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**BRAND LOYALTY IN TOILET SOAP PURCHASING
AMONG UNIVERSITY OF NIGERIA, ENUGU CAMPUS,
FEMALE UNDERGRADUATES**

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ABSTRACT

The purpose of this research is to determine the purchasing habit of UNEC female undergraduates with respect to toilet soap brands. Do they stick to any particular brand? If so how strong is this brand – insistence and what could be the factor (s) behind this habit?

A sample of 200 respondents, representing 10% of the research universe of about 2000 female undergraduates was selected. Using the stratified sampling method, questionnaire copies were administered on the three sampling areas as follows: Adelabu 56, Manuwa 56 and Lady Ibiam 88 copies.

In all, seven hypotheses were postulated and tested based on data generated from the respondents through a structured questionnaire of thirty questions. Of the 200 questionnaire copies, only 156 responded to and returned their own copies.

The Chi-square test of significance was used in testing the seven hypotheses while simple percentages, graphs and charts were used in the analysis of data collected.

The results of the study showed that the respondents are brand loyal in the purchase of toilet soap brands but that such brand loyalty is not strong. The results also showed that their purpose for sticking to any particular brand is not because of the product's price, promotion, income

but because of product quality which has helped in creating the much talked about familiarity or “inertia” factor.

This familiarity is a consequence of product quality. The real cause of brand loyalty in the purchase of toilet soap among UNEC female undergraduates is therefore product quality.

Based on these findings, the researcher made some practical recommendations on this important marketing factor – brand loyalty.