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Brand Personality and Brand Identity as Determinants of Consumers Patronage of Non-Foreign Made Household Attires among Male Residents of Bayelsa State, South-South, Nigeria

UNUKPO, Alex Ogheneochuko[1], Henry Uzor Azubike[2], ISAAC Akpevwe Power[3]
Department of Entrepreneurship and Business Innovation,
University of Delta, Agbor, Delat State, Nigeria.
Department of Business Administration,
University of Delta, Agbor, Delta State, Nigeria
Department of Entrepreneurship,
Faculty of Administration and Management,
Southern Delta University, Orerokpe Campus
email: alex.unukpo@unidel.edu.ng
email: henry.agubuike@unidel.edu.ng
email: power4real2000@yahoo.co.uk

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Abstract

This study investigated the influence of branding dimensions on consumer patronage of locally made attires, with particular emphasis on Brand Identity and Brand Personality. The growing preference for foreign-made products has generated concerns regarding the sustainability and competitiveness of indigenous fashion industries, thereby necessitating an empirical examination of the determinants of consumers' patronage of locally produced attires. A quantitative research design was adopted, and data were obtained from 200 respondents using structured questionnaires. The collected data were analyzed using descriptive statistics and multiple regression analysis. The formulated hypotheses were tested at the 0.05 level of significance to establish the statistical relationships among the variables. The results revealed that Brand Identity has a positive and statistically significant effect on Consumer Patronage of locally made attires ($\beta = 0.3476$, $p = 0.001$), leading to the rejection of the null hypothesis. Similarly, Brand Personality was found to exert a positive and statistically significant influence on Consumer Patronage ($\beta = 0.3876$, $p = 0.000$), resulting in the rejection of its corresponding null hypothesis. These findings indicate that both branding dimensions are significant predictors of consumer purchasing behaviour. Furthermore, the regression models were statistically significant, confirming their suitability for explaining variations in consumer patronage. The coefficients of determination further indicated that a substantial proportion of the variation in consumer patronage is explained by Brand Identity and Brand Personality, reflecting their strong explanatory capacity. The study concludes that effective branding constitutes a critical determinant of consumer patronage within the locally made attire industry. It recommends that producers and marketers strengthen brand identity and brand personality through improved product quality, consistent branding strategies, emotional appeal, and strategic promotional efforts.

Introduction

Consumer patronage behaviour has remained a major subject of scholarly inquiry within the fields of marketing, consumer psychology, and retail studies, particularly in emerging economies where trade liberalization and globalization have intensified competition between domestically manufactured goods and imported alternatives. Across many developing nations, consumers are increasingly exposed to international brands, digital retail platforms, and foreign lifestyle influences, all of which continue to reshape conventional consumption habits and purchasing preferences. According to Kotler & Keller (2021) & Schiffman & Wisenblit (2022), patronage decisions are shaped by an intricate combination of psychological, cultural, social, and economic factors, including perceived quality, symbolic meaning, price considerations, brand credibility, and social identity.

Within the Nigerian market environment, the increasing influx of foreign products particularly fashion items, footwear, textiles, and household attire has significantly transformed consumer preferences and buying behaviour. Imported clothing from countries such as China, Turkey, Italy, and the United Kingdom frequently dominates urban retail outlets and is often perceived as more stylish, durable, and prestigious than locally produced substitutes. Recent empirical studies reveal that country-of-origin effects, perceived product quality, brand reputation, design sophistication, and technological finishing significantly influence purchase intentions within fashion markets (Etuk & Udonde, 2022; Akinyele & Bassey, 2023; Okeke et al., 2024). Nigerian consumers' commonly associate foreign-made apparel with superior standards, modernity, and status value, whereas locally produced garments are sometimes perceived as lacking standardization, innovation, and long-term durability.

Such perceptions have contributed to a sustained bias against domestically produced clothing despite several government initiatives aimed at encouraging the consumption of indigenous products through "Made-in-Nigeria" patronage campaigns. Reports from the Federal Ministry of Industry, Trade and Investment (2023) indicate that local manufacturers continue to experience weak domestic demand, largely due to unfavourable consumer stereotypes and strong foreign competition. In a similar vein, studies by Enyia & Emelah (2018), Iyiola et al. (2018), and Olorunniwo & Adebayo (2023) observed that low patronage of locally made goods is associated with declining consumer confidence, infrastructural deficiencies, inconsistent quality assurance, weak branding efforts, and limited market visibility. Moreover, researchers such as Udegbe (2016), Agu & Onuoha (2016), Eze & Nkamnebe (2021),& Bello et al. (2024) maintain that variables including product fit, affordability, price sensitivity, aesthetic appeal, social influence, and perceived value significantly determine patronage behaviour in fashion markets. Consumers are generally more inclined to purchase clothing items that combine comfort, durability, uniqueness, and reasonable pricing. Additionally, social media exposure and celebrity endorsements now exert growing influence on fashion consumption patterns among younger and middle-aged consumers in Nigeria (Adewale & Yusuf, 2024).

In the context of Bayelsa State, where indigenous culture and traditional dressing remain socially significant, examining the determinants of patronage for non-foreign (locally made) household attire is particularly important. Bayelsa possesses a rich cultural heritage characterized by strong attachment to native fabrics, ceremonial male clothing, and identity-driven dressing patterns. Male consumers within the state often weigh cultural identity, economic realities, prestige considerations, and functional utility when making clothing choices. Traditional outfits such as senator wear, native kaftans, wrappers, and embroidered shirts are commonly worn during festivals, weddings, religious ceremonies, and political gatherings.

Recent studies further suggest that consumers within the Niger Delta region increasingly assess clothing purchases not only on economic considerations but also on symbolic relevance, ethnic pride, and social recognition (Tamuno & Douglas, 2022; Ebiye & Selekere, 2024). Consequently, patronage of locally made household attire among male residents of Bayelsa State may be shaped by income level, product quality, tailoring craftsmanship, cultural loyalty, pricing, peer influence, and access to local fashion designers. A clearer understanding of these determinants is therefore essential for promoting indigenous entrepreneurship, strengthening local textile value chains, generating employment opportunities, and advancing regional economic development. Despite continuous advocacy for the patronage of locally manufactured products in Nigeria, empirical evidence suggests that a substantial proportion of consumers particularly urban male buyers still demonstrate stronger preferences for imported clothing items. This tendency is largely influenced by deeply rooted perceptions that foreign-made apparel possesses superior quality, greater durability, better aesthetic appeal, and higher social prestige. As a result, imported garments are frequently perceived as symbols of status, sophistication, and modernity, whereas locally produced alternatives are often undervalued regardless of their practical usefulness or improving standards.

