

**MARKETING VARIABLES INFLUENCING THE PURCHASE
OF PLASTIC BUILDING PRODUCTS BY REAL ESTATE
DEVELOPERS IN BAYELSA STATE.**

by

**IGBONGIDI, BINAEBI PAUL
PG/Ph. D / 05/39942**

SUPERVISOR: PROF. E.C. OSUALA

MAY, 2012

TITLE PAGE

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APPROVAL PAGE

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DEDICATION

This Thesis is dedicated to my lovely wife.

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Igbongidi Binaebi Paul.

• The Influence of Advertising on the Purchase of Plastic Building Products. -- -- -- -- -- -- -- --	77
• The Influence of Branding on the Purchase of Plastic Building Products. -- -- -- -- -- -- -- --	90
Theoretical Framework. -- -- -- -- -- -- -- --	98
Related Empirical Studies. -- -- -- -- -- -- -- --	104
Summary of Review of Related Literature. -- -- -- -- -- -- -- --	114
CHAPTER THREE: METHODOLOGY -- -- -- -- -- -- -- --	118
Design of the Study -- -- -- -- -- -- -- --	118
Area of the Study -- -- -- -- -- -- -- --	118
Population for the Study -- -- -- -- -- -- -- --	119
Sample and Sampling Technique -- -- -- -- -- -- -- --	120
Instrument for Data Collection -- -- -- -- -- -- -- --	120
Validation of the Instrument -- -- -- -- -- -- -- --	121
Reliability of the Instrument -- -- -- -- -- -- -- --	122
Method of Data Collection -- -- -- -- -- -- -- --	123
Method of Data Analysis -- -- -- -- -- -- -- --	123
CHAPTER FOUR: DATA PRESENTATION & ANALYSIS-- -- -- -- -- -- -- --	125
Research Questions -- -- -- -- -- -- -- --	125
Testing of Hypotheses -- -- -- -- -- -- -- --	157
Major Findings of the Study -- -- -- -- -- -- -- --	163
Major findings of Hypotheses -- -- -- -- -- -- -- --	170
Discussion of Findings -- -- -- -- -- -- -- --	172

LIST OF TABLES

Table 1: Seizures of inferior/ low quality products by SON--	-- 215
Table 2: Stratification according to Senatorial Zones	-- 216
Table 3: Stratification according to Local Government Areas	-- 217
Table 4.1: Influence of Quality on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State.	-- 125
Table 4.2: Influence of Durability on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State.	-- 129
Table 4.3: Influence of Price on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State.	-- 135
Table 4.4: Influence of Availability on Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State.	-- 140
Table 4.5: Influence of Advertising on Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State.	-- 145
Table 4.6: Influence of Branding on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State.	-- 151
Table 4.7(a): Analysis of Variance (ANOVA) of the Mean Ratings of Male Real Estate Architects, Quantity and Land Surveyors on the Extent of Influence of Quality in their Purchase of Plastic Building Products in Bayelsa State.--	-- 157
Table 4.7(b): Analysis of Variance (ANOVA) of the Mean Ratings of Female Real Estate Architects, Quantity and Land Surveyors on the Extent of Influence of Quality in their Purchase of Plastic Building Products in Bayelsa State.	-- 158
Table 4.8(a): Analysis of Variance (ANOVA) of the Mean Ratings of Rural Real Estate Mechanical, Electrical and Structural/ Civil Engineers on the Extent of Influence of Durability in their Purchase of Plastic Building Products in Bayelsa State.	-- 159

Table 4.8(b): Analysis of Variance (ANOVA) of the Mean Ratings of Urban Real Estate Mechanical, Electrical and Structural/ Civil Engineers on the Extent of Influence of Durability in their Purchase of Plastic Building Products in Bayelsa State. -- -- 160

Table 4.9(a): Analysis of Variance (ANOVA) of the Mean Ratings of Foreign Based Real Estate Mechanical, Electrical and Structural/ Civil Engineers on the Extent of Influence of Price in their Purchase of Plastic Building Products in Bayelsa State.-- -- 161

Table 4.9(b): Analysis of Variance (ANOVA) of the Mean Ratings of Indigenous Real Estate Mechanical, Electrical and Structural/ Civil Engineers on the Extent of Influence of Price in their purchase of Plastic Building Products in Bayelsa State. -- 162

LIST OF FIGURE

Fig. 1: Influence of Marketing Variables on the Purchase of PBP. -- 34

Abstract

This study was carried out to determine the marketing variables influencing the purchase of plastic building products by real estate developers in Bayelsa State. Six research questions were developed and answered while three research hypotheses were also formulated and tested in line with the research questions. The study employed survey research design. The population for the study was 1997 Engineers, Architects and Surveyors from east, west and central senatorial zones of Bayelsa State. Proportionate random sampling technique was used to select 399 respondents that constitute the sample for the study. A 71-item structured questionnaire was developed as instrument for data collection. The questionnaire was face validated by three experts; two from Department of Vocational Teacher Education, University of Nigeria Nsukka and one from Department of Vocational Industrial Education, Niger Delta University, Wilberforce Island, Bayelsa State. The reliability of the instrument was achieved using split half technique and Cronbach Alpha method in which on the average, the reliability coefficient for the six clusters was computed as 0.83. The questionnaire was administered by the researcher with the help of three research assistants across the three senatorial zones in Bayelsa State. All the 399 questionnaire administered were retrieved representing 100% retrieval. Frequency count, percentages and Mean were used in answering the research questions while the null hypotheses were tested using analysis of variance (ANOVA) at $P \leq 0.05$ level of significance. It was found out from the study that the purchase of plastic building products by real estate developers in Bayelsa state were influenced by marketing variables such as quality of the products, durability of the products relative to other close substitutes, affordable price of the products, constant availability of the products in the market, advertising and marketing promotion through relevant media and branding of plastic building products. The findings of this study on the null hypotheses tested showed that there was no significant difference in the mean ratings of the three groups of respondents on the influence of quality, durability and price on the purchase of plastic building products by real estate developers in Bayelsa State. Based on the findings of this study, it was recommended that: the adoption and utilization of marketing variables should be ensured by manufacturers in the manufacturing sub-sector of the Nigerian economy in order to always enjoy competitive advantage against counterfeit and sub-standard products in the market and that stakeholders in quality and standard regulations should be strengthened and protected with appropriate law in order to operate freely within the manufacturing sub-sector of the Nigerian economy to bring quality back to the system.

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TOPIC: MARKETING VARIABLES INFLUENCING THE PURCHASE OF PLASTIC BUILDING PRODUCTS BY REAL ESTATE DEVELOPERS IN BAYELSA STATE.

CORRECTIONS MADE AS INDICATED BY THE EXTERNAL EXAMINER

S/N	Page	Errors/Observations	Omissions	Corrections Made
1	xii	where, ensure		was, undertaken
2	1	in Nigeria		globally
3	2		a (omitted)	a (added)
4	5	Make		makes
5	8		a (omitted)	a (added)
6	9	Has		have
7	10	Findings		The study
8	15	In Nigeria		globally
9	59	Other		Order
10	117	Consulted, were		Cited, was
11	119	Of, a		Of deleted, a deleted
12	120	Systematically and randomly		Stratified
13	122	employed		Implored
14	129	Durability influences		Extent of influence of durability
15	188	The adoption and utilization of marketing variables should be ensured by manufacturers in the manufacturing sub-sector of Nigerian economy.		Manufacturers in the manufacturing sub-sector of Nigerian economy should adopt and utilize the marketing variables.

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CHAPTER ONE

INTRODUCTION

Background of the Study

Marketing is a common phenomenon, but it is a very complex and elusive subject matter. It means different things to different people, and affects everyone. Kotler and Keller (2006) defined marketing as getting the right goods and services to the right people at the right place, right time, right price, with the right communication and promotion. Globally, marketing is considered from a broad-based context as a total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers (Osuala,1998). The demand for want-satisfying plastic building products in Bayelsa State has enhanced development in the area of construction of buildings, roads and infrastructure with substantial improvement in people's living standard and environmental awareness.

Osuala (2005) defined a variable as a quantity that may assume any one of a set of values; a quantity or property that varies. According to Ekerete (2003) marketing variables are those activities and events that enhance a change and can adapt to other conditions. The marketing variables include price, quality, durability, availability, advertising, sales promotion,

publicity, packaging, distribution and branding in influencing the purchase of plastic building products.

In the opinion of Waldron (1998) a plastic building product is the general common term for a wide range of synthetic or semi synthetic organic amorphous solid materials used in the manufacture of industrial products. Plastic building products are made out of chemical substances that can be formed into shapes when heated or made into thin threads and used to make various artificial fabrics (White, 2009). Plastic building products are fabricated with polycarbonates and possess certain basic features as durability and beautification. These plastic building products are easily fabricated, with less stress and are ideal for making porches, car port, and extensions. Plastic building products are diverse in nature and used for several purposes in buildings with distinct characteristics ranging from resistant to chemicals and are both thermal and electrical insulators. Plastic building products are generally light in weight with varying degrees of strength. Modern fascia boards, ceilings, and water pipes come in plastics with several brands such as Golden Polyvinylchloride (PVC ϕ) and Amola Polyvinylchloride (PVC ϕ) which are used in the building construction. Plastic building products require no pre-drilling and can be fitted using

conventional joinery tools. Plastic building products do not warp, split or rot and are used by real estate developers for building purposes (Robert, 2006).

Real estate according to Robert (2006) refers to land and the improvements made by human efforts such as buildings, machinery, and the acquisition of various property rights, and the like. Similarly, Thomas (1996) described real estate as a piece of land, including the air above it and the ground below it, and any building or structure on it. The author further added that it includes business and residential property and are generally sold either by a realtor or directly by the individual who owns the property. Stoebuck and Dale (2002) maintained that real estate is the land and fixtures together, as distinguished from real property referring to ownership of land and appurtenances, including anything of a permanent nature such as structures, trees, minerals and the interest, benefits and inherent rights thereof. The real estate business is, however, made up of highly qualified and experienced graduates from different fields of study which cuts across Architecture, Engineering, and Surveying (Obiegbu, 2003). The Architects design and draw building plans; while the Electrical Engineers are responsible for electrical installations like lighting and fittings. In addition the real estate developers include Land Surveyors, who survey the land and determine its boundaries and dimensions. Quantity Surveyors are

responsible for the determination of estimates and total cost of materials and quantities to be used. The Structural Engineers also known as Civil Engineers are responsible for reinforcement works and determine the material strength to be used. The Mechanical Engineers are responsible for efficient plumbing system, and general piping.

Real estate developers also possess professional and specialized trainings by enrolling in professional bodies such as Council for Regulation of Engineering in Nigeria (COREN) and the Nigeria Institution of Surveyors (NIS) that enhance their effectiveness and distinguish them from ordinary artisans. The real estate industry in Bayelsa State has a good blend of rural and urban developers. The rural developers are those staying outside the capital city while the urban developers are those residing in the capital city of the State. The State also has foreign-based and indigenous developers. Foreign developers are those from outside the State either Nigerians or expatriates while indigenous developers are those from Bayelsa State. In addition, are the male and female real estate developers. Some of the developers in the State belong to Professional bodies such as COREN and National Institute of Building (NIOB), whereas the non professionals do not belong to these bodies. According to Obiegbu (2003) greater demands are made upon the real estate building process to improve standards of

performance, not only in terms of time, cost, project organization, procurement, management and quality of a product.

Quality is an indispensable variable in the world of marketing. Quality refers to a state of excellence, class, value, worth, and superiority placed on a product (Brewster, 2004). Similarly, Kotler and Keller (2006) defined quality as a collection of features and characteristics of a product that contribute to its ability to meet given requirements. Home owners and prospective buyers in Bayelsa State place premium on plastic building products because they are durable and thus perform well. Though Bayelsa State is a relatively young State, the rate at which buildings and infrastructural works are springing up make real estate developers prefer to use quality building plastic products because they do not rot and get rusty easily. Kotler and Keller (2006) defined durability as a measure of the product's expected operating life under natural or stressful conditions. The authors argued that buyers will generally pay more for products that have a reputation for being-long lasting such as plastic products. In Bayelsa State, real estate developers have high regard for durable and superior plastic products considering the acidic and salty environment in which the State is located. These plastic building products are able to withstand acidic and salty soil without easily decaying and account for easy purchase.

Purchase is an act of exchange of money or a promise to pay for ownership or use of a good or service, Inyanga (1998). Kotler and Keller (2006) described purchasing as the art of placing or buying a product. The authors maintained that it is also a location where the buyer and seller are both present dialoging on a suitable price. A Product on the other hand refers to anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, ideas, events, and organization, Polyvinylchloride (PVC) pipes, PVC cladding and PVC fascia boards are examples of plastic building products (Kotler, 2002).

Product availability is an important consideration in the purchase of many products. Availability is becoming an increasingly important issue for consumers seeking out convenient product solution (Ekerete, 2003). Similarly, Inyanga (1998) stated that manufacturers and retailers lose out to store and brand- switching as consumers of other products substitute these products which are sometimes unavailable or difficult to find. Kotler and Keller (2006) observed that shoppers are the most likely to substitute stores if a product is out of stock, with over one in two claiming it as a response to availability issue. The authors added that consumers dislike visiting multiple stores to complete their purchase but are increasingly relying on factors that

make purchase easier and quicker. Plastic building products seem to be available, easily fabricated and consumers use them for building purposes. In Bayelsa State, plastic building productsø availability is made possible through advertising which helps to create awareness and thus help real estate developers find the products of their choice and are willing to pay any price in their procurement.

Price is perhaps the most important reason why buyers regularly patronize a particular product or a store. Traditionally, price is seen as the major determinant to buyersø choice (Kotler and Keller 2006). Price in ordinary usage is the quantity of payment or compensation for something. However, economists see price as an exchange ratio between goods that are exchanged for each other (Kotler, 2000). However, real estate developers are willing to pay any amount on durable and quality plastic building products in order to obtain maximum satisfaction. The price of plastic building products in Bayelsa State is relatively the same as what obtains elsewhere and is affordable and made accessible through advertising activities to real estate developers.

Advertising has been variously defined by writers and experts. Osuala (1998) and Kotler and Keller (2006) defined advertising as any form of non-personal presentation and promotion of ideas, goods, or services by an

identified sponsor which can be undertaken by the use of any of the following media: magazine, newspaper, radio, television, billboards, and internet. Advertisers have adopted several promotional activities in enhancing sales of plastic products. Advertising influences intended target market and provides services because it gives information about products and the job of selling (Osuala, 1998). Influence on the other hand refers to the power to affect somebody's attention, action, character or belief (Jonathan, 1995). It means convincing others that a suggestion will benefit them. For example, a marketer advertising a particular plastic product seeks to influence viewers and readers to accept a particular brand of plastic product.

Perhaps the most distinctive skill of professional marketers is the ability to create, maintain, protect and enhance brands. The American Marketing Association (2005) defined branding as the process of giving a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors. Similarly, Osuala (1998) defined branding as the practice of identifying a product or line of products by a special name or symbol. Osuala posited further that since brand is a name or symbol used to identify a product, brands play a significant role in

marketing and help to create a product's image. Many plastic brands are used by real estate developers and they include Golden Polyvinylchloride (PVC), Amola PVC, Blue PVC, Easymeg PVC, Ansteve PVC, and Viaeny PVC. Polyvinylchloride (PVC) is a strong plastic material used for a variety of products, such as clothing, pipes, and floor coverage (White, 2009). These brands make plastic building products a household name as far as buildings are concerned everywhere in Nigeria particularly in Bayelsa State. Branding plastic building products has helped to ease customers' shopping habit in the State and thus helped real estate developers to differentiate superior plastic building products from other inferior products.

Statement of the Problem

Bayelsa State is a relatively young State located along the coastal line of south- south region of Nigeria with an attendant harsh weather as well as acidic soil formation. These weather and soil conditions destroy substandard and inferior building materials, which makes it imperative to popularize plastic building products that have reputation for lasting long. The State is witnessing an unprecedented infrastructural works and numerous building constructions, which as a result led to the influx of people to the State thereby stimulating high demand for plastic building products used for building purposes. This high demand has also resulted in the increased cost

of plastic building products in the State which makes it difficult for prospective home buyers to own and rent houses and has also resulted in the occasional scarcity and unavailability of plastic building products.

Marketing variables that influence purchase in the opinion of Inyanga (1998) are qualities real estate developers and sellers expect from a given plastic building product. According to Inyanga, many real estate developers flood the real estate market in search for quality and durable plastic building products. However, many counterfeit and inferior plastic building materials have been introduced in the market resulting in their breakages, leakages and outright damage of these plastic building materials which makes home owners and real estate developers to spend more money in replacing these substandard plastic building materials used. In the bid of manufacturers to market their plastic products, they adopt aggressive advertising activities in order to create awareness. However, most of these activities produce negative impression on the choice of plastic building products by real estate developers. Some of the branded plastic building products have not only helped to ease the real estate developers' shopping habits in Bayelsa State but have also helped them to identify the many similar brands in the market. According to Osuala (1998), manufacturers that market branded products normally make much use of advertising to promote their products. This

advertising activity causes the price of the product to rise. The rise in the cost of advertising eventually leads to a rise in the product and occasionally substitution of the product. A marketing variable, therefore, which influences the purchase or sale of any product, tends to have both positive and negative side.

Purpose of the Study

The major purpose of this study was to determine the marketing variables which influence the purchase of plastic building products by real estate developers in Bayelsa State. Specifically, the study determined the influence of:

1. quality on the purchase of plastic building products by real estate developers in Bayelsa State.
2. durability on the purchase of plastic building products by real estate developers in Bayelsa State.
3. price on the purchase of plastic building products by real estate developers in Bayelsa State.
4. availability on the purchase of plastic building products by real estate developers in Bayelsa State.

5. advertising on the purchase of plastic building products by real estate developers in Bayelsa State.
6. branding on the purchase of plastic building products by real estate developers in Bayelsa State.

Significance of the Study

The findings of this study would have a direct benefit to business education students and graduates by highlighting important marketing variables needed for plastic business success. It would also be of great benefit to advertisers and marketers of plastic building products by appreciating the importance of advertising in boosting the sale of plastic building products. The findings would also be beneficial to real estate developers because it would help them differentiate the various brands of plastic building products. The findings of the study would be of immense benefit to the real estate developers in selecting plastic building products for their buildings.

The findings of the study would be useful to ministries of commerce, lands and housing and works and infrastructure in Bayelsa State in regulating building codes which will form the basis for proper adherence to plastic materials. It would further be useful to manufacturers of plastic

products. It would help manufacturers of plastic building products in pricing and branding in order to compete favorably with competitors.

The findings of the study would also be of great benefit to curriculum planners by providing relevant information for curriculum review and update to meet societal needs. Finally, the findings would also provide useful resource materials to business organizations, university libraries and other researchers.

Research Questions

The following research questions were answered in this study: What is the extent of influence of:

1. Quality on the purchase of plastic building products by real estate developers in Bayelsa State?
2. Durability on the purchase of plastic building products by real estate developers in Bayelsa State?
3. Price on the purchase of plastic building products by real estate developers in Bayelsa State?
4. Availability on the purchase of plastic building products by real estate developers in Bayelsa State?

5. Advertising on the purchase of plastic building products by real estate developers in Bayelsa State?
6. Branding on the purchase of plastic building products by real estate developers in Bayelsa State?

Hypotheses

The following Null hypotheses were tested at 0.05 level of significance:

- Ho₁: There are no significant differences in the Mean responses of male and female real estate Architects, Quantity and Land Surveyors on the extent of influence of quality in their purchase of plastic building products in Bayelsa State.
- Ho₂: There are no significant differences in the Mean responses of Rural and Urban real estate Structural, Mechanical and Electrical Engineers on the extent of influence of durability in their purchase of plastic building products in Bayelsa State.
- Ho₃: There are no significant differences in the Mean responses of Foreign based and Indigenous real estate Architects, Land and Quantity Surveyors on the extent of influence of price in their purchase of plastic building products in Bayelsa State.

Delimitation of the Study

This study is delimited to the marketing variables that influence the purchase of plastic building products by real estate developers in Bayelsa State. The study covered six of the marketing variables which are quality, durability, price, availability, advertising and branding. No attempt was made to include all the marketing variables. The study was further delimited to professional real estate developers.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The literature related to this study was reviewed and organized under the following sub-headings:

1. Conceptual framework.
 - The influence of quality on the purchase of plastic building products by real estate developers.
 - The influence of durability on the purchase of plastic building products by real estate developers.
 - The influence of price on the purchase of plastic building products by real estate developers.
 - The influence of availability on the purchase of plastic building products by real estate developers.
 - The influence of advertising on the purchase of plastic building products by real estate developers.

- The influence of branding on the purchase of plastic building products by real estate developers.
2. Theoretical framework.
 3. Related empirical studies.
 4. Summary of review of related literature.

Conceptual framework.

The activity of marketing is so diverse that it is difficult to say what marketing is. It means different things to different people, affects everyone and has been defined variously (Osuala, 1998). This research work is based on the concept of influence and purchase by Kotler. According to Kotler (1980) marketing is getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotion. Globally, marketing is considered from a broad-based context as a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to present and potential customers (Osuala, 1998). Marketing is therefore the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development (Kotler, 2003). However, the Chartered Institute of Marketing (2009) defined marketing as the

management process responsible for identifying, anticipating and satisfying customers' requirements profitably.

The American Marketing Association (2005) defined marketing as the performance of business activities that direct the flow of goods and services from products to consumers or users. Ekerete (2003) defined marketing as the performance of business activities that direct the flow of goods and services from producer to consumer or user in order to satisfy customers. Baker (1981) considered marketing as a mutually satisfying relationship. He stressed that marketing is a process of exchange between individual and / or organization which is concluded on the mutual benefit and satisfaction of the parties.

Marketing can further be defined as the performance of all business activities involved in getting products and services from producers to consumers (Giles, 1988). Kotler and Keller (2006) advanced one of the shortest definitions of marketing as meeting needs profitably. They argue that it finds wants and fill them; love the customer, not the product; have it your way; you are the boss; putting people first and partners for profit.

Similarly, Kotler (2003) described marketing from both the social and managerial aspect. Marketing is the delivery of a higher standard of living. Marketing is a societal process by which individuals and groups obtain what

they need and want through creating, offering and freely exchanging products and services of value with others. From a managerial definition, marketing is the act of selling products, but people are surprised when they hear that the most important part of marketing is not selling. Selling is only the tip of the marketing iceberg. The American Marketing Association defined marketing as the process of planning, and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Kotler,2003). The Institute of Marketing (UK) (2006) put forward a definition that marketing is the management process which identifies, anticipates and supplies customersø requirements efficiently and profitably. A complimentary but more directive approach is adopted by Stapleton (2004) who described marketing as a fundamental policy-forming activity devoted to selecting and developing these products in a manner providing the optimal return on capital employed.

However, Runyon (1982) captured marketing nicely by describing it as the performance of business activities that direct the flow of goods and services from producers to consumers. Marketing is the process by which companies detail what products or services may be of interest to customers and the strategy to use in sales, communication and business development

(Armstrong, 2008). Similarly, Kotler (2003) described marketing as an integrated process through which companies create value for customers and build strong customers in return. Marketing therefore can be described as the process used in identifying the customer, keeping the customer, and satisfying the customer.

Michael (2004) defined a variable as a quantity that may assume any one of a set of values. Similarly, Osuala (2005) defined a variable as a property or quantity that varies. According to Wikipedia (2006), marketing variables are those activities and events that enhance a change and can adapt to other conditions. The variables include quality, durability, price, availability, advertising and branding, sales promotion, publicity, distribution, and packaging.

Influence in the generic term refers to compliance and persuasion. Duncan and Nuck (2008) described influence as less about argument and coercion to a particular point of view and more about loose interaction between various parties in a community. Influence is often equated to advocacy, but may also be negative, and is thus related to concepts of promoters and detractors (Reichheld, 2006). Influence refers to the power to affect somebody's attention, action and character or belief especially by providing an example to follow (Jonathan, 1995). It means convincing

others that a suggestion will benefit them. For example, a marketer advertising a particular plastic product seeks to influence viewers towards accepting it by given examples on how the product is being used and the benefits thereof (Wikipedia, 2009).

Influence is about establishing trust, credibility and authority and reaching out to potential and existing customers (Jonathan, 1995). Influence is also about engaging, listening to and making potential customers to talk about the producer easily and find the products and enable the customer work for the producer (Wikipedia, 2006). Kotler (2003) maintained that business buyers respond to four main influences namely, environmental, organizational, interpersonal and individual. The environmental influences suggest that buyers pay close attention to current and expected economic factors such as the level of production, investment, customer spending, and the interest rate. Kotler maintained that buyers actively monitor technological, political- regulatory and competitive developments. For example, environmental concerns cause changes in business buyer behavior. The organizational factors according to the author are specific purchasing objectives, policies, procedures, organizational structures and systems; whereas the interpersonal factors deal with differing interest, authority, status, empathy and persuasiveness. Finally, the individual factors are the

personal motivations, perceptions and preferences which are influenced by the buyers' age, income, education, job position, personality, attitudes toward risk and culture.

Purchase is an act of exchange of money or a promise to pay for ownership or use of a good or service (Kurtz, 1993). Kotler and Keller (2006) described purchasing as the art of buying a product. Kotler and Keller believed that is a location where the buyer and seller are both present in the negotiation of price of a product. As selling is to marketing, so is purchasing as to buying (Kotler, 2003). Similarly, Kotler (2000) asserted that, for purchasing to occur, four useful and broad characteristics must be considered such as objects, objectives, organization and operation. Kotler stressed that objects are the classification of goods and services; while objectives, are the factors affecting the customer's search for satisfaction and choice. Thirdly, organizations are the groups involved in achieving satisfaction and lastly, operations suggesting the actions needed to carry out the process. Kotler further argued that these processes eventually lead the customers in buying the product. A product refers to anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, ideas, events and organizations (Kotler, 2002). A product, according to

Kurtz (1993), is merchandise offered for sale; good business depends on having good merchandise; that a store offers a variety of products. Similarly, Kurtz further pointed out that a product is an exhaustive, hierarchical tree structure of components that make up an item, arranged in whole part relationship. Product is defined as a thing produced by labour or effort or the result of an act or a process (Rothwell, 2006). In the old usage, a product is referred to as anything produced.

In marketing, the term product is often used as a catch all word to identify solutions a marketer provides to its target market. It is therefore an offering in terms of goods, services and ideas. A good speaks about a tangible item that is felt, tasted, heard, smelled, or seen. For example, bicycles, cell-phones and PVC pipes are all examples of tangible goods. Service on one hand refers to an offering a customer obtains through the work of labour or someone else. Services can result in the creation of tangible goods. Ideas as products deal with the convincing ability of the marketer to convince the customers to alter their behaviour or their perception in some way (Lee, 2003). Products are created as a result of an art or many arts and can be characterized by their means (how it is made); material (what it is made of), form (shape and style), and function (how it works) (Porter, 1990). A plastic is a type of synthetic or man made polymer;

similar in many ways to natural resins found in trees and other plants (White, 2000). Brewster (2004) defined polymers as: any of various complex organic compounds produced by polymerization, capable of being molded, extruded, cast into various shapes and films, or drawn into filament and then used as textile fibres. Therefore, plastic building products are produced out of chemical substances that can be formed into shapes when heated or made into thin threads and use to make various artificial fibres (White, 2000). Plastic building products are fabricated with polycarbon with certain basic features as durability and beautification and are ideal for making porches, car port, extensions, and conservatories. Plastic building products have distinct characteristics such as resistant to chemicals, thermal and electrical insulators, generally light in weight with varying degrees of strength, abrasive, maintenance free and conserves energy in the home, do not rot, split or warp (Robert, 2006).

Similarly, in the opinion of Waldron (1998) plastic building product is the general common term for a wide range of synthetic or semi synthetic organic amorphous solid materials used in the manufacture of industrial products. Waldron maintained that plastic building products are typically polymers of high molecular mass, and may contain other substances to improve performance and/or reduce costs. Furthermore, in the words of

Robert (2006) plastic building products are products fit for molding. It therefore refers to their malleability or plasticity during manufacture that allows them to be cast, pressed or extruded into a variety of shapes such as films, fibres, plate tubes, bottles and much more. According to the author, the common word plastic should not be confused with the technical adjective plastic which is applied to any material which undergoes a permanent change of shape (plastic deformation) when strained beyond a certain point. Aluminum for instance, is a plastic product in this sense, but not a plastic in the common sense; in contrast, in their finished forms, some plastics will break before deforming and therefore are not plastic in the technical sense.

