

Branding as a Determinant of Perceived Value for Tailor-Made Clothing in Akure, Nigeria

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ARTICLE INFORMATION	ABSTRACT
Article history: Published: August 2026 Keywords: Branding Consumer Demand Fashion Enterprise Perceived Value Tailor-Made Clothing	Branding has become increasingly important in the fashion and tailoring industry because consumers often evaluate fashion enterprises not only on the functional qualities of garments but also on brand-related attributes such as name, logo, reputation, creativity and previous experience. This study examined the role of branding in determining consumers' perceived value of tailor-made clothing in Akure, Nigeria. Perceived value was examined through consumers' preference for branded tailor-made clothing, willingness to pay more for branded products and the influence of specific brand attributes - including brand name, logo, brand experience, creativity and reputation - on purchasing decision. The study provides a more detailed exploration of some of the data collected as part of a larger research scope on branding and marketing among fashion enterprises in Ondo State and focuses specifically on the consumer-demand and perception dimension. A structured questionnaire was administered to consumers, with 336 valid consumer responses used in the analysis. Data were analysed using descriptive statistics, including frequencies and percentages. Findings indicate that 70% of consumers preferred branded tailor-made clothing to non-branded alternatives, while 59.23% were willing to pay a premium for branded products. Branding also emerged as a critical factor in consumers' choice of tailoring outlets, with 70.24% identifying it as influential. Among specific branding attributes, reputation, creativity, brand name, logo and previous brand experience were found to significantly influence the perceived value (as indicated in the purchasing decisions) of fashion consumers. In addition, convenience, discounts, recommendations and shop image emerged as relevant factors in outlet/brand choice. The findings suggest that branding can contribute to perceived value and consumer demand in the tailor-made clothing sector. The study recommends that fashion entrepreneurs develop coherent brand identities that extend beyond names and logos to include consistent quality, creativity, customer experience, reputation and visual presentation.

1. Introduction

1.1 Background to the Study

The fashion industry is simultaneously a creative, cultural and commercial sector (Ayodele et al., 2026; Virani, 2026). Within this sector, particularly in the Nigeria, tailoring enterprises provide consumers with garments that are designed, constructed and adapted to the preferences of individual, measurements as well as social contexts. The tailor-made clothing sector is therefore dependent on the relationship between the producer (the fashion designer) and consumer. While technical competence and garment quality remain important, contemporary consumers increasingly encounter fashion products through brand names, visual identities, recommendations, advertising, digital platforms and previous experiences with particular enterprises (Odji et al., 2018; Ruzmatov, 2026). Branding is frequently misunderstood as being limited to a business name, logo or other visual identifier (Grębosz-Krawczyk & Siuda, 2025; Verma, 2026). However, branding is substantially broader and constitutes an important component of business differentiation and strategy as noted by Belostecinic (2026). According to Belostecinic (2026), businesses that capable of converting trademarks into strategically managed brands effectively often achieve superior value realisation and more stable market positions. Largely, brand identity may include the associations that an enterprise seeks to establish. It is the deliberate set of visual, verbal, and symbolic elements through which a brand presents and differentiates itself (U. B. P. Putri & Padmalia, 2026; Wheeler & Meyerson, 2024). Brand image represents how consumers experience and perceive the enterprise (U. B. P. Putri & Padmalia, 2026; Wheeler & Meyerson, 2024). It represents consumers' perceptions and associations of the brand based on their experiences and interactions with it. An effective branding strategy therefore requires a clear and distinctive brand identity that can shape a favourable brand image over time. Key elements of effective branding include a memorable brand name, a distinctive logo, a strong reputation, and consistency in the presentation and delivery of the brand across different customer touchpoints (Odji et al., 2018; Wheeler, 2017; Wheeler & Meyerson, 2024). Altogether, these elements contribute to credibility, brand recognition, differentiation and consumer trust, ultimately influencing perceptions and purchasing decisions of consumers.

For tailoring enterprises, branding may be particularly important because clothing carries both symbolic and functional meanings (Ellawela et al., 2026; Odji, 2020). Consumers may use clothing to express social identity, personal taste, status, belonging and fashion awareness. As insinuated by Ellawela et al. (2026), consumers considered social status, brand labels, fashion publications,

creativity, recommendations, advertising, celebrity endorsement, service reliability and affordability when selecting tailoring enterprises. This insinuation is corroborated in other relevant studies (e.g. Budianto, 2026).

Branding can potentially influence demand in different ways. For example, can differentiate a tailoring enterprise from competing enterprises (Ampong et al., 2026; Chooset & Sukhabot, 2025). Branding can increase the perceived value of the products and services offered by the enterprise (Yu, 2022). This latter dimension is particularly significant for this study as consumers were specifically asked whether they preferred branded tailor-made clothing and whether they would pay more for branded clothing, sampling their perceived value of fashion products.

