

**IMPACT OF PRODUCT QUALITY ON CONSUMER BUYING
BEHAVIOR IN NASARAWA STATE NIGERIA**

BY

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**BEING A RESEARCH WORK SUBMITTED TO THE SCHOOL OF
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MARCH, 2020.

DECLARATION


I hereby declare that this research work is the product of the research carried out by me. To the best of my knowledge it has not been presented for any degree in any institution of higher learning. The ideas, observations, conviction, except quotations, have been acknowledged in accordance with conventional academic traditions.

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CERTIFICATION

This is to certify that the project is an original work undertaken by me has been prepared in accordance with the regulation governing the preparation and presentation of research work in Nasarawa State University Keffi .



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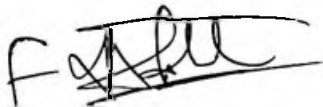
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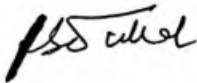
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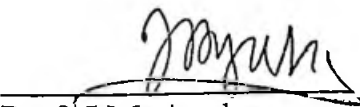
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DEDICATION

This project work is dedicated to God who makes it possible for me to successfully complete this programme.

ACKNOWLEDGMENT

I am indeed greatly indebted to good number of God sent people, who were of great assistance to me in making this project work a success. Am profoundly grateful to project supervisor, Dr. Abdul Adamu for his constructive criticism, modification suggestions, and prompt attention given me despite his busy schedule to read through my work and effecting correction where necessary and also for making helpful contribution toward the enrichment of this project work.

Abstract

SMEs in Nigeria have been an avenue for Job creation and empowerment of citizens through poverty alleviation and providing about 70% of all job opportunities and also for capital formation. The aim of the study is to explore impact of power (electricity) supply on the performance of Small and Medium Scale Enterprises in Keffi. Primary data were used and the data were generated through questionnaire. The questionnaires were coded and the variables used are the monthly turnover of Small and Medium Scale Enterprises in Keffi, KV supplied to SMEs by the power distribution company in Keffi, number of employees, tax, wages and salaries, years of business and the expenditure on alternative power supply. Monthly turnover was used as a proxy to performance while KV was used to proxy power supply. The study employed descriptive analysis, correlation analysis as well as the regression analysis. The results of the analyses revealed that power supply and the performance of Small and Medium Scale Enterprises are negatively correlated. However, the regression result showed that power electricity supply has a positive impact on the performance of Small and Medium Scale Enterprises in Keffi. The study recommended among others, that stable electricity supply should be provided to enable the young businesses survive and grow.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The changes in the income of consumers and improvement in their standard of living with increasing choice of people have led to the development of marketing opportunities and product quality development in the business's world.

In a bid to satisfy the consumer, producers develop new products to meet the changing needs of the consumers. But the market grows and expands especially, due to the presence of numerous competitors, the need for product quality becomes an utmost concern to organizations in order to retain and attract customers, product quality and development is an important function of business enterprises. This is because products that were satisfactory to consumers yesterday might not be satisfactory to them today. On this backdrop, the standard organization of Nigeria [SON] was established through the act [56] in 1971.

The standard organization of Nigeria [SON] is the sole statutory body that is vested with the responsibility of standardizing and regulating the quality of products in Nigeria.

The Act mandated the body to specify and elaborate standards, as well as provide quality assurance system for commodities including manufactured, industrial and imported product and services.

The national agency for food and drug administration and control (NAFDAC) is a Nigeria government agency under the federal ministry of health, NAFDAC is responsible for regulating and controlling the manufacture, importation, exportation, advertisement, distribution, sales and use of food, drugs, and cosmetic, medical

devices, pre-packaged water. The organization was formed to checkmate illicit and counterfeit products in Nigeria.

Consumer Protection Council (C.P.C) is the consumer protection agency of the federal government established to promote and protect consumer's interest. Its core activities are: to inform consumers, to eliminate hazardous product from the market, ensure that products and services comply with required standards, and to receive, mediate and provide redress to consumers complaints.

All these are necessary in view of what kotler (1991) noted "That today's customer are harder and difficult to please. They are smarter, more price and quality conscious, more demanding, less forgiving and they are been approached by more competitors with equally or better offers.

Thus, the challenges in today's market are on product quality in order to retaining and maintaining customer's choice on a product. Product quality and development is an important function of business enterprise. This is because products that were satisfactory to consumers yesterday might not be satisfactory to them today.

Further, if the product quality is satisfactory to consumers, the product is likely to command higher profit margin and consumer retention.

1.2 Statement of the Problems

There are many competitive industries in the market producing similar product or substitute product. For company to gain customers retention and loyalty, companies must continue to place emphasis on product quality in order to retain and maintain customer's choice on a product.

The study is focused on the relationship between product quality and customer's choice on a product, because there is a symbiotic relationship between product quality and consumer's choice on a product. In that light, this study intends to focus attention on improving product quality rather than increasing production and sales volume.

1.2 Research Questions

In order to achieve the objective of this research work the following research question will be relevant to us in solving the research problem.

- i. What is the effect of product quality on product choice?
- ii. What is the relationship between product price and product choice?
- iii. What is the effect of product advert on product choice?
- iv. what is the effect of packaging on product choice?
- v. What is the effect of assortments on product choice?
- vi. What is the relationship between buying intention and product choice?

1.4 Objectives of the Study

This study is aimed at achieving the following objectives.

- i. determine the relationship between product quality and product choice
- ii. ascertain the relationship between product price and product choice
- iii. To verify the relationship between product packaging and product choice
- iv. determine the relationship between advertising and product choice
- v. verify the relationship between assortments and product choice
- vi. determine the relationship between buying intention and product choice.

1.5 Research Hypothesis

Ho1: There is no significant relationship between product quality and product choice.

Ho2: There is no significant relationship between price of a product and product choice

Ho3: There is no significant relationship between product packaging and product choice.

Ho4: There is no significant relationship between assortment sizes of a product and product choice.

HO5: There is no significant relationship between advertisement and product choice..

Ho6: There is no significant relationship between buying intention and product choice.

H6: There is significant relationship between buying intention and product choice.

1.6 Significance of the Study

Past research examining product quality and the effect price have on consumer buying decision [Churchill and Patter [1994] the consumer decides whether and what to buy depends partly on the significant of purchase.

Consumer purchasing decision specifically refer to the activities consumer take when deciding what to buy and when making actual purchase. Consumer research about price can show how to communicate price and most effective research indicates that, the ending of the price effect how consumers quality of the product.

Other research work prior to this opined that more options can generate decision conflict, confusion and frustration, leading to choice deferral or even no choice at all [e.g. Chenev 2003, D'har 1996, 1997; Greenleaf and Lehmann 1995, Iyengar and Lepper 2000]

The present study will correct that assertion and will also builds on preliminary study by examining a wider array of plausible factor's [variables] that can influence consumers choice of a product such as advertising, packaging, size assortment, product quality e.t.c. The study will serve as a source of secondary data to research in field of product quality, product development and consumer behavior.

1.7 Scope of the Study

The study will be limited to the effect product quality has on the choices of student's in Nasarawa State University Keffi and as such about fifty (50) or more questionnaire have been designed to achieve the objective of the study. The sampling unit of the study is limited to only the students in the institution and not staff and management of the institution. More so, a time frame has being set aside for this study starting from January to August2018.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Framework

The chapter shall unveil the conceptual framework of the study where relevant literature shall be received and cited to ascertain what previous authors have discussed the topic.

2.2 Product Quality

The meaning of quality differs depending upon circumstances and perceptions. For example, quality is a different concept when focusing on tangible products versus the perception of a quality services. The meaning of quality is also time based or situational. According to Kotler and Keller [1997], satisfaction will also depend on product and services.

America society for quality control's definition for quality is the totality features and characteristics of a product or service that bear ability to satisfy stated or implied needs. Quality is how the recipient of the product or services views the product or service, before buying, upon delivery, and often the delivery and use. In other words quality is satisfying the consumer and it is defined by customers or users believe the product or service surpasses their needs and expectations. Product quality in broad sense is defined as "superiority or excellence" of a product Zeitham/Dawer (1999). Two major problems can be reported on this definition; the first is that, this definition neglects the fact that a product's state of quality has a wide range of degree, starting from "poor and unacceptance" and ending with "superior". The second problem was the intrinsic elements of subjectivity which can determine where the quality of the product lies, within what range, and how it is oriented. There are drivers of quality according to customers: in a customer driven organization, quality is established with a focus on satisfying or exceeding the requirements, expectations, needs, and preferences of

customers. Customer – driven quality was popular in the early stages of quality improvement. Conformance to requirements and zero defect concepts have roots in producing a product or service that meets stated or documented requirements. In some cases, product or service requirements originate from customer requirements, thereby creating a common link to customer driven quality, but the focus of the culture is on the quality of the product or service. If the customer requirements are accurately stated and designed into the production or service delivery process, then as long as the product or services meet the requirements, the customer should be satisfied.

