

**FACTORS INFLUENCING CONSUMER PURCHASE
DECISION IN TELECOMMUNICATION INDUSTRY
(A STUDY OF MOBTEL LIMITED)**

BY

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M.SC /2003/ DL/0265**

**DEPARTMENT OF MARKETING
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DECEMBER, 2010

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FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA, ENUGU CAMPUS**

SUPERVISOR: PROF. NNOLIM

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CERTIFICATION

This is to certify that this research work is duly carried out by ANDREW OGOM ORISAFELE Department of marketing , faculty of business Administration^ School of Post Graduate Studies, University of Nigeria, Enugu Campus. The research work is required as a partial fulfillment for the award of Master of Science in Degree in Public Relations (MSc. PR)

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DEDICATION

This project work is dedicated to God Almighty who makes all things possible in His love and to my dear wife and children for their moral support and encouragement.

It is also dedicated to my friends and well-wishers.

ACKNOWLEDGMENTS

I am grateful to the Almighty God who sustained me through the course of the project.

Thanks to my family for their love, support and encouragement, I acknowledge the help of my supervisor Prof. Nnolim.

Finally I will not forget the help and encouragement of the following people who in one way or the other contributed to the success of the project work:Mr. Wale Yusuf; Ehikwe A. Egede; Simeon Ndagi and I also thank the entire staff of Mobitel Limited and Rainbownet Limited.

ABSTRACT

The main purpose of this research work is to investigate the factors influencing consumer purchase behaviour in telecommunication services provided by Mobitel Ltd operating in Nigeria. The research design was sample survey. Primary data were collected through administration of questionnaire and secondary data from review of related literature. There are Eighty (80) respondents out of the One Hundred (100) questionnaires distributed. A four point scale was used to collect information from the respondent randomly. Simple percentage, diagram and table were used in presenting and analyzing the data collected. Three (3) hypotheses were tested using chi-square analysis. The findings with the hypothesis tested revealed that the functionality of a telephone service has significant effect on consumer purchase decision level. It was also discovered that an efficient customer care service by providers has a significant effect on consumer purchase decision. It was recommended that the quality of service should also be improved upon for quicker connection anywhere, anytime and any day. Also, the service providers should reduce the post purchase complaint of customers through error billings, drop calls, inability to correct and the need to reduce charges by the services providers.

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CHAPTER ONE

1.1 INTRODUCTION

Nigeria has emerged as the fastest growing telecommunication market on the African continent. The telecoms industry has experienced a dramatic increase in telephone lines from about 10,000 new lines per annum between 1960 and 2000, to 1 million new lines per annum in the last three years. With a total of 2.8million connected telephone lines as at June 2003, compared to only 400,000 in 1999, the growth in telecoms service industry is unprecedented (NCC, 2003 vii). As at December, 2004 10 million subscribers have been actively connected in Nigeria (The Guardian, 2004).

At the end of 1997, Nigeria had only 0.38 lines per 100 inhabitants (Business Day, S. A, 2002). The low level of supply of telephone lines in previous years was a major hindrance to economic growth and productivity. The sole provider, Nigeria Telecommunications Ltd, was government owned and to get connected, consumers often had to wait 2-3 years before supply was affected. When the telephone line was eventually installed, maintaining service was a challenge.

However, the parlous state of the industry began to be addressed in 1992 when the telecommunications industry was opened to liberalization with the establishment of the Nigerian Communications Commission (NCC), a body

charged with the direct responsibility of regulating the sector and creating an enabling environment for private sector participation in the industry. The legal instrument for this and the subsequent deregulation of the sector was Decree 75 of 1992 (now replaced with the Telecommms Act 2003).

A major landmark was however achieved with the auction of four GSM licenses in January, 2001. Widely adjudged as transparent, fair, competitive and successful, the introduction of GSM has been the catalyst of a fresh wave of investments at a scale never witnessed before. As at the end of 2002, the annual market growth rate is 503% for mobile and 17% for fixed.

The types of telecommunication services -available in the Nigerian environment are:

- Fixed telephony (including voice and data services)
- Mobile telephony (analog and digital)
- Internet services (including dial up, wireless, radio and VSAT services)
- Value added services (including payphones, paging, voicemail, and prepaid calling card services.

The high market growth rate has prompted high rate of new entrants and thus competition. This has necessitated the importance of studies of consumer preferences and disposition towards the telecommunication sector in Nigeria. The import of this study can therefore not be overemphasized.

1.2 Statement of the Problem

The essence of any organisation lies outside the system, (December 1954: 35). In agreement with this, Bello, 1988 also sees an organisation as an open system. The survival of the organisation is ensured by its ability to create and maintain customers, (Oni, 1999). This is achieved by the organisation using available resources not only to produce the desired goods and services but also to satisfy the consumers in order to sustain and influence the purchase decision of present and prospective customers. This duty of consumer satisfaction by telecommunication companies in Nigeria' have been found to be deficient resulting in many complaints by the subscribers. This constitutes the major problem of this study.

A major challenge and problem faced by the telecommunications service providers in Nigeria is how to influence the purchase behaviour of consumers in favour of the service and brand they offer. Hence a detailed analysis of the consumer needs are needed before attempts are made by providers to satisfy the consumers and translate into purchase actions.

Providers also need to analyse how consumers gather information regarding various alternatives, response to marketing communications and the consumers reasons for purchasing the service.

This study shall attempt to provide solutions to all these consumer analytical dispositions. A solution to these stated problems would elucidate the objectives of this thesis.

1.3 Objective of the Study

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Organisations must satisfy and positively influence the purchase decisions of their present and prospective customers.

Throughout the life cycle of a product customer relationship towards understanding and satisfaction is of essence. In a perfectly competitive environment, a versatile management use consumer satisfaction to position their products. This satisfaction in the telecommunication industry can come in a number of ways, among which are, customer care, prompt connection, little or no drop calls, value delivery, accessible and affordable recharging, prompt response to complaints and provision of reward to customers, among others.

The main objective of this study is to find out the main factors influencing consumer purchase decision telecommunication services provided by different companies operating in Nigeria. Specifically

The study aim to:

- i. Determine the processes involved in making (a telecommunication service) purchase decision by subscribers in Nigeria.
- ii. Determine the functionality of telecommunication services to subscribers in Nigeria.
- iii. Determine -hour— consumers gather information regarding various brands of telecommunication services
- iv. Determine where subscribers prefer to purchase telephone lines and recharged cards and;
- v. Determine the post purchase reactions of the telecommunication subscribers in Nigeria.

1.4 Research Questions

Research questions are asked in order to generate sufficient data directed towards attaining the objective of the study. The following questions are:

- i. How do consumer arise purchase a telephone lines?
- ii. How do consumers know about the existence of the brand, they use?
- iii. How do consumers assess the quality of the brand they use?
- iv. How do consumers buy the telephone lines and where do they buy the recharged cards?
- v. What are the post purchase behaviour of consumers?

1.5 Hypothesis

By definition, hypothesis is a conjectural or tentative statement concerning the relationship between some variables of interest, usually dependent and independent variables.

Three independent telecommunication service quality characteristics shall be used to test if each has significant effect on consumer purchase decision (dependent variable) if delivered by the service providers.

The three telecommunication service quality characteristics are:

- i. Functionality
- ii. Customer care
- iii. Promotion

The null hypotheses tested in this can be stated thus:

H₀: That the functionality of a telephone service has no significant effect on consumer purchase decision.

H₀: That an efficient customer cares service by providers has no significant effect on consumer purchase decision.

H₀: That promotion of a telecommunication brand has no significant effect on consumer purchase decision.

Chi - square statistic shall be used to test the relationship between each of the stated variable and consumer behaviour.

1.6 Importance of the Study

Following the deregulation of the telecommunication sector by the Federal Government by establishing the Nigerian Communications Commission by Decree 75 of 1992 (now replaced with the telecomms Act 2003) and the subsequent auction of four GSM licenses in January, 2001, the Nigerian telecommunications environment is presently characterized by new entrants, increasingly discerning consumers and a vigilant regulatory body (NCC 2003; 20).

The following providers of telecommunications services have been identified as follows:

Classification	Competitors (Service Providers)
National carriers Mobile Operators Long Distance Operates National (PTO)	Nitel, Globacom Nitel, MTN, V-mobile, Globacom. NEPSKOM, MTS Intercellular, Multilinks, Starcomms, Mobitel, Reltel 21st Century, VGC, ITN, GTE, Discom, XPT, Bourdeaux, Prest Cellcom.
Regional FWA	Rainbow Net, Odua Telecoms, Startech Connections, Stuff Networks. I
VSAT(VPN)	GS Telecoms, Schlumberger (Omnes), TELNET, Virgin, BT, DCC, PPC, Warsun, United Telesys, SITA.
VSAT (Retail)	Cosmos, DOPC, WESTEL, Tranter, Octagon, etc.
ISP	Linkserve, Infoweb, Skannet, Hyperia, Startech, Warsun, Supernet, etc.
Calling Card Paging	Connect, Global, Lifeline, link, etc. PSL, Discom.

A table showing the classification of service providers (competitors), telecommunication industry in Nigeria. With this increasing- trend in the number of competitors owing to a market characterized by high growth rate, the importance of studies and research on consumer purchase decision cannot be overemphasized.

For instance, a properly designed promotional campaign emphasizing significant product attributes and reward to customers can greatly modify human behaviour to eventually purchase the product even on a continuous basis. This motion was held by Lavidge and Steiner (1961:61) in their Hierarchy of effects model which describes the six buyer readiness states or the purchase process. An effective campaign must move potential buyers from the blank states of unawareness to awareness, knowledge, liking preference, conviction and purchase. Also the AIDA model said an effective message should get attention, hold interest, arouse desire, and motivate or elicit action which is purchase. If the consumers are pulled along and are major satisfied with first contact and impression, the objectives of the organisation of increased sales are on the path of being realized.

Consumers also derive satisfaction as their needs are met, ego is enhanced and dissonance reduced. Leon Festinger (1957:260) other important reasons for this study are:

The need to improve the teledensity of Nigeria being a major infrastructure for growth and development.

There is also the need by service providers to reduce the post purchase complaints of the customers through error in billing, drop calls, inability to correct and the need to reduce charges by the service providers. Hence the justification for this study.

1.7 Limitations of Study

One of the obvious limitations of this study is the sample size. Due to time constraint, a larger sample which might have yielded more significant result cannot be used. For this reason, the sample used for this study was restricted to Lagos, and Warri where Mobitel have operating stations.

Another limitation is that some of the respondents did not attach much importance to the questionnaire. The respondents in answering the questionnaire because they might have been influenced by friends or relatives while answering. This is certainly a treat to the validity of this study.

The sample on which the questionnaire was administered was drawn from only 8% of the Nigerian population who are telephone subscribers to at least one service provider. Finally, the study is limited to customers who can both read and write.

