

Aremu Olaitan Lukuman

Consumer Purchasing Behaviour

Case study of Etisalat Nig.

Thesis

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Thesis abstract

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Author/s: Aremu Olaitan Lukuman

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The research is aimed at eliciting attention to the present marketing environment in Nigeria and as regards the importance of consumer purchasing behaviour and this is also to ascertain if product brand, taste, personal income, and price and the what relationship it also has on consumer behaviour toward Etisalat product.

However, every company must develop new products that suit consumer purchase decision. This informed behaviour affects how certain consumers react to new products and thereby affect also consumer purchasing behaviour or attitude.

The result of this research work indicated that Consumers' taste, price, product brand etc has a positive implication on consumers' buying behaviour. More so, there is need for the management of Etisalat to be consumer oriented in their business approaches which propose that certain functions either non-existence or existence must be given greater importance.

Finally, the management of Etisalat should ensure that with new product development and greater brand design attracts customers and also to determine which marketing mix it will adopt to create more satisfaction rather than cognitive dissonance.

Keywords: Buying behaviour, Product development, Market, Products

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Abbreviations

- Term** Write the term to the left and press tabulator one time.
Then write the description without pressing enter.
- Second term** Each term is written in bold letters.

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INTRODUCTION

1.1 Background of the study

People are significantly influenced by the attitudes and their buying behaviours for certain product. However, certain products for example household items and luxury product exposes an individual to an entirely new behaviours and lifestyles, and influence attitudes and self-concept; they also create pressures for conformity and uniformity that may affect actual product and brand choices.

Manufacturers of products and brands product influence are strong and this determines how consumers react to certain product brands. Therefore, an opinion leader is the person in informal, product-related communications who offers advice or information about a specific product or product category, such as which of several brands is best or how a particular product may be used (Asika, 1991, 45-51).

Marketers try to reach opinion leaders by identifying demographic and psychographic characteristics associated with opinion leadership, identifying the media read by opinion leaders, and directing messages at opinion leaders. The hottest trends in teenage music, language, and fashion start in America's inner cities (Kotler, 2002, 180-186).

Every company must develop new products that suite consumer buying decision, however, these informed behaviour affects how certain consumers react to new products and thereby affect also consumer purchasing behaviour.

New product development shapes the company's future and it also Improves or replacement products must be created to maintain or build sales. Customers want new products, and competitors will do their best to supply them (kotler, 2002, 175-179).

1.2 Statement of Problem

As a matter of fact, there is no purchase without a constraint for the consumer as regard a particular product, nevertheless there is still much attention given to consumer purchasing attitude or behaviour towards certain products.

Consumer purchasing behaviour is the decision or an act the consumer is involved in buying and using a product. This also refers to the buying behaviour of the ultimate consumer (Henry, 1987, 77-78).

However, the consumer needs to understand:

- Why the consumer makes the purchase they make?
- What factors influence the consumer's purchases?
- The changing factors in society?

Consumer purchasing attitude has rarely been subjected to explanatory or predictive inquiry. Moreover, it is imperative to note also that the taste of an individual consumer on purchasing behaviour is another challenge faced by the consumer of certain products.

Consumer buying behaviour and the resulting purchase decisions are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customers. However, these problems have been identified as factors that affect the consumer purchasing attitude. (Kotler et al, 1994, 167-174).

Therefore, an empirical study on consumer purchasing attitude of Etisalat is at the threshold. In this study, a simple model, drawing upon some basic consumer's choice in economics is applied to post-purchase behaviour of consumers of Etisalat products.

To address this issue empirically, the focal point is to carry out an empirical research aimed at addressing the following challenges faced in Etisalat and some im-

plications that it may have on consumer purchasing attitude of its products, and the buying decision of product brand with relationship between price of a particular product and consumer's buying decision.

1.3 Aim and objective of the study

In the course of the study, the researcher would try to highlight or identify the importance of consumer purchasing behaviour with regard to product brand cost of purchase (price), social class, and tastes e.t.c.

The study is aimed at implicitly elicit attention to present marketing environment and as regard the importance of consumer buying decision and their environment.

The main objectives of the study however are clearly stated:

- To examine the implication of consumer behavior on etisalat products;
- To ascertain if product brand affect consumer buying decision;
- To find out if significant relationship exist between price of product and consumer buying decision; and
- To examine if taste of an individual consumer has any relationship with his/her buying behavior;

1.4 Relevant research questions

The following research questions would be worked on by the researcher;

- What is the implication of consumer behaviour on etisalat products?

- How does product brand affect consumer buying decision?
- What significant relationships exist between price of a product and consumer buying decision?
- What relationship does taste of an individual consumer has on his/her buying behaviour?

1.5 Relevant research hypothesis

The following research hypotheses will be tested in the course of the study:

Hypothesis 1 (manufacturer)

H0: Consumer's taste has no positive implication on consumer buying behaviour.

H1: Consumer's taste has a positive implication on consumer buying behaviour.

Hypothesis 2 (users)

H0: Product brand has no positive effect on consumer buying decision.

H1: Product brand has positive effect on consumer buying decision.

Hypothesis 3 (users)

H0: Price of a product has no positive significant with consumer buying decision.

H1: Price of a product has positive significant with consumer buying decision.

Hypothesis 4

H0: Taste of individual consumer has no relationship with his/her buying behaviour.

H1: Taste of individual consumer has relationship with his/her buying behaviour.

1.6 Significance of the study

It is hope that this study will be theoretically and practically significant to the management of etisalat Nig. The study is aimed at ,to finding out what business best practices the company should adopt, what has happend with etisalat that has not improved her sale.

Theoretically, the study would also refine and elaborate present knowledge on the appraisal of consumer purchasing behaviour towards etisalat Nig.

Practically, the result of the study is likely to be useful for consumers who seek knowledge on how to improve on their buying decision and and also the study is imperative to the management team of etisalat Nig. In order to improve her sale volume and to remain liquid and competitive in the Nigerian telecommunication business and also to get more knowledge of the weakness of her competitor and how to capitalise on that to improve her sales volume.

1.7 Scopes and limitation of the study

This study is limited in scope. The study focuses on appraisal of consumer purchasing behaviour and its relevance to consumer buying decision in present day marketing environment.

However, the study covered one of etisalat Nig. Product outlet in Lagos at 221, Herbert Macaulay way, Lagos Mainland, Lagos.

The limitation of the study centres on the reluctance of respondents to respond to questionnaire. Moreso, financial constraint is another issue that affected the researcher during the course of the research work.

Furthermore, the issue of distance covered during the administration of the questionnaire is another issue that needs to be mentioned.

Finally, it is hoped that despite these limitations, the findings from the study might find general application in the area of study and provide the building blocks for future researchers.

1.8 Definition of key terms

Buying Behaviour: Buying is the attitude which every consumer exhibit with regard to price of a product, brand of a product, social class on the consumer, e.t.c. before making any purchase.

Market: Market is the totality of actual buyer, that is, these with need to satisfy, with interest to buy and the purchasing power to buy.

Product Development: This is the process of creating new product through idea generations.

Product: It is therefore a complexity of tangible and intangible attributes including functional, social, and psychological utilities or benefits.