According to Churchill and Palter [1994] the way a consumer decides whether and what to buy depends partly on the significance of the purchase. Consumer purchase decision specifically refers to the activities a consumer takes when deciding what to buy and when making the actual purchase. Consumer research about price can show how to communicate price most effectively. Research indicates that, the ending of the price affects how a consumer perceives quality of the product.

A product's quality has a significant impact towards the product or services performance, thus it is linked to a customer's satisfaction. [Kotler and Armstrong 2010] It is also vital for a marketer's product positioning tools. Consumers today are demanding high quality goods that save time, energy and often calories. The rank that consumers in the United States place for product quality are as follows, reliability, durability, easy maintenance, ease of use, a trusted brand name and low price (McDaniel, Lamb and Hair, 2011).

Consumers are seeking reliable products that suit the purpose and are able to stand the intended function. With the increase of a consumer's purchasing power supported by multiple and flexible financing schemes, consumers find themselves surrounded with many

options to choose. Changes in the competitive environment and increasing customer expectation regarding product quality and customers satisfaction are driving manufacturers to place a greater amount of emphasis on understanding customer's attitude and behavior in order to maintain and grow market share and profitability.

Product quality is derived from the difference between actual product and the alternative products that could be made available or provided by the particular industry [Hardie & Walsh, 1994]. It can also be determined by the way customers perceive quality in the market [Wankhade and Dabade 2006]. Product quality is the most important factor for the selection of each mobile phone brand especially in the market environment where the level of competition is intense and price-competition (Shaharudin et al 2010). However, it is difficult to meet the customer's expectation on quality since their understanding is varied and inconsistent.

The differences of quality perspectives are pertinent in economic, technology, social and cultural achievements. (Wankhode & Dabode, 2006). For a better perspective of a product quality, it is necessary to study on the quality perception and to understand on quality gaps between "how things ought to be" and "how things are" from a customer's point of view. This is because of the nature of quality perception itself which is a complex phenomenon involving social, cultural, economic and technical aspects. [Wankhode and Dabode 2006]. The result can subsequently be used to benchmark the actual performance against the perceived requirement so that the discrepancies of difference discovered can be channeled for immediate improvement. However, less attention is been place for studies that link between the perceived product quality with other marketing variables such as product involvement, consumer satisfaction and purchase decision (Tsiotson, 2005).

Global competition that exists has made it essential for companies to focus on quality improvement. The chartered institute of management accountants' official terminology notes that there is no universally accepted definition of quality which may be assessed on a number of bases, such as conformance specification, ability to satisfy want inclusion of attractiveness. Performance/aesthetic attributes, or offering value for money. Iworere (2009) describes that "Quality management is considered as a competitive weapon. Generally, a high product quality attracts a high price. Product quality has considerable influence in the determination of the firm profit. The relationship is such that: An improved product quality results in increasing both production and product quality, An increase in productivity lowers product cost while an increase in product reliability leads to the achievement of charging a high price.

2.1.2 Consumer Buying Behaviour

According to Paul and James Jnr [2009], the way consumer decides whether and what to buy depends partly on the significance of the purchase. In general, consumers undertakes a more formal lengthy decision making process when the following condition exist. ; The product price high, the product has innovative features that are complex or new and there are many brands to choose from, thus consumer spends more time in buying a certain product for example, industrial product than consumable product such as mobile phone. This process includes five steps need recognition, information search, purchase decision, evaluation from alternative and post purchase evaluation.

According to Berkwtiz et al [1997] a decision is a conscious choice from among two or more alternatives. All consumers make many of such decisions daily. The stage through which a buyer passes in making a choice among alternative products or services is known as consumer decision making process.

In consumer decision making process, post purchase behavior is very curial stage, during this stage consumer's value consumption. In the post purchase the sales person sale is important. In fact, the more the personal contact after the sale, the more the consumer thinks that the right purchase was made. Blechet el (2000) observed that a purchase decision is not the same as an actual purchase. Once consumer chooses which brand to buy, he or she must still implement the decision and make actual purchase. As consumer make up his/her mind to purchase a product an additional decision may be needed such as when to buy, where to buy and how much money spend and even the lapses between the formation of a purchase intention or decision and actual purchase. Maintain consumers brand loyalty as they said, it is not easy. Competitor uses many techniques to encourage consumers for non-durable conveniences items. Sometimes take place in the store almost simultaneously with the purchase. It has been observe that price and quality also influence the consumer decision making process to purchase or select product.

2.1.3 Product Price

Price is one of the marketing mix elements. The elements of marketing mix include price, product, place and promotion. Price can change very easily as compared to the other three elements. The marketer can decide to lower or raise a price more frequently.

According to Taylor and Walls [2000], Psychology places a strong and large part in pricing product. Consumers facing any risk in their purchasing decision feel safer with a price. The fact that a high price is an indicator of quality of a product is the consumer's perception. Much research has demonstrated the importance of price in purchasing decision [Monroe 2003]. A more fine grained analysis suggests that consumer's purchase decisions are driven by price perceptions rather than by actual prices. These

perceptions are highly subjective and susceptible to contextual influences (Albo et al 1999; Krishna 1991, Krishno et al 2002 Zeitham/1998). Retailers use various pricing strategies to influence consumer's price perceptions, assuming that they will impact choice. Three prominent pricing strategies are frequency discounting, where retailers offer frequent but small discount, depth discounting, where retailers offer infrequent large discounts, and everyday low pricing (EDLP), where retailers offer products at a constant low regular price (Hoch, Dreze and Purk 1994). We study how these pricing strategies influence consumer's retail choice decision their perception of retailer prices and the relation between them. In contrast to existing research we focus on settings in which consumers decide where to shop without knowing the retailers current prices (i.e. they choose under price uncertainty) and where they only learn a retailer's prices when they visit it and see the prices in the store. We show that consumers tend to choose the retailer that is cheaper on the most shopping occasion and not the one they believe to be cheapest on average. We discuss several reasons why this choice pattern manifests and provide evidence that consumers use past observed patterns to form predictions of which store will be cheaper on each occasion and these predictions, rather than average price judgment drive choice.

We next review and contrast two streams of literature to develop our predictions, research on retailer and brand price perceptions and research on experience based and descriptive base choice. Then we present a series of studies that test our hypotheses and elucidate the relations between retailer pricing strategy, consumer price judgments, and choice under price uncertainty. All these finding suggest that, under full price information (i.e. price certainty), the relative salience of discount frequency and depth influence consumer's judgment of average price.

However, what is not yet known from these findings is whether these average price perceptions influences retailer choice in the typical situation where a consumer must decide which retailer to visit without knowing the prices for that day (i.e. price uncertainty). The only study that examined consumer choice under uncertainty was Albo et al [1994] study 3. In that study participants examined the prices of three sets of three different products, for a frequency and a depth retailer, where the total basket price of the retailer was the same participants judged which store offered lower prices overall and estimated the store's total basket price. They next chose their preferred store given a goal to obtain good value. This reflected choice under price uncertainty because it was prospective and made without knowledge of future price information. There was a constant frequency effect for the two price judgment and for choice. Importantly, however, because of the there in which the questions were asked (price judgment first and then choice), it is possible that participants prospective choices were influence by the act of having made prior price judgment which may have heightened the salience of judgment.

Given the protocol used, we cannot tell whether participants would have chosen the frequency retailer if they had not previously been asked to judge average prices, under normal circumstances, influence their choices under price certainty. Our goal is to systematically examine the effects of retailer pricing strategies on consumers retailer choice when consumers learn price information only after choosing a retailer participant in our studies first choose their preferred retailer (many times) and only then provide average prices judgments. This procedure eliminates the possibility that asking questions about price perceptions artificially increases their salience and their reliance in choice. We predict that under price uncertainty, participants tend to choose the retailer that is cheaper most often. We provide evidence that consumers expectations

regarding the prices they are likely to encounter on the next shopping trip drive their choices and not the average price perceptions they form based on observing retailer past prices.

Decisions making research has long been interested in how people evaluate outcomes (Kachneman and Tversky 1979; Payne 2005; Thales 1985) and how people choose between options for which the distributions of potential outcomes large gains. Given the shape of the value function (Kahneman and Tversky 1979), consumers should obtain more positive value from many small gains than a few large gains, and they should receive less negative value from a few large losses than many small losses (thaler 1985; Tversky and Kahnesman 1991). These mental accounting principles predict a general preference for the retailer that is cheaper more often.