White (2009) opined that plastic products are relatively modern when compared to other materials. Their usage over the past century has enabled society to make huge technological advances especially in construction and building industries. According to White, since the 1970s, mankind has witnessed the advent of high-tech plastics used in demanding fields such as health and technology. The author further argued that new types and forms of plastics with new or improved performance characteristics continue to be developed. In their contribution, Stoebuck and Dale (2006) asserted that from daily tasks to our most unusual needs, plastics have increasingly provided the performance characteristics that fulfill consumer needs at all

levels. The authors stressed that plastics are used in such a wide range of applications because they are uniquely capable of offering many different properties that offer consumer benefits unsurpassed by other materials and are also unique in that their properties may be customized for each individual and use application.

Plastics are classified into two distinct groups. According to Mbah (1980) the groups are thermo-plastics and thermosets. Mbah asserted that the majority of plastics are thermoplastic, meaning that once the plastic is formed it can be heated and reformed repeatedly. Celluloid is a thermoplastic. This property allows for easy processing and facilitates recycling. The other group according to him is the thermosets that cannot be melted. Once these plastics are formed, reheating will cause the material to decompose rather than melt. Bakelite, polyphenol, and formaldehyde are thermosets. Similarly, White (2009) postulated that each plastic has very distinct characteristics but most plastics have the following general attributes such as being resistant to chemicals, generally light in weight with varying degrees of strength and are both thermal and electrical insulators. Plastics are processed in various ways to produce thin fibres or very intricate parts and polymers are materials with seemingly limitless range of characteristics and colours.

In a similar vein Stoebuck and Dale (2002) also attributed some distinct characteristics of plastics which are that they are abrasive (expand and contract), do not warp, split or rot and are maintenance free and do not get rusty. The authors further stressed that plastics do not need any pre-drilling, cut energy consumption in the home and lower heating and cooling bills. Plastics are durable and degrade slowly; they are moisture resistant and less expensive.

In another development, Stoebuck and Dale (2002) opined that plastics are classified by their chemical structure, namely the molecular units that make up the polymer's back bone and side chains. They stressed that some important groups in these classifications are the acrylics, polyesters, silicones, polyurethanes and halogenated plastics. The authors further contended that plastics can be classified by their chemical process used in their synthesis, such as condensation, polyaddition and cross-linking. Other classifications are based on qualities that are relevant for manufacturing or product design. Examples of such classes are the thermo plastics and thermosets, elastomer, structural biodegradable and electrically conductive. Bamisile (2000) classified plastics by their various physical properties, such as density, tensile strength, glass transition temperature and resistance to various chemical products. The author argued that due to their relatively low

cost, ease of manufacture, versatility and imperviousness to water; plastics are used in an enormous and expanding range of products, from paper clips to spaceships and maintained that they have already displaced many traditional materials, such as wood, stone, horn, bone, leather, paper, metal, glass and ceramic, in most of their former uses.

Weisman (2007) claimed that the use of plastics is constrained chiefly by their organic chemistry, which seriously limits their hardness, density, and their ability to resist heat, organic solvents, oxidation, and ionizing radiation. He stressed further that most plastics will melt or decompose when heated to a few hundred degrees Celsius. Alonso (2006) opined that while plastics can be electrically conductive to some extent, they are still no match for metals like copper or aluminium. He believed that plastics are still too expensive to replace wood, concrete, and ceramic in bulky items like ordinary buildings, bridges, dams, pavement, and railroad ties. Plastics are versatile in use and require no painting.

The use of plastic products by real estate developers has become so inevitable. Whether one is aware or not, plastics play an important part in human life (Bamisile, 2000). Plastic versatility allows them to be used in every facet of life. From car parts to doll parts, soft drink bottles to the refrigerator they are stored in, from the car you drive to work into the

television you watch at home, plastics help make life easier and better (Bethel, 1998). Similarly, Weisman (2007) observed that the use of plastics became the material of choice for so many varied applications: provide the things consumers want and need at economical costs. Plastics have the unique capability to be manufactured to meet very specific functional needs for consumers. Furthermore, Weisman (2007) stated that plastics satisfy needs and make things possible. However, plastics come in different shapes, sizes, kinds and uses. Similarly, Obiegbu (2003) pointed out that in the development of real estate, plastics are of different kinds. The author summarized plastic building products used by real estate developers to include: Polyvinyl chloride (PVC) pipes for water and electrical installations; PVC ceilings, PVC tanks; PVC fascia boards and claddings, PVC conservatories and car ports; PVC zinc/roofing sheets; and PVC windows/doors. Furthermore, PVC pipes are used in some non-combustible buildings that have side chains incorporating chlorine atoms which form strong bonds. PVC pipes have smooth inner wall of pipes which reduce frictional losses and scaling. PVCs are light in weight, easy to handle and transport and have excellent corrosion and chemical resistance with acidic and alkaline solutions. Obiegbu (2003) maintained that PVC pipes find wide application in adverse environment and are used in drip sprinkler irrigation

systems, surface irrigation systems, subsoil drainage systems, plumbing of houses and several other uses.

PVC products include ceilings, car pots, canopies, and pergolas roof lights. These PVCs are becoming a fast replacement for other kinds of materials used Gray (1980). Gray further summarized plastic qualities as follows: strong yet light in weight, simple to handle and install good workability: cutting and drilling the materials have straightforward procedures requiring only the most basic of tools. The author pointed out further that plastics provide three times more natural light into a building than the same area of vertical glazing and excellent fire performance: PVC is self extinguishing material which will melt away from the flames stopping as soon as the source is removed. Gray uphold that these PVCs are colour fast (do not fade), possess good sound absorption, guaranteed waterproof for 15 years, resistant to aggressive vapours, free from asbestos and non- toxic, cost effective: as sheet weight is low, support structures are lighter providing cost effective buildings.

Another type is the PVC plastic over head water tanks, also known as geepee tanks. These tanks are very popular and most extensively used since years. These plastic water tanks are popular for their usefulness and durability. Light weight, strong and rust proof, unlike metal tanks that get

rusty easily. They are totally hygienic and maintenance free to use (White, 2009). White observed further that PVC plastics prevent water contamination that has been stored into the tank. PVC water tanks are available in various water storage capacities from 200 litres to 25,000 litres.

Real estate according to Robert (2006) refers to land and the improvements made by human efforts such as buildings, machinery, and the acquisition of various property rights, and the like. Similarly, Thomas (1996) described real estate as a piece of land, including the air above it and the ground below it, and any building or structure on it. The author further added that it includes business and residential property and are generally sold either by a realtor or directly by the individual who owns the property. Stoebuck and Dale (2002) stated that real estate is the land and fixtures together, as distinguished from real property referring to ownership of land and appurtenances, including anything of a permanent nature such as structures, trees, minerals and the interest, benefits and inherent rights thereof. From the foregoing, the basic definition therefore of real estate is the land and anything attached to the land, whether it is natural or man-made (Ola, 2005). Ola stressed that when one purchases real estate, he purchased the land and everything that goes with it.

Real estate according to Thomas (1996) is land including buildings or improvements on it and its natural assets. In law, real estate is land and everything more or less attached to it, ownership below to the centre of the earth and above to the heavens (Brewster, 2004). In business, real estate is concerned with the activities of ownership and use transfers of the physical property (Epstein, 2007). In accounting, real estate is defined as land, land improvements, and building held for business use in the production of income. It is contrasted with personal property (Cooter and Ulen, 2003). In architecture, real estate is described as property in the form of land and all its appurtenances, such as buildings erected on it (Bethel, 1998). In his contribution, Waldron (1988) defined real estate as land, buildings and things permanently attached to land and buildings. The author maintained that it is land and anything that is permanently affixed to it. Fixtures include buildings, fences, and things attached to buildings such as plumbing, heating, and light fixtures. Ackerman, Ellickson and Rose (2002) posited that real estate connotes land along with improvements to the land, such as buildings, fences, wells, and other site improvements that are fixed in location- immovable.

Real estate according to Jackson (2006) is of different types ranging from the size of the family and income available to them. Jackson pointed

out the following as types of real estate: Apartment complexes, condominiums, cooperatives, planned unit development, mixed use developments and manufactured housing. According to the author, Apartment complexes are multi-family dwellings that are usually rented and are found in larger cities and sometimes have the option of purchasing apartments. Condominiums offer the security of owning your own home without the hassle of having to care for the outside. The author further stressed that common areas are shared in the condos complex, which is called elements. Maintenance fees are charged monthly to the condominiums residents. The next is the planned unit development (PUDS), planned developments that merge housing, commercial and recreational facilities into one community. Mixed-use developments are another type of real estate. Here, there are high-rise developments where shopping, recreation and housing are included in the same building. Lastly, is manufactured housing. These according to Jackson are commonly known as mobile homes. Mobile homes are actually considered transportation and are sold in accordance with the Deed of Transaction (DOT).

In his contribution, Tricher (2006) described the various types of real estate as: vacant land, resident properties, and commercial properties. The author stressed that vacant land as a type of real estate is a situation where

farm and ranch specialists generally pay large amount of money with corresponding commissions for the property size. The residential properties are most popular with both new and experienced agents who live in them. In year 2000 in the US, more than 105 million residents occupied such housing units. Commercial properties can be empty land zoned for either commercial use or existing business buildings. In another development, Jambol (2006) outlined other types of income-producing real estate as offices, retail, industrial and leased residential. The less common types include hotels, mini-storage, parking lots and seniors care housing. The basic criterion is that they are income producing. The non- income producing real estate are houses, vacation properties or vacant commercial buildings which are income-producing investments. Office property is the flagship investment for many real estate owners. Office property tend to be on average, the largest and highest profile property type because of its typical location in downtown cores and sprawling suburban office parks. Companies are in great demand for office spaces and the returns can be highly variable because market ends to be sensitive to economic performance (Jambol, 2006).

Retail property is a wide variety of retail properties, ranging from large enclosed shopping malls to single tenant buildings in pedestrian zones.

An example of a well-known anchor is Walmart. The demand for retail space has many drivers. Among them are: location, visibility, population growth and relative income levels (Jambol, 2006). Industrial property is often considered the staple of the average real estate investor. They require smaller investments, are less management intensive and have lower operating costs than their office and retail counterparts. There are different types of industrial property depending on the use of the building. For example, buildings could be used for warehousing, manufacturing, research and development or distribution. Multi-family residential property generally delivers the most stable returns, because no matter what the economic cycle, people always need a place to live. Jambol, (2006) maintained that the stability of residential property is tied to the loss of a single tenant, which has a minimal impact on the bottom line whereas if you lose a tenant in any other type of property, the negative effects can be much more significant.

According to Ola (2005), a real estate developer is a person with appropriate academic training in science, technology and management process of producing and maintaining buildings, as well as possessing sufficient hands on experience, and statutorily registered by the Council of Registered Builders of Nigeria (CORBON) and found competent after due examination. Similarly, Gray (1980) posited that a real estate developer is

somebody academically trained; professionally equipped personnel engaged in the administrative, commercial, managerial, scientific and technical aspect of building. According to Gray, the person is responsible for managing the construction process on the site including planning and programming the works, budgeting and costing and ensuring that the standards and quality of building meet the requirements of the developer or client. Gray maintained that real estate developers are also involved in building education, research and development. A professional builder is a specialist who has received an approved standard of professional training and practice construction technology, building production management, building surveying, maintenance management, estimating and tendering, building services, construction management and project management (Jackson, 2006).

In Nigeria, CORBON controls and regulates the practice of real estate profession in all its aspects and ramifications. The CORBON ACT gave statutory backing to the qualifications and functions of the Nigeria Institute of Building (NIOB) (Obiegbu, 2003). The author postulated further that statutorily, before a professional developer could practice the profession, he or she must register with CORBON and remain registered throughout his/her professional career. Similarly, engineers are registered by the Council for Regulation of Engineering in Nigeria (COREN), architects by Town

Planning Council of Nigeria (ARCON), Town Planners by Town Planning Registration Council (TOPREC) and surveyors by Nigeria Institution of Surveyors (NIS).

Builders are highly qualified professionals in the building industry and are responsible for the construction of buildings. According to Gray, (1980) architects are responsible for working of drawings, having access to buildings, distance to property lines for buildings, access to various facilities in the building like toilets etc, for various group of occupancies. Other aspects include the design construction of means of egress from a building, guards and signs to give direction in building where such is required. Furthermore, Tricher (2006) pointed out that civil or structural engineers are responsible for calculations and analysis summarized in the structural drawings. Similarly, Bamisile (2000) contributed that civil engineers control the structural designs of all buildings and structures or portions thereof. The author maintained that they deal with all kinds of load the building might be subjected to, foundation systems and retaining walls. According to Jackson (2006) mechanical engineers control the design, installations, construction, inspection and maintenance of all mechanical systems with respect to structural strength safety, fire systems and operations. Jackson further asserted that mechanical engineers ensure the installations of various

mechanical plants and equipment like elevators, conveyor systems and plumbing works.

In his contribution, Jambol (2008) summarized electrical engineers duties as: control, design, and construction of all installations and electrical conductors, equipment and systems in buildings or structure and all alterations to existing wiring systems therein to ensure safety. The author stressed that electrical engineers also stipulate the various codes and standards guiding such design and installations. Quantity surveyors are responsible for permutations and calculations detailed in the bill of quantities. The land surveyors have the responsibility of determining and establishing boundaries of land with appropriate dimensions (Bamisile, 2000). The schematic representation of the conceptual framework showing the linkages and interrelationship of marketing variables and purchases of plastic building products is depicted in figure 1 below.

Schematic Representation of the Conceptual Framework for the Study.

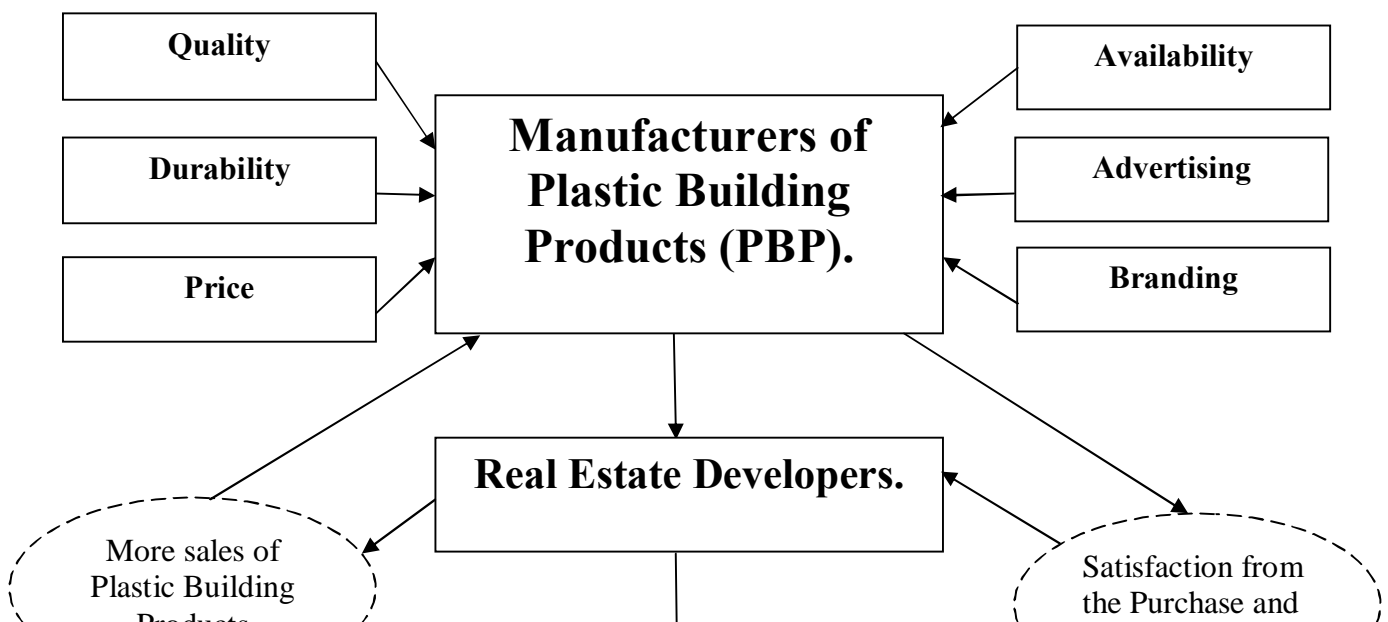


Fig. 1: Influence of Marketing Variables on the Purchase of PBP.

Source: The Researcher.

The Influence of Quality on the Purchase of Plastic Building Products

Quality is an indispensable variable in the world of marketing. Quality according to Brewster (2004) refers to a state of excellence, class, value, worth, and superiority placed on a product. Similarly, Kotler and Keller (2006) defined quality as a collection of features and characteristics of a product that contribute to its ability to meet given requirements. It is therefore for the creation and producing of acceptable standards. Today, more than ever before, firms now focus on total production systems for achieving quality at minimum cost. Zahorik (1992) described quality as the best assurance of customer allegiance, the strongest defense against foreign and local competition, and the only path to sustained growth and earnings. The drive to produce goods that are superior in the world markets has led some countries and groups of countries to recognize and award prizes to companies that exemplify the best quality prices (Kotler and Keller, 2006). Experts have defined quality as fitness for use, conformance to requirements, and freedom from variation. The American Society for Quality Control attempted a comprehensive definition asserting that quality is the totality of features and characteristics of products or services that bear on their ability to satisfy stated or implied needs (Miler, 1993). This definition is customer centred because the seller delivers quality only when

the product or service is able to meet customers' needs and exceeds their expectations.

Mussey (1995) defined quality as a product that satisfies consumer needs, has minimum defects, and is priced competitively. Mussey stated that gone are the days when the customer's knowledge is limited to one or at best just a few different products. Today the customer knows what is best, cheapest and best quality. Quality is not just desirable, but essential for success in today's competitive global market, and the decision to standardize or adapt a product is crucial in delivering quality (Cateora, 1996). In a similar manner, Ekerete (2003) described quality as an essential and distinguishing attribute of something (product). He argued that it is a degree or grade of excellence or worth attached to a product. In another development, Wikipedia (2002) defined quality as choice: of superior grade product. Quality according to Inyanga (1998) is a pragmatic interpretation as the non inferiority or superiority of a product. The term according to him is often used in a vague and blurred way to describing the activity designed to improve the organization and its products and services. Cateora (1996) further postulated that quality is essentially learning what you are doing well and doing it better. Cateora argued that it means finding out what one needs to change to make sure the needs of the service or product is met. Quality is

always in the eye of the beholder and usually perceived as the application's ability to fulfill the reasonable expectations and needs set by the developer or the end user (Ekerete, 2003).

Quality plays a vital role in the world of marketing. Consumers and product users prefer to purchase quality plastic products and are willing to pay any amount to get these quality products with regards to real estate building. Quality according to the Brewster (2004) is a state of excellence, class, value, worth, and superiority placed on a product. Similarly, Kotler and Keller (2006) defined quality as a collection of features and characteristics of a product that contributes to its ability to meet given requirements. It is for the creation and producing of acceptable standards. Quality is what customers, vendors, and end users expect from a given product or service (Kotler, 2003). Quality according to Inyanga, (1998) is defined as the degree to which the design specifications for a product or service are appropriate to its function and use, and the degree to which a product or service conforms to its design specifications. The author maintained that the basic reason behind the competitive position of a firm on faltering is that the quality of goods and services produced does not meet the customer's expectations. He augured further that when quality- the appropriateness of design specifications to function and use as well as the

degree to which outputs conform to the design specifications- is poor, demand for products and services can diminish quickly.

Brousseau, (1996) pointed out that a relationship exists between quality and production. According to the author, when quality increases, so will productivity. This is possible according to him because waste is eliminated. The amount of inputs (the denominator of the productivity ratio) required to produce outputs (the numerator) is reduced. Productivity increases. However, achieving high quality is not all that simple.

One such view is that quality and productivity move in opposite directions (Adam and Ebert, 1992). This view considered quality/productivity as in a typing or data entry process at a computer keyboard. The more speed increases the more one tends to make errors, especially when it gets faster. Logically, it follows that if you type slowly and carefully, you will make fewer errors. There is a trade off between accuracy and speed. As accuracy (quality) increases, so speed (and productivity) decreases. Improving quality is one important way to maintain a competitive position in today's market (Crosby, 1979). Quality can be promoted to customers and employees. Consumers want quality products and services, and employees at all levels in the organization like to be associated with a winner. Deming (1975) postulated that most people associate high quality with a winning

competitive position. He however argued that though employees may balk when they are encouraged to work more productively (because they feel they are being told to work faster), very few, if any, will argue with quality as a goal.

Similarly, Ishikara (1976) asserted that when quality is emphasized and subsequently improved, waste is eliminated or decreased. Hours are not wasted reworking products, materials are not thrown away and operations costs are reduced. At this point, the consumers receive products and services that are fit for use. This goes to support the definition of Griffin and Wayne (1984) that quality is fitness for use and doing it right the first time and every time. Quality is the best assurance of customer allegiance, the strongest defense against foreign and local competition, and the only path to sustained growth and earnings (Zahorik and Keiningham, 1982). They maintained that the drive to produce goods and services that are superior in world's market has led some countries to recognize and award prizes to companies that exemplify the best quality practices. Most people no longer tolerate average quality but opt for total quality management. This meant that companies that desire to stay in the race, let alone be profitable, have no choice but to adopt total quality management. Total quality management (TQM) is an organizational approach to continuously improving the quality

of all organization's processes, products and services (Kotler, 2003). TQM is a management concept developed by Edwards W. Deming and is basically established for the reduction of errors produced during the manufacturing or service process, increase customer satisfaction, streamline supply chain management, aim for modernization of equipment and ensure workers have the level of training. Similarly, Ekerete (2003) stated that the principal aim of TQM is to limit errors to 1 per 1 million units produced. TQM is thus associated with the development, deployment and maintenance of organizational systems that are required for various business purposes (Kotler and Keller, 2006).

According to Cateora (1996) Total Quality Management and the six sigma have a main difference, which is in the approach. TQM tries to improve quality by ensuring conformance to internal requirement, while Six Sigma focuses on improving quality by reducing the number of defects. TQM is a management system for a customer focused organization that involves all employees in continual improvement of all aspects of the organization (Kotler and Keller, 2006). TQM concept is an interactive system that uses strategy, data and effective communication to integrate the quality principles into the culture and activities of the organization (Cateora, 1996). However, Kotler and Keller (2006) outlined several principles

associated with TQM which include: be customer focused; ensure total employee involvement; process centred; integrated system; strategic and systematic approach; continual improvement; fact based decision making and communication.

The implementation of Total Quality Management is a veritable tool (Kotler, 2003). He pointed out that no one solution is effective for planning and implementing TQM concepts in all situations, and then postulated the following as generic models for the implementation of total quality management theory: train top management on TQM principles; assess the current culture: culture, customer, satisfaction, quality management system; top management should determine the core values and principles to be used and communicate those; develop TQM master plan based on 1, 2, and 3; identify and patronize customer needs; determine the critical processes to produce those products or services; create process improvement teams; managers should support effort by planning, training, time to the teams; integrate changes for improvement in daily process management and standardizations to take place; evaluate progress against plan and adjust as needed and lastly is constant employee awareness and feedback on status to be provided to establish a reward/ recognition process.

Product and service quality, customer satisfaction and company profitability are intimately connected. Higher levels of quality result in higher levels of customer satisfaction, which support higher prices and often lower costs (Buzzel and Gale 1987). Quality is defined by experts as fitness for use, conformance to requirements and freedom from variation. The American Society for control described quality as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Miller, 1993). The seller has delivered quality only when the seller's product or service meets or exceeds the customer's expectations.

The conspicuous low quality and substandard products in the country have led to the establishment of regulatory bodies which are saddled with the responsibility of improving product quality and protect consumers. These establishments include the Standards Organisation of Nigeria (SON) decree no 32 of 1989 responsible for ensuring that products and services offered to consumers conform to specified standards and quality. Other institutions put in place to check and guard against these unfair practices include: the Sale of Goods Act of 1974; the Food and Drugs Act 1974; the Price Control Decree of 1977 and recently, Decree No. 15 of 1994 which established the National Agency for Food and Drugs Administration and Control (NAFDAC). These standards stipulate quality, weights and

measures whereby businesses must conform (Ekerete, 2003). The Food and Drugs Decree promulgated in 1974 prohibited the sale of substandard food items, drugs, cosmetics and 7-up soft drinks and were barred from the Nigerian market (Onah, 1999). Recently, Babyø's own custard was ordered out of the Nigerian markets by the government, and several other products that did not meet the stipulated standards in terms of quality or otherwise (Ekerete, 2003).

In 1977, SCOA Motors Nigeria limited was fined ₦5,000.00 by the Abeokuta Special Price Control Court for hoarding Peugeot 404 pick-up Vans. In addition, to the fine, the firm also forfeited eight Peugeot 404 Pick-up Vans valued at ₦27,520.00 (Oleyede, 1977). Ekerete (2003) pointed out that in bid to get rid of fake products, competition among firms gave rise for improved quality of products and also offered consumers a wide variety of choices. The author maintained that some firms gave their marketing personnel the desired training necessary for better treatment of their customers. According to Onah (1999) firms do this with the intention of out selling competitors; which makes it advantageous to the consumers.

The Nigerian society has witnessed various responses in bid to stem the tide of inferior products. This advocacy led to consumerism. Consumerism though defined differently by various authors, Burskrik and

Rothe (1974) defined consumerism as the organized efforts of consumers seeking redress, restitution and remedy for the dissatisfaction they have accumulated in the acquisition of their standard of things over inferior products. According to Stanton (1981) consumerism is defined as the actions of individuals and organizations (consumer, government and business) in response to consumers' dissatisfaction arising in exchange relationship. It is a protest against perceived business injustices and the efforts to remedy those injustices. Similarly, Onah (1979) viewed consumerism as the effort made either by the consumer himself, the government and/or independent organizations to protect the consumer from low quality products and the unscrupulous practices of business in their quest for profits.

Nigeria as a fast developing economy is beginning to feel the impact of consumer protection. Onah, (1999) observed that unscrupulous business practice is a factor that makes business men become selfish with the aim of profit maximization alone. Onah further stated that buyers go through the back door to purchase such necessities as rice, beans, soft drinks, stock fish, cement, fuel and salt. Expired drugs and spoiled tinned foods amongst other items found their ways into the market and still command a price instead of being destroyed. Onah maintained further that scarcity is another factor

responsible for unwholesome practices. According to the author, essential commodities are in short supply and lead to price escalations, thus boosting the exploitative tendencies of Nigerian sellers to the detriment and utter frustration of consumers.

In a similar vein, Ekerete (2003) opined that increased educational opportunities have in turn made it possible for more educated people who are much aware of the unscrupulous practices in their environment, to emerge. The educated people dictate to producers what they want and know what is good than ever before. Intentionally planned obsolescence, rising public expectations of high standards of business conduct and social responsibility, economic and social dislocation and wild claim of frauds in the society were also identified as factors responsible for the decay in the Nigerian market.

However, consumerism gained relevance with the industrial revolution that led to the revolution that led to mass produced wants satisfying goods and services. This revolution created gaps for sharp and questionable business practices and thus brought consumers face to face with unwholesome acts (Ekerete, 2003). Consumerism is a consumer movement arising out of the concern people had to get better value for their money (Onah, 1999). Western Europe saw the need to pay for and be given

only genuine and unexpired products and services (Ekerete, 2003). Similarly, even the arbitrary price increase and artificial scarcity was equally resisted that led to capitalism. Capitalism thus brought about competition which led to sharp unwholesome practices (Okoro, 2005). In response, consumers became united under the consumer movements and fought the abuse. According to Durojaiye (1993) these consumers movements sought redress, restitution and remedy against these unfavourable acts.

