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**THE EFFECTS OF BRAND PERCEPTION ON
CONSUMERS PURCHASING BEHAVIOUR**

CASE: UNILEVER NIGERIA PLC

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Thesis abstract

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The topic of this study was chosen bearing in mind the effect of brand perception on consumers' purchasing behaviour. It is imperative to know that product quality and product attribute affects consumer perception.

Consumer's perception forms an integral part of consumers' buying behaviour and it determines the survival or failure of goods and services. However, the study aims to examine brand perception and the effect on consumers' purchasing behaviour and highlight the satisfaction that consumer derives from product branding.

Data was collected mainly through the use of questionnaires. The hypotheses were tested using chi-square test and data was analysed using simple percentage method.

It was found that consumer's perception of a product is related to the advertisement and that price largely influences the consumer's attitude and behaviour in respect to the purchase of a product.

Finally, recommendations were also made that advertising messages should be designed in such a way that it should be unambiguous and clearly understood by the consumers and it should be void of offensive language.

Keywords: Brand Product, Market Strategy and Consumer Behaviour

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INTRODUCTION

1.1 Background of the study

Understanding the meaning of perception is imperative to every marketer today as customer's decision to purchase a product will be greatly influenced by how he/she perceives the product quality. Product perception are not only affected by it quality but also by the attributes the producer is able to invest to the product through advertising and packaging of the product. (Batler, 1979, 52).

However, consumer buying behaviour and the diverse nature of marketing situations pose a great challenge to the success of business organization. Therefore, in the wake of these challenges, business organization should be able to design its product as to stimulate positive perception by the consumer.

Many a times, consumer products or services are found to be competing against each other in the market place; this normally leads to problem of choice for the consumers, who has to choose out of available alternative product. (Adetayo, 2008, 135).

However, the consumer decision will then be base on what the brand stands for. The question arises from what factor(s) influence(s) the consumer to choose a particular brand of product as at that time. Thus, there is need to study consumer brand perception on the sales of goods and services and the effect of brand perception on consumer's purchasing behaviour. (Kolawole, 2003, 5-7). This is because many companies have failed either because of their inadequate research on the impact of consumer's brand perception or because of their nonchalant attitude towards how consumer perceive their products.

This study will go in depth to survey the impact of consumer brand perception on the sales of toothpaste in Nigeria. Consumers perception form an integral part of consumers buying and it determines to a great extent the survival or failure of goods and services. Therefore, brand perception cannot be viewed in isolation, but

in relation to the consumer buying behaviour. (Brassington & Stephen, 2006, 5-10).

In developing a marketing strategy for individual products, the seller has to confront the issue of branding. This adds tremendous value to a product and is therefore a vital aspect of product strategy. (Kotler & Armstrong, 2001, 556-557).

Today, branding has become so strong that hardly anything goes unbranded. Salt is packaged in distinctive manufacturer's containers; oranges are stamped with grower's names, common nuts and bolts are packaged in cellophane with a distributor's label, and automobiles components-sparkplugs, tires, filters-bear separate brand names from automakers, these are examples of simple branded product.

It is relatively easy to determine why a consumer bought a specific brand of product at a given price, at a specific place and time from a particular outlet. The more elusive research requirement is able to predict human actions in the market place by understanding the motives that initiate buyer's behaviour in general and brand perception in general.

A good brand helps to build corporate image, by carrying the company's name they help advertise the quality and size of the company. There is evidence that distributors want brand names as a means of making the product easier to handle, identifying suppliers, holding production to certain quality standards, and increasing buyer's preference. (Kotler & Armstrong, 2001, 556-557).

However, consumers want brand names to help them identify quality differences and shop more efficiently. Consumers look for identification marks on television to find out which factory produced the product, since the factories have different reputations for reliability.

Perception is describe as the mental grasping of things, it is the feeling, the comprehension, the recognition or how one observes things through the five senses of sight, hearing, touch, taste and smell.(kotler, 1980, 65). How we perceives things differ for every individual. For example; A television is believed or perceived by a mother as a baby sitter, whereas the baby or the child beliefs the television is a

source of entertainment. Fathers as well perceives the television as a luxury and teacher as a source of information.

1.2 Statement of the Problem

These thesis hope to ascertain firstly, to understand and to find out which factors that affects consumer behaviour towards toothpaste and also it is aimed at finding a solution to the under listed problems, which might be facing the company as well as the consumers.

1. What is the attitude of buyers towards advertising appeals of each brand?
2. Is your purchasing decision motivated by an advertisement appeal of toothpaste?
3. Do you agree that consumer perception of price affect the purchase of toothpaste?
4. How does brand perception affects the consumer purchasing behaviour?

These research techniques allow marketers to understand their consumers and compete in the market place.

1.3 Research Questions

Some of these are the basic research questions used:

- How do consumers perceive a particular brand of product in different ways?
- People perception about close up toothpaste affects your buying decision?
- Does branding of a product helps motivate and capture new customers?
- How does brand perception affects the consumer purchasing behaviour?
- Do you agree that consumer perception of price affect the purchase of toothpaste?

- Is your purchasing decision motivated by an advertisement appeal of toothpaste?

1.4 Purpose of the study

The study aims to examine the brand perception and the need of consumer behaviour. It is also imperative to study companies brand image because it contributes to the consumer's deciding whether or not to purchase the product.

Consumer behaviour's understand of the demand-side of the market is also important. Therefore, marketing perspective, the patterns, actions or steps in the process of decision making by consumers.

The prediction of behaviour becomes more important since for markets to understand the consumer and achieve specific results the study of consumer behaviour become vital to every organization.

1.5 Significance of the study

These studies will provide a starting point for various business organizations that have interest in the aspect of consumer behaviour. In order words, manufacturer will be able to package products in such a way to meet the consumer's demand and satisfaction in the society.

Consumers would also want to associate themselves with certain brands and this creates an influence in their buying behaviour. However, impulsive customers may not care about brands as much unless influenced by other variables such as price or promotion and lastly, a planned purchase decision can be significantly influenced by marketing and different brands. (Adetayo, 2008, 135).

1.6 Delimitation or Scope of the study

The topic of the research “Brand perception” is a very wide topic in itself. Hence, it is imperative to be as brief as possible.