2. LITERATURE REVIEW

This part of the study would empirically analyses similar reports that relates to the topic from journals, texts, projects, dissertation and other authorities that expatiate on this subject matter, consumer purchasing behaviour.

For convenience, this chapter is organized into the following sub-topics.

- The buying decision process
- Stages of the buying decision process
- Problem recognition
- Information search
- Evaluation of alternatives
- Other models of the buying decision process
- Consumer adoption process
- Categories of adopters

However, it is interesting to speculate about what makes a product desirable to certain people at different times.

Traditional economic theory holds that the decision to buy a good is predicated solely on economic factors. Therefore, in this study we will argue that social factors also play a dominate role and that the decision to purchase a good involves questions of taste (Mc Meekin and Tomlinson, 1997).

In the last two decades, marketing scholars have started to study emotions evoked by marketing stimuli, products and brands in which consumers are assumed to make largely rational decisions after a long period of time which is based on utilitarian product attributes and benefits (Holbrook and Hirschman, 1992, 134-140).

Many studies have shown that consumer's emotions focused on consumer's responses to advertising, and the mediating role of emotions on the satisfaction of consumers (Phillips and Baumgartner, 2002, 243-252).

This has been shown to play an imperative role in other contexts, such as complaining, service failures and product attitudes (Dube, Cervellon and Jingyuan, 2003, 20-72). Emotions are often conceptualized as general dimensions, like positive and negative effect, but there has also been an interest in more specific emotions. Moreover, within the latter stream of research, some researchers use a comprehensive set of specific emotions. Other re-searchers concentrate on one or several specific emotions.

In the satisfaction literature, (Westbrook 1987, 20-70) was one of the first to investigate consumer emotional responses to Product/consumption experiences and their relationship to several central aspects of post-purchase processes.

(Mano and Oliver, 1993) investigated the structural inter relationship among evaluations, feelings, and satisfaction in the post consumption experience.

In summary, this overview shows that there is wide divergence in the content of emotions studied in consumer research. Studies often use different scales to measure emotions and focus on different emotions. In spite of this, consumer researchers frequently use, or exploratory data analysis yields, a small number of dimension (Laros and Steenkamp, 2005, 1437-1445).

2.1 The buying decision process

Marketers have to go beyond the various influences on buyers and develop standing of how consumers actually make their buying decisions. Specifically marketers must identify who makes the buying decision, the types of buying the steps in the buying process.

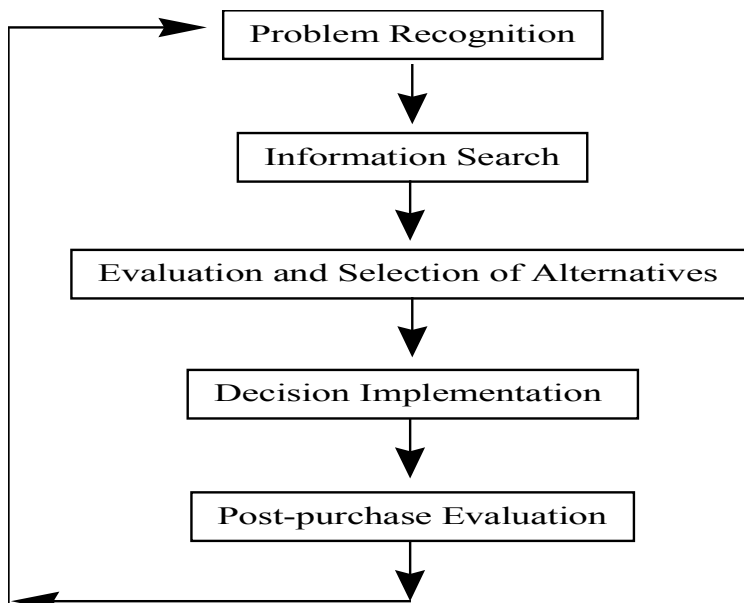
Companies will immerse themselves in trying to understand the customer overall experience in learning about a product, making a brand choice, using the product and even disposing it for example, Honda engineers took videos of shoppers loading into car trunks to observe their frustrations and generate possible design solution.

The question however is, how can marketers learn about the stages in the buying process for their product? They can think about how they themselves would act (introspective method). They can interview a small number of recent purchasers, asking them to recall to their purchase (retrospective method). They can locate consumers who plan to buy the product and ask them to think out loud about going through process (prospective method); or they can ask consumers to describe the buy the product (prescriptive method). Each method yields a picture of the steps in the process.

Trying to understand the customer's Behaviour in connection with a product has been called mapping the customer's consumption system, customer activity cycle, or customer scenario. This can be done for such activity clusters as doing laundry, preparing for a wedding, or buying a car. Buying a car, for example, involves a whole cluster of activities, including choosing the car, financing the purchase, buying insurance, buying accessories, and so on.

Marketing scholars have developed a "stages model" of the buying decision process. The consumer passes through five stages: - problem recognition information search, evaluation of alternatives, purchase decision, and post-purchase. Clearly, the buying process starts long before the actual purchase and has consequences long afterward (Kotler, 2002, 180-186).

The buying decision process however differs from the buying roles. Although, this might have been used interchangeable in most cases. In this study it is imperative to highlight the various buying decision process:

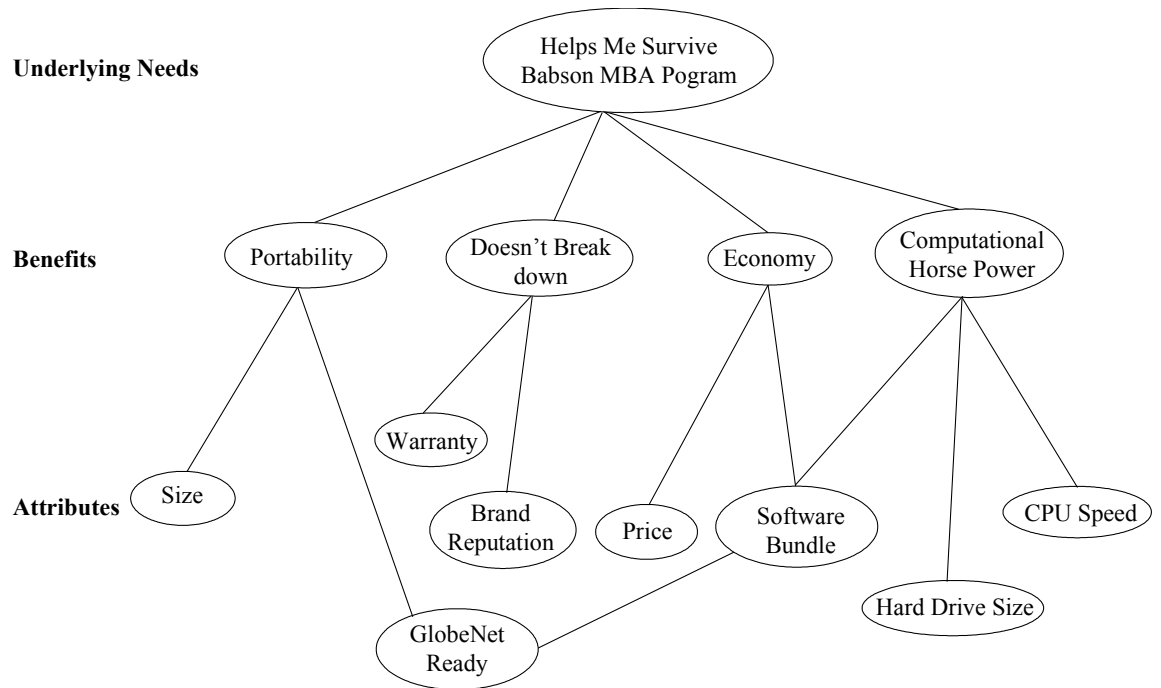


(Sources: Adopted from Kotler (1997), Schiffman and Kanuk (1997), and Solomon (1996))

Problem Recognition: in this stage, a consumer realizes or recognizes that their desired state is different from their actual condition. This could be as simple as need recognition for example the need for cloths, food etc.