1.8 Definitions of Terms and Concepts

It is often necessary for a researcher to define and explain certain terms and concepts that are relevant and as used in the study. This will reduce confusion and ambiguity before the readers. For the purpose of this study, the following terms are defined:

1. **Functionality:** Tells us how well the network of the service provider performs, i.e. the ease at which calls are made and received at any time, and place.
2. **Promotion:** These are the efforts made by the service providers to create awareness for their services. It also includes efforts by the firm to reward the customers for their loyalty and also to stimulate their desire for more of the firm's services and recommend same to their friends, colleagues and associates.
3. **Purchase Decision:** The act of selecting and patronizing a service provider's network by a subscriber.
4. **Service Providers:** These are the firms that are licensed by the National Communications Commission to operate within Nigeria as a telecommunication firm.' They are classified into national carriers, Mobile operators, Long Distance Operators and National Private Telecommunication Operators.

5. **Subscribers:** These are the individual and/or organizations "that purchase a telephone line from the service providers (telecommunication firms). They also purchase recharged cards as and when due to remain on the firm's network.

1.9 Historical Background of Mobitel

A brief history and organogram of Mobitel Ltd and Description of the products under study Mobitel Limited was incorporated on the 18th September, 1991 with (Rc 17405) by the Corporate Affairs Commission of Nigeria with the main business of providing telecommunication services covering:

1. **Internet Service:** Under the brand name "Mobinet", mobitel provides direct internet access to subscribers on its network.
2. **Community Telephony:** "Comtel" is a branded product through which customized telephone services are provided for Market Complexes, schools, sub-urban settlements, office complexes, housing estates etc.
3. **Prepaid Calling Care:** "Connect Card".
4. Transit Services

Mobitel has the licenses for the following:

- a. Community Telephone - (National)
- b. Private Network Links - (National)
- c. Vans - Value Added Networks - Prepaid Services

- d. Internet Services
- e. Payphone
- f. VSAT

Mobitel lines have the following features;

- Free Internet Access
- High Speed Fax Transmission
- E-mail
- Call Diversion
- Call waiting
- Call Conferencing
- Payphone Connection
- And other Value Added Services.

The corporate Head office is situated at ICON House (1st Floor), Victoria Island, and Lagos Mobitel has exchanges in eight locations covering Lagos, Warrington, Ughelli and Port Harcourt in the main.

The shareholding structure of Mobitel is 100% Nigerian and a paid up share capital of N300,000,000.00 and an authorized share capital of N1,500, 000,000.00 the staff strength as at December, 2004 is 168.

In August 2001, Econet (Now Zain) and MTN launched commercial operation while Nitel also commenced digital operations in November, 2001

through her fully owned subsidiary - N-Tel: The market was thus opened to competition with consumer having a broad range of options for networks access and product offering.

As at December, 2004, Nigeria GSM operators include:

- V-mobile Nigeria
- Globacom
- MTN Nigeria
- M-Tel

The services offered are voice, Short Message Service (SMS) and other applications like Wireless Application Protocol (WAP), Rmgtone Downloads, Booster Card, Information Services -financial News, Sports News and GPRS by Globacom.

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CHAPTER TWO

LITERATURE REVIEW

2.1 THEORETICAL FRAMEWORK AND PROPOSED MODEL OF STUDY

In considering the Consumer Purchase Behaviour in the telecommunication industry in Nigeria, it is important to develop an initial framework from which a unified theory of consumer behaviour can grow. Concepts have in the first instance been borrowed from those fields of study concerned with the totality of human behaviour - economics, psychology, sociology and anthropology. The purpose of such borrowing is to relate these concepts to the purchase - decision making process of the individual consumer, with the underlying rationale that those variables which can be identified as being salient to the decision process can be applied to the design of more effective marketing programmes of which promotion is vital.

Economics produced a theory of utility or satisfaction, where the purchase decision process is viewed as the consumer's efforts to maximise his over-all level of satisfaction by the manner in which he distributes his income over a range of goods and services. The buying behaviour of the rational economic man is not influenced by such factors as constraints of time or lack of appropriate information nor is any allowance made for his desire to attain purchases. Psychology on he

other hand concentrated upon the uniqueness of the response to inputs. Psychological thought provided the basis for the original black - box model, which portrays an individual actively involved in the manipulation of system of inputs and outputs. Stimuli (information inputs) enter into the black box, where they are in some abstruse way processed via the individuals psychological -character - composed of such factors as personality, cognitions, motivations and attitudes. As a consequence, some kind of behavioural output occurs. The precise happenings within this individual and unique black box can be improved upon. The direction of this research is to do this in order to influence the consumer purchase decision.

2.2 A MODEL OF CONSUMER PURCHASE BEHAVIOUR

A challenge faced by all marketers is how to influence the purchase behaviour of consumers in favour of the product or service they offer. For companies in the telecommunication Consumer behaviour can be defined as the process and activities people engage in when searching for, selecting, purchasing, suing, evaluating and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long detailed process that may include an extensive information search, brand comparisons and evaluations and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store.

Marketers success in influencing purchase behaviour depends in large part on how well they understand consumer behaviour. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how customers make purchase decisions. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers. For examples, purchase decisions may be influenced by the personality or lifestyle of the customer. (Belk 1988:139).

A basic model of consumer decision making process.

Stages in the Consumer Decision - making process.

THE CONSUMER DECISIONS-MAKING PROCESS

The consumers purchase decision process is generally viewed as consisting of stages through which the buyer passes in purchasing a product or service. This model shows that decision making involves a number of internal psychological processes. Motivation, perception, attitude formation, integration and learning are important to promotional planners (since they influence the general decision making process of the consumer).

PROBLEM RECOGNITION

This is the first stage in the consumer decision-making process. Problem recognition occurs when the consumer perceives a need and becomes motivated to solve the problem. This stage initiates the subsequent decision processes.

Problem recognition is caused by a difference between the consumer's ideal state and actual state. A discrepancy exists between what the consumer wants the situation to be like and what the situation is really like. (Problem does not always imply a negative state. A goal exists for the consumer, and this goal may be the attainment of a more positive situation. (Belch, 2001:108).

SOURCES OF PROBLEM RECOGNITION

The cause of problem recognition may be very simple or very complex and may result from changes in the consumer's current and/or desired state. These causes may be influenced by both internal and external factors;

Out of Stock: This occurs when consumers use their existing supply of a product and must replenish their stock. The purchase decision is usually simple and routine and is often resolved by choosing a familiar brand or one to which the consumer feels loyal.

Dissatisfaction: Problem recognition is created by the consumers' dissatisfaction with the -current state of affairs and/or the product or service being used.

17 THE DYNAMICS OF CONSUMER BEHAVIOUR

Figure 1-6

A Simple Model of Consumer Decision-Making Process External Influences

MARKETING MIX

Based upon the sequence or starting point in a series of decision adopted in many organizations the sequential treatment beginning with product, price, promotion and distribution can be justified otherwise.

It is important to recognize that decisions made with regard to one element of the marketing Mix. Certainly product, promotion and place, all have cost implications on the consumer. The channel of distribution affects both promotion and the product.

When the elements of the marketing mix are integrated, the chances for dissonance and consonance in messages disseminated to the target markets are drastically reduced

PRODUCT

A product is everything both favourable and unfavourable that one receives in an exchange Dibo, pride and Ferrell (1991) Kotler and Armstrong (1996) define a product as anything that attracts attention, acquisition, use or consumption and that might satisfy a want or a need. Hence, broadly defined, products should include physical objects, services, persons, ideas, places, organizations or mixes of these entities.

When consumers purchase a product, they are buying much more than the physical product. They are really buying the benefit and satisfaction they think the

product will provide. Services particularly are bought on the basis of promises of satisfaction. Levitt (1981) has confirmed that images and appearances of symbols help consumers make judgement about tangible and intangible products often symbols and cues are used to tangibles the intangibles than real to the consumer.

It is therefore imperative for product-planners to set products beyond their physical attributes or characteristics. Kotler and Armstrong (1996) has suggested that product planners need to think about the product on three levels. 'The core product addresses the core benefits that consumers seek when they purchase a product or service. This implies that marketers when designing products ought to first define the core benefits that the product is expected to provide to buyers.

The second issue is the Actual Product Level which is built around the core product. Such characteristics quality, level features, design, brand name and packaging parts of features enhance the core benefits expected by the consumers.

The Third is the Augmented Product Level which is built around the core and actual product. It offers the consumers additional consumer services and benefits. Therefore, a product is much more than a' simple accumulation of tangible features. It is rather a complex bundle of benefits that satisfy consumer needs.

New Needs/Wants: Changes in consumers' lives often result in new needs and wants e.g. changes in one's financial situation, employment status or lifestyle may create new needs and trigger problem recognition.

Not all product purchases are based on needs. Some products or services sought by consumers are not essential but are nonetheless desired. A want is a felt need that is shaped by a person's knowledge, culture and personality. (Berkowitz et al, 2000:14).

Related Products/Purchases: Problem recognition can also be stimulated by the purchase of a product. For example, the purchase of a telephone line will lead to the recognition of a need for recharged cards. The purchase of a personal computer may prompt the need for software programs or upgrades.

Marketer-Induced Problem Recognition: Another source of problem recognition is marketer's actions that encourage consumers not to be content with their current state or situation. Ads for personal hygiene products such as mouth wash, deodorant and foot sprays may be designed to create insecurities that consumers can resolve through the use of these products.

Marketers also take advantage of consumer's tendency toward novelty seeking behaviour, which leads them to try different brands.

New Product: Problem recognition can also occur when innovative products are introduced and brought to the attention of consumers. Marketers are constantly introducing new products and services and telling consumers about the types of problems they solve. For example, Ericsson introduces a new mobile phone that allows the businessperson to have a virtual wireless office.

A. EXAMINING CONSUMER MOTIVATIONS

Marketers recognize that while problem recognition is often a basic, simple process, the way a consumer perceives a problem and becomes motivated to solve it will influence the remainder of the decision process. For example, one consumer may perceive the need to purchase a new watch from a financial perspective and focus on reliable, low-priced alternatives. Another consumer may see the purchase of a watch as more of a fashion statement and focus on the design and image of various brands. To better understand the reasons underlying consumer purchases, marketers devote considerable attention to examining motives, that is, those factors that compel a consumer to take a particular action.

2.3 MODEL AND THEORY RELEVANT TO STUDY HIERARCHY OF NEEDS

One of the most popular approaches to understanding consumer motivations is based on the classic theory of human motivation popularised by psychology Abraham Maslow (Maslow, 1948:433 - 36). His hierarchy of Needs

postulates five basic level of human needs, arranged in a hierarchy based on their importance.

Fig 2.2: Maslow's hierarchy of needs

As shown above, the five needs are:

1. Physiological: The basic level of primary needs for things required to sustain life, such as food, shelter, clothing and sex
2. Safety: The need for security and safety from physical harm;
3. Social/Love and Belonging: The desire to have satisfying relationship with others and feel a sense of love, affection, belonging and acceptance;
4. Self Esteem: The need to feel a sense of accomplishment and gain recognition, status and respect from others; and
5. Self - actualisation: The need for self-fulfilment and a desire to realise one's own potential.