Since most consumers of toothpaste are widely spread and can be found throughout various regions in Nigeria, the scope of this research will be streamlined to cover the users of this product among the student of a private institution of learning in the university of Bowen Osun-state Nigeria.

1.7 Limitations of the study

Like every other research work, this study has some limitations i.e. obtaining all needed data in most study is usually met with a number of limitations.

The first limiting factors that affected this research are the location of the factories. The company is currently operating in different factory locations and this will be a constraint because relevant data for the research would be collected from different factories all over the country.

Another limiting factor is that Unilever is not the only manufacturer of toothpaste in Nigeria; hence it will be difficult to visit competing companies for example Procter and Gamble (Colgate toothpaste).

1.8 Definition of Operational terms

Perception: It is a process by which one become aware of changes through the senses of hearing sight and feeling, in marketing perception it is often described as a process by which a consumer can identifies, organizes, and interprets information to create meaning. A consumer will selectively perceive what they will ultimately classify as their needs and wants. (Kotler, 1980, 65).

Perception is a psychological variable involved in the purchase decision process that is known to influence consumer behaviour. Other variables included in this consumer process include: motivation, learning, attitude, personality and lifestyle. All of these concepts are crucial in interpreting the consumer buying process. (Solomon & Gary, 2010, 124-130).

Sense of hearing, sight, and feeling: it can be also defined as idea, a belief and image you have as a result of how u seed or understand something.

Brand: This can be referred to as the name sign or design that identifies a particular product and distinguishes it from its competitors or any other features that identifies a seller's good or service. Brand is one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. (Solomon & Gary 2010, 124-130).

Customers: buyers or consumers; a buyer is the customer buying a product of other goods while; consumer is that who buys for final consumption purpose. (Adetayo, 2008, 130).

2. LITERATURE REVIEW

Consumer's perception forms a vital aspect of consumer buying behaviour and that determine the survival or failure of any goods and services. Therefore, perception is define as the meaning we attribute on the basis of the past experience, to stimuli relied through the five human sense i.e. eye, ear, taste and feel (touch).

A number of textbooks, newspapers, and journals, past project on the topic of this research have been carefully studied. The relevant ideas and opinion of different authors are also highlighted.

The contribution of the behavioural sciences of marketing focused on the motivation, personality, learning, perception and attitude among other a good example of such author is Abraham Maslow.

Anthropology and social psychology are not left out. Anthropology aids the professional marketers in knowing the cultural variables that shape the individuals consumers. Individual interaction and social environmental are the contribution of the social psychology.

Another major contribution of behavioural science is treatment of values and their effect on human behaviour, especially in the content of decision-making.

2.1 Contribution of behavioural sciences to the field of marketing

According to (Philip Kotler 2001, 112) perception can be defined as; the process by which an individual selects, organized, and interprets information input to create a meaning picture of the world.

Marketers could arrive at a fair understanding of consumers through the daily experience of selling to them, but the growth in the size of firm and market as removed many marketing decisions markers from direct contact with their consumers. A persons decisions to act in a particular way is influence by his/her percep-

tion of the situation, two people in the same motivated state and objective situation may act quite differently because they perceive the situation differently.

(Skinner, 1974, 50-52) defined consumer behaviour as those acts of individual directly involve in obtaining and using economic goods and services, including the decision process that precede and determines these acts.

Perception is subjective because no two individual perceive the same object in the same way, people tend to see what they want to see and hear what they want to hear. Therefore, it is selective because only a few of the signals that people receive each day are converted into messages; our minds eliminate most of them from conscious awareness because of the selective perception.

This is because if the advertisement is cluttered with many messages, prospective buyers will probably not be able to remember any of them.

(Aderemi, 2003, 112-115) in his work developed the concept of “attitude formation” and attitude change” contribution by social psychologist, to construct consumer decision model as formation processing cycle. This model indicate that attitude change be achieved via exposure information.

However, his model center’s upon individual utilizing a message input to reach a decision outcome, with attitude formation and changes as the central concept. Thus, attitude to message source or channel may effectively alter the character of the origin communications.

2.2 Perception and its importance in consumers brand selection

Consumers are continuously bombarded with lots of advert daily. This information helps the consumer clarify and evaluate alternatives choices. These alternatives are evaluated to arrive at a decision on different services, products or brands of a product.

People receive many sensory cues than they are able to process. For example, a typical consumer is simply not able to handle all of the sensory cues to which they are exposed daily through advertisement.

The ability to handle the vast amount of advertisement stimuli to which they are exposed to further complicates the fact that consumers do not have much time to devote to the consideration of buying problems. The marketer needs to know how the consumers process the incoming information to arrive at producer judgment.

Unfortunately, there is no simple and single evaluation process used by all consumers or even by a consumer in all buying situations. Certain basic concept helps in understanding consumer evaluation processes.

The first concept is that of "product attributes". The consumer sees product as a multi-attribute object. A particular product is perceived in terms of where it stands on a set of attribute that are relevant to the product class.

Usually, only few people do come in contact with a new product (consciously and unconsciously) if not adversities. Here, emphasis is usually laid on mass advertisement and a new product is launched. This helps to distinguished between the brand in question and all other brand of the same product.

However, it should be recognized that individual consumers tend to vary in the amount and quality of information they acquire about product and services. Therefore, marketers should endeavour to satisfy the information needs of their consumers, and in doing so build up goodwill.

Secondly, the consumer is likely to develop a set of brand belief, that is; belief about where each brand is known as the "Brand Image" The consumer's belief or perception maybe at variance with the true attribute due to the customer's particular experience and the effect of the selective perception, selective distortion and selective retention.

These selective processes help explain why some people are not affected by some advertisement even if it is an offensive one, they just don't see or remember it.

Thirdly, the consumer is assumed to have a utility function for each attribute. The utility function describes how the consumer expects product satisfaction varying with alternatives level each attribute. For example; a high brand price of "close-up"

is expected to be accompanied with high quality thereby a level of satisfaction its many worth.

Finally, marketers should lay emphasis on the physical attributes of the product. Advertising should also be a matter concern to any marketer, knowing fully its impacts on sales. Relatively, words have been recognized to have a unique power to effect change in people's beliefs and attitude. Therefore, marketers need to develop good skills of communication. (Aderemi, 2003, 112-118)

2.3 Maslow's theory of motivation for buyer's behaviour

An individual buying behaviour is influenced by motivation, perception, learning, beliefs and attitude. These factors affect consumer at a psychological level and determine her overall buying behaviour.