In addition, many other factors led to consumerism. Another factor according to Accrah-Jaja (2003) was the increased literacy which brought about quality consciousness and discontentment among a people large enough to unite and articulate their resistance. Furthermore, he pointed out that a high proportion of household goods was defective of low quality and had a short life- span. In the United States, Kennedy (1962) came up with the declaration of the rights of the consumer giving legislation to the regulation of the market economy. The bill set the consumer right to safety, right to choose, right to quality and right to redress. Moreover, in 1991, Nigeria witnessed seizure and destruction of poor quality imported goods (Okoro, 1995). The deviation from the prescribed relevant national standards specification was wide enough to constitute harmful effect to health or the economy. Okoro stated further that SON had cause to seize 26 containers of

imported products listed below due to the extremely poor quality of their contents, and destroyed them after infallible proofs of the products extreme poor quality was verified by laboratory analysis. The products are shown in Table 1 (see appendix F).

Okoro (1995) observed that the consumer complaints investigation activity is another aspect of the organization's schedule of duties being geared towards ensuring compliance with the various standardization and control policies of federal government. The author further added that, it is a system of activities whereby the officers of these regulatory organizations are responsible in handling complaints on products received from the general public/consumers that purchased the products.

According to White (2009) many products made available to the Nigerian consumer have reported cases of adulteration, imitation, poor quality as well as counterfeiting. Furthermore, he observed that these unwholesome acts are put forth by manufacturers and members of the distribution channels on the hand of disgruntled elements in the society. These acts, he said left consumers injured, dead in most cases and ultimately dissatisfied. In the same vein, Osuala (1998) noted that reports of callous cheapening of human lives by people, who adulterate products and push them into the market, also happened. According to Komolafe (1987), the

worrying aspect of this unwholesome situation is that, the consideration of price among consumers as the major factor in their patronage of product is not limited to the uneducated and uninformed members of the society. Even health professionals, doctors, pharmacist, and nurses have fallen easy prey to the temptation of relying on price in their drugs procurement decision.

According to Okoro (1995), while carrying out the investigation, SON Officers ascertain the genuineness of the case, ensuring that the privilege is not abused by consumers and met out fair judgment based on empirical evidence before it, which is usually corroborated by laboratory test findings. He further holds that, cases of consumer complaints received included: faking of products, adulteration and low quality, defective and foreign particles in products. In cases where consumers' claims were confirmed, adequate compensation was made by the procedures of the products.

The Influence of Durability on the Purchase of Plastic Building Products.

Customers' satisfaction on their purchase is a significant factor that leads to business success. In recent times, customer satisfaction has gained new attention within the context of paradigm shift from transactional marketing to relationship marketing (Gronroos, 1994). Every real estate developer prefers durable and relatively long lasting plastic building products. Durability is viewed by economists as products with long usable

life. Kotler and Keller (2006) pointed out that durability is a measure of the product's expected operating life under natural or stressful conditions; is a valued attribute for certain products. They maintained that buyers will generally pay more for products that have a reputation for being long lasting.

Kevin and Topel (1990) refer to durability as the ability of a product to maintain substantially its original appearance, strength, and soundness for many years. Mussey (1995) defined durability as the lastingness: performance by virtue of the power to resist stress or force. Similarly, Stanley (1998) stated that durability is the activity that guarantees that transactions that have been committed will survive permanently. Durability according to the Brewster (2004) is a product existing for a long time without decay or rot. In his contribution, John (1997) defined durability as the ability of a product to be reused, without significant degradation, for its intended purpose for a greater period than the average useful product life span of other similar products. Kotler (2003) viewed durability as a product with resistance to change from its original appearance; and a measure of useful life. Furthermore, Accrah-jaja (2003) described durability as the capability of withstanding wear and tear. However, in the opinion of Cateora (1996) durability is the ability to perform or compete over a long time period as by avoiding or overcoming damage. In the assertion of Lowry (2002)

durability is the ability of a product being used over a relatively long period without being depleted.

In his contribution, Walton (2004) pointed out that it is the responsibility of the consumers to insist on better products. It is not enough for a product to look good that it has to be built to last. He argued that a little more upward payment is necessary to ensure that the product lasts longer and in turns saves money for the purchaser. In a similar vein, Maynes (1985) opined that consumers can demand products durability by refusing to purchase products with short life span expectancies on their product from a bad one just by looking at it. He stressed that consumers should make informed decisions and engage product research skill before purchasing any product. Similarly, Lindstrom (2008) posited that a good place to start in detecting durable products is online consumers' sites which will enable consumers to find the opinions of product testers and regularly consumers alike. He further stressed that the more dialogue of product durability is heard, the more likely things are to change.

Durability according to Boynton and Gutschick (2000) refers to the ability of a structure or product to maintain substantially its original appearance, strength, and soundness for many years. The size of the market for durable brands has been expanding and is currently estimated to be more

than thirty billion dollars in Korea, as reported by the Fashion channel in a program entitled "Imported durable market is increasing", in 2007 (MacKenzie, 1986). Accordingly, not only the number of people who are willing to purchase durable goods, but also that of people who admit to buying counterfeit product is increasing. In their opinion, despite that durable brand, such as Laura Ashley, Louis Vuitton, Cartier, and Revlon use extensive networks of lawyers and private firms to protect their markets worldwide (McDonald and Roberts, 1994). However, counterfeit products are still actively traded in the gray market. Consequently, the characteristics of consumer behaviour in choosing counterfeit products have attracted substantial critical attention (Lascu and Zinkham, 1999).

Consumer's preference in the counterfeit market is a complex issue that has not yet been definitely clarified. With the growth of the counterfeit market, research on why consumers buy counterfeit products is needed. The present study compares several counterfeit durable products with and without logo exposure based on consumer's pursued values. In exploring the influence of logo exposure in purchasing counterfeit durable goods, the scope of this research is limited to consideration of the effect of logos (Lee, 2003). According to the author, a logo has a significant effect on customers and is an important element of brand and design. He further stressed that as

durable goods are symbolic, brand logos are significantly influential on customers.

Most previous studies about counterfeit goods have focused solely on brand image or brand name (Delener, 2000). Delener maintained that durable goods are increasing in prevalence especially as consumers' buying behaviour is becoming more symbolized. He stressed further that consumers purchase durable products to set themselves apart and express their personality. According to Nia and Zaikowsky (2000) durable goods are those goods for which the mere use or display of a particular branded product brings prestige on the owner, apart from any functional utility. The authors agreed that goods are expensive in relative and absolute terms, and they are recognized and admired by others. As a result, many consumers purchase durable goods primarily for symbolic meanings. According to Dubois and Duquesne (1993) these goods are often expensive and exclusive: some examples include Cartier, Rolex, Hermes, Mercedes Benz, Louis Vuitton, Tiffany, and Chanel. According to the authors, they retail merchandise either through outlets bearing the designer's name, (or an associated name), and/or within other outlets within two or more countries; and they market their own label merchandise. At the outset, it is imperative to clarify the concept of non-deceptive counterfeit products. According to

Grossman and Shapiro (1988) Non-deceptive counterfeit refers to counterfeit products that consumers know or strongly suspect to be counterfeit at the time of purchase. It has been found that consumers are actively participating in non-deceptive counterfeiting especially in the durable brand market.

Delener (2000) opined that the consumer places value in purchasing durable goods. The author maintained that consumer value refers to an acquired value that becomes part of an organized system of values. This value system works as a general plan for resolving conflicts and making decisions. He further stated that as society becomes more complex and consumers' values change, it is important to know the various values and intentions of different consumers. Kim (2005) considered four value factors pursued on durable products: conspicuousness, aesthetic appeal, quality, and conformity. Conspicuousness according to Kim is a consumption that is used to describe lavish spending on goods and services that are acquired mainly for the purpose of displaying income or wealth. Similarly, Veblen, (1999) pointed that in the mind of a conspicuous consumer, such display serves as a means of attaining or maintaining social status. According to Delener (2000) aesthetic appeal is subjective and invisible. The author believed that people value durable goods based on their aesthetic appeal and

also described quality as a factor pursued on durable products and holds that people generally believe that durable goods are superior to other products in quality. The author further maintained that durable goods do not quickly wear out and yield services or utility over time rather than being a onetime used product. It can be said that most goods are therefore durable goods to a certain degree. Delener stated in another vein that conformity is generally defined as behaving or thinking in a socially acceptable or expected manner. In another development, Lascu and Zinkkhan (1999) described conformity in terms of marketing, where it denotes the tendency of opinions to establish a group norm, or the tendency that people have to comply with the group norm.

According to Maynes (1985) many products seem ill- prepared. It is not just the falls, but the general wear and tear. According to Maynes, the general life expectancy for household products has fallen to just three years. The author argued that manufacturers no longer make things that last but stressed that older products' life span are measured in decades, and not months like is predominantly found today. The author further argued that products can actually be made to last forever if only more time is spent thinking about it (the production process). In their contribution, Renvoise and Morin (2007) opined that durability is the ability of something to

perform its function repeatedly. It is not performance; performance is what a product can do. For example, its speed, acceleration, breaking, crash worthiness, strength and rigidity. Reinvoise and Morin further stated that durability is so vital to manufacturers because performance stimulates customers' interest but durability is what sells the product. The authors believed that products that still perform after three years of use are the ones with high residual values.

In their contribution, Kotler and Keller (2006) stated that durability suggests product quality, improved customer satisfaction, reduced prototype costs, reduced developments and warranty costs as well as more competitive products. The authors maintained that most manufacturers do not consider durability during the design stage but at the end of the product development. According to them, if failure occurs at this stage, the remedy is very expensive to bear and can lead to the cancellation of the entire production process. In his opinion, Reichheld (1996) stated that customers who are satisfied with a purchased durable product will buy the same product again more often and will also recommend it to others. According to Ostrom and Iacobucci (1995) Customer satisfaction is commonly related to two fundamental properties including the customer's judgment of the quality of the product and his evaluation of the interaction experience he or she has

made with the product provider. Kotler (2004) sums this up stating that "the key to customer retention is customer satisfaction. Even if it is agreed in the literature that price and quality have high effect on customers' satisfaction, still also is durability".

The market environment is certainly complex for the customer and poses huge problems for them. Maynes (1985) characterized most markets as informationally imperfect where there are extensive price dispersions, even when quality is constant. In such markets, consumers may pay too much for products. Maynes suggested three key factors that underlie the present-day shopping environment. The factors include the overabundance of brands in the marketplace leads to information overload, technical complexity of many products that make durability assessment virtually impossible for the average consumer and the urbanization of the society which creates an environment where there are too many stores offering similar products or goods.

Maynes maintained that the situation has gone worse as information technologies came, markets had spread, and now there are too many products available at too many stores and too little time. According to the author, many plastic manufacturing companies in Nigeria are turning to producing quality and durable products considering the population. It is

against this background that made companies in developing an operations strategy, consider market potentials (demand) as related to process capability. In their opinion, Sheth and Parvatiyar (1994) stated that product or service ideas emerge; a general production approach and sales plan are formed. They further opined that executives must develop and communicate an expectation of durability to guide the organization, defining the desired durability for each product or service, and setting durability standards for all activities that support the primary business goals ó activities in accounting, finance, engineering, distribution, and administration. The authors believed that this link between strategy and durability is crucial if the firm is to have a consistent purpose. However, Walton (2004) posited that Japanese managers understand the importance of this connection and North American managers seem to be catching on as well.

In another development, Lindstrom (2008) observed that Japanese manufacturing firms have developed Company Wide Durability Control (CWDC) that has evolved from inspection ó oriented durability control (prior to 1945), through a statistical quality control growth phase (1955-1970), into what is now CWDC with rapid growth (1970 till present). The typical Japanese firm promotes never-ending improvement in the effectiveness and efficiency of all elements of a business (Oliver and Swam,

1989). The authors noted that the goal of the CWDC is to mobilize the entire workforce in a pursuit of specific company goals aimed at satisfying consumer requirements for durability, quality, price, and delivery. In the words of Lindstrom (2008) CWDC organizations improved the effectiveness and efficiency of every element in the business. This is done through statistical thinking, managing with facts, and preventing defects and errors. Lindstrom listed these six elements as vital tips for consideration: Consider product durability first in all business thinking and action; ensure the quality of new product development; make durability and quality customer-oriented, not product-oriented; consider the next step in any process as the customer; use a continuing plan, do, check, action cycle in all business elements and respect humanity.

Oliver and Swam (1989) further highlighted the systems viewpoint that helps to understand the key elements, both external and internal, affecting product durability. According to the authors, the organization as a system interacts externally with customers and vendors- two key elements that specify and affect durability at the boundaries of the firm. The authors further argue that customers' desire should be the basis for durability objectives. Often in service-oriented companies, customers also participate in generating the service: setting durable and quality standards and making

sure they are met. Examples include joint participation at self-service gasoline stations, cafeterias, and the discount department stores. Similarly, Reichheld (1996) holds that customers, to a great extent, serve themselves- and durability can vary widely from individual to individual. He stressed that it becomes a challenge to design service systems to meet a particular durable level in such a shared labour situation.

The second key element postulated is that vendors are especially important to organizations that purchase a high percentage of their products (Kotler, 2004). According to Kotler, progressive firms are moving toward vendor certification and away from incoming inspection. In essence, certification makes the vendor a part of the company team. Internally, organizations' managers, employees, materials, facilities, processes and equipment all affect the durability of a product. Joseph Juran and W. Edwards Deming, specialists on Japanese quality and durability, suggest that as much as 85 percent of the durable problems are management problems. The experts maintained that managers rather than employees have the authority and tools to correct most quality and durable related problems. They further stressed that employees however also have certain opportunities to affect the quality and durability of the products because some durability and quality problems are individually determined.

According to Gitlow and Gitlow (1987) in a production environment, materials vary; high-quality and durable materials are easier to work than low-quality and less durable materials, and they often result in labour savings. They maintained further that facilities, processes, and equipment affect product durability because tools wear out and break. Roofs sometimes leak and require fixing. Equipment needs to be in good repair so parts are made the same every time.

The Influence of Price on the Purchase of Plastic Building Products by Real Estate developers

Price is perhaps the most important reason why buyers regularly patronize a particular product or a store. Traditionally, price has operated as the major determinant of buyers' choice (Kotler and Keller, 2006). Price in ordinary usage is the quantity of payment or compensation for something. Economists defined price as an exchange ratio between goods that are exchanged for each other (Kotler, 2000). In their contribution, Kotler and Keller (2006) illustrated that price is not just a number on a tag or an item but goes by many names. According to them, price is all around us. The price of an executive is his salary; the price of a salesperson may be commission and the price of a worker is a wage and that the best way to get and keep customers is to constantly figure out how to give them more for less. Stapleton (2004) defined price as a monetary value: the property of

having material worth (often indicated by the amount of money something will bring if sold).

Similarly, Porter (1990) described price as the amount of money needed to purchase something or a product. Brewster (2004) posited that price is the high value or worth of a product. Brewster maintained that from the business and economic points of view, price is the result of an exchange and from that trade, a numerical monetary value is assigned to the good, service or product. However, price according to Rousseau (1995) is a component of an exchange or transaction that takes place between two parties and refers to what must be given up by one party (buyer) in order to obtain something offered by another party (seller). This view of price provides a somewhat limited explanation of what price means to participants in the transaction. In fact, price means different things to different participants in an exchange: From the buyers' view- price refers to what must be given up to obtain benefits. In most cases, financial consideration is what is given up (example is money) in exchange for each product sold and thus, is an important factor in determining profit (Robert and Ulen, 2003).

According to Stanley (1998) price is the amount (plus possibly some goods) which is needed to acquire and exchange some combine assortment of a product and its accompanying services. According to him, price is

important in so many ways. Firstly, price is a regulator of the economic system because it influences the prices paid for all factors of production and the allocation of these factors. Another importance according to the author is that price influences the wages paid to workers, the rate a company pays and the profit a company makes. The market demand of an item is also dependent on the price of the product. He maintained that the price of a product also affects the marketing programme of a company.

Osuala (1998) posited that price can be determined in several ways. One of the most popular methods in determining the price of a product is by basing the price on the cost of the product. This method according to Osuala enables the selling price to be determined by adding the cost of the product. Another determination in establishing a selling price is by setting the price at what the traffic will bear. Through marketing research or trial and error, the marketing manager can find out what price customers are willing to pay for a specific type of a product. In his contribution, Maynes (1985) pointed out that another method is based upon return on investment. This method uses projected costs and revenues to fix the price which allows the firm to earn the expected return on investment.

In the establishment of pricing objectives, the marketing job is to perform creditably well. In doing this, the firm needs to articulate a well-

designed pricing objective. Kotler and Keller (2006) summarized these objectives as follows: Firstly, the authors maintained that pricing objectives help to achieve target return on investment or on net sales. Secondly, to improve or maintain shares of the market. Another objective is to meet or prevent competition. Lastly, they said it helps to maximize profits.

Price decisions cannot be made in isolation. The external and internal factors which influence price are normally considered while setting a price (Ekerete, 2003). He stated it is necessary to consider the structure of the market in which the firm is selling its product whether in a competitive, oligopolistic or monopolistic market. The author maintained that it is necessary to consider the demand for the commodity, and that if demand is elastic; price may be a major policy area but if it is inelastic, and then is a secondary consequence. The author furthermore considered legislation as another factor influencing price. He argued that price must be set within legal framework.

Hasan (2008) summarized the factors to be considered in setting price as the number relative to sizes and product lines of competitors who sell produce to do the same job, the likelihood of potential competition, the stage of consumer acceptance of the result, degree of potential market segmentation and price discrimination, degree of physical difference

between the seller's products and those of other companies, opportunities for variation in the product or service bundle and the richness of the mixture of service and reputation in the production line.

According to Kotler and Keller (2006), price policies are very vital in the development of marketing in any country. The authors advanced four pricing policies which include: skimming policy, penetration pricing, psychological pricing, and price flexibility. In their contribution, the skimming price process is mostly used for introducing new products into the market. This policy enables a firm to reach its profit margin at the shortest time or before the entry of competitors. In the course of time, competitors will use price reduction to attract more customers from the market segment that are highly sensitive to price. Kotler and Keller maintained that this policy is short-term profit based by maximizing or skimming the cream. For example, new drugs are usually expensive initially, but inexpensive after one or two years of the drug's life.

Similarly, Osuala (1998) posited that penetration pricing policy is used for introducing new products into the market. He stated that this policy ensures a relatively lowering of price in order to gain maximum penetration of the market as quickly as possible or in order to reach the mass market immediately. Similarly, Ehike (2005) posited that some big companies and

those who introduce new products in a competitive market aim at capturing a share in the market and pricing is considered the main way of achieving this goal. In such a case, the prices maybe relatively low, just sufficient to cover their marginal cost but their concern is to demonstrate their existence in the market rather than make profit at the initial stage. In essence, this penetration policy aims at setting low prices in order to penetrate a market, to gain a major market share, usually in a comparatively short time, for example, Dr. Paper Company Ltd. Eket in Cross River State and Inter-Soft Ltd, in Abia State, all producers of soft drinks, initially charged low prices and after gaining a reasonable share in the market now decided to compete with coca-cola for the price.

Psychological pricing policy refers to those practices, which place special emphasis on pricing from the customer's point of view (Kotler, 2003) in Osuala (1998). Kotler maintained that four psychological pricings abound namely; price lining, prestige pricing, promotional pricing and odd-even pricing. According to the author, price lining is that situation where many sellers believe that buyers are sensitive to large differences in price. The seller often establishes a limited number or prices for selected lines of merchandise. Thus a man's clothing store carries men's suits selling at three price levels: ₦150, ₦220, and ₦310. The customer associates low, average

and high quality suits with the three price points. Even if the three prices are moderately charged, men will continue to buy suits at the price they are used to. In a similar vein, Albert (1981) stated that price lining is advantageous in many ways: simplifying buying decision for the consumer; helps retailers plan their purchase; helps the seller gain through the lower inventory, increased turnover and reduce markdown.

Price lining also has some disadvantages with it, which include: losing of sales if the price points are too close together and too far apart and also that rising cost puts a real squeeze on price lines because a company may hesitate to change its price line any time the price goes up (Osuala, 1998). However, Kotler (2003) described buyers as often taking a price to be a sign of product quality especially for products that cannot easily be evaluated. Kotler argued further that a woman who is shown two coats with different prices will almost always assume that the higher price coat has higher quality. Thus a price has symbolic connotation that the seller must consider. At the same time, if the price set is too high, it can stain the buyer's credibility and create distrust of the retailer or producer. Promotional pricing as a policy stated that buyers respond to special or low prices that indicated that they are receiving a bargain. Supermarkets and department stores often price a few products below their normal mark-up or even below cost, which are called

loss leaders. They use them to attract customers to the store in the hope that they will buy other things at normal mark-ups. The odd-even pricing policy places emphasis on the fact that many sellers believe that buyers favour odd prices over even prices. For example, instead of pricing a Stereo Amplifier at N300, the seller prices it at N299.99. Kotler noted that this type of pricing is particularly described to capture the eccentric individuals who are money-conscious. Some psychologists explain further that each digit has symmetrical and social qualities that should be considered e.g. 8 is symmetrical and should be used for soothing effect and 7 is angular and should be used when a jarring effect is described. In another development, Renvoise and Morin (2007)) pointed out that Odd pricing attracts customers who are money-conscious but may repel others.

In one hand, McDonald and Roberts (1994) stated that price flexibility implies the willingness of the seller to cut price to hold a market share. In this policy, a seller may decide whether to adopt a one-price or a variable price in the market. The authors argued that a one-price policy is when the company charges the same price to all customers or allowing the same discount. In his contribution, Osuala (1998) stated that this system is commonly used in the chain stores, department shops e.g. Eastern shops and Lennards Shoes Company. Put differently, a one-price policy consists of

offering like goods for sale at a given time at one price to all similar buyers who purchase in similar comparable quantities. He maintained that it is advantageous building customers' confidence in a seller whether manufacturing, wholesaling or retail level. Similarly, Ekerete (2003) agreed that it enables weak bargainers not to feel that they are at a competitive disadvantage and also saves the time of the salesman and reduces haggling.

Price changes occur in situations that cause a firm to consider changing its prices. Osuala (1998) noted that they include substantial changes in cost; hold-ups in output; sharp increases in demand; change in competitors' behaviour and changing price as a deliberate marketing strategy. According to Cateora (1996) firms use different strategies in price cutting as a deliberate decision to ensure the quick acquisition of cash, drive out marginal producers, increase sales urgently, achieve lower prices by expanding sale and correct imbalances in inventory or to introduce new products.

Purchasers are the regulators and focal points of any market. Purchasers' possible reactions to price changes cannot be overlooked. According to Osuala (1998) these changes allow for price reduction which normally attracts more buyers to patronize a given product. He further argued that the customers will react to price changes when the item is about

to be superseded by the later model, has some faults and not selling well, when the firm is in financial trouble and may not stay in business to supply future parts, quality has deteriorated and when the price eventually comes down even further and it pays to wait. Furthermore, Osuala pointed out that purchasers will react to price changes in order to match their new price, cut the price still lower, offer alternative benefits like product quality, service and promotion, offer better back-up to resellers like attempting to persuade the price cutter and come back into line by persuasion and/or a threat of retaliation.

Pricing policies and individual prices are affected by many factors. Prominent among these factors as enumerated by Venlen (1999) are that distributors of similar products must recognize nationally advertised prices, at least as a guide in pricing their own version of the product, a clientele is affluent, meaning marketers are unlikely to worry too much about low prices. However, that when the desired clientele includes low income groups, it may be most important to base the appeal on price, competitors pricing policies must be known and reflected by other marketers if they must capture the same segment of the market, the competitors' pricing strategy as a factor affecting pricing policies. The marketing strategy of a firm affects its pricing when the firm sets prices and its image in a range that competitors

are not serving. Venlen further pointed out that the manufacturers suggested prices which deal with the fact that the suggested prices must be recognized because its design is to ensure proper profit margins to wholesalers and retailers. For example, when a product is considered a specialty item by a segment of the market and is sold under non-competitive conditions, better gross margins are achieved. He also stated that a loss leader is viewed at best as necessary evils by many wholesalers and retailers. This involves pricing some items below cost in order to convert slow-moving merchandise to cash or to attract customers for other products.

The next factor affecting pricing policies is seasonal nature of sales. In this regard, Osuala (1998) posited that seasonal demand regulates prices. The author maintained that demand for product is another factor. This factor according to the author explains how products with highly elastic demand, achieve greater profits by selling more units at lower prices. Osuala further stressed that price lining as a factor affecting pricing policies is when the price of merchandise is kept within fairly well-defined ranges. An example is where dresses are priced at N19.95, and N29.95. Today, price lining is often a retailer overall pricing policy to simplify customers' buying decisions, eases retail buyers' link and produces a faster turnover of inventories. Target pricing is setting desired profit margins in advance which

are peculiar with manufacturers than retailers. Manufacturers use this to predict sales and desired profit for each year.

The Influence of Availability on the Purchase of Plastic Building Products by Real Estate Developers

Availability of a product plays a prominent role in the purchase of any product. Availability is becoming an increasingly important issue for consumers seeking out convenient product solution (Kotler, 2006). Brewster (2004) defined availability as the quality of a product being at hand when needed. This suggests handiness, accessibility and availableness. Michael (2009) pointed out that availability is when the needed product is always present and ready for use; at hand; and accessible. He maintained that availability is the capability of being gotten; obtainable without stress. Kotler (2003) described availability as the degree to which a product, good, and service is operable and in a committable state at the start of a mission, when the availability is the proportion of time a product or system is in functioning condition.

The availability concept of a product is one of the oldest concepts in business, also known as production concept. This concept holds that consumers prefer products that are widely available and inexpensive (Kotler and Keller, 2006). The authors postulated further that managers of production-oriented business concentrate on achieving high production

efficiency, low costs, and mass-distribution so that the products become readily available to consumers. According to the authors, products availability makes the consumers to be more interested in obtaining the products.

In his contribution, Osuala (1998) pointed out that plastic producing firms and other firms fold up or reduce production during an acute shortage of raw materials. According to Osuala, this unavailable product is the basic reason why demand exceeds supply and creates a general rise in product prices with an attendant artificial scarcity of products. Osuala further contended that the marketability, compatibility and availability of a product also affect demand. He maintained that marketability is determined by the believability of the product, how easy it is to convey messages about the product in promotion and the ability to offer product variations for different target markets. Compatibility on the other hand is the fitness of the new product with present sales people and distribution expertise, product mix, present price levels and production capabilities.

Opanuga (1986) stated that in Nigeria, the unavailability of raw materials has led to certain problems inherent to the marketers and in the marketing of their products. According to him, ten (10) reasons are responsible which include infrequent demand which makes marketers

usually not interested in handling a great variety of products because demand for most products is infrequent. Another reason is irregular supply. This irregular supply accounts for the reason why most goods especially industrial goods are not produced in Nigeria, and as a result, is not readily available when needed and in the quantity required. For this reason, many marketers do not have them at the time, place and price wanted by the consumers. Import Restrictions have made most if not all industrial goods to be imported. Import restrictions create scarcity which in turn, affect the prices of many imported plastic products and other industrial goods. Industrial goods are often affected by innovations, changes and creativeness. These innovations have led to product modification or substitution. This innovations witness new models which supersede old ones thus presenting marketing problems to the distributors. These new models which are durable, force the sellers to reduce the prices of the old models in order to sell them. In Nigeria, the bulk of industrial goods consist of raw materials consisting mostly agricultural products which are usually bulky. As a result many industrial firms depend on agents for the supply of these products. For the fact that these agents serve other users, the supply of these products are difficult to be ensured or available on a regular basis. Grading is a requirement for industrial goods especially raw materials. Industrial buyers

insist on quality because many manufactured products largely depend on the quality of raw materials used in their production. This grading that takes place on industrial goods which makes marketers to possess certain knowledge about the various grades of industrial products in the market.