2.1. 4 Advertisement and Product Choice

Advertising is any means by which an organization seeks to influence the thought and actions of an individual, usually used to sell a product or to promote goodwill. (Webster's Pocket Business Dictionary). It is a paid form of communication tools to communicate with the mass people. It is advertising with a strong emphasis on the company brand (logo and/or company name) also know as integrated marketing communication (IMC).

According to Peters Texeira and Badrie (2005), "Advertising is the most important factor that influences the purchase of a new product" (p 513). Advertising, sales promotion and public relations are mass communication tool available to marketers. As its name suggests, mass communication uses the same messages for everyone in an audience. The mass communication tools trade off the advantage of reaching many people at a lower cost per person (Etzel et al, 1997). Today, definitions of advertising

abound. We might define it as communication process, a marketing process an economic and social process, a public relation process or an information and persuasion process (Arens, 1996). Dunn et al (1978) viewed advertising from its functional perspective, hence they define it as a paid, non-personal communication through various media by business firms, nonprofit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation and finally purchases. The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer's behavior, especially the economic, social and psychological aspects when young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy.

Traditional hierarchy of effects model of advertising state that advertising exposure leads to cognition, such as memory about the advertisement, the brand, which in turn leads to attitudes, i.e. product liking and attitude toward purchase, which in the end leads to behavior, like buying the advertised product. As the market is surplus with several products or services, so many companies make similar functional claim, so, it has become extremely difficult for companies to differentiate their products or services based on functional attributes alone. Differentiation based on functional attributes which in turn lead to attitude .i.e product liking and attitude toward purchase which in the end

lead to behavior like buying the advertised product. As the market is surplus with several products or services, so many companies make similar functional claims so, it has become extremely difficult for companies to differentiate their products or services based on functional attributes alone. Differentiations base on functional attributes, which are shown in advertisement are never long lasting as the competitors could copy the same, therefore, the marketers give the concept of brand image.

Like by creating the character of the caring mother, the marketer injects emotion into the consumers learning and process of advertisements. Doing so advertiser creates these types of advertisement, which carry emotional bond with consumer. Therefore, that consumer is more likely to associate with advertisements of those brands which have emotional appeals also proved a strong brand cue and stimulate category – based processing. If the categorization process is successful, the effect and belief associated with this category in memory are transferred to the object itself. Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand image and perception /concept toward new products. They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated to consumer's familiarity and information, but also attachment and preference of brand. It is also suggested that consumer can disregard or prevail over the dissonance form brand extension (Abideen and Latis 2011). In today's dynamic world, it is almost impossible for advertiser to deliver advertising message and information to buyers without use of advertising. Certainty, this may be because of the globalized economy, this made available a bulk of marketing stimuli to the modern consumers. More often

consumerism describes the way of equating personal happiness, with purchasing material possessions and consumptions in excess of one's need (Saleem et al 2010).

This research is based on attitudinal behavior of male and female in different buying behavior. The basic objectives of this research are to assess the advertising thought attitudinal buying behavior consumer and analyze the influence of advertising though buying behavior consumer. However, it is often apparent that consumer behaviors do not sell neatly into these expected patterns. It is for these reasons that consumer behavior analysis is conducted as yet another tool to assess the complexities of marketing operations (Adeolu et al 2005).

2.1.5 Product Packaging

According to Rundh (2005) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also package imparts unique value to products (underwood, klieen and buke, 2001, Siloyoi and Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (wells, Farley and Armstrong, 2007) thus packaging performs an important role in marketing communication and could be treated as one of the most important factor influencing consumer's purchase decision. In this context, seeking maximize the effectiveness of package in buying place, the researches of package, its elements and their impact on consumer's buying behavior became relevant issue. Rita Kuvlyairte (2009) has descriptive research according to Rita package attracts consumer's attention to particular brand, enhance its image, and influence consumer's perceptions about product. He basing on theoretical analysis of package elements and their impact on consumer's purchase decision empirically reveals the elements having the ultimate effect on consumer choice.

Research methods that Rita used is systematic and comparative analysis of scientific literature, empirical research. There are six (6) variables that must be taken into consideration by producers and designer when creating efficient package, form size, color, graphics, material and flavor. Similarly, Kotler (2003) distinguishes six elements that according to him must be evaluated when employing packaging decisions, size, form, materials, color, text and brand.

The research result of Rita shows the impact of package elements on consumers purchase decisions can be strong. He conclude the package could be treated as one of the most valuable tool in today marketing communications, necessitating g more detail analysis of its elements and on impact of those elements on consumers buying behavior. The impact of package and its elements on consumer's purchase decision can be revealed by analysis an importance of its separate elements for consumer's choice.

Bed Nath Sharman Dec. 2008 studied new consumer products branding, packaging and labeling in Nepal. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was descriptive presentation of facts collected through questionnaire survey concerned with different section of consumer new product (soap, biscuit, noodles, cigarettes and the study further investigates the new consumer product packaging and labeling status in manufacturing units.

They are aware about the value of packaging and labeling. Majority of the consumer product 84.37% (27 and 32 responses) are using product label as simple tag attached to the product or an elaborately design graphic that is part of the package. Alice Levw (2006) has studies the power of packaging the people belong to age 20-30 years old

university graduate were taken for research 20 attributes (like brand, price e.t.c) for consumer buying decisions.

Adelina and Henry (2007) stated that consumer buying behavior and perception toward retail and brand baby products. A two (2) stage research methodology consisting of both qualitative and quantitative research techniques was adopted. The population was defined as parents of children under the age of five who use baby care products. Both the qualitative and quantitative research showed that respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigates consumer perception and buying behavior of baby care product. The results of the primary research indicated that consumers need to feel confident with the product in terms of reliability and performance for packaging.

Bytegitysen, Vegor Mensure (2008) have research on analysis of consumer buying behavior in regard to dairy product in kosovo. Aiste, Davalienex, & Navicluenez (2009) worked an impact of package elements an consumer purchase decision economics and management. Material are the most important visual elements a consumer purchase decision economics and management. Material are the most important visual element for purchasing both milk (size and material 3.80) and washing powder (resp; 3.87 and 3.41); whereas, in this case from color and graphic could be stated that product information (4.24 for milk and 4.06 for washing powder) and country of origin (res.: 4:22 and 3.88) are the most important elements.

Furthermore its worth to add, that producer and brand couldn't be underestimated too, because the importance of both of these elements is treated by customers above the average. Comparing the impact of visual and verbal elements are important than visual ones, when purchasing both milk and washing powder. According to the research model

developed the impact of package's elements on consumer's purchase decision depending on time pressure, consumer's involvement level and individual characteristics were analyzed. Ahasanul, (2009) measured the factors influence buying behavior of piracy impact to Malaysian. Urrich (2009) worked on packaging design as resource for the construction of brand identity. A thorough review of the literature on packaging design reveals that there are no meaningful guidelines for developing holistic packaging design, shapes, finishes, sizes, images, typography, colors, impression, purchase intention and brand. This research was conducted by collecting information and data in four stages.

Packages are found to attract attention (Underwood et al, 2001) Gerber et al, 2009, Goldberg et al, 1999; Schoomans & Robben 1997) In fact, Goldberg et al (1999) found that by dismissing such non-verbal signs as colors, the attention to verbal signs can be increased.

2.1.6 Buying Intention

Research have noted that it is imperative to take a closer look at how consumers, develop relationship or interaction with brands and be able to form communities of brand in their own personal lives (Esch et al 2006). Dual meditation model can be important to investigate the attitude of consumer that is lead by an advertisement that further leads to their purchase behavior or intention. For the purchase intentions a consumer may consider environmental issues. So the question arises how to achieve acceptance of the consumer on brand through environment issues?

Follows and Jobber (2000) has addressed this issue of environment impact upon brand in context of public and corporate policy. So in the first hand environmental

consequences has taken as an independent variable along with the brand and core brand market so as a result these brands are perceived by the consumer's as superior.

Shwu-ing and chen-lien (2009) portrayed researches on a large scale suggesting the major components of core brand image are awareness for the brand and preferences for the brand. The two components of core brand image awareness for the brand and preference for the brand. The two components of core brand image awareness for the brand and preference for the brand has an impact on core-brand image and is positively associated with the attitude of the core-brand (Shwu-in and Chen-lien 2009). Moreover for the effective branding, relevance and awareness both are vital (Seveir 2001). Bagart and Lehman (1973) explained the brand awareness came into being from the big consists of dissimilar parts and dependent upon extension of different fields of advertised messages. Moore and Steve (2002) described that fashion brand expansion into global market has achieved success in space of brand image and awareness.