The consistently low patronage of locally made attire carries important socioeconomic implications. First, it restricts the growth, competitiveness, and sustainability of indigenous textile and fashion industries by reducing domestic demand and discouraging investment in local production. Second, it limits employment creation opportunities throughout the production and distribution chain, including textile manufacturing, tailoring, merchandising, logistics, and retailing activities. Third, it weakens broader economic sustainability by increasing dependence on imported goods, stimulating capital outflow, and diminishing the contribution of local enterprises to national income, industrial expansion, and economic diversification. Previous studies further indicate that many Nigerian consumers remain reluctant to purchase locally branded products, leading some manufacturers and retailers to package or market their goods as foreign-made in order to secure greater consumer acceptance. This pattern demonstrates the depth of consumer bias against domestic brands and the persistent credibility challenges facing indigenous producers. In addition, weak consumer confidence and unfavourable perceptions of local products continue to endure despite noticeable improvements in product quality, design creativity, and manufacturing standards in recent years.

Although an expanding body of literature has examined consumer preferences for local versus imported goods, limited empirical attention has been given to male consumers in Bayelsa State and their patronage behaviour toward non-foreign household attire. This represents an important research gap, particularly considering the cultural significance of traditional male clothing and the growing local fashion market within the state. Consequently, there is a compelling need for a systematic investigation into the factors shaping such patronage behaviour in order to provide evidence-based recommendations for producers, marketers, and policymakers.

Objectives of the Study

General Objective

To examine the determinants of consumers' patronage of non-foreign made household attire among male residents of Bayelsa State.

Specific Objectives

To assess the influence of brand personality on consumer patronage of non-Foreign made household attires among male residents of Bayelsa State.

To determine the effect of brand identity on consumer patronage of non-Foreign made household attires among male residents of Bayelsa State.

Research hypotheses

The guide the realization of the above stated objectives, the following null form hypotheses were postulated.

***H01:** There exist no significant relationship between brand personality on consumer patronage of non-Foreign made household attires among male residents of Bayelsa State.*

***H02:** brand identity does not exert significant influence on consumer patronage of non-Foreign made household attires among male residents of Bayelsa State*

Review of Related Literature

Brand Personality

In recent times, the concept of brand personality has attained enormous importance within the successful management of brands. With a view to better satisfy their customers' needs and to establish long-term consumer-brand relationships, Companies position their brands with unique personalities (Weis & Huber, 2000). Brand personality is a concept within the field of relational marketing and it is defined as a set of human characteristics associated to a brand (Aaker, 1997 as cited by Anees & Thyagaraj, 2015). According to theories of animism, brands can also have their own personality. In fact human beings aspire to personify objects so as to help their interactions with the intangible world. The perceptions of the brand personality traits are created through all direct or indirect contacts that consumers have with a brand (Plummer, 1984 as cited as Anees & Thyagaraj, 2015). The concept of brand personality offers a major managerial advantage.

Giroux, Pons & Maltese (2017) stated that consumers consider brand personality while studying and reacting to the advertising strategies. In fact, the compatibility between brand personality and the selected marketing strategy positively affects consumer perceptions and brand equity. Freling & Forbes (2005) also stated that a strong, unique and desirable understanding of brand personality can lead to a set of unique and appropriate brand images, as a result, it creates the potential capacity in order to influence the total equity. Dimitra, Kyriaki, Kostas & Nikos (2019) declared that brand personality positively and significantly affects the attitudinal loyalty of fans. Muhammad, Muhammad, Jin & Tahir, (2018) also stated that brand personality mediates the relationship between brand experience and brand equity, which shows that brand personality can affects the brand equity as a mediator (Akbar, Mohammad, Rasoul & Marjan, 2020).

Considering the importance and stand of the consumer in the market, customer acquisition and retention can be accounted as one of the most important issues in marketing activities in brand valuation (goods and services) (Akbar, et al 2020). Given the above-mentioned topics, it can be said that the brand authenticity and brand personality are two components that can affect the brand equity. Considering the importance and stand of the consumer in the market, customer acquisition and retention can be accounted as one of the most important issues in marketing activities in brand valuation (goods and services) (Akbar, et al 2020).

Brand personality can also help customers transfer product features and create functional benefits for customers. Brand personality is an important issue because consumers may choose a brand just because of their personality earlier than other brands. This suggests that the attribution of personality to the brand has attracted the attention of many researchers in the field of communication, especially in the 1980s and 1990s, and they believed that brands and products have characters that can be built or destroyed the bazaar (Joudzadeh, Nadaf, Darzin, Azizi & Hashemi, 2015). Allocating human characteristics to inanimate objects can pave the way for brands to have human characteristics as well. Thus, branding literature links human-like characteristics to commercial brands. Companies that properly use brand personality as part of their overall positioning strategy can have a much greater impact on consumer perceptions than other gradual and more sustainable ways of communicating strategies (Razgardani & Eivazi, 2020).

Today, many companies are looking to attract the attention of their customers. One way to achieve this goal is to examine consumer behaviour. Achieving sustainable competitive advantage for companies has made consumer behaviour a component of key priorities of today's companies. In general, companies can differentiate their products from competitors by focusing on physical characteristics such as taste, design, and physical fitness, such as price, brand, and country of origin, based on the needs and wants of consumers (Razgardani & Eivazi, 2020). Branding is one of the most powerful tools for differentiating. Branding enables the manufacturer to gain the benefits offered by products of unique and excellent quality and also provides an opportunity to transfer these identifiable relationships to other products and services (Razgardani & Eivazi, 2020). Branding creates a competitive advantage because the brand reflects the quality of the quality and commitment to the buyer, which, like special features, encourages consumers to buy branded products/ services (Karimi, Gholipour & Amrayi, 2015).