According to Maslow's theory, the lower - level physiological and safety needs must be satisfied before the higher - order needs become meaningful. Once

these basic needs are satisfied, the individual moves on to attempting to satisfy higher * order needs such as self esteem. In reality, it is unlikely that people move through needs hierarchy In a stair step manner. Lower-level needs are an ongoing source of motivation for consumer purchase behaviour.

While Mallow's need hierarchy has Daws, it offers a framework for marketers to use in determining what need* they want their products and services to be shown satisfying. Advertising campaigns can be designed to show how a brand can fulfil these needs. Marketers also recognise that different market segments emphasise different need levels. For example, a young single person may be attempting to satisfy social or self - esteem needs in purchasing a car, while a family man with children will focus more on safety needs.

PSYCHOANALITY THEORY

A somewhat more controversial approach to the study of consumer moves is the psychoanalytical theory pioneered by Sigmund Freud (M. Deutsch and R. Krauss, 1965). Contended that there are three parts to the mind; the id, the ego and the superego. The id houses the basic instinctive drivers, many of which are antisocial. The superego is the conscience, accepting moral standards and directing the instinctive drives into acceptable channels. The id and the superego are sometimes in conflict. The ego is the conscious, rational control centre that

maintains a balance between the uninhibited instincts of the id and the socially oriented, constraining superego.

Freud's behavioural thesis was that we entered the world with certain instinctive biological drives that cannot be satisfied in a socially acceptable fashion. As we learn that we cannot gratify these needs in a direct manner, we develop other more subtle means of seeking satisfaction. These other means require that the basic urges be repressed and consequently inner tensions and frustrations develop. Also, feelings of guilt or shame about these drivers cause us to suppress and even sublimate them to the point where they become subconscious. For satisfactions of these I drives, we substitute rationalisations and socially acceptable behaviour. Yet the basic urges are always there. The net result is very complex behaviour. Sometimes, even we ourselves do not understand why we feel or act as we do (W.J. Stanton, 1981; 114)

Motivation Research are now being employed by a number of major corporations to use psychoanalytic techniques to determine consumers purchase motivations. The motivation researchers use a variety of methodologies to gain insight into the underlying causes of consumer behaviour. Methods employed include in-depth interviews, projective techniques, association test and focus groups in which consumers are encouraged to bring out associations related to products and brands.

For Example

- Consumers prefer large cars because they believe such cars protect them from Jungle of everyday driving (J. Ball 1999:- BI) psychoanalytic theory has been criticized as being too vague, unresponsive to the external environment and too reliant on the early development of the individual. It also uses a small sample for drawing conclusions. Because of the emphasis on the unconscious, results are difficult if not impossible to verify, leading motivation research to be criticized for the conclusions drawn, its lack of experimental validation and findings not being generalizable to the whole population.

Still, it is difficult to ignore the psychoanalytic approach in furthering our understanding of consumer behaviour. Its insights can often be used as a basis for advertising messages aimed at buyers' deeply rooted feelings, hopes, aspirations and fears. Such strategies are often more effective than rational based appeals. An example is.

- Chrysler had consumers sit on the floor like children, and use scissors to cut words out of magazines to describe a car. (Ball, 1999:13 1) id - ibid.

B. INFORMATION SEARCH

The second stage in the consumer decision-making process is information search. Once consumers perceive a problem or need that can be satisfied by the purchase of a product or service. The initial effort often consists of an attempt to

scan information stored in memory to recall past experiences and/or knowledge regarding various purchase alternatives (Bettman, 1979:37 - 53) this information retrieval is referred to as internal search. For many routine, repetitive purchases, previously acquired information that is stored in memory (such as past performance or outcomes from using a brand) is sufficient for comparing alternatives and making a choice.

If the internal search does not yield enough information, the consumer will seek additional information by engaging in external search. External sources of information include:

- Personal sources such as friends, relatives or co-workers.
- Marketer -controlled (commercial) sources, such as information from advertising, salespeople or point-of-purchase displays and the Internet.
- Public sources including articles in magazines or newspapers and reports on T.V.
- Personal experience such as actually handling, examining, or testing the product.

Determining how much and which sources of external information to use involves several factors, including the importance of the purchase decision, the effort needed to acquire information, the amount of past experience relevant, the degree of perceived risk associated with the purchase and the time available.

For example, the selection of a movie to watch on a Friday night might entail simply talking to a friend or checking the movie guide in the daily newspaper. A More complex purchase such as a new car might use a number of information sources - perhaps a review of Road & Track, Motor trend or consumer Reports; discussion family members and friends; and test - driving of cars. At this point in the purchase decision, the information - providing aspects of advertising are extremely important.

PERCEPTION

Knowledge of how consumers acquire and use information from external sources is important to marketers in formulating communication strategies marketers are particularly interested in:

1. How consumers sense external information,
2. How they select and attend to various sources of information, and
3. How this information is interpreted and given meaning.

These processes are all part of perception the process by which an individual receives, selects, organizes and interprets information to create a meaningful picture of the world. (Harrell, 1986; 66). Perception is an individual process; it depends on internal factors such as a person's belief, experiences, needs, moods, and expectations. The perception process is also influenced by the characteristics

of a stimulus (such as its size, colour and intensity) and the context in which it is seen or hear.

Sensation: Perception involves three distinct processes. Sensation is the immediate direct response of the sense (tastes, smells sight, touch and hearing) to a stimulus such as an ad, package, brand name or point-of-purchase display. Perception uses these senses to create a representation of the stimulus. Marketers recognize that is important to understand consumer's physiological reactions to marketing stimuli. For example, the visual elements of an ad or package design must attract consumers' favourable attention. Marketers sometimes try to increase the level of sensory input so that their advertising messages will get noticed.

Selecting Information: Sensory inputs are important but are only a part of the perception process other determinants of whether marketing stimuli will be attended to and how they will be interpreted include internal psychological factors such as the consumer's personality, needs, motives, expectations and experience. These psychological inputs explain why people focus attention on some things and ignore others. Two people may perceive the same stimuli very different ways because they select, attend and comprehend differently. An individual's perceptual processes usually focus on elements of the environment that are relevant to his or her needs and tune out irrelevant.

Interpreting the Information: Once a consumer selects and attends to a stimulus, the perceptual process focuses on organising, categorizing and interpreting the incoming information. This stage of the perceptual process is very individualized and is influenced by internal psychological factors. The interpretation and meaning an individual assigns to all incoming stimulus also depend in part on the nature of the stimulus. For example, many ads are objective, and their messages are clear and straight forward. Other ads are more ambiguous, and their meanings are strongly influenced by the consumer's individual interpretation.

Selectivity occurs throughout the various stages of the consumer's perceptual process. Perception may be viewed as a filtering process in which internal and external factors influence what is received and how it is processed and interpreted. The sheer number and complexity of the marketing stimuli a person is complexity of the marketing stimuli a person is exposed to in any given day require that this filtering occur. Selective perception may occur at the exposure, attention, comprehensioi or retention stage of perception.

Fig 23: The Selective Perception Process.

Selective Perception: Selective exposure occurs as consumers choose whether or not to make themselves available to information. For example, a viewer of a television show may change channels or leave the room during commercial breaks.

Selective Attention: Occurs when the consumer chooses to focus attention on certain stimuli while excluding others. One study of selective attention estimates the typical consumer is exposed to nearly 1500 ads per day yet perceives only 76 of these messages. (Bauer and Greyser, 1986). This means advertisers must make considerable effort to get their messages noticed.

Even if the consumer does notice the advertiser's message, there is no guarantee it will be interpreted in the intended manner. Consumers may engage in Selective Comprehension, interpreting information on the basis of their own attitudes, beliefs, motives, and experiences. They often interpret information in a manner that supports their own position.

The final screening process is Selective retention, which means consumers do not all the information they see, hear or read even after attending to and comprehending it. Advertising attempt to make sure information will be retained in the consumer's memory so that it will be available when it is time to make a purchase. Mnemonics such as symbols, rhymes, associations and images that assist in the learning and memory process are helpful. Many advertisers use telephone numbers that spell out the company name and are easy to remember.

Subliminal Perception: Advertisers know consumers use selective perception to filter out irrelevant or unwanted advertising messages,' so they employ various creative tactics to get their messages noticed. One controversial tactic advertisers have been accused of using in appealing to consumers' subconscious. Subliminal perception refers to the ability to perceive a stimulus that is below the level of conscious awareness. Psychologists generally agree it is possible to perceive things without being consciously aware of them.

C. ALTERNATIVE EVALUATION

After acquiring information during the information search stage of the decision process, the consumer moves to alternative evaluation. In this stage, the consumer compares the various brands or products and services he or she has identified as being capable of solving the consumption problem and satisfying the needs or motives that initiated the decision process. The various brands identified as purchase options to be considered during the alternative evaluation process are referred to as the consumer's evoked set.

The Evoked Set: The evoked set is generally only a subset of all the brands of which the consumer is aware. The consumer reduces the number of brands to be reviewed during the alternative evaluation stage to a manageable level. The exact size of the evoked set varies from one consumer to another and depends on such

factors as the importance of the purchase and the amount of time and energy the consumer wants to spend comparing alternatives.

The goal of most advertising and promotional strategies is to increase the likelihood that a brand will be included in the consumer's evoked set and considered during alternative evaluation. Marketers use advertising to create top-of-mind awareness among consumers so that their brands are part of the evoked set of their target audience. Popular brands with large advertising budgets the large advertising budgets use reminder advertising to maintain high awareness levels and increase the likelihood they will be considered by consumers in the market for the product. Marketers of new brands or those with a low market share need to gain awareness among consumers and break into their evoked sets. They can do this through methods such as comparative advertising, where their brand is compared to market leaders.

Marketers also work to promote their brands in the actual environment where purchase decisions are made. Point-of-purchase materials and promotional techniques such as in-store sampling, end-aisle displays, or shelf tags touting special prices encourage consumers to consider brands that may not have initially been in their evoked set.

Evaluative Criteria and Consequences: Once consumers have identified an evoked set and have a list of alternatives, they must evaluate the various brands.

This involves comparing the choice alternatives on specific criteria important to the consumer. Evaluate criteria are the dimensions or attributes of a product or service that are used to compare different alternatives. Evaluative criteria can be objective or subjective. For example, in buying an automobile, consumers use fuel economy as well as subjective factors such as image, styling and performance.

Evaluative criteria are usually viewed as product or service attributes, but consumers tend to think of about products or services as bundles of attributes, but consumers tend to think about products or services in terms of their consequences. Consequences are specific events or outcomes that consumers experience when they purchase and/or consume a product or service (Peter and Olson, 1990; 73). They distinguish between two broad types of consequences; functional consequences and psychological consequences are concrete outcomes of product or service usage that are tangible and directly experienced by consumers. The taste of a soft drink or a potato chip, the acceleration of a car, and the clarity of a fax transmission are examples of functional consequences. Psychological consequences are abstract outcomes that are more intangible, subjective and personal, such as how a product makes you feel or how you think others will view you for purchasing or using it.