Maslow's hierarchy theories try to explain the different motivational level in understanding buying decision in close up toothpaste. Perception is what consumer understands about the product through their senses.

Marketers have to pay attention to consumer's perception about brand rather than true offering of the product. Learning comes from experience; consumer may respond to stimuli and purchase a product. A favourable purchase will generate positive experience resulting in pleasant learning. (Maslow, 1963, 12).

In physiological needs the basic necessities of survival need to be satisfied, safety needs is to satisfy and protect need the product from element and predators for consumer satisfaction security.

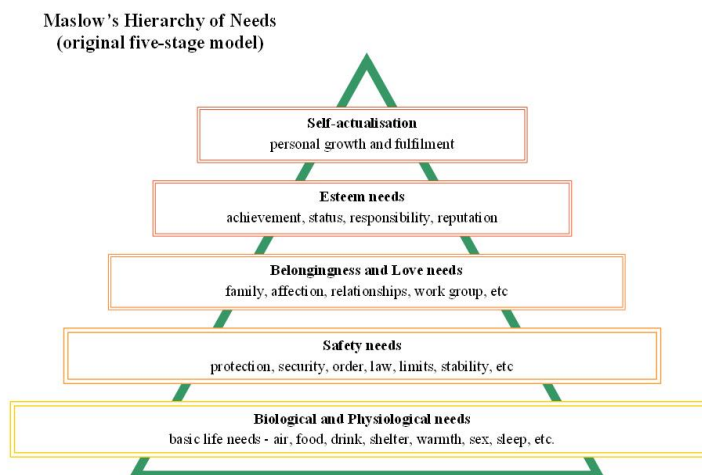
Social needs meet the belongingness needs and love for affection of consumer want in a group of consumer satisfaction of toothpaste that are accepted. Esteem needs of toothpaste will satisfy the higher needs of consumer to achieve reputation and gives personal satisfaction in a certain environment.

Self-actualisation needs are achieved by little consumption of people when a person is one of a small number to actually do something what they want in life to satisfy their needs in the society.

Maslow's theory of motivation

Abraham Maslow sought explain why people are driven by particular needs at particular times. Why do one person spends considered time and energy on personal safety and another on pursuing the esteem of others? His answer is that human needs are arranged in hierarchy, from the most pressing to the least pressing.

Maslow's hierarchy of needs is shown in the figure below. In their order of importance, they are; physiological needs, safety needs, social needs, esteem needs and self-actualization needs.



© alan chapman 2001-4, based on Maslow's Hierarchy of Needs

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(Source: http://www.businessballs.com/images/maslow_hierarchy.htm)

1. **PHYSIOLOGICAL NEEDS:** This is the first and the most basic needs of men. These are needs for food, drinks, sex and shelter and it is when these needs are satisfied before people move to the second on the rungs of the hierarchy. However, an individual perceive this need as the basic need.

2. SAFETY NEEDS: the need for security, order and protection of self and family stability. All these motivate a consumer to consume things, as we want to satisfy the safety need or protection need.

3. SOCIAL NEEDS: (sense of belongings, love) Belongings and love needs to motivate people to consume things that will create their affections, they will buy things that will make them belong to group and consume things that will make them to be accepted.

4. THE ESTEEM NEEDS: it is satisfied by the consumption of material things that will satisfy people's needs for self-respect, reputation, prestige and certain status.

5. SELF-ACTUALIZATION NEEDS: (self-development and realization) this is the need that is satisfied when people consume things that will make them feel they have achieved what they want in life, they are doing what they are best fitted and they have got self-fulfillment. It has been found out that people are working to satisfy all these needs at different level at the same time.

For example; a starving man (need 1) will not take an interest in the latest happening in art world (need 5), nor in how he is viewed or esteemed by others (need 3 or 4), nor even in whether he is breathing clear air (need 2). But as each important need is satisfied, the next-most-important need will come in to play.

Maslow theory helps the marketer understand how various products fit into the plans, goals and lives of potential consumers.

Perception

A motivated person is ready to act. How the motivated person act is influenced by his / her perception of the situation. Two people in the same motivated state and objective situation may act quite differently because they perceive the situation differently. For example; 'Linda Brown' might see a fast-talking computer salesperson as aggressive and insincere. Another shopper might see the same salesperson as intelligent and helpful. Perception depends not only on the character of

physical stimuli but also on the relation of the stimuli to the surrounding field (the gestalt idea) and on condition within the individual.

People can emerge with different perception of the same object because of three perpetual processes; selective attention, selective retention.

Perception is a mental process. It involves an effort made by an individual to select, organize and interpret information input to create a meaningful picture of the subject, event proposition, etc. Through one or more of our five senses; sight, smell, touch, hearing and taste. Hence, the word sensation cannot be divorced from perception. (Kotler & Armstrong, 2001, 556-557).

Sensation occurs when a sense organ receives a stimulus, while perception is the interpretation of that stimulus. The distinction is particularly important for marketers in order to initiate an exchange process; we must first establish contact through the generation of stimulus capable of the sensation by the intended recipient.

The stimulus in this case may be an advertisement of “close-up” toothpaste being used by the company or any other methods of marketing communication directed towards customers. However, perception is a critical factor, for it is the interpretation of the stimulus and can vary widely between individuals overtime. Stimulus and interpersonal respond was widely accepted as a set of determinant of perception. The stimulus factors are psychological in nature and so will be received in exactly the same way by all receivers with normal sensory capabilities. The major stimulus is colours, size, frequency position and isolation.

The important attached to colours cannot be far-fetched as reported by a beauty expert, who has been researching into the effect of colours on people and found that; “if you want to fight, wear the colour mixtures of red, pink and purple. Blues and greens are good for borrowing from a bank; red says a woman is confident and powerful. A woman wearing purple is considered indifferent.

Especially, Nigerians are cost conscious; he or she wants to maximize utility on every naira spent. “Utility is defined as “the power of a commodity or services to satisfy a want”.

Moreover, an object being perceived may gain a greater attention if it is exposed frequently to the perceiver. In fact if it does not want to give it attention, the stimulus factors of frequency will spur him to perceive it. Perhaps, this is the reason behind the repetition of various advertisements over a long period.