Information Search: in this stage, a consumer recognizes their need (or want) and sets forth to finding a solution. If it is clothing they need to solve their problem, they look for clothing, if it is food, they look for food.

Evaluation and selection of Alternatives: in this stage, a consumer has a good idea of what they want and the options that are available or options that exist. They also evaluate the features of products and brands.



(Sources: Adopted from Kotler (1997), Schiffman and Kanuk (1997), and Solomon (1996))

From this diagram, you would recognize that the product attributes are relevant and imperative to the extent that they lead to a certain set of benefits. Likewise, benefits are meaningful when they can solve a problem and satisfy a need.

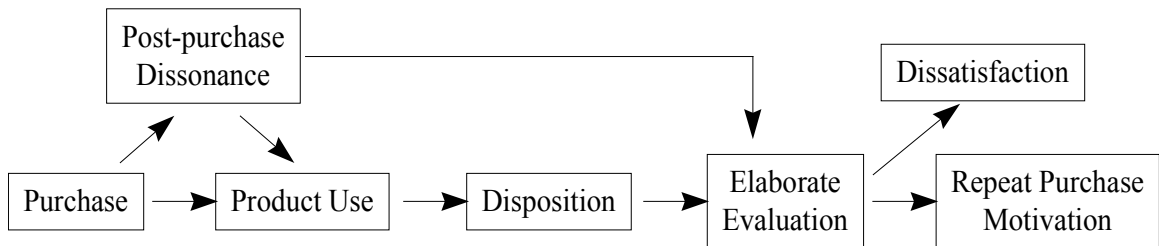
As the underlying need is often personal, consumers differ as to their beliefs about what product benefits and attributes are more or less important and relevant in satisfying their needs.

Decision implementation: in this stage, a consumer is processing the information from the information search and deciding on the products, store, and payment options. More importantly, they are making the decision to move forward with the purchase or not.

Purchase this is the stage that the transaction is completed. The actual problem that was recognized is solved.

Post-Purchase Evaluation in this stage, the consumer determines if they are satisfied or dissatisfied with the purchasing outcome. Here is where cognitive disson-

ance occurs for example the consumer ask the question like “did I make the right decision.”



(Source: Adopted from Hawkins, Best, and Coney, 1983)

2.2 Buying Roles

It is easy to identify the buyer for many products. In Nigeria, men normally choose their shaving equipment, and women choose their pantyhose; but even here marketer must be careful in making their target decisions, because buying role change.

When ICI, the giant British chemical company, discovered that women made sixty percent decisions on the brand of household paint, it decided to advertise its Deluxe brand to women.

However, we can distinguish five roles people play in a buying decision:

Initiator: This is the consumer or person who first suggests the idea of buying the product

Influencer: The person whose view or advice influences the decision.

Decider: The person who decides on any component of a buying decision: what to buy, how to buy, or where to buy,

Buyer: The person who makes the actual purchase.

User: The person who consumes or uses the product or service (Henry, 1987, 77-78).

2.3 Buying Behaviour

Consumer decision making varies with the type of purchase decision. They buy tooth-paste; a tennis racket, a personal computer, and a new car are all vary different products. Complex and expensive purchases are likely to involve more buyer deliberation and more participant and more participants.

(Asika, 1991, 45-51) distinguished four types of consumer buying Behaviour, based on the degree of buyer involvement and the degree of differences among brands. These are:

Complex Buying Behaviour

Complex buying Behaviour involves a three-step process. Firstly, the buyer develops beliefs about the product. Secondly, he or she develops attitudes about the product. Thirdly, he or she makes a thoughtful choice.

Consumers engage in complex buying Behaviour when they are highly involved in a purchase and aware of significant differences among brands. This is usually the case when the product is expensive, bought infrequently, risky, and highly self-expressive, like an automobile (Ogunjimi, 2001, 45-59).

The marketer needs to develop strategies that assist the buyer in learning about the product's attributes and their relative importance, and which call attention to the high standing of the company's brand on the more important attributes. Therefore, marketer needs to differentiate the brand's features, use print media to describe the brand's benefits, and motivate sales personnel and the buyer's acquaintances to influence the final brand choice (Kotler, 2002, 180-186).

Dissonance-Reducing Buyer Behaviour

Sometimes the consumer is highly involved in a purchase but sees little difference in brands. The high involvement is based on the fact that the purchase is expensive, infrequent, and risky.

In this case, the buyer will shop around to learn what is available. If the consumer finds quality differences in the brands, he or she might go for the higher price. If the consumer finds little difference, he or she might simply buy on price or convenience.

After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable things about other brands, and will be alert to information that supports his or her decision. In this example, the consumer first acted, then acquired new beliefs, then ended up with a set of attitudes.

It is important that marketing communications should supply beliefs and evaluations that help the consumer feel good about his or her brand choice.

Habitual Buying Behaviour

Many products are bought under conditions of low involvement and the absence of significant brand differences. Consider salt. Consumers have little involvement in this product category. They go to the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty.

There is good evidence that consumers have low involvement with most low-cost, frequently purchased products. (Moschis, 1985, 898-913).

With these products, consumer Behaviour does not pass through the normal sequence of belief, attitude, and Behaviour. Consumers do not search extensively in information, evaluate characteristics, and make a decision. Instead, they are passive recipients of information in television or print adverts.

Advertisement repetition creates brand familiarities rather than brand conviction. After purchase, they may not even evaluate the choice. For low-involvement products, the buying process begins with formed perception by passive learning and is followed by purchase Behaviour, which may be followed by evaluation.

Marketers of such products find it effective to use price and sales promotion to stimulate product trial. Television advertising is more effective than print because it is a low-involvement medium that is suitable for passive learning.

Therefore, marketers use four techniques to try to convert a low-involvement product of higher involvement. First, they can link the product to some involving issue, as when Crest toothpaste is linked to avoiding cavities.

Second, they can link the product to some involving personal situation for instance, by advertising a coffee brand early in the morning when the consumer wants to shake off sleepiness.

Third, they might design advertising to trigger strong emotions related to personal values or ego defense.

Fourth, they might add an important feature (for example, fortifying a plain drink with vitamins). These strategies at best raise consumer involvement from a low to a moderate level; they do not propel the consumer into highly involved buying behaviour.

Variety-Seeking Buying Behaviour

Some buying situations are characterized by low involvement but significant brand differences. Here consumers of brand switching, think about cookies. The consumer has some beliefs about cookies, chooses a brand of cookies without much evaluation, and evaluates during consumption. Next time, the consumer may reach for another brand out of a wish for a different taste. Brand switching occurs for the sake of variety rather than dissatisfaction.