Perceived value represents consumers' overall assessment of the benefits associated with a product relative to what they are required to give up to obtain it (Choudhary & Mukherjee, 2026). In the tailor-made clothing context, perceived value may extend beyond the physical characteristics of a garment to include the emotional, symbolic and experiential benefits associated with the fashion enterprise. Branding can contribute to this perception by providing consumers with recognisable cues concerning quality, identity, reputation, previous experience and creativity. Consequently, consumers may attach greater value to a tailor-made product when it is associated with a positively perceived and recognisable brand. Perceived value is therefore examined in this study through the preference of consumers for branded tailor-made clothing, their willingness to pay more for branded products, and their assessment of specific branding attributes that influence purchasing decisions. This approach is particularly relevant to fashion enterprises because the value consumers attach to customised clothing may be influenced not only by garment functionality but also by the identity and reputation of the enterprise producing it.

1.2 Statement of the Problem

Tailoring enterprises operate in an increasingly competitive environment in which consumers have numerous alternatives. There have been concerns about inadequate business preparation, limited application of branding and difficulties in attracting sufficient patronage among some tailoring entrepreneurs in Akure South as discovered in a preliminary survey conducted by the researcher in the study area (Ajiboye et al., 2021). Although fashion entrepreneurs may possess substantial aesthetic and technical skills, quality workmanship alone may not guarantee strong consumer demand. Consumers encounter tailoring enterprises through multiple points of contact, including brand names, logos, advertisements, shop image, recommendations, fashion displays and previous experiences (Grębosz-Krawczyk & Siuda, 2025; Hasan, 2026; Nguyen et al., 2026). Consequently, understanding the role of branding in consumer choice (as an offshoot of the value perceived) becomes important for fashion entrepreneurs seeking to improve market performance. This study therefore addresses the limited empirical understanding of how branding affects consumer demand for tailor-made clothing, with a focus on Akure South local government area of Ondo State, Nigeria, as a broader spectrum of the scope of Ajiboye et al. (2021). It was also particularly necessary to determine whether consumers prefer branded tailor-made clothing, whether branding increases their willingness to pay, which factors influence their choice of tailoring outlet and which specific branding elements influence purchasing decisions as derivable from Ajiboye et al. (2021).

While branding is not new in the study area, yet in spite of the increasing application of branding among tailoring enterprises (Ajiboye et al., 2021), limited attention has been given to how consumers perceive the value created by branding within the tailor-made clothing sector. The existence of a brand name, logo or other visual identity does not necessarily mean that consumers perceive additional value in the associated products. It is therefore important to establish whether branding attributes such as reputation, creativity, brand experience, name and logo are associated with consumers' preference for branded tailor-made clothing and their willingness to pay more for such products. This study addresses this gap by examining branding as a determinant of perceived value among consumers of tailor-made clothing in Akure, Nigeria.

1.3 Aim and Objectives of the Study

The aim of this study is to examine branding as a determinant of consumers' perceived value of tailor-made clothing in Akure, Nigeria. The study specifically seeks to:

- examine consumers' preference for branded tailor-made clothing as an indicator of perceived value;
- determine consumers' willingness to pay more for branded tailor-made clothing;
- assess the influence of brand attributes on consumers' perceived value of tailor-made clothing; and
- identify the specific branding attributes that contribute to consumers' purchasing evaluation of tailor-made clothing.

1.4 Significance of the Study

The study is significant in that it addresses the interests of fashion entrepreneurs, fashion and industrial design practitioners, consumers, and researchers. For tailoring entrepreneurs, it offers empirical evidence on the consumer value of branding, illustrating that branding transcends logos and decorative elements to include brand name, reputation, creativity, and past consumer experiences, all of which can affect demand. For fashion and industrial design practitioners, the research underscores the connection between design, branding and consumer behaviour, emphasising how garment design and identity jointly contribute to consumer value. It provides insights for consumers into the factors impacting their purchasing decisions and evaluations of tailoring enterprises and tailor-made clothing. Lastly, the study serves as an empirical foundation for researchers for future explorations of branding, consumer behaviour, fashion entrepreneurship and small-business development within Nigeria's fashion sector.