Apart from the repeat sales which this repetition causes, a passive listener will one day turn to give attention worthy of emphasis, the stimulus influence of location of product and advertising message on individual perception location refers to the position in which an object occupies.

Learning

Learning is a relatively permanent change in behaviour which comes with experience. This experience does not have to affect the learner directly: we can learn vicariously by observing events that affect others, we also even learn when we are not trying to do so.

Consumers for example recognize many brands names and can hum many product jingles, even for those product categories they themselves do not use.

When people act, they learn. Learning describes changes in an individual behaviour arising from experience. Most human behaviour is learned.

Learning theorists say that a person's produced through the interplay of drives, stimuli, cues, response and reinforcement. Knowledge through the reception retention of advertising message. After reception, advertising message may be assimilated and stored with other experiences, which help to form general attitude towards the advertised product or brand. Later, an event may cause an individual to recall the information which he "accidentally" learned, and provided he has the means and opportunity to purchase, he may buy the product advertised.

Consumers may of courses have knowledge of product on a planned basis. For example; readers of magazine such as TELL, financial, punch, and business time's tent to approach the purchase of some product on a systematic (planned) learning basis.

The qualities of competing product are carefully studied, and as such information is usually regarded as highly reliable and objective.

The information gathered from this form or deliberate learning is then added to the existing store of knowledge acquired from past experience and or from viewing advertisement.

The suggested basic factors that influence learning are repetition, motivation, conditioning, relationship and organization. Repetition must be accompanied by attention, interest and a goal, if it is effective, the repetition of situation or stimuli does not promote learning.

Conditioning is a way of learning in which a new response to a particular stimulus is developed. The condition response, however, establishes a temporary rather than permanent behaviour pattern and if it is not frequently reinforced by the original stimulus, the condition response eventually disappears.

Relationship and organization also are factors facilitating learning. Learning effectiveness is enhanced if the thing to be learned is presented in a familiar environmental setting. Thus a salesman should relate the brand of a brand of a product to the consumer's needs and interest, if they attract the consumer's attention and lay grained work for purchase.

Values, Beliefs and Attitudes

Values, beliefs and attitudes play a major role in consumer decision-making and related, marketing actions.

Attitude Formation: An attitude is a learned predisposition to respond to a object or class of object in consistently favourable or unfavourable way. Attitudes are shaped by over values and beliefs, which are learned. Values vary by level of specificity. We speak of Nigerian core values, including material well-being and humanitarianism. We also speak of personal values, such as thriftiness and ambition.

Marketers are concerned with both, but focus mostly on personal values. Personal values affect attitudes by influencing the importance assigned to specific product attributes. Suppose thriftiness is one of your personal values. When you evaluate cars, fuel economy (a product attribute) becomes important. So if you believe a specific car has these attributes, you are likely to have favourable or unfavourable attitudes toward certain products and services.

Attitudes, changes and strategy

Attitudes facilitate social behaviour. According to this pragmatic approach, an attitude exists because it serves a function for the person. That is, they are determined by a person's motives.

Consumers who expect that they will need to deal with similar information at a future time will be more likely to start forming attitudes in anticipation of this event. Two people can each have the same attitude towards an object for very different reasons. As a result, it can be helpful for a marketer to know why an attitude is held before attempting to change it.

An attitude can serve more than one function, but in many cases a particular one will be dominant. By identifying the dominant function a product serves for consumers (i.e. what benefits it provides), marketers can emphasize these benefits in their communications and packaging. Advertising relevant to the function prompts more favourable thoughts about what is being marketed and can result in a heightened preference for the advertisement and the product. (Solomon & Gary 2010, 124-130).

Marketers use three approaches to try to change consumer attitudes toward products and brands. These approaches are; changing beliefs about the extent to which a brand has certain attributes. For example to allay consumer concern that aspirin causes an upset stomach. Bayer Corporation successfully promoted the gentleness of its extra strength Bayer plus aspirin.

Changing the perceived importance of attributes. Pepsi Cola made freshness an important product attribute when it stamped freshness dates on its cans. Prior to

doing so, few consumers considered cola freshness an issue. After Pepsi spent heavily on advertising and promotion, a consumer survey found that 61 percent of cola drinkers believed freshness dating was an important attribute. (Pepsi Gamble His Freshness Dating' advertising age sept.19, 1994).

Adding new attributes to the product. Colgate- Palmolive included a new anti-bacterial ingredient tricloson, in its Colgate total toothpaste and spent millions marketing brand. The result, Colgate replaced crest as the market leader for the first time after decades. (The Marketing 100; Colgate Total", Advertising Age June 28, 1998).

3. METHODOLOGY

This chapter deals strictly with all the activities in the collection of all necessary data and information required for finding what will make the research work valid.

(Tull and Dell, 1980, 200-228) defined research methodology as the “specification of procedures for collection and analyzing the data necessary to help solve the problem at hand, such that differences between the costs of obtaining various level of accuracy, the value of the information associated with each level is maximized.

This chapter explains the procedures that were followed, the instrument that were used in collecting the data. It also discusses extensively research design, population and sample size used, source of information, questionnaire design and administration.

Specifically, two hypotheses will be tested namely;

1) H₀ (Alternative hypothesis) – This indicates that price does not largely influence the attitude or behaviour of consumers towards the purchase of a brand of toothpaste.

H₁ (Alternative hypothesis) – This indicates that price largely influence the attitude or behaviour of consumers towards the purchase of a brand of toothpaste.

2) H₀ (Null hypothesis) – This indicates that branding of a product does not mean anything to the consumer.

H₁ (Alternative hypothesis) – This indicates that branding of a product means something to the consumer.

3.1 Research Design

Research designs are typically classified accordingly to the nature of the research objectives or types of research. The objective of the research project logically determines the characteristics desired in the research design. This research design will be used to generate primary data while some other secondary data will be examined.

In other words, the study will be using questionnaires to determine consumer's patronage of a brand of products.

3.2 Method of data collection

The aim of data collection procedures is to get worthwhile data for the problems defined. Data collection consists of presenting a stimulus to a respondent or subject and recording his or her response. (Tull and Dell, 1980, 200-228).

However, two classifications data can be identified;

- a) Primary data – these are data collected for the first time from their sources to solve specific and current market problems under investigation.
- b) Secondary data- these are data, which have been previously collected and published either from inside the organization for some purpose other than the current investigation.