Marketers should distinguish between product/service attributes and consequences, because the importance and meanings consumers assign to an

attribute are usually determined by its consequences for them. Moreover, advertisers must be sure consumers understand the link between a particular attributes and a consequence.

The consequences or outcomes often form the basis on which consumers form attitudes and purchase intentions and decide among various choice alternatives. Two sub processes are very important during the alternative evaluation stage: (1) the process by which consumer attitudes are created, reinforced, and changed and (2) the decision rules or integration strategies consumers use to compare brands and make purchase decisions.

Attitudes: Attitudes are learned predispositions to respond to an object (All port, 1935:810). More recent perspective view attitudes as a summary construct that represents an individual's overall feelings toward or evaluation of an object. (Zajonc and Markus, 1982:123-31). Consumers hold attitudes toward a variety of objects that are important to marketers, including individuals (Celebrity endorses such as Tiger Woods or Michael Jordan), brands (coca - cola, Pepsi), companies (MTN, Mobitel), Product categories (beef, pork, tune), retail stores or even advertisements.

Attitudes are important to marketers because they theoretically summarize a consumer evaluation of an object (or brand or company) and represent positive or negative feelings and behavioural tendencies.

Marketers' keen interest in attitudes is based on the assumption that they are related to consumers purchase behaviour. Considerable evidence supports the basic assumption of a relationship between attitudes relationship between attitudes and behaviour (Achembaum, 1970:3-13). The attitude behaviour link does not always hold; many other factors can affect behaviour. (Wells, 1985; 40 - 44), (Ajzen and Fishbein, 1977; 888 - 918). But attitudes are very important to Marketers. Advertising and promotion are used to create favourable attitudes toward new product / services or brands, reinforce existing favourable attitudes and / or change negative attitudes. An approach to studying and measuring attitudes that is particularly relevant to advertising is multi attribute attitude models.

MULTI ATTRIBUTE ATTITUDE MODELS

Consumer researchers and marketing practitioners have been using multi attribute attitude models to study consumer attitudes for two decades (Wilkie and Pessemier, 1983; 428-41). A multi attribute attitude model views an attitude object, such a a product or brand, as possessing a number of attributes that provide the basis on which consumers form their attitudes. According to this model, consumers have beliefs about specific brand attributes and attach different levels of importance of these attributes. Using this approach, an attitude toward a particular brand can be represented as:

$$A_B = \sum B_i \times E_i$$

Where

A_B = attitude toward a brand

B_i = beliefs about the brand's performance on attribute i

E_i = importance attached to attribute i

N = number of attributes considered.

For example, a consumer may have beliefs (B_i) about various brands of toothpaste on certain attributes. One brand may be perceived as having fluoride and thus preventing cavities, tasting good, and helping control tartar building. Another brand may not be perceived as having these attributes, but consumers may believe it performs well on other attributes such as freshening teeth and whitening teeth.

To predict attitudes, one must know how much importance Consumers attach to each of these attributes (E). For example, parents purchasing toothpaste for their children may prefer a brand that performs well on cavity prevention, a preference that leads to a more favourable attitude toward the first brand. Teenagers and young adults may prefer a brand that freshens their breath and makes their teeth white and thus prefer the second brand. Consumers may hold a number of different beliefs about brands in any product or service category. However, not all of these beliefs are activated in forming an attitude. Beliefs concerning specific attributes or consequences that are activated and form the basis

of an attitude are referred to as Salient beliefs. Marketers should identify and understand these salient beliefs. They must also recognize that the saliency of beliefs varies. Among different market segments, over time and across different consumption situations.

ATTITUDE CHANGE STRATEGIES

The multi attitude model provides insight into several ways marketers can influence consumer attitudes, including;

- Increasing or changing the strength or belief rating of a brand on an important attribute.
- Changing consumers' perception of the importance or value of an attribute.
- Adding a new attribute to the attitude formation process.
- Changing perceptions of belief ratings for a competing brand.

The first strategy is commonly used by advertisers. They identify an attribute or consequence that is important and remind consumers how well their brand performs on this attributes. In situations where consumers do not perceive the marketer's brand as possessing an important attribute or the belief strength is low, advertising strategies may be targeted at changing the belief rating. Even when the belief strength is high, advertising may be used to increase the rating of a brand on an important attribute.

Marketers often attempt to influence consumer attitudes by changing the relative importance of a particular attributes. This second strategy involves getting consumers to attach more importance to the attribute in forming their attitude toward the brand. Marketers using this strategy their particular brand has.

The third strategy for influencing consumers attitude is to add or emphasize a new attribute that consumers can use in evaluating a brand. Marketers often do this by improving the products or focusing on additional benefits or consequences associated with using the brand.

A final strategy marketer's use is to change consumer beliefs about the attributes of competing brands or product categories. This strategy has become much more common with the increase in comparative advertising, where marketers compare their brands to competitors on specific product attributes.

INTEGRATING PROCESSES AND DECISION RULES

Another important aspect of the alternative evaluation stage is the way consumers combine information about the characteristics of brands to arrive at a purchase decision. Integration processes are the way product knowledge, meanings and beliefs are combined to evaluate two or more alternatives. (Cohen, et al, 1980:161 - 70). Analysis of the integration processes focuses on the different types of decision rules or strategies consumers use to decide among purchase alternatives.

Consumers often make purchase selections by using formal integration strategies or decision rules that require examination and comparison of alternatives on specific attributes. This process involves a very deliberate evaluation of the alternatives, attribute by attribute. When consumers apply such formal decision rules, marketers need to know which attributes are being considered so as to provide the information the consumers require.

Sometimes consumers make their purchase decisions using more simplified decision rules known as heuristics. (Peter and Olso, 1990; 182) note that heuristics are easy to use and are highly adaptive to specific environmental situations (such as a retail store). For familiar products that are purchased frequently, consumers may use price - based heuristics (buy the least expensive brands) or promotion - based heuristics (choose the brand for which I can get a price reduction through a coupon, rebate, or special deal).

One type of heuristic is the affect referral decision rule, (Wright and Barbour, 1975; 246 59); in which consumers make a selection on the basis of an overall impression or summary evaluation of the various alternatives under consideration. This decision rule suggest that consumers have affective impressions of brands stored in memory that can be assessed at the time of purchase.

Marketers selling familiar and popular brands may appeal to an affect referral rule by stressing overall affective feelings or impressions about their products. Market leaders, whose products enjoy brand images, often use ads to promote the brand as the best overall. Coke's campaign, "enjoy coke, MTN, the best connection" are examples of this strategy.

D. PURCHASE DECISION

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative brands in the evoked set and make a purchase decision. As an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain brand. Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration. Their formation involves many of the personal sub processes, including motivation, perception, attitude formation and integration.

A purchase decision is not the same as an actual purchase. Once a consumer chooses which brand to buy, he or she must still implement the decision and make the actual purchase.

Additional decisions may be needed, such as when to buy, where to buy and how much money to spend. Often, there is a time delay between the formation of a

purchase, particularly for highly involved and complex purchases, such as automobiles, personal computers and consumer durables.

For nondurable products, which include many low - involvement items such as consumer package goods, the time between the decision and the actual purchase may be short. Before leaving home, the consumer may make a shopping list that includes specific brand names because the consumer has developed brand loyalty a preference for a particular brand that results in its repeated purchase.

Marketers strive to develop and maintain brand loyalty among consumers. They use reminder advertising to keep their brand names in front of consumers, maintain prominent shelf positions and displays in stores, and run periodic promotions to deter consumers from switching brands.

Maintaining consumers' brand loyalty is not easy. Competitors may use techniques to encourage consumers to try their brands, among them new product introductions and free samples. For many products, fewer than 50% of consumers are loyal to one brand. Marketers must continually battle to maintain their loyal consumers while replacing those who switch brands.

Product decisions for nondurable, convenience items sometimes take place in the store, almost simultaneous with the purchase. Marketers must ensure that consumers have top-of-the-mind awareness of their brands so that they are quickly recognized and considered. These types of decisions are influenced at the actual

point of purchase. Packaging, shelf display, point-of-purchase materials and promotional tools such as on-package coupons or premium offers can influence decisions made through constructive processes at the time of purchase.

POST-PURCHASE EVALUATION

The consumer decision process does not end with the purchase. After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. Satisfaction occurs when the consumer's expectations are either met or exceeded: dissatisfaction results when performance is below expectations. The post purchase evaluation process is important because the feedback acquired from actual use of a product will influence the likelihood of future purchases. Positive performance means the brand is retained in the evoked set and increases the likelihood it will be purchased again. Unfavourable outcomes may lead the consumer to form negative attitudes towards the brand, lessening the likelihood it being purchased again or even eliminating it from the consumer's evoked set.

Another possible outcome of purchase is cognitive dissonance, a feeling of psychological tension or post purchase doubt that a consumer experiences after making a difficult purchase choice have) consumers experiencing cognitive dissonance may use a number of strategies to attempt to reduce it. They may seek out reassurance and opinions from others to confirm the wisdom of their purchase

decision, lower their attitudes or opinions of the unchosen alternative, deny or distort any information that does not support the choice they made, or look for information that does not support the choice they made. An important source of supportive information is advertising; consumers tend to be more attentive to advertising for the brand they have chosen (Engel, 1963; 462 - 75). Thus, it may be important for companies to advertise to reinforce consumer decisions to purchase their brands.

Marketers must recognize the importance of the post purchase evaluation stage. Dissatisfied consumers who experience dissonance not only are unlikely to repurchase the marketer's product but may also spread negative word-of-mouth information that deters others from purchasing the product or service. The best guarantee of favourable post purchase evaluations is to provide consumers with a quality product or service that always meets their expectations. Marketers must be sure their advertising and other forms of promotion do not create unreasonable expectations their products cannot meet. Marketers have come to realize that post purchase communication is also important. Some companies send follow-up letters and brochures to reassure buyers and reinforce the wisdom of their decision. Many companies have set up toll-free numbers for consumers to call if they need information or have a question or complaint

regarding a product. Some have used customers post purchase dissatisfaction as an opportunity for gaining new business (Belch and Belch, 2001; 123).

CURRENT LITERATURE BASED ON EACH OF THE RELEVANT VARIABLES

There are other perspectives regarding how consumers acquire the knowledge and experience they use in making purchase decisions. Various approaches to learning and their implications for advertising and promotion is examined.

Consumer learning is defined as the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behaviour (Scgiffman and Kannuk, 1991:192). Two basic approaches to learning are the behavioural approach and cognitive learning theory.

BEHAVIOURAL LEARNING THEORY

Behavioural learning theories emphasize the role of external, environmental stimuli in causing behaviour; they minimize the significance of internal psychological processes. Behavioural learning processes are based on the stimulus - response orientation (S - R), the premise that learning occurs as the result of responses to external stimuli in the environment. Behavioural learning theorists believe learning occurs through the connection between a stimulus and a response.

The basic principles of two behavioural learning theory approaches are; classical conditioning and operant conditioning.