2. Literature Review

2.1 Perceived Value in Consumer Behaviour

Perceived value is an important concept in understanding consumer behaviour because consumers generally evaluate a product not only in terms of its price but also in relation to the benefits they expect to receive from it. Recent research conceptualises customer perceived value as a multidimensional evaluation involving the benefits obtained from a product or service and the sacrifices required

to obtain those benefits. A comprehensive meta-analysis (Blut et al., 2023) based on 687 studies, found that models incorporating both perceived benefits and perceived sacrifices provide a strong explanation of customer perceived value and its consequences for consumer responses. Thus, perceived value can be understood as the consumer's overall assessment of whether what is received from a product is worthwhile in relation to what is given up to obtain it. The sacrifices involved are not necessarily limited to monetary price; they may also include time, effort, inconvenience, perceived risk, and uncertainty. For example, research on consumer value has demonstrated that perceived benefits and sacrifices jointly contribute to consumers' overall value assessments, while experiential, functional, and social benefits may be particularly important components of perceived value (Zhong & Chen, 2023). In the context of tailor-made clothing, perceived benefits may therefore include functional quality, good fit, uniqueness, creativity, durability, reputation, positive brand experience, social recognition, and emotional satisfaction, while perceived sacrifices may include the price paid, time spent communicating with the tailor, effort involved in fittings and alterations, and uncertainty regarding the final quality or appearance of the garment (Blut et al., 2023; Saviolo & Corbellini, 2014). Branding contributes to perceived value partly by providing consumers with information and signals that help them evaluate a product before purchase. A recognisable brand name, logo, reputation, and consistent customer experience can communicate expectations concerning quality, reliability, creativity, and service, thereby potentially reducing uncertainty associated with the purchase. This is particularly relevant for tailor-made clothing, where consumers may have difficulty assessing the final product before the garment is completed. Recent fashion research supports the relationship between branding-related cues and perceived value. For example, Behre & Cauberghe (2024) found that sustainability and fashion-style cues influenced the perceptions of consumers on the emotional, functional and social value of fashion brands, demonstrating that the way fashion products are presented can shape the value evaluations of consumers. Research on apparel consumers indicates that perceived value and brand identity significantly influence purchasing decisions. The value associated with fashion products relates to the identity and meaning conveyed by brands, transforming similar products into ones perceived as having greater credibility, recognition and benefits (Yang et al., 2024). Fashion fulfills roles beyond mere functionality, allowing consumers to express aspects of their identity, lifestyle, and group affiliation. Consequently, characteristics like uniqueness, exclusivity, trendiness, aesthetic appeal, and status become valuable (Yang et al., 2024).

Research highlights the multidimensional nature of perceived value in fashion, encompassing functional, social, emotional, economic, and experiential aspects (Wang et al., 2024). For example, studies on sustainable luxury fashion reveal that social value and cost-effectiveness positively impact purchase intentions, emphasising the blend of symbolic and economic factors (Hatem et al., 2025; Zhang, 2025). Similarly, findings in luxury fashion underline how exclusivity and rarity enhance perceptions of functional, social, and emotional value, reinforcing the importance of symbolic and experiential benefits (Wang et al., 2024). These concepts are particularly relevant for tailor-made clothing, as customisation enables consumers to find garments that are unique, meaningful, creatively designed, and aligned with personal preferences and social contexts. Perceived value also provides a useful explanation for consumers' willingness to pay for branded products. When consumers believe that a product offers benefits that exceed the monetary and non-monetary sacrifices involved in obtaining it, they may be more willing to purchase the product and, in some circumstances, pay a premium (Benhissi & Hamouda, 2024). Empirical research in fashion has linked perceived value to purchase intention, while research on luxury fashion has specifically demonstrated relationships between perceived value dimensions and consumers' willingness to pay (Benhissi & Hamouda, 2024; Petravičiūtė et al., 2021; Salah et al., 2024).

More recent research has likewise examined perceived value in relation to consumers' willingness to pay a price premium for fashion products, indicating that perceived value can extend beyond the basic functional attributes of clothing to include symbolic and experiential benefits (Benhissi & Hamouda, 2024). Within the context of tailor-made clothing, this suggests that consumers may be willing to pay more when branding communicates additional value through reputation, creativity, quality, uniqueness, positive brand experience, and other attributes that differentiate the branded offering from non-branded alternatives (Bonisoli, 2026). However, willingness to pay should be interpreted as an expression of consumer intention rather than proof that branding itself causes consumers to pay higher prices. This distinction is important for the present study.

2.2 Concept of Branding

Branding involves more than assigning a logo or a name to a product or a line of fashion products. It is a means of differentiating products and businesses and creating intangible value around physical products as noted in studies such as Ampong et al. (2026) and Chooset & Sukhabot (2025). The outcomes of Aaker's (2014; 2004) study on strong brands emphasise the strategic significance of brand associations and differentiation. Similarly, (Neumeier, 2015) describes brand image in terms of the consumer's mental picture and associations with a brand. In fashion, branding can be especially significant because clothing communicates meanings beyond basic utility. A garment can communicate status, identity, personality, group affiliation and lifestyle (Davis, 2026). As a result of this, the brand surrounding the garment can become part of the consumer's evaluation of the product.