According to (Tull and Dell, 1980, 200-228) the basic methods of data collection are questionnaire and observation. Despite the fact that questionnaire method of data collection is characterized by certain shortcomings, such as unwillingness of respondents to answer some specific question and also the influence of question process, which may stimulate response quite different from the facts, it is still widely used by most researchers quiet and this researcher would not be an exception. Therefore, "questionnaire" method is used.

3.3 Population of the study

The population of the study is a census of all items or subject those possess the characteristics or that has knowledge of the phenomenon being studied. Therefore, the nature of population must be known because it will help in the choice of sampling techniques. (Tull and Dell, 1980, 200-228).

The target population of this research was the student of Bowen University, Iwo, and Osun State.

3.4 Sampling size

The size of the sample is the number of the population elements that are selected for the study. A simple sampling technique was employed in the study. A sample of "60" student of Bowen University was randomly selected as sample for the study.

3.5 Methods of data analysis

The analysis procedure will come up when data might have been collected. In collecting the data, a data analysis sheet will be prepared in a tabular form. This will be statistically analyzed by the use of simple percentage method and chi-square formula to be used is as follows;

$$E X^2 = \sum \frac{(O-E)^2}{E}$$

Where X^2 = Chi-square

O = Observed frequency of the sample.

E= Expected frequency which will be derived from sample calculated.

The chi-square (χ^2) test overtime have been found appropriate in similar studies because it finds the significant difference “if any” between group of a sampled population.

3.6 Limitation of the methodology

One major limitation is in the choice of respondent. Selecting student from Bowen University was indeed a daunting task because not all student of Bowen University make use of “close-up” toothpaste.

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter, the responses collected from the questionnaires administered will be presented and analyzed to evaluate the “effect of brand perception on consumer purchasing behaviour”. The simple percentage tabular form will be used to present the different data collected from the administered questionnaires. Also, the hypothesis will be formulated and tested at 5% (0.05) level of significance and 95% level of confidence, at a degree of freedom using the chi-square test. Sixty (60) questionnaires were administered to the student of Bowen University, Iwo Osun State. Fifty (50) were duly completed and returned.

4.1 Data Analysis

Section A

TABLE 4.2.1

DISTRIBUTION OF RESPONDENTS BASED ON GENDER

GENDER	RESPONSES	(%)PERCENTAGE
Male	20	40
Female	30	60

Total	50	100
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Source- field survey 2010.

From the above table, forty male students were involved representing (40%), and sixty female students representing (60%).

TABLE 4.2.2

DISTRIBUTION OF RESPONDENTS BASED ON AGE.

AGE SCHEDULES	RESPONSES	PERCENTAGE
16-20	15	30
21-25	32	64
25-Above	3	6
Total	50	100

Source- field survey 2010.

The table above present a clear instruction of the age distribution of the respondent. 30% of the respondent's falls between the ages of 16-20, 64% falls between the ages of 21-25, while 6% falls between the ages 25-above.

TABLE 4.2.3

DISTRIBUTION OF RESPONDENTS BASED ON MARITAL STATUS.

ALTERNATIVES	RESPONSES	PERCENTAGE
Singles	50	100
Married	0	0
Total	50	100

Source-field survey 2010

From the above table it is shown that all the respondents are single.

TABLE 4.2.4

DISTRIBUTION OF RESPONDENTS BASED ON LEVEL.

ALTERNATIVES	RESPONSES	PERCENTAGE
100	1	3
200	4	8

300	10	20
400	35	70
Total	50	100

Source- field survey 2010.

From the table above, 2% of the respondents in 100 level, 8% are in 200 level, 20% are in 300 level and 70% in 400/500 level.

TABLE 4.2.5

QUESTION- which of these is your favourite toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Colgate	29	58
MacLean	6	12
Close-up	11	22
Dabur	2	4

Others	2	4
Total	50	100

Source- field survey 2010.

From the table above, 58% of the respondents preferred Colgate toothpaste, 12% preferred MacLean, 22% close-up, and 4% prefer other kinds of toothpaste.

TABLE 4.2.6

QUESTION- How long have you been using the toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Less than a year	6	12
1year-5years	14	28
5years- above	30	60
Total	50	100

Source- field survey 2010.

The above table reflected the range of years, which the student who were involved in the sample study have been using their favourite toothpaste. 12%for about re-

spondents have been using their toothpaste for less than a year, 28% for about a year to 5years, and 60% 5years and above.

TABLE 4.2.7

QUESTION- have you ever used another brand of toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Yes	39	78
No	11	22
Total	50	100

Source- field survey 2010.

From the above table, 78% of the respondents have used another brand of toothpaste apart from their favourite toothpaste while 22% of the respondents have not.

TABLE 4.2.8

QUESTION- how often do you brush your teeth?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE

Once daily	20	40
Twice daily	26	52
Others	4	8
Total	50	100

Source- field survey 2010.

Table 4.2.8 shows that 40% of the respondents brush their teeth once daily, 52% brush their teeth twice daily while 8% chose others.

TABLE 4.2.9

QUESTION- is your purchasing decision motivated by an advertisement appeal of toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Yes	31	62
No	19	38

Total	50	100

Source- field survey 2010

From the above table, 62% of the respondents agreed that they are motivated by an advertisement appeal of toothpaste, while 38% of the respondents disagreed.

TABLE 4.2.10.

QUESTION- if yes, what advert of toothpaste appeal to you most?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Colgate	8	16
MacLean	4	8
Close-up	24	48
Dabur	3	6

Others	11	22
Total	50	100

Source- field survey 2010.

From the table above, 16% of the respondents are motivated by an advertisement appeal of Colgate toothpaste, 8% by MacLean advert, 48% by Close-up advert, 6% Dabur while 22% chose others.

TABLE 4.2.11

QUESTION- would you say that the price of the toothpaste is the only factor that determines your final choice of toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Yes	11	22
No	39	78
Total	50	100

Source- field survey 2010

Here, 22% of the respondents claimed that price of the toothpaste is the only factor that determines their final choice of toothpaste while 78% of the respondent disagreed.

TABLE 4.2.12

QUESTION- if yes, what other facto appeal to you always?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Availability	15	30
Package design	8	16
Advertisement	12	24
All of the above	10	20
None of the above	5	10
Total	50	100

Source- field survey 2010.