Classical Conditioning: Classical conditioning assumes that learning is an associative process with an already existing relationship between a stimulus and a response. Probably the best known example of this type of learning comes from the studies done with animals by the Russian psychologist Pavlov (Pavlov, 1910). Pavlov noticed at feeding times, his dogs would salivate at the sight of food. The connection between food and salivation is not taught: it is an innate reflex reaction. Because this relationship exists before the conditioning process, the food is referred to as an unconditioned stimulus and the salivation is unconditioned response. To see if salivation could be conditioned to occur in response to another neutral stimulus, Pavlov paired the ringing of a bell with the presentation of the food. After a number of trials, the dog learned to salivate at the sound of the bell alone. Thus, the bell became a conditioned stimulus that elicited a conditioned response resembling the original unconditioned reaction.

Two factors are important for learning to occur through the associative process. The first is Contiguity, which means the unconditioned stimulus and the conditioned stimulus must be close in time and space. The other important principle is repetition, or the frequency of the association. The more often the

unconditioned and conditioned stimuli occur together, the stronger the association between them will be.

EFFECTS OF LEARNING ON BEHAVIOUR

Learning is basic to human behaviour. The psychology study of learning embraces much more than the learning of skills or academic subjects, it also bears upon the fundamental problems of emotional development, motivation, social behaviour and personality.

Learning processes emphasizes stimulus response (S- R) relationships and interpret learning as an associative learning, a new association or connection is formed between a stimulus and responses. They are concerned with learning by connecting or connection; that is, an event makes an impression on the senses (triggers) and evokes an impulse to respond to the stimulus of that event.

Psychologists argue that only simple forms of learning can be explained in terms of stimulus- response associations. The cognitive learning, theorists emphasize the role of the brain in controlling learning asks involving memorizing, problem solving, and thinking can be most easily understood within the frame work of cognitive psychology.

They emphasize the existence of mental processes that operates on the stimulus in-the stimulus occurs and to arrive at a response.

WHAT IS LEARNING?

Learning is a relatively permanent change in behaviour as a result of past experience. Not all changes can be explained as learning, changes that result from temporary or transient conditions such as fatigue or influence of drugs. Also changes due to maturation, disease or physical damage (injury) are not learning for example certain basic reflex changes as individual gets older, learning unlike maturation tends to produce diversity in behaviour.

METHODS OF LEARNING

- Classical conditioning- Pavlon's experiments
- Operant conditioning
- Cognitive learning

CLASSICAL CONDITIONING

Classical conditioning is the formation of an association between a conditioned stimulus and a response through the repeated presentation of the condition stimulus. The original response to the unconditioned stimulus (US) stimulus is called conditioned responses (CR) while studying the relatively automatic reflexes associated with digestion.

Pavlon noticed that a dog salivated not just when food was placed in its mouth but associative learning which Pavlon said could be studied in the conditioned stimulus- response experiment he originated. He interpreted the flow

of saliva to food placed in the mouth as an unlearned response, or unconditioned responses. He taught the dog to salivate to various signals, such as the onset of a light or tone.

The Experiment

A dog is prepared for experimentation by having a minor operation performed on its chick so that part of the salivary gland is exposed to the surface. A capsule attached to the chick measures salivary flow. The dog is brought to the soundproof laboratory on several occasions and placed in a harness on a table.

The dog is a trained dog that when the experiment gets underway, it stands quickly in the harness. The laboratory is so arranged meat powder that can be delivered to a pan in front of the dog by remote control.

Salivation is recorded automatically. The dog is left alone in the experimental room, isolated from extraneous sights and noise while the experimenter can view it through a one - way glass panel.

When a light is turned on, the dog may move a bit, but does not salivate. After a few seconds, the meat powder is delivered; the dog is longing and eats. A few more trials are given while light is t always followed by meat and then by salivation. This following of the conditioned stimulus (CS) by the unconditioned stimulus (US) is called reinforcement. After several reinforcements, the [dog

salivates when the light is turned on, though food may not follow when this happens, a conditioned response (CR) has been established.

The Marketing Implication of Pavlon

(Marketing activities are centered on the pavlovian theory of learning. Advertising programs are very often built upon the principle of classical condition or stimulus response theory.

Classical conditioning

Seeing a beautiful girl can generate pleasant feelings for many people which are an unconditioned response. In a similar manner when a consumer looks at an advertisement projecting a product brand name (a conditioned stimulus), conditioning or learning will take place and conditioned response in the form of pleasant emotion will also take place.

To illustrate the application of the stimulus response theory in advertisements, the advertiser in the case hopes the situation portrayed in the picture elicits a response and that the organisation's name will be conditioned to the

same response. Certainly, the advertiser is expecting both physiological and visual response.

The core of classical conditioning is that some sort of linking takes place between the brain or nervous system, connecting the stimulus and a response. This is why the (S-R) stimulus-response theory is also called the connectionist approach.

It is important to note that learning is facilitated by the following principles involved in the stimulus response theory:

- a. **Repetition:** The more frequent the conditioned stimulus is paired with the unconditioned stimulus the more quickly learning occurs.
- b. **Continuity:** Learning occurs more quickly when the conditioned stimulus was presented close or contiguously to the unconditioned stimulus.

Johnson Waston, a behaviourist like Pavlov believed in theory of contiguity and claims that the thing necessary for learning was the mere fact that - ,a:, response occurs in the presence of a stimulus. Waston also added regency principle as the factor that facilitates learning.

The regency principle claims that a consumer is more likely to respond to the same stimulus the same way he/she responds to it the last time he/she had contact with the stimulus.

Operant Learning

Operant learning is otherwise referred to as instrument learning reinforcement learning. It is the core of modern behaviourism and B. F Skinner is the accredited propounder of the theory.

B.F. Skinner identified two major types of learning or conditioning. One of them is the respondent behaviour which he claims are elicited by specific stimuli when the stimulus is present the behaviour will occur automatically.

Skinner used the term operant conditioned to designate the reinforcement of operating behaviour. The two kinds of reinforcement.

1. Positive reinforcement
2. Negative reinforcement

Marketing implication of operate conditioning

The constraints of the environment restrain the behaviours of consumers who are free to behave in whatever manner they choose. In the same manner, they are free to buy the product or not, but the purchase which are rewarded with satisfaction are bound to be repeated. Conversely, the behaviours or purchases in which met with disappointment or unsatisfaction are likely not to be repeated.

Cognitive Learning

There is much more to learning than changers in behaviour (Greeno, 1980). Today a lot of attention and emphasis has been upon cognitive learning. The

emergence of learning theory concerned with perception, awareness, subjective experience and complex behaviour has been attributed to the work of Gestalt.

According to Gestalt Psychologist, learning involves the restructuring of the cognitive field, so that objects can be perceived and translated in a new and different way that meaningful relationship to one another.

The cognitive approach to learning can be diagrammatically presented below

Perceived → Purposeful Insight → Goal directed
Goal Goal accomplishment activities

MARKETING IMPLICATION ON COGNITIVE LEARNING

Problem solving in marketing takes different forms and involves a variety of variable. Cognitive theory relates directly to marketing because it portrays consumers and engaging in purposive behaviour designed to source specific problems consequently the understanding of the consumers subjective perceptions and feelings and subsequent providing him meaningful information that will enable him relate the products and services to himself is important.

Cognitive theory is of particular importance in positioning new products or revitalizing on existing one in the market.

Pricing is another area of relevance and consideration in cognitive theory. Price means different things to different people. It could mean quality, value, class, social, economic and psychological risk. Higher prices may imply better products, value and quality.

Cognitive theory is also relevant in respect of new product development since its focus is on consumers needs and goals and developing products that will help consumers reach these goals.

Fig 2.4: The Classical Conditioning Process

APPLYING CLASSICAL CONDITIONING

Learning through classical conditioning plays an important role in marketing. Buyers can be conditioned to form favourable impressions and images of various brands through the associative process. Advertisers strive to associate their products and services with perceptions, images and emotions known to evoke positive reactions from consumers. Many products are promoted through image advertising, in which the brand is shown with and conditioned stimulus that elicits pleasant feelings. When the brand is presented simultaneously with this unconditioned stimulus, the brand itself becomes a conditioned stimulus that elicits some favourable response.

Classical condition can also associate a product or service with a favourable emotional state. A study by Gerald Gorn (1982: 94 -101) used this approach to examine how background music in ads influences product choice. He found that

subjects were more likely to against a background of music they like rather than music they disliked. Advertisers often attempt to pair a neutral product or service stimulus with an event or situation that arouses positive feelings, such as humour, an exciting sports event or popular music.

Operant Conditioning

Here, the individual must actively operate or act on some aspect of the environment for learning to occur. Operant conditioning is sometimes referred to as instrumental conditioning because the individual's response is instrumental in getting a positive reinforcement (reward or negative reinforcement punishment).

Reinforcement, the reward of favourable consequences associated with a particular response, is an important element of instrumental conditioning. Behaviour that is reinforced strengthens the bond between a stimulus and a response.

Thus, if a consumer buys a product in response to an ad and experience a positive outcome, the likelihood that the consumer will use this product again increases. If the outcome is not favourable, the likelihood of buying the product again decreases.

Fig 2.5: Instrumental Conditioning in Marketing.

Two concepts that are particularly relevant to marketers in their use of reinforcement through promotional strategies are schedules of reinforcement and shaping. Different schedules of reinforcement result in varying patterns of learning and behaviour. Learning occurs most rapidly under a continuous reinforcement schedule, in which every response is rewarded but the behaviour is likely to cease when the reinforcement stops. Marketers must provide continuous reinforcement to consumers or risk their switching to brands that do.

Learning occurs more slowly but lasts longer when a partial or intermittent reinforcement schedule is used and only some of the individuals responses are rewarded. Promotional programs have partial reinforcement schedules. A firm may offer consumers an incentive to use the company's product. The firm does not want to offer the incentive every time (continuous reinforcement), because consumers might become dependent on it and stop buying the brand when the incentive is withdrawn.

Reinforcement schedules can also be used to influenced consumer learning and behaviour through a process Known as snapping, me reinforcement of successive acts that lead to a desired behaviour pattern or response.

Shaping is an essential process in deriving new and complex behaviour because a behaviour cannot be rewarded unless it first occurs; a stimulus can only reinforce acts that already occur. New, complex behaviours rarely occur by chance

in nature. If the only behaviour to be rewarded were the final complex sought behaviour, one would probably have to wait a long time for this to occur by chance. Instead, one can reward simpler existing behaviours; over time, more complex patterns evolve and these are rewarded. Thus the shaping process occurs by a method of successive approximations. (Rothschild and Gaidis, 1981; 70 - 79).

In a promotion context, shaping procedures are used as part of the introduction programme for new products. Marketers must be careful in their use of shaping procedures; if they drop the incentives too soon, the consumer may not establish the desired behaviour; bad if they overuse them, the consumer's purchase may become contingent on the incentive rather than the product or service.

