed that respondents responded positive to questionnaire item 16 and also, to the third research question of the study.

Table 10: The Cross Tabulation Table on Effect of Symbolic Meaning of Product

		Likert scale					Total
		Strongly agree	agree	uncertain	Disagreed	Strongly disagree	
Effect_of_Symbolic_ meaning_of_product	Symbolic meaning of a fashion product when high affects my purchase intentions of fashion apparel…	170	120	10	8	7	315
	Culture would affect my purchase intentions of fashion apparel brands	130	174	2	5	4	315
	Fashion product being highly aesthetic would affect my purchase intentions of fashion apparel brands	189	90	6	15	15	315
	Fashion products and conferring celebrity status would affect my purchase intentions of fashion apparel brands…	132	173	10	0	0	315
-Total		689	484	23	33	31	1260

Table 10 above cross-tabulates the responses of each respondent under each category of the likert scale, from strongly agree to strongly disagree and addresses the fifth research question of the Study. Does symbolic meaning of fashion product affects the consumer purchaseintentions of fashion apparel brands in Anambra State?" were addressed using questionnaire items 17, 18, 19 and 20. Questionnaire item 17; recorded the following results:

strongly agree=l70 or .54 agree=120 or 38%: uncertain=10 or 3%; disagree= 8 or 3% and strongly disagree= 7 or 2%.

The implication is that majority of respondents' of the study responded positive to the questionnaire item. Questionnaire item 18; recorded the following frequency outcomes: strongly agree=l30 or 41%; agree= 74 or 55%; uncertain=2 or 1%, disagree=5 or 2%, and strongly disagree=7 or 2%. This suggests that majority of correspondents' responded positive to questionnaire item 18. On questionnaire item 19; recorded these outcomes: strongly agree 89 or 60°/o; agree or 29%; uncertain=6 or 1%; disagree=l5 or 5°/n and strongly disagree or 5%. This shows that majority of the respondents' responded positive to questionnaire item 19. Questionnaire item 20; records the following outcomes: strongly agree=200 or 63%; agree=l00; uncertain=5 or 2%; disagree=5 or 2% and strongly disagree=5 or 2%. This shows that majority of the respondents' responded positive to questionnaire item 20and to the fifth research question of the study. In general, the outcomes of frequency analyses showed that respondents of the study responded positive to all the research questions of the study.

Data collated from the field survey were analyzed using the descriptive statistical tools of frequencies, percentages and mean. Chi-square tests were used to test the hypotheses of the study.

Table I Frequency on Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	185	58.7	58.7	58.7
	Female	130	41.3	41.3	100.0
	Total	315	100.0	100.0	

Table1 above shows the frequency for the number of males and females respectively.

Table 2: Frequency on Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-21	23	7.3	7.3	7.3
	22-27	35	11.1	11.1	18.4
	28-32	52	16.5	16.5	34.9
	33-37	46	14.6	14.6	49.5
	38-42	37	11.7	11.7	61.3
	43-47	35	11.1	11.1	72.4
	48-52	28	8.9	8.9	81.3
	53-57	23	7.3	7.3	88.6
	58-62	19	6.0	6.0	94.6
	63 years and above	17	5.4	5.4	100.0
	Total	315	100.0	100.0	

Table above describes the frequency for the ages of the respondents

Table3: Frequency on Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	135	42.9	42.9	42.9

		Frequency	Percent	Valid Percent	Cumulative Percent
	Married	97	30.8	30.8	73.7
	Widowed	33	10.5	10.5	84.1
	Separated	29	9.2	9.2	93.3
	Divorced	21	6.7	6.7	100.0
	Total	315	100.00	100.00	

Table 3 above shows the frequency outcomes of marital status of respondents' based on numbers and percentages respectively

Table 4: Frequency on Occupation of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trader	67	21.3	21.3	21.3
	Businessman/Woman	96	30.5	30.5	51.7
	Civil Servant	89	28.3	28.3	80.0
	Professional	63	20.0	20.0	100.0
	Total	315	100.0	100.0	

Table 4 above shows the frequency for the various occupations of the respondents of the study. following: Traders=67 or 21.3% Business/women=96 or 30.5 Civil Servants=89 or 28.3%

and professional=63 or 20%. The implication of this is that respondents' who are traders are more in number.

Table 5: Frequency on Educational Qualification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FSLC	38	12.1	12.1	12.1
	Secondary School	72	22.9	22.9	34.9
	OND/NCE	93	29.5	29.5	64.4
	HND/BSc/BA	68	21.6	21.6	86.0
	Postgraduate Degree	44	14.0	14.0	100.0
	Total	315	100.00	100.00	

Tables 5 above shows the frequency for Educational qualification of respondents of the study.

Hypotheses one

H_1: Fashion product quality has no effect on the consumer purchase intentiomns of fashion apparel brands in Anambra State.

Table 6: The chi-square test for the Hypothesis one

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.620[a]	12	.000
Likelihood Ratio	43.504	12	.000
Linear-by-Linear Association	7.355	1	.007
N of Valid Cases	1260		

Table above shows the result of our chi square test and based on the first hypothesis it helps L to know whether we have statistical reasons to either reject or accept the null hypotheses. In this table, we considered the first row which shows the Pearson chi-square p-value.