2.3 Brand Identity and Brand Image

Brand identity refers to what an enterprise intends its brand to represent, while brand image concerns how consumers perceive the brand itself (U. B. P. Putri & Padmalia, 2026; Wheeler & Meyerson, 2024). Aaker (2014) conception of brand identity can be described as a set of associations that an organisation seeks to create and maintain. Brand image, on the other hand, is associated with consumer experience and perception. A positive experience may lead to loyalty and recommendations to family and friends (U. B. P. Putri & Padmalia, 2026; Wheeler & Meyerson, 2024). This distinction is particularly useful for tailoring enterprises. An entrepreneur may create a logo, name as well as other visual identities, but the ultimate brand image depends partly on consumers' experiences with garment quality, service, reliability, creativity and consistency.

2.4 Branding in Fashion and Tailor-Made Clothing

Fashion brands communicate both symbolic and functional value (Negara et al., 2026; Phan et al., 2026). There are several

identifiable branding ingredients relevant to fashion enterprises, including logo, a unique name, designed identity, personality, reputation, consistency and emotional meaning. For a tailoring enterprise, these components may find expression through: brand name, logo, garment labels, packaging, shop image, consistent quality, creativity, customer experience, reputation as well as communication via marketing channels. The broader survey of tailoring entrepreneurs indicates substantial adoption of these elements (Glover et al., 2026; Singh et al., 2025). However, the existence of branding components does not necessarily mean that all consumers value them equally. This makes the consumer-side evidence examined in this paper very vital.

2.5 Consumer Demand, Brand Preference and Perceived Product Value

As revealed in initial review of relevant literature, consumer demand is influenced by multiple factors. Consumers often consider social status, brand labels, fashion publications, creativity, recommendations, advertising, celebrity endorsement, service reliability and affordability when choosing fashion enterprises (Budianto, 2026). Brand preference therefore represents one dimension of consumer demand. If consumers consistently favour branded products over non-branded alternatives, branding may therefore function as a differentiating factor within a competitive market. One of the central propositions examined in this paper is that branding may increase perceived value. According to Bonisoli (2026) and Chi et al. (2021), the willingness to pay for branded fashion products may represent a stronger indication of perceived value than simple awareness. A consumer may recognise a brand without being prepared to pay a premium for it. Therefore, the willingness-to-pay finding provides evidence that branding should extend beyond recognition into perceived economic value.

3. Methodology

This study adopted a survey-based research design using a structured questionnaire to examine consumer preferences, perceptions of branding, purchasing decisions, choice of tailoring outlets, brand elements, and fashion trends among consumers of fashion products in Akure South Local Government Area of Ondo State, Nigeria. The study population comprised consumers of fashion products, with a population of 471,100 used to determine the sample size through Yamane's formula (Nwaze et al., 2026), resulting in a significant sample of approximately 400 respondents. Random sampling was employed to provide an unbiased representation of the consumer population. Of the 400 questionnaires administered, 345 were returned, representing an 86.25% return rate, of which 9 were invalid, leaving 336 valid responses for analysis. Data were collected using a five-point Likert-scale questionnaire comprising Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree, with items covering consumer preferences, branding, purchasing decisions, outlet selection, brand elements, and fashion trends. The data were analysed using descriptive statistics, including frequencies, percentages, means, modes, charts, and tables; however, the analysis presented in this paper focused primarily on frequencies and percentages. Perceived value was operationalised through consumer responses to branded versus non-branded tailor-made clothing, willingness to pay more for branded products, and responses to selected branding attributes including brand name, logo, brand experience, creativity and reputation. These indicators were selected because they represent consumers' evaluation of the additional benefits and value associated with branded tailor-made clothing within the context of the study.

Table 1: Operationalisation of variables

Construct	Indicator from existing questionnaire
Perceived value	Preference for branded tailor-made clothing
Brand recognition/value	Brand name
Economic value	Willingness to pay more
Visual value/recognition	Logo
Design value	Creativity
Experiential value	Brand experience
Relational/reputational value	Brand reputation

Source: Researcher (2026)

4. Findings

4.1 Preference for Branded Tailor-Made Clothing

Consumers were asked whether they preferred branded tailor-made clothing over non-branded alternatives.

Table 2: Preference for branded tailor-made clothing

Response	Frequency	Percentage
Strongly Agree	45	13.39%
Agree	190	56.55%
Undecided	40	11.90%
Disagree	26	7.70%
Strongly Disagree	35	10.42%
Total	336	100%

Source: Researcher (2026)

The results show that 235 respondents (69.94%) either strongly agreed or agreed that they preferred branded tailor-made clothing over non-branded alternatives. Only 61 respondents (18.12%) disagreed or strongly disagreed, while 40 (11.90%) were undecided. This result indicates a clear consumer preference for branded tailor-made clothing within the sampled population. Branding therefore appears to constitute an important differentiating attribute in the perceived value of consumer of tailor-made clothing.