Terminal Goal; Repeat Purchase Behaviour

Approximation Sequence	Shapping Procedure	Reinforcement Applied
Induce product trial	Free samples distributed; Large discount coupon	Product performance coupon
Induce purchase with little financial obligation.	Discount coupon prompt purchase with little cost: coupon good for small discount on purchase enclosed	

Induce purchase with moderate financial obligation	Small discount coupon prompts purchase with moderate cost.	Product performance coupon
Induce purchase with full financial obligation.	Purchase occurs without coupon assistance.	Product performance coupon

Application of Shopping Procedures in Marketing.

COGNITIVE LEARNING THEORY

Behavioural Learning Theory have been criticized for ignoring the internal psychological processes such as motivation, thinking and perception; they assume that the external stimulus environment will elicit fairly predictable responses. Many consumer researchers and marketers disagree with the simplified explanations of behavioural learning theories and are more interested in the complex mental processes that underlie consumer decision-making.

Since consumer behaviour typically involves choices and decision making, the cognitive perspective has particular appeal to marketers, especially those whose product/service calls for important and involved purchase decisions. Cognitive processes such as perception, formation of beliefs about brands, attitude development and change and integration are important to understanding the decision-making process for many types of purchases.

Fig 2.6: The cognitive learning process

The five-stage decision process models are all relevant to a cognitive learning approach to consumer behaviour.

EFFECT OF LEARNING IN RELEVANT TO CONSUMER BEHAVIOUR

Learning theories are relevant to consumer behaviour analysis and therefore have varied marketing applications as summarized below:

- a. Reward of reinforcement increases the chances that a behaviour will be repeated. This concept is very relevant in the area *of* product quality as perceived by the consumer. Products that give the consumer satisfaction will most likely be repurchased.
- b. Fresh, novel and stimulating experiences are effective in enhancing learning. It further implies that creativity is very important in product concept and advertising. Monotonous message is not exiting and therefore will not stimulate the consumer. That is why some advertisements are conveyed in standard English language as well as in broken or pidgin for a difference. The marketer should develop a variety pool of commercials or

advertisements, each stressing the same concept but presented in a different manners.

- c. Advertising Improves Recall: Forgetting usually takes places when the message is not conveyed on continuous basis. Advertising therefore improves and increases product or message recall particularly when presented on continuous basis.
- d. Multiple sense modality is more effective in presenting materials for learning. In this case, televisions have come to be an effective tool in conveying marketing information. For radio, you can only hear the sound, for magazines you see the pictures but for television, you can hear and see. The visual and auditory elements of the televisions, you can hear and see. The visual and auditory elements of the television make it generally more effective but it should be handled with caution. This is because if it is not properly coordinated it will suffer from lack of mutual reinforcement and conflicting impressions.
- e. New Products have the greatest opportunities of success when they are distinctively better than their competitors. For instance; the fact on convenience foods are based on convenience in use and taste.
- f. New Products which have no distinguishable features stand less chances of success in the market because it will require a lot of marketing effort to turn

things around. It may include changes in the packaging, product name, feature and advertising and promotional strategies. It is important to note that promotional strategy alone is not enough to sustain brand loyalty as it may not last too long members of a society. Cultural norms and values offer direction and guidance to members of a society in all aspects of their lives, including their consumption behaviour. In international marketing, each country has certain cultural traditions customs and values that marketers must understand as they develop marketing programs.

Marketers must also be aware of changes that may be occurring in a particular culture and the implications of these for their advertising and promotional strategies and programs.

SUBCULTURES

Within a given culture are generally found smaller groups or segments whose beliefs, values, norms and patterns of behaviour set them apart from the larger cultural mainstream. These subcultures may be based on age, geographic, religious, racial and/or ethnic differences. The racial/ethnic subcultures are important to marketers because of their size, growth, purchasing power and distinct purchasing patterns.

SOCIAL CLASS

Virtually all societies exhibit some form of stratification whereby individuals can be assigned to a specific social category on the basis of criteria important to members of that society. Social class refers to relatively homogeneous divisions in a society into which people sharing similar lifestyles, values, norms, interest and behaviour can be grouped.

The various social class groups provide a natural basis for market segmentation. Consumers in the different social classes differ in the degree to which they use various products and services and in their leisure activities, shopping patterns, and media habits. This is used by marketers for positioning their brands and the media strategies.

REFERENCE GROUPS

Groups are one of the primary factors influencing learning and socialization and group situations constitute many of our purchase decisions.

A reference group is "a group whose presumed perspectives or values are being used by an individual as the basis for his/her judgements, opinions and actions. Consumers use reference groups as a guide to specific behaviours, even the groups are not present (Stafford and Cocanougher, 1981).

Marketers use reference group influences in developing advertisements and promotional strategies. There are aspirational reference groups (to which we might like to belong) and dissociative groups (to which we do not wish to belong).

SITUATIONAL DETERMINANTS

The specific situation in which consumers plan to use the product or brand directly affects their perceptions, preferences and purchasing behaviours. (Belk, 1975, 157 - 64). Three types of Situation determinants may have an effect: the specific usage situation, the purchase situation and the communication situation.

Usage refers to circumstances in which the product will be used. The purchase situation more directly involves the environment operating at the time of the purchase. Time constraints, store environments and other factors may all have an impact. The communications situation is the condition in which an advertising exposure occurs in a car listening to the radio, with friend, etc.

-Situational determinants may either enhance or detract from the potential success of a message.

2.4 SUMMARY OF CHAPTER TWO

The framework within the context of which the literature was based served as a guide. A model of consumer purchase decision and its explanation was presented. Various past models and theories of consumer purchase behaviour researchers relevant to the study were visited. Notable among these models are

Abraham Maslow's Hierarchy of Needs and psychoanalytic theory on consumer motivation with contributions from Sigmund Freud, William J. Stanton, J. Harrell, Baner and Greyser. Mention was also made of Multi attribute Attitude Models with contributions from Wilkie and Pessemier., and the Heuristics by Peter and Olso, Wright and Barbour. The works of Engel and Belch and Belch on post purchase evaluation was also extensively discussed.

Current literature discussion relevant variables of study like attitude, perception, needs, motivation, perception, conditioning, and teaming and how each of these shapes and modifies consumer purchase behaviour were discussed.

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CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 RESEARCH METHODOLOGY

The basic objective of this study is to find out main factors influencing consumer purchase decision of telecommunication services provided by different companies operating in Nigeria.. Questionnaire and administered to consumers to source these explanatory variables. The explanatory variables are also called independent variables as they determine consumer's perception (dependent variable) of each of the brands of the telecommunication services. The perceptions in turn influence purchase decisions.

3.2 RESEARCH DESIGN

The method used in gathering data for a research will go a long way to determine the quality of such work. The objective of this chapter is to set out in an appropriate sequence the methods and procures employs in this study. In view of this, this chapter will focus on areas such as brief description of the products under study, restatement of the research hypotheses, research design, population, procedure, data collection and instrument data for the study.

For the purpose of this study, a cross-sectional survey of randomly selected telephone subscribers was carried out through the use of a questionnaire.

3.3 METHOD AND SOURCES OF DATA COLLECTION

The researcher employed the use of multiple data gathering techniques in order to adequately cover research questions and hypothesis and to achieve precise and reliable result.

The exploratory survey method which embraces questions and interview were used as primary and secondary data gathering instruments, according to Busha (1986) researcher consider it to be the most suitable techniques for discerning the kind of information needed by the users as the source on which most researchers commonly rely.

Primary Data

Primary data can be defined as the statistical material or useful information, which the researcher originates for the purpose of the study or research being carried out.

This primary source involves obtaining useful information needed for the research directly from the respondents, and is to be duly filled in the researcher decided to use questionnaire as the major instrument due to the comparative benefits associated with it.

Secondary Sources of Data

Secondary data are data that were developed for some purpose other than helping in solving the problem at hand. It is not always necessary for all researcher

study to conduct special survey for the purpose of obtaining statistical materials such materials may be obtained from records of institution and parastals, trade associations, trade journals and other periodicals, newspaper, magazine and so on.

3.4 RESEARCH INSTRUMENT

Questionnaires and interviews are the major research instrument used in capturing data.

INTERVIEW

The usage of this method is to extract responses to questions that may not feature in the questionnaire, but which are vital to the research personal structured and unstructured questionnaire directed to subscriber residing in Lagos, Warn and Port Harcourt. The subscribers comprises of both males and female, young and old.

3.5 DATA COLLECTION INSTRUMENT

The questionnaire which consists of two-way questions, scale questions, multiple - choice questions, open-end questions and lists of structured adjectives sued in rating the performance of the telephone lines of the respondents is the main instrument used for this research.

The two-way question is known as Yes or No questions. The scale questions recognize the degrees of intensity in the respondents' feelings about the perceptions of certain phenomena which cannot ordinarily be gathered from two-way or even multiple-choice questions. The multiple-choice questions are suitable for questions

were questions where responses to a particular question are multi-faceted and where circumstances may suggest that the respondents chose only one alternative. The open-end questions with no restriction as to the extent of the response. They give the respondents an opportunity to include all that he considers necessary in his answer to questions.

The list of structured adjectives is called "semantic differential." It is used because it easily solves the problem of quantifying highly subjective data. Individual perceptions have been said to be highly subjective, hence its appropriateness. According to Mindak (1956, 1961) semantic differential instrument is highly useful to the 'image' of a brand, product / service or company.

Developed by Osgood, Suci and Tannenbaum (1957) the differential involved repeated judgements of a concept against a series of descriptive polar adjectival scales on a 7-point interval ordinal scale. In scoring by the respondents, weights were assigned to each position (7, 6, 5, 4, 3, 2, 1) and these in turn are converted into individual or group mean scores and later presented in a 'profile form' (Peter, 1973; 177 - 180).

3.6 CHARACTERISTICS OF THE STUDY POPULATION

The universe or population is all the persons or cases in which the researcher is interested. The universe of this study comprises the subscribers of telecommunication services by individuals and organisations resident in Lagos,

Warri, and Port Harcourt. The subscribers comprises of both young and old, of sexes, students, workers, and big organisations. About 40% of the study populations are literate. There are differences in their living standards. The majority are in the low - standard bracket. They I however, strive to make ends meet. A fair proportion is within the middle standard bracket while a privileged few are within the exclusive high standard bracket.

The service providers have base stations in the cities this study access to the study population have access to the communication media used for competitive telecommunication services.

A sample on which the study is based is 100 consumers. They were drawn from the population. However, they were drawn from the literate segment of the population. The researcher holds the view that the "literates" are mostly opinion leaders. They can, influence the illiterates. Also, the literates are much more disposed to several communications and are therefore the innovators early adopters and the early majorities.