In addition, due to the increasing variety of products, every consumer, regardless of the type of product, is faced with a huge flood of brands. Brand managers need to make appropriate and comprehensive efforts in characterizing their brands and introducing them as a reliable virtual personality that has the ability to become a communication partner (Darvish, 2011). Specifically, brand personality reflects consumers' identification of real self (Beverland & Francis, 2010). Sun & Li (2016) argued that brand personality can be clearly described by consumers or can clearly express consumers themselves, consumers will have a positive attitude towards the brands. Huang & Lai (2017) stated that the link between brand personality and consumer self-concept will be different due to different brand personality. Lee & Li (2018) pointed out that preference of positive brand personality by consumers will affect their behaviour and self-esteem.

Brand Identity

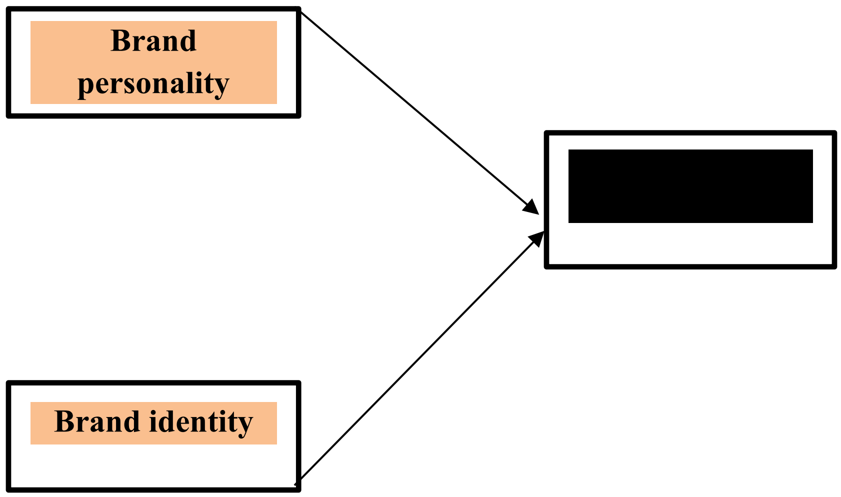
Kotler & Keller (2012) posited that brand identity is a name, term, sign, symbol, design, combination of these, intended to identify goods or services from a seller or group of sellers to differentiate goods or services from competitors. Brand identity can be in the form of signs or symbols that can provide the identity of certain goods or services which can be in the form of words, pictures or can combine both. By giving a brand, it will be easier for consumers to distinguish products or services produced by a company. Brand identity plays an important role in the sale of a product because if a brand that is positioned in the market has a good image, then it will be one of the drivers to grow consumer purchase intention. Brand identity is what is meant by a brand and how it is felt in the world. Those are the words, thoughts, and images that come to mind when consumers engage with a brand and how it can make consumers feel it (Catur, Sengguruh & Ani, 2020).

A prestigious brand is not only enjoys a proper quality but also is used for flaunting uses. More prestigious and popularity is a brand, more self-enhancement feeling among customers. Hence, more a brand is distinctive and prestigious; it increases more customers' satisfaction (He et al, 2011). Companies which provide integrated and distinguished brand identity can dominate the market, add to the value of their products and services, and may achieve advantages through price leadership. Contrary to managers opinions who say that brand identity should be stable over time, Da Silverira *et al* (2011) stated since the environment is highly dynamic and ever-changing, brand identity should be also dynamic and developed overtime. Brand identity is a completely dynamic process and should be developed overtime by bilateral impacts of brand managers and other social elements (i.e. consumers). By their identity, brands are recognized by customers and are distinguished from rivals. Yo *et al,* (2017) pointed out that brand identity is to strengthen emotional connections when consumers believe that brands can enhance or reflect a certain level of self-concept. Yeh (2017) believes that consumer identity allows consumers to view corporate brands as segment of their self-extension. Chien & Chen (2017) pointed out brand identification can be defined as a personal commitment, and emotional involvement with a brand which incorporates psychological and behavioural aspects.

Conceptual Model

Figure 2.1 is an illustration of how brand credibility, customer brand relationship, brand personality and brand identity as dimensions of brand image influence customer's consumptions.

Independent Variables



Sources: Researcher's Model (2026)

Figure 2.1: Conceptual model of components and their hypothesized relationships.

Brand Personality and Consumers patronage

Brand personality has attracted substantial scholarly attention as it provides a valuable framework for understanding how relationships between brands and consumers are initiated, nurtured, and sustained over time. It provides insight into the emotional and symbolic bonds that consumers develop with brands beyond their functional usefulness (Gouteron, 2008). In addition, brand personality aids to describe how consumer brand relationships influence attitudes, satisfaction, loyalty, advocacy, and repeat purchase behaviour (Ambroise, 2006). More recent studies further indicate that brands perceived as possessing clear, distinctive, and relatable personalities are more likely to generate stronger engagement, emotional attachment, and enduring customer commitment (Keller, 2021; Japutra & Molinillo, 2023).

Brand personality refers to the set of human characteristics or traits associated with a brand. These characteristics may include sincerity, excitement, competence, sophistication, and ruggedness, as originally conceptualized by Jennifer (1997). By assigning human-like qualities to products and services, organizations are capable to create more meaningful and memorable brand identities that resonate with target consumers. This process of humanization enables consumers to relate to brands in ways comparable to interpersonal relationships, thereby strengthening trust, familiarity, and emotional closeness. The functional benefits of a product can also be effectively communicated through brand personality. Rather than depending solely on direct claims relating to performance, quality, or utility, marketers often embed such attributes within the personality of the brand itself. Consequently, brand personality serves as a symbolic vehicle through which product-related utilitarian benefits and desirable brand attributes are conveyed (Anees & Thyagaraj, 2015). For example, a brand positioned as competent may communicate reliability and efficiency, whereas a sophisticated brand may signal prestige and premium quality. Functional benefits therefore become more persuasive when expressed through a compelling and consistent brand personality than when communicated through purely rational appeals (Aaker, 1996, as cited in Anees & Thyagaraj, 2015). Recent evidence also suggests that emotionally framed brand messages exert stronger influence on consumer evaluations than messages based solely on factual information (Dwivedi, Johnson, & Wilkie, 2022).