2.4 Models of the buying decision process

The five-stage model of buying decision process is one of several of models for the buyer's decision process. Discussion below is one of the models that marketers have found most helpful and imperative.

Shealth Model

Social marketers in the health field are interested in how patients adopt healthful behaviours, such as to quit smoking or starting a new diet or exercise program. A useful model called Stages of Change distinguishes five stages:

Precontemplation: Not recognizing the problem or the need to change.

Contemplation: Seriously thinking about the problem and the possibility of change.

Preparation: Making a commitment to change and taking steps to prepare for that change.

Action: Successful modification of Behaviour for a period from 1 day to 6 months.

Maintenance: Continuation of change from 6 months to an indefinite period.

Persons contemplating a change, such as stopping smoking or losing weight, need to pass through these stages. The social marketer's task is to find appeals and tools to help people move from one stage to the next.

2.5 Consumer adoption process

The acceptance and continued use of a product or brand by an individual is referred to as "adoption," although there are differing views about when this happens.

(Bello, 2008) contributed that adoption model consists of the following stages:

Awareness: At this stage the potential adopter finds out about the existence of a product but has very little information and no well-formed attitudes about it.

Comprehension: This stage represents the consumer's having knowledge and understanding of what the product is and can do.

Attitude: Here, the consumer develops favorable or unfavorable behavioral predispositions toward the product. Termination of the adoption process is likely at this stage if attitudes are not favorable toward the product.

Legitimizing: Here, the consumer becomes convinced that the product should be adopted. This stage is predicated upon favorable attitudes toward the innovation, and the consumer may use information already gathered as well as additional information in order to reach a decision.

Trial: If possible, the consumer tests or tries the product to determine its utility. Trial may take place cognitively, that is, whereby the individual vicariously uses the product in a hypothetical situation or it may be actually used in a limited or total way, depending on the innovation's nature.

Adoption: At this stage, the consumer determines whether or not to use the product in a full scale way. Continued purchase and/or use of the item fulfill the adoption process.

Thus, adoption is seen to be a sequence of events through which individual consumers pass over a period of time. Some consumers pass through these stages early in a product life while others may do so much later. In addition, the adoption process describes consumers who are actively involved in thinking about and considering a product.

The significance of the adoption process to marketers is in two fold; first, not all consumers pass through the adoption process with the same speed. Some move swiftly, while others proceed more slowly.

Second, the marketer's communication forms vary in their effectiveness over the different stages in the adoption process. These points can be important in assisting the marketer to develop an effective promotional program.

It has been found, for example, that for early stages of the adoption process, the mass media appear to be most effective in creating awareness; thus, the marketer would design awareness and interest generating messages to be transmitted by such impersonal sources.

At later stages in the adoption process, however, personal sources of information appear to become more important so the marketer would desire to have effective personal selling and word-of-mouth communications at these points. This indicates then, that as consumers move through the adoption process, the amount of mass-media advertising might be decreased while the amount of personal selling is increased (Kassarjian, 1981, 160-180).

2.6 Categories of adopters

Innovators: Innovators are venturesome risk takers. They are capable of absorbing the financial and social costs of adopting an unsuccessful product. They are cosmopolitan in outlook and use other innovators rather than local peers as a reference group.

They tend to be younger, better educated, and more socially mobile than their peers. Innovators make extensive use of commercial media, sales personnel, and professional sources in learning of new products.

Early adopters: Early adopters tend to be opinion leaders in local reference groups. They are successful, well educated, and somewhat younger than their peers. They are willing to take a calculated risk on an innovation but are concerned with failure.

Early adopters also use commercial, professional, and interpersonal information sources, and they provide information to others.

Early majority: Early majority consumers tend to be cautious with respect to innovations. They adopt sooner than most of their social group but also after the innovation that has proven successful with others. They are socially active but seldom leaders. They tend to be somewhat older, less well educated, and less socially mobile than the early adopters. The early majority relies heavily on interpersonal sources of information.

Late majority: Late majority members are skeptical about innovations. They often adopt more in response to social pressures or a decreased availability of the previous product than because of a positive evaluation of the innovation. They tend to be older and have less social status and mobility than those who adopt earlier.

3. RESEARCH METHODOLOGY

This chapter directs its attention to the procedures and method of achieving the purpose of the study. However, the only possible method of collecting the required information would be field studies with self administered questionnaire and recording how the variable of the study behave rather than manipulating them (Asika, 1991, 45-51). However, the questionnaires were administered both the manufacturers and the basic users of etisalat products and their various responded were presented in tables.

3.1 Method of data collection

Data collected is a very important phase of research methodology refers to obtaining vital information regarding the major ideas of the hypothesis testing of the study for the purpose of demonstrating their truthfulness (Ogunjimi, 2001, 45-59).

For the purpose of this research, all information was collected from both primary and secondary sources. The primary source were utilized, that is, questionnaire and interview from both the manufacturers and user of the product. While the secondary data sourced information from textbooks, and other related publications.

3.2 Research instruments

The researcher collected data through the use of a well-designed questionnaire containing 12 close ended questions in like scale (statement with which the respondent shows the amount of agreement and disagreement).

A structured type of interview questions and questionnaires was used. However, the questionnaire is further structured into the approach similar to 5 points scaled of measurement.

The population

The population concerned in this study is the cross section of consumers for the purpose of this study. However, stratified sampling method was used by the researcher. This methods allows variability homogenous than is the variability of elements between strata (Ogunjimi, 2001, 45-59).

Sampling technique

A probability sampling was used as it is a sampling method that gives every member of the population a known chance of being selected in the survey.

A cluster form of probability sampling was used since all width and length cannot be covered as a result of the form dispersed location.

However, due to inability of the researcher to cover the whole population, the result of the limitation which includes cost, time frame etc., and population of study was 50 respondents.

3.3 Statement of hypothesis

The various hypothetical testing were based on the questions which were asked from both the manufacturer and the users of the product, however, both the manufacturer and the user of the product serve the same purpose.

The testing was aim to identify which factors influence the choices of the consumer of the product for example price, taste e.t.c. and its implication on how consumer react to purchases.

Hypothesis 1

Ho: Consumers' taste has no positive implication on consumer purchasing behaviour.

H1: Consumers' taste has a positive implication on consumer purchasing behaviour.

Hypothesis 2

Ho: Product brand has no positive effect on consumer buying decision.

H1: Product brand has positive effect on consumer purchasing decision.

Hypothesis 3

Ho: Price of a product has no positive significant with consumer buying decision.

H1: Price of a product has positive significant with consumer buying decision.

Hypothesis 4

H0: Taste of individual consumer has no relationship with his/her buying behaviour.

H1: Taste of individual consumer has relationship with his/her buying behaviour.

Research materials

The questionnaire drawn was consequently divided into two parts. Each part is as follows;

SECTION A: This section was design to elicit information related to the bio-data of the respondents, such as: sex, age, qualification, working experience and staff level.

SECTION B: This section contains general questions relating to the subject matter of the research study or variable.

Data Analysis

The data to be collected prior to the questionnaire will be analyzed through the use of simple percentage and chi-square technique with the aid of statistical package for social science (SPSS).