4.2 Branding and willingness to pay more

Consumers were also asked whether they would pay more for branded tailor-made clothing.

Table 2: Branding and willingness to pay more

Response	Frequency	Percentage
Strongly Agree	127	37.80%
Agree	72	21.43%
Undecided	32	9.52%
Disagree	52	15.48%
Strongly Disagree	53	15.77%
Total	336	100.00%

Source: Researcher (2026)

Overall, 199 respondents (59.23%) either strongly agreed or agreed that they would pay more for branded products. The result suggests that branding is associated with increased perceived product (economic) value among a majority of the consumers surveyed. However, this finding does not establish that branding causes consumers to pay more; rather, the descriptive responses indicate that a substantial proportion of consumers perceive sufficient additional value in branded products to express a willingness to pay a premium.

4.3 Convenience and outlet/brand choice

Convenience was identified as another relevant consideration.

Table 4: Convenience and outlet/brand choice

Response	Frequency	Percentage
Strongly Agree	93	27.68%
Agree	130	38.69%
Undecided	22	6.55%
Disagree	54	16.07%
Strongly Disagree	37	11.01%

Source: Researcher (2026)

A total of 223 respondents (66.37%) agreed or strongly agreed that convenience influenced their choice of tailoring outlet.

4.4 Discount as a factor in outlet choice

Discount was also assessed.

Table 5: Discount as a factor in choice of brand

Response	Frequency	Percentage
Strongly Agree	48	14.29%
Agree	199	59.23%
Undecided	25	7.44%
Disagree	24	7.14%
Strongly Disagree	40	11.90%

Source: Researcher (2026)

Thus, 247 respondents (73.52%) agreed or strongly agreed that discounts could influence their choice of tailoring outlet.

4.5 Recommendation and outlet choice

Recommendations from reference groups, family and friends were also influential.

Table 6: Recommendation and choice of brand

Response	Frequency	Percentage
Strongly Agree	124	36.90%
Agree	144	42.86%
Undecided	31	9.23%
Disagree	22	6.55%
Strongly Disagree	15	4.46%

Source: Researcher (2026)

A total of 268 respondents (79.76%) agreed or strongly agreed that recommendation influenced their choice of tailoring outlet. This was one of the stronger factors revealed in this study as impactful of consumer choices.

4.6 Shop Image and brand Choice

Shop image was also identified as an important factor in consumers' choice of fashion outlets. The results show that 159 respondents (47.32%) strongly agreed and 87 (25.89%) agreed that shop image was important, while 32 respondents (9.52%) were undecided. In contrast, 21 respondents (6.25%) disagreed and 37 (11.01%) strongly disagreed with the statement. Overall, the findings indicate that a favourable shop image was an important consideration in consumers' choice of fashion outlets.

4.7 Branding Elements and Consumer Purchasing Decisions

Table 7: Influence of fashion branding elements on consumer purchasing decision

Branding Element	Response	Frequency	Percentage
Brand Name	Strongly Agree	116	34.52%
	Agree	163	48.51%
	Undecided	31	9.23%
	Disagree	20	5.95%
	Strongly Disagree	6	1.79%
Logo	Strongly Agree	81	24.10%
	Agree	196	58.33%
	Undecided	23	6.85%
	Disagree	18	5.36%
	Strongly Disagree	18	5.36%
Brand Experience	Strongly Agree	63	18.75%
	Agree	229	68.15%
	Undecided	10	2.98%
	Disagree	16	4.76%
	Strongly Disagree	18	5.36%
Creativity	Strongly Agree	86	25.60%
	Agree	219	65.18%
	Undecided	3	0.89%
	Disagree	15	4.46%
	Strongly Disagree	13	3.87%
Brand Reputation	Strongly Agree	146	43.45%
	Agree	144	42.86%
	Undecided	12	3.57%
	Disagree	16	4.76%
	Strongly Disagree	18	5.36%

Source: Researcher (2026).

The findings as recorded in Table 6 indicate that brand name was an important influence on consumers' purchasing decisions. A total of 279 respondents (83.03%) either strongly agreed or agreed that brand name influenced their purchasing decisions, comprising 116 respondents (34.52%) who strongly agreed and 163 (48.51%) who agreed. Only 31 respondents (9.23%) were undecided, while 26 respondents (7.74%) expressed disagreement. This suggests that a recognizable or well-established brand name may contribute to consumer confidence, recognition, and preference when selecting tailor-made fashion products.