Furthermore, consumers frequently use brands as symbolic resources for expressing self-identity. A selected brand may reflect an individual's actual self-concept or represent an aspirational identity that the person desires to project. Consumption behaviour, including the selection of particular brands, often communicates personal values, lifestyle orientation, social class, and personality characteristics. In this regard, brands function as reflective symbols of the consumer's self-image (Anees & Thyagaraj, 2015). Scholars such as Belk (1988) and Escalas & Bettman (2005) similarly argue that consumers tend to prefer brands that align with their self-concepts because such brands reinforce identity consistency and a sense of social belonging. This symbolic role of brands is particularly evident in industries such as fashion, cosmetics, automobiles, and technology, where products frequently carry strong social and psychological meanings. For instance, a consumer may prefer a specific clothing label because it conveys elegance, youthfulness, professionalism, or cultural relevance. Recent studies in emerging markets reveal that younger consumers increasingly choose brands that enhance online identity and social media image, thereby extending the significance of brand personality into digital environments (Chopra, Avhad, & Jaju, 2024).

A strong and well-defined brand personality offers numerous strategic advantages. It can strengthen consumer preference, stimulate positive emotions, enhance trust, improve customer loyalty, and provide a sustainable basis for product differentiation (Freling & Forbes, 2005). It may also reduce perceived risk, particularly in markets where consumers face uncertainty regarding product quality or performance. When a brand's personality is perceived as authentic and consistent across multiple touch points, consumers are more likely to develop favourable attitudes and maintain repeat patronage. Moreover, congruence between brand personality and consumer personality often results in more stable purchase behaviour. When consumers believe that a brand reflects who they are or who they aspire to become, they are more likely to remain committed to that brand over time. This phenomenon, commonly referred to as self-congruity, has been associated with stronger purchase intention, emotional attachment, and positive word-of-mouth communication (Sirgy, 2018; Islam & Rahman, 2023). Therefore, when brand personality aligns with customer self-image, consumers can reasonably be expected to demonstrate greater consistency in their purchasing decisions (Freling & Forbes, 2005).

In highly competitive markets, particularly those involving locally manufactured goods, developing a compelling brand personality has become increasingly important. Indigenous firms that successfully establish brands perceived as trustworthy, stylish, innovative, or culturally authentic are more likely to overcome negative stereotypes and compete effectively with imported alternatives. Thus, brand personality remains a vital strategic mechanism for strengthening consumer relationships, enhancing market acceptance, and sustaining long-term organizational performance.

Brand Identity and Customers patronage

Consumers frequently engage in processes of social comparison, often using brands as expressive instruments to differentiate themselves from others within various social contexts. In many instances, individuals deliberately construct and communicate their identities through the brands they select, consume, and display (Shen, Chiou, Hsiao, Wang, & Li, 2016). From this standpoint, brand consumption extends beyond functional utility and becomes a symbolic act that reflects personal identity, lifestyle orientation, and social positioning. Contemporary studies further reinforce the argument that consumers increasingly rely on brands to construct both digital and offline identities, particularly in highly visible consumption domains such as fashion, technology, and lifestyle products (Tajvidi, Richard, Wang, & Hajli, 2020; Loureiro & Sarmento, 2021).

Within this framework, distinctiveness is conceptualized as the perceived uniqueness of a brand's identity, and it plays a central role in shaping consumer identification with that brand. A distinctive brand identity enhances perceptions of exclusivity and facilitates differentiation from competing alternatives in highly saturated markets. The need for uniqueness has long been recognized as a significant psychological driver of consumer behaviour, forming part of individuals' efforts to maintain or enhance self-esteem through differentiated consumption choices (Snyder & Fromkin, 1977, as cited in Yolanda, Dini, & Mangku, 2017). Extending this perspective, Tepper, Bearden, & Hunter (2001) identified two related dimensions of uniqueness motivation: the desire for personal distinctiveness, reflected in individual identity expression, and the perceived distinctiveness of brands themselves. Collectively, these dimensions suggest that consumer motivation is shaped not only by internal self-concept needs but also by external brand attributes that signal exclusivity, originality, and social differentiation. More recent studies similarly confirm that consumers with a strong need for uniqueness are more inclined to prefer rare, niche, or less commonly used brands as a means of reinforcing individuality and avoiding social conformity (Mimouni-Chaabane & Volle, 2022).

Brand identity has increasingly gained prominence in marketing scholarship, although earlier studies devoted comparatively limited empirical attention to the concept (DaSilveira *et al.,* 2011). It refers to the set of meanings, values, and associations that define how a brand is perceived and distinguished in the minds of consumers. As such, brand identity provides a strategic foundation for positioning, communication, and the development of long-term brand equity. Empirical evidence suggests that a strong and coherent brand identity significantly enhances customer satisfaction by aligning consumer expectations with perceived brand promises and actual experiences (He *et al.,* 2011). Furthermore, more distinctive and prestigious brands are generally perceived as more attractive and desirable, as they convey higher social value and symbolic meaning (Bhattacharya & Sen, 2003). This observation is particularly relevant in contemporary markets where consumers increasingly seek brands that combine functional utility with social distinction. Recent studies also indicate that brand distinctiveness contributes to stronger emotional attachment, perceived authenticity, and greater willingness to engage in brand-supportive behaviours such as advocacy, loyalty, and repeat purchase (Keller & Swaminathan, 2020; Orth & Rose, 2023).

Brand identity also plays a crucial role in satisfying consumers' need for uniqueness and exclusivity. Individuals inherently strive for differentiation, and brands that project a clear and distinctive identity are better positioned to fulfil this psychological need. When a brand is perceived as unique, consumers are more likely to develop stronger emotional, attitudinal, and behavioural commitment toward it (He *et al.,* 2011). Contemporary evidence further suggests that brand uniqueness not only strengthens emotional attachment but also enhances perceived self-congruity and long-term loyalty, particularly within highly competitive consumer markets (Zhang, Liu, & Wei, 2022). Overall, the literature consistently demonstrates that brand identity as well distinctiveness are key determinants of consumer behaviour. Brands that effectively communicate uniqueness and exclusivity have higher tendency to attract attention, enhance consumer identification, and foster enduring relationships across both traditional and digital consumption environments.