Opanuga further stated that in Nigeria, many industrial producers, especially those of raw materials are not free to fix their prices. For example, the cotton grains, cocoa, rubber, palm and groundnut boards normally fix the price for these commodities and impose them on the respective producers. This situation is a discouragement to potential initiatives in the area of product pricing. Also most heavy duty machinery imported into Nigeria requires special transportation as well as careful installation. In order to achieve these, technical expertise is needed and these personnel are not readily available in the country. The obvious lack of technical manpower in the area of transportation and installation poses a major set-back in the marketing of heavy industrial good. Many industrial machines in Nigeria are often obsolete due to non-availability of spare parts. As a result, machines with replaceable parts are normally in great demand and cost more than usual and though, the government controls certain industrial products such as petroleum, fuel, coal etc. by units of measures

and prices, some other industrial products have no standard measures or prices and as a result, are sold at varying prices at different times and places.

The issue of unavailable raw materials for the production of certain products in Nigeria is a worrisome activity. This obvious lack of raw materials is the reason why certain problems are encountered in the distribution of industrial goods (Osuala, 1998 and Ekerete, 2003). These authors agreed and outlined four distinct problems associated with the unavailability of materials: unprocessed agricultural and mineral resources, semi- processed and fully processed raw materials, finished raw materials and fabricating materials and parts.

Similarly, Inyanga (1998) posited that unprocessed agricultural and mineral resources are products that depend to a large extent on weather and biological patterns of reproduction. The author maintained that the mineral resources also suffer depletion but do not suffer variations in production. Sugar cane, cocoa, oranges, mangoes, pawpaw, cotton, tomatoes, groundnuts, timber, iron ore cattle, fish, cassava, yams, animal bones, petroleum etc are examples of unprocessed agricultural and mineral resources. In his contribution, Odua (1996) stated that although the production of agricultural products can be increased either by planting more acres or breeding more cows, the final output is considerably beyond the

farmers' control such as weather, disease and other relatively non-controllable factors that affect yield per acre. The author posited further that this is as a result of poor harvest in agricultural produce; there is scarcity of the products to serve the industries. This in turn compels the industries resorting to importation of certain raw materials to support the locally produced ones. Odua further argued that this importation gives the company many problems such as obtaining import license; problem of foreign exchange and also the problem of clearing with the exporting company and then shipping of the raw materials to Nigeria. All these in turn add to the cost of the product.

In another vein, Okoro (1995) viewed semi-processed and fully processed raw materials as those products of some industries, which are the inputs of other industries. Such products include: cocoa butter, wheat, plywood, leather, hides, and skins, steel bars or billets, cotton and cement. The author pointed that the transportation or physical movement was a big problem faced by a Steel Rolling Company in Jos, Nigeria. According to the author, the company encountered problems in getting the billets from Aladja Steel Industry. The company usually obtains the billets later than schedule as these products come by road. The distance between the Jos Steel Rolling Mill and the Aladja Steel Industry is between 900 and 1200km.

Unfortunately, the Aladja Steel Industry does not have enough trailers to move the billets, which are 12 metres in length, 1.3 tones in weight and a square diameter of 120mm x 120mm.

Furthermore, Obiegbu (2003) maintained that finished raw materials include paper, packaging materials, glass, bottles, plastic container, paints, beer carton, zinc, and nails. According to him, this class of products experiences the same problems mentioned above for semi-processed and fully processed materials. With regards to fabricating materials and parts, Ekerete (2003) believed that most fabricating materials and parts have undergone some processing work to reduce perishability and storage problems. The author stated that the same problems are still encountered in marketing these semi-processed materials. Consumers face the problem of foreign exchange because most of the needed raw materials are not available and are imported. There is also the attendant problem of obtaining form MØ from the Central Bank for the importation of raw materials. Similarly, Osuala (1998) observed that one of the problems inherent in this class of products is that of shipping and clearing of the goods at the ports. He stated that companies are occasionally forced to close down temporarily owing to delays in obtaining their ordered raw materials.

In a similarly development, Okoro (1995) observed that when materials (both human and otherwise) are in short supply or unavailable, its attendant effects are better imagined than real. In his view, Obiegbu (2003) pointed that Nigeria as a country needs available skilled personnel who possess diverse and relevant skills. The author maintained that the major installations consist of factory buildings, offices and warehouses as well as the fixed equipment, which include drill presses, generators, computers, elevators, diesel engines and airplanes. Obiegbu further argued that industrial goods directly affect the scale of production and as such their services are very important in relation to distribution. The author further pointed that the goods are used to manufacture consumer goods and industrial goods of high technological standards. The author further observed that manufacturers have the problem of obtaining foreign exchange for them, how to send them out, clearing them with the banks abroad and shipping them down to Nigeria by clearing them at the port.

Lynn (1991) however believed that the value of a product is not only determined by the utility that consumers derive from the products' attributes and their functional consequences, but has an important social component as well. According to Lynn, scarce or unavailable products are specifically deemed valuable, independent of the utility that their intrinsic attributes

deliver. Banerjee (1992) also supported Lynnø's viewpoint and postulated two routes through which scarcity can increase product choice. These routes are expected to have distinct effects in the product valuation process.

The first route as posited by Banerjee (1992) examines scarcity due to excess demand. Consumers see that others have bought the product, and this may induce them to follow that behaviour. The author maintained that this effect occurs out of conformity with others and that consumers also extract information about the value of a product from the buying behaviour of others. Hence, scarcity due to excess demand increases inferences of product popularity and quality. The second route according to Banerjee holds that scarcity is due to insufficient supply, where products exclusiveness leads to inferences of products quality (Snob-effect). The author argued further that consumers value the exclusivity of possessing rare products, and may see these products as a means to emphasize their uniqueness, for being one of the few people who own a particular product which increases the product utility.

Globally, nearly half of all the people now live in cities, and an increasing number of them travel enormous distances every year by private car and in aircraft. The United Nations Environmental Programme (1999) stated that in many parts of the world, technology has transformed patterns

of communications, diet, family life, health, leisure activities and work. Similarly, Cateora (1996) confirmed that more materials need to be extracted or harvested, processed, manufactured, transported and recycled or disposed to meet the changing lifestyle and growing world population. Similarly, Kotler and Keller (2006) stated that the increase use of materials transforms the landscape as more factories, warehouses, distribution terminals and retail outlets are the present trend in the use of materials and the growing world population, there is need to improve materials that are necessary to produce and make available the desired goods. According to Awbi (2006) product availability is a key to consumer loyalty. Awbi stated that retailers and manufacturers across Europe and the world in general are loosing out to store and brand switching as consumers now substitute products which are unavailable or difficult to find. This view was also supported by the Institute of Grocery Distribution (IGD) (2006) and opined that availability is becoming an increasing important issue for consumer seeking out convenient grocery solutions and IGD claims store loyalty is fading as the customer propensity for promiscuity grows.

Furthermore, in their contribution Kotler and Keller (2006) pointed that shoppers and consumers are most likely to substitute stores if a product is out of stock, with over one in two claiming this is a response to

availability issues. In the authors' word, the majority of consumers also admit to switching shop if they cannot find key products they need. It seems shoppers are increasingly relying on factors that make shopping easier and quicker, and improving availability is one strategy for delivering against this expectation. In today's busy society, shoppers do not want to have to visit multiple stores to complete their weekly shop, and is likely if this action is necessary on a regular basis, shoppers may switch their entire shop to a competitor store. Similarly, Ekerete (2003) pointed out other vital factors that help to perfect and solve this unavailability of product crisis. He maintained that retail and shelf ready packaging is one of the latest developments to assist the availability issue, speeding up the delivery of goods from factory to shelf. He furthermore advanced the following in solving the unavailability of product crisis as staff motivation, collaborative retail and supply partnerships, inventory accuracy, retail ready packaging and reducing product ranges and increasing the use of REID (radio frequency identification) technology.

The Influence of Advertising on the Purchase of Plastic Building Products by Real Estate Developers

Advertising has been variously defined by writers and experts. Kotler and Keller (2006) pointed out that advertising is any form of non-personal

presentation of ideas, goods, or services by an identified sponsor which can be undertaken by the use of any of the following media: magazine, newspaper, radio, television, billboards and internet. Similarly, Osuala (1998) described advertising as any form of non- personal presentations of goods, services or ideas for action, openly paid for by an identified sponsor. Furthermore, the author stated that advertising is aimed at providing public service because it gives information about products and the job of selling. It takes a buyer to be motivated to purchase the advertised product through a successful and well articulated advertising. However, Brewster (2004) pointed out that advertising is the activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast or electronic media.

Noah (2008) defined advertising as the technique and practice of bringing products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way. Similarly, Churchill and Peter (1995) pointed out that advertising is a paid non- personal message communicated through the various media by industry, business, firms, non-profit organizations or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behaviour and or thought patterns of the audience. In their view, Boone and

Kurtz (1992) noted that advertising is the paid non-personal promotion of a cause, idea, product or service by an identified sponsor attempting to inform or persuade a particular audience.

Similarly, Lee (2003) defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. In the same vein, Cateora (1996) described advertising as a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the customer; persuade potential customers to purchase or to consume that particular brand. In his opinion, Robert (2006) described advertising as salesmanship in print. The author maintained that successful sales people capture their prospects' attention and interest and thus engage them in active dialogue by asking the right questions, identifying their needs and clearly demonstrate how what they are selling meets those needs. Advertising, according to Aliede in Benson (2005) is the non-personal communication of information, usually paid for and usually persuasive in nature about products (goods, services and ideas) by an identified sponsor through various media. The author further stated that advertising is actually directed at group of people not individuals. This is the more reason why it is not personal. Most advertising are

persuasive with the intention to convert and lure patronage. Lindstrom (2008) defined advertising as consisting of all the activities involved in presenting to a group a non-personal, oral, product, service or idea to influence purchase. Advertising plays a prominent role in the development of goods and services. Stanton believed that advertising could be segmented as it could be for all categories of people both youths, the married, the unmarried, the rural and urban, foreign based and indigenous members of the society. The Advertising Practitioners Council of Nigeria (APCON) (1998) defined advertising as a form of communication through the mass media about products, services or ideas paid for by an identified sponsor.

Furthermore, Lindstrom (2008) stated that advertising consists of all the activities involved in presenting to a group a non ó personal, oral or visual, openly sponsored message regarding a product, service or idea. The author further stated that this message called advertisement is disseminated through one or more media and is paid for by the identified sponsor. Lindstrom noted some considerations in this definition. First, there is a significant distinction between advertising and advertisement. Advertisement is the message itself while Advertising is a process. It is a programme or series of activities necessary to prepare the message and get it to the intended market. The author further stated that the public knows who

is behind the advertising because the sponsor is openly identified and payment is made by the sponsor to the media that carries the message. Similarly, Cateora (1996) stated that the only purpose of advertising is to sell something- a product, service or an idea. Cateora posited further that the real goal of advertising is effective communication. That is, the ultimate effect of advertising is to modify attitude and / or behaviour of the receiver of the message.

Osuala (1998) enumerated the following as specific objectives advertising plays in the purchase of products. They include increase the number of units of products purchased, introduce new products, counteract competition from competitors, increase the number of products uses, remind customers about product and reinforce promotional messages, maintain brand loyalty, build a positive business image, increase sales in off season, obtain dealer support and secure leads for assistance to salespeople.

In a similar vein, Kotler and Keller (2006) postulated that advertising plays a significant role in marketing plastic products. The authors summarized the following as roles advertising plays: awareness building, comprehension building, efficient reminding, lead generation, legitimating, reassurance, increase stock positions, enthusiasm building and missionary selling.

Osuola (1998) pointed out that advertising constitutes a vital and integral aspect of nation building. The author noted that advertising has an overall effect on a nation's economy with the following points: contributes to economic growth and expands job opportunities, creates mass markets that encourage economies of scale in production, makes possible free radio and television entertainment and lowers the prices of newspapers and magazines, reduce distribution costs by pre-selling goods, contributes to the maintenance of high-quality standards by making the public aware of the identity of the manufacturer and provides information about old and new products.

In another development, Ekerete (2003) observed that advertising in Nigeria is saddled with many attendant problems. These problems are diverse in nature and are summarized as lack of capital to operate the business, inability to find the right and qualified personnel. Most organizations still do not have qualified personnel to operate the advertising business. The author further stated that communication difficulties poses serious problems in Nigeria due to lack of efficient telecommunication system and poor road net work, scarcity of printing materials and equipment. The advertising industry demands and depends on good printing materials

which tend to be scarce and not easily available and lack of film processing laboratory as another challenge.

Similarly, Champy (1999) pointed out that there is virtually no photographic studio fully developed and consequently, many delays are experienced in the processing of clients' advertising jobs. The author attributed this failure to the attitude of government and incessant policy drift and the changing prices and policies that affect the operations of the advertising industry in Nigeria. Similarly, Okoro (1995) stressed that the attitude of business men is another factor responsible for this failure. The author further stressed that most Nigerian business men do not patronize the advertising agencies and a good number of them are ignorant of the benefits of advertising. The author further stated that some of the Nigerian business men are ashamed to stand behind their products because of advertising. Obiegbu (2003) also attributed this to the complexity of society. The author opined that the complexity of the Nigerian society with special regard to customers' beliefs and traditions pose a singular problem in advertising. Obiegbu holds that the Nigerian society is still 60 percent rural and cannot withstand the sophistications inherent in advertising messages. The high illiteracy rates means that advertising messages are incomprehensible to many customers in the country.

Kotler and Keller (2006) also pointed out that many criticisms have been directed at the advertising business. According to these authors, Advertising adds to the cost of goods. If advertising did not add to the cost of goods and services consumers buy, it would have no economic justification. Advertising is used because it is considered the most cost-effective marketing technique from the point of view of the manufacturer. Another point is that advertising makes people buy things they do not need (Louisca, 1995). Similarly, Kotler and Keller (2006) further stressed that advertising reduces competition and thereby fosters monopolies. In the opinion of White (2009) advertising costs too much. White opined further that much advertising is deceptive or downright dishonest because it creates discontent and insults consumers' intelligence.

In his contribution, Osuala (1998) pointed out that one of the most difficult jobs that beset the advertiser is the selection of appropriate media to carry the advertising message. The selection of media is a difficult task because there are so many media available to carry the advertising message. An advertising media according to Walton (2004) is the vehicle used to carry the advertising message from the sender to the intended receiver. Walton however maintained that there are basically six major media available to advertisers today: radio and television, which are commonly

called broadcast media, newspapers and magazines, which are called print media, direct mail and out door media, such as billboards, signs and posters.

The broadcast medium which is radio and television are both powerful and effective advertising media, they use the air waves to transmit their messages. They both use sound as a means of communication, and they are both organized into the same type of networks. However, television has become more of a national medium and radio is mainly a local medium (Kotler and Keller, 2006). The authors argue that they have several advantages in common: They permit personalized presentations in which human voice is the primary communicator of the advertising message. Companies can reach particular target markets through selective sponsorship in the timing of spot programming, and the choice of particular stations. Furthermore the authors stated that the advertising message is isolated from competitors' messages; at least to the extent that only one commercial is delivered at any given time. The highly verbal content of electronically transmitted commercials means that companies can reach less literate markets with ease, because all socio-economic groups purchase radio and television receivers.

Baker and Churchill (2008) viewed radio as a broadcast media that possesses other special features different from the common attributes

possessed by television. These special features include a 24 hour programming in some areas, its tremendous reach, and its ability to appeal to any specialized market, flexibility and timeliness.

Furthermore, radio advertisements may be heard by listeners who are driving, walking, working, or engaging in much number of other activities. However, Nichol (1991) observed the following limitations predominant with radio as a medium : lacks visibility which limits its usefulness in advertising products that are complicated or need demonstration to be fully understood and therefore, need to be seen to be fully appreciated, much radio advertising has been transferred to television and expenditures for radio advertising are now less than one ó third of those of commercial television time and immediate response advertising too is difficult to present through the medium because many listeners do not have a pencil and paper handy with which to write down an advertiser's name, and address and of course, cannot slip out a coupon to return for more product information or to place an order.

Television as a broadcast medium also possesses certain special features. They include television commercials which tend to have a greater impact on the senses than radio or print commercials because they combine sound, sight, movement and colour. For this reason, television is a very

valuable medium for products that need demonstrating or that require considerable persuasion to complete the sale (Ehike, 2005). According to him television commercials have become quite sophisticated and many are interesting and amusing as well as informative. Despite these wonderful attributes, Ehike postulated the following as challenges television advertising faces which include: High cost of both the production of commercials and television time. Television commercials also take longer to prepare than advertising in other media and therefore, are less flexible and timely. The author stressed that unlike radio, television requires the viewers' total attention to thoroughly perceive the message, because it is oriented towards mass markets. Television is largely unsuitable for industrial advertising, and even in consumer marketing, it often reaches many viewers who are not members of the target market.

The print media entails newspapers and magazines as forms of advertising. It has been observed that more is spent on advertising in the newspaper as a universal medium than any other single medium (Weisman, 2007). The author believed that newspaper is a universal medium and that rich and poor, old and young, men and women read newspaper. The wide variety of interests of the readers makes newspaper best adapted to advertising goods and services that are in more or less general use. Osuala

(1998) described newspaper advertising, with two basic distinct divisions namely display and classified advertising. The author maintained that display advertising is that which is scattered throughout the pages of the newspaper and normally contains at least one illustration. Classified advertising is thus considered as that advertising which is grouped in certain sections of the paper under such headings as Help, Wanted, House for rent, and cars for sale. These advertisements are a convenience to the reader and a saving to the advertiser. The reader who is interested in a particular kind of product finds all products of that type grouped for him. According to Casewell and Zhang (2008) one major disadvantage of newspaper advertising is the poor quality of reproduction they provide, which contributes to the medium's relatively low prestige. The authors stressed that newspapers usually carry a large number of advertising and readers perceive only those that happen to attract their attention, and account for the reason why many advertising in newspapers are ignored.

Magazines are the other form of print media. Industrial advertisers are particularly attracted to this medium, because it offers access to more specialized markets than any other vehicle except direct mail. Literally many magazines are published to reach different interest and occupational groups, income and educational levels, and geographical area (Kotler and Keller,

2006). The authors posited that magazine advertising is disadvantaged as their content is inflexible once they are accepted for insertion. The authors further stressed that they are usually more expensive than newspapers advertising, take longer time to prepare, and because magazines are published only weekly or monthly, their repeated messages have a weaker impact. Similarly, Odua (1996) agreed that magazine advertising costs too much and is often high in relation to circulation. The author classified magazines to include: consumer; farm; business and professional publications. According to Odua, farm magazines are designed to supply information to the agricultural community while the business magazines, on the other hand carry the news needed by decision-making management in the field for which they are published. He further stressed that professional magazines are those publications that appeal to certain special occupational or industrial groups. These are magazines for lawyers, engineers, teachers and doctors.

The print media according to Walton (2004) has numerous advantages which are summarized as follows: A high degree of credibility is attributed to the written word. Readers can absorb the message at their own speed and refer to them at a later date. They have a comparatively long life (magazines may be kept around the house or office for weeks). Walton maintained that

return coupons may be used to stimulate sales and measure the success of the advertising. It is possible to reach very specific target markets, because there are newspapers or periodicals that cater for almost every group in society. Newspapers are used to reach neighbourhood, state and national markets. The comparatively low cost of space in newspaper and advertising preparation allows small firms to advertise with more frequency. The ease of inserting advertising copy in a paper and the fact that most papers are published daily or weekly give the advertisers the advantages of flexibility, timeliness and repetition. However, Okafor (1995) opined that the print media is limited as a creative strategy imposed by media may diminish the role of advertising in the promotional programme and may force marketers to emphasize other elements of the promotional mix. The author further stressed that production and cost are limitations of newspaper advertising.

The other types of advertising are direct mail, outdoor and internet. Direct mail according to Walton (2004) is those media of direct advertising that are sent through the mails. Walton further argued that more money is spent on direct mail advertising than any other medium except newspapers and television. In a similar vein, Osuala (1998) observed that marketers use direct mail advertising to reach prospective buyers on an individual basis. Examples of direct mail media include: sales letters, announcement,

enclosures, booklets, blotters, catalogues, price lists, calendars, and handbills. Osuala further posited some advantages of direct mail which include: flexibility and timeliness, performance is measured against cost with comparative ease. Like most other media, direct mail has the disadvantage of competition with large amounts of other advertising.

Outdoor advertising according to Kotler and Keller (2006) consists of signs and posters which are placed outside along highways or other areas of heavy traffic. Outdoor media such as bill boards, posters and signs serve principally to remind customers of products that are already well known or to direct them to a specific location where certain products or services are available. Billboards, signs and posters depend on the mobility of the consuming public for their reach. According to Osuala (1998) billboards and posters can be placed in high traffic areas, often at or near the point of purchase; they are ideally suited for mass circulation advertising. The author stated that the per-capital cost of outdoor advertising is very low, and drivers and pedestrians who pass through an area frequently are exposed repeatedly to the message. However, Cateora (1996) advanced the following disadvantages evident to outdoor advertising such as: its brevity which makes it impossible to inform the reader about a product. It is not suitable for the introduction of new products. Its impact is also lessened by

competition for consumers' visual attention for traffic lights. Similarly, Ekerete (2003) also stated that outdoor advertising has declined in importance. The author maintained that it has come under heavy attack in recent years as destructive of the natural beauty of the environment and constituting hazard and in most parts of Nigeria; its use is restricted legally.

The Influence of Branding on the Purchase of Plastic Building Products by Real Estate Developers

Branding is perhaps the most distinctive skill of professional marketers whose job it is to create, maintain, protect and enhance brands. Branding according to Osuala (1998) is the practice of identifying a product or line of products by a special name or symbol. Osuala posited that, since branding is a process used to identify a product, brands thus play significant role in marketing and help to create a product's image. Osuala further stressed that brand is the image of the product in the market. Therefore branding is the act of giving a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service or business. Similarly, Kotler and Keller (2006) defined branding as the process of ascribing names, terms that are intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors. Thus branding helps to identify the seller or marketer. According to Kotler and Keller (2006) the best brand names suggest

something about the products benefits, qualities and are easy to pronounce, recognize and remember; are distinctive, and do not carry negative meanings or connotations in other countries and languages.

Brewster (2004) defined brand to be trademark or distinctive name identifying a product or a manufacturer. It further defined a brand as a mark indicating identity or ownership. Noah (2008) defined a brand as a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies use to distinguish their product from others in the market. Michael (2009) defined brand as the identifying mark, symbol, word(s), or combination of same that separates one company's product or services from another firm. Brand is a comprehensive term that includes all brand names and trademarks.

In another development, Osuala (1998) described branding as the practice of identifying a product or line of products by a special name or symbol. Osuala further posited that branding was used by manufacturers in the earliest centuries to put trademarks on products to protect themselves and customers against inferior products. In his contribution, Lee (2003) succinctly viewed branding as an identifiable entity that makes specific promises of value. According to Lee, branding is nothing more and nothing less than the promises of value you or your product make. These promises

can be implied or explicitly stated, but non-the-less, value of some type is promised.

Brands today play a number of important roles that improve consumers' lives and enhance the financial value of firms. Kotler and Keller (2006) stated that brands identify the source or maker of a product and allow consumers – either individuals or organizations to assign responsibility to a particular manufacturer or distributor. In addition, the authors maintained that consumers evaluate the identical product differently depending on how it is branded, learn about brands through past experiences with the product and its marketing programme and find out which brands satisfy their needs and which ones do not. As consumers' lives become more complicated, rushed, and time starved, the ability of a brand to simplify decision making and reduce risk is invaluable.

Brands perform valuable functions to firms, Leslie and Gil McWilliam (1989) however ascribed the following as brand functions which include simplifying product handling or tracing, organizing inventory and accounting records, offering the firm legal protection for unique features or aspects of the product, protected through registered trademarks, manufacturing processes are protected through patents, and packaging is protected through copy rights and designs. These intellectual property rights

ensure that firms can safely invest in the brand and reap the benefits of a valuable asset. Furthermore, brands signal a certain level of quality so that satisfied buyers can easily choose the product again and its loyalty provides predictability and security of demand for the firm and creates barriers to entry that make it difficult for other firms to enter the market. Although competitors may easily duplicate manufacturing processes and product designs, they cannot easily match lasting impressions in the minds of individuals and organizations. In this sense, branding is seen as a powerful means to secure a competitive advantage.

Branding in this modern time has grown beyond just creating a way to identify a product or company, but branding is used to create emotional attachment to products and companies (Kotler and Keller 2006). According to them, brand efforts create a feeling of involvement; a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark or symbol. In essence, a strong brand will influence the buying decision and shapes the ownership experience, create trust and emotional attachment to the product or company. Kotler and Keller further observed that a strong brand causes the market to make decisions based at least in part, upon emotion ó not necessarily just for logical or number of units that can be sold at that premium, makes purchasing decisions easier and quicker.

In this way, branding delivers very important benefits that are virtually indistinguishable, a strong brand helps customers to trust you and create a set of expectations about a product without even knowing the specifics of product features. Similarly, Leslie and Gil McWilliam (1989) opined that a strong brand helps fence off customers from the competition and protect the market share while building mind share. Once customers have mind share, the customers automatically think of you first when they think of your product category. The authors maintained that a strong brand makes actual product features virtually significant. This helps to sell value and the intangibles surrounding the products, signals the building of customer loyalty, not just to sell product, impresses the firm's identity upon potential customers, not necessarily to capture an immediate sale but rather build a lasting impression of the company and the products, builds name recognition for the company or product, helps to articulate the company's values and explain reasons for competing in the market and maximizes profit.

According to Ekerete (2003), the preference for brand named products by consumers is on the increase. Consumers do not patronize products with generic no name on them but are easily lured to branded products which suggest quality. The author pointed out that consumers prefer to patronize branded products with the assumption that all branded products suggest

quality, regardless of the price. Similarly, in his contribution, Ali (2007) stated that when consumers are given the choice to buy a brand named product or a lower priced no-name/generic product, they often prefer brand named products. These consumers are not very concerned about how they spend for branded products like Nike sportswear, Puma shoes, and PVC products, but when it comes to cheaper no-name products, consumers look down upon and consider them unusable.

Weisman (2007) observed that so many generic products that are not branded end up on the clearance or reduction shelves. Weisman further posited that people think brand names are so much better than generic? Are they really better? The answer is that most people have believed that generic or brands are reliable and high in value. The author stressed that when customers trust a brand named product, they will purchase the product or service repeatedly and repeat the purchase which raise the profits of branded products much more than generic brand. Similarly, Hasan (2008) asserted that consumers prefer branded products that they purchase, due to the brand name. Thus, when customers choose a product, their memory is triggered and they remember a television commercial they saw, or a jingle they heard on the radio or the big sign they see while driving home from work everyday. The author maintained that this makes them to be familiar with the

product more than inexpensive products. Even when they are not in a store, some of the jingles the customers have heard get stuck into their heads and they find themselves singing and humming them.

According to Kotler (2003) branding poses several challenges to marketers which include a reactive approach to brand development making events as triggers to brand development or rebranding, branding initiatives that lack accountability (Return on Branding Investment ROBI), branding initiatives that are not brought to conclusion. Other challenges branding poses to marketers are inclusive of who are we today syndrome ó who do we really want to be when we grow up, competition- stole the business away from us. They often complain that the competitor is inferior, yet they lose out to the so called inferior competitors, we are in a commodity business- Due to competitors using price-cutting tactics essentially to buy market share, perceived value is being driven out of the business, branding does not work in our industry- branding is a necessary evil and that every body knows us- Your customers contacts may disappear or customers may simply forget to call you in a time of need, even if your company has being in business for ten years or more to have gotten a name recognition. Other challenges as observed by Kotler are unrealistic expectations- Companies lack tenacity to stay the course which accounts for the biggest reason for branding failures,

nobody knows us- many organizations place more emphasis on selling than on branding with a highly capable sales team to drive opportunity, an organization will give, but that will not replace the power of branding and we do not have the budget- most companies spend money to brand but fail to track it or consider it a brand instrument, but they are investing all the same.