From the table above, 30% of the respondent agreed that the availability of the brand of toothpaste is another factor which determines their final choice of the toothpaste, 16% believes in the packaging of the product, 24% of the advertisement appeal, 10% all of the above, while 5% have other factors that determines their final choice. So it can be therefore said that the availability of the product can also be a way of increasing the consumer's demand of a product.

TABLES 4.2.13

QUESTION- the popular acceptance of product always influences your buying of toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	10	20
Agree	27	54
Undecided	5	10
Disagree	8	16
Total	50	100

Source- field survey 2010.

Here, 20% of the respondent strongly agreed that the popular acceptance of a product always influence their buying of toothpaste, 54% of the respondent agreed, 10% undecided and 16% disagreed. Therefore it can be said that the perception of the people towards the brands of different product influence consumer purchasing behaviour.

TABLE 4.2.14

QUESTION- you always consider price anytime you want to buy a brand of toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	4	8
Agree	14	28
Undecided	5	10
Disagree	27	54
Total	50	100

Source- field survey 2010

From the table above, 8% of the respondents strongly agreed that they consider price anytime they want to buy a brand of toothpaste, 28% of the respondent agreed, 10% undecided and 54% disagreed.

TABLE 4.2.15

QUESTION- you consider higher price as an indication of high quality?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	6	12
Agree	19	38
Undecided	4	8
Disagree	21	42
Total	50	100

Source- field survey 2010.

Here, 12% of the respondents strongly agreed that they consider higher price as an indication of high quality, 38% of the respondents agreed, 8% undecided and 42% disagreed.

TABLE 4.2.16

QUESTION- the design of the package of toothpaste influences your purchase of the brand.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	11	22
Agree	22	44
Undecided	5	10
Disagreed	15	21
Total	50	100

Source-field survey 2010.

From the table above, 22% of the respondents strongly agreed that the design of the package of toothpaste influencing their purchase of the toothpaste, 44% of the respondents agreed, 10% of the respondent undecided, 24% of the respondent disagreed. This means that the packaging of a product has effect on consumer purchasing behaviour.

TABLE 4.2.17

QUESTION- do you agree that consumer perception of price affect the purchase of toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	12	24
Agree	25	50
Undecided	10	20
Disagree	3	6
Total	50	100

Source- field survey 2010

Here, 24% of the respondents strongly agreed that consumer perception of price affect the purchase of toothpaste, 50% of the respondents agreed, 20% of the respondents undecided, and 6% of the respondents disagreed. That is, the way a consumer feel about the price of a product affects the purchase.

TABLE 4.2.18

QUESTION- there is no relationship between quality and my perception of the product.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	6	12
Agree	6	12
Undecided	10	20
Disagree	28	56
Total	50	100

Source- field survey 2010

From the table above, 12% of the respondent strongly agreed that there is no relationship between quality and their perception of the product, 12% agreed, 20%

not decided, 56% disagree which shows there is relationship between the quality and price of the product.

TABLE 4.2.19

QUESTION- the quality of “close-up” toothpaste cannot be compared with other toothpaste.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	10	20
Agree	17	34
Undecided	9	18
Disagree	14	28
Total	50	100

Source- field survey 2010.

Here, 20% of the respondents strongly agree that the quality of “close-up” toothpaste cannot be compared with another brand of toothpaste, 34% of her respondents agree, and 18% of the respondent’s undecided while 28% of the respondent disagree. This means that the quality of a product increases the demand of the product.

TABLE 4.2.20

QUESTION- consumers buy competing product due to high price of close up toothpaste.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	5	10
Agree	18	36
Undecided	10	20
Disagree	17	34
Total	50	100

Source-field survey 2010.

From the table above, 10% of the respondent strongly agreed that consumers buy competing product due to high price of close-up toothpaste, 36% of the respondents agreed, 20% undecided and 34% disagree. This reflects the law of demand that states that the higher the price the lower the quantity demanded and vice-versa.

TABLE 4.2.21

QUESTION- the price of a product determines the brand you purchase.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	9	18
Agree	25	50
Undecided	5	10
Disagree	11	22
Total	50	100

Source- field survey 2010.

From the table above, 18% of the respondent strongly agreed that the price of a product determines the brand they purchase, 50% of the respondent agreed, 10% of the respondents undecided while 22% of the respondents disagreed.

TABLE 4.2.22

QUESTION- the price of "close-up" toothpaste affects your decision to pick the product in the market.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	5	10
Agree	12	24
Undecided	10	20
Disagree	23	46
Total	50	100

Source-field survey 2010.

Here, 10% of the respondents strongly agreed that the price of close-up toothpaste affects their decision to pick the product in the market, 24% of the respondents agreed, 20% undecided while 46% of the respondents disagree. This means that the price of close-up toothpaste does not affect the consumer's decision to pick the product in the market.

TABLE 4.2.23

QUESTION- consumers tend to buy more during promotion.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE

Strongly agree	18	36
Agree	19	38
Undecided	11	22
Disagree	2	4
Total	50	100

Source- field survey 2010

Here, 36% of the respondents strongly agreed that the consumers tend to buy more during promotion, 38% of the respondents agreed, 22% undecided while only 4% disagreed. Obviously, consumers tend to buy more promotion because the price of some products will be reduced.

TABLE 4.2.24

QUESTION- brand perception affects the consumer purchasing behaviour.

ALTERNATIVES	NO OF RESPONDENS	PERCENTAGE

Strongly agree	22	44
Agree	26	52
Undecided	2	4
Disagree	0	0
Total	50	100

Source-field survey 2010.

Here, 44% of the respondents strongly agreed that brand affects the consumer purchasing behaviour, 52% agreed, 4% undecided while no respondent disagreed.

TABLE 4.2.25

QUESTION- price to consumers determines high quality.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	7	14
Agree	27	54

Undecided	4	8
Disagree	12	24
Total	50	100

Source- field survey 2010.

From the above, 14% of the respondents strongly agreed that price determines high quality, 54% of the respondents agreed, 8% undecided while 24% disagreed. This means that to consumers, high price determines high quality.

TABLE 4.2.26

QUESTION- do you think that if Unilever is not advertising their product, you will still purchase it?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	8	16
Agree	24	48
Undecided	12	24

Disagree	6	12
Total	50	100

Source-field survey 2010.