Further attributes (the thing which exist and can be distinguished from each other) that are rational might be in true sense viewed as "causes" to the image of the brand rather saying than the image itself [Da Silva and Alwi, 2006]. Purchase decision: Intent to purchase is a kind of decision in which studied why a customer purchase a brand particular. Constructs like considering something purchasing a brand and anticipating to purchase a brand aids to scope the intentions of purchasing (Pater, 1974)

Parter (1974) also elaborated customer's intention to purchase a focused brand is not merely by his same brand attitude, but also by his attitude leading to other brands in choice of set considered. ScheonBachler (2004) explained a type of loyal customer, whose purchase intentions to repurchase (Zboje & Yoorhess 2006). Sirdesh Mulch et al (2002) declared trust of the customer relationship stronger and achieve sustainable share

in the market few segment related to consumers are interested in store brands where as customers that are satisfied marked as legal (Martension 2007) Delgade-Ballester and munuera – A leman (2005) declared trust associated from past experiences becomes the part for current purchase and terms the customers loyal which further attract the brand equity.

Engel, Blackwell and Miniard (1995) present the most recognized model of consumer purchase decision making. This model divides the consumer purchase decision process into five stages:

- 1 Problem recognition
- 2 Information Search
- 3 Alternative evaluation
- 4 Purchase decision
- 5 Post purchase behavior.

Also, Mowen and Minor (2001) maintain that consumer decision making are a series of processing resulting from perceiving problems, search for solutions, evaluating alternatives and making decisions. Engel, et all (1995) further contend that purchase intention can be divided into unplanned buying, partially unplanned buying and fully planned buying. Unplanned buying means that consumers make all decisions buy a product category and a brand in a store; it can be regarded as an impulse buying behavior. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop.

Kotler (2003) proposes that individual attitudes and unpredictable situation will influence purchase intention. Individual attitudes include personal preferences to others and obedience to others expectation and unpredictable situations signify that consumers change purchase intention because a situation is appearing, for example, when the price is higher than expected price (Dodd et al 1991).

Consumer purchase intention is considered as a subjective inclination toward a product and can be an important index to predict Consumer behavior (Fishberin and Ajzen 1975). Zeithaml (1988) uses possible to buy, intended to buy and considered to buy as measurement items to measure purchase intention. Parasuraman and Greqal (2000) propose that the more positive customer transaction perceptions are, the stronger customer loyalty is.

Sirdeshmulk, Sigh and Sabol (2002) also deem that value will bring a positive influence toward customers. Wu (2007) identifies that the perception of consumers will increase or reduce brand loyalty. Judith and Richard (2002) further indicate that perceived quality and brand loyalty have highly connection, they will positively influence purchase intention. Chi Yeh and Chio u (2009) a new view and evidence to the study of brand loyalty that customer perceived quality will influence brand trust and brand affect, and further to influence brand attitude and purchase behavior. Thus, perceived quality and brand loyalty are positively correlated and brand loyalty will increase if perceived quality increase.

2.7 Product Assortment

An important decision that retailer make in values selecting the numbers of items constituting their assortments in each product category. This decision involves optimizing the benefits and sellers. Thus, from a retailer standpoint, similar assortment are often considered more desirable for cost related reasons such as inventory, shelf

space, and financing costs [Laurt Salmon Associates 1993, the partnering group 1998]. In this context, several retailers have considered trimming their assortments to increase their profit margins. Despite the evident cost savings, this approach has faced resistance from retailers concerned that decreasing assortment size will have a negative impact on consumer attitudes toward the retailer (Arnold, Ovi and Tigert 1983; Louviere and Gaeth 1987), ultimately leading to lower purchase probability (Broniarczyk, Hoyer and McAlister 1998). The increasing impact of assortment size on retailer cost raises the question of how assortment size influences buyer's choice of a retailer. This, a retailer concerned with creating a cost efficient assortment might want to know whether reducing assortment size will result in greater store preference. Despite the conceptual and practical importance of understanding the impact of assortment size a consumer choice among retailer, existing research does not offer a clear answer to this question and it has been argued that large assortments can be both beneficial and detrimental to consumers (Broniarczyk 2008, Cherney 2008). The number of available options can influence consumer choice in multiple ways decades of research suggest that choice increase satisfaction (e.g. Lenger and Rodin 1976) and that larger assortment increase the likelihood that consumers will find an option that matches their preferences (Braumol and Ide 1956; Lancaster 1990). People actively seek variety (see Kahn and Ratner [2005] for a review), whether to satisfy the need for stimulation (Berlyne 1960) or for the other reasons and larger assortments help consumers satisfy these needs. However, while much of the earlier work on variety either suggested or assumed that more options were better, recent research has highlighted the downsides of too much choice. Choice can be overwhelming, and choosing from large assortments, increases choice difficulty and regrets (Berger Droganska and Simemson 2007; Iyengar and Lepper 2000). Consequently when faced with too many options, consumers may defer choice or not choose at all (Ohar 1997; Iyengar, Huberman and Jiang 2004; Iyenger and Lepper 2000;

Tversky and Shafir 1992). Consumers were less likely to purchase Jam, for example, when they were given an extensive array of 30 flavors to choose from as opposed to a more limited array of six flavors (Iyengar and Lepper 2000). Similarly, choosing from larger assortments can influence consumers post decision satisfaction with their chosen options leading to weaker preferences for the items selected and to greater regret (Chernev 2003b Iyengar and Lepper 2009 Schwartz 2004). Nevertheless, while the above research focuses on how variety influences choice difficulty, likelihood, and satisfaction much less attention has been paid to how assortment size might influence the type of options consumers select. Although too many options may make choice difficult and lead consumers to defer choice or to choose at all, what happens in the preparedness of situation in which consumers do make choice? Could the number of alternatives influence the process by which people choose and consequently, what they select? When faced with difficult decisions, consumers often search for reasons to justify their choices. While normative theories focus on the utility associated with various aspects of the decision other research notes that decision making is often driven by a reason based analysis (Shafir, Simonson and Tversky 1993). This framework suggests that consumers seek reasons to resolve conflict and justify the options they select. In such instances, consumers often focus their decision processes on the choice of good reason rather than on the choice of good options (Simonson and Nowlis 2000).

As the conflict and uncertainty associated with choice increases, the focus of consumer's reasoning may shift from desirability to justifiability. Options that provide convincing, readily justifiable arguments are therefore more likely to be chosen (Shafir et al 1993, Simonson 1989, 1992). Certain types of options are easier to justify than others. Broadly speaking, it is easier to justify the choice of utilitarian necessities and virtues as opposed to hedonic indulgences and vices (Bazerman, Tenbrunsel, and Wade-

Benzoni 1998; Kivefz 1999; Kivetz and Keinan 2006, Kivetz and Simanson 2002). Hedonic consumption is harder to justify, in part, because it is often associated with guilt (Kivetz and simanson 2002b; O'curry and strahilevitz and Myer 1998). The protestant ethic emphasizes frugality (weber 1958), and consumers sometimes feel guilty about pleasurable consumption (Lascu 1991). In addition, it is often easier to construct reasons to justify utilitarian consumption. The benefit of hedonic goods lies in experiential enjoyment, which is harder to quantify than the more concrete benefits that utilitarian good often provide. Quantifiable reasons are more easily justified (Hsesc 1995 Shafir et al 1993), and the search for reasons may increase utilitarian choice.

Consequently, situations that increase reliance on available justifications can affect the types of options consumers select.

2.3 Theoretical Framework

2.3.1 Chaffey's Theory

Originated by Chaffey (2012), the theory looks at social media marketing as an informal marketing approach. According to the theory, communication and human networking are at the core of human behavior, and ultimately customer behavior. Social media marketing therefore utilizes these platforms to influence opinions on different products and services, and ultimately lead them into making purchases, and even maintain loyalty to one brand.

This theory focuses on social media as a relationship-building tool. Through such interactions, a meaningful relationship is fostered between the business and its clients. The significance of this theory to the study is that it brings in a new angle of viewing the impact of social media marketing (Heinze et al., 2016). By establishing a long term relationship with clients, not only does it cause an immediate impact, but also secures the performance of the business in the long term. It therefore calls for an evaluation of

the short term and critically overseeing the long term benefits of social media marketing. The theory however does not specify the conditions under which its postulations would be valid. Previous studies such as Kimaru (2011) have for example determined that haphazardly implemented communication and networks can actually be counterproductive.

