

belief lenses. Consumer purchasing behavior, according to Thangasamy and Patikar [52], is "the study of how groups, people, and organizations select, buy, use, and dispose of items, ideas or experiences, and services to fill (satisfy) their needs and wants". The term consumer buying behavior refers to the buying decisions and choices and therefore ranges all the way from "how do we know what we want" to "what do we want to do with something we no longer want" [71]. Buying behavior is generally proxied by consumer patronage or actual purchase. Therefore, we hypothesize that:

H₁₀: Consumer fashion belief has significant influence on consumer attitude

H₁₁: Consumer fashion belief has significant influence on consumer patronage

Conceptual Model/Research Schema

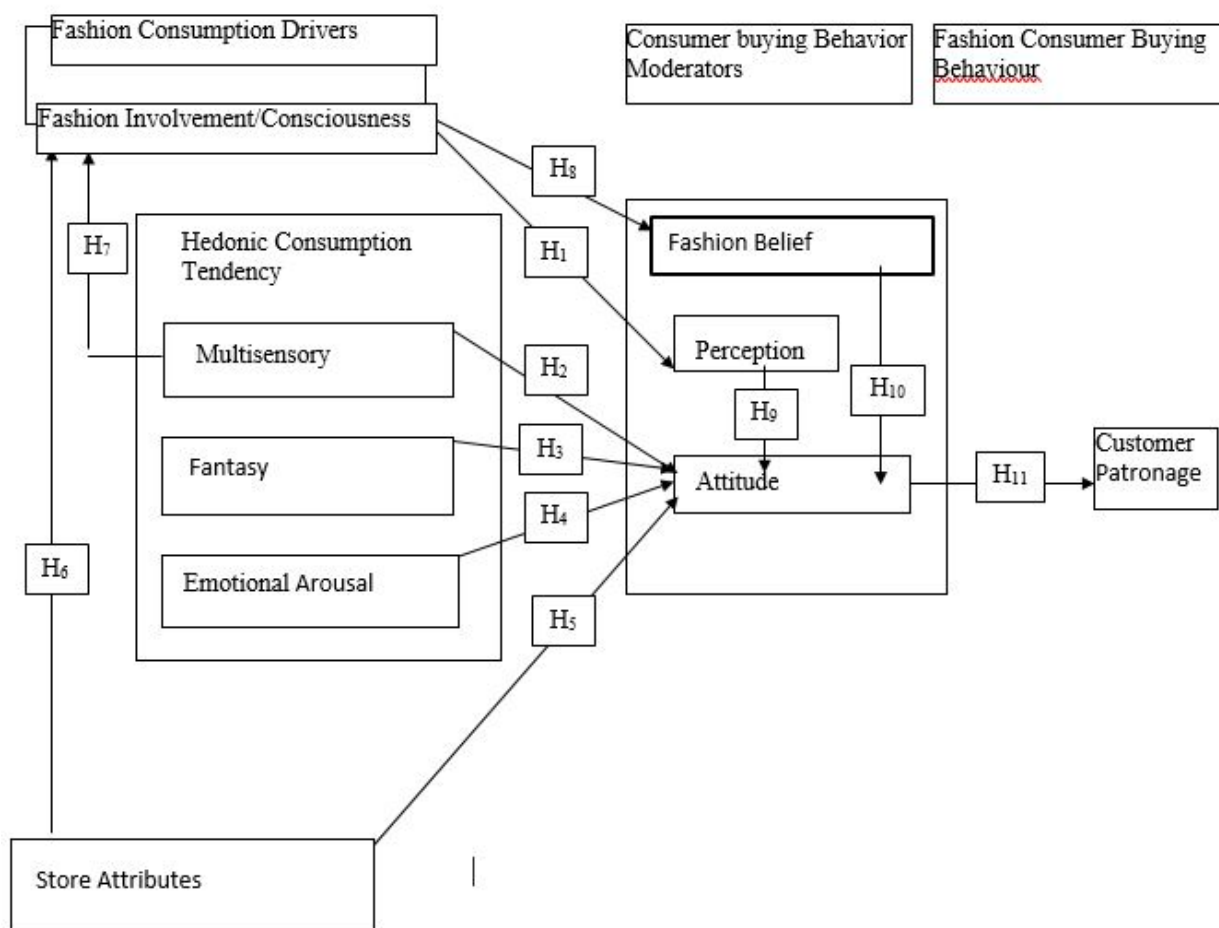


Fig. 1: Research Schema

Source: Authors' own conceptualization

3 Methodology

The study employed the use of survey method which involves the administration of questionnaire. The population of the study covers customers who patronize Mai Atafo fashion brand. Mai Atafo is located in Lagos state, Nigeria. To determine the

The foregoing hypotheses informed the development of the conceptual model of Figure 1 below. Basically, the schema is a graphic snapshot of this study. The schema has three broad dimensions. The first dimension is the Fashion Consumption Drivers, which primarily constitute the independent variables. The fashion drivers is divided into two parts – Fashion involvement/consciousness or the hedonic consumption tendencies (i.e. multi-sensory, fantasy, and emotional arousal) and store attributes. The second dimension of the schema is the consumer buying behaviour moderators, which includes fashion belief, consumer perception, and consumer attitude. The last dimension of our schema is the Fashion Consumer Buying Behaviour, which is proxied by customer patronage of fashion brand.

sample size, the manager of the Mai Atafo brand reported the company has a known customer range of 150 to 320 in its marketing information system. A census sampling was deployed; therefore, 325 copies of questionnaire were distributed to its customers that visited the company. Thus mall-intercept method was used to distribute the questionnaire through the support of staff at Mai Atafo. The copies of the questionnaire were administered from August 2019 to October 2019. A

total of 128 copies were returned but 100 copies were found useful for further analysis. The items of structured questionnaire were measured on a five point Likert-scale descriptor ranging from “disagree” to “strongly agree”. The instrument was subjected to reliability and validity test based on pilot-study using 32 fashion customers. This resulted in a Cronbach’s alpha value of 0.936, indicating that the set of items shows acceptable internal consistency. The hypothesized relationships were tested using Structural Equation Modeling (SEM) [72] with the aid of SmartPLS 2.0 version. Accordingly, the researchers adopted structural equation modeling (SEM) for testing relationships in the research model. Specifically, the study adopted the partial least square structural equation modeling (PLS-SEM) approach since it has been widely recommended for exploratory studies, as is the case in most marketing studies following the weaknesses of covariance-based structural equation modeling (CB-SEM) [73]. The choice of PLS-SEM is hinged on the fact that the present study is a basic or pure research, which makes it exploratory in nature. The SmartPLS 2.0, more flexible PLS-SEM software, was used to explore the hypothesized relationships. As it is with the present study, SmartPLS is proposed for modeling formative constructs, particularly in marketing and organizational research [74]. Following the suggestion of Wetzels, Odekerken-Schroder, and Van Oppen [73], an initial assessment of PLS-SEM model, some basic elements should be covered in the research report. If a reflective measurement model (or reflective measurement scale) is used, as in the case of the present study, the following statistics are reported based on SmartPLS-SEM output: Explanation of target endogenous variable variance; Inner model path coefficient sizes and significance; Outer model loadings and significance; Indicator reliability; Internal consistency reliability; Convergent validity; Discriminant validity; and Checking Structural Path Significance in Bootstrapping

4 Findings and Results

Respondents Statistics:

Though 325 fashion customers were surveyed, 100 copies of questionnaire were used for analysis. Regarding gender, 68 (68%) are females and 32 (32%) are males. With respect to respondents age, 29 (29.0%) fall within 22-26yrs age range, whereas 40 (40.0%) are within the 27-31yrs age bracket and those 32 and above are 31(31.0%). The marital status of respondents shows that 60% (60) of the respondents are single; 35% are married and only 5% are divorced. In terms educational qualification, 9 (9%) has SSCE, 5(5%) has National Diploma (ND) while 60 (60%) has Higher National Diploma (HND) while 26% has BSc and none has MSc/PhD. As regard the religion of the respondents, 78 (78%) are Christians; 22(22%) are of Islamic religion; however none of the respondents are adherents of African Traditional Religion or others. Regarding how long the respondents has known the Mai Atafo fashion brand, 32 noted that they have known the Mai Atafo brand between 1-6months; 15 respondents have known it 7-12months; and 35 of the respondents have known it for 1-4years. As regards if the respondents patronize Mai Atafo regardless of their knowledge, 77 (77%) affirmed that they have been patronizing the fashion brand; however, 23(23%) even where they are aware of the brand, they have not been using the brand. When it comes to satisfactory of level of service offered by Mai Atafo fashion brand, 91% (91) respondents noted that the services of the brand are satisfactory while 9 (9%) noted that it is not satisfactory to them. As per how often the respondents patronize the services of Mai Atafo, 15(15%) noted that they frequently patronize the fashion brand; 23 (23%) noted they rarely patronize the fashion brand; 34 (34%) indicated the very often patronize the Mai Atafo brand; and 28(28%) noted that they less often patronize the private fashion brand/label. Regarding whether the respondents will continue to patronize the Mai Atafo private fashion label, 35(35%) strongly agreed that they will continue to patronize the brand; over half being 51(51%) agreed that the will continue to patronize the brand; 14 (14%) are not sure if they will continue to patronize the brand; however, none neither strongly disagreed nor disagreed to continue their patronage of the private fashion brand.

Table 1. Demographic profile of the sample

Demographic Profile	Frequency	Percentage
<i>Gender:</i>		
Male	32	32.0%

Female	68	68.0%
<hr/>		
<i>Age:</i>		
22-26yrs	29	29.0%
27-31yrs	40	40.0%
32 and above	31	31.0%
<hr/>		
<i>Educational Qualification:</i>		
SSCE	9	9.0%
OND	5	5.0%
HND	60	60.0%
B.Sc.	26	26.0%
M.Sc.	0	0.0%
Ph.D.	0	0.0%
Others	0	0.0%
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<i>Marital status:</i>		
Single	60	60.0%
Married	35	35.5%
Divorced	5	5.0%
Others	0	0.0%
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<i>Religion:</i>		
Christianity	78	78.0%
Islam	22	22.0%
African Traditional Religion	0	0%
Others	0	0%
<hr/>		
<i>Knowing Mai Atafo:</i>		
1-6 months	32	32.0%
7-12 months	15	15.0%
1-4 years	35	35.0%
5 years and above	0	0.0%
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<i>Patronizing Mai Atafo:</i>		
Yes	77	77.0%
No	23	23.0%
<hr/>		
<i>Satisfaction of services:</i>		
Yes	91	91.0%
No	9	9.0%
<hr/>		
<i>Often Patronizing:</i>		
Frequently	15	15.0%
Rarely	23	23.0%
Very often	34	34.0%
Less often	28	28.0%
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<i>Continue Patronizing:</i>		
Strongly agree	35	35.0%
Agree	51	51.0%
Not sure	14	14.0%
Strongly disagree	0	0.0%
Disagree	0	0.0%

Discriminant Analysis

Table 2 shows the inter-construct cross-loadings for the purpose of discriminant validity. According to Hair [72] the presence of high cross-loadings indicates a discriminant validity problem and, by extension, the SEM CFA fit would not be good. Using the cross loading threshold of 0.7

recommended by Hair [72], any cross loading above 0.7 threshold is considered to be high and there is no distinctiveness between the two constructs. In the present study, as indicated in Table 2 above, the cross-loadings are low as many are below the threshold of 0.70, thus confirming discriminant validity.

Table 2. Discriminant Validity

	CA	CFB	CP	CPtn	EA	FIC	FTsy	MS	SA
CA	0.649								
CFB	0.596	0.822							
CP	0.671	0.296	0.715						
CPtn	0.493	0.275	0.280	0.741					
EA	0.741	0.741	0.741	0.741	0.741				
FIC	0.338	0.025	0.258	0.435	0.217	0.792			
FTsy	0.686	0.494	0.433	0.415	0.626	0.343	0.626		
MS	0.316	0.158	0.289	0.551	0.421	0.485	0.418	0.799	
SA	0.660	0.218	0.501	0.301	0.488	0.483	0.455	0.248	0.756

Model Fit

Wong [75] sustained that the Goodness-of-fit (GoF) index in SmartPLS is an index measuring the predictive performance of the measurement model. Specifically, it can be understood as the geometric mean of the average communality and the

average R2 (i.e. the coefficient of determination) of the endogenous latent variables. Accordingly, the parsimony global goodness-of-fit (GoF) statistics is calculated using the given equation below [76, 77]:

$$GoF = \sqrt{AVE * R^2}$$

Table 3. GoF Acceptance and Rejection Criterion

Accept model as good fit:	If calculated GoF is more than 0.36 but not more than 0.5
Reject and improve on model:	If the calculated GoF is less than 0.36

Source: Wetzels, M., Odekerken-Schroder, G., & Oppen, C. (2009).

The above equation is used to determine the calculated GoF index using PLS-SEM. Notable in this formula is the coefficient of determination, R², which again supports the use of parsimony GoF measures as Hair et al [72] sustained that “parsimony fit indices are conceptually similar to the notion of an adjusted R2 in the sense that they relate model fit to model complexity. More complex models are expected to fit the data better, so fit measures must be relative to model complexity before comparisons between models can be made.”

Although the standard procedure in SEM literature generally, with regards to decision rule, is to compare between the calculated GoF with a

threshold recommended by scholars; however, a common rule is to examine the smallness of the GoF, usually less than 0.5 [72]. In the case of the present study, the researcher adopts the threshold of GoF>0.36 suggested by Wetzels, Odekerken-Schröder and van Oppen [73] as most appropriate for exploratory marketing studies.

The research schema (see figure 1) guided the conceptualization of the path model. The path model is the model specification, which is the graphical format of SEM tested using the SmartPLS program to determine the model fit. The calculated global goodness of fit (GoF) is 0.450 (see table1 below), which exceed the minimum threshold of GoF> 0.36 suggested by Wetzels,

Odekerken- Schröder, and van Oppen [73]. Thus, it can be deduced that the research model has a good overall fit, thus providing support that the proposed theory fits reality. Hence the decision rule is shown on table 2.

Note (keys): CP= Consumer Patronage; FC= Fashion Consciousness/Involvement; MS= Multisensory; CPtn= Consumer Perception; FTsy= Fantasy; CA= Consumer Attitude; SA= Store Attitude; and EA= Emotional Arousal; and CFB= Consumer Fashion Belief

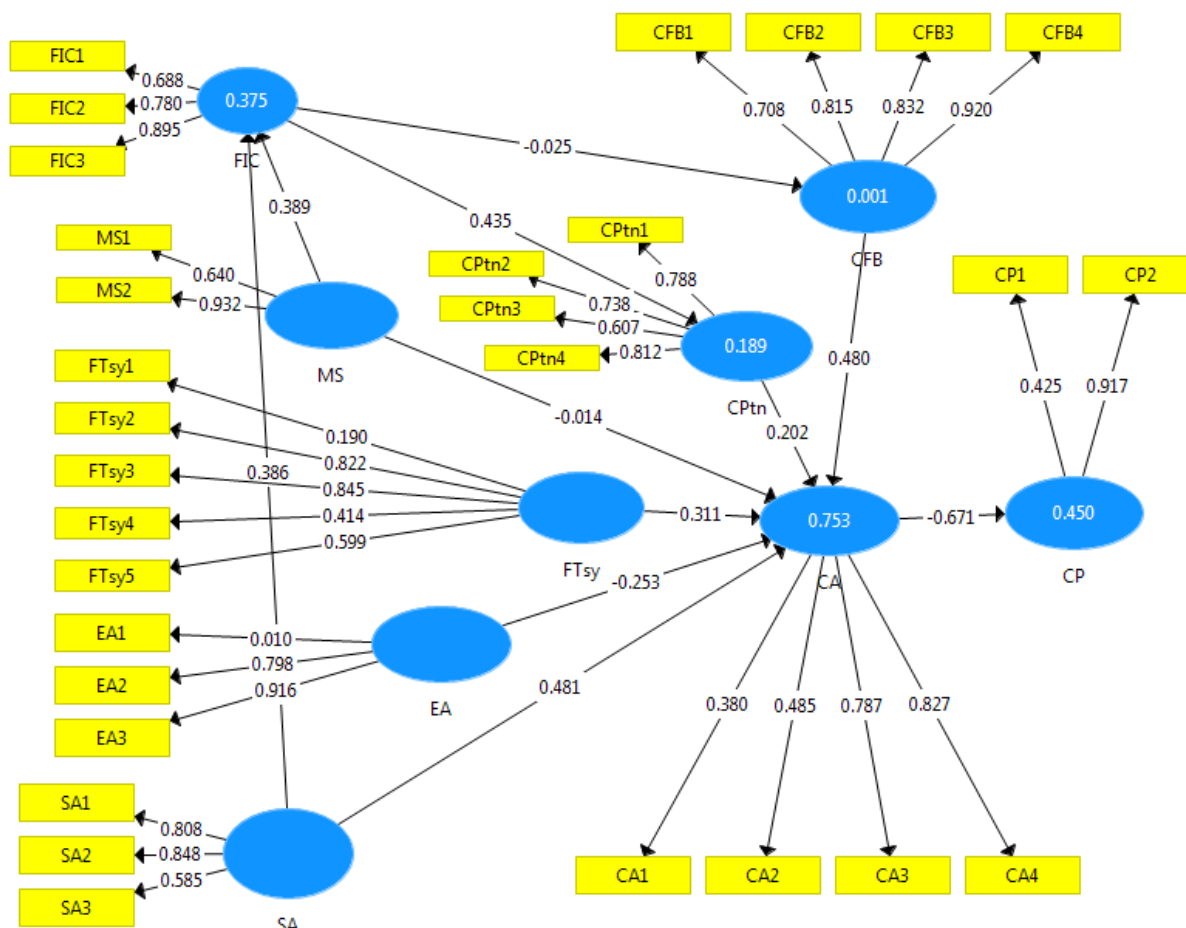


Fig. 2: SEM Output before bootstrapping

As evidenced in figure 2 above, the coefficient of determination, R², is 0.450 for the CP endogenous latent variable. This means that the CA latent variables explain 45% (and meeting the minimum benchmark of 0% suggested by Hair, Hult, Ringel, and Sarstedt, [74] of the variance in CP. Hence, other factors not included in the model explains 65% (i.e., 100% – 45%) of the variance in CP. Note that it is only a single latent variable, CA, that explains the 45% variance in CP. At an R² of 0.753, the variance in CA endogenous variable is explained by five exogenous variables (CFB, CPtn, MS, FTsy, EA, and SA). This suggests CFB, CPtn, MS, FTsy, EA, and SA are key construct that explain CA. Similarly, as an endogenous variable with an R² of 0.001, the variance 0.1% in CFA is explained by only FIC,

which also meets the 0% benchmark. The variance in the FIC endogenous with an R² of 0.375 is explained by MS and SA. The R² of FIC which is 37.5% also meets the 0% benchmark. The variance in CPtn endogenous variable of an R² of 0.189 is explain by only FIC and its R² of 18.9% also meets the 0% benchmark. Taken together, the overall R² for CP (0.450) in Figure 3, indicates that the research model explains about 45% of the variance in the overall endogenous variable and since this is more than 0% benchmark it means all the latent exogenous variable (i.e. CA) explains/predicts the endogenous (or dependent) variable CP. Similarly, all the endogenous variables also meet the 0% benchmark, suggesting all exogenous variables are appropriate constructs for the model. Further, the variate values

(or eigen values) of each indicator for all the variables are above the 0.70 benchmark suggested by Hair et al [74]. This suggests that the item

statements are appropriate measures for the respective constructs.

Table 4. Summary Model Fit and Adequacy Statistics

Variable	CA	CR	AVE	R2	R2 Adjusted	GoF (rAVE*R2)
Fantasy (FTsy)	0.602	0.730	0.391			
Emotional Arousal (EA)	0.509	0.661	0.492			
Store Attitude (SA)	0.645	0.796	0.752			
Consumer Perception (CPtn)	0.721	0.828	0.549	0.189	0.181	0.322
Fashion Involvement/Conc. (FIC)	0.711	0.833	0.628	0.375	0.362	0.485
Consumer Fashion Belief (CFB)	0.842	0.892	0.676	0.001	-0.010	0.026
Consumer Attitude (CA)	0.529	0.726	0.421	0.753	0.737	0.563
Consumer Patronage (CP)	0.055	0.648	0.511	0.450	0.444	0.480

Note: CA = Cronbach alpha; CR= Composite Reliability; AVE= Average Variance Extracted; GoF= Goodness of Fit

Table 4 above depicts the adequacy statistics of data. Using the benchmark of 0.7, most of the variables meet or exceeded the benchmark for composite reliability. Hence, the composite reliability is met, which denotes that the constructs are appropriate for the study. Except for FTsy, convergent validity is also met since the AVE values for most of the variables exceeded the 0.4 benchmark. The import is that the items that are indicators for each construct apparently converge or share a high proportion of variance in common [74]. Accordingly, since the key data adequacy statistics are met, we proceed to test the

hypothesized relationships by bootstrapping. The output of the bootstrapping is shown in figure 4 below.

Using the benchmark of 1.96 based on a 5% significance level, the decision rule is that if the T-statistic of each independent variable is above 1.96 it is said that the hypothesized relationship is significant. Hence, from the above SEM output after bootstrapping, it is seen that the thicker lines of hypothesized relationship depict the strength of relationship or strength of significance or support. As shown in table 5 below, only two of the hypothesized relationships are not significant or do not find support. However, the remaining nine are significant or supported.

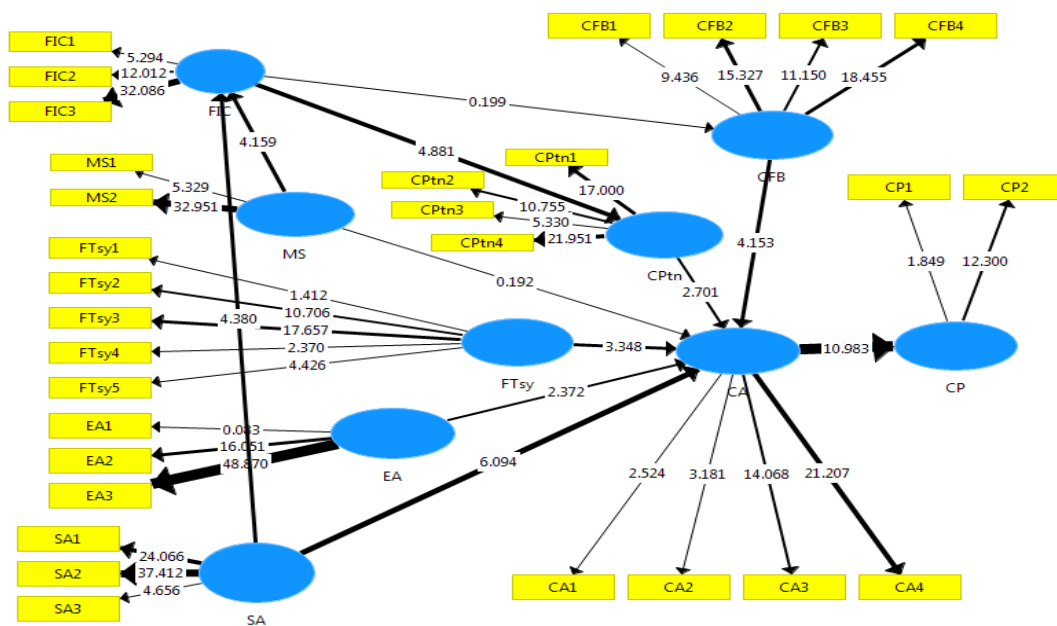


Fig. 3: SEM Output after bootstrapping

Table 5. Summary Result of Hypothesis Testing

Hypothesis.	Relationship	Original Sample	Sample Mean	Sample Mean	T-Stat.	P-Value	Result
H1	FIC--->CPtn	0.435	0.446	0.089	4.881	0.000	Accept
H2	MS ---> CA	-0.014	-0.011	0.073	0.192	0.847	Reject
H3	FTsy---> CA	0.311	0.308	0.093	3.348	0.001	Accept
H4	EA ---> CA	-0.253	-0.246	0.107	2.372	0.018	Accept
H5	SA ---> CA	0.481	0.478	0.079	6.094	0.000	Accept
H6	SA ---> FIC	0.386	0.389	0.088	4.380	0.000	Accept
H7	MS ---> FIC	0.389	0.397	0.093	4.159	0.000	Accept
H8	FIC---> CFB	-0.025	0.001	0.127	0.199	0.842	Reject
H9	CPtn---> CA	0.202	0.192	0.075	2.701	0.007	Accept
H10	CFB ---> CA	0.480	0.474	0.116	4.153	0.000	Accept
H11	CA ---> CP	-0.671	-0.677	0.061	10.983	0.000	Accept

Note (keys): CP= Consumer Patronage; FC= Fashion Consciousness/Involvement; MS= Multisensory; CPtn= Consumer Perception; FTsy= Fantasy; CA= Consumer Attitude; SA= Store Attitude; and EA= Emotional Arousal; and CFB= Consumer Fashion Belief

5 Discussion

In the main, this study is primarily set out to unravel the psychographic fashion consumption drivers or hedonic antecedents of fashion involvement that foster private brand patronage in a fast expanding market. The study is a departure from previous studies [3, 4, 5], that explored utilitarian antecedents of fashion consumption in a mature market context. Although in this study, one utilitarian factor, that is Store Attribute, was included in the research schema, three hedonic factors (i.e. multisensory, fantasy, and emotional arousal). The finding shows that the three hedonic factors (i.e. multisensory, fantasy, and emotional arousal) found support as key predictors of consumer attitude for private fashion brand. The import being that hedonic factors are very important variables that shape consumer attitudes towards private fashion labels. At an R^2 of 0.753, the variance in Consumer Attitude (CA) is significantly explained by hedonic factors. Though not previously examined in a fast-expanding market context, our finding corroborates some earlier studies, such as the study of Hulten [60], which found that multisensory factor strongly influences consumer patronage. Similarly, the finding of this study confirms the findings of an earlier study by Alexander and Heyd [62] and Alexander and Feindt [63]. In the same vein, the study by Rahadhini, Wibowo, and Lukiyanto [66] corroborates our finding that fantasy is predictor of consumer attitude for private fashion. However, the work of Wu [65] contradicts our finding for a positive relationship between fashion fantasy and consumer attitude. Emotional arousal predictor of

consumer attitude is not somewhat supported by the previous works of Özlü, and Sevinir [67].

6 Conclusion and Recommendation

This research study has shown that the topic regarding fashion involvement and hedonic consumption tendency is important as it will help fashion organizations and outlets to develop continuously and survive in the fashion industry. The study's conclusion, drawn from the findings, is that consumers' purchasing decisions are significantly influenced by fashion engagement and hedonic consuming inclination. However, fashion organizations and outlets should ensure that they understand their consumers and try to make certain that their consumers are satisfied which would help them engage consumers in patronage to them. Further research studies can be done on multisensory and consumer attitude as it was seen that there was no significant influence or relationship between the two. Also, other researchers should note that consumer buying behavior is unpredictable and trying to satisfy consumers' needs and wants could be tasking because consumers feelings and emotions control their actions. However, the perception of consumers towards fashionable products controls and effects their attitude and beliefs in direction to fashion products or merchandises. Lastly, for fashion organizations and fashion outlets to succeed in a highly competitive fashion industry, they should be able to keep records of their consumers or clients, try to understand them and also provide satisfaction to them. They should also improve on every aspect and area of their business

to have competitive advantage over other fashion outlets and organizations in the fashion industry.

7 Implications and Contribution

The contributions of this study are gleaned from its theoretical and managerial implications. From the theoretical standpoint, this study develops a conceptual framework (see figure 1) for undertaking private fashion brand research. The growing emergence of the private fashion brand especially in developing economies presupposes the need for state-of-the-art research that informs competitive strategies. Such research is to leverage on an empirically tested framework for guidance. In addition, this study reinforces the criticality of the Consumer Based Brand Equity (CBBE) Theory in attempt to build strong brand equity. Put differently, building strong private fashion brand equity by a fashion-entrepreneur is dependent of leveraging on the fundamental tenets of CBBE. The import being that private fashion brand equity is built and improved upon if fashion antecedents are reinforced in the mind of the fashion consumer. Perception building is the cornerstone of brand equity. From the managerial standpoint, this study makes pertinent contribution necessary for crafting and building competitive advantage for private fashion brands in a competitively fierce market. Essentially, the results inform the managerial implications. Since support was found for multisensory, fantasy, and emotional arousal; therefore, PFBs are to develop their unique selling proposition (USP) for their brands along these three elements. Thus differential competitive advantage is to emphasize these key psychological factors. An integrative approach that combines the three during the design stage of the fashion is critical. At the promotion level, a strategic promotion campaign that emphasizes the USP of the fashion brand along the three elements will woo the desired private fashion target market.

Limitations and Directions for Further Studies

Some limitations were encountered during the study, and which offer opportunity for further research. First, access to the consumers of Mai Atafo proved difficult since they are not random fashion consumers and since they are the respondents. Also, the nature of the research is limited to only one fashion outlet; hence, it will effect on the capacity to simplify or generalize findings. Future researchers can expand and consider using more than one fashion outlet as case

studies. They can also do a comparison between or among various fashion outlets to compare results.

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