Brand experience recorded a particularly strong positive response among the respondents. A total of 292 respondents (86.90%) either strongly agreed or agreed that experience with a brand influenced their purchasing decisions, comprising 63 respondents (18.75%) who strongly agreed and 229 (68.15%) who agreed. Only 10 respondents (2.98%) were undecided, while 34 (10.12%) disagreed or strongly disagreed. This finding suggests that consumers' previous interactions and experiences with a brand can play an important role in shaping subsequent purchasing decisions, potentially through familiarity, trust, satisfaction, and perceived reliability.

The findings also show that a known brand logo influenced consumers' purchasing decisions. A combined 277 respondents (82.43%) either strongly agreed or agreed with this view, including 81 respondents (24.10%) who strongly agreed and 196 (58.33%) who agreed. Meanwhile, 23 respondents (6.85%) were undecided, while 36 (10.72%) disagreed or strongly disagreed. The result suggests that a distinctive and recognizable logo may contribute to brand identification and may help consumers distinguish one tailoring or fashion enterprise from another.

Brand reputation recorded the highest proportion of strong agreement among the branding elements examined. A total of 290 respondents (86.31%) either strongly agreed or agreed that brand reputation influenced their purchasing decisions, with 146 respondents (43.45%) strongly agreeing and 144 (42.86%) agreeing. In comparison, 12 respondents (3.57%) were undecided, while 34 (10.12%) disagreed or strongly disagreed. This finding indicates that a positive reputation may be particularly important in shaping consumer purchasing decisions, as consumers may associate a reputable brand with quality, reliability, credibility, and satisfactory service. Creativity also emerged as a strong influence on consumer purchasing decisions. The results show that 305 respondents (90.77%) either strongly agreed or agreed that creativity influenced their purchasing decisions, comprising 86 respondents (25.60%) who strongly agreed and 219 (65.18%) who agreed. Only 3 respondents (0.89%) were undecided, while 28 (8.33%) disagreed or strongly disagreed. The very high level of agreement indicates that consumers place considerable importance on creativity, suggesting that originality and creative approaches to garment design may help attract patronage and differentiate tailoring enterprises in a competitive fashion market.

Summarily, the findings demonstrate that all five branding elements were perceived by a considerable majority of respondents as influencing purchasing decisions. Creativity recorded the highest overall agreement (90.77%), followed by brand reputation (86.31%), brand experience (86.90%), brand name (83.03%), and logo (82.43%). This suggests that both functional/experiential elements, such as brand experience and reputation, and identity-related elements, such as brand name and logo, contribute to consumers' perceptions and purchasing decisions. However, these descriptive findings indicate perceived influence rather than statistical causation.

4.8 Influence of Fashion Sense and Trends

The study further examined whether fashion sense and trendy styles influenced purchasing decisions.

Table 8: Influence of fashion trends/sense

Response	Frequency	Percentage
Strongly Agree	111	33.04%
Agree	99	29.46%
Undecided	68	20.23%
Disagree	34	10.12%
Strongly Disagree	24	7.14%

Source: Researcher (2026).

A total of 210 respondents (62.50%) agreed or strongly agreed that fashion sense and trendy styles influenced their purchasing decisions. This reinforces the importance of current fashion awareness and creativity within the branding of tailoring enterprises. Altogether, these findings demonstrate that consumers associate multiple dimensions of value with branded tailor-made clothing, rather than evaluating branding solely through visual identification.

4.9 Branding and Consumer Evaluation of Tailoring Enterprises

The study examined several additional factors. Although outlet choice is not treated as the primary dependent variable in this study, the finding provides supporting evidence of the behavioural relevance of perceived brand value. Consumers were asked whether branding influenced their choice of tailoring outlet.

Table 3: Branding as a factor in choice of tailoring outlet

Response	Frequency	Percentage
Strongly Agree	84	25.00%
Agree	152	45.24%
Undecided	23	6.85%
Disagree	38	11.31%
Strongly Disagree	39	11.61%
Total	336	100%

Source: Researcher (2026)

A combined 236 respondents (70.24%) either strongly agreed or agreed that branding influenced their choice of tailoring outlet. Branding was therefore established as a vital factor in outlet selection for a substantial majority of respondents. However, the result also indicates that branding is not the only factor affecting choice.