2.3.2 PERMA Theory of Well-Being

The PERMA theory has quickly risen in the psychological discourse, although empirical support and measure of the model are still needed (Butler & Kern, 2014; Kern, Waters, Adler, & White, in press; Kern, Waters, White, & Adler, 2014), especially in different cultures. In the PERMA theory, Seligman(2011) argues that each element of well-being must have the following three properties: It contributes to well-being; people pursue it for its own sake, not merely to get any of the other elements and It is defined and measured independently of the other elements (exclusivity).

The five elements are defined, in Seligman's theory and for our purposes here, as follows.

a. Positive Emotions

Positive emotion encompasses hedonic feelings such as happiness, pleasure, and comfort. Positive emotions serve as a marker for flourishing. However, Frederickson (2001) suggested that positive emotions also produce flourishing and are worth cultivating. For example, according to the broaden-and-build model of positive emotions, positive emotion can broaden an individual's thought-action repertoire, which will in turn build enduring personal resources for the individual (Frederickson, 1998).

b. Engagement

Engagement refers to a deep psychological connection (e.g., being interested, engaged, and absorbed) to a particular activity, organization, or cause. Complete levels of engagement have been defined as a state of flow. Csikszentmihalyi (1990, 1997) defines the flow state as a single-minded immersion, an optimal state of concentration on an intrinsically motivating task. Awareness of time may fade, and positive thought and feeling may be absent during the flow state.

c. Relationships

Relationships include feelings of integration with society or a community, feelings of being cared for by loved ones, and being satisfied with one's social network. Much of our experience as humans revolves around other people. Support from social relationships has been linked to less depression and psychopathology, better physical health, lower mortality, and other positive outcomes (Cohen, 2004; Perissinotto et al., 2012). There is evidence that social relationships are beneficial for health behaviors such as chronic illness self-management and decreased suicidal tendencies (Tay, Diener, & Gonzalez, 2013).

d. Accomplishment

Across many cultures, making progress towards one's goals and achieving superior results can lead to both external recognition and a personal sense of accomplishment. Although accomplishment can be defined in objective terms, it is also subject to personal ambition, drive, and personality differences. For example, a mother who raises a beautiful, compassionate family might see her life as extremely successful, whereas her husband may define success as achieving a promotion at work (Butler & Kern, 2014). Additionally, accomplishment is often pursued for its own sake. For example, research shows that expert bridge players

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

A field survey was conducted to test the hypothesis. The survey utilized questionnaire designed to collect data regarding factors that will affect product quality and student choice of a product. The research target are student in Nasarawa State University Keffi, who consumed peak milk product and they falls within the age bracket of 16 – 28 and above has the highest members of people who consumed peak milk product than other close substitutes. The questionnaire includes the following (2) parts. The first part of the questionnaire ask question about respondents gender, age, marital status, student department, student programmers', weekly or monthly expenditure on peak milk, sizes of peak milk product consumed daily, weekly and monthly e.t.c. The second part of the questionnaire measures respondents general attitudes towards buying intentions as measured by six (6) major attributes; product quality, product price, size assortment, advert on product and buyer intention. All other measures were assessed via a 5 point likert types scale ranging from strongly disagree to strongly agree, respondents filled the questionnaire in a hard copy format.

3.2 Population, Sample and Sampling Technique

Respondents of Nasarawa State University Keffi [student] were selected both from the male and female hostel in the institution and students who resides off the school campus. These places were selected because they represent the places with the highest populations [student] conducted during week days. The researcher went personally to the targeted locations and distributed questionnaire to the respondents.

3.3 Method of Data Collection

The data was collected by using self-administered questionnaire which were distributed to respondent who were briefed on the purpose of the study. The structure of the questionnaire is clear, easy to understand and straight forward to ensure that the respondent could answer the question with ease.

3.3.1 Instrument for Data Collection

In this survey, the researcher adopted the use of questionnaire to collect data. The self-administered questionnaire with multiple choice questions in English was developed and distributed, which is on the effect of product quality on student choice of peak milk.

3.3.2 Measurement of Variables

The measurements of the variables in the current study are likely based on previous studies.

Student choice: items for student choice were measured using three (3) items. Ranging from 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. E.g. I have strong desire of buying peak milk product continually.

Product Choice: it was measure using four (4) items 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. E.g. price of peak attract me to make a purchase.

Product Quality: It was measure using four (4) items. Ranging from 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. E.g. the product quality is unique and distinct.

Product Advertising: It was measured using four items. Ranging from 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. E.g. Advert on peak milk is attractive and colorful.

Product Sizes: it was determined using four (4) items ranging from 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. E.g. Peak milk product comes in variety of assortment sizes

Product Package: It was measure using five (5) items 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. E.g. product package is clean and hygienic in nature.

The questionnaire designed by the researcher was done using the Likert scale method of 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1 = strongly disagree. For the purpose of analysis X representing the independent variables which consist of strongly agree and agree responses from the respondents for each time of question administered. The Y variables on its own part, consists of strongly disagree, disagree and undecided from the responses of the respondent under each category of question posed on them.

It is the thinking of the researcher that the broad classification of X and Y variables would ease the computation process as well as enable the use of the suitable data analysis technique in arriving at a conclusive finding for the research work.

3.3 Method of Data Analysis

Description analysis is used to analyze the background as well as the respondent's profiles pertaining to their evaluation of product quality. The common measures such as the total mean, variance, frequency and percentage are used to analyze the data gathered through the questionnaire. Frequencies such as mean and percentage analysis were used to obtain the factors that influenced respondent's product quality.

ANOVA is an appropriate test for hypothesis testing when there are more than two (2) groups measured on an interval scale. In this study ANOVA is used to determine whether there is any significant relationship between independent variable (Product

quality, product price, product sizes, product advertisement, buying choice and expenditure and the rate at which purchase is made). One-way ANOVA is a single factor, fixed effects model to compare the effects of one factor. This means that one way ANOVA is used to determine the variability of the sample values by looking of how much the observation within each group varies as well as how much the group means varies.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Data Presentation

Background of respondents, the demographic characteristics of respondent is presented in table 4.1.

Table 4.1 Demographic Background of Respondent

| VARIABLES | | FREQUENCY | PERCENTAGE % |
|----------------|-------------|-----------|--------------|
| SEX | MALE | 22 | 44% |
| | FEMALE | 28 | 56% |
| | TOTAL | 50 | 100% |
| AGE | 16 -21 yrs | 20 | 40% |
| | 22 – 27 yrs | 25 | 50% |
| | 28 – above | 5 | 10% |
| | TOTAL | 50 | 100% |
| MARITAL STATUS | SINGLE | 43 | 86 |
| | MARRIED | 7 | 14 |
| | TOTAL | 50 | 100 |

| | | | |
|--------------------|--------------------|----|-----|
| STUDENT DEPARTMENT | ACCOUNTING | 17 | 34 |
| | BANKING/FINANCE | 17 | 34 |
| | BUS/ADMINISTRATION | 16 | 32 |
| | TOTAL | 50 | 100 |
| STUDENT PROGRAME | DIPLOMA | 5 | 10 |
| | REGULAR | 30 | 60 |
| | CEP | 8 | 16 |
| | WEEKEND | 7 | 14 |
| | TOTAL | 50 | 100 |
| PURCHASE RATE | DAILY | 9 | 18 |
| | WEEKLY | 17 | 34 |
| | MONTHLY | 24 | 48 |
| | TOTAL | 50 | 100 |

As shown in table 4.1 the majority of the respondents are females representing 56% while 44% of the respondents are males.

As for age, we observed that 50% of the respondents fall between 22 – 27 yrs 40% are between the age 16 -21 yrs and 10 falls under 28 and above. For marital status the

majority of respondents are single 86% and 14% are married. The departments of the respondents were observed; accounting and bus/admin constitute 34% respective while banking/finance 32%. Academic programs, the majority of my respondent are regular student 60%, CEP 16%, weekend 14% and Diploma 10%.

Purchase rate, 48% of my respondent purchased on monthly basis 34% on weekly basis and 15% daily basis.