3.7 SAMPLING DESIGN AND PROCEDURE

Sampling is that part of (marketing) research which lays down the specification for the selection of the individuals who will be asked to supply the required data (Davies 1973). The first criterion for selecting members of the sample is literacy. - The means the sample is drawn from the literate segment of

the Lagos, Warri and Port Harcourt population. There are several sampling techniques, among which are; Area Sampling, Quota Sampling, Sequential Sampling, Double Sampling, Systematic Sampling, Multiple - phase Sampling, Disproportionate Sampling and Random Sampling. This study makes use of purposive and random Sampling among the literate segment of the population. For convenience sake, and due to time limitation, a 100-member sample consisting of telephone subscribers - (individual and corporate) at Lagos, Warri and Port Harcourt were randomly selected and asked to respond to the set of question that constituted each questionnaire. How did you randomize the selecting?

Purpose sampling guided the researcher the determination sample size choice of the cities where the subscribers opinions were obtained. The probability sampling method (random sampling) was used so that each member of the universe had equal chance of being selected for the sample. This makes the samples statistically adequate since inferences to be drawn from the sample are expected to be accurate to a certain level of confidence. The sample can also be described as a representative sample which was drawn from the literate segment and active organisations in such a manner a small replica of all the conditions in the universe and therefore represents all the factors existing in the universe.

3.8 RESTATEMENT OP RESEARCH HYPOTHESIS

Hypothesis I

The first hypothesis is that the functionality of a telephone service has significant effect on consumer purchase decision. In order to have a sound measure of the impact of functionality in forming consumer purchase decision and also to accept or regret this first hypothesis, consumers of various characteristics, students, workers, housewives, corporate users, those who live in low, -average and high income areas in Lagos, Warri and Port Har/court (where Mobitel has base stations) were required to access the quality of their telephone line, and the number of times they dial before achieving connection. Simultaneously, on a semantic different scale as developed by Osgood, Suci and Tennanbaur (1957), the relevant variables to be measured on a 7 - point scale to this first hypothesis are from very satisfactory to very unsatisfactory. To support this is very efficient to very inefficient.

Hypothesis II

The second hypothesis is that an efficient customer care service by providers has significant effect on consumer purchase decision in order to measure the impact of customer care service, respondents were asked how responsive their service provider is to their complaints.

Hypothesis III

The third hypothesis of the study seeks to measure the impact of promotion, on consumer purchase decision. To generate enough data for this, respondents were asked how they got to know the brand of telephone line they currently use.

The respondents were asked to be as fast as possible and also not to consult anyone to make their rating. I personally, supervised and explained on some occasions the completing of the questionnaires to respondents. An average of 16 minutes was use by each respondent. Due to this close monitoring, all the 100 distributed questionnaires were returned.

3.9 METHOD OF DATA ANALYSIS

The researcher employed tables, percentages and frequency table in analyzing the data. The responses will be translated into figures and percentages for each variable.

The chi-square test would be used to test the hypothesis. Our decision rule will be accept H_0 if the calculated value is than the tabulated value with 5% level

of significance. Therefore, the calculation for chi-square = $x^2 \frac{(oi - ei)^2}{ei}$

Where

x^2 = calculated chi-square

oi = Observed frequency

ei = expected frequency

x^2 = tab x (n – 1) d.f

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CHAPTER FOUR

4.1 DATA ANALYSIS AND PRESENTATION

In this chapter, the responses got from questionnaires administered in the company used a research case study (Mobitel Limited) is presented and analysed. Also to be discussed in this chapter is test of hypothesis and discussion of findings. As discussed earlier in chapter three, 100 copies of the questionnaire were administered and all the 100 copies were returned but 20 copies were not correctly filled. This showed an encouraging response and interest demonstrated by respondents on the study "FACTORS INFLUENCING CONSUMER PURCHASE DECISION OF THE TELE COMMUNICATION SERVICES".

4.2 PRESENTATION OF DATA COLLECTED

Sample Audience	Number Distributed	Number Returned	No Rejected	No Used	Percentage
Subscribers	100	100	20	80	80%

As rightly mentioned in chapter three the percentage computation analysis of the data gathered from the respondents are via the use of the questionnaire. Percentage (%) computation is a statistical tools which uses eighty (80) as it's based it is used.

However, based on this below is the analysis of respondent's computation in percentage .The analysis would show each table questions that are necessary for the hypothesis raised by the researcher.

4.3 ANALYSIS OF RESPONDENTS CHARACTERISTICS Table 4.1

Gender Analysis

Gender	Frequency	Percentage
Female	50	62.5
Male	30	37.5
Total	80	100

Source: Field Survey, 2009.

The above table analysis indicated the number of respondent in which female were 62.5% and male were 37.5% of the population.

Table 4.2 Age Distribution

Variable	Frequency	Percentage
21-30	15	18.75
31-40	30	37.5
41-50	28	35.0
50 & above	7	8.75
Total	80	100

Source: Field Survey, 2009.

The table above revealed that 15 (18.75%) were between the age bracket of 21-30 years, 30 (37.5%) were between the age of (31-40 years), while 28 (35%) were between the age bracket 41-50 years and 8.75% were between the age 50 and above.

Table 4.3 Marital Status

Variable	Frequency	Percentage
Single	30	37.5
Married	50	62.5
Widow	-	-
Total	80	100

Source: Field Survey, 2009.

The table above revealed that 30 (37.5%) of the respondents are singles 62.5% (50) which are the highest respondent account for these that are married. This shows that majority of the respondents are married.

Table 4.4 Distribution of Educational Background

Variable	Frequency	Percentage
WASC/SSCE/N ECO	-	-
ND / NCE/O'Level	25	31.25
HND/B.Sc/LLB	40	50.0
M.Sc/MBA	15	18.75
Total	80	100

Source: Field Survey, 2009.

As it can be seen in the above table 4.4 that 25 (31.25%) of the sample sizes are either possessing ND/NCE/Alevel Certificates, 40(50%) respondents are obtained HND/B.Sc/LLB Certificates and 18.75% posses master degree and other marginal certificates.

Table 4.5 Tribe Distribution

Variable	Frequency	Percentage
Hausa	-	-
Yoruba	40	50
Igbo	30	37.5
Other language	10	12.5
Total	80	100

Source: Field Survey, 2009.

It can be deduced from the table above that 40 (50%) of the respondents are Yoruba being that the questionnaire is distributed mainly in Lagos metropolis which is most populated by Yoruba while 30 (37.5%) of the respondents are Igbo and the 12.5% (10) respondents are other Nigerian minority tribes.

Table 4.6 Ownership of Mobile

Variable	Frequency	Percentage
Yes	75	95.75
No	5	6.25
Total	80	100

Source: Field Survey, 2009.

The table above show that 75 (93.75) of the respondents have mobile line, while 5 (6.25) of the respondents do not have mobile line. Therefore, the percentage of people using telephone (mobile phone) are more than those that are not.

Figure 1: Bar Chart Showing Ownership of Mobile Phone

Yes No

Bar Chart for Ownership of Mobile Line Source: Field Survey, 2009.

The table above show that 30 (37.5) of the respondents was MTN brand line, 20 (25) of the respondents uses Glo Mobile, while 18 (22.5%) of the respondents uses Celtel Line and only 15% (12) uses Comtel Line among the respondents.

Table 4.7 Brand of Mobile Telephone Line

Variable	Frequency	Percentage
MTN	30	37.0
Glo	20	25.0
Celtel	00	22.5
Comtel	12	15.0
Total	80	100

Source: Field Survey, 2009.

The table above show that 30 (37.5) of the respondents was MTN brand line, 20 (25) of the respondents uses Glo mobile, while 18 (22.5%) of the respondent uses Celtel Line and only 15% (12) uses Comtel Line among the respondents.

MTN Celtel

Comtel

Figure 2: Bar Chart Showing Brand of Telephone Lines Used

Table 4.8 Rating of the Functionality of Comtel Service

Variable	Frequency	Percentage
Most Significant	20	25
Significant	50	62.5
Fairly significant	10	12.5 j
Not significant	-	
Total	80	100

Source Field Survey, 2009.

The above shows the rating of functionality of Comtel services, **20 (25)** of the respondent agreed that it is most significant. While it **50 (62.5)**, of the respondent say its significant while 12.5 (10)

Figure 3: Bar Chart

Source: Field Survey, 2009.

Table 4.9 The Rating Effectiveness of the Customer Care of Mobile

Variable	Frequency	Percentage
Very Effective	40	50
Effective	25	31.25
Fairly Effective	5	6.25
Not Effective	10	12.5
Total	80	100

Source Field Survey, 2009.

The table above shows the rating of effectiveness of the customer care of Mobitel, 50% (40) of the respondents agree that it is very effective, while 31.25% of the respondents says it is effective 6.25 (5) say the customer care of Mobitel is fairly effective and 12.5% say is not effective.

Figure 4: Bar Showing the Effectiveness of Customer Care of MOBITEL

Source: Field Survey, 2009.

Table 4.10 Areas of Shortfalls in Mobile

Variable	Frequency	Percentage
Tariff		22.5
Quality	10	12.5
Availability	33	41.25
Additional Services	19	23.75
Total	80	100

Source Field Survey, 2009.

From the table 18 (22.5%) of the respondent say that firm has not meet up with expectation in their tariff, 10 (12.5%) say it is on their quality of services provided while the majority of the respondents 33 or 41.25% are the opinion that it is

availability of lines and recharge cards of Mobitel while 19 (23.75%) of the respondents are of opinion of additional services.

Figure 5: Bar Showing Areas of Shortfalls in Mobile

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Tariff Quality Availability Add. Ser.

Source: Field Survey, 2009.

Table 4.11 Features Use of Most Often in the Mobile

Variable	Frequency	Percentage
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Voice Call	65	81.25
Text Message	10	12.5
MMS	-	-
Internet Services	5	6.25
Total	80	100

Source Field Survey, 2009.

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From the table above 65 or 81.25 of the majority of the respondents use their phones for voice calls, 10 or 12.5% to sending text messages while the remaining 5 or 6.25% use it for internet access (MRPS).

Figure 6

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Bar Chart showing features of phone often use

Voice Text Mesg MSS

30

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Voice Call Text Mesg. *Source: Field Survey, 2009.*

MMS

Internet Acc ;

£

Internet Ser

Table 4.12 Number of Dialed to Achieve Connection

Variable	Frequency	Percentage
Once	15	18.75
Twice	36	45
Thrice	21	36.25
Many Times	8	10
Total	80	100

Source Field Survey, 2009.

connect, 36 or (45%) dial twice to connect, 21 or (26.25%) are of the opinion of dialing thrice and 8 or (10%) are of the opinion of dialing many time before connecting .

Figure 7: Bar Chart Showing Number of Dialed to Achieve Connectivity

Once Tw ice Thrice Many Times

Source: Field Survey, 2009.

Table 4.13 Opinion on Marketing Promotion Activities of Mobitel and the affect on Consumer Purchase decision for Mobitel

Variable	Frequen cy	Percenta ge
Strongly Affects Purchase Decision	60	75
Agreed Affects Purchase Decision	8	10
Don't know	10	12.4
Does not affect	2	2.5
Total	80	100

» Source Field Survey, 2009.

connect, 36 or (45%) dial twice to connect, 21 or (26.25%) are of the opinion of dialing thrice and 8 or (10%) are of the opinion of dialing many time before connecting .