Theoretical Framework

Flow Theory

Flow refers to a highly immersive psychological state that emerges when individuals are deeply engaged in an activity, experiencing effortless concentration and intrinsic enjoyment. It is characterized by complete absorption in the task at hand, heightened focus, reduced self-consciousness, and an overall sense of optimal experience (Mihaly Csikszentmihalyi, 2000). In this state, individuals often lose track of time and external distractions, becoming fully involved in the activity consequence to its inherent interest and rewarding nature. Flow theory, as advanced by Csikszentmihalyi (2000) & Csikszentmihalyi & LeFevre (1989), explains that this optimal experience occurs when there exist a perceived balance between the degree/level of challenge in a task and the individual's skills to meet those challenges. When task demands are neither too simple nor excessively difficult, and when personal abilities are adequately developed to cope with those demands, individuals have high disposition to experience flow. This balance creates a state of psychological harmony that enhances engagement, motivation, and performance.

Typically, flow is associated with several core dimensions, including intense concentration on the activity, a merging of action and awareness, a loss of self-consciousness, a distorted perception of time, and a strong perception of control over the task. It is also characterized by intrinsic enjoyment, where the activity becomes rewarding in itself as opposed to being driven by external outcomes or rewards. In relation to the present study, flow theory is highly relevant for understanding consumer engagement behaviour, particularly in contexts where individuals interact intensively with products, services, or brand-related experiences. When consumers feel their interaction with notable brand including evaluating products, engaging with marketing content, or making purchase decisions as both enjoyable and appropriately challenging, they are more likely to experience deep engagement. This heightened engagement can improve attention to brand information, strengthen emotional connection, and increase the likelihood of favorable evaluations and purchase intention.

Furthermore, flow provides a useful explanatory lens for understanding why some consumers develop stronger attachment to certain brands or consumption experiences than others. When brand-related interactions are interactive, stimulating, and well-aligned with consumer skills and expectations, individuals have higher tendency to enter a flow state, which in turn enhances satisfaction and positive behavioural outcomes. In marketing contexts, this may translate into increased brand loyalty, repeat patronage, and positive word-of-mouth communication. Therefore, integrating flow theory into the present study offers a valuable psychological framework for explaining variations in consumer behaviour, particularly in how individuals process brand-related stimuli, sustain engagement, and ultimately form preferences within competitive product markets.

Brand Congruence Theory

The theory of brand congruence posits that consumers tend to experience greater satisfaction and psychological comfort when their chosen brands align with their actual self-concept or their ideal/desired self-image (Grubb & Grathwohl, 1967; Sirgy & Su, 2000). Although the theory recognizes both the actual and ideal selves, two central motivational forces underpin brand congruence: self-consistency and self-esteem (Alpert & Kamins, 1995; Sirgy, 1982). Self-consistency reflects an individual's motivation to behave in ways that are consistent with their established self-concept, thereby maintaining internal psychological stability. In contrast, self-esteem motivation drives individuals to enhance and affirm a positive self-image, often by seeking distinction and personal significance in their choices. As a result, a dynamic tension exists between self-consistency and self-esteem motives, both of which shape consumer decision-making processes (Sirgy, 1982; Snyder & Gangestad, 1986). While self-consistency encourages individuals to avoid behaviours and product choices that conflict with their self-concept, self-esteem motivates them to pursue options that enhance their perceived uniqueness and social value.

This tension becomes particularly relevant in the context of the need for uniqueness (NFU), where consumers strive to construct and express an idealized and distinctive self-image. Individuals with a strong NFU have increase tendency to prioritize uniqueness-seeking goals and avoid products or brands that, although consistent with their self-concept, are widely adopted by others. In such cases, even self-congruent brands can/may be rejected if they fail to advance a focus of differentiation or exclusivity. Accordingly, brand congruence operates in a complex manner. In other words, similarity between the consumer's self-concept and a brand may enhance satisfaction by reinforcing a sense of identity affirmation and personal distinctiveness. On the other hand, when such brands are widely consumed within a social group, they may lose their perceived uniqueness, thereby weakening their appeal among consumers with a strong NFU. In such situations, consumers may deliberately avoid otherwise self-congruent brands if they no longer contribute to feelings of exclusivity or personal distinction.

Consequently, while brand similarity can initially support consumers' need for uniqueness by reinforcing identity expression, excessive diffusion of the same brand around a social group may generate the opposite effect, reducing desirability and encouraging avoidance behaviour. This highlights the paradoxical impact of brand congruence in influencing consumer preferences, particularly among individuals who place high value on uniqueness. Furthermore, unless a brand actively supports consumers' desire for individuality and differentiation, it risks being perceived as generic and indistinguishable from competing alternatives (Puzakova & Aggarwal, 2018). The manifestation of uniqueness also varies across consumption contexts. For instance, consumers purchasing hedonic products have the likelihood to exhibit uniqueness-driven preferences compared to those purchasing utilitarian goods, as hedonic consumption is more closely related with personal pleasure, identity expression, and emotional satisfaction (Whitley, Trudel, & Kurl, 2018).

In addition, consumers experiencing incidental pride tend to seek products that allow them to showcase achievements, status, or desirable personal attributes, thereby reinforcing their sense of uniqueness (Huang, Dong, & Mukhopadhyay, 2014). Moreover, the need for uniqueness is closely linked to consumer involvement and product knowledge; individuals who are more knowledgeable and emotionally invested in a product distinction have the likelihood to select brands that reinforce their distinctiveness and identity expression (Bhaduri & Stanforth, 2016). Overall, the literature demonstrates that brand congruence, self-concept motivation, and the need for uniqueness interact in complex ways to shape consumer behaviour, particularly in contexts where identity expression and social differentiation are central to purchasing decisions.