4.2 data analysis and results

4.2.1 Product Price and Product Choice

Table 4.2 Product Price and Product Choice

| | | SD | D | U | A | SA | - |
|----|--|------------|------------|------------|------------|-----------|------|
| | | 1 | 2 | 3 | 4 | 5 | X |
| 7 | Peak milk comes in affordable prices | 9 [18] | 5 [10] | 5 [10] | 13 [26] | 18 36 | 3.52 |
| 8 | Price of peak milk is cheaper than other substitute products | 14 [28] | 4 [8] | 14 [28] | 10 [20] | 8 [16] | 2.88 |
| 9 | Increase in price will hinder me from making a purchase | 5 [10] | 8 [16] | 11 [22] | 18 [36] | 8 [16] | 3.32 |
| 10 | Price of peak milk will attract me to make a purchase | 9 [18] | 17 [34] | 13 [26] | 8 [16] | 3 [6] | 2.58 |
| | Means of means Figure in brackets are % | | | | | | 3.1 |

From table 4.2, it is observed that [62%] of the respondents agreed that Peak Milk comes in affordable prices while [10%] are undecided and the remaining [28%] disagrees. The mean score 3.52 affirms this agreement. 36% of the respondents agree that Peak Milk is cheaper than other product, while 28% are undecided and the

remaining 36% disagrees. The mean score 2.88 implies that we cannot affirm if the price is affordable for student.

52% of the respondent agrees that an increase in price will hinder them from buying peak milk, while 22% have not yet decided and 26% disagrees with the statement. The mean score of 3.32 affirms to the statement.

With respect to the item 22% agrees that price of Peak Milk will attract me to make a purchase while 26% still undecided and 52% disagree the statement. The mean score of 2.58 implies that the issue is undecided

Conclusion; The mean of means 3.1 implies that consumers are undecided about the impact of price on their choice of buying the product.

4.2.3 Product Quality and Product Choice

Table 4.3 Product Quality and Product Choice

| | | SD 1 | D 2 | U 3 | A 4 | SA 5 | |
|----|--|----------|-----------|------------|------------|------------|------|
| 11 | Quality of peak milk suits me very much | 1 [2] | 7 [14] | 5 [10] | 24 [48] | 13 26 | 3.82 |
| 12 | Peak milk quality is superior to other close substitute | 1 [2] | 3 [6] | 13 [26] | 24 [48] | 9 [18] | 3.74 |
| 13 | Product quality is unique and distinct | 2 [4] | 4 [8] | 5 [10] | 28 [56] | 11 [22] | 3.76 |
| 14 | I have preference for peak milk because of the special quality | 2 [4] | 6 [12] | 6 [12] | 20 [40] | 16 [32] | 3.42 |
| | Mean of means Figure in brackets are % | | | | | | 3.69 |

From table 4.3, it is observed that [74%] of the respondents agrees that the quality of peak milk suits them very much, while [10%] are undecided and the

remaining [16%] disagree that the quality do not suit them at all. The mean score 3.82 affirms this.

We also observed that [66%] of the respondents agreed that Peak Milk is superior to other substitute product while [26%] are undecided, and the remaining [8%] disagrees that peak milk is not superior to other substitute product. The mean score 3.74 affirms this agreement.

78% of the respondents agree that product quality is unique and distinct, while (10%) still not decided yet, and (12%) totally disagree to this. The mean score 3.76 affirms this as well.

Lastly, (72%) agreed that they have preference for the product because of its quality, while (12%) are undecided and (16%) totally disagree. The mean score 3.42 implies that we cannot affirms if consumer might prefer it because of its quality.

Conclusion: the mean of means 3.69 implies that P/Q contributes to why consumer buys Peak Milk.

Table 4.4 Product Advert and Product Choice

| | | SD 1 | D 2 | U 3 | A 4 | SA 5 | X |
|----|--|-----------|------------|------------|------------|-----------|------|
| 15 | Advert on peak milk is attractive and colorful | 4 [8] | 7 [14] | 17 [34] | 16 [32] | 6 [12] | 3.26 |
| 16 | Advert on peak milk always stimulate me to make a purchase | 8 [16] | 12 [24] | 14 [28] | 12 [24] | 4 [8] | 2.84 |
| 17 | Peak milk advert distinguishes it from other products | 6 [12] | 9 [18] | 17 [34] | 11 [22] | 7 [14] | 3.08 |
| | Mean of means | | | | | | 3.06 |

From table 4.4, it is observed that (44%) of the respondents agreed that the advert of peak milk is attractive and colorful while (34%) are undecided, and the remaining (22%) disagree that the advert is attracted and colorful. The mean score 3.26 however affirms this agreement.

(32%) of the respondents agreed that the advert on the product stimulate them to make a purchase, while (28%) have not yet decided and the remaining (40%) of the respondents disagree totally. The mean score 2.84 implies that this statement is still undecided.

We also observed that (36%) of the respondents agreed that peak milk advert distinguishes it from any other product while (34%) of the respondents have not yet decided and the remaining (30%) disagree totally to this. The mean score of 3.08 affirms this statement.

Conclusion: the mean of means 3.06 shows that respondent are undecided about the impact of advert on the choice of consumer.

Table 4.5 Product Assortments and Product Choice

| | | SD | D | U | A | SA | X |
|----|---|-----------|------------|------------|------------|------------|------|
| | | 1 | 2 | 3 | 4 | 5 | |
| 18 | Peak milk comes in variety of assortment | 2 [4] | 4 [8] | 2 [4] | 25 [50] | 17 [34] | 4.02 |
| 19 | I purchase the product because of various assortment it offers | 4 [8] | 10 [20] | 12 [24] | 13 [26] | 11 [22] | 3.34 |
| 20 | Various assortment of the product makes it affordable for student | 2 [4] | 6 [12] | 7 [14] | 26 [52] | 9 [18] | 3.68 |
| 21 | The various assortment encourages me to buy Peak Milk regularly | 6 [12] | 8 [16] | 14 [28] | 11 [22] | 11 [22] | 3.26 |
| | Mean of means | | | | | | 3.56 |

(84%) of the respondent agrees that the product comes in variety of assortments while (4%) are undecided and (12%) disagrees with the statement. The mean score of 4.02 affirms to this statement.

Also (48%) of the respondents agrees that they purchase the product because of the various assortment it offers, while (24%) undecided and (28%) disagree with this statement. The mean score of 3.34 implies that we cannot affirm if consumers purchase the product because of various assortments it offers.

We observed that (70%) of the respondent agrees that the product is affordable because of the various assortment while (14%) are undecided and (16%) disagree to this. The mean score of 3.68 affirms this statement.

From table 4.5, we observed that (44%) are encouraged to buy the product regularly because of the various assortments it offers, while (28%) have not decided and (28%) totally disagree to this statement. The mean score of 3.26 shows respondents are undecided about the issue.

Conclusion: The mean of means 3.56 implies that product assortment contribute to why consumer buys the product.

Table 4.6 Product Packages and Product Choice

| | | SD 1 | D 2 | U 3 | A 4 | SA 5 | X |
|----|--|-----------------|----------------|----------------|----------------|-----------------|----------|
| 22 | Packaging of Peak Milk makes it convenient and easy to handle | 7 [14] | 5 [10] | 9 [18] | 22 [44] | 7 [14] | 3.34 |
| 23 | Peak Milk packaging is very attractive | 3 [6] | 11 [22] | 8 [16] | 21 [42] | 7 [14] | 3.36 |
| 24 | Packaging of peak milk instill confidence in me | 3 [6] | 15 [30] | 7 [14] | 15 [30] | 10 [20] | 3.28 |
| 25 | Product packages is clean and hygienic in nature | 8 [16] | 9 [18] | 10 [20] | 13 [26] | 10 [20] | 3.16 |
| 26 | Packaging of peak milk convey descriptive and persuasive information | 6 [12] | 12 [24] | 8 [16] | 14 [28] | 10 [20] | 3.2 |
| | Mean of means | | | | | | 3.27 |

In the above table 4.6 (58%) of respondent agree that the product is convenient to handle due to its packaging while (18%) are undecided and (24%) disagree totally.

The mean score of 3.34 confirm this to be true. We also observed that (56%) of the respondents agrees that the packaging is attractive even though (16%) are undecided and (28%) disagree to this. This mean score of 3.36 affirms this statement.

Furthermore, we observed that (50%) of the respondents agree that the product packaging instill confidence in them while (14%) are undecided (36%) disagreed. The mean score of 3.28 indicates it to be true (46%) of respondents agree that the product packages is hygienic and clean, while (20%) still undecided, the remaining (34%) of the

respondent totally disagreed. The mean score of 3.16 shows that respondents are undecided about the issue.

Lastly, the respondents of (48%) agrees that the packaging of the product conveys descriptive and persuasive information, while 16% are undecided and 36% this disagree to this statement. The mean score of 3.2 implies that the respondents are undecided.

Conclusion: The mean of means 3.27 shows that respondent are undecided about the impact of product packages on the choice of consumers.