Decision Rule: Since our p-value is 0.000 which is less than 0-05, we reject the null hypothesis and conclude that fashion product quality has a significant effect on the consumer purchase intentions of fashion apparel brands in Anambra state.

Test of the Hypothesis two:

H2: Fashion product durability has no significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State.

Table 7: The chi-square test for hypothesis two

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.650[a]	12	.006
Likelihood Ratio	23.759	12	.022
Linear-by-Linear Association	3.892	1	.049
N of Valid Cases	1260		

Table 7 above shows the result of our chi square test and based on the third hypothesis it helps us to know whether we have statistical reasons to either reject or accept the null hypothesis. In this table, we considered the first row which shows the Pearson chi-square p-value.

Decision Rule: Since our p-value is 0.006 which is less than 0.05, we reject the null hypothesis arid conclude that fashion product durability has a significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State.

Test of the Hypothesis three:

H3: Fashion product features has no effect on the consumer purchase intentions of fashion apparel brands in Anambra State.

Table 8: The chi-square test for the third hypothesis of the study

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.823[a]	12	.000
Likelihood Ratio	118.060	12	.000
Linear-by-Linear Association	26.405	1	.000
N of Valid Cases	1260		

Table 8 above shows the result of our chi square test and based on the third hypothesis it helps as to know whether we have statistical reasons to either reject or accept the null hypothesis. In this table, we considered the first row which shows the Pea chi-square p-value.

Decision Rule: Since our p-value is 0.000 which is less than 0-05. We reject the null hypothesis and conclude that consumer perception of product features has significant effect on the purchase product of fashion products in Anambra state.

Test of the Hypothesis four

H4: Fashion product design has no effect on the consumer purchase intentions of fashion apparel brands in Anambra State.

Table 9: The chi-square test of the hypothesis four

	Value	Df	Asymp. (2- Sig. sided)
Pearson Chi-Square	98.641[a]	12	.000
Likelihood Ratio	115.188	12	.000
Linear-by-Linear Association	1.122	1	.290
N of Valid Cases	1260		

Table 9 above shows the result of our chi square lest and based on the third hypothesis it helps us to know whether we have statistical reasons to either reject or accept the null hypothesis. In this table, we considered the first row which shows the Pearson chi-square p-value.

Decision Rule: Since our p-value is 0.000 which is less than 0-05. We reject the null hypothesis and conclude that Consumer perception of product design has significant effect on the purchase of Fashion products in Anambra State

Test of the Hypothesis five:

Ho: Fashion product symbolic meaning has no effect on the purchase product of fashion products in Anambra State.

Fable 3: The chi-square test of hypothesis five

	Value	Df	Asymp. (2- Sig. sided)
Pearson Chi-Square	74.734[a]	12	.000
Likelihood Ratio	72.309	12	.000
Linear-by-Linear Association	4.447	1	.035
N of Valid Cases	1260		

This table shows the result of our chi square test and based on the third hypothesis it be us to know whether we have statistical masons to either reject or accept the null hypothesis In this table, we considered the first row which shows the Pearson chi-square p-value.

Decision Rule: Since our p-value is 0.000 which is less than 0.05, we reject the null hypothesis and conclude fashion product symbolic meaning has significant effect on the consumer purchase intention of fashion apparel brands in Anambra state.

Discussion of Findings

Findings of test of the first hypothesis of the study showed that the null hypothesis which states that, fashion product quality has no significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State was rejected, while the alternative hypothesis was accepted. This outcome is supported by the views Wong and Zhou (2005) to the effect that consumer evaluates products based on perceived product quality. Thus, Beckham (1992) had warned that Marketers who do not learn the language of quality

improvement, will become obsolete as buggy whips. Sen and Kenyon (2012) affirm that many organizations have adopted practices that can bring about a change in their overall attitude towards quality. Ziethaml (1988) had argued that the ability of a product or service to render the expected value sought by the customer, contribute significantly towards the customer's perceptions of quality. Sen and Kenyon (2012) in the study titled: A model for Assessing Consumer Perception of quality" revealed that there is a link between consumer perceptions and expectations for products and services and that perceptions and expectations relate to the characteristics that define product or service. The authors in their model proposed a relationship between the perceptions ofquality and the dimensions of product quality which include: access, product quality such as; durability, ergonomics, features and reliability and service quality include: access, communication and responsiveness among others.

Olaleke (2010) in the study titled Nigerians' Perception of Locally Made Products: A study on Textile Fabrics Consumers in Kaduna State, argues that individual who, in search for distinctiveness, exclusiveness and egotism, seek out products which they perceived as possessing the abilities to confer on them these qualities.

The results of the testing of the second hypotheses of the study revealed that the null of the study which states that; "Fashion product durability has no significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State" was rejected in favour of the alternative hypothesis. This is line with Agu and Onuoha (2016), which maintain that the purchase of fashion products is determined by consumers' perceptions of such factor as durability. Catherine and Etienne (2009) also agree that a consumer perception of product durability influences product's evaluation and purchase intentions. Syeda (2012) posits that durability is an important physical feature of product which affects the consumer perception. Perceived product durability describes the consumer's perception of a products expected operating life under natural or stressful conditions (Kotlerand Keller, 2009).