The response will be transferred into scores and grouped frequencies.

The formula of chi-square is given as:

$$X^2 = \sum \frac{(F_o - F_e)^2}{F_e}$$

Where:

X^2 = Chi-square frequency

F_o = Observed

F_e = Expected Frequency

E = Summation of $\frac{(f_o - f_e)^2}{F_e}$

The above formula will be tested at a degree of freedom given by:

$$V = (k-1) \quad (-1) k - 1$$

Where,

V = Number of degree of freedom

C = Number of column in the contingency table

On the event of the computation of the weighted average means, the formula below will be used.

$$Fe = \frac{RT \times CT}{GT}$$

GT

Where:

Fe = Expected Frequency

RT = Row Total

CT = Column Total

GT = Grand Total

Decision Rule

The level of significance, which defined the level of error allowed by the research, is 5% or 0.5 while the confidence level is 15% or 0.95

3.4 HYPOTHESIS TESTING

The chi-square method is adopted in testing the various formulated hypotheses. The chi-square is a measure of discrepancy that exists between observed and expected frequencies.

The chi-square is defined as;

$$X^2 = \sum \frac{(o-e)^2}{e}$$

e

Where;

x^2 = Chi-square

o = Set of observed frequencies

e	=	Set of expected frequencies
E	=	Summation

Under the hypothesis to be tested, if the calculated value of χ^2 is greater than the tabulated value at a given level of significance with a given degree of freedom, we concluded that the observed frequency differs significantly from the expected.

Thus; we would reject the null hypothesis, if the value of χ^2 cal is greater than χ^2 tab, then we reject.

3.5 Analysis of research hypothesis testing using chi square techniques

Research Hypothesis 1:

Analysis of research hypothesis question one.

Ho: Consumers' taste has no positive implication on consumer buying behaviour.

H1: Consumers' taste has a positive implication on consumer buying behaviour.

Variable	O	E	o-e	(o-e) ²	$\frac{(o-e)^2}{e}$
SA	7	9.8	-2.8	7.84	0.80
A	14	9.8	4.2	17.64	1.80
U	4	9.8	-5.8	33.64	3.43
D	17	9.8	7.2	41.86	5.29
SD	7	9.8	-2.8	7.84	0.80
Total	49				= 12.12

Assuming a level of significance of 0.01

$$\text{Degree of freedom (df)} = (r - 1)(c - 1)$$

$$= (5 - 1)(5 - 1)$$

$$= 4 \times 4 = 16$$

Therefore, $X^2_{\text{tab}} = 32.00$

Decision: Since x^2_{cal} (12.12) is lesser than x^2_{tab} (32.00), we accept the hypothesis that Consumers' taste has a positive implication on consumers' buying behaviour.

Therefore, the above table proves that Consumers' taste has a positive implication on consumers' buying behaviour.

Research Hypothesis 2:

Analysis of research hypothesis question two

Ho: Product brand has no positive effect on consumer buying decision.

H1: Product brand has positive effect on consumer buying decision.

Variable	O	E	o-e	(o-e) ²	$\frac{(o-e)^2}{e}$
SA	5	9.8	-4.8	23.04	2.35
A	13	9.8	3.2	10.24	1.05
U	7	9.8	2.8	7.84	0.80
D	18	9.8	8.2	67.24	6.86
SD	6	9.8	-3.8	14.44	1.47
Total	49				12.53

Assuming a level of significance of 0.01

$$\text{Degree of freedom (df)} = (r - 1)(c - 1)$$

$$= (5 - 1)(5 - 1)$$

$$= 4 \times 4 = 16$$

Therefore, $X^2_{\text{tab}} = 32.00$

Decision: Since x^2_{cal} (12.53) is less than x^2_{tab} (32.00) we accept the hypothesis that product brand has positive effect on consumer buying decision.

Therefore, the above table attests that Product brand has positive effect on consumer buying decision.

Research Hypothesis 3:

Analysis of research hypothesis question three

Ho: Price of a product has no positive significant with consumer buying decision.

Variable	O	E	o-e	(o-e) ²	$\frac{(o-e)^2}{e}$
SA	7	9.8	-2.8	7.84	0.80
A	13	9.8	3.2	10.24	1.05
U	9	9.8	-0.8	0.64	0.07
D	17	9.8	7.2	51.84	5.29
SD	3	9.8	-6.8	46.24	4.72
Total	49				11.93

H1: Price of a product has positive significant with consumer buying decision.

Assuming a level of significance of 0.01

$$\text{Degree of freedom (df)} = (r - 1)(c - 1)$$

$$= (5 - 1)(5 - 1)$$

$$= 4 \times 4 = 16$$

Therefore, $X^2_{\text{tab}} = 32.00$

Decision: Since x^2_{cal} (11.93) is less than x^2_{tab} (32.00), we accept the hypothesis. Price of a product has positive significant with consumer buying decision.

Therefore, the above table confirmed that Price of a product has positive significant with consumer buying decision.

Research Hypothesis 4:

Analysis of research hypothesis question four

H0: Taste of individual consumer has no relationship with his/her buying behaviour.

H1: Taste of individual consumer has relationship with his/her buying behaviour.

Variable	O	E	o-e	(o-e) ²	$\frac{(o-e)^2}{e}$
SA	9	9.8	-0.8	0.64	0.07
A	18	9.8	8.2	67.24	6.86
U	5	9.8	-4.8	23.04	2.35
D	13	9.8	3.2	10.24	1.04
SD	4	9.8	-5.8	33.64	3.43
Total	49				13.75

Assuming a level of significance of 0.01

$$\text{Degree of freedom (df)} = (r - 1)(c - 1)$$

$$= (5 - 1)(5 - 1)$$

$$= 4 \times 4 = 16$$

Therefore, $X^2_{\text{tab}} = 32.00$

Decision: Since x^2_{cal} (13.75) is less than x^2_{tab} (32.00), we accept the hypothesis. Taste of individual consumer has relationship with his/her buying behaviour.

Therefore, the above table authenticates that taste of individual consumer has relationship with his/her buying behaviour.

Finally, the research hypothesis proves that taste, income, price and product brand has a relative significant on consumer buying behaviour. However, it is imperative for both manufacturer and consumer to agree on product feature which would enhance the quality of its product which could as well be affordable for increase sales and patronage.

4. DATA PRESENTATION AND ANALYSIS

Data analysis could be described defined as the breaking down and ordering of the quantitative information gathered through research. It involves searching for the trends and patterns of association and relationship among data (Asika, 1991, 45-51).

This chapter is concerned with the presentation, detailed analysis and interpretation of data collected from the field survey using questionnaire in this study and also designed to provide and analyze responses to the research hypotheses formulated.

Restatement formulated

Hypothesis 1 (manufacturer)

Ho: Consumers' taste has no positive implication on consumer purchase behaviour.

H1: Consumers' taste has a positive implication on consumer purchase behaviour.

Hypothesis 2 (user)

Ho: Product brand has no positive effect on consumer buying decision.

H1: Product brand has positive effect on consumer buying decision.

Hypothesis 3

Ho: Price of a product has no positive significant with consumer buying decision.

H1: Price of a product has positive significant with consumer buying decision.

Hypothesis 4

H0: Taste of individual consumer has no relationship with his/her buying behaviour.