Table 4.7 Buying Intention and Product Choice

| | | SD 1 | D 2 | U 3 | A 4 | SA 5 | X |
|----|---|------------|------------|------------|------------|-----------|------|
| 27 | I have strong desire of buying peak milk continually | 10 [20] | 10 [20] | 16 [32] | 6 [12] | 8 [16] | 2.84 |
| 28 | I have preference for peak milk than any substitute product | 7 [14] | 15 [30] | 10 [20] | 10 [20] | 8 [16] | 2.94 |
| 29 | I am will to recommend peak milk to my friends | 7 [14] | 11 [22] | 15 [30] | 8 [16] | 9 [18] | 3.34 |
| | Mean of means | | | | | | 3.04 |

Table 4.7 indicates that (28%) of respondents agrees that they have strong desire for the product while (32%) are undecided and (40%) disagree with the statement. The mean score of 2.84 shows that respondents are undecided yet.

(36%) of respondents agrees that they have preferences for the product than any substitute, while (20%) are still undecided and (34%) disagree with this statement. The mean score of 2.94 reveals that respondent is undecided.

Lastly, (34%) of respondents agree that they are willing to recommend the product to friends, while (30%) are undecided and (36%) disagree to this statement. The mean score at 3.34 affirms this statement.

Conclusion: The mean of means 3.04 implies that respondent is undecided about their buying intentions of the product.

4.4 Test of Hypothesis

4.4.1 Hypothesis One

There is no significant relationship between Age and product quality

Table 4.7.1 Test of hypothesis for age and product quality.

| Source of variation | Sum of Squares | Degree of Freedom | Mean of Squares | F -Calculated | F --Tabulated |
|---------------------|----------------|-------------------|-----------------|---------------|---------------|
| SSB | 2.99 | 2 | 1.49 | - | - |
| SSW | 549.4 | 47 | 0.26 | - | - |
| Total | 552.4 | 49 | 1.75 | 0.26 | 3.23 |

Decision Rule

F - Calculated > F – Tabulated = Reject

F - Calculated < F – Tabulated = Accept

The computation above shows that the F – Tabulated is greater than F - calculated value (i.e 3.23.> 0.026). Therefore we accept the Null hypothesis (Ho) and Reject the alternative hypothesis (Hi) and concluded that there is no significant relationship between age and product quality.

4.5 Test of Hypothesis

4.5.2 Hypothesis Two

There is no significant relationship between Age and Product Price.

Table 4.7.2 Test of Hypothesis for Product Price and Age

| Source of variation | Sum of Squares | Degree of Freedom | Mean of Squares | F -Calculated | F Tabulated |
|---------------------|----------------|-------------------|-----------------|---------------|-------------|
| SSB | 3.34 | 2 | 1.6.707 | | |
| SSW | 558.021 | 4.7 | 11.873 | | |
| Total | 561.6 | 49 | 13.5437 | 0.1407 | 3.23 |

Decision Rule

F - Calculated > F – Tabulated = Reject

F - Calculated < F – Tabulated = Accept

The computation above shows that the $F - \text{Tabulated}$ is greater than f calculated value (i.e $3.23 > 0.1407$). Therefore we accept the Null hypothesis (H_0) and Reject the alternative hypothesis (H_1) and concluded that there is no significant relationship between age and product price.

4.5.3 Hypothesis Three

There is no significant relationship between age and advertising

| Source of variation | Sum of Squares | Degree of Freedom | Mean of Squares | F Calculated | F Tabulated |
|---------------------|----------------|-------------------|-----------------|--------------|-------------|
| SSB | 10.37 439.5 | 2 | 5.19 | | |
| SSW | | 47 | 1.11 | | |
| Total | 449.9 | 49 | 6.3 | 1.11 | 3.23 |

Decision Rule

$F - \text{Calculated} > F - \text{Tabulated} = \text{Reject}$

$F - \text{Calculated} < F - \text{Tabulated} = \text{Accept}$

The computation above shows that the $F - \text{Tabulated}$ is greater than $F - \text{calculated}$, then we accept the Null hypothesis (H_0) and Reject the alternative hypothesis (H_1).

Conclusion: Therefore, there is no significant relationship between Age and Product Advert.

4.5.4 Hypothesis Four

Test of hypothesis for product Assortment and Age.

| Source of variation | Sum of Squares | Degree of Freedom | Mean of Squares | F -Calculated | F -Tabulated |
|---------------------|----------------|-------------------|-----------------|---------------|--------------|
| SSB | 12.76 | 2 | 6.38 | - | - |
| SSW | 570.18 | 47 | 12.13 | - | - |
| Total | 582.9 | 49 | 18.5 | 1.05 | 3.23 |

Decision Rule

F - Calculated > F - Tabulated = Reject

F - Calculated < F - Tabulated = Accept

The computation above shows that the F - Tabulated value is greater than F - calculated value, then we accept the Null hypothesis (Ho) and Reject the alternative hypothesis (Hi).

Conclusion

Therefore, there is as significant relationship between age and product Assortment.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

This study examined the effect of product quality on student's choice of peak milk. Among others we find that price is significantly related to choice of peak milk. We also find that product Adverts is significantly related to choice of peak milk. We determine whether there is a relationship between product packaging and product choice. This study also examine the significant relationship between product assortment and product choice. And lastly, to determine whether there is relationship between buying intention and product choice. Based on the afore mentioned hypotheses tested using the ANOVA method, it was observed that there is a significant relationship between product quality and product choice. There is a significant relationship between product price and product choice. There is also a significant relationship between product assortments and product choice.

5.3 Conclusion

There is no doubt product quality is one of the most concerns for consumers in marketing for the purpose of influencing consumer's choice positively.

This research work laid a confirmation to this assertion. There is an increasing competition among the firms producing milk products and so the corporate organizations (WAMCO Nigeria Plc) needs to fully imbibe and practice consumer orientation concept and not just pay lip service to it, if they are to survive the tide.

Consumers have become more knowledgeable and also have a variety of products to choose from.

Therefore, as a strategy, firm's has to be able to produce products that will meet the needs, wants, perception and preferences of a major segment of the market, better than its competitors.

More so, for existing consumers the firm has to be able to maintain product quality since it has a relationship with consumer's satisfaction and retention.

Above all, support these with good advertisement and promotions directed at the proper target market.

5.3 Recommendations

In the aftermath of the research findings, the following recommendations are here under proffered. The management of WAMCO Nigeria Plc producers of peak milk should give attention to product pricing, when fixing price they should ensure that their prices are moderate and affordable so as to encourage trial purchase and buyers retention. Peak milk strategy should be an integration of all the elements or variables used in this study with none isolated but each playing a complementary role to others.

In carrying out promotion, WAMCO Nigeria Plc should concentrate more on advertising in order to increase their market share and to retain existing consumers.

Lastly, they should improve on their packaging by making it more colorful and attractive to consumer since it tells so much about the product itself.

5.4 Limitations of the Study

Although the study found several encouraging results, it is important to recognize that the current findings also have several limitations.

First, the sampling was relatively small since the study focused on the student consuming peak milk product in main campus and not all the student in the institution [Nasarawa State University]. Second. Time constrain on the part of the researcher as well as on the part of student due to academic activities.

Third, large percentage of students consuming peak milk product in the school campus are not the actual buyers of the product, therefore we cannot say for certain what is responsible for student choice of the product.

Hence WAMCO Nigeria Plc, producers of peak milk product will not base their marketing decision on this study alone even though this study will go a long way in assisting them.

Nevertheless, future research should broaden the scope of their study and use other variables different from those used in this study.

Additionally, future research might improve on this study by varying the sampling unit such that it will include staff of the institution, nursing mother at home and employer's in other firm or sector in the economy.

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APPENDIX
QUESTIONNAIRE

Department of Business Administration
Faculty of Administration,
Nasarawa State University, Keffi

Dear Respondent,

I am a final year student of the above named university carrying out research work on the topic "**PRODUCT QUALITY AND CUSTOMER'S CHOICE**" I will be glad if my you help me fill and answer the attached questions to enable me carry out the research work successfully.

I assure you that your responses will be treated with strict confidence and used solely for the research work.

Thanks for your cooperation.

NAME:
NSU/ADM/MBA/BUS/

QUESTIONNAIRE

Instruction: please tick (✓) where applicable or briefly comment where needed.

