

# Comparative Analysis of Consumers' Patronage of Beverage Food Drinks in Enugu State, Nigeria

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**ABSTRACT:** This study, comparative analysis of consumers' patronage of beverage food drinks in Enugu state, Nigeria, comparatively studied two beverage food drinks which are Cadbury Bournvita