From the table above, 16% of the respondents strongly agreed that Unilever is not advertising their product they will still purchase it, 48% agreed, 24% undecided, 12% disagreed.

TABLE 4.2.27

QUESTION- pricing has direct impact on the sales of a product.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	16	32
Agree	25	50
Undecided	6	12
Disagree	3	6
Total	50	100

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Source- field survey 2010.

Here, 32% of the respondents strongly agreed that pricing has direct impact on the sales of a product, 50% of the respondents agree, 12% undecided while 6% of the respondents disagreed.

TABLE 4.2.28

QUESTION- people's perception about 'close-up' toothpaste affects your buying decision.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	14	28
Agree	17	34
Undecided	7	14
Disagree	12	24
Total	50	100

Source- field survey 2010.

From the table above, 28% of the respondents strongly agreed that people perception about close-up toothpaste affects their buying decision, 34% of the re-

spondents agreed, 14% undecided while 24% disagreed. This means that people's perception about product affects the consumers purchasing decision.

TABLE 4.2.29

QUESTION- branding of a product helps in motivating and capturing new customers.

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	23	46
Agree	27	54
Undecided	0	0
Disagree	0	0
Total	50	100

Source-field survey 2010.

From the table above, all the respondents agreed that branding of a product helps in motivating and capturing new customers. Therefore, we can say that the branding of a product affects consumers purchasing behaviour.

TABLE 4.2.30

QUESTION- who is satisfied with the brand "close-up" toothpaste?

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	19	38
Agree	19	38
Undecided	5	10
Disagree	7	14
Total	50	100

Source- field survey 2010.

Here, 38% of the respondents strongly agreed that they are satisfied with the brand “close-up” toothpaste, 38% of the respondents agreed, 10% of the respondents undecided, 14% disagreed.

4.2 Presentations and Analysis of Hypothesis testing

This is when the null hypothesis (H₀) and the alternative hypothesis (H₁) are used in order to test if there is a different between the sample mean and the population at a confidence level of 5% (0.05) and 95% significance level. The chi-square will be used and the formula is shown below;

$$X^2 = \sum \frac{(O_i - E_i)^2}{E}$$

Where; X^2 = Chi-square.

O_i = Observed frequency.

E_i = Expected frequency.

Degree of freedom = $(r-1)(c-1)$

Where; r = Number of rows.

c = Number of columns.

When testing the hypothesis, the computation observed (X), and the value of the percentage (%) in the statistical table is compared. If the calculated value and the critical value in consideration of the degree of freedom is greater than the tabulated value, then reject the null hypothesis (H_0) and accept alternative hypothesis.

HYPOTHESIS 1

H0 (null hypothesis) – that price does not largely influence the attitude of behaviour of consumers towards the purchase of a brand of toothpaste.

H1 (alternative hypothesis) – that price largely influences the attitude or behaviour of consumers toward the purchase of brand toothpaste.

TABLE 4.2.22

QUESTION- the price of 'close-up' toothpaste affects your decision you pick the product in the market.

RESPONSE	O _i	E _i	O _i - E _i	(O _i - E _i) ²	$\frac{(O_i - E_i)^2}{E}$
Strongly agree	5	12.5	-7.5	56.25	4.5
Agree	12	12.5	-0.5	0.25	0.02
Undecided	10	12.5	-2.5	6.25	0.5
Disagree	23	12.5	10.5	110.25	8.82
Total	50				$\Sigma=13.84$

Expected frequency = $50/4 = 12.5$

Decision rule-

Reject H_0 if X^2 calculated is greater than X^2 tabulated and accepted H_1

Accept H_0 if X^2 calculated is less than X^2 tabulated and reject H_1

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

E

Calculated value = 13.84

Tabulated value @ 0.05 = 7.82

Degree of freedom = $(r-1)(c-1)$

$$= (4-1)(2-1)$$

$$= (3)(1)$$

$$= 3.$$

Since X^2 calculated is greater than X^2 tabulated that is ; 13.84 is greater than 7.82, reject the null hypothesis (H_0) and accept alternative hypothesis (H_1). Therefore, it can be said that price largely influence the attitude or behaviour of consumers towards the purchase of a brand of toothpaste.

HYPOTHESIS 2.

H0 (Null hypothesis) – that branding of a product means something to the consumer.

TABLE 4.2.29

QUESTION- branding of a product helps in motivating and capturing new customers.

RESPONSE	O _i	E _i	O _i – E _i	(O _i – E _i) ²	<u>(O_i – E_i)²</u> E
Strongly agree	23	12.5	10.5	110.25	8.82
Agree	27	12.5	14.5	210.25	16.82
Undecided	0	12.5	12.25	156.25	12.5
Disagree	0	12.5	12.25	156.25	12.5
Total	50				∑= 50.64

$$X^2 = \frac{\sum(O_i - E_i)^2}{E}$$

E

$$= 50.64$$

Calculated value = 50.64

Tabulated value = 7.82

Degree of freedom = $(r-1) (c-1)$

$$= (4-1) (2-1)$$

$$= (3) (1) = 3.$$

Since the calculated value is greater than tabulated value, reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). That is; since 50.64 is greater than 7.82.

Therefore, it can be said that branding of a product helps in motivating and capturing new customers.

4.3 Summary of finding

From the above analysis, the following were established:

That consumer purchasing decision is motivated by an advertising appeal of toothpaste. That consumer's perception of price affects the purchase of toothpaste.

The design of the package of toothpaste influences the purchase of the brand. And from the tested hypothesis "one", it showed that price largely influences the attitude or behaviour of consumers towards the purchase of a brand of toothpaste.

Also from the tested hypothesis "two", it showed that branding of a product helps in motivating and capturing new customers.

5. SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter shows the summary of all findings in this research work. Based on the findings, conclusions are drawn and recommended are made.

5.1 Summary

This research work is aimed at determining the “effect of brand perception on consumers purchasing behaviour” especially choosing between competing brands of toothpaste.

This study is summarized into five chapters, the first chapter which is the introductory part, the background of the story, research questions, and objectives of the study, significance of the study.

Having defined the research problems in chapter one, certain beliefs were also put into hypothesis.

Chapter two of this study dealt with literature which examined the opinions and views of the authors on the subject matter of the study.

This chapter deals with the definition of the perception and its importance, contribution of the behavioural sciences to the field of marketing, the sociological and psychological determinants of buyer’s behaviour.

