

CONSUMER PSYCHOGRAPHICS AND PURCHASING DECISIONS IN FASHION AND APPAREL FIRMS IN PORT HARCOURT

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Abstract

This study examined the influence of consumer psychographics on purchasing decisions in fashion and apparel firms in Port Harcourt, Rivers State, Nigeria. The study adopted an explanatory research design with a cross-sectional survey approach. Data were collected from consumers of fashion and apparel products in Port Harcourt using a structured questionnaire. Given the indeterminate nature of the population, convenience and purposive sampling techniques were employed to select a sample of 384 respondents. The instrument's validity was established through expert review and exploratory factor analysis, while reliability was confirmed using Cronbach's alpha coefficients. Data collected were analyzed using multiple regression analysis with the aid of the Statistical Package for Social Sciences (SPSS). The findings revealed that consumer psychographic variables - specifically lifestyle, personality, values, interest and values - have a significant and positive influence on purchasing decisions in fashion and apparel firms. The regression results indicated that psychographic factors are significant predictors of consumers' brand preference, purchase frequency, and purchase intention, accounting for a substantial proportion of the variation in purchasing decisions. The study concluded that consumer psychographics has positive and significant influence on purchasing decisions in fashion and apparel firms in Port Harcourt, Rivers State, Nigeria. Based on the findings, the study recommended that fashion and apparel firms should integrate psychographic segmentation into their marketing strategies to better understand consumer needs, enhance customer engagement, and improve purchasing outcomes.

Keywords: consumer psychographics, purchasing decisions, consumers' brand preference, purchase frequency, purchase intention.

Background to the Study

Consumer purchasing behaviour in the fashion and apparel industry has become increasingly complex due to the evolving psychological, social, and lifestyle attributes that shape individual decision-making. In contemporary marketing, psychographics encompassing personality traits, values, interests, opinions, lifestyles, and activities play a crucial role in understanding how and why consumers choose particular products (Kotler & Keller, 2016). Unlike demographic variables that merely describe *who* the consumer is, psychographics provides insights into *why* consumers behave in certain ways, making them

essential for predicting purchase patterns in highly expressive product categories such as clothing and fashion accessories (Solomon, 2018).

Fashion and apparel products are symbolic commodities that individuals often use to communicate their identity, social status, lifestyle, and personal aesthetics. As a result, consumers' psychographic profiles, including lifestyle orientation, fashion consciousness, personality, and motivation, significantly influence their brand preferences, store choices, and eventual purchase decisions (Workman & Lee, 2017). This implies that understanding the psychological makeup of consumers allows fashion firms to tailor marketing strategies that resonate with deeper emotional and symbolic needs.

In Port Harcourt, the fashion and apparel industry continues to expand due to rising urbanisation, increased youth fashion consciousness, and exposure to global trends through digital media. Consumers in this urban environment exhibit diverse lifestyle patterns, value orientations, and fashion motivations, making psychographic segmentation an important strategic tool for firms seeking to gain a competitive advantage (Nwibere & Karam, 2020). However, despite the growing importance of psychographic-driven marketing, many fashion and apparel firms in Port Harcourt still rely heavily on demographic factors and price-orientation, often overlooking psychological determinants that shape consumer purchasing behaviour.

Understanding the influence of consumer psychographics on purchasing decisions is therefore vital for developing more effective marketing strategies, enhancing customer satisfaction, and improving brand loyalty. This study seeks to examine how psychographic dimensions such as lifestyle, personality, interests, and fashion consciousness influence the purchasing decisions of consumers patronising fashion and apparel firms in Port Harcourt.

Conceptual Framework

The conceptual framework for this study is anchored on the assumption that consumer psychographics significantly shape and predict consumer purchasing decisions in the fashion and apparel sector. Psychographics encompass psychological and lifestyle-related variables that explain why consumers behave the way they do, especially in product categories associated with identity, expression, and self-image.