Materials and Method

This study employed a survey research design. The survey method involves the use of a structured questionnaire designed to elicit relevant information from respondents in a systematic manner. Beyond mere data collection, survey research is aimed at uncovering meaning within the data so that findings can be properly interpreted, explained, and understood within the context of the study objectives. The design was considered appropriate because it facilitates the collection of data from a defined population or representative sample using instruments such as questionnaires, interviews, or other standardized data-gathering tools. It is particularly suitable where the study involves a relatively large number of respondents drawn from a broader population, allowing for generalization of findings based on sampled evidence. This study was carried out in Yenagoa local government area.. The most widely developed and industrialized hub in Bayelsa State. It also serve as the capital, hosting major government administrative and commercial infrastructures of the state. Hence it was considered fit for this study. Primary date was elicited through a 15-item questionnaire clearly put together to generate information on the effect brand personality and brand identity consumers patronage of non-foreign made household attires. That is, to ascertain whether or not brand identity and brand personality contribute to consumer preference for non-foreign attires. The instrument used was structured after the 5-point Likert type scale. A sample size of 250 respondents was randomly chosen from the study selected population resources. Questionnaire was thereafter distributed to them for the purpose of eliciting their thought on the above subject matter. Apparently, out of the 250 administered questionnaire, two hundred only (200) were fully completed and returned and found useful for the study. To keep the tradition of strong empirical study outcome and reliability, prior to the distribution of the instrument, it was pilot examined. Table 1therefore present shows the outcomes of the Cronbach Alpha examination. As indicated, number of items scaled in the questionnaire were 15. This comprised of 5 items designed to generate information on respondents' demographics, and 10 items were used to gather information on the basic subject areas of the research. That's. Brand personality, brand identity and consumers patronage of non-foreign made household attires. The Alpha coefficient obtained from the test of reliability was 0.860, which is higher or above the 0.70 threshold. Owing to the outcome obtained, it implies that the study instrument is internally consistent, reliable and fit.

Table 1: Results for Reliability test scale

Variable	Ave Interim Cov.	Items in Scale	Alpha Value	Remarks
Brand identity	0.3305	5	0.8537	Reliable
Brand personality	0.2937	5	0.8633	Reliable
Consumers patronage	0.5830	5	0.8630	Reliable
Overall test scale		**15**	**0.860**	**Reliable**

Source: *Field Survey, (2026).*

Table 2: Demographics information of respondents

Variable	Category	Frequency(n=112)	Percentage (%)
Respondents Gender characteristics	Male Female **TOTAL**	75 125 **200**	37.50 62.5 **100**
Marital status of Respondents	Married Single Others **TOTAL**	146 40 14 **200**	73 20 7 **100**
Respondents Age bracket	18-25 years 26-35 years 36-45 years 46-55 years 56 years and above	23 42 80 38 17	11.50 21 40 19 8.50

	TOTAL	**200**	**100**
Years of patronizing locally made attires	1-12 months 2-5 years 6-15 years 20 years and above **TOTAL**	18 40 88 54 **200**	9 20 44 12.50 **100**
Respondents Educational disposition	FSLC/SSCE NCE/OND HND/BSc/PGD MSc/MBA,MPA **TOTAL**	21 59 68 52 **200**	10.50 29.50 34 26 **100**

Source: *Field Survey, 2026.*

Table 2 presents the demographic profile of the respondents included in the research. Specifically, the analysis examines respondents' gender, marital status, age distribution, duration of patronage of locally made attires, and educational qualifications. These demographic variables provide valuable insights into the characteristics of the sampled population and enhance the understanding of consumers' patronage behaviour toward locally produced household attires. The analysis indicates that, from the 200 respondents surveyed, 75 respondents, representing 37.5%, were male, while 125 respondents, accounting for 62.5%, were female. This finding demonstrates that female respondents constituted the majority of the study participants. The predominance of female respondents may be attributed to their relatively higher involvement in the selection, purchase, and utilization of household attires within the study area. It further suggests that women may exhibit greater interest and participation in the patronage of locally produced attires compared to their male counterparts. The result further reveals that 146 respondents, representing 73%, were married, while 40 respondents, representing 20%, were single. In addition, 14 respondents, accounting for 7%, fell within other marital categories such as divorced, separated, or widowed. The finding indicates that married individuals formed the largest proportion of the respondents sampled for the study. This outcome implies that marital status may influence consumers' acquiring decisions and consumption patterns, particularly with respect to household attires, as married individuals have higher likelihood to make clothing-related purchases to meet family and domestic needs. Regarding age distribution, 23 respondents, representing 11.5%, were within the age bracket of 18-25 years, while 42 respondents, representing 21%, fell within the 26-35 years category. Furthermore, 80 respondents, accounting for 40%, were between 36-5 years, whereas 38 respondents, representing 19%, were within the 46-55 years age bracket. Lastly, 17 respondents, representing 8.5%, were aged 56 years and above. The analysis reveals that respondents within the 36-45 years age category constituted the largest segment of the study population. This posits/suggests that middle-aged consumers are more actively engaged in the patronage of locally made attires, possibly due to increased purchasing power, family responsibilities, and stronger cultural attachment to indigenous products. The findings relating to respondents' years of patronage of locally made attires show that 18 respondents, representing 9%, had patronized locally made attires for a period of 1-12 months, while 40 respondents, representing

20%, had done so for 2–5 years. In addition, 88 respondents, accounting for 44%, indicated that they had patronized locally made attires for 6-15 years, whereas 54 respondents, representing 27%, had maintained such patronage for 20 years and above. The result demonstrates that a considerable proportion of the respondents had extensive experience in purchasing locally produced attires. The predominance of respondents within the 6-15 years category reflects sustained consumer loyalty, familiarity, and confidence in locally manufactured attire products. The educational profile of the respondents reveals that 21 respondents, representing 10.5%, possessed FSLC/SSCE qualifications, while 59 respondents, representing 29.5%, held NCE/OND certificates. Similarly, 68 respondents, accounting for 34%, possessed HND/BSc/PGD qualifications, whereas 52 respondents, representing 26%, had MSc/MBA/MPA degrees. The result indicates that the majority of the respondents possessed tertiary educational qualifications. This advances that educated consumers constituted a substantial proportion of the study population and may possess greater awareness, understanding, and appreciation of the quality, value, and economic importance of patronizing locally made attires.