Theoretical framework

There are several models and theories that have formed the basis for this study. They include the constraint theory, the planned behaviour theory, the reasoned action theory, the theory of traditional responses hierarchy, the consistency theories and the innovation adoption theory. The Theory of Constraints (TOC) is an overall management philosophy propounded by Eliyahu M. Goldratt in 1984, which is geared toward helping organizations continually achieve their goal. The theory comes from the contention that any manageable system is limited in achieving more of its goal by a very small number of constraints, and that there is always at least one constraint. TOC thus outlined three approaches in the achievement of goals as: identify your constraints, focus on the constraint and follow it through. The TOC process seeks to identify the constraint and restructure the rest of the organization around it, through the use of the Five Focusing Steps. The steps are: Identify the constraint (the resource or policy that prevents the organization from obtaining more of the goal). Decide how to exploit the constraint (make sure the constraint's time is not wasted doing things that it should not do). Subordinate all other processes to above decision (align the whole system or organization to support the decision made above). Elevate the constraint (if required or possible, permanently increase capacity of the

constraint; "buy more"). If, as a result of these steps, the constraint has moved, return to the first Step Don't let inertia become the constraint. The Theory of Constraints is based on the premise that the rate of goal achievement is limited by at least one constraining process. Only by increasing flow through the constraint can overall throughput be increased. Assuming the goal of the organization has been articulated (e.g., "Make money now and in the future").

The five focusing steps aim at ensuring that ongoing improvement efforts are centered on the organization's constraints. In the TOC literature, this is referred to as the "Process of Ongoing Improvement" (POOGI). A constraint is anything that prevents the system from achieving more of its goal. The underlying premise of The Theory of Constraints is that organizations can be measured and controlled by variations on three measures: throughput, operating expense, and inventory. Throughput is money (or goal units) generated through sales. Inventory is money the system invests in order to sell its goods and services. Operating expense is all the money the system spends in order to turn inventory into throughput. There are many ways that constraints can show up, but a core principle within TOC is that there are not tens or hundreds of constraints. There is at least one and at most a few in any given system. Constraints can be internal

or external to the system. An internal constraint is evidence when the market demands more from the system than it can deliver. If this is the case, then the focus of the organization should be on discovering that constraint and following the five focusing steps to open it up (and potentially remove it). An external constraint exists when the system can produce more than the market will bear. If this is the case, then the organization should focus on mechanisms to create more demand for its products or services.

The Theory of Reasoned Action (TRA) was propounded by Ajzen and Fishbein in 1980. This resulted from attitude research from The Expectancy Value Models. Ajzen and Fishbein formulated the TRA after trying to estimate the discrepancy between attitude and behavior. This TRA was related to voluntary behavior. Later on, behavior appeared not to be 100% voluntary and under control, this resulted in the addition of perceived behavioral control. With this addition the theory was called the Theory of Planned Behavior (TPB). The theory of planned behaviour predicts deliberate behaviour, because behaviour can be deliberative and planned. The Theory of Reasoned Action suggests that a person's behaviour is determined by his/her intention to perform the behaviour and that this intention is, in turn, a function of his/her attitude toward the behaviour and his/her subjective norm. The best predictor of behaviour is intention.

Intention is the cognitive representation of a person's readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour. This intention is determined by three things: their attitude toward the specific behaviour, their subjective norms and their perceived behavioural control. The theory of planned behaviour holds that only specific attitudes toward the behaviour in question can be expected to predict that behaviour. In addition to measuring attitudes toward the behaviour, there is also need to measure people's subjective norms or their beliefs, about how people they care about will view the behaviour in question. To predict someone's intentions, knowing these beliefs can be as important as knowing the person's attitudes.

Finally, perceived behavioural control influences intentions. Perceived behavioural control refers to people's perceptions of their ability to perform a given behaviour. These predictors lead to intention. A general rule, the more favorable the attitude and the subjective norm, and the greater the perceived control the stronger should the person's intention to perform the behaviour in question. The Theory of Planned Behaviour (TPB) of Icek Ajzen (1988-1991) helps to understand how to change the behaviour of people. The TPB is a theory which predicts deliberate behaviour. According to Ajzen, behaviour can be planned. TPB is the successor of the similar

Theory of Reasoned Action of Ajzen and Fishbein (1975, 1980). The succession was the result of the discovery that behaviour appeared to be not 100% voluntary and under control. This resulted in the addition of perceived behavioral control that gave birth to the theory of planned behaviour.

The Theory of Traditional Responses Hierarchy states that a number of stages have been developed to show or indicate the stages a consumer goes through in moving from a state of being aware of a company, product, or brand to actual purchase behaviour (William, 2006). The Traditional Responses Hierarchy theory consists of AIDA, the Innovation Model and Information Processing Model. AIDA represents attention, interest, desire and action. This model was developed to represent the stages sales people must take a consumer through in the marketing process. The model depicts the buyer as passing through attention, interest, desire and action. Advertising must first get the customers' attention and then arouse interest in the company's product or service (George and Michael, 2003). Strong levels of interest should create desire to own or use the product. The action stage in AIDA models involves getting the consumer to make a purchase commitment. Robert Lavidge and Garry developed the best hierarchies' response models as a paradigm for setting and measuring marketing objectives. Their hierarchy of effects model shows the process by which

marketing works. It assumes a consumer passes through a series of actual purchase. The basic assumption or premise of this model is that marketing effects occur over a period of time. According to this model, marketing communication may not lead to immediate behavioural response or purchase, rather, a series of effects must occur, which each step must be fulfilled before the consumer can move to the next stage in the hierarchy.

The Innovation Adoption model evolved from the diffusion of innovations. It represents the stages a consumer passes through in adopting a new product or service. Like other models in the traditional hierarchies, it says potential adopters must be moved through a series of steps before taking any action. The steps preceding adoption are awareness, interest, evaluation and trial. The challenge facing companies introducing new products is to create awareness and interest among consumers and then get to evaluate the product favourably. The best way to evaluate a product according to hierarchy model is through actual use so that performance can be judged. Marketers of plastic products for instance, often encourage final consumers by using advertising programmes or allowing them to use a product with minimal financial commitment.

Consistency theories according to Burgeon and Ruffner (1978) have three major variants namely:

- a) Cognitive balance theory;
- b) Symmetry theory; and
- c) Congruity theory.

Cognitive theory stated that people tend to evaluate persuasive messages according to how these messages fit or fall into their own cognitive patterns. A message that fits into the receiver's cognitive pattern ensures a balance in his internal state while the opposite causes internal inconsistency. The aim of every marketing communication tool should be to restore internal balance in the target audience.

As a variant of consistency theory, symmetry theory assumes that likeness between the marketer and the consumer begets agreements. Divergent views among two similar persons may create internal inconsistency. Ebitu (2002) explained that a salesperson needs to have accurate knowledge of the customer. This affords him a proper understanding of the unique characteristics of each customer and this prevents internal inconsistency between the sales person and the customer.

Congruity theory assumes that where a message results in internal inconsistency, the receiver is likely to change his attitude to both the source and the message, not just one of them. This theory holds strong emphasis on the factors that lead to change of attitude. That if a customer should change

his opinion in order to be in agreement with a valued public relations officer or sales promoters there must be a subconscious feeling that he is being cheated which may amount to a change of attitude by the customer towards the market.

Related Empirical Studies

Awuzie (2003) conducted a study on the marketing strategies of commercial banks in Lagos State. The major purpose of the study was to determine the main marketing communication tools used in introducing new products by the banks. The researcher adopted survey research design using structured questionnaire to sample the opinion of 120 commercial bank operators that constitute the sample size for the study. The data collected from the respondents were analysed using Mean and standard deviation to answer the research question and found out that commercial banks in the study area used a combination of advertising, personal selling, publicity, public relations, direct marketing and sales promotion in introducing new products. The present study is related to Awuzie's study in that both focus on the marketing strategies that influence product purchase.

Okwelum (2005) conducted a study on the use of integrated marketing communications by commercial banks in Enugu State to introduce new products. Five research questions were raised and answered.

Descriptive survey research design was used for the study and the sample size was 100 commercial bank operators. The instrument used for data collection was a structured questionnaire which was face validated by a group of three experts. The data used for the study was collected with the help of three trained research assistants and the data collected were analysed using Mean and standard deviation. The finding that emanated from the study showed that the commercial banks in the study area adopted advertising, personal selling, and publicity in introducing their new product. The present study is related to Okwelumeø in that both studies focus on the use of marketing variables as influence to product purchase.

Brown (1994) also conducted a study on 2,500 instant-coffee buyers. The major purpose of the study was to determine the sales response of promotions and advertising. Survey research method was employed to sample the opinion of the respondents through the use of a structured questionnaire that was face validated by three experts. The data for the study were collected with the help of three research assistants. The data were analysed using descriptive statistics such as Mean and standard deviation where the findings showed that:

1. Sales promotions yield faster and more measurable responses in sales than advertising does;

2. Sales promotion do not intend to yield new, long-term buyers in immature markets because they attract mainly deal-prone consumers who switch among brands as deals become available;
3. Loyal brand buyers tend not to change their buying patterns as a result of competitive promotion;
4. Advertising appears to be capable of deepening brand loyalty; and
5. Advertising combined with sales promotion yield favourable sales responses.

Brown's study is related to the present study because both studies look into sales promotion and advertising as tools responsible for marketing products. However, the present study will go further to look into availability, price, branding and quality as marketing variables that influence product purchase.

Nwokolo (1996) conducted a study on the influence of television advertising as a strategy for consumer's demand for soft drinks in Enugu metropolis. The purpose of the study was to examine the contributions of television advertisements to the consumer's demand of Seven-up soft drinks. Six research questions were developed in line with the specific purposes while four hypotheses were formulated and tested. The sample for the study was 180 consumers of soft drink from which the data for answering the

research questions were gathered and analysed using Mean and standard deviation while t-test statistics was used for testing the hypotheses. The study revealed that television was the most effective medium of reaching consumers; the factors that influenced Seven-Up drinks did not have equal ratings; there was no strong brand loyalty to any of the soft drinks bottled in Enugu; and the relatively low acceptance of Seven-Up soft drinks with Enugu metropolis was mainly a factor of its unavailability. The present study is related to Nwokolo's study because both of them focus on advertising as a form of marketing communications tool. However, while Nwokolo's study focused on the influence of television and other promotional strategies, the present study focused on marketing variables influencing the purchase of plastic building products by real estate developers.

Umoru (2004) conducted a study on the assessment of utilization of non-price competition as a marketing strategy by beverage companies in the North Central States of Nigeria. The major purpose of the study was to identify and assess the utilization of non-price competition as a marketing strategy by beverage companies in the North Central States of Nigeria. Six research questions were developed and answered by the study. The study adopted survey research design while structured questionnaire was used for

data collection with the help of three research assistants. The data collected from the respondents were analysed with the use of Mean and standard deviation while ANOVA was used for testing the research hypotheses. The specific findings of the study include:

1. Marketing managers, sales managers and advertising managers were found to utilize eleven non-price competition strategies, such as coupons, price reduction, contests, sweepstakes, samples, premiums, event marketing, advertising, personal selling, quality and services competition and positioning.
2. that seven factors were being responsible for encouraging the use of non-price competition among beverage companies in North Central States of Nigeria. Those factors include: permanence of customers; attraction of non-price competition, patronizing costlier brands, advertising to regain patronage, imitation of successful competitors, distinguishing between products and the need to understand customer behaviour.
3. The study further identified fifteen factors that constituted problems in adopting non-price competition strategies by beverage companies in North Central States of Nigeria. They were: cost advertising of harmful products; difficulty in estimating use of coupons;

dissatisfaction with sweepstakes; space problem of bonus-pack; inventory; problem of price-off deals; misleading advertising; public mistrust of advertising; negative effects of advertising on children; problem of obsolescence of trade stamps; rise of self-service, exorbitant cost of hiring of sales personnel; the reduced need of sales personnel; difficulty of maintaining quality service and difficulty in differentiating brand image.

The managers studied agreed that sixteen benefits accrued to their companies by using non-price competition strategies; encourages the stock of goods; induce brand loyalty; encourage repeat purchase; effective in stimulating short-term sales, lead to greater trade support, effective in promoting offers and products; create new users and encourage brand switching; help in introducing new products; encourage improvement in the quality of the product; stimulate demand in the economy; help tailor messages to the customers; create experience for consumers; encourage development of customer loyalty; and help set products meaningfully apart from competition. Umoru's study is related to the present study in that both studies focus on the utilization of communication strategies in marketing, most of the tools identified in the study are tools for marketing communications. The study also focused on the factors that encourage the

use of non-price competition strategies; the problems and benefits of adopting non-price competition strategies. However, the present study examined the various marketing variables used by real estate developers.

Ajiborah (2003) conducted a study on introduction of a new product in the market using integrated marketing mix approach in Capstone Nigeria Limited using Aloe Vera products as case study. Seven research questions guided the study. The sample for the study was 309 who constituted the respondents from whom data for the study were collected using structured research questionnaire. Data for the study were gathered with the help of four well trained research assistants. The data were analysed using descriptive statistics such as Mean and standard deviation. The study found out that: advertising creates awareness and clears the way for direct marketing and sales persons; personal selling serves as a follow-up on advertising, creates opportunities for face-to-face discussion between consumers and sales persons, facilitates sales presentation, sample fairs and exhibitions. Direct marketing on the other hand, brings the product directly to consumers and induces immediate enquiry and order; public relations and publicity informs consumers about the company and its new products; builds good images and cultivates relationship between the customers and the company as well as good-will; sales promotion uses incentives to induce

purchase, affords opportunity for face-to-face encounter between customers and exhibitors.

The study is related to the present study because both studies focus on the marketing variables used to influence purchase, their benefits and significance. However, the study was a case study of Aloe Vera; the present study was on the plastic building products used by real estate developers.

Time incorporated and Joseph (1982) conducted a study on the effectiveness of advertising frequency in magazines in the markets of Missouri and city of Milwaukee (both in the U.S.A). The major purpose of the study was to examine the relationship between opportunities to see advertising in print and advertising effectiveness at predetermined levels of frequency in a controlled real environment. To address the major purpose of the study, five research questions were developed and five hypotheses were also formulated and tested at $P < 0.05$ level of significance. The study adopted survey research design to sample the opinion of randomly selected 236 respondents through the use of structured questionnaire. The data collected from the respondents were analysed using descriptive statistics such as frequency, percentage and Mean while the hypotheses were tested with the use of ANOVA. The major findings of the study showed that frequently advertised products attract greater patronage. The result showed

further that the level of awareness of advertising positively affects consumers' willingness to buy the products. This study is related to the present study as plastic building products advertising is an aspect of it.

Okafor (1995) conducted a study on the influence of advertising on soap and detergent products' marketing in Enugu metropolis. Survey research design was adopted for the study, four research questions were raised and three research hypotheses were formulated and tested at $P < 0.05$ level of significance. Descriptive survey research design was employed in the study. The instrument for data collection was structured questionnaire which was administered on 106 respondents that constituted the sample size for the study. Data collected were analysed using Mean and standard deviation for the research questions while ANOVA was used for testing the hypotheses. The major finding of the study revealed that advertising largely influence the way and manner consumers decide on the consumption of the product. Okafor suggested that advertisers should always create awareness concerning their products for more patronage. Okafor's study is related to the present study because it sought to find out the influence of advertising just as the present study seeks to determine the influence of advertising on users of plastic building products.

Odua (1996) investigated the impact of advertising on consumer choice of over-the-counter drug products (A case study of Beecham Nig. Ltd). The major purpose of the study was to determine the impact of advertising on consumer products. The sample for the study was 260 respondents. The data for the study were gathered through the use of structured questionnaire from the respondents. Data collected were analysed using frequency, percentages, Mean and standard deviation. The results showed that 62.5% of consumers regarded advertising to be truthful, decent and legal. And consumers accepted that advertisement was responsible for making them buy things (drugs) they would ordinarily not buy. He suggested that since advertising had influence, producers of genuine drugs should try and always create awareness of their present and prospective consumers. Odua's study is related to the present study in that it sought to determine the influence of advertising on consumers of drugs; in the same vein, the present study seeks to determine the influence of advertising as a marketing variable that influences the purchase of plastic building products.

Anaedu (1996) carried out a study on the impact of advertising in motivating brand preference for cosmetics. The study was carried out in Enugu State. Six research questions were developed to guide the study. The study adopted survey research design to gather the responses from 128

respondents that constituted the sample for the study. Structured questionnaire was used for data collection which was face validated by three experts. The data for the study was collected with the help of two research assistants. The data for the study was analysed with the use of Mean and Standard deviation to answer the research questions. The findings from the study showed that the reason for the choice of a particular brand of cosmetics was more of quality and availability. Anaedu's work is related to the present study because the purpose was to determine the influence of advertising on consumers choice of cosmetics, whereas, this study is interested in determining the marketing variables that influence the purchase of plastic building products.

Ezeamasiobi (2001) conducted a study on the impact of advertisement on consumer brand preference for cosmetics in Abuja metropolis. Five research questions guided the study. 298 respondents constituted the sample for the study. Data were collected using structured research questionnaire. The data for the study were gathered with the help of four trained research assistants. Mean and standard deviation were used in data analyses. The findings showed that advertising and product quality were the most influential and effective means in creating awareness of cosmetics and brand preference that motivated consumers to choose a particular brand.

Ezeamasiobi's work is related to the present study as the study focused on advertising and brand influence, the present study also focused on brand and advertising as part of the marketing variables that influence plastic building products purchase.

Summary of Related Literature

Related literatures on marketing variables were reviewed with a view to identify those variables that influence the purchase of plastic building products for the improvement of real estate development in Bayelsa State. The theoretical framework of the study is based on the theories of reasoned action, planned behavior and consistency theory. The review of related literature covers six (6) major marketing variables influencing the purchase of plastic building products which include: quality, durability, price, availability, advertising and branding.

The review of related studies showed that all the authors agreed that marketing is a total system of interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers. The authors also in consensus supported that marketing variables are those activities and events that enhance a change and can adapt to other conditions. The authors agreed that quality is

a collection of features and characteristics of a product that contribute to its ability to meet given requirement. The authors agreed that quality is an indispensable attribute in the world of marketing. They also agreed that consumers prefer to pay any amount for quality products.

Durability is the measure of the products' expected operating life under natural or stressful conditions. All the authors agreed that buyers will generally pay more for products that have a reputation for being long lasting. The authors looked at durability as the ability of a product to maintain substantially its original strength, and soundness for many years.

Price in the ordinary usage refers to the quantity of payment or compensation for something. The authors agreed that price is a distinct reason why buyers regularly patronize a particular product or store. The authors looked at products with high prices to suggest quality products.

Availability plays a very prominent role in the purchase of any product. Most authors agreed that availability is when the needed product is always present and ready for use, at hand, and accessible. Some authors looked at availability as the capability of being gotten, obtainable without stress. However, some authors did not agree to the fact that products should always be available. These authors believed that when products are scarce and unavailable, they suggest uniqueness and quality. Most of the authors

agreed that product availability influences purchase of products and gives satisfaction.

The authors agreed that advertising is a non- personal communication aimed at persuading, reminding, and informing target audience in order to buy a product, service or idea by an identified sponsor openly paid for. Some of the authors pointed out that advertising has only one purpose, that is selling something. All the authors agreed that advertising is salesmanship in print. The literature revealed that advertising is popular and influential in the world of marketing. However, some of the authors stated that inspite of its popularity; it sometimes annoys viewers especially during advertising and carry deceptive and dishonest tendencies. The authors agreed that advertising influences the purchase of products. The authors pointed advertising tools to include television, radio, magazines, newspapers, billboards and internet.

Branding on the other hand is a distinctive skill of professional marketers whose job it is to create, maintain, protect and enhance brands. The authors agreed that brand is a name, symbol, slogan or anything that is used to identify and distinguish a specific product, service or business. The authors agreed that the best brand names suggest something about the products benefits, qualities, are easy to pronounce, recognize and remember,

are distinctive, and do not carry negative meanings or connotations in other countries and languages.

Many of the authors cited dealt with some aspects of the marketing variables which influence the purchase of products. For instance the adoption of advertising and other marketing activities by banks and manufacturing industries was studied by many authors. However, none of the studies dealt fully with the entire marketing variables which influence the purchase of plastic building products by real estate developers in Bayelsa State. The present study therefore, seeks to fill these gaps by discussing most of the marketing variables that influence the purchase of plastic building products by real estate developers.

CHAPTER THREE

METHODOLOGY

This chapter described the procedure used in this study. This included the design for the study, the area of study, population of the study, sample and sampling technique, instrument for data collection, validation and reliability of the instrument, methods of data collection and analysis.

Design of the Study

The study adopted a survey design to determine the opinions of the respondents on the marketing variables that influence the purchase of plastic building products by real estate developers in Bayelsa State. Survey according to Ali (2006) is a descriptive study which makes use of the sample data of an investigation to document, describe and explain what is existent on the present status of a phenomenon being investigated. The survey design was chosen because it focuses on the people, facts about the people and their opinions as well as investigating the subject in their natural setting. According to Osuala (2005), survey research design focuses on the people, facts about the people, their beliefs, opinions, attitudes, motivation and behaviours.

Area of the Study

The area of the study was Bayelsa State. Bayelsa State is one of the 36 States of Nigeria. The State was created on October 1, 1996 and comprises three senatorial zones. These zones are Eastern zone which comprises three local government areas, (Brass, Nembe and Ogbia). Western zone comprises three local government areas (Sagbama, Ekeremor, and Southern Ijaw); while the Central zone consists of two local government areas (Yenagoa and Kolokuma/Opokuma). According to the National Population Commission (NPC) (2006), the total population of the State is 1,703,358 people.

Bayelsa State was chosen for this study because of the numerous construction and building works going on in the State. Furthermore, as a relatively young State, most individuals and developers build and sell houses rapidly. There is also a good blend of foreign and indigenous based real estate developers in Bayelsa State.

Population of the Study

The population for the study consisted of 1997 real estate developers drawn from the list of registered real estate developers from the Ministry of Works and Infrastructure, Bayelsa State (2010). The population was stratified into the three senatorial zones of Bayelsa State for proper representativeness. A total of 645 Engineers, Architects and Surveyors are in

the Eastern zone while 604 are in the Western zone and 748 are in the Central zone, totaling 1997 respondents. Table 2 shows the population distribution (see Appendix F).

Sample and Sampling Technique

The sample for the study consisted of 399 real estate developers. In order to obtain a representative sample of the population, the population was further stratified into the eight (8) Local Government Areas of the State. 50% of the respondents were stratified from each Local Government Area of Bayelsa State totaling 399 respondents. The stratified random sampling method was adopted because according to Osuala (2005), systematic random sampling selection from a list ordered by one or more stratification factors automatically forces the sample to be a representative of these factors. Table 3 shows the sample distribution (See Appendix G).

Instrument for Data Collection

A structured questionnaire titled Marketing Variables Influencing Purchase (MVIP) was used in collecting data. The MVIP contains 71 items, which were divided into seven sections. Section A dealt with general information about the respondents. This section contained six items with

options and blank spaces that required the respondents to check or complete as appropriate.

Section B dealt with research question one. This section covered items Seven to Sixteen. The items were structured on five-Point Likert-Scale using response options of Very great influence (5), Great influence (4), Low influence (3), Moderate influence (2), No influence (1).

Section C dealt with research question two. This section covered items Seventeen to Twenty Nine. The items were also structured on a five-point Likert Scale.

Section D dealt with research question three. This section covered items Thirty to Forty. The items were also structured on a five-point Likert-Scale.

Section E dealt with research question four. This section covered items Forty One to Fifty. The items were also structured on a five-point Likert- Scale.

Section F dealt with research question five. This section covered items Fifty One to Sixty Three. The items were also structured on a five-point Likert-Scale.

Section G dealt with research question six. This section covered items Sixty Four to Seventy Seven. The items were also structured on a five-

point Likert -Scale. The items on these sections were structured on a five-point Likert scale using response options of Very great influence (5), Great influence (4), Low influence (3), Little influence (2)and No influence (1).

Validation of the Instrument

The questionnaire was face validated by three experts; two from the Department of Vocational Teacher Education, University of Nigeria, Nsukka and one from the Department of Vocational Industrial Education, Niger Delta University, Wilberforce Island, Bayelsa State. Each of the experts was given a copy of the questionnaire items and was requested to eliminate or indicate any ambiguous statement or item in the instrument. The experts were also implored to make suggestions for improvement of the instrument towards meeting the purpose of the study. The observations and suggestions made by these experts were used to improve the final copy of the instrument (See Appendix C).

Reliability of the Instrument

Cronbach Alpha reliability test was used to determine the internal consistency of the instrument. The instrument was administered on 30 respondents made up of real estate developers (Engineers, Architects and Surveyors). They were selected randomly from equivalent building industries in Rivers State. This is to ensure that the respondents in the

reliability test are excluded from the study sample. The Cronbach Alpha (α) was computed based on the six item clusters in the instrument and the overall average reliability coefficient of 0.83 was obtained for the six clusters which showed that the internal consistency of the instrument was high. The use of Cronbach Alpha reliability is considered appropriate in this study because it is used to yield information about the precision of various items in the measuring of common underlying phenomenon by applying Cronbach Alpha formula (See appendix D).

Method of Data Collection

The data was collected by the researcher and three trained research assistants. Since Bayelsa State has no formalized address system, the researcher and his assistants administered and retrieved the questionnaire items during the monthly meetings of the registered real estate developers in the Ministry of Works and Infrastructure's complex. Those who were missed at the meetings were located at their different construction sites by the researcher and the three trained assistants.. The researcher and his assistants visited the respondents four times.

Method of Data Analysis

The six (6) research questions were analyzed using frequency counts, percentages and mean. Values for the 5-point likert rating scales were assigned response categories as shown in Table 4 below, for the purpose of the Analysis.

Values as assigned to the 5-point Likert Rating Scale.

Response Categories	Point	Boundaries
Very Great Influence	5	4.50 ó 5.00
Great Influence	4	3.50 ó 4.49
Moderate Influence	3	2.50 ó 3.49
Little Influence	2	1.50 ó 2.49
No Influence	1	0.50 ó 1.49

To each of the likert response for each item, the frequency count and percentage were computed. The Mean score of each item was computed and interpreted based on the boundary limits of the points assigned to each response category.

The three (3) null hypotheses were tested using Analysis of Variance (ANOVA). The computations of the F-test were done using SPSS version 16. When F-calculated (F-cal) value is less than the F-tabulated (F-critical) value at 0.05 level of significance, the null hypothesis of no significant difference was accepted; but when F-calculated (F-cal) value is greater than the F-tabulated (F-critical) value at 0.05 level of significance, the null hypothesis of no significant difference was rejected.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter analyzed and presented the data generated from the study.

Research Question 1

What is the extent of influence of quality on the purchase of plastic building products by real estate developers in Bayelsa State?

The items on the extent quality influences the purchase of plastic building products by real estate developers in Bayelsa State covered items 1 to 10, and the data are presented in Table 4.1 below.

Table 4.1: Influence of Quality on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State. (N=399)

S/N	Item Statements	Response Frequencies and Percentages					\bar{X}	SD	Rmks
		VGI	GI	MI	LI	NI			
1	Customers prefer quality plastic building products and are willing to pay any amount for it.	216 (54.1)	111 (27.8)	39 (9.8)	30 (7.5)	3 (0.8)	4.27	0.97	Great Influence
2	Quality plastic building products offers a better value for purchasersø money.	213 (53.4)	81 (20.3)	80 (20.1)	25 (6.3)	-	4.21	0.97	Great Influence
3	Quality plastic building products attracts customer patronage.	228 (57.1)	94 (23.6)	48 (12.0)	29 (7.3)	-	4.30	0.94	Great Influence
4	High level of quality plastic building products results in high level of customer satisfaction.	227 (56.9)	73 (18.3)	58 (14.5)	41 (10.3)	-	4.22	1.04	Great Influence
5	Quality plastic products result in quick purchase.	206	90	55	44	4	4.13	1.08	Great Influence

		(51.6)	(22.6)	(13.8)	(11.0)	(1.0)			
6	Quality plastic building products help to increase sales volume.	186 (46.6)	98 (24.6)	65 (16.3)	49 (12.3)	1 (0.3)	4.05	1.07	Great Influence
7	High price of plastic building products suggests a superior quality.	228 (57.1)	71 (17.8)	46 (11.5)	36 (9.0)	18 (4.5)	4.14	1.19	Great Influence
8	Quality plastic building products are designed to improve organizations' image.	165 (41.4)	133 (33.3)	54 (13.5)	47 (11.8)	-	4.05	1.01	Great Influence
9	Quality plastic building products are essential for business success in today's competitive global market.	250 (62.7)	79 (19.8)	36 (9.0)	32 (8.0)	2 (0.5)	4.36	0.98	Great Influence
10	Quality plastic building products help to maintain a competitive position in the market.	240 (60.2)	75 (18.8)	57 (14.3)	27 (6.8)	-	4.32	0.96	Great Influence

Key: \bar{X} = Mean

Values in parentheses () represent the percentages of the frequencies.