5. Discussion

5.1 Branding and Consumer Preference

The first major finding is that a substantial majority of respondents preferred branded tailor-made clothing to non-branded alternatives. This resonates with the predictions of studies such as (Franchin, 2025; Kim, 2016). Nearly 70% of the sample selected either "strongly agree" or "agree." This finding supports the broader proposition that branding can differentiate tailoring enterprises in a competitive environment (Ampong et al., 2026; Arvidsson, 2025; Guven, 2026). The result is also consistent with the study's theoretical assertion that consumers do not necessarily purchase fashion products exclusively for functional attributes but can attach symbolic meanings to brands, which indicates a sense of heightened value perceived. The implication is particularly important for fashion enterprises. A tailor may produce technically excellent clothing, but if the enterprise has little identifiable brand presence, the consumer may have fewer symbolic or experiential cues with which to distinguish it from competitors. This means that fashion products may be technically excellent, yet be diminished in perceived value.

5.2 Branding and Perceived Economic Value

The second major finding concerns willingness to pay. Nearly six in ten respondents indicated that they would pay more for branded products. This finding suggests that branding may increase perceived value. However, it is important not to overstate the evidence. The finding that 59.23% of consumers indicated willingness to pay more for branded products provides further evidence of perceived economic value. Although the study measured stated willingness rather than actual transaction prices, the result suggests that a substantial proportion of consumers associate branding with sufficient additional value to justify a potential price premium.

5.3 Branding and Outlet Selection

Approximately 70% of consumers agreed that branding influenced their choice of fashion outlet. However, recommendation, discount and shop image also generated substantial positive responses. This suggests that consumer demand is multifactorial. Branding should therefore not be treated as an isolated marketing solution. A successful fashion enterprise may need to combine:

Brand identity + quality + creativity + customer experience + reputation + convenience
+ appropriate pricing + recommendation + shop image.

This interpretation is consistent with the notion that consumers considered multiple factors in choosing fashion enterprises (Jain et al., 2026; N. F. Putri et al., 2024).

5.4 Reputation and Experience as Stronger Branding Dimensions

An especially important finding is the strong response to brand experience and reputation. Brand experience recorded 86.90% agreement/strong agreement, while reputation recorded 86.31%. This is theoretically significant due to the fact that it suggests that consumers respond not only to visible branding elements but also to what the brand represents via accumulated experience. A logo may help consumers recognise a fashion enterprise, but positive experiences with garment quality, fitting, reliability, service and consistency can help transform recognition into preference and recommendation. Studies have described brand image as linked to consumers' experiences with a brand and notes the potential for positive experience to generate referrals (Akinwunmi, 2026; Rajiman et al., 2025).

5.5 Creativity as a Branding Asset

Creativity recorded approximately 90.75% agreement/strong agreement, making it the strongest of the five reported branding elements. This finding is particularly relevant to fashion because creativity represents a direct intersection between design practice and branding. In this context, creativity does not merely mean having a logo or attractive promotional material. It can be communicated through: original garment concepts, distinctive styles, innovative cuts, contemporary interpretations, unique finishing, consistent design language as well as recognisable aesthetic identity. The result indicates that design creativity can itself become part of brand differentiation.

5.6 Brand Name and Logo

The results for brand name and logo were also strongly positive. More than 80% of consumers agreed or strongly agreed that both elements influenced purchasing decisions. This provides empirical support for maintaining recognizable visual identities. Nevertheless, the findings also indicate that name and logo alone should not be regarded as sufficient. Experience, reputation and creativity received similarly strong or stronger responses. Thus, the evidence points toward a holistic conception of branding rather than a purely visual one.

5.7 Branding Attributes as Sources of Perceived Value

The findings provide evidence that consumers' perceived value of a tailoring brand is shaped by multiple branding attributes rather than by visual identity alone. As shown in Table X, creativity recorded the highest positive response (90.77%), followed by brand experience (86.90%), brand reputation (86.31%), brand name (83.03%), and logo (82.43%). The consistently high levels of agreement across all five attributes indicate that consumers attach considerable importance to both symbolic and experiential dimensions when evaluating tailor-made clothing. This interpretation is in tandem with Blut et al. (2024), whose comprehensive meta-analysis of 687 studies found that perceived value is best understood as an integrated assessment involving multiple benefits and sacrifices rather than a single product attribute. The study also found that benefits such as aesthetics, enjoyment, social benefits, and personalisation contribute to overall perceived value.