Chapter three is the research methodology. The major instrument used for the study was questionnaire. There were thirty (30) questions and responses on the research question and total of sixty (60) students within Bowen University used as the sample size of the study and fifty (50) questionnaires were turned in.

In chapter four, the data collected was presented in tabular form easy comprehension and was analyzed using the percentage method.

An interpretation was however given to their result of the research questions.

Finally chapter five contains the summary, conclusions and recommendation.

Based on the data analysis carried out, the summary of the findings are as follows;

- •That brand perception affects the consumer purchasing behaviour.
- •That consumer's attitude towards the perception of a brand of toothpaste is related to the advertisement appeal.
- •That price largely influences the attitude or behaviour of consumers towards the purchase of a brand of toothpaste.
- •That branding of a product helps in motivating and capturing new customers.
- •That branding of a product means a lot to the consumers.

5.2 Conclusion

Conclusively, manufacturers of a brand of toothpaste should advertise their product in the right medium in order to create a demand for consumers and also emphasize the importance of brand perception on consumers purchasing behaviour.

Obviously, it is out of placher to conclude that price does not play significant role in the consumers selection of toothpaste this is because though there is little (if any) price different between the available brand in the market, the product in question is a convenient product which customers usually purchase frequently immediately and with minimum effort in comparison and buying as long as it can satisfy he purpose which it is purchased.

Lastly, other factors such as availability if the toothpaste, package design that also play significant role in the eyes of the consumers should be done in such a way to be perceived favourable by consumers.

5.3 Recommendations

Consequent upon the findings, the following recommendations are considered suitable to solve the problems associated with consumer's perception of each brand of toothpaste via-a-vis the purchasing behaviour.

As it was research upon that, the consumers attitude towards the perception of each brand of toothpaste is related to the advertisement appeal, manufacturers of toothpaste should advertise their product to create awareness, to persuade, to remind consumers that the product still exist.

It will therefore be recommended to the producers of toothpaste that, the advertising messages should be design in such that it will be clear, understanding and not offensive to the consumers.

To really remain in the marketing of toothpaste product, the producers of toothpaste should try as much as possible to design their brand so as to fall in line with the "market leader" (CLOSE-UP). This is not to suggest that other brands are not good, but perhaps they do not tally with the expectations of the consumers.

However, they can embark on market strategies, which include product innovation strategy and intensive advertising promotions. This will facilitate distribution of goods.

If all these recommendations are followed, the toothpaste manufacturers stand a better chance of realizing the anticipated profit all things being equal.

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7. APPENDICES

RESEARCH TOPIC: The of brand perception on consumers purchasing behaviour. (Case study Unilever Nigeria plc, using “close-up” toothpaste as the company’s product)

SECTION A- PERSONAL DATA

Please fill in the blank space with the right information and tick any answer you agree with.

1. Sex

a) Male

b) Female

2. Age

a) 16-20

b) 21-25

c) 25-Above

3. Marital status

a) Single

b) Married

4. Level

a) 100

b) 200

c) 300

d) 400/500

SECTION B

Please pick the option that satisfies your opinion.

5. Which of these is your favourite toothpaste?

a) Colgate () b) Maclean () c) Close-up () d) Dabur () e) others ()

6. How long have you been using the toothpaste?

a) Less than a year () b) 1year-5years () c) 5years-above ()

7. Have you ever used another brand of toothpaste?

a) Yes () b) No ()

8. How often do you brush your teeth?

a) Once daily () b) twice daily () c) others ()

9. Is your purchasing decision motivated by an advertisement appeal of toothpaste?
a) Yes () b) No ()
10. If yes, what advert of toothpaste to you most?
a) Colgate () b) Maclean () c) Close-up () d) Dabur () e) others ()
11. Would you say that the price of toothpaste is the only factor that determines your final choice of toothpaste?
a) Yes () b) No ()
12. If yes, what factor appeal do you always consider?
a) Availability () b) package design () c) advertisement () d) all of the above () e) none of the above ()

SECTION C

The option in this column is represented with the following;

SA= Strongly Agree D=Disagree

A=Agree While "Undecided indicate that you don't have an option.

13. The popular acceptance of product always influences your buying of toothpaste.
A) SA () b) A () c) UNDECIDED () d) D ()
14. You always consider price anytime you want to buy toothpaste.
A) SA () b) A () c) UNDECIDED () d) D ()

15. You consider higher price of toothpaste as an indication of high quality.
A) SA () b) A () c) UNDECIDED () d) D ()
16. The design of the package of toothpaste influences your purchase of the brand.
A) SA () b) A () c) UNDECIDED () d) D ()
17. Do you agree that consumer's perception of price affect the purchase of toothpaste?
A) SA () b) A () c) UNDECIDED () d) D ()
18. There is no relationship between quality and my perception of the product.
A) SA () b) A () c) UNDECIDED () d) D ()
19. The quality of "close-up" toothpaste cannot be compared with other toothpaste
A) SA () b) A () c) UNDECIDED () d) D ()
20. Consumers buy competing product due to high price of "close-up" toothpaste.
A) SA () b) A () c) UNDECIDED
21. The price of product determines the brand you purchase.
A) SA () b) A () c) UNDECIDED () d) D ()
22. The price of "close-up" toothpaste affects your decision to pick the product in the market
A) SA () b) A () c) UNDECIDED () d) D ()
23. Consumers tend to buy more during product promotion.

- A) SA () b) A () c) UNDECIDED () d) D ()
24. Brand perception affects consumers purchasing
behaviour.
A) SA () b) A () c) UNDECIDED () d) D ()
25. Price to consumers determines high quality.
A) SA () b) A () c) UNDECIDED () d) D ()
26. Do you think that if Unilever is not advertising their
product, you will still purchase?
A) SA () b) A () c) UNDECIDED () d) D ()
27. Pricing have direct impact on the sales of product.
A) SA () b) A () c) UNDECIDED () d) D ()
28. People's perception about "close-up" toothpaste af-
fects your purchase decision.
A) SA () b) A () c) UNDECIDED () d) D ()
29. Branding of a product helps in motivating and capti-
vating new customers.
A) SA () b) A () c) UNDECIDED () d) D ()
30. You are satisfied with the brand "close-up" tooth-
paste
A) SA () b) A () c) UNDECIDED () d) D ()