For item 1 in Table 4.1 above, 216 respondents agreed to very great influence representing 54.1%, 111 agreed to great influence representing 27.8%, 39 agreed to moderate influence representing 9.8%, 30 agreed to little influence representing 7.5% and 3 agreed to no influence representing 0.8%. The Mean value of 4.27 for item 1 indicated that majority of the respondents agreed that, customers prefer quality plastic building products and are willing to pay for it. For item 2, 213 respondents agreed to very great influence representing 53.4%, 81 agreed to great influence representing

21.3%, 80 agreed to moderate influence representing 20.1%, 25 agreed to little influence representing 6.3% while none of the respondents agreed to no influence. The Mean value of 4.21 for item 2 indicated that majority of the respondents agreed that, quality plastic building products offer a better value for purchasers' money.

For item 3, 228 respondents agreed to very great influence representing 57.1%, 94 agreed to great influence representing 23.6%, 48 agreed to moderate influence representing 12.0%, 29 agreed to little influence representing 7.3% while none of the respondents agreed to no influence. The Mean value of 4.30 for item 3 indicated that majority of the respondents agreed that, quality plastic building products attract customer patronage. For item 4, 227 respondents agreed to very great influence representing 56.9%, 73 agreed to great influence representing 18.3%, 58 agreed to moderate influence representing 14.5%, 41 agreed to little influence representing 10.3% while none of the respondents agreed to no influence. The Mean value of 4.22 for item 4 indicated that majority of the respondents agreed that, high level of quality plastic building products results in high level of customer satisfaction. For item 5, 206 respondents agreed to very great influence representing 51.6%, 90 agreed to great influence representing 22.6%, 55 agreed to moderate influence representing 13.8%, 44 agreed to little influence representing 11.0% and 4 agreed to no

influence representing 1.0%. The Mean value of 4.13 for item 5 indicated that majority of the respondents agreed that, quality plastic products results in its quick purchase by customers.

For item 6, 186 respondents agreed to very great influence representing 46.6%, 98 agreed to great influence representing 24.6%, 65 agreed to moderate influence representing 16.3%, 49 agreed to little influence representing 12.3% and 1 agreed to no influence representing 0.3%. The Mean value of 4.05 for item 6 indicated that majority of the respondents agreed that, quality plastic building products help to increase sales volume of the producers. For item 7, 228 respondents agreed to very great influence representing 57.1%, 71 agreed to great influence representing 17.8%, 46 agreed to moderate influence representing 11.5%, 36 agreed to little influence representing 9.0% and 18 agreed to no influence representing 4.5%. The Mean value of 4.14 for item 7 indicated that majority of the respondents agreed that, high price of plastic building products suggest a superior quality. For item 8, 165 respondents agreed to very great influence representing 41.4%, 133 agreed to great influence representing 33.3%, 54 agreed to moderate influence representing 13.5%, 47 agreed to little influence representing 11.8% while none of the respondents agreed to no influence. The Mean value of 4.05 for item 8 indicated that majority of the

respondents agreed that, quality plastic building products are designed to improve organizations' image.

For item 9, 250 respondents agreed to very great influence representing 62.7%, 79 agreed to great influence representing 19.8%, 36 agreed to moderate influence representing 9.0%, 32 agreed to little influence representing 8.0% and 2 agreed to no influence representing 0.5%. The Mean value of 4.36 for item 9 indicated that majority of the respondents agreed that, quality plastic building products are essential for business success in today's competitive global market. For item 10, 240 respondents agreed to very great influence representing 60.2%, 75 agreed to great influence representing 18.8%, 57 agreed to moderate influence representing 14.3%, 27 agreed to little influence representing 6.8% while none of the respondents agreed to no influence. The Mean value of 4.32 for item 10 indicated that majority of the respondents agreed that, quality plastic building products help to maintain a competitive position in the market. The standard deviation values for the 10 product quality items in Table 4.1 ranged between 0.94 and 1.19 which shows that the responses of the respondents were not very far from the mean and from one another in the responses.

Research Question 2

What is the extent of influence of durability on the purchase of plastic building products by real estate developers in Bayelsa State?

The items on the extent of influence of durability on the purchase of plastic building products by real estate developers in Bayelsa State covered items 1 to 13, and the data are presented in Table 4.2 below.

Table 4.2: Influence of Durability on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State. (N= 399)

S/N	Item Statements	Response Frequencies and Percentages					\bar{X}	SD	Rmks
		VGI	GI	MI	LI	NI			
1	Purchasers prefer to buy plastic building products that are durable and long lasting.	283 (70.9)	42 (10.5)	40 (10.0)	21 (5.3)	13 (3.3)	4.40	1.08	Great Influence
2	Durable plastic building products bring satisfaction to the end users.	196 (49.1)	149 (37.3)	47 (11.8)	7 (1.8)	-	4.34	0.75	Great Influence
3	Purchasers are willing to pay more for plastic building products that have a reputation of being long lasting.	303 (75.9)	58 (14.5)	15 (3.8)	19 (4.8)	4 (1.0)	4.59	0.85	Very Great Influence
4	Durable plastic building products influence the quick purchase by consumers.	286 (71.7)	55 (13.8)	40 (10.0)	16 (4.0)	2 (0.5)	4.46	0.99	Great Influence
5	Durable plastic building products help the purchaser to save money.	186 (46.6)	91 (22.8)	87 (21.8)	31 (7.8)	4 (1.0)	4.05	1.05	Great Influence
6	Durable plastic building products lead to business success.	236 (59.1)	74 (18.5)	57 (14.3)	27 (6.8)	5 (1.3)	4.28	1.02	Great Influence
7	Purchasers buy durable plastic building products in order to set themselves apart and express their personality.	55 (13.8)	86 (21.6)	102 (25.6)	100 (25.1)	56 (14.0)	2.96	1.25	Moderate Influence

8	Durable plastic building products help to gain new attention and patronage.	256 (64.2)	72 (18.0)	37 (9.3)	34 (8.5)	-	4.38	0.97	Great Influence
9	Durable plastic building products foster good relationship between consumers and producers.	210 (52.6)	125 (31.3)	25 (6.3)	24 (6.0)	15 (3.8)	4.23	1.06	Great Influence
10	Durable plastic building products stimulate customers' interest for the product.	280 (70.2)	61 (15.3)	43 (10.8)	12 (3.0)	3 (0.8)	4.51	0.86	Very Great Influence
11	Durable plastic building products suggest that the product is superior.	273 (68.4)	114 (28.6)	12 (3.0)	-	-	4.65	0.54	Very Great Influence
12	Durable plastic building products improve manufacturers' image.	285 (71.4)	72 (18.0)	34 (8.5)	8 (2.0)	-	4.59	0.73	Very Great Influence
13	Durable plastic building products bring prestige to consumers.	173 (43.4)	126 (31.6)	40 (10.0)	40 (10.0)	20 (5.0)	3.98	1.18	Great Influence

Key: \bar{X} = Mean

Values in parentheses () represent the percentages of the frequencies.

For item 1 in Table 4.2 above, 283 of the respondents agreed to very great influence representing 70.9%, 42 agreed to great influence representing 10.5%, 40 agreed to moderate influence representing 10.0%, 21 agreed to little influence representing 5.3% and 13 agreed to no influence representing 3.3%. The Mean value of 4.40 for item 1 indicated that majority of the respondents agreed that, customers prefer to buy plastic building products that are durable and long lasting. For item 2, 196 respondents agreed to very great influence representing 49.1%, 149 agreed to great influence

representing 37.3%, 47 agreed to moderate influence representing 11.8%, 7 agreed to little influence representing 1.8% while none of the respondents agreed to no influence. The Mean value of 4.34 for item 2 indicated that majority of the respondents agreed that, durable plastic building products bring satisfaction to the end users. For item 3, 303 of the respondents agreed to very great influence representing 75.9%, 58 agreed to great influence representing 14.5%, 15 agreed to moderate influence representing 3.8%, 19 agreed to little influence representing 4.8% and 4 agreed to no influence representing 1.0%. The Mean value of 4.59 for item 3 indicated that majority of the respondents agreed that, purchasers are willing to pay more for plastic building products that have a reputation of being long lasting.

For item 4, 286 of the respondents agreed to very great influence representing 71.7%, 55 agreed to great influence representing 13.8%, 40 agreed to moderate influence representing 10.0%, 16 agreed to little influence representing 4.0% and 2 agreed to no influence representing 0.5%. The Mean value of 4.46 for item 4 indicated that majority of the respondents agreed that, durable plastic building products influence the quick purchase by consumers. For item 5, 186 of the respondents agreed to very great influence representing 46.6%, 91 agreed to great influence representing 22.8%, 87 agreed to moderate influence representing 21.8%, 31 agreed to

little influence representing 7.8% and 4 agreed to no influence representing 1.0%. The Mean value of 4.05 for item 5 indicated that majority of the respondents agreed that, durable plastic building products help the purchaser to save money. For item 6, 236 of the respondents agreed to very great influence representing 59.1%, 74 agreed to great influence representing 18.5%, 57 agreed to moderate influence representing 14.3%, 27 agreed to little influence representing 6.8% and 5 agreed to no influence representing 1.3%. The Mean value of 4.28 for item 6 indicated that majority of the respondents agreed that, durable plastic building products lead to business success of the producers.

For item 7, 55 of the respondents agreed to very great influence representing 13.8%, 86 agreed to great influence representing 21.6%, 102 agreed to moderate influence representing 25.6%, 100 agreed to little influence representing 25.1% and 56 agreed to no influence representing 14.0%. The Mean value of 2.96 for item 7 indicated that majority of the respondents disagreed that, purchasers buy durable plastic building products in order to set themselves apart and express their personality. For item 8, 256 respondents agreed to very great influence representing 64.2%, 72 agreed to great influence representing 18.0%, 37 agreed to moderate influence representing 9.3%, 34 agreed to little influence representing 8.5% while

none of the respondents agreed to no influence. The Mean value of 4.38 for item 8 indicated that majority of the respondents agreed that, durable plastic building products help to gain new attention and patronage.

For item 9, 210 of the respondents agreed to very great influence representing 52.6%, 125 agreed to great influence representing 31.3%, 25 agreed to moderate influence representing 6.3%, 24 agreed to little influence representing 6.0% and 15 agreed to no influence representing 3.8%. The Mean value of 4.23 for item 9 indicated that majority of the respondents agreed that, durable plastic building products foster good relationship between consumers and producers. For item 10, 280 of the respondents agreed to very great influence representing 70.2%, 61 agreed to great influence representing 15.3%, 43 agreed to moderate influence representing 10.8%, 12 agreed to little influence representing 3.0% and 3 agreed to no influence representing 0.8%. The Mean value of 4.51 for item 10 indicated that majority of the respondents agreed that, durable plastic building products stimulate customers' interest for the product. For item 11, 273 respondents agreed to very great influence representing 68.4%, 114 agreed to great influence representing 28.6%, 12 agreed to moderate influence representing 3.0%, while none of the respondents agreed to little influence and to no influence. The Mean value of 4.65 for item 11 indicated that

majority of the respondents agreed that, durable plastic building products suggest that the product is superior.

For item 12, 285 respondents agreed to very great influence representing 71.4%, 72 agreed to great influence representing 18.0%, 34 agreed to moderate influence representing 8.5%, 8 agreed to little influence representing 2.0% while none of the respondents agreed to no influence. The Mean value of 4.59 for item 12 indicated that majority of the respondents agreed that, durable plastic building products improve manufacturers' image. For item 13, 173 of the respondents agreed to very great influence representing 43.4%, 126 agreed to great influence representing 31.6%, 40 agreed to moderate influence representing 10.0%, 40 agreed to little influence representing 10.0% and 20 agreed to no influence representing 5.0%. The Mean value of 3.98 for item 13 indicated that majority of the respondents agreed that, durable plastic building products bring prestige to consumers.

The standard deviation values for the 13 products' durability items in Table 4.2 ranged between 0.54 and 1.25 which shows that the responses of the respondents were not very far from the mean and from one another in the responses.

Research Question 3

What is the extent of influence of price on the purchase of plastic building products by real estate developers in Bayelsa State?

The items on the extent of influence of price on the purchase of plastic building products by real estate developers in Bayelsa State covered items 1 to 11, and the data are presented in Table 4.3 below.

Table 4.3: Influence of Price on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State. (N= 399)

S/N	Item Statements	Response Frequencies and Percentages					\bar{X}	SD	Rmks
		VGI	GI	MI	LI	NI			
1	Consumers prefer to buy plastic building products at a low price.	243 (60.9)	74 (18.5)	37 (9.3)	39 (9.8)	6 (1.5)	4.28	1.07	Great Influence
2	Low priced plastic building products suggest low quality.	144 (36.1)	84 (21.4)	90 (22.6)	48 (12.0)	33 (8.3)	3.65	1.30	Great Influence
3	High priced plastic building products attract great patronage.	28 (0.7)	87 (21.8)	106 (26.6)	94 (24.0)	84 (21.0)	2.70	1.22	Moderate Influence
4	Firms increase the price of plastic building products in order to capture market share.	59 (14.8)	61 (15.3)	73 (18.3)	96 (24.1)	110 (27.6)	2.69	1.42	Moderate Influence
5	Plastic building products with higher price are indication that the product is qualitative.	52 (13.0)	172 (43.1)	93 (23.3)	37 (9.3)	45 (11.3)	3.37	1.17	Moderate Influence
6	The price of plastic building products is a major determinant of buyers's choice.	95 (23.8)	80 (20.1)	66 (16.5)	95 (23.8)	63 (15.8)	3.82	1.42	Great Influence
7	The high price of plastic building products influences the wages producers pay to	227 (56.9)	42 (10.5)	52 (13.0)	42 (10.5)	36 (9.0)	3.96	1.39	Great Influence

	their workers.								
8	The high price of plastic building products helps to retain the customers.	-	32 (8.0)	48 (12.0)	107 (26.8)	212 (53.1)	1.75	0.95	Little Influence
9	The price of plastic building products enhances the marketing programme of the company.	65 (16.3)	153 (38.3)	119 (29.8)	43 (10.8)	19 (4.8)	3.51	1.04	Great Influence
10	The price of plastic building products influences products sales volume.	176 (44.1)	132 (33.1)	54 (13.5)	34 (8.5)	3 (0.8)	4.11	0.99	Great Influence
11	The price of plastic building products influences products acceptance by consumers.	222 (55.6)	90 (22.6)	43 (10.8)	33 (8.3)	10 (2.8)	4.20	1.09	Great Influence

Key: \bar{X} = Mean

Values in parentheses () represent the percentages of the frequencies.

For item 1 in Table 4.3 above, 243 of the respondents agreed to very great influence representing 60.9%, 74 agreed to great influence representing 18.5%, 37 agreed to moderate influence representing 9.3%, 39 agreed to little influence representing 9.8% and 6 agreed to no influence representing 1.5%. The Mean value of 4.28 for item 1 indicated that majority of the respondents agreed that, consumers prefer to buy plastic building products at a low price. For item 2, 144 of the respondents agreed to very great influence representing 36.1%, 84 agreed to great influence representing 21.1%, 90 agreed to moderate influence representing 22.6%, 48 agreed to little influence representing 12.0% and 33 agreed to no influence representing 8.3%. The Mean value of 3.65 for item 2 indicated that majority of the respondents agreed that, low priced plastic building products suggest

low quality. For item 3, 28 of the respondents agreed to very great influence representing 0.7%, 87 agreed to great influence representing 21.8%, 106 agreed to moderate influence representing 26.6%, 94 agreed to little influence representing 24.0% and 84 agreed to no influence representing 21.0%. The Mean value of 2.70 for item 3 indicated that majority of the respondents disagreed that, high priced plastic building products attract great patronage.

For item 4, 59 of the respondents agreed to very great influence representing 14.8%, 73 agreed to great influence representing 18.3%, 61 agreed to moderate influence representing 15.3%, 96 agreed to little influence representing 24.1% and 110 agreed to no influence representing 27.6%. The Mean value of 2.69 for item 4 indicated that majority of the respondents disagreed that, firms increase the price of plastic building products in order to capture market share. For item 5, 52 of the respondents agreed to very great influence representing 13.0%, 172 agreed to great influence representing 43.1%, 93 agreed to moderate influence representing 23.3%, 37 agreed to little influence representing 9.3% and 45 agreed to no influence representing 11.3%. The Mean value of 3.37 for item 5 indicated that majority of the respondents agreed that, plastic building products with higher price are indication that the product is qualitative.

For item 6, 95 of the respondents agreed to very great influence representing 23.8%, 80 agreed to great influence representing 20.1%, 66 agreed to moderate influence representing 16.5%, 95 agreed to little influence representing 23.8% and 63 agreed to no influence representing 15.8%. The Mean value of 3.82 for item 6 indicated that majority of the respondents agreed that, the price of plastic building products is a major determinant of buyers' choice. For item 7, 227 of the respondents agreed to very great influence representing 56.9%, 42 agreed to great influence representing 10.5%, 52 agreed to moderate influence representing 13.0%, 42 agreed to little influence representing 10.5% and 36 agreed to no influence representing 9.0%. The Mean value of 3.96 for item 7 indicated that majority of the respondents agreed that, the price of plastic building products influences the wages producers pay to their workers.

For item 8, none of the respondents agreed to very great influence, 32 agreed to great influence representing 8.0%, 48 agreed to moderate influence representing 12.0%, 107 agreed to little influence representing 26.8% and 212 agreed to no influence representing 53.1%. The Mean value of 1.75 for item 8 indicated that majority of the respondents disagreed that, the high price of plastic building products helps to retain the customers. For item 9, 65 of the respondents agreed to very great influence representing 16.3%, 153

agreed to great influence representing 38.3%, 119 agreed to moderate influence representing 29.8%, 43 agreed to little influence representing 10.8% and 19 agreed to no influence representing 4.8%. The Mean value of 3.51 for item 9 indicated that majority of the respondents agreed that, the price of plastic building products enhances the marketing programme of the company.

For item 10, 176 of the respondents agreed to very great influence representing 44.1%, 132 agreed to great influence representing 33.1%, 54 agreed to moderate influence representing 13.5%, 34 agreed to little influence representing 8.5% and 3 agreed to no influence representing 0.8%. The Mean value of 4.11 for item 10 indicated that majority of the respondents agreed that, the price of plastic building products influences products sales volume. For item 11, 222 of the respondents agreed to very great influence representing 55.6%, 90 agreed to great influence representing 22.6%, 43 agreed to moderate influence representing 10.8%, 33 agreed to little influence representing 8.3% and 10 agreed to no influence representing 2.8%. The Mean value of 4.20 for item 11 indicated that majority of the respondents agreed that, the price of plastic building products influences products acceptance by consumers.

The standard deviation values for the 11 productsø price items in Table 4.3 ranged between 0.95 and 1.42 which shows that the responses of the respondents were not very far from the mean and from one another in their responses.

Research Question 4

What is the extent of influence of availability on the purchase of plastic building products by real estate developers in Bayelsa State?

The items on the extent of influence of availability on the purchase of plastic building products by real estate developers in Bayelsa State covered items 1 to 10, and the data are presented in Table 4.4 below.

Table 4.4: Influence of Availability on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State. (N= 399)

S/N	Item Statements	Response Frequencies and Percentages					\bar{X}	SD	Rmks
		VGI	GI	MI	LI	NI			
1	Availability of plastic building products brings satisfaction to consumers.	197 (49.4)	68 (17.0)	87 (21.8)	35 (8.8)	12 (3.0)	4.01	1.16	Great Influence
2	Availability of plastic building products helps consumers purchase more.	111 (27.8)	116 (29.1)	83 (20.8)	74 (18.5)	15 (3.8)	3.59	1.18	Great Influence
3	Availability of plastic building products increases product patronage.	43 (10.8)	70 (17.5)	166 (41.6)	73 (18.3)	47 (11.8)	3.29	1.12	Moderate Influence
4	Availability of plastic building products influences quick purchase of the products by consumers.	45 (11.3)	94 (23.6)	118 (29.6)	110 (27.6)	32 (8.0)	3.03	1.13	Moderate Influence
5	Availability of plastic building products helps firmsø compete favourably.	218 (54.6)	109 (27.3)	39 (9.8)	30 (7.5)	3 (0.8)	4.28	0.97	Great Influence
6	Availability of plastic	50	82	127	98	42	3.00	1.17	

	building products helps to increase the demand for the product.	(12.5)	(20.6)	(31.8)	(24.6)	(10.5)			Moderate Influence
7	Availability of plastic building products helps to restrict the use of other products.	38 (9.5)	58 (14.5)	147 (36.8)	126 (31.6)	30 (7.5)	2.86	0.85	Moderate Influence
8	Availability of plastic building products accounts for the product high utilization.	189 (47.4)	63 (15.8)	59 (14.8)	55 (13.8)	33 (8.3)	3.80	1.37	Moderate Influence
9	Availability of plastic building products suggests uniqueness of the product.	43 (10.8)	64 (16.0)	199 (49.9)	53 (13.3)	40 (10.3)	3.04	1.06	Moderate Influence
10	Availability of plastic building products suggests that the product has value.	38 (9.5)	63 (15.8)	86 (21.6)	116 (29.1)	96 (24.1)	2.58	1.27	Moderate Influence

Key: \bar{X} = Mean

Values in parentheses () represent the percentages of the frequencies.

For item 1 in Table 4.4 above, 197 of the respondents agreed to very great influence representing 49.4%, 68 agreed to great influence representing 17.0%, 87 agreed to moderate influence representing 21.8%, 35 agreed to little influence representing 8.8% and 12 agreed to no influence representing 3.0%. The Mean value of 4.01 for item 1 indicated that majority of the respondents agreed that, availability of plastic building products brings satisfaction to consumers. For item 2, 111 of the respondents agreed to very great influence representing 27.8%, 116 agreed to great influence representing 29.1%, 83 agreed to moderate influence representing 20.8%, 74

agreed to little influence representing 18.5% and 15 agreed to no influence representing 3.8%. The Mean value of 3.59 for item 2 indicated that majority of the respondents agreed that, availability of plastic building products helps consumers purchase more.

For item 3, 43 of the respondents agreed to very great influence representing 10.8%, 70 agreed to great influence representing 17.5%, 166 agreed to moderate influence representing 41.6%, 73 agreed to little influence representing 18.3% and 47 agreed to no influence representing 11.8%. The Mean value of 3.29 for item 3 indicated that majority of the respondents agreed that, availability of plastic building products increases product patronage.

For item 4, 45 of the respondents agreed to very great influence representing 11.3%, 94 agreed to great influence representing 23.6%, 118 agreed to moderate influence representing 29.6%, 110 agreed to little influence representing 27.6% and 32 agreed to no influence representing 8.2%. The Mean value of 3.03 for item 4 indicated that majority of the respondents disagreed that, availability of plastic building products influences quick purchase of the products by consumers. For item 5, 218 of the respondents agreed to very great influence representing 54.6%, 109 agreed to great influence representing 27.3%, 39 agreed to moderate

influence representing 9.8%, 30 agreed to little influence representing 7.5% and 3 agreed to no influence representing 0.8%. The Mean value of 4.28 for item 5 indicated that majority of the respondents agreed that, availability of plastic building products helps firms to compete favourably in the market.

For item 6, 50 of the respondents agreed to very great influence representing 12.5%, 82 agreed to great influence representing 20.6%, 127 agreed to moderate influence representing 31.8%, 98 agreed to little influence representing 24.6% and 42 agreed to no influence representing 10.0%. The Mean value of 3.00 for item 6 indicated that majority of the respondents disagreed that, availability of plastic building products helps to increase the demand for the product. For item 7, 38 of the respondents agreed to very great influence representing 9.5%, 58 agreed to great influence representing 14.5%, 147 agreed to moderate influence representing 36.8%, 126 agreed to little influence representing 31.6% and 30 agreed to no influence representing 7.5%. The Mean value of 2.86 for item 7 indicated that majority of the respondents disagreed that, availability of plastic building products helps to restrict the use of other products.

For item 8, 189 of the respondents agreed to very great influence representing 47.4%, 63 agreed to great influence representing 15.8%, 59 agreed to moderate influence representing 14.8%, 55 agreed to little

influence representing 13.8% and 33 agreed to no influence representing 8.3%. The Mean value of 3.80 for item 8 indicated that majority of the respondents agreed that, availability of plastic building products accounts for the product high utilization. For item 9, 43 of the respondents agreed to very great influence representing 14.8%, 64 agreed to great influence representing 16.0%, 199 agreed to moderate influence representing 49.9%, 53 agreed to little influence representing 13.3% and 40 agreed to no influence representing 10.0%. The Mean value of 3.04 for item 9 indicated that majority of the respondents disagreed that availability of plastic building products suggests uniqueness of the product.

For item 10, 38 of the respondents agreed to very great influence representing 9.5%, 63 agreed to great influence representing 15.8%, 86 agreed to moderate influence representing 21.6%, 116 agreed to little influence representing 29.1% and 96 agreed to no influence representing 24.1%. The Mean value of 2.58 for item 10 indicated that majority of the respondents disagreed that, availability of plastic building products suggests that the product has valuable. The standard deviation values for the 10 products' availability items in Table 4.4 ranged between 0.85 and 1.27 which shows that the responses of the respondents were not very far from the Mean and from one another in their responses.

Research Question 5

What is the extent of influence of advertising on the purchase of plastic building products by real estate developers in Bayelsa State?

The items on the extent of influence of advertising on the purchase of plastic building products by real estate developers in Bayelsa State covered items 1 to 13, and the data are presented in Table 4.5 below.

Table 4.5: Influence of Advertising on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State. (N= 399)

S/N	Item Statements	Response Frequencies and Percentages					\bar{X}	SD	Rmks
		VGI	GI	MI	LI	NI			
1	Advertising helps to create awareness of plastic building products	265 (66.4)	98 (24.6)	22 (5.5)	14 (3.5)	-	4.53	0.76	Very Great Influence
2	Advertising of plastic building products influences the consumers' brand recall and desire to buy.	229 (57.4)	125 (31.3)	30 (7.5)	15 (3.8)	-	4.42	0.79	Great Influence
3	Advertising of plastic building products captures consumers' attention and urge them to buy more.	185 (46.4)	137 (34.3)	39 (9.8)	31 (7.8)	7 (1.8)	4.16	1.00	Great Influence
4	Advertising of plastic building products gives adequate information about the products' features and attributes.	288 (72.2)	60 (15.0)	28 (7.0)	23 (5.8)	-	4.54	0.86	Very Great Influence
5	Advertising of plastic	168	93	78	44	16	3.88	1.19	

	building products brings fulfillment to the advertising agency.	(42.1)	(23.3)	(19.5)	(11.0)	(4.0)			Great Influence
6	Advertising of plastic building products helps to increase the sales volume of producers.	209 (52.4)	110 (27.6)	44 (11.0)	33 (8.3)	3 (0.8)	4.23	0.99	Great Influence
7	Advertising persuades consumers to purchase plastic building products frequently.	178 (44.6)	143 (35.8)	45 (11.3)	33 (8.3)	-	4.17	0.93	Great Influence
8	Advertising is prominent in the development of plastic building products.	232 (58.1)	85 (21.3)	52 (13.0)	30 (7.5)	-	4.30	0.96	Great Influence
9	Advertising creates efficient reminder in the purchase of plastic building products by consumers.	200 (50.1)	145 (36.3)	35 (8.8)	19 (4.8)	-	4.32	0.82	Great Influence
10	Advertising is used to introduce old and new plastic building products to the public for consumption.	237 (59.4)	128 (32.1)	30 (7.5)	4 (1.0)	-	4.50	0.68	Very Great Influence
11	Advertising of plastic building products accounts for their uniqueness.	55 (13.8)	81 (20.3)	105 (26.3)	126 (31.6)	32 (8.0)	3.00	1.18	Moderate Influence
12	Advertising makes consumers to purchase plastic building products as and when due.	229 (57.4)	52 (13.0)	53 (13.3)	55 (13.8)	10 (2.5)	4.09	1.23	Great Influence
13	Advertising of plastic building products increases brand loyalty.	147 (36.8)	153 (38.3)	57 (14.3)	28 (7.0)	14 (3.5)	3.94	1.13	Great Influence

Key: \bar{X} = Mean

Values in parentheses () represent the percentages of the frequencies.