Model Specification and Explanations

We designed this study to evaluate the effect of brand identity and Brand personality on consumer patronage of locally made attires in Southern Nigeria. In other words, consumer patronage is a direct function of brand identity and Brand personality. The above constructs (variables independent (brand identity and Brand personality) and dependent (consumer patronage) of the study) are therefore constituted into a model stated algebraically as follows:

Consumer patronage = *f(* Brand identity and Brand personality*)* *eq. 1*

ConsPat. = *f(BrnID)* *eq.2*

ConsPat = $\alpha_0 + \beta_1 \, BrnID + \mu_t$ *eq.3*

ConsPat. = *f(BrnPer)* *eq.2*

ConsPat = $\alpha_0 + \beta_1 \, BrnPer + \mu_t$ *eq.3*

Variable Descriptions

Where:

ConsPat.	=	Consumer Patronage
BrnID	=	Brand Identity
BrnPer	=	Brand Patronage
$\alpha_{0,}\beta_1$	=	Regression coefficients of the model
μ_t	=	Error term

Test of hypotheses

Regression analysis was used to test the hypothesized effect of the independent variables on the dependent variable.

Test of hypothesis I

H₀₁: *There exist no significant relationship between brand personality on consumer patronage of non-Foreign made household attires among male residents of Bayelsa State.*

Table 3: Result for the test of Hypothesis I

ConsPat	Coeff.	Std.Err.	T	P>| t |	Decision
BrnID	0.3476	0.0659	3.36	0.001	**Reject**
_CONS	2.2316	0.3205	7.48	0.000	
Obs.	200				
F(1, 198)	10.63				
Prob > F	0.0014				
R-Squared (R^2)	0.7966				
Adj. R^2	0.6543				

Source: Field Survey, 2026.

Table 3 presents the results of the regression analysis conducted to examine the influence of Brand Identity (BrnID) on Consumer Patronage (ConsPat) of locally made attires. The regression coefficient for Brand Identity is 0.3476, with a standard error of 0.0659 and a t-statistic of 3.36. The corresponding probability value ($p = 0.001$) is lower than the conventional significance threshold of 0.05. This outcome indicates that Brand Identity exerts a positive and statistically significant effect on Consumer Patronage of locally made attires. Consequently, the null hypothesis is rejected, while the alternative hypothesis is upheld. The positive coefficient value of 0.3476 suggests that an improvement in Brand Identity leads to a corresponding increase in Consumer Patronage, holding other variables constant. Specifically, a unit increase in Brand Identity is associated with an estimated 34.76% increase in Consumer Patronage. This finding implies that consumers are more inclined to patronize locally made attires when such products possess distinctive, credible, and easily recognizable brand identities. The result further underscores the importance of brand uniqueness, reputation, recognizability, and emotional appeal in influencing consumers' purchasing behaviour.

The intercept value (_CONS = 2.2316) is also statistically significant at $p = 0.000$, indicating that Consumer Patronage would remain positively influenced even in the absence of the explanatory variable included in the model. This suggests that additional factors not explicitly captured in the regression model may also contribute to variations in consumers' patronage behaviour toward locally made attires. Furthermore, the F-statistic value of 10.63, with a corresponding probability value of 0.0014, confirms that the overall regression model is statistically significant and suitable for predictive analysis. This implies that the model provides adequate empirical evidence for explaining the relationship between Brand Identity and Consumer Patronage of locally produced attires. The coefficient of determination ($R^2 = 0.7966$) reveals that approximately 79.66% of the variation in Consumer Patronage is explained by Brand Identity, while the remaining 20.34% is attributable to other variables not included in the model. In the same vein, the adjusted R^2 value of 0.6543 indicates that the explanatory strength of the model remains considerably robust even after adjusting for possible estimation errors. This confirms that Brand Identity constitutes a major determinant of Consumer Patronage within the context of the study.

Implications of the findings

The findings of this study carry significant managerial, marketing, and policy implications. The observed positive and statistically significant relationship between Brand Identity and Consumer Patronage suggests that producers and marketers of locally made attires should place greater emphasis on developing strong and competitive brand identities to enhance consumer acceptance, loyalty, and repeat patronage. This objective may be achieved through strategic branding initiatives such as innovative product designs, attractive packaging, consistent quality assurance, effective product differentiation, and integrated promotional campaigns capable of strengthening consumers' confidence in locally produced attires. The result further implies that consumers attach substantial importance to brand recognition, perceived product quality, and corporate image when making purchasing decisions. Consequently, local manufacturers who invest in building reputable and distinctive brands are more likely to achieve competitive advantage, improve customer retention, and expand their market share within the fashion and household attire industry.

Moreover, the substantial explanatory power of the regression model indicates that strengthening brand identity could significantly enhance consumers' patronage of locally made products. This may, in turn, contribute to the growth of indigenous industries, employment generation, increased entrepreneurial activities, and broader economic development. Therefore, policymakers and relevant stakeholders should support local producers through branding support programmes, public enlightenment campaigns, entrepreneurship development initiatives, and market expansion policies aimed at improving the competitiveness of locally manufactured attires in both domestic and international markets.

Test of hypothesis II

H02: *brand identity does not exert significant influence on consumer patronage of non-Foreign made household attires among male residents of Bayelsa State*

Table 4: Result for the test of Hypothesis II

ConsPat	**Coeff.**	**Std.Err.**	**T**	**P>| t |**	**Decision**
BrnPer	0.3876	0.0629	3.36	0.000	**Reject**
_CONS	2.4316	0.3235	7.48	0.000	
Obs.	200				
F(1, 198)	10.64				
Prob > F	0.0018				
R-Squared (R^2)	0.7666				
Adj. R^2	0.6583				

Source: *Field Survey, 2026.*

Table 4 presents the results of the regression analysis conducted to examine the influence of Brand Personality (BrnPer) on Consumer Patronage (ConsPat) of locally made attires. The regression coefficient for Brand Personality is 0.3876, with a standard error of 0.0629 and a t-statistic of 3.36. The corresponding probability value ($p = 0.000$) is lower than the conventional significance threshold of 0.05. This outcome indicates that Brand Personality exerts a positive and statistically significant influence on Consumer Patronage of locally made attires. Consequently, the null hypothesis is rejected, while the alternative hypothesis is accepted. The positive coefficient value of 0.3876 suggests that an improvement in Brand Personality leads to a corresponding increase in Consumer Patronage, holding other variables constant. Specifically, the result implies that enhancing dimensions of brand personality, such as sincerity, uniqueness, reliability, attractiveness, and emotional appeal, significantly increases consumers' willingness to patronize locally made attires. This finding further demonstrates that consumers are more likely to develop favourable purchasing attitudes toward products associated with distinctive and appealing brand personalities. The intercept value (_CONS = 2.4316) is statistically significant at $p = 0.000$, indicating that Consumer Patronage would remain positively influenced even in the absence of the explanatory variable included in the model. This suggests that other factors not explicitly captured in the regression model may also contribute to consumers' patronage behaviour toward locally produced attires.