H1: Taste of individual consumer has relationship with his/her buying behaviour.

4.1 Data Presentation

The analysis of the data collected from manufacturer, dealers and the users of Etisalat products were done sequentially. The statistical method of measurement in this research were simple percentage, mean item score and chi-square technique.

4.2 Data Analysis

The analysis of data covered both the sections that is the demographic questions and section B which contains the questions relating to the formulated hypothesis.

Administration of Questionnaires

Table 4.1: Analysis of questionnaire administered

Variables	No. of questionnaires	Percentage
Total Administered	50	100.0
Total Returned	49	98.0
Not Returned	1	2.0

(Source: Field Survey, 2013)

From the Table 4.1 above, it is revealed that 50 questionnaire were distributed out of which 49 were duly recovered and completed. Therefore the analysis was based on the amount collected.

The Study

This research is an empirical survey of an appraisal of consumer purchasing behaviour. Questionnaires were administered on respondents in order to gather data and their views are shown in the tables presented.

Analyses of the data collected from respondents in the section A of the questionnaire

Table 4.2: Analysis of respondents by gender/sex

Sex	Frequency	Percentage
Male	32	65.3
Female	17	34.7
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on Table 4.2 above reveals that 32 respondents which represent 65.3% are male, while 17 respondents with 34.7% are female. We could observe that a greater percentage of the respondents are male.

Table 4.3: Analysis of respondents by age

Age	Frequency	Percentage
18-25yrs	3	6.1
26-35yrs	22	44.9
36-45yrs	13	26.5
46-55yrs	6	12.2
56yrs and above	5	10.2
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on Table 4.3 reveals that 22 respondents which represent 44.9% are between 26-35 years of age, 13 respondents which represent 26.5% are between 36-45 years and 6 respondents which represent 12.2% are between 46-55 years of age while 5 respondents with 10.2% are 56 years and above. These show that the majority of the respondents including the staffs and the customers fall between the age of 26 and 35 years.

Table 4.4: Analysis of respondents by marital status

Marital Status	Frequency	Percentage
Single	33	67.3
Married	16	32.7
Total	49	100.0

(Source: Field Survey, 2013)

From the Table 4.4, it shows that 33 respondents which represent 67.3% are single, 32.7% are married. This could be attributed to difficult economic situation in the country, as there are lots of singles than married ones.

Table 4.5: Analysis of respondents by educational qualification

Educational Qualification	Frequency	Percentage
S.S.C.E.	4	8.2
OND / NCE	14	28.6
HND / B.Sc	27	55.1
MSc / MBA	4	8.2
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on Table 4.5 reveals that only just 4 respondents which represent 8.2% have SSCE, while 14 respondents which represent 28.6% have OND / NCE. But 27 respondents which represent 55.1% have HND / B.Sc as their highest academic qualification, which justified as the maximum populace in the survey. While 4 respondents which represent 8.2% have MSc / MBA. The trend here implies that people are more concerned about the first degree not the higher degrees.

Table 4.6: Analysis of respondents by official status

Official Status	Frequency	Percentage
Top Management Level	6	12.2
Middle Management Level.	14	28.6
Lower Management Level.	13	26.5
Contract / Temporary Staff.	16	32.7
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on Table 4.6 above shows that some respondents operate between the middle and lower management levels of their official status. These are justified with 28.6% and 26.5% responses respectively. While, 32.7% of the respondent function as a contract or temporary staff in their organization.

Table 4.7: Analysis of respondents by years of experience on consumer purchasing behaviour towards Etisalat products

Experience Duration	Frequency	Percentage
1-5yrs	16	32.7
6-10yrs	26	53.1
11-15yrs	4	8.2
16yrs and above	3	6.1
Total	49	100.0

(Source: Field Survey, 2013)

From the above statistics, it could be figured out from the Table 4.7 above that 26 respondents which represent 53.1% and 16 respondents which represent 32.7% have the experience on consumer purchasing behaviour.

Thus, it can be deduced from the analysis as the majority of the respondents have between 1-5years and 6-10 years.

Table 4.8: Analysis of respondents by income level

Income Level	Frequency	Percentage
#21,000 - #30,000	21	42.9
#31,000 and above	28	57.1
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on Table 4.8 above shows that majority of the respondents earn #31,000 and above, based on their monthly income this is evident by 57.1 responses from 28 respondents, while 21 respondents which represent 42.9% earn between #21,000 and #30,000 as their monthly income.

Table 4.9: Analysis of respondents by working experience

Working Experience	Frequency	Percentage
1-5yrs	15	30.6
6-10yrs	21	42.9
11-15yrs	7	14.3
16yrs and above	6	12.2
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on Table 4.9 reveals that 15 respondents which represent 30.6% between 1-5 year of experience, 21 respondents which represent 42.9% are between 6-10 year of experience, 7 respondents which represent 14.3% are between 11-15 year of experience and 6 respondents which represent 12.2% as well have between 16 year and above working experience.

4.3 Analysis of data in section B as regards family and social class using simple percentages (%)

Table 4.10, Question 1: There is positive relationship between consumer buying behaviour and the social group he/she belong.

Variable	Frequency	Percentage
Strongly Agreed	23	46.9
Agreed	23	46.9
Strongly Disagreed	3	6.1
Total	49	100.0

(Source: Field Survey, 2013)

The result from the Table 4.10 above shows that there are two main opinions, majority of the respondent with 46% each strongly agree and agreed that there is positive relationship between consumer buying behaviour and the social group he/she belong. Despite these facts 3 respondent which represent 6.1% still strongly disagree on the same fact.

Table 4.11, question 2: Family status of an individual consumer has impact on the buying decision.

Variable	Frequency	Percentage
Strongly Agreed	16	32.7
Agreed	18	36.7

Undecided	3	6.1
Disagreed	9	18.4
Strongly Disagreed	3	6.1
Total	49	100.0

(Source: Field Survey, 2013)

From the Table 4.11 above, it could be confirmed that majority agree and some strongly agree that family status of an individual consumer has impact on the buying decision, but yet quite some member strongly disagree which shows that someone from a rich family may not still go for expensive products vice versa.

Table 4.12, question 3: The social class of particular family has positive impact on the use of etisalat product.

Variable	Frequency	Percentage
Strongly Agreed	29	59.2
Agreed	15	30.6
Undecided	5	10.2
Total	49	100.0

(Source: Field Survey, 2013)

It could be proved from the Table 4.12 above that some people from low income family still go for high class or items that could be identified with high profile society figures. This could be as a result of exposure that 59.2% of the respondents strongly agree and 30.6% agreed that the social class of particular family has positive impact on the use of Etisalat product while just 10.2% could not even decide on the fact.

4.4 Analyses of data in section B as regards taste using simple percentage (%)

Table 4.13, question 4: The taste of an individual has a relationship with his/her buying behaviour.

Variable	Frequency	Percentage
Strongly Agreed	30	61.2
Agreed	19	38.8
Total	49	100.0

(Source: Field Survey, 2013)

From the above statistics, it could be figured out from the Table 4.13 above that 30 respondents which represent 61.2% strongly agree and 19 respondents which represent 38.8% agreed.

Thus, it can be deduced from the analysis that the taste of an individual has a relationship with his/her buying behaviour.