The chi-square test of the third hypotheses of the study yielded a result that led to rejection of the null hypothesis which states; "Fashion product feature has no significant effect on the consumer purchase of fashion apparel brands in Anambra State" and the acceptance of the alternative hypothesis. This agrees with Barletta's (2006) which posit that consumers' perceptions of products features affect fashion products purchase decisions. Sharples (2009) stressed that features of a product is among the most important determinants or consumer's choice of products. Seta (2013) maintains that style functions are among the features valued by consumers of fashion products- Therefore, consumers' perceptions of products features

matter and the have significant effect on consumers' purchase decision. Sen. and Kenyon (2012) argued that consumers' frequently make judgments and decisions about products based on their perceptions of products features.

The outcomes of the test of the fourth hypothesis of the study, showed that the null hypothesis which states that "Fashion product design has no significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State'', was rejected in favor of the alternative hypothesis. Nussbaum (2004) had observed that as competition intensifies in the fashion market, design offers a potent way to differentiate and position a company's products and services. In the same vein, Kotler and Keller (2009) maintained that in fast-paced markets, price and technology are not enough. Design is a factor that will often give a company its competitive edge. These are indications of the significance effects of products design.   It further shows that the way the consumer perceives the design of a product could affect the evaluations and purchase decisions for that product.

Results of tests of the filth hypotheses of the study shows that the null hypothesis which states that, 'Fashion product symbolic meaning has no significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State" was rejected while the alternative hypothesis was accepted. This was supported by Ger (1999) who in the study titled; Localizing In Global Village: Local Firms Competing in Global Markets states that local brands tend to be targeted and positioned based ona deep cultural understanding and therefore create a "sustainable unique value and offer the symbolism of authenticity and prestige". Steenkamp, Batra and Alden (2003) and Schuiling and Kapferer (2005) equally, affirm that extant research also stressed that consumers may prefer a brand because of it symbolic meanings. Kumar, John and Senith (2014) supported this view when they state that consumers' perception of product symbolism affects products purchase intentions and decisions.

Summary of Findings

The findings of the study are based on outcomes of tests of the hypotheses and discussion of the results of data analyses of the study. The findings are summarized as follows:

1. Fashion product quality has significant positive effect on the consumer purchase intentions of fashion apparel brands in Anambra State

2. Fashion product durability has significant positive effect on the consumer purchase intentions of fashion apparel brands in Anambra State.

3. Fashion product features has significant effect on the consumer purchase intentions of fashion apparel brands in Anambra State-

4. Fashion product design has significant positive effect on the consumer purchase intentions of fashion apparel brands in Anambra State.

5. Fashion product symbolic meaning has significant positive effect on the consumer purchase intentions of fashion apparel brands it Anambra State.

Conclusion

The fashion and design industry in Nigeria is growing particularly, when it comes to dresses and apparels; Nigerian consumers' are becoming more and more fashion conscious, sensitive and aware. Thus, there is a need to understand, predict and explain the key factors influencing consumer purchase intentions towards fashion products. Increasing competition among players in the fashion industry in Nigeria also, makes it imperative to understand the fashion consumption behavior of the consumer. In other words, there is the need to have an understanding about the process in which fashion consumers plan, purchase, use and dispose of fashion products particularly, clothing and apparels. There is a relationship between psychological influences and consumers fashion consumption behavior. Consumers' buying and usage of products largely depend upon their perception of the fashion products and their attributes. Thus, perception is one of the psychological factors that can influence consumer fashion purchase intentions, decisions and usage.

Amongst other determinants factors by which consumer perception influence products purchase decision and usage include: brand consciousness, social components and innovativeness, brand image, brand attachments, environmental effect cognitive, cultural and poor factors. Others include: fit, style, quality, durability, features, design, and symbolic meanings. The current study however, focused on the effect of quality, durability, features, design and symbolic meanings on consumers' purchase decisions.

Recommendations

Based on the findings and discussion of the results of the study, recommendations are made as follows:

1. Designers, manufacturers and marketers of fashion apparel brands should continue to innovate and improve on their products to attain the superior quality that would match consumer perception, expectations, and to achieve greater market advantage.

2. Designers and manufacturers of fashion apparel brands should ensure that they always use long lasting and durable fabrics and other materials that will resist wears and tears in fashioning their products.

3. Designers and manufacturers of fashion apparel brands should ensure that their products possess attractive and unique features that will appeal to the purchase intentions of fashion consumers.

4. Design is of pivotal importance in forming fashion products. To this end, designers and manufacturers of fashion apparel brands should ensure that designs of finished products are shaped and formed in style and uniqueness that would attract the positive perception of the consumers' in order to guarantee their favorable purchase intentions and decisions.

5. Designers and manufacturers of fashion apparel brands should ensure that their products are able to be perceived by consumers as capable of giving both utility and symbolic values to buyers and users of products.

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