For item 1 in Table 4.5 above, 265 of the respondents agreed to very great influence representing 66.4%, 98 agreed to great influence representing 24.6%, 22 agreed to moderate influence representing 5.5%, 14 agreed to little influence representing 3.5% while none of the respondents agreed to no influence. The Mean value of 4.53 for item 1 indicated that majority of the respondents agreed that, advertisement helps to create awareness of plastic building products. For item 2, 229 of the respondents agreed to very great influence representing 57.4%, 125 agreed to great influence representing 31.3%, 30 agreed to moderate influence representing 7.5%, 15 agreed to little influence representing 3.8% while none of the respondents agreed to no influence. The Mean value of 4.42 for item 2 indicated that majority of the respondents agreed that, advertisement of plastic building products influences the consumers' brand recall and desire to buy the products.

For item 3, 185 of the respondents agreed to very great influence representing 46.4%, 137 agreed to great influence representing 34.3%, 39 agreed to moderate influence representing 9.8%, 31 agreed to little influence representing 7.8% and 7 agreed to no influence representing 1.8%. The Mean value of 4.16 for item 3 indicated that majority of the respondents

agreed that, advertisement of plastic building products captures consumers' attention and urge them to buy more. For item 4, 288 of the respondents agreed to very great influence representing 72.2%, 60 agreed to great influence representing 15.0%, 28 agreed to moderate influence representing 7.0%, 23 agreed to little influence representing 5.8% while none of the respondents agreed to no influence. The Mean value of 4.54 for item 4 indicated that majority of the respondents agreed that, advertisement of plastic building products gives adequate information about the products' features and attributes to the customers. For item 5, 168 of the respondents agreed to very great influence representing 42.1%, 93 agreed to great influence representing 23.3%, 78 agreed to moderate influence representing 19.5%, 44 agreed to little influence representing 11.0% and 16 agreed to no influence representing 4.0%. The Mean value of 3.33 for item 5 indicated that majority of the respondents agreed that, advertisement of plastic building products brings fulfillment to the advertising agency.

For item 6, 209 of the respondents agreed to very great influence representing 52.4%, 110 agreed to great influence representing 27.6%, 44 agreed to moderate influence representing 11.0%, 33 agreed to little influence representing 8.3% and 3 agreed to no influence representing 0.8%. The Mean value of 4.23 for item 6 indicated that majority of the respondents

agreed that, advertisement of plastic building products helps to increase the sales volume of producers. For item 7, 178 of the respondents agreed to very great influence representing 44.6%, 143 agreed to great influence representing 35.8%, 45 agreed to moderate influence representing 11.3%, 33 agreed to little influence representing 8.3% while none of the respondents agreed to no influence. The Mean value of 4.17 for item 7 indicated that majority of the respondents agreed that, advertisement persuades consumers to purchase plastic building products frequently. For item 8, 232 of the respondents agreed to very great influence representing 58.1%, 85 agreed to great influence representing 21.3%, 52 agreed to moderate influence representing 13.0%, 30 agreed to little influence representing 7.5% while none of the respondents agreed to no influence. The Mean value of 4.30 for item 8 indicated that majority of the respondents agreed that, advertisement is prominent in the development of plastic building products.

For item 9, 200 of the respondents agreed to very great influence representing 50.1%, 145 agreed to great influence representing 36.3%, 35 agreed to moderate influence representing 8.8%, 19 agreed to little influence representing 4.8% while none of the respondents agreed to no influence. The Mean value of 4.32 for item 9 indicated that majority of the respondents agreed that, advertisement creates efficient reminder in the purchase of

plastic building products by consumers. For item 10, 237 of the respondents agreed to very great influence representing 59.4%, 128 agreed to great influence representing 32.1%, 30 agreed to moderate influence representing 7.5%, 4 agreed to little influence representing 1.0% while none of the respondents agreed to no influence. The Mean value of 4.50 for item 10 indicated that majority of the respondents agreed that, advertisement is used to introduce old and new plastic building products to the public for consumption.

For item 11, 55 of the respondents agreed to very great influence representing 13.8%, 81 agreed to great influence representing 20.3%, 105 agreed to moderate influence representing 26.3%, 126 agreed to little influence representing 31.6% and 32 agreed to no influence representing 8.0%. The Mean value of 3.00 for item 11 indicated that majority of the respondents disagreed that, advertisement of plastic building products accounts for their uniqueness. For item 12, 229 of the respondents agreed to very great influence representing 57.4%, 52 agreed to great influence representing 13.0%, 53 agreed to moderate influence representing 13.3%, 55 agreed to little influence representing 13.8% and 10 agreed to no influence representing 2.5%. The Mean value of 4.09 for item 12 indicated that

majority of the respondents agreed that, advertisement makes consumers to purchase plastic building products.

For item13, 147 of the respondents agreed to very great influence representing 36.8%, 153 agreed to great influence representing 38.3%, 57 agreed to moderate influence representing 14.3%, 28 agreed to little influence representing 7.0% and 14 agreed to no influence representing 3.5%. The Mean value of 3.94 for item 13 indicated that majority of the respondents agreed that, advertisement of plastic building products increases brand loyalty. The standard deviation values for the 13 advertisement items in Table 4.5 ranged between 0.68 and 1.23 which shows that the responses of the respondents were not very far from the mean and from one another in their responses.

Research Question 6

What is the extent of influence of branding on the purchase of plastic building products by real estate developers in Bayelsa State?

The items on the extent of influence of advertising on the purchase of plastic building products by real estate developers in Bayelsa State covered items 1 to 14, and the data are presented in Table 4.6 below.

Table 4.6: Influence of Branding on the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State. (N= 399)

S/N	Item Statements	Response Frequencies and Percentages					\bar{X}	SD	Rmks
		VGI	GI	MI	LI	NI			
1	Branding helps to create the image of plastic building products to consumers.	226 (56.6)	132 (33.1)	23 (5.8)	15 (3.8)	3 (0.8)	4.41	0.82	Great Influence
2	Branding distinguishes quality plastic building products from counterfeits in the market.	57 (14.0)	59 (15.0)	168 (42.1)	86 (21.6)	29 (7.3)	3.08	1.11	Moderate Influence
3	Branded plastic building products help to identify the marketer and the product.	198 (49.6)	118 (29.6)	45 (11.3)	31 (7.8)	7 (1.8)	4.17	1.02	Great Influence
4	The purchase of branded plastic building products gives satisfaction to users.	147 (36.8)	190 (47.6)	30 (7.5)	23 (5.8)	9 (2.3)	4.11	0.93	Great Influence
5	Branded plastic building products increase sales volume of the producers.	198 (49.6)	87 (21.8)	55 (13.8)	53 (12.3)	6 (1.5)	4.04	1.15	Great Influence
6	Consumers prefer branded	144	148	69	24	14	3.94	1.10	

	plastic building products to their generic unbranded products.	(36.1)	(37.1)	(17.3)	(6.0)	(3.5)			Great Influence
7	Branded plastic building products enhance the promises of value the product makes.	226 (56.6)	132 (33.1)	23 (5.8)	15 (3.8)	3 (0.8)	4.41	0.82	Great Influence
8	Branded plastic building products influence buying decisions and shapes ownership experience.	130 (32.6)	231 (57.9)	19 (4.8)	14 (3.5)	5 (1.3)	4.17	0.77	Great Influence
9	Branded plastic building products simplify product handling.	38 (9.5)	58 (14.5)	147 (36.8)	126 (31.6)	30 (7.5)	2.86	1.06	Moderate Influence
10	Branded plastic building products create emotional attachments to products and companies.	150 (37.6)	91 (22.8)	77 (19.3)	66 (16.5)	15 (3.8)	3.71	1.25	Great Influence
11	Branded plastic building products make purchasing decisions easier and quicker for the consumer.	44 (11.0)	94 (23.6)	108 (27.1)	121 (30.3)	32 (8.0)	3.30	1.14	Moderate Influence
12	Branded plastic building products impress the firm's identity upon potential customers.	144 (36.1)	148 (37.1)	57 (14.3)	30 (7.5)	20 (5.0)	3.92	1.12	Great Influence
13	Branded plastic building products help to maximize profit.	188 (47.1)	107 (26.8)	70 (17.5)	24 (6.0)	10 (2.5)	4.10	1.05	Great Influence
14	Branded plastic building products suggest good quality.	45 (11.3)	89 (22.3)	118 (29.6)	80 (20.1)	67 (16.8)	2.91	1.24	Moderate Influence

Key: \bar{X} = Mean

Values in parentheses () represent the percentages of the frequencies.

For item 1 in Table 4.6 above, 266 of the respondents agreed to very great influence representing 56.6%, 132 agreed to great influence representing 33.1%, 23 agreed to moderate influence representing 5.8%, 15 agreed to little influence representing 3.8% and 3 agreed to no influence representing 0.8%. The Mean value of 4.41 for item 1 indicated that majority of the respondents agreed that, branding helps to create the image of plastic building products to consumers. For item 2, 57 of the respondents agreed to very great influence representing 14.0%, 59 agreed to great influence representing 15.0%, 168 agreed to moderate influence representing 42.1%, 86 agreed to little influence representing 21.6% and 29 agreed to no influence representing 7.3%. The Mean value of 3.08 for item 2 indicated that majority of the respondents agreed that, branding distinguishes quality plastic building products from counterfeits in the market.

For item 3, 198 of the respondents agreed to very great influence representing 49.6%, 118 agreed to great influence representing 29.6%, 45 agreed to moderate influence representing 11.3%, 31 agreed to little influence representing 7.8% and 7 agreed to no influence representing 1.8%. The Mean value of 4.17 for item 3 indicated that majority of the respondents agreed that, branded plastic building products help to identify the producers with their products. For item 4, 147 of the respondents agreed to very great

influence representing 46.8%, 190 agreed to great influence representing 47.6%, 30 agreed to moderate influence representing 7.5%, 23 agreed to little influence representing 5.8% and 9 agreed to no influence representing 2.3%. The Mean value of 4.11 for item 4 indicated that majority of the respondents agreed that, the purchase of branded plastic building products gives satisfaction to users.

For item 5, 198 of the respondents agreed to very great influence representing 49.6%, 87 agreed to great influence representing 21.8%, 55 agreed to moderate influence representing 13.8%, 53 agreed to little influence representing 13.3% and 6 agreed to no influence representing 1.5%. The Mean value of 4.04 for item 5 indicated that majority of the respondents agreed that, branded plastic building products increase sales volume of the producers. For item 6, 144 of the respondents agreed to very great influence representing 36.1%, 148 agreed to great influence representing 37.1%, 69 agreed to moderate influence representing 17.3%, 14 agreed to little influence representing 3.5% and 24 agreed to no influence representing 6.0%. The Mean value of 3.94 for item 6 indicated that majority of the respondents agreed that, consumers prefer branded plastic building products to their generic unbranded products. For item 7, 226 of the respondents agreed to very great influence representing 56.6%, 132 agreed to great influence representing 33.1%, 23 agreed to moderate influence

representing 5.8%, 15 agreed to little influence representing 3.8% and 3 agreed to no influence representing 0.8%. The Mean value of 4.41 for item 7 indicated that majority of the respondents agreed that, branded plastic building products enhance the promises of the value of the product.

For item 8, 130 of the respondents agreed to very great influence representing 32.6%, 231 agreed to great influence representing 57.9%, 19 agreed to moderate influence representing 4.8%, 14 agreed to little influence representing 3.5% and 5 agreed to no influence representing 1.3%. The Mean value of 4.17 for item 8 indicated that majority of the respondents agreed that, branded plastic building products influence buying decisions of the customers. For item 9, 38 of the respondents agreed to very great influence representing 9.5%, 58 agreed to great influence representing 14.5%, 147 agreed to moderate influence representing 36.8%, 126 agreed to little influence representing 31.6% and 30 agreed to no influence representing 7.5%. The Mean value of 2.86 for item 9 indicated that majority of the respondents disagreed that, branded plastic building products simplify product handling.

For item 10, 150 of the respondents agreed to very great influence representing 37.6%, 91 agreed to great influence representing 22.8%, 66 agreed to moderate influence representing 16.5%, 77 agreed to little influence representing 19.3% and 15 agreed to no influence representing

3.8%. The Mean value of 3.71 for item 10 indicated that majority of the respondents agreed that, branded plastic building products create emotional attachments to products and companies. For item 11, 44 of the respondents agreed to very great influence representing 11.0%, 94 agreed to great influence representing 23.6%, 108 agreed to moderate influence representing 27.1%, 121 agreed to little influence representing 30.3% and 32 agreed to no influence representing 8.0%. The Mean value of 3.30 for item 11 indicated that majority of the respondents agreed that, branded plastic building products make purchasing decisions easier and quicker for the consumers.

For item 12, 144 of the respondents agreed to very great influence representing 36.1%, 148 agreed to great influence representing 37.1%, 57 agreed to moderate influence representing 14.3%, 30 agreed to little influence representing 7.5% and 20 agreed to no influence representing 5.0%. The Mean value of 3.92 for item 12 indicated that majority of the respondents agreed that, branded plastic building products impress the firm's identity upon potential customers.

For item 13, 188 of the respondents agreed to very great influence representing 47.1%, 107 agreed to great influence representing 26.8%, 70 agreed to moderate influence representing 17.5%, 24 agreed to little influence representing 6.0% and 10 agreed to no influence representing 2.5%. The Mean value of 4.10 for item 13 indicated that majority of the

Between Groups	2.401	2	1.201	0.718	3.00	0.05	NS
Within Groups	531.520	318	1.671				
Total	533.921	320					

The analysis of variance (ANOVA) presented in Table 4.7(a) above showed that F- calculated (F-cal) value of 0.718 is less than the F-critical value of 3.00 at PÖ0.05 level of significance. This indicated that, there is no significant difference in the Mean scores of the responses of male real estate architects, quantity and land surveyors on the influence of quality in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference for hypothesis 1(a) is accepted.

HO₁(b): There are no significant differences in the Mean responses of female real estate architects, quantity and land surveyors on the extent of influence of quality on the purchase of plastic building products by real estate developers in Bayelsa State.

Table 4.7(b): Analysis of Variance (ANOVA) of the Mean Ratings of Female Real Estate Architects, Quantity and Land Surveyors on the Extent of Influence of Quality in their Purchase of Plastic Building Products in Bayelsa State.

	Sum of		Mean			Level	Rmks
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Sources of Variance	Squares	DF	Square	F-Cal	F-Tab	of Sig	
Between Groups	2.535	2	1.268	0.626	3.00	0.05	NS
Within Groups	153.104	75	2.042				
Total	155.638	77					

The analysis of variance (ANOVA) presented in Table 4.7(b) above showed that F- calculated (F-cal) value of 0.626 is less than the F-critical value of 3.00 at P \leq 0.05 level of significance. This indicated that, there is no significant difference in the Mean scores of the responses of female real estate architects, quantity and land surveyors on the influence of quality in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference for hypothesis 1(b) is accepted.

H₀(a): There are no significant differences in the Mean responses of rural real estate Mechanical, Electrical and Structural/Civil Engineers on the extent of influence of durability on the purchase of plastic building products by real estate developers in Bayelsa State.

Table 4.8(a): Analysis of Variance (ANOVA) of the Mean Ratings of Rural Real Estate Mechanical, Electrical and Structural/Civil

Engineers on the Extent of Influence of Durability in their Purchase of Plastic Building Products in Bayelsa State.

Sources of Variance	Sum of Squares	DF	Mean Square	F-Cal	F-Tab	Level of Sig	Rmks
Between Groups	4.275	2	2.137	1.245	3.00	0.05	NS
Within Groups	295.581	183	1.615				
Total	299.855	185					

The analysis of variance (ANOVA) presented in Table 4.8(a) above showed that F- calculated (F-cal) value of 1.245 is less than the F-critical value of 3.00 at PÖ0.05 level of significance. This indicated that, there is no significant difference in the Mean scores of the responses of rural real estate mechanical, electrical and structural/civil engineers on the influence of durability in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference for hypothesis 2(a) is accepted.

Ho₂(b): There are no significant differences in the Mean responses of urban real estate Mechanical, Electrical and Structural/Civil Engineers on the extent of influence of durability on the purchase of plastic building products by real estate developers in Bayelsa State.

Table 4.8(b): Analysis of Variance (ANOVA) of the Mean Ratings of Urban Real Estate Mechanical, Electrical and Structural/Civil Engineers on the Extent of Influence of Durability in their Purchase of Plastic Building Products in Bayelsa State.

Sources of Variance	Sum of Squares	DF	Mean Square	F-Cal	F-Tab	Level of Sig	Rmks
Between Groups	4.630	2	2.315	1.279	3.00	0.05	NS
Within Groups	333.421	210	1.588				
Total	338.051	212					

The analysis of variance (ANOVA) presented in Table 4.8(b) above showed that F- calculated (F-cal) value of 1.279 is less than the F-critical value of 3.00 at P \leq 0.05 level of significance. This indicated that, there is no significant difference in the Mean scores of the responses of urban real estate mechanical, electrical and structural/civil engineers on the influence of durability in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference for hypothesis 2(b) is accepted.

Ho_{3(a)}: There are no significant differences in the Mean responses of foreign-based real estate Architects, Quantity and Land Surveyors on the extent of influence of price on the purchase of plastic building products by real estate developers in Bayelsa State.

Table 4.9(a): Analysis of Variance (ANOVA) of the Mean Ratings of Foreign Based Real Estate Mechanical, Electrical and Structural/Civil Engineers on the Extent of Influence of Price in their Purchase of Plastic Building Products in Bayelsa State.

Sources of Variance	Sum of Squares	DF	Mean Square	F-Cal	F-Tab	Level of Sig	Rmks
Between Groups	2.198	2	1.099	0.553	3.00	0.05	NS
Within Groups	124.171	58	2.141				
Total	126.370	60					

The analysis of variance (ANOVA) presented in Table 4.9(a) above showed that F- calculated (F-cal) value of 0.553 is less than the F-critical value of 3.00 at PÖ0.05 level of significance. This indicated that, there is no significant difference in the Mean scores of the responses of foreign-based real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference for hypothesis 3(a) is accepted.

Ho₃(b): There are no significant differences in the Mean responses of indigenous real estate Architects, Quantity and Land Surveyors on the extent of influence of price on the purchase of plastic building products by real estate developers in Bayelsa State.

Table 4.9(b): Analysis of Variance (ANOVA) of the Mean Ratings of Indigenous Real Estate Mechanical, Electrical and Structural/Civil Engineers on the Extent of Influence of Price in their Purchase of Plastic Building Products in Bayelsa State.

Sources of Variance	Sum of Squares	DF	Mean Square	F-Cal	F-Tab	Level of Sig	Rmks
Between Groups	4.776	2	2.388	1.293	3.00	0.05	NS
Within Groups	622.656	235	1.859				
Total	627.423	237					

The analysis of variance (ANOVA) presented in Table 4.9(b) above showed that F- calculated (F-cal) value of 1.293 is less than the F-critical value of 3.00 at PÖ0.05 level of significance. This indicated that, there is no significant difference in the Mean scores of the responses of indigenous real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference for hypothesis 3(b) is accepted.

Major Findings of the Study.

The following findings emerged from the study based on the research questions answered and the hypotheses tested.

Research Question 1.

Based on the data presented in Table 4.1 under research question 1, the respondents agreed that:

- Customers prefer quality plastic building products and are willing to pay for it.
- Quality plastic building products offer a better value for purchasers' money.
- Quality plastic building products attract customer patronage.
- High level of quality plastic building products results in high level of customer satisfaction.
- Quality plastic products result in high rate of purchase of products.
- Quality plastic building products help to increase sales volume.
- High price of plastic building products suggest a superior quality.
- Quality plastic building products are designed to improve organizations' image.

- Quality plastic building products are essential for business success in today's competitive global market.
- Quality plastic building products help to maintain a competitive position in the market.

Research Question 2.

Based on the data presented in Table 4.2 under research question 2, the respondents agreed that:

- Purchasers prefer to buy plastic building products that are durable and long lasting.
- Durable plastic building products bring satisfaction to the end users.
- Purchasers are willing to pay more for plastic building products that have a reputation of being long lasting.
- Durable plastic building products influence the high rate of purchase by consumers.
- Durable plastic building products help the purchaser to save money.
- Durable plastic building products lead to business success of producers and marketers.
- Durable plastic building products help to gain new attention and patronage of customers.

- Durable plastic building products foster good relationship between consumers and producers.
- Durable plastic building products stimulate customers' interest for the products.
- Durable plastic building products suggest that the product is superior.
- Durable plastic building products improve manufacturers' image.
- Durable plastic building products bring prestige to consumers.

However, the respondents disagreed that purchasers buy durable plastic building products in order to set themselves apart and express their personality.

Research Question 3.

Based on the data presented in Table 4.3 under research question 3, the respondents agreed that:

- Consumers prefer to buy plastic building products at a low price.
- Low priced plastic building products suggest low quality.
- Plastic building products with higher price are indication that the product is qualitative.
- The price of plastic building products is a major determinant of buyers' choice.

- The high price of plastic building products influences the wages producers pay to their workers.
- The price of plastic building products enhances the marketing programme of the company.
- The price of plastic building products influences products sales volume.
- The price of plastic building products influences products acceptance by consumers.

On the other hand, the respondents disagreed that:

- High priced plastic building products attract great patronage.
- Firms increase the price of plastic building products in order to capture market share.
- The high price of plastic building products helps to retain the customers.

Research Question 4.

Based on the data presented in Table 4.4 under research question 4, the respondents agreed that:

- Availability of plastic building products brings satisfaction to customers.
- Availability of plastic building products helps customers purchase more.

- Availability of plastic building products increases product patronage.
- Availability of plastic building products helps firms compete favourably with other products in the markets.
- Availability of plastic building products accounts for the product high utilization.

However, the respondents disagreed that:

- Availability of plastic building products influences quick purchase of the products by consumers.
- Availability of plastic building products helps to increase the demand for the product.
- Availability of plastic building products helps to restrict the use of other products.
- Availability of plastic building products suggests uniqueness of the product.
- Availability of plastic building products suggests that the product has value.

Research Question 5.

Based on the data presented in Table 4.5 under research question 5, the respondents agreed that:

- Advertising helps to create awareness of plastic building products to the customers.
- Advertising of plastic building products influences the consumers' brand recall and desire to buy the products.
- Advertising of plastic building products captures consumers' attention and urge them to buy more.
- Advertising of plastic building products gives adequate information about the products' features and attributes to the customers.
- Advertising of plastic building products brings fulfillment to the advertising agency.
- Advertising of plastic building products helps to increase the sales volume of producers.
- Advertising persuades consumers to purchase plastic building products frequently.
- Advertising is prominent in the development of plastic building products.
- Advertising creates efficient reminder in the purchase of plastic building products by consumers.
- Advertising is used to introduce old and new plastic building products to the public for consumption.

- Advertising makes consumers to purchase plastic building products as and when due.
- Advertising of plastic building products increases brand loyalty.

On the other hand, the respondents disagreed that advertising of plastic building products accounts for their uniqueness.

Research Question 6.

Based on the data presented in Table 4.6 under research question 6, the respondents agreed that:

- Branding helps to create the image of plastic building products to consumers.
- Branding distinguishes quality plastic building products from counterfeit products in the market.
- Branded plastic building products help to identify the marketer and the products.
- The purchase of branded plastic building products gives satisfaction to users.
- Branded plastic building products increase sales volume of the producers and marketers.
- Consumers prefer branded plastic building products to other generic unbranded products.

- Branded plastic building products enhance the promises of the value of the products.
- Branded plastic building products influence buying decisions and shapes ownership experience.
- Branded plastic building products create emotional attachments to products and companies.
- Branded plastic building products make purchasing decisions easier and quicker for the consumer.
- Branded plastic building products impress the firm's identity upon potential customers.
- Branded plastic building products help to maximize producer's and marketer's profit.

However, the respondents disagreed that:

- Branded plastic building products simplify product handling.
- Branded plastic building products suggest good quality.

Major Findings on Hypotheses Tested

Ho_{1(a)}: The findings of analysis of variance (ANOVA) presented in Table 4.7(a) on hypothesis 1 revealed that there was no significant difference in the Mean ratings of the responses of male real estate architects, quantity and land surveyors on the influence of quality in

their purchase of plastic building products in Bayelsa State. Therefore, the null hypothesis of no significant difference for hypothesis 1 is accepted.

Ho₁(b): The findings of analysis of variance (ANOVA) presented in Table 4.7(b) on hypothesis 1 revealed that there was no significant difference in the Mean ratings of the responses of female real estate architects, quantity and land surveyors on the influence of quality in their purchase of plastic building products in Bayelsa State. Therefore, the null hypothesis of no significant difference for hypothesis 1 is accepted.

Ho₂(a): The findings of analysis of variance (ANOVA) presented in Table 4.8(a) on hypothesis 2 revealed that there was no significant difference in the Mean ratings of the responses of rural real estate mechanical, electrical and structural/civil engineers on the influence of durability in their purchase of plastic building products in Bayelsa State. Therefore, the null hypothesis of no significant difference for hypothesis 2 is accepted.

Ho₂(b): The findings of analysis of variance (ANOVA) presented in Table 4.8(b) on hypothesis 2 revealed that there was no significant difference in the Mean ratings of the responses of urban real estate mechanical, electrical and structural/civil engineers on the influence

of durability in their purchase of plastic building products in Bayelsa State. Therefore, the null hypothesis of no significant difference for hypothesis 2 is accepted.

Ho₃(a): The findings of analysis of variance (ANOVA) presented in Table 4.9(a) on hypothesis 3 revealed that there was no significant difference in the Mean ratings of the responses of foreign-based real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products in Balyesa State. Therefore, the null hypothesis of no significant difference for hypothesis 3 is accepted.

Ho₃(b): The findings of analysis of variance (ANOVA) presented in Table 4.9(b) on hypothesis 3 revealed that there was no significant difference in the Mean ratings of the responses of indigenous real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products in Balyesa State. Therefore, the null hypothesis of no significant difference for hypothesis 3 is accepted.

Discussion of Major Findings

It was found out from the study that the respondents agreed that all the 10 identified productsø quality items were influential in the purchase of

plastic building products by real estate developers. These identified quality items include; customers' preference for quality plastic products, offer of better value and satisfaction by quality plastic building products, suggestion of superiority by quality plastic building products, and ability of quality plastic building products to help the producers maintain a good position in the competitive Nigerian market among others. To buttress the influence of quality on consumers' preference for products, the findings of this study is in line with the result of a study conducted by Kenny (2009) which showed that about 60% of respondents reported they are willing to pay up to 10% more for food products that promise to be of high quality. In addition, the findings of this study also corroborate the findings of Brewster (2004) who stated that quality of a product refers to a state of excellence, class, value, worth, and superiority placed on the product.

The finding is in agreement with the submission of Zahorik and Keiningham (1982) who reported that quality is the best assurance of customer allegiance, preference and satisfaction, the strongest defense against foreign and local competition, and the only path to sustained growth and earnings. The authors maintained that the drive by producers to produce goods and services that are superior in world's market has led to recognition and presentation of award prizes to companies that exemplify the best

quality practices. The findings of this study also agreed with the result of the study of Ergin and Akbay (2010) who investigated consumers purchase intention of foreign products in Turkey and found out that the primary factor believed to have an influence over the purchase intention of foreign products is perceived quality. These assessments of quality are similar to attitudinal judgments, and consumers depend on how effectively a specific brand satisfies internal quality standards in their assessment of a brand's overall excellence with regards to their consumption experience.