Table 4.14, question 5: Consumer buying decision is determined by the taste of an individual consumer.

Variable	Frequency	Percentage
Strongly Agreed	14	28.6
Agreed	24	49.0
Undecided	4	8.2
Disagreed	7	14.3

Total	49	100.0
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(Source: Field Survey, 2013)

The distribution on the Table 4.14 above reveals that naturally taste affect individual buying decision just as this make up 28.6% and 49.0% of the response that strongly agreed and agreed respectively. Thus, it can be deduced that consumer buying decision is determined by the taste of an individual consumer.

Table 4.15, question 6: The nature of the Etisalat product has positive effect on consumer buying behaviour

Variable	Frequency	Percentage
Strongly Agreed	4	8.2
Agreed	20	40.8
Undecided	21	42.9
Disagreed	4	8.2
Total	49	100.0

(Source: Field Survey, 2013)

The distribution on the Table 4.15 above reveals that 20 respondents which represent 40.8% agreed and 8.2% of the responses strongly agreed with 4 respondents that the nature of Etisalat product has positive affect consumer buying decision. Meanwhile, 42.9% of the responses have no decision on this while just 8.2% disagreed. Therefore, the nature of Etisalat product has positive effect on consumer buying behaviour.

Table 4.16, question 7: Consumers' attitude is determined by product features.

Variable	Frequency	Percentage
Strongly Agreed	6	12.2
Agreed	18	36.7
Undecided	15	30.6
Disagreed	4	8.2
Strongly Disagreed	6	12.2
Total	49	100.0

(Source: Field Survey, 2013)

From the Table 4.16, the statement has attracted 36.7% and 12.2% of the responses which clearly agreed and strongly agreed with this fact which shows that product features, e.g. package, colour or any tangible attributes a product possessed has influence on consumers' attitude. Meanwhile, 30.6% of the responses have no decision on this while just 8.2% disagreed and 12.2% of the responses as well strongly disagree.

Table 4.17, question 8: The taste of a particular family affects his decision as regard purchases.

Variable	Frequency	Percentage
Strongly Agreed	3	6.1
Agreed	38	77.6
Undecided	8	16.3
Total	49	100.0

(Source: Field Survey, 2013)

The Table 4.17 above shows that even if a family is not affluent but has a cream taste it would surely reflect on its purchases. This is justified with the level of agreement by the responses of 77.6% from 38 respondents and 3 respondents which represent 6.1% that strongly agreed while 8 respondents that represent 16.3% could not even decide on the decision.

For that reason, the taste of a particular family affects his decision as regard purchases.

4.5 Analyses of data in section B as regards the brand using simple percentage (%)

Table 4.18, question 9: Product brand affect consumer buying decision.

Variable	Frequency	Percentage
Strongly Agreed	21	42.9
Agreed	24	49.0
Undecided	4	8.2
Total	49	100.0

(Source: Field Survey, 2013)

Table 4.18 above confirms that brand has a strong influence on a consumer, especially if the consumer has developed a loyalty for a certain brand. These are justified with 21 and 24 numbers of respondents which represent 42.9% and 49.0% respectively who strongly agreed and agreed with the fact. Hence, it can be deduce that, Product brand affects consumer buying decision.

Table 4.19, question 10: The brand name associated with a particular manufacturer is a point consumer buying decision.

Variable	Frequency	Percentage
Strongly Agreed	9	18.4
Agreed	28	57.1
Undecided	5	10.2
Disagreed	4	8.2
Strongly Disagreed	3	6.1

Total	49	100.0
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(Source: Field Survey, 2013)

With 57.1% and 18.4% of the response who agreed and strongly agreed as reveals on Table 4.19 above, it confirms the effect a brand name has on buying decision. For economic reasons, consumer may go for any reliable product.

Therefore, the brand name associated with a particular manufacturer is a point to consumer buying decision.

4.6 Analyses of data in section B of as regards price using simple percentage (%)

Table 4.20, question 11: The consumer buying behaviour is affected by the family income level.

Variable	Frequency	Percentage
Strongly Agreed	24	49.0
Agreed	14	28.6
Undecided	8	16.3
Disagreed	3	6.1
Total	49	100.0

(Source: Field Survey, 2013)

Obviously, income level is one of the factors that affect demand of a product because, the Table 4.20 above shows that 24 respondents which represent 49.0% strongly agreed and 14 respondents which represent 28.6% agreed with the fact. While, just 8 respondents could not decide and only 3 respondents disagreed.

Thus, it can be concluded that the consumer buying behaviour is affected by the family income level.

Table 4.21, question 12: There is good relationship between price of a product and consumer buying decision.

Variable	Frequency	Percentage
Strongly Agreed	10	20.4
Agreed	35	71.4
Undecided	4	8.2
Total	49	100.0

(Source: Field Survey, 2013)

As a matter of fact, every item has a market value and that is the price it could be obtained.

Table 4.21 above ascertained from the analysis that there is good relationship between price of a product and consumer buying decision with the evidence that 35 responses which represent 71.4% and 10 responses which represent 20.4% agreed and strongly agreed with the fact respectively.

4.7 Discussions of Findings

It was shown that the greater part of the respondents to this study are male with 65.3% and most of their ages fell between 26-35years with the percentage of 44.9% and between 36-45 years with 26.5% but unexpected that the majority of them were singles which carry 67.3% of the conclusion. And this could be attributed to difficult economic situation in the country, as there are lots of singles than married respondents in the research study.

Likewise 27 respondents which represent 55.1% have either HND or B.Sc as their highest academic qualification, which was justified as the maximum populace in the survey.

In addition, 32.7% of the respondents' functions as a contract or temporary staff in their respective organizations, while others were functioning as top, middle or lower management staff. It could as well be figured out as 26 respondents which represent 53.1% have the experience between 6-10 years on consumer purchasing behaviour of Etisalat product. Thus, majority of the respondents earn #31,000 and above, based on their monthly income and it was evident by the highest respondents of 28 which represent 57.1%.

The finding also reveals that 21 respondents with 42.9% possessed between 6-10 year of work experience and next by 15 respondents which represent 30.6%. In lieu to the results, the finding also concluded firmly that there is positive relationship between consumer buying behaviour and the social group he or she belong based on the opinions that 23 respondents of 46.9% each agreed and strongly agreed respectively.

More so, it was confirmed that majority agree and some strongly agree that family status of an individual consumer has impact on the buying decision of Etisalat product which were proofed by the percentage of 36.7% and 32.7% respectively. And also ascertained that the mainstream of the respondents including the staffs and the customers strongly agreed with 59.2% while some agreed with 30.6% that the social class of particular family has positive impact on the same product.

Also, the result revealed vividly that 30 respondents which represent 61.2% strongly agree and 19 respondents which represent 38.8% agreed from the analysis that the taste of an individual has a vast relationship with his or her buying behaviour. From the opinion of the respondents, it was shown that consumer buying decision is determined by the taste of an individual consumer and justified with 28.6% and 49.0% of the responses that strongly agreed and agreed respectively.

The analysis also reveals that the nature of Etisalat product affect or has a positive effect on consumer buying behaviour. These were also justified with the percentage of 40.8% of agreement and 8.2% of the responses strongly agreed with the decision respectively.