Significantly, the results indicate that perceived value is not generated solely by visual identity. Although brand logo and name received strong positive responses, brand experience, creativity and reputation recorded equal or higher levels of agreement. This suggests that perceived value of consumers of a fashion brand is multidimensional, shaped by both visual/symbolic elements and experiential and design-related attributes. In the tailor-made clothing context, creativity may provide uniqueness and differentiation, brand experience may reflect the quality of interactions and service delivery, while reputation may signal reliability and credibility. Thus, effective branding in the tailoring sector should extend beyond establishing a recognisable name or logo to include the consistent delivery of creative products, positive customer experiences, and a credible reputation. This interpretation is particularly consistent with the broader perceived-value literature, which identifies benefits such as aesthetics, personalisation, social value, enjoyment, and relational benefits as contributors to consumers' overall value assessments (Blut et al., 2023; Marvi et al., 2024; Ospina-Agudelo et al., 2026)

6. Implications for Fashion Enterprises

The findings have several practical implications for fashion enterprises seeking to strengthen their competitiveness and consumer appeal. Fashion designers should develop a recognisable and consistent brand identity through the use of distinctive names, logos, labels, packaging, shop presentation, and communication materials. Given that creativity received the strongest positive response among the branding elements examined, fashion enterprises should also cultivate distinctive design styles and innovative approaches rather than simply reproducing existing designs. The strong influence of brand experience further highlights the need to provide positive and consistent customer experiences through accurate measurement, proper fitting, timely delivery, effective communication, reliability, quality finishing, good customer service, and meaningful after-sales relationships.

On a similar note, the importance attached to brand reputation suggests that every garment produced and every customer interaction should be treated as an opportunity to build long-term trust and credibility. Although 59.23% of respondents expressed willingness to pay more for branded products, branding should not be viewed as an automatic justification for higher prices; rather, any price premium should be supported by clear and demonstrable value. Finally, because shop image and recommendations also influence consumer decisions, branding strategies should extend beyond the garment itself to include the physical appearance of the fashion outlet and the social experiences through which customers encounter and evaluate the enterprise.

7. Conclusion and Recommendations

7.1 Conclusion

This study concludes that branding constitutes an important source of perceived value in the tailor-made clothing sector in Akure South, Nigeria. Based on the responses of 336 valid consumer respondents, approximately 70% indicated a preference for branded tailor-made clothing over non-branded alternatives, while 59.23% expressed willingness to pay more for branded products. Branding was also identified as an important consideration in consumers' choice of fashion outlets, with approximately 70.24% indicating its influence. The findings further demonstrate that the value that consumers associate with branding extends beyond visual identity,

with brand experience, creativity, and reputation receiving particularly strong positive responses, alongside substantial influence from brand name and logo on purchasing decisions. These findings suggest that consumers perceive branding as more than a mechanism for identifying or distinguishing a tailoring enterprise; rather, it appears to communicate and reinforce attributes such as creativity, credibility, experience, uniqueness, and value, thereby shaping how consumers evaluate tailor-made clothing. The study therefore concludes that effective branding in the tailoring sector should be approached as a comprehensive consumer-value system that integrates visual identity with creative design, positive customer experiences, a strong reputation, and consistent value delivery, rather than being limited to the creation of a name or logo.

7.2 Recommendations

The following recommendations are made based on the findings:

- Fashion design entrepreneurs should develop coherent brand identities incorporating attractive names, labels, logos, packaging and shop/outlet presentation.
- Customer experience should be treated as part of branding, with emphasis on quality, fitting, reliability, service delivery and communication to ensure value maximisation.
- Creativity should be deliberately incorporated into brand strategy, since it recorded the strongest positive response among the branding elements examined.
- Fashion design entrepreneurs should actively manage brand reputation because reputation was one of the strongest influences on perceived value.
- Branding should be combined with reasonable pricing and promotional strategies. The findings indicate that discounts, affordability and convenience remain relevant to perceived value and consumer choice.
- Tailors should maintain consistency in quality and service, since repeated positive experiences can strengthen brand associations.
- Fashion design enterprises should improve their physical shop image, since a substantial proportion of consumers considered shop image when selecting an outlet so as to maximise value perceived.
- Fashion design entrepreneurs should avoid assuming that a logo alone constitutes effective branding. The evidence indicates that consumers respond strongly to experience, reputation and creativity in addition to name and logo.
- Satisfied customers should be encouraged to recommend the enterprise, because recommendations from family, friends and reference groups were particularly influential.

7.3 Limitations of the Study

This study had a number of limitations that could not be ignored. To begin with, the study adopted a cross-sectional questionnaire design; therefore, the results reflect consumers' perceptions at the time of the survey but does not capture how such perceptions may change over time. Secondly, the data were based on self-reported consumer responses, meaning that measures such as willingness to pay more for branded products represent stated intentions rather than actual purchasing behaviour. Also, the analysis was primarily descriptive and, consequently, identifies patterns of agreement among respondents without establishing statistically tested causal relationships between individual branding variables and consumer demand. In addition to the aforementioned, the study was geographically limited to Akure South Local Government Area, and its findings should therefore not be automatically generalised to all fashion design enterprises or consumers in Nigeria without further investigation. These limitations do not invalidate the findings but rather define the scope within which they should be interpreted and provide opportunities for future research to employ longitudinal designs, behavioural measures, inferential statistical techniques and broader geographical samples.

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