It was found out that the respondents agreed that the products' durability items were influential in the purchase of plastic building products by real estate developers in Balyesa State. These identified durability items as found out by the study include; the preference of buyers for durable and long lasting plastic building products, durable plastic building products influence the high rate of purchase by consumers, high rate of business success from the sale of durable plastic building products, ability of producers of quality plastic products to gain attention of customers and retain their patronage, the creation of good image of the manufacturers for producing durable plastic building products with expected life span among others. The finding also seem to be in consonance with that of Kotler and Keller (2006) who reported that durability of a product is a measure of the

products' expected operating life under natural or stressful conditions and that these attributes generally convince buyers to pay more for products that have a reputation for being long lasting. Kotler and Keller (2006) further reported that durability of a product suggests product quality, improved customer satisfaction, reduced prototype costs, reduced developments and warranty costs as well as resist competition from products; these are all in agreement with the findings of this study. The durability of plastic building products is essential to maintain shape, expected strength in order to ensure safety of life and properties in the building. Hence, Boynton and Gutschick (2000) noted that durability of products helps to maintain structure, original appearance, strength and soundness of the products for many years.

It was found that the respondents agreed that some identified products' price items were influential in the purchase of plastic building products by real estate developers in the study area. These identified price items include; customers preference to buy plastic building products at relatively low price, that price is a strong determinant in buyers choice of products, sales volume, enhances marketing programmes of the producing companies, acceptance of products by customers, and that price tag of plastic building products influence the producers income and the wages to the workers among others. The finding is strongly in consonance with the

finding of Kenny (2009) who reported on a similar study that 64% of the respondents agreed that commodity price has a very strong influence on consumers purchase decision. The author reported further that, it is important to note that price of a given commodity remains a very important purchase factor, even among more affluent consumers. The findings of Duffy (2011) on the influence of prices, consumer incomes and advertising upon the demand for alcoholic drinks in the United Kingdom showed that income and price of products had marked effects on the demand for these goods.

It was found that the respondents agreed that some of the products availability items were influential in the purchase of plastic building products by real estate developers in the study area. These identified availability items include that; availability of plastic building products brings satisfaction to customers, helps customers purchase more, increases product patronage among consumers, helps firms compete favourably with other products in the markets, and that availability of plastic building products accounts for the product high utilization. The above finding is in agreement with the findings of a study conducted by Uddin, Parvin and Rahman (2008) where the authors estimated the determinants of purchasing imported products on a regular basis in Bangladesh and found out that the

determinants that posed positive influence are brand preference, trust in retail store, fewer local alternatives, prestige symbol in reference group and most importantly uninterrupted availability of products. It was further found in a study carried out by Ergin (2010) on the rise in the sales of counterfeit brands among Turkish consumers that wide availability of products in the market, prestige, brand popularity, and low price are the four main motivator factors for consumers purchasing counterfeit products. Part of the findings of the author is in agreement with the findings of this study most especially on the influence of products availability on their purchase by consumers.

It was found that the respondents agreed that the identified advertising items in the study were influential in the purchase of plastic building products by real estate developers in the study area. These identified advertising items include that; advertising helps to create awareness of plastic building products to the customers, influence the consumers' brand recall and desire to buy the products, helps capture consumers' attention and urge them to buy more, gives adequate information about the products' features and attributes to the customers, helps to increase the sales volume of producers, advertisement creates efficient reminder in the purchase of plastic building products by consumers and also helps to introduce old and new plastic building products to the public for consumption among others. The

findings of this study on influence of advertising on the purchase of plastic building products agreed with the findings of Okafor (1995) who conducted a study on the influence of advertising on soap and detergent products marketing in Enugu metropolis; and found out that advertising of products largely influenced the way and manner consumers decide on the consumption of the product. Based on the findings, Okafor (1995) suggested that advertisers should always create awareness concerning their products for more patronage. Also, the result of this study is in consonance with the findings of the study of Awuzie (2003) who investigated the marketing strategies of commercial banks in Lagos State and found that the banks use a combination of advertising, personal selling, publicity, public relations, direct marketing and sales promotion in introducing new products. In addition, the findings that emanated from this study on the influence of advertising on the purchase of plastic building products seems to in agreement with that of Brown (1994) who carried out a study on sales response of promotions and advertising found out that advertising is capable of deeping brand loyalty, helps manufacturing companies yield favourable sales responses among others.

It was found that the respondents agreed that the identified products branding items were influential in the purchase of plastic building products

by real estate developers in the study area. These branding items include that; branding helps to create good image of products, distinguishes quality products from counterfeits, help to identify the producers and marketer with the products, gives satisfaction to customers, help to increase sales volume of the producers and marketers, help to positively influence buying decisions of consumers and help to maximize producer's and marketer's profit among others.

The above finding is in consonance with the findings of Ezeamasiobi (2001) who conducted a study on the impact of advertising on consumer brand preference for cosmetics in Abuja metropolis. The findings of Ezeamasiobi revealed that advertising and product quality were influential in cosmetics brand preference, and that branding motivates and influences the consumers to choose a particular brand of cosmetics for use. In addition, the findings of this study corroborate the findings of Chukwu (2001) who investigated the effects of consumer behavior on products brand preference and loyalty. The major purpose of the study was to determine the effects of advertising on consumer brand preferences and loyalty. The findings revealed that branding of products influence buying habits of consumers more than advertising. The author therefore, suggested that advertising messages should be well focused on products brand attributes such as

colour, packaging, quality in order to succeed in the market. Also, the findings of this study on influence of branding on the purchase of plastic building products is consistent with the results of the study of Gaur and Vaheed (2002) who assessed the buying behaviour of consumers for branded fine rice in India and found out that brand preference of the consumers depends on quality, retailer influence, reasonable price and brand image.

Discussion of Findings on Hypotheses.

Ho₁: The findings on null hypothesis 1 as revealed by the result of the analysis of variance (ANOVA) presented in Tables 4.7(a & b) showed that, the F- calculated (F-cal) value of 0.718 in Table 4.7(a) was less than the F-critical value of 3.00 at 0.05 level of significance; while the F-calculated (F-cal) value of 0.626 in Table 4.7(b) was also less than the F-critical value of 3.00 at 0.05 level of significance. These findings indicated that, there were no significant differences in the mean ratings of the responses of male and female real estate architects, quantity and land surveyors on the influence of quality in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference in the responses of male and female real estate architects, quantity and land surveyors is accepted. In agreement with these findings is that of Zahorik and Keiningham (1982) who reported

that quality is the best assurance of customer allegiance, preference and satisfaction, the strongest defense against foreign and local competition, and the only path to sustained growth and earnings.

H₀₂: The findings on null hypothesis 2 as revealed by the result of the analysis of variance (ANOVA) presented in Tables 4.8(a & b) showed that, the F- calculated (F-cal) value of 1.245 in Table 4.8(a) was less than the F-critical value of 3.00 at 0.05 level of significance; while the F-calculated (F-cal) value of 1.279 in Table 4.8 (b) was also less than the F-critical value of 3.00 at 0.05 level of significance. The above findings indicated that, there were no significant differences in the mean responses of the rural and urban real estate mechanical, electrical and structural/civil engineers on the influence of durability in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference in the Mean responses of the rural and urban real estate mechanical, electrical and structural/civil engineers is accepted. Hence, the findings of Kotler and Keller (2006) showed that durability of a product suggests product quality, improved customer satisfaction, reduced prototype costs, reduced developments and warranty costs as well as resist competition from products.

H₀₃: The findings on null hypothesis 3 as revealed by the result of the analysis of variance (ANOVA) presented in Tables 4.9(a & b) showed that,

the F- calculated (F-cal) value of 0.553 in Table 4.9(a) was less than the F-critical value of 3.00 at 0.05 level of significance; while the F-calculated (F-cal) value of 1.293 in Table 4.9(b) was also less than the F-critical value of 3.00 at 0.05 level of significance. These findings revealed that, there were no significant differences in the mean responses of the foreign-based and indigenous real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products. Therefore, the null hypothesis of no significant difference in the Mean responses of the foreign-based and indigenous real estate Architects, Quantity and Land Surveyors is accepted. These findings were corroborated by that of Duffy (2011) whose findings showed that income and price of products had marked effects on the demand for goods.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Restatement of the Problem.

Bayelsa State is relatively a young State with rapid infrastructural works and numerous building constructions going on. These rapid projects have led to the influx of people to the State as surveyors, engineers, labourers in building sites, in construction companies and business men who deal with the selling of plastic building products. This has further stimulated high demand for plastic building products used for building purposes in the

area. This high demand has also resulted in the increased cost of plastic building products in the State which makes it difficult for prospective home buyers to own and rent houses. This high demand has also resulted in the occasional scarcity and unavailability of plastic building products for building purposes in the State. The perceived high cost and occasional scarcity of plastic building materials could be due to the influences of some marketing variables.

Inyanga (1998) posited that marketing variables that influence the purchase of any product include quality, durability, price, availability, advertising and branding which are qualities real estate developers and sellers expect from a given plastic building products dealer. According to the author, many real estate developers flood the real estate market in search for quality and durable plastic building products. However, many counterfeit and inferior plastic building materials have been introduced to the market resulting to their breakages, leakages and outright damage of these plastic building materials which makes home owners and real estate developers to spend more money in replacing these substandard plastic building materials used. In some cases, the use of counterfeit or inferior plastic building materials result in quick dilapidation of buildings and consequently buildings collapses which is dangerous to human life and properties. In an

attempt of the producers and marketers of these products to market their plastic products, the manufacturers adopt aggressive advertising activities in order to create necessary awareness. However, most of these activities produce negative impression on the choice of plastic building products by real estate developers. Some of the branded plastic building products have not only helped to ease the real estate developers' shopping habits in Bayelsa State but has also helped them to identify the many similar brands in the market. According to Osuala (1998), manufacturers that market branded products normally make much use of advertising to promote their products. This advertising activity causes the price of the product to rise. The rise in the cost of advertising eventually leads to a rise in the product and occasionally substitution of the product. A marketing variable, therefore, which influences the purchase or sale of any product, tends to have both positive and negative side.

Description of the Procedures Used.

The major purpose of this study was to determine the marketing variables which influence the purchase of plastic building products by real estate developers in Bayelsa State. Six specific purposes were developed in line with the major purpose of the study. The study answered six research questions in line with the six specific purposes and tested three hypotheses.

The population of the study consisted of 1997 real estate developers operating in Balyesa State. A stratified random sampling technique was employed to select a total of 399 building engineers, architects and surveyors from the eight (8) local government areas in the State. A 71- item structured questionnaire was developed and used for data collection. The questionnaire was structured using 5-point Likert scale of Very Great Influence, Great Influence, Moderate Influence, Little Influence and No Influence. The questionnaire was validated by three experts; two from the Business Education unit of the Department of Vocational Teacher Education, University of Nigeria, Nsukka and one from the Department of Vocational Industrial Education, Niger Delta University, Wilberforce Island, Bayelsa State. The suggestions offered by the experts were incorporated to improve the final draft of the instrument used for data collection. To determine the reliability of the instrument, 30 copies of the questionnaire

were administered on 30 real estate developers prior to data collection for the study. The Cronbach Alpha reliability method was used to determine the internal consistency of the instrument based on the six specific purposes of the study. Cronbach Alpha coefficients of 0.79; 0.86; 0.90; 0.90; 0.80 and 0.72 were obtained based on each of the specific purposes. An average value of 0.83 was obtained which represent reliability coefficient of the study.

A total of 399 copies of the questionnaire were distributed to respondents by the researcher with the help of three well trained research assistants. A total of 399 questionnaire administered to the respondents were retrieved representing 100% retrieval. The data collected were analyzed using frequency count, percentage and mean for answering the six research questions while analysis of variance (ANOVA) were used in testing the null hypotheses at 0.05 level of significance.

Summary of Findings.

Based on the data analyzed, the following findings were made:

- Quality of plastic building products greatly influences the purchase of the products by real estate developers in Bayelsa State.
- Durability of plastic building products greatly influence the purchase of the products by real estate developers in Bayelsa State.

- Price of plastic building products greatly influence the purchase of the products by real estate developers in Bayelsa State.
- Availability of plastic building products moderately influence the purchase of the products by real estate developers in Bayelsa State.
- Advertising of plastic building products greatly influence the purchase of the products by real estate developers in Bayelsa State.
- Branding of plastic building products greatly influence the purchase of the products by real estate developers in Bayelsa State.
- There was no significant difference in the mean ratings of the responses of male real estate architects, quantity and land surveyors on the influence of quality in their purchase of plastic building products.
- There was no significant difference in the mean ratings of the responses of female real estate architects, quantity and land surveyors on the influence of quality in their purchase of plastic building products.
- There was no significant difference in the mean ratings of the responses of rural real estate mechanical, electrical and structural/civil engineers on the influence of durability in their purchase of plastic building products.

- There was no significant difference in the mean ratings of the responses of urban real estate mechanical, electrical and structural/civil engineers on the influence of durability in their purchase of plastic building products.
- There was no significant difference in the mean ratings of the responses of foreign-based real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products.
- There was no significant difference in the mean ratings of the responses of indigenous real estate Architects, Quantity and Land Surveyors on the influence of price in their purchase of plastic building products.

Conclusion.

Based on the major findings made, the following conclusions were drawn:

- Marketing variables such as product quality, durability, price, availability, advertising and branding have been found to greatly influence the purchase of plastic building products.
- Marketing variables adopted in the selling of these plastic building products by the producers and sellers have helped to create awareness

and positive image of the manufacturing companies and their products to the consumers or end users in the area.

- Surveyors and engineers are aware of the cases of counterfeits and sub-standard plastic building products in the market. Therefore, the application of marketing variables such as quality, durability and branding by the producers of these products will help to a great extent address the reported cases of breakage, leakage and outright damage of these plastic building products which makes home owners and real estate developers to spend more money in replacing these substandard plastic building products when damaged.

Implications of the Study.

The findings of this study have implications for business educators and the management of the manufacturing sub-sector of the Nigerian economy in the following ways:

The manufacturers and marketers of plastic building products in the market should be made to understand that effective application and utilization of marketing variables greatly influence the purchase of their products in the market. The application of these variables will also help to make their products gain competitive advantage against close substitutes in the market.

The knowledge of the influence of application of marketing variables on the competitive advantage and purchase of products in the market should assist Business educators. This knowledge will help to improve their course content, method of teaching, consistent curriculum review and planning for the production of qualified graduates. The graduates in turn will be well equipped with knowledge and skills in the application of the marketing variables for success in business on graduation.

Finally, the findings of this study if implemented will produce the required information to the policy makers and public authorities in charge of quality and standards control. The information will help them in formulating appropriate regulatory policies that are geared towards promoting the application of marketing variables by the manufacturing subsector of the Nigerian economy.

Recommendations.

Based on the findings made and the conclusion drawn, the following recommendations were made:

- Manufacturers in the manufacturing sub sector of the Nigerian economy should adopt and utilize these marketing variables in order to always enjoy competitive advantage against counterfeit and sub-standard products in the market.

- Stakeholders in-charge of quality and standard regulations should be strengthened and protected with appropriate laws in order to operate freely within the manufacturing sub-sector of the Nigerian economy in order to bring quality back to the system.
- All manufactured products should be subjected to quality and standard test before introduction to the Nigerian market in order to address the frequent cases of counterfeit or substandard goods in the market.
- Policies that will ensure strict compliance with the production of quality and standard products by manufacturers should be enforced and monitored and penalty be meted to defaulting manufacturers.

Suggestions for Further Research.

The following related areas have been suggested for further research:

- A study should be conducted on the strategies for effective use of marketing variables in manufacturing subsector of the Nigerian economy: the case of Bayelsa Plastic Company.

- A research should also be done on the Assessment on the influence of marketing variables on the purchase of plastic building products in other States of the country with different environmental factors from Bayelsa state.
- A study should be conducted on identifying factor constraints that militate against the manufacturing companies in the effective application of marketing variables in producing and marketing of their products.
- A research work should be conducted on marketing variables which influence the purchase of metal building products by real estate developers in Nigeria.

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APPENDICES

APPENDIX A

LETTER TO THE VALIDATORS

Department of Vocational Teacher
Education

Business Education Unit
University of Nigeria,
Nsukka.

24th June, 2010.

Dear Educator,

Request for Validation of Research Instrument

I am a D

Products by Real Estate Developers in Bayelsa State.

Attached is a draft of the instrument for the study. You could please vet the instrument for content, clarity and suitability for collecting data for the study.

Thanks, anticipating your usual co-operation.

Yours faithfully,

Igbongidi, Binaebi Paul

PG/Ph. D/O5/39942

NAME OF VALIDATOR:.....

SIGNATURE/DATE:í .

DEPT/INSTITUTION:

Purpose of the Study

The major purpose of the study was to determine the marketing variables influencing the purchase of plastic building products by real estate developers in Bayelsa State. Specifically, the study determined the influence of:

1. Quality on the purchase of plastic building products by real estate developers in Bayelsa State.
2. Durability on the purchase of plastic building products by real estate developers in Bayelsa State.
3. Price on the purchase of plastic building products by real estate developers in Bayelsa State.
4. Availability on the purchase of plastic building products by real estate developers in Bayelsa State.
5. Advertising on the purchase of plastic building products by real estate developers in Bayelsa State.
6. Branding on the purchase of plastic building products by real estate developers in Bayelsa State.

Research Questions

The study answered the following research questions: What is the influence of:

1. Quality on the purchase of plastic building products by real estate developers in Bayelsa State.
2. Durability on the purchase of plastic building products by real estate developers in Bayelsa State.
3. Price on the purchase of plastic building products by real estate developers in Bayelsa State.
4. Availability on the purchase of plastic building products by real estate developers in Bayelsa State.

5. Advertising on the purchase of plastic building products by real estate developers in Bayelsa State.
6. Branding on the purchase of plastic building products by real estate developers in Bayelsa State.

Hypotheses

The following Null hypotheses were tested at 0.05 level of significance:

- Ho₁: There were no significant differences in the Mean responses of male and female real estate architects, quantity and land surveyors on the influence of quality on their purchase of plastic building products in Bayelsa State.
- Ho₂: There were no significant differences in the Mean responses of Rural and Urban real estate structural, mechanical and electrical engineers on the influence of durability on their purchase of plastic building products in Bayelsa State.
- Ho₃: There were no significant differences in the Mean responses of foreign based and indigenous real estate architects, land and quantity surveyors on the influence of price on their purchase of plastic building products in Bayelsa State.

APPENDIX B

Letter of Introduction to Respondent

Department of Vocational Teacher
Education
Business Education Unit
University of Nigeria,
Nsukka.
24th June, 2010.

Dear Respondent,

Request for Completion of Questionnaire

I am a Doctoral student of the above named Department and University, currently conducting a research on "Marketing Variables Influencing the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State".

The attached questionnaire is designed to provide necessary information for the study. The researcher requests your sincere opinion in completing the questionnaire. Any information given by you shall be used for the purpose of this study and shall be kept confidential.

Thanks for your anticipated and honest responses.

Yours faithfully,

Igbongidi, B. Paul
(Researcher)

APPENDIX C

QUESTIONNAIRE FOR THE RESPONDENTS

Department of Vocational Teacher Education
Business Education Unit
University of Nigeria,
Nsukka.
16th December, 2010.

Dear Respondent,

Request for Completion of Questionnaire

I am a Doctoral student of the above named Department and University, currently conducting a research on *“Marketing Variables Influencing the Purchase of Plastic Building Products by Real Estate Developers in Bayelsa State”*.

The attached questionnaire is designed to provide necessary information for the study. The researcher requests your sincere opinion in completing the questionnaire. Any information given by you shall be used for the purpose of this study and shall be kept confidential.

Thanks for your anticipated and honest responses.

Yours faithfully,

Igbongidi, B. Paul
(Researcher)

Section A: General Information.

Please check (✓) as applicable

1. **Sex:** Male Female
2. **Base of Operation:** Foreign-Based Developer Indigenous-Based Developer
3. **Senatorial Zone:** East West Central
4. **Local Government Area** í
5. **Title/Designation:** Mechanical Engineer Electrical Engineer Civil/Structural Engineer
 Architect Quantity Surveyor Land Surveyor
6. **Qualification:** B. Sc B. Eng B. Tech HND OND M.Sc M.Ed
 Ph.D

Section B: Influence of Marketing Variables on Purchase of Plastic Products.

Instruction: Please check (✓) in the column that best suit your opinion out of the five (5) response options provided for each of the items in the spaces provided on the influence of marketing variables on the purchase of plastic building products by real estate developers in Bayelsa State.

Response Key:

Very Great Influence	(VGI)	5
Great Influence	(GI)	4
Moderate Influence	(LE)	3
Little Influence	(LI)	2
No Influence	(NI)	1

Research Question 1

What is the influence of quality on the purchase of plastic building products by real estate developers in Bayelsa State?

S/No	Item Statements	VGI	GI	MI	LI	NI
7.	Customers prefer quality plastic building products and are willing to pay any amount for it.					
8.	Quality plastic building products offer a better value for purchasers' money.					
9.	Quality plastic building products attract customer patronage.					
10.	High level of quality plastic building products results in high level of customer satisfaction.					
11.	Quality plastic products result in quick purchase.					
12.	Quality plastic building products help to increase sales volume.					
13.	High price of plastic building products suggest a superior quality.					
14.	Quality plastic building products are designed to improve organizations' image.					
15.	Quality plastic building products are essential for business success in today's competitive global market.					
16.	Quality plastic building products help to maintain a competitive position in the market.					

Research Question 2

What is the influence of durability on the purchase of plastic building products by real estate developers in Bayelsa State?

Response Key:

- Very Great Influence (VGI) 5
- Great Influence (GI) 4
- Moderate Influence (LE) 3
- Little Influence (LI) 2
- No Influence (NI) 1

S/No	Item Statements	VGI	GI	MI	LI	NI
17.	Purchasers prefer to buy plastic building products that are durable and long lasting.					
18.	Durable plastic building products bring satisfaction to the end users.					

19.	Purchasers are willing to pay more for plastic building products that have a reputation of being long lasting					
20.	Durable plastic building products influence the quick purchase by consumers.					
21	Durable plastic building products help the purchaser to save money.					
22.	Durable plastic building products lead to business success.					
23	Purchasers buy durable plastic building products in order to set themselves apart and express their personality.					
24	Durable plastic building products help to gain new attention and patronage.					
25	Durable plastic building products foster good relationship between consumers and producers.					
26.	Durable plastic building products stimulate customers' interest for the product.					
27.	Durable plastic building products suggest that the product is superior.					
28.	Durable plastic building products improve manufacturers' image.					
29.	Durable plastic building products bring prestige to consumers.					

Research Question 3

What is the influence of price on the purchase of plastic building products by real estate developers in Bayelsa State?

Response Key:

- Very Great Influence **(VGI)** 5
- Great Influence **(GI)** 4
- Moderate Influence **(LE)** 3
- Little Influence **(LI)** 2
- No Influence **(NI)** 1

S/No	Item Statements	VGI	GI	MI	LI	NI
30.	Consumers prefer to buy plastic building products at a low price.					
31.	Low priced plastic building products suggest low quality.					
32.	High priced plastic building products attract great patronage.					
33.	Firms increase the price of plastic building products in					

	order to capture market share.					
34.	Plastic building products with higher price are indication that the product is qualitative.					
35.	The high price of plastic building products is a major determinant of buyers' choice.					
36.	The high price of plastic building products influences the wages producers pay to their workers.					
37.	The high price of plastic building products helps to retain the customers.					
38.	The price of plastic building products enhances the marketing programme of the company.					
39.	The price of plastic building products increases products' sales volume.					
40.	The price of plastic building products enhances products acceptance by consumers.					

Research Question 4

What is the influence of availability on the purchase of plastic building products by real estate developers in Bayelsa State?

Response Key:

Very Great Influence **(VGI)** 5
Great Influence **(GI)** 4
Moderate Influence **(LE)** 3
Little Influence **(LI)** 2
No Influence **(NI)** 1

S/No	Item Statements	VGI	GI	MI	LI	NI
41	Availability of plastic building products brings satisfaction to consumers.					
42	Availability of plastic building products helps consumers purchase more.					
43	Availability of plastic building products increases product patronage.					
44	Availability of plastic building products influences quick purchase of the products by consumers.					
45	Availability of Plastic building products helps firms to compete favourably.					
46	Availability of plastic building products help to increase the demand for the product.					
47	Availability of plastic building products helps to restrict the use of other products.					
48	Availability of plastic building products accounts for the product high utilization.					
49	Availability of plastic building products suggests					

	uniqueness of the product.					
50	Availability of plastic building products suggests that the product has valuable.					

Research Question 5

What is the influence of advertising on purchase of plastic building products by real estate developers in Bayelsa State?

Response Key:

Very Great Influence (VGI) 5
 Great Influence (GI) 4
 Moderate Influence (LE) 3
 Little Influence (LI) 2
 No Influence (NI) 1

S/No	Item Statements	VGI	GI	MI	LI	NI
51	Advertising helps to create awareness of plastic building products					
52	Advertising of plastic building products influences the consumers' brand recall and desire to buy.					
53	Advertising of plastic building products captures consumers' attention and urge them to buy more.					
54	Advertising of plastic building products gives adequate information about the products' features and attributes.					
55	Advertising of plastic building products brings fulfillment to the advertising agency.					
56	Advertising of plastic building products helps to increase the sales volume of producers.					
57	Advertising persuades consumers to purchase plastic building products frequently.					
58	Advertising is prominent in the development of plastic building products.					
59	Advertising creates efficient reminder in the purchase of plastic building products by consumers.					
60	Advertising is used to introduce old and new plastic building products to the public for consumption.					
61	Advertising of plastic building products accounts for their uniqueness.					
62	Advertising makes consumers to purchase plastic building products as and when due.					
63	Advertising of plastic building products increases brand loyalty.					

Research Question 6

What is the influence of branding on the purchase of plastic building products by real estate developers in Bayelsa State?

Response Key:

Very Great Influence	(VGI)	5
Great Influence	(GI)	4
Moderate Influence	(LE)	3
Little Influence	(LI)	2
No Influence	(NI)	1

S/No	Item Statements	VGI	GI	MI	LI	NI
64.	Branding helps to create the image of plastic building products to consumers.					
65	Branding distinguishes quality plastic building products from counterfeits in the market.					
66	Branded plastic building products help to identify the marketer and the product.					
67	The purchase of branded plastic building products gives satisfaction to users.					
68	Branded plastic building products increase sales volume of the producers.					
69	Consumers prefer branded plastic building products to their generic unbranded products.					
70	Branded plastic building products enhance the promises of value the product makes.					
71	Branded plastic building products influence buying decisions and shapes ownership experience.					
72	Branded plastic building products simplify product handling.					
73	Branded plastic building products create emotional attachments to products and companies.					
74	Branded plastic building products make purchasing decisions easier and quicker for the consumer.					
75	Branded plastic building products impress the firm's identity upon potential customers.					
76	Branded plastic building products help to maximize profit.					

77	Branded plastic building products suggest good quality.					
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APPENDIX D

Formula for calculating Cronbach Alpha

$$\alpha = \frac{K}{K - 1} \frac{(1 - \hat{U}) S_i^2}{S^2}$$

Where K = the total number of items in the test.

S_i^2 = the variance of the test

S^2 = variance of the whole instrument.

APPENDIX E

Table 1: Seizures of inferior/ low quality products by SON

S/N	PRODUCT	QUANTITY
1.	Tyres and tubes	11
2.	Electric cables	5
3.	R20 dry cell batteries	3
4.	Electrical fittings	3
5.	Evaporated milk	2
6.	Motor batteries	1
7.	Spirit	1
	Total	26 containers

Source: SON Bulletin September 1991:34.

APPENDIX F

Table 2: Stratification according to Senatorial Zones

S/No	Senatorial zones	Population (Engineers, Architects and Surveyors).
1.	East	645
2.	West	604
3.	Central	748
	Total	1997

Source: Bayelsa State Ministry of Works and Infrastructure (2010).

APPENDIX G

Table 3: Stratification according to Local Government Areas

S/N	Local Government Areas	Population	20% Sample (Engineers, Architects and Surveyors)
1.	Brass	210	42
2.	Nembe	190	38
3.	Ogbia	245	49
4.	Sagbama	220	44
5.	Ekeremor	185	37
6.	Southern-Ijaw	200	40
7.	Yenagoa	510	102
8.	Kolokuma/Opokuma	237	47
	Total	1997	399