1. Gender: (1) [] Male, (2) [] Female
2. Age: (1) [] 16-21yrs, (2) [] 22-27yrs, (3) [] 28 and above
3. Marital Status: (1) [] single, (2) [] Married
4. Student Department: (1) [] Marketing (2) [] Bus/Administration []
Banking and Finance
5. Student programs: 1 [] Diploma (2) [] Regular (3) [] C.E.P (4) []
Weekend
6. The rate at which you make purchases of peak milk: (1) [] Daily, (2) []
Weekly (3) [] Monthly

SECTION B

Please tick your opinion using the following 1 = Strongly Disagree 2 = Disagree 3 =
Uncertain 4 = Strongly disagree 5 = Strongly agree

- | | | | | | | |
|------------------------|---|---|---|---|---|---|
| 7 | Peak milk product comes in affordable prices | 1 | 2 | 3 | 4 | 5 |
| 8 | The price for peak milk is cheaper than other substitute product | 1 | 2 | 3 | 4 | 5 |
| 9 | Increase in price of peak milk will hinder me from making a purchase | 1 | 2 | 3 | 4 | 5 |
| 10 | Price of peak milk attract me to make a purchase | 1 | 2 | 3 | 4 | 5 |
| Product Quality | | | | | | |
| 11 | The quality of peak milk suits me very much | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|----|---|---|---|---|---|---|
| 12 | Peak milk quality is superior to that of other close substitute | 1 | 2 | 3 | 4 | 5 |
| 13 | The product quality is unique and distinct | 1 | 2 | 3 | 4 | 5 |
| 14 | I have preference for peak milk because of its special quality | 1 | 2 | 3 | 4 | |

Product Advertisement

| | | | | | | |
|----|---|---|---|---|---|---|
| 15 | Advert on peak milk is attractive and colorful | 1 | 2 | 3 | 4 | 5 |
| 16 | Advert on peak milk always stimulate me to make a purchase | 1 | 2 | 3 | 4 | 5 |
| 17 | Peak milk advert distinguished it from other substitute product | 1 | 2 | 3 | 4 | 5 |

Assortment Sizes of product

| | | | | | | |
|----|---|---|---|---|---|---|
| 18 | Peak milk product comes in variety of assortment of sizes | 1 | 2 | 3 | 4 | 5 |
| 19 | I purchase the product because of various assortment if offers | 1 | 2 | 3 | 4 | 5 |
| 20 | The various assortment sizes of the product makes if affordable for student | 1 | 2 | 3 | 4 | 5 |
| 21 | The various assortment sizes encourages me to buy peak milk product regularly | 1 | 2 | 3 | 4 | 5 |

Packaging of the product

| | | | | | | |
|----|---|---|---|---|---|---|
| 22 | Packaging of peak milk product makes it convenient and easy to handle | 1 | 2 | 3 | 4 | 5 |
| 23 | Peak milk packaging is very attractive | 1 | 2 | 3 | 4 | 5 |

- | | | | | | | |
|----|---|---|---|---|---|---|
| 24 | Packaging of peak milk product instill confidence in me | 1 | 2 | 3 | 4 | 5 |
| 25 | Product package is clean and hygienic in nature | 1 | 2 | 3 | 4 | 5 |
| 26 | The packaging of peak milk conveys descriptive and persuasive information about the product | 1 | 2 | 3 | 4 | 5 |

Buying Intention

- | | | | | | | |
|----|---|---|---|---|---|---|
| 27 | The taste of peak milk influences my buying decision of the product | 1 | 2 | 3 | 4 | 5 |
| 28 | The satisfaction I get from peak milk makes me to repurchase it continually | 1 | 2 | 3 | 4 | 5 |
| 29 | Brand image of peak milk influences my buying decision of peak product. | 1 | 2 | 3 | 4 | 5 |

HYPOTHESIS ONE

1. PRODUCT QUALITY AND AGE

| S/N | 16-21 yrs | 22-27 yrs | 28 and Above yrs |
|-----|-----------|-----------|------------------|
| | 16 | 18 | 17 |
| | 16 | 18 | 18 |
| | 19 | 14 | 15 |
| | 10 | 18 | 16 |
| | 18 | 18 | 19 |
| | 16 | 15 | 13 |
| | 8 | 14 | |
| | 18 | 16 | |
| | 15 | 12 | |
| | 19 | 16 | |
| | 14 | 9 | |
| | 14 | 9 | |
| | 17 | 9 | |
| | 19 | 14 | |
| | 16 | 13 | |
| | 17 | 15 | |
| | 20 | 13 | |
| | 18 | 15 | |
| | 20 | 14 | |
| | 4 | 12 | |
| | | 15 | |
| | | 17 | |
| | | 20 | |
| | | 16 | |

| | | |
|------------------------|--------------|-------------------------|
| $\sum x$ 314 | $\sum x$ 350 | $\sum x$ 98 |
| n 20 | n 24 | n 6 |
| $X = \underline{15.7}$ | $X = 14.58$ | $X = \underline{16.33}$ |

$$\therefore 314 + 350 + 98 = 762$$

$$50 \quad 50 \quad = \quad \underline{15.24}$$

X of X 15.24

SST = (Sum of Square Total) = 567.41

SSB = (Sum of Square Between) = 2.99

SSW = (Sum of Square Within) = 549.4

(Degree of freedom) b = K-1 = 3-1

$$(DF) b = 2$$

$$MSB = 2.99/2 = 1.49$$

(Degree of freedom) W = N - 5 = 50-3

$$(DF) W = 47$$

$$MSW = 549.4/47 = 11.69$$

F - ratio = MSB/MSW

$$1.49/11.69 = \underline{0.12}$$

HYPOTHESIS TWO

2. PRODUCT PRICE AND AGE

| S/N | 16-21 yrs | 22-27 yrs | 28 and Above yrs |
|-----|-----------|-----------|------------------|
| | 8 | 19 | 18 |
| | 7 | 13 | 15 |
| | 17 | 17 | 10 |
| | 9 | 11 | 8 |

| | | | |
|--|------------------------|-------------------------|---------------|
| | 12 | 12 | 11 |
| | 8 | 12 | 11 |
| | 8 | 14 | |
| | 9 | 8 | |
| | 13 | 12 | |
| | 13 | 13 | |
| | 12 | 9 | |
| | 15 | 9 | |
| | 15 | 9 | |
| | 16 | 10 | |
| | 17 | 16 | |
| | 14 | 9 | |
| | 6 | 16 | |
| | 14 | 9 | |
| | 12 | 14 | |
| | <u>13</u> | 16 | |
| | | 17 | |
| | | 18 | |
| | | 12 | |
| | | 8 | |
| | $\sum x = 238$ | $\sum x = 303$ | $\sum x = 73$ |
| | n 20 | n 24 | n 6 |
| | | $X = \underline{12.63}$ | $x = 12.16$ |
| | $X = \underline{11.9}$ | | |

∴ To get average mean: Total $\sum x$ / Total N

$$614 / 50 = 12.28$$

$$\frac{238 + 303 + 73}{50} = \frac{614}{50}$$

X of X = 12.28

SST = [Sum of square total] = 559.99

SSB = [Sum of square between] = 3.34

SSW = [Sum of square within] = 558.02

[Degree of freedom] b = k-1 = 3-1 [DF] b = 2

MSB = 3.34/2 = 1.67

[Degree of freedom] W = N-5 = 50-3 [DF] W = 47

MSW = 558.02/47 = 11.87

F-ratio = MSB/MSW = 1.67/11.87 = 0.14

HYPOTRHESES THREE

3. PRODUCT ADVERT AND AGE

| S/N | 16-21 yrs | 22-27 yrs | 28 and Above yrs |
|-----|-----------|-----------|------------------|
| | 4 | 4 | 13 |
| | 5 | 9 | 9 |
| | 9 | 8 | 14 |
| | 4 | 11 | 11 |
| | 11 | 8 | 10 |
| | 11 | 9 | 6 |
| | 7 | 9 | |
| | 10 | 11 | |
| | 9 | 4 | |

| | | | |
|--|----------------|----------------|------------------|
| | 12 | 12 | |
| | 13 | 17 | |
| | 11 | 7 | |
| | 14 | 7 | |
| | 14 | 12 | |
| | 7 | 8 | |
| | 7 | 9 | |
| | 11 | 8 | |
| | 15 | 9 | |
| | 3 | 11 | |
| | 3 | 9 | |
| | | 11 | |
| | | 9 | |
| | | 13 | |
| | | 11 | |
| | $\sum x = 180$ | $\sum x = 216$ | $\sum x 63$ |
| | n 20 | n 24 | n 6 |
| | $\bar{X} = 9$ | $\bar{x} = 9$ | $\bar{X} = 10.5$ |

$$\frac{180 + 216 + 63}{50 + 50} = \frac{459}{100}$$

50

50

$$= 9.18$$

SST = (Sum of Square Total) = 451.36

SSB = (Sum of Square Between) = 10.37

SSW = (Sum of Square Within) = 439.5

(Degree of freedom) $b = K - 1 = 3 - 1$

(DF) $b = 2$