Furthermore, the F-statistic value of 10.64, with a corresponding probability value of 0.0018, confirms that the overall regression model is statistically significant and suitable for predictive analysis. This implies that the model provides reliable empirical evidence for explaining the relationship between Brand Personality and Consumer Patronage of locally made attires. The coefficient of determination ($R^2 = 0.7666$) reveals that approximately 76.66% of the variation in Consumer Patronage is explained by Brand Personality, while the remaining 23.34% is attributable to other variables outside the model. Similarly, the adjusted R^2 value of 0.6583 indicates that the explanatory strength of the model remains considerably robust after adjusting for possible estimation bias. This finding confirms that Brand Personality constitutes a major determinant of Consumer Patronage within the context of the study.

Implications of the findings

The findings of this study carry substantial managerial, marketing, and policy implications. The positive and statistically significant relationship between Brand Personality and Consumer Patronage suggests that producers and marketers of locally made attires should prioritize the development of strong and appealing brand personalities capable of attracting, satisfying, and retaining consumers. This objective may be achieved through strategic initiatives such as maintaining product originality, ensuring consistent product quality, improving customer relations, adopting attractive product presentation techniques, and fostering emotional connections between consumers and locally made brands. These branding strategies are likely to strengthen consumers' trust, attachment, and loyalty toward indigenous attire products. The result further implies that consumers consider not only the functional attributes of products but also the symbolic and emotional characteristics associated with a brand when making purchasing decisions. Consequently, local manufacturers that establish favourable and distinctive brand personalities are more likely to achieve competitive advantage, improve customer satisfaction, and strengthen their market positioning within the fashion and household attire industry.

Moreover, the substantial explanatory power of the regression model suggests that strengthening brand personality could significantly enhance consumer patronage of locally made products. This may, in turn, contribute to the growth and sustainability of indigenous enterprises, employment generation, increased local production, and broader economic development. Therefore, policymakers and relevant stakeholders should promote branding and product development initiatives aimed at improving the image, attractiveness, and competitiveness of locally produced attires in both domestic and international markets.

Conclusion and Recommendations

This study examined the influence of brand-related dimensions on consumer patronage of locally made attires, with particular emphasis on Brand Identity and Brand Personality. The findings revealed that both Brand Identity and Brand Personality exert positive and statistically significant effects on Consumer Patronage of locally produced attires. The study established that consumers demonstrate a stronger inclination to patronize locally made attires when such products possess distinctive, recognizable, and credible brand identities. In a similar vein, the results showed that favourable brand personality attributes such as sincerity, attractiveness, uniqueness, reliability, and emotional appeal significantly enhance consumers' purchasing attitudes and loyalty toward indigenous fashion products. The regression results further confirmed that the explanatory variables accounted for a substantial proportion of the variation in consumer patronage, indicating that branding plays a crucial role in shaping consumer behaviour within the locally made attire industry. The study therefore concludes that effective branding strategies are essential for improving consumer acceptance, strengthening market competitiveness, and increasing the patronage of locally produced attires. Overall, the findings underscore the importance of strategic brand management in promoting indigenous products, sustaining local enterprises, creating employment opportunities, and contributing meaningfully to economic growth and national development.

Recommendations

Based on the findings of the study, the following recommendations are proposed:

Strengthening brand identity: Manufacturers and marketers of locally made attires should develop strong and distinctive brand identities through effective use of logos, high-quality packaging, attractive labelling, and consistent product presentation. These efforts will enhance consumer recognition, trust, and preference.

Enhancement of brand personality: Producers should cultivate favourable brand personality traits that reflect sincerity, reliability, creativity, and cultural relevance. This will foster stronger emotional connections between consumers and locally made brands.

Prioritization of quality assurance: Local manufacturers should maintain consistent and high-quality production standards to improve consumer confidence, satisfaction, and repeat patronage of indigenous attires.

Intensification of promotional activities: Marketers should invest in robust promotional strategies such as advertising, social media engagement, fashion exhibitions, and influencer partnerships to enhance awareness and improve public perception of locally produced attires.

Government support for local industries: Government and relevant agencies should design and implement supportive policies, provide financial incentives, and create an enabling business environment to strengthen the competitiveness of indigenous fashion and textile industries.

Capacity building in branding and entrepreneurship: Stakeholders should organize training programmes and workshops aimed at equipping local producers with modern branding techniques, customer relationship management skills, and effective marketing strategies.

Promotion of indigenous fashion and culture: Cultural institutions and policymakers should actively promote indigenous fashion as a means of preserving cultural heritage while simultaneously encouraging local economic development.

Suggestions for Future Studies

Future research should incorporate additional branding variables such as brand loyalty, brand equity, brand awareness, and perceived product quality to provide a more comprehensive understanding of consumer patronage behaviour toward locally made attires. Subsequent studies should extend the geographical coverage beyond a single state or region to include multiple states or geopolitical zones within Nigeria, thereby enhancing the generalizability of findings. Longitudinal research designs are recommended for future studies in order to examine changes in consumer patronage behaviour over time. Future researchers should investigate the moderating effects of demographic variables such as age, gender, income level, and educational attainment on the relationship between branding dimensions and consumer patronage. Further empirical studies should explore the influence of digital marketing, social media engagement, and e-commerce platforms on consumers' patronage of locally made products. Comparative studies between locally made and foreign-made attires are also recommended to better understand the determinants of consumer preference and market competitiveness.

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