In addition, the declaration has attracted 36.7% and 12.2% of the responses which clearly agreed and strongly agreed with the fact that consumers' attitude is determined by product features which shows that any tangible attributes possessed by a product has influence on consumers' attitude. Likewise, 30.6% of the responses have no decision on this while just 8.2% disagreed and 12.2% of the responses as well strongly disagree.

The findings also reveal that even if a family is not affluent but has a cream taste it would surely reflect on its purchases. This is justified with the level of agreement by the responses of 77.6% from 38 respondents and 3 respondents which represent 6.1% strongly agreed while 8 respondents that represent 16.3% could not even give a decision and for these reasons, the taste of a particular family affects his decision as regard purchases.

Furthermore, as regard the product brand, it was also confirmed that product brand has a strong influence on a consumer which was justified with 21 and 24 numbers of respondents which correspond to 42.9% and 49.0% respectively who strongly agreed and agreed with the fact.

Hence, it figured out that product brand affect consumer buying decision. And with 57.1% and 18.4% of the responses who agreed and strongly agreed as revealed from the result of the analysis, it confirmed that the brand name associated with a particular manufacturer is a point consumer buying decision that, the brand name has an effect on buying decision.

Additionally, income level is one of the factors that affect demand of a product because it was evidently proved as 24 respondents which represent 49.0% strongly agreed and 14 respondents which represent 28.6% agreed with the fact that the consumer buying behaviour is affected by the family income level, while just 8 responses could not decide and only 3 responses disagreed with the fact.

As a matter of fact, every item has a market value and that is the price it could be obtained as it was ascertained from the analysis that there is good relationship between price of a product and consumer buying decision with the confirmation that 35 responses

with 71.4% and 10 responses with 20.4% agreed and strongly agreed with the fact respectively.

Finally, it was also observed from the test of hypotheses that consumers' taste has a positive implication on consumer buying behaviour, product brand has positive effect on consumer buying decision, price of a product has positive significant with consumer buying decision and lastly the taste of individual consumer has relationship with his or her buying behaviour. All these were fully accepted with the fact that their calculated values of χ^2 are lesser than the tabulated values of χ^2 at a given level of significances with their given level of degree of freedom.

Thus, the four decisions of the hypotheses were accepted and authenticated with the values of the degree of freedoms as follow; χ^2 cal (12.12) is lesser than χ^2 tab (32.00), χ^2 cal (12.53) is less than χ^2 tab (32.00), χ^2 cal (11.93) is less than χ^2 tab (32.00) and χ^2 cal (13.75) is less than χ^2 tab (32.00) respectively.

5. SUMMARY AND RECOMMENDATION

This chapter summarizes the end of the research work, in this chapter, the summary of findings, recommendations and suggested areas for further study would be extensively highlighted.

This chapter also deals with result gathered during the course of this research study which was later transformed into information through an in-depth analysis by using a statistical package for social sciences (SPSS 17) software.

5.1 Summary of Findings

Having thoroughly analyzed the importance on appraisal of consumer purchasing behaviour towards Etisalat products, the study revealed that consumer attitude towards buying behaviour is determined by different factors like family size, family class, social status, price of product, taste, product brand, etc.

From the analysis of the data collected, the researcher was able to find out that market study activities are useful to provide information on this subject matter of consumer behaviour towards Etisalat product with regards to her competitors. However, the research was intended to evaluate various factors that determine consumer purchasing behaviour with respect to Etisalat product.

The organization carries out information on all marketing mix through market test. The information gathered from the area assist the management in making necessary and objective decision.

Such information has direct benefits to corporate marketing decision, since they assist in determining buyer's response and repeat purchasing, increasing sales and profits, acceptability of the product and area for new development on the product (if any), the mode of distribution and area that requires intensive marketing consideration.

The research also revealed that the organization under study has a marketing oriented section which sees to analysis of demand behaviour with respect to individual consumer's response to their product.

Finally, consumer purchasing behaviour towards Etisalat product ensure that with new product development to determine which marketing mix it will adopt to create more satisfaction rather than cognitive dissonance.

5.2 Conclusions

Having gone through the findings of the study, it can now be summarized with sound conclusion that there is need for the management of Etisalat to be consumer oriented in their business approach which suggests that certain functions either non-existence or existence must be given greater emphasis for example branding and the nature of the product attribute.

If Etisalat as a company should re-adjust itself to the needs of satisfying the consumers by providing good quality service in term of service provider, standardized, and effective product attribute, this will bring about customers' satisfaction in product purchased.

Furthermore, it is important to state that the objective of this research work have been met to a great extent. It may be imperative to conclude that adequate planning and preparation for consumer purchasing behaviour of Etisalat products will ensure and enhance effectiveness and efficiency in product utilization.

However, this will provide the basic guidance in refining and executing a national plan that will have a high probability of success.

5.3 Recommendations

In view of the conclusions drawn in sub-heading 5.3, the following recommendations are hereby put forward to guide Etisalat Nig Company and other intending researchers on this topic. They are:

That when new product development programme are planned, it should be followed with report monitoring on daily activities and the investigation of various kinds of problems relating to the programme.

The company should understand the procedure of new product development and by integrating all marketing mix as well as management problems. This is because; it goes a long way to form an indication which is necessary to avoid cognitive dissonance as regards consumer satisfaction.

They should as well be given discount for the prompt payment or purchases of their products in terms of cash or incentives and also installmental payment should be given to long term customers in terms of their products and when bulk purchases are made.

5.4 Suggestions for further studies

In the course of the study we determined the importance of consumer purchasing decision, purchase decision models and their environment with regards to product brand, cost of purchase (price), social class, and tastes etc. and evaluate the consumer behaviour and assessment of the effectiveness and usefulness.

The study has been carried out based on the available limited information. But for further studies, the research recommends the following:

Intending researchers should try as much as possible to enlighten and educate the respondents about the importance of a research work.

Research and Development (R & D) department of organizations should be oriented towards achieving organizational goals.

Since research is needed to measure the effectiveness of consumer buying behaviour towards essential goods or to determine the reaction of buyers to repeat purchase of a particular product, organization should try as much as possible to train the researchers in order for them to achieve this aim.

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APPENDICES

Appendix 1. Name of appendix

Analysis of questionnaire administered.

Analysis of respondents by gender/sex.

Analysis of respondents by age.

Analysis of respondents by marital status.

Analysis of respondents by educational qualification.

Analysis of respondents by official status.

Analysis of respondents by Years of experience on consumer behaviour towards Etisalat product.

Analysis of respondents by income level.

Analysis of respondents by working experience.

There is positive relationship between consumer buying behaviour and the social group he/she belong?.

Family status of an individual consumer has impact on the buying decision?

The social class of particular family has positive impact on the use of Etisalat product?.

The taste of an individual has a relationship with his/her buying behaviour?

Consumer buying decision is determined by the taste of an individual consumer?.

The nature of the etisalat product has positive effect on consumer buying behaviour?.

Consumers' attitude is determined by product features?

The taste of a particular family affects his decision as regard purchases?

Product brand affect consumer buying decision?

The brand name associated with a particular manufacturer is a point consumer buying decision?.

The consumer buying behaviour is affected by the family income level?

There is good relationship between price of a product and consumer buying decision?