Figure 7: Bar Chart Showing Number of Dialed to Achieve Connectivity

Once Tw ice Thrice Many Times

Source: Field Survey, 2009.

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Variable	Frequen cy	Percenta ge
Strongly Affects Purchase Decision	60	75
Agreed Affects Purchase Decision	8	10
Don't know	10	12.4
Does not affect	2	2.5
Total	80	100

|» *Source Field Survey, 2009.*

From the table above, it shows that the average purchase value of the recharge card purchased, 40 (50%) of the respondents purchase daily, 31.25% (35) of the respondents purchased weekly while the average purchase value of recharge card purchase monthly is 18.75%.

Figure 9: Bar Chart Showing Average Purchase Value of Recharge Card Purchase
Daily Weekly Monthly Yearly

Source: Field Survey, 2009.

Table 4.15 Source of Information on Mobitel

Variable	Frequency	Percentage
Radio and T.V	36	45
Newspaper	6	7.5
Friend and Relations	20	22.5
Bill Board	20	25.0
Total	80	100

Source Field Survey, 2009.

"Mil

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The table above shows that 45% of the respondents got to know mobitel through radio and T.V. while 7.5% are through newspaper, 22.5% of the respondents know about Mobitel through their friends and 25% are through bill board.

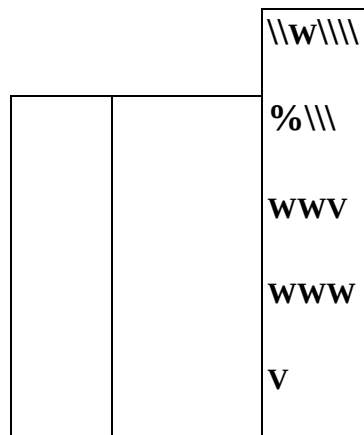
Figure 10: Bar Chart Showing Source of Information about Mobitel

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Radio T.V Newspaper

Friend& Rel

Bill Board



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	WWW
	XWW

Radio & TV New spaper Friend & Rel. Bill Board *Source: Field Survey, 2009*

Table 4116 Assessment of Effectiveness of other Services

provided by MOBITELE

Variable	Frequency	Percentage
Very Effective	45	56.25
Effective	30	37.5
Ineffective	5	6.25
Very effective	-	-
Total	80	100
	--	1

Source Field Survey, 2009.

102

92

The table above shows the effectiveness of the service provided by mobitel, 40 (56.25%) of the respondents are very effective, 30 (37.5%) are effective while 5 (6.25%) are ineffective.

Figure 1: Bar Chart Showing Attitudes of Effective net of other respondents provided by MOBITELE

Very Effective Effortless Useful Very good 01

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Table 4 17 Respondeat opinio** a a P>*lhM *Arttai

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From the above table 40 (srw\ „C +u

, W I^{50 /o}) of the respondents agreed that

efficient customer care service provided by mobitel will greatly increase market

share 28 (35%) of the respondents are of opinion will increase market share while

5 or 6.25% of the respondents will not increase the market share.

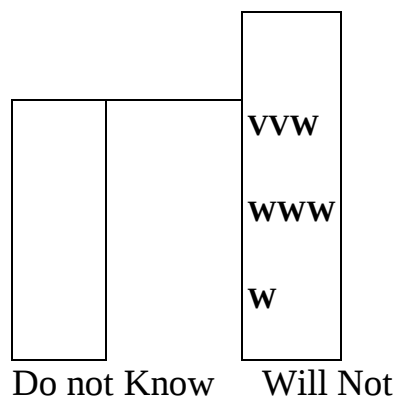
Figure 12: Bar Chart Showing Efficient of Customer Care Service provided by MOBITELE

y 45 40 35 30 25 20 15 10 5 0

Greatly Incr. Increase Source: Field Survey, 2009.

Greatly Incr g^f Increase

Do not know Will Not



TEST OF HYPOTHESIS

The research -used chi- square to test the hypothesis

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Null Hypothesis Alternative hypothesis Observed frequency Expected Frequency

Computed chi - square Tabulated chi- square Summation

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A level of significance of 0.05 shall be used for this test and the degree of freedom is computed as follows:

Testing Of Hypothesis One

Null Hypothesis (Ho): That the functionality of a telephone service has no significant effect on consumer purchase decision level.

Alternative Hypothesis: (Hi): That the functionality of a telephone service has significant effect on consumer purchase decision level.

In order to test this hypothesis above chi square analysis is employed. Therefore, data for testing this hypothesis is drawn from table.

(Table 4.8 Reproduced)

Variable	Frequency	Percentage
Most Significant	20	25
Significant	50	62.5
Fairly significant	10	12.5
1 Not significant	-	-
Total	80	100

Source: Table 4.8 Reproduced

The chi-square distributed is used in the testing of this hypothesis at 0.5% confidence level. The degree of freedom (d.f) = (n - 1). Since the total number of responses = 15.80, the expected frequency 15

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Therefore, the calculation for chi-square = $\sum \frac{(O_i - E_i)^2}{E_i}$

E_i

Where

χ^2 = calculated chi -square

o_i = Observed frequency

e_i = expected frequency

χ^2 = tab χ (n - 1) d.f

Table 4.18

Variable	Observed	Expected	(O-E)	(O - E) ²	(O - E)" E
Excellent	20	20	0	0	0
Good	50	20	30	900	45
Fair	10	20	-10	100	5
Poor	-	20	-20	400	20
Total	80				70

Source: Field Survey, 2009

Therefore, χ^2 value calculated = the value of χ^2 from the table, that has χ^2 0.05 (4 - 1) 0.05 93) = 7.82

DECISIONAL RULE

Since calculated value is greater than table value for χ^2 i.e. χ^2 , 0.05 I 214.5 < we reject H_0 and accept H_1 which implies that the functionality of a telephone service has significant effect on consumer purchase decision level.

Testing of Hypothesis Two

Null hypothesis (Ho): that efficient customers care service by providers does not have significant effect on consumer purchase decision.

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Alternative Hypothesis (Hi) that an efficient customer cares service by providers has significant effect on consumer purchase decision.

In order to test this hypothesis above chi- square of analysis is employed. Data for testing this hypothesis is drawn from question 10.

(Table 4.17 Reproduced)

Variable	Frequen cy	Percentag e
Will greatly increase share	40	50
Will increase market share	28	35
I don't know	5	6.25
Will not increase market share	7	8.
Total	80	100

Source: Table 4.17 Reproduced

The chi-square distributed is used in the testing of this hypothesis at 0.05 confidence level. The degree of freedom (d.f) = (n-1). Since the total number of respondent is 80, the expected frequency is

$$80 = 20 \times 4$$

Therefore, the calculation for chi-square - $\chi^2 (oi - ei)^2 / ei$

Where

χ^2 = calculated chi-square oi = Observed frequency ei = expected frequency

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Table 4.19

Variable	Observed	Expected	(O-E)	(O - E) ²	(O - E)-' 1 E
Strongly Agreed	40	20	20	400	20
Agree	28	20	18	64	3.2
Undecided	5	20	-15	225	11.25

Disagreed	7	20	-13	169	8.45
Total	80				42.9
■---					

Source: Field Survey, 2009

Therefore, χ^2 value calculated = 42.9, the value of χ^2 from the table, that has α , $0.05 (3) = 7.82$.

Since calculated value is greater than table value for χ^2 i.e. $\chi^2, 0.05 = 78.2 < 42.9$ we reject H_0 and accept H_1 which implies that an efficient customer care service by providers has significant effect on consumer purchase decision.

Testing of Hypothesis Three

Null hypothesis (H_0): That promotion of a telecommunication brand does not have significant effect on consumer purchase decision.

Alternative hypothesis (H_1): That promotion of a telecommunication brand has significant effect on consumer purchase decision.

In order to test the hypothesis above chi-square of analysis is employed. Data for testing this hypothesis is drawn from question 14.

Therefore, χ^2 value calculated = the value of χ^2 from the table, that has χ^2 0.05 (4 - 1) 0.05 93) = 7.82

DECISION RULE

Since the calculated value is greater than table value for χ^2 i.e. χ^2 0.05 - 7.82 < 108.7, we reject H_0 and accept H_1 , which implies that marketing activities of Mobitel has significant effect on consumer purchase decision.

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CHAPTER FIVE SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

The purpose of this study was to find out the main factors influencing consumers purchase decision of telecommunication services provided by different companies operating in Nigeria. The study has been summarized in five chapters.

The findings indicated that the functionality of a telephone services has significant effect on consumer purchase decision level. Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target customers.

It has also been discovered by this research work that an efficient customer care service by providers has significant effect on consumer purchase decision. Among the **service** providers* MOBATEL is still the **best but still need to** improve on

some of their services such as, **prize network** services, additional services, packaging etc. **This should be** done in order for them to reach the peak **and also attract** more customers and with a larger share of the **market**.

The result of the analysis in chapter four also revealed that promotion of a telecommunication brand has significant effect on consumer purchase decision and determine the subscriber's choice of Mobitel to other network. Although, human being have different views on matters. Though their perspective may be

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Sometimes different, this explains why we behave, respond and think differently in any given situation. Hence what motivate a particular consumer at a time may not at other times but significantly, the influence of customers service on consumers purchase decision from the course of this study must not be underrated.

CONCLUSION

As a result of what was gathered from this research and having carefully analyzed the data collected from the field study. There is no doubt that this study has explained in the early chapters of utmost importance and therefore the following conclusions are made:

- The regency principle claims that a consumer is more likely to respond the same stimulus i.e. the same way the consumer responds to it the last time he/she had contact with stimulus.
- The cognitive theory is also relevant in respect of new product development. Since its focus is on consumer's needs and goals and developing products that will help consumers reach these goals.
- It is crystal clear that Global Satellite Mobile Telecommunications (GSM) as a medium of communications has helped to improve business activities in the country. Because 75% of business deal are being discussed and sealed through the use of GSM. It has also helped in providing job opportunities to unemployed people thereby reducing unemployment in the country.

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- The Nigeria telecommunication industry has in recent times moved from oligopoly to a near perfectly competitive owing to government deregulation policy, of which one of it is the communication and information technology advancement. Finally, this study has further shown also the complexity of the 'consumer behaviour*' as a concept and theory, laying more emphasis on learning.

5.3 RECOMMENDATION

In view of this study and the conclusion, the following recommendations are made which I feel if properly implemented will change the present business situation and consequently improve the sales result of Mobitel.

Despite the importance of GSM, the performance of the service providers still leave much to be desired. There is a need by the service providers to reduce the post purchase complaint of customers through error billings, drop calls, inability to correct and the need to reduce charges by the services providers.

Also, the staff and connectivity among the service provider is still not the best. At times, it is almost difficult to get through when making calls, which not so in most advance countries. This should be improved upon. The quality of service should also be improved upon for quicker connection anywhere, anytime and any day. Non-stability of service has caused many business executive to

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lose millions of naira when trying to get through to their business partners and customers.

Finally, the impact of customer service should not be neglected and should be improved upon.

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