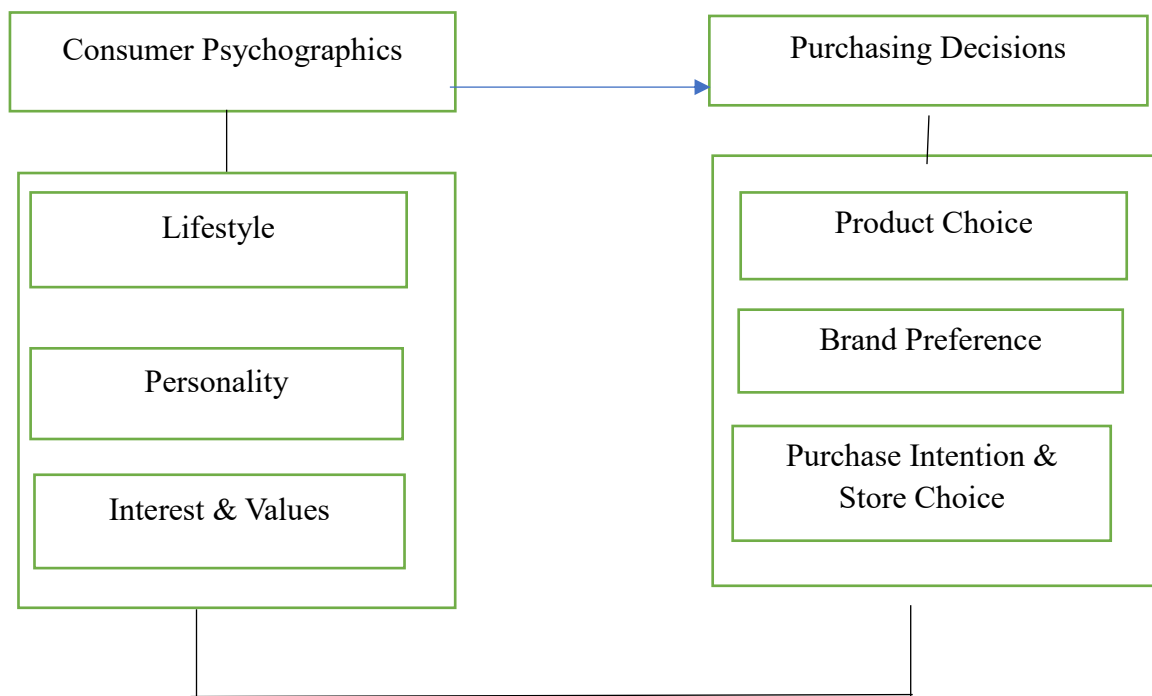


Figure 1: Conceptual framework of the influence of consumer psychographics on purchasing decisions in fashion and apparel firms in Port Harcourt.

Source: Adapted from Schiffman and Wisenblit (2019).

Purpose of the Study

The purpose of this study was to examine the influence of consumer psychographics on purchasing decisions in fashion and apparel firms in Port Harcourt. Specifically, the objectives were to:

- i. To examine the influence of consumer psychographics on product choice in fashion and apparel firms in Port Harcourt.
- ii. To determine the influence of consumer psychographics on brand preference in fashion and apparel firms in Port Harcourt.
- iii. To evaluate the level of influence of consumer psychographics on purchase intention in fashion and apparel firms in Port Harcourt.

Theoretical Foundation: Psychographic Segmentation Theory and Lifestyle Theory

This study is anchored on key behavioural and marketing theories that explain how psychological, lifestyle, and personality factors influence consumer purchasing decisions. The Psychographic Segmentation Theory forms the core theoretical basis for this study. The theory posits that consumers can be segmented based on psychological attributes such as lifestyle, personality, values, interests, and opinions, which often predict purchasing behaviour more accurately than demographic variables (Solomon, 2018). According to Kotler and Keller (2016), psychographics extend beyond who the consumer is to explain *why* the consumer behaves in a particular way. This theory supports the study by explaining how fashion-conscious consumers make apparel purchase decisions based on psychological alignment with brands, style identity, and personal expression.

Lifestyle Theory

The Lifestyle Theory, rooted in the work of Lazer (1964), asserts that an individual's pattern of living expressed through activities, interests, and opinions significantly shapes consumption choices. Lifestyle influences clothing preferences, fashion involvement, and store patronage, making it a significant predictor of apparel purchasing behaviour. In the context of Port Harcourt, consumers' urban lifestyles, exposure to trends, and social identity motivations make lifestyle an important psychographic factor influencing purchase decisions in the fashion and apparel sector.

Concept of Consumer Psychographics

Consumer psychographics refers to the psychological and lifestyle characteristics that influence how individuals think, feel, and behave in the marketplace. It encompasses variables such as personality traits, interests, values, attitudes, opinions, and lifestyle patterns that provide deeper insight into consumer motivations beyond demographic descriptors (Kotler & Keller, 2016). According to Solomon (2018), psychographics helps marketers understand *why* consumers make certain choices by examining internal factors that shape preferences, brand perceptions, and consumption behaviours. Lifestyle, expressed through activities, interests, and opinions, is a central component of psychographics and significantly influences fashion involvement and apparel choices (Lazer, 1964). Similarly, personality traits guide consumers' self-expression through clothing and brand selection, making psychographics particularly relevant in fashion-related markets (Schiffman & Wisenblit, 2019). Overall, consumer psychographics offers a comprehensive approach to predicting behaviour by linking psychological characteristics to purchasing decisions.

Dimensions of Consumer Psychographics

Consumer psychographics comprises several psychological and lifestyle-related dimensions that help explain the motivations behind consumers' purchasing behaviour. One major dimension is **lifestyle**, which reflects an individual's pattern of living as expressed through activities, interests, and opinions. Lifestyle reveals how people allocate time and resources, influencing the types of products they buy and the brands they prefer (Lazer, 1964). In fashion consumption, lifestyle determines consumers' orientation toward trends, social appearance, and clothing choices.

Personality is another key psychographic dimension describing the inner psychological traits that consistently influence how consumers respond to their environment (Schiffman & Wisenblit, 2019). Personality traits such as openness, extraversion, or materialism often guide consumers' fashion preferences because apparel choices serve as tools for self-expression. As Solomon (2018) notes, consumers frequently select clothing that reflects who they are or who they aspire to be making personality an important predictor of apparel purchasing behaviour.

Interests form a complementary dimension, capturing consumers' enduring preferences for certain activities, hobbies, or topics. Interests shape attention and involvement in specific product categories. In the fashion context, consumers with a strong interest in style, trends, or aesthetics are more likely to exhibit higher fashion involvement and stronger purchase intentions (Kotler & Keller, 2016).

Closely related to interests are **values**, which represent enduring beliefs and principles that guide individuals' attitudes and behaviours. Values influence consumption because they reflect what consumers consider important such as comfort, social status, self-expression, or sustainability. According to Kahle and Kennedy (1989), values play a central role in determining how consumers evaluate products and make purchase decisions, especially in symbolic categories like fashion where personal ideals are often expressed through clothing. Together, lifestyle, personality, interests, and values provide a comprehensive understanding of consumer psychographics. These dimensions help explain why consumers differ in their motivations and purchasing patterns, particularly in fashion and apparel markets where psychological and expressive factors play a significant role in decision-making.

Concept of Purchasing Decision

The purchasing decision refers to the process through which consumers evaluate, select, and decide to buy products or services that satisfy their needs and preferences. Kotler and Keller (2016) describe purchasing decision as the final stage of the consumer decision-making process in which the buyer chooses among available alternatives based on perceived value, product attributes, and expected satisfaction. This decision is influenced by both internal factors such as motivation, personality, lifestyle, attitudes, and values and external factors like marketing stimuli, social influences, and situational conditions (Solomon, 2018).

According to Schiffman and Wisenblit (2019), purchasing decisions involve a cognitive and emotional assessment in which consumers weigh the benefits and costs associated with different brands or product options. In the context of fashion and apparel, purchasing decisions are often shaped by symbolic meanings, identity expression, and psychological factors, making the process more subjective and emotionally driven. The decision typically includes evaluating style, quality, price, brand image, and personal relevance.

Furthermore, Engel, Blackwell, and Miniard (2019) emphasize that purchasing decisions are dynamic and may vary depending on the level of consumer involvement and the perceived importance of the product category. In fashion consumption, high-involvement decisions arise because clothing often conveys self-image, social identity, and lifestyle alignment. Thus, the purchasing decision reflects a combination of cognitive evaluation and psychological alignment with the product.

Measures of Purchasing Decisions

Purchasing decisions can be assessed through several behavioural indicators that reflect how consumers evaluate and select products. One key measure is **product choice**, which refers to the specific item selected from a range of available alternatives. According to Kotler and Keller (2016), product choice represents the consumer's evaluation of product attributes such as quality, design, functionality, and price. In fashion and apparel consumption, product choice is strongly influenced by consumers' psychological factors, including lifestyle and personality, as these shape preferences for certain styles, colours, and clothing categories (Solomon, 2018).

Another important measure is **brand preference**, which reflects the consumer's inclination toward a particular brand over competing options. Brand preference is shaped by perceived quality, brand image, emotional connection, and past satisfaction. Schiffman and Wisenblit (2019) note that brand preference is a strong predictor of actual purchase behaviour

because consumers often choose brands that align with their self-concept, values, and fashion identity. In the apparel industry, brand preference plays a critical role as consumers frequently associate clothing brands with prestige, trendiness, or lifestyle representation.

Purchase intention is a future-oriented measure that indicates the likelihood that a consumer will buy a product. It serves as a powerful predictor of actual purchasing behaviour, reflecting both rational evaluation and emotional attachment. Ajzen's (1991) Theory of Planned Behavior asserts that purchase intention is shaped by attitudes, subjective norms, and perceived behavioural control. In fashion markets, purchase intention is influenced by fashion consciousness, perceived trend relevance, and the symbolic meaning of clothing (Workman & Lee, 2017). As a result, purchase intention helps marketers understand how strongly a consumer plans to buy a particular apparel item or brand. Product choice, brand preference, and purchase intention provide comprehensive measures for understanding consumer purchasing decisions.

Consumer Psychographics and Purchasing Decisions

Consumer psychographics play a crucial role in shaping purchasing decisions, particularly in product categories such as fashion and apparel where psychological and symbolic factors strongly influence consumer behaviour. Psychographics encompass personality traits, lifestyle, interests, values, and fashion consciousness, all of which help explain *why* consumers make certain purchase choices (Solomon, 2018). Unlike demographics, which describe consumer characteristics, psychographics provide deeper insight into motivations, preferences, and behavioural tendencies, making them powerful predictors of purchasing decisions.

Lifestyle is a major psychographic factor influencing how consumers allocate time, attention, and financial resources. According to Lazer (1964), lifestyle determines consumption patterns because it reflects an individual's activities, interests, and opinions. In fashion markets, consumers whose lifestyles prioritize social interaction, trend-following, or professional image are more inclined to purchase apparel that enhances their self-presentation.

Personality is another significant variable that shapes consumers' clothing preferences and brand choices. Schiffman and Wisenblit (2019) note that consumers often select products consistent with their self-concept and personality traits, such as extraversion, openness, or materialism. Fashion products serve as tools for self-expression; therefore, personality-driven consumers often seek apparel that communicates identity, uniqueness, or social status.

Interests and values also influence purchasing decisions by guiding consumer priorities and attitudes toward fashion. Kotler and Keller (2016) argue that values such as comfort, quality, prestige, or sustainability determine how consumers evaluate alternatives and make purchase choices. Consumers with strong interest in fashion trends exhibit higher involvement and stronger purchase intentions for stylish or branded clothing.

These psychographic variables collectively shape purchasing decisions by influencing key behavioural indicators such as product choice, brand preference, and purchase intention. Ajzen's (1991) Theory of Planned Behavior supports this relationship by asserting that internal attitudes and psychological beliefs drive purchasing intentions and subsequent behaviour. In fashion consumption, where products carry strong symbolic meaning, psychographics become even more critical.

Overall, consumer psychographics provide a comprehensive explanation of how psychological, emotional, and lifestyle factors drive purchasing decisions. Understanding these factors enables fashion and apparel firms to design more targeted marketing strategies, enhance brand positioning, and better meet the psychological needs of consumers.

Empirical Research on the Influence of Consumer Psychographics and Purchasing Decision

Several empirical studies have examined the relationship between consumer psychographics and purchasing decisions, particularly in the fashion and apparel sector. Solomon (2018) emphasizes that psychographic variables such as lifestyle, personality, interests, and values significantly predict consumer behaviour, including product choice and brand preference. Empirical evidence suggests that consumers' psychological traits strongly influence the types of products they select and their willingness to pay for branded or fashionable items. Workman and Lee (2017) conducted a study on fashion consumer behaviour and found that fashion-conscious individuals exhibited higher involvement in apparel purchases, demonstrating that psychographic characteristics such as trend awareness and lifestyle orientation directly impact purchasing decisions. Similarly, Nwibere and Karam (2020) investigated consumer behaviour in Port Harcourt and observed that consumers with distinct lifestyle patterns and value orientations were more likely to make deliberate and brand-focused fashion purchases. Their findings confirm that psychographics can serve as reliable predictors of apparel consumption in emerging urban markets.

Further, Schiffman and Wisenblit (2019) note that personality traits like extraversion, openness, and materialism influence brand loyalty and purchase intention, while Kahle and Kennedy (1989) demonstrate that values and interests guide consumer evaluation of alternatives and affect their final purchasing decisions. Empirical studies also indicate that psychographic profiling allows marketers to segment consumers effectively, enhancing targeting strategies and predicting purchase behaviour with higher accuracy than demographic variables alone (Kotler & Keller, 2016).

Overall, empirical research highlights a consistent positive relationship between consumer psychographics and purchasing decisions. Consumers' internal characteristics including lifestyle, personality, interests, and values shape their preferences, brand selection, and purchase intentions, making psychographic analysis a critical tool for fashion and apparel marketers seeking to optimize engagement and sales in competitive markets.

Methodology

This study employed an explanatory research design with a cross-sectional survey approach to investigate the influence of consumer psychographics on purchasing decisions in fashion and apparel firms in Port Harcourt. The population of the study comprises all consumers of fashion and apparel products in Port Harcourt Metropolis. This includes male and female consumers aged 18 years and above who purchase clothing, footwear, and fashion accessories from fashion and apparel firms within the study area. Due to the absence of a comprehensive list or register of fashion and apparel consumers in Port Harcourt, the population is considered infinite.

Given the infinite nature of the population, a non-probability sampling technique was adopted for the study. Specifically, convenience and purposive sampling techniques were employed. Consumers who were readily accessible at fashion retail outlets, shopping malls,

markets, and online fashion platforms were selected, provided they met the criterion of having purchased fashion or apparel items in Port Harcourt within the last six months. A sample size of 384 respondents was considered adequate for the study, as it is sufficient for statistical analysis and consistent with similar consumer behaviour studies, particularly based on the Cochran 1977 formula.

Data for the study were obtained from primary sources. Primary data were collected directly from respondents through the administration of a structured questionnaire designed to capture information. The questionnaire was designed in line with the objectives of the study and divided into sections. Section A captured respondents' demographic characteristics, while subsequent sections measured consumer psychographic variables and purchasing decision variables. Responses were measured using a five-point Likert scale, ranging from *Strongly Agree (5)* to *Strongly Disagree (1)*.

The validity of the research instrument was established through content, face and construct validity. The questionnaire was reviewed by experts in marketing and research methodology to ensure that the items adequately covered the variables of the study and were consistent with the research objectives. Their suggestions and corrections were incorporated to improve the quality and relevance of the instrument. Furthermore, the construct validity of the instrument was determined through Exploratory Factor Analysis (EFA). The reliability of the questionnaire was determined through a pilot study conducted among a small group of youths who were not included in the final sample. The responses obtained were analyzed using the Cronbach's Alpha method to test the internal consistency of the measurement items. A reliability coefficient of 0.70 and above was considered acceptable for the study.

Data were collected through both physical and online administration of the questionnaire. Physically, questionnaires were administered to consumers at fashion boutiques, shopping malls, and markets within Port Harcourt, with the permission of shop owners and managers. Online data collection was carried out using Google Forms, and the survey link was shared through social media platforms such as WhatsApp, Facebook, and Instagram pages of fashion and apparel firms operating in Port Harcourt. Respondents were informed of the purpose of the study, assured of confidentiality, and participation was strictly voluntary. The data collected were coded and analyzed using Statistical Package for Social Sciences (SPSS). Inferential statistics of multiple regression analysis was employed to examine the influence of consumer psychographic variables on purchasing decisions in fashion and apparel firms. All hypotheses were tested at a 0.05 level of significance. Results of the test of hypotheses are shown in the tables 2, 3, and 4.

Table 1: Results of Reliability and Validity Tests

S/N	Variables	Number of Items	Cronbach's Alpha Coefficients	Factor Loadings
1	Consumer psychographics	4	0.767	0.756
2	Product choice	4	0.749	0.724
3	Brand preference	4	0.762	0.841
4	Purchase intention	4	0.773	0.794

Source: SPSS Output form field data, 2025.

Results of the Cronbach’s alpha analysis in Table 1 revealed that all the variables in the study produced high Cronbach’s Alpha coefficients. This is evidence to show that, there is inter-item consistency among the variables in the study. In other words, if this study is conducted again in similar conditions the results will be similar to the results of this study. Again, all the variables have high factor loadings greater than 0.4, indicating that the items and variables in the questionnaire measured what they were supposed to measure. These loadings indicated that there is no cross-loading hence there is discriminant validity.

Test of Hypothesis One: Consumer psychographics does not significantly influence product choice of fashion and apparel firms in Port Harcourt.

Table 2: Coefficients^a of the influence of consumer psychographics on product choice of fashion and apparel firms in Port Harcourt

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.341	1.748		9.723	.000
	Consumer psychographics	.236	.080	.637	2.870	.000

a. Dependent Variable: Product choice

Source: Field Survey, 2025.

A simple regression analysis was conducted to determine the influence of consumer psychographics on product choice of fashion and apparel firms in Port Harcourt. As shown in Table 2, consumer psychographics has a strong and positive influence on product choice. This is evident in the Beta Coefficient of 0.637. As shown further, the unstandardized coefficients indicate that the slope B1 is 0.236, indicating that a 1 per cent increase in consumer psychographics will result in approximately a 0.24 per cent increase in product choice. Additionally, the probability value 0.000 is less than 0.05 hence the researchers reject the null hypothesis which states that consumer psychographics does not significantly influence product choice of fashion and apparel firms in Port Harcourt.

Test of Hypothesis Two: Consumer psychographics does not significantly influence brand preference of fashion and apparel firms in Port Harcourt.

Table 3: Coefficients^a of the influence of consumer psychographics on brand preference of fashion and apparel firms in Port Harcourt

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.615	2.188		4.363	.000
	Consumer psychographics	.574	.169	.559	4.559	.000

a. Dependent Variable: Brand preference

Source: Field Survey, 2025.

A simple regression analysis was conducted to determine the influence of consumer psychographics on brand preference of fashion and apparel firms in Port Harcourt. As shown in Table 3, consumer psychographics has a moderate and positive influence on brand preference. This is evident in the Beta Coefficient of 0.559. As shown further, the unstandardized coefficients indicate that the slope B1 is 0.574, indicating that a 1 per cent increase in consumer psychographics will result in approximately a 0.57 per cent increase in brand preference. Additionally, the probability value of 0.000 is less than 0.05; hence, the researchers reject the null hypothesis, which states that consumer psychographics does not significantly influence brand preference of fashion and apparel firms in Port Harcourt.

Test of Hypothesis Three: Consumer psychographics does not significantly influence purchase intention of fashion and apparel firms in Port Harcourt.

Table 4: Coefficients^a of the influence of consumer psychographics on purchase intention of fashion and apparel firms in Port Harcourt

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.078	2.150		3.787	.000
	Consumer psychographics	.639	.094	.816	7.424	.000

a. Dependent Variable: Purchase intention

Source: Field Survey, 2025.

A simple regression analysis was conducted to determine the influence of consumer psychographics on purchase intention of fashion and apparel firms in Port Harcourt. As shown in Table 4, consumer psychographics has a very strong and positive influence on purchase intention. This is evident in the Beta Coefficient of 0.816. As shown further, the unstandardized coefficients indicate that the slope B1 is 0.639, indicating that a 1 per cent increase in consumer psychographics will result in approximately a 0.64 per cent increase in purchase intention. Additionally, the probability value 0.000 is less than 0.05 hence the researchers reject the null hypothesis which states that consumer psychographics does not significantly influence purchase intention of fashion and apparel firms in Port Harcourt.

Discussion of Findings of the Influence of Consumer Psychographics on Competitiveness of Fashion and Apparel Firms in Port Harcourt

The simple regression analysis that was conducted to determine the influence of consumer psychographics on product choice, brand preference, and purchase intention of fashion and apparel firms in Port Harcourt revealed that consumer psychographics has a strong and positive, significant influence on product choice, a moderate and positive, significant influence on brand preference, and a very strong and positive, significant influence on purchase intention.

The findings of this study are in line with the findings of Solomon (2018), who suggests that consumers' psychological traits strongly influence the types of products they select and their willingness to pay for branded or fashionable items. The findings also agree with the

findings of Workman and Lee (2017), who conducted a study on fashion consumer behaviour and found that fashion-conscious individuals exhibited higher involvement in apparel purchases, demonstrating that psychographic characteristics such as trend awareness and lifestyle orientation directly impact purchasing decisions. Similarly, our findings affirmed the findings of Nwibere and Karam (2020), who investigated consumer behaviour in Port Harcourt and observed that consumers with distinct lifestyle patterns and value orientations were more likely to make deliberate and brand-focused fashion purchases. Their findings confirm that psychographics can serve as reliable predictors of apparel consumption in emerging urban markets.

Further, our findings are in line with the findings of Kahle and Kennedy (1989), who demonstrate that values and interests guide consumer evaluation of alternatives and affect their final purchasing decisions. Empirical studies also indicate that psychographic profiling allows marketers to segment consumers effectively, enhancing targeting strategies and predicting purchase behaviour with higher accuracy than demographic variables alone (Kotler & Keller, 2016). Overall, our empirical findings, together with the empirical research examined in this study highlight a consistent positive relationship between consumer psychographics and purchasing decisions. Consumers' internal characteristics including lifestyle, personality, interests, and values shape their preferences, brand selection, and purchase intentions, making psychographic analysis a critical tool for fashion and apparel marketers seeking to optimize engagement and sales in competitive markets.

Conclusion

Based on the findings of this study, it is concluded that consumer psychographic characteristics exert a significant influence on purchasing decisions in fashion and apparel firms in Port Harcourt. The results demonstrate that consumers' lifestyles, values, attitudes, interests, and personality traits play a critical role in shaping their brand preferences, purchase frequency, spending behavior, and loyalty toward fashion and apparel products. The regression analysis revealed that psychographic variables are strong predictors of purchasing decisions, indicating that beyond demographic factors, the internal psychological and lifestyle orientations of consumers substantially determine how they perceive, select, and patronize fashion brands. This suggests that consumers do not merely buy fashion products based on functional needs but also as expressions of identity, self-concept, and social affiliation.

Furthermore, the study establishes that fashion and apparel firms that align their product designs, branding, and promotional strategies with the psychographic profiles of their target consumers are more likely to influence positive purchasing decisions. The findings underscore the importance of understanding consumer lifestyles and values in developing effective marketing strategies capable of enhancing customer satisfaction and competitive advantage. Thus, the study affirms that consumer psychographics constitute a vital strategic variable in explaining and predicting purchasing decisions within the fashion and apparel industry in Port Harcourt. Consequently, the effective application of psychographic insights is essential for fashion firms seeking sustained patronage, improved market positioning, and long-term business performance.

Recommendations

- 1. Adoption of Psychographic-Based Market Segmentation:** Fashion and apparel firms in Port Harcourt should move beyond demographic segmentation and deliberately adopt psychographic-based segmentation in their marketing strategies. By segmenting consumers based on lifestyle, values, attitudes, interests, and personality traits, firms can better understand consumer motivations and tailor their offerings to meet specific psychological and lifestyle needs, thereby enhancing purchasing decisions.
- 2. Product Design and Branding Alignment with Consumer Lifestyles:** Fashion firms should align product designs, styles, and branding messages with the dominant lifestyles and value orientations of their target consumers. Emphasizing fashion items that reflect consumers' self-image, cultural values, and social identity will strengthen emotional connections with brands and positively influence brand preference and loyalty.
- 3. Use of Psychographic Insights in Promotional Strategies:** Marketers should incorporate psychographic insights into advertising and promotional activities, especially on digital and social media platforms where fashion consumers are highly active. Promotional messages should appeal to consumers' attitudes, aspirations, and interests rather than focusing solely on price or product features, in order to stimulate stronger purchase intentions.
- 4. Continuous Consumer Psychographic Research and Data Utilization:** Fashion and apparel firms should engage in continuous consumer research to track changes in psychographic characteristics and purchasing behavior over time. Regular analysis of consumer lifestyle trends and preferences will enable firms to respond proactively to market changes, improve decision-making, and sustain competitive advantage in the dynamic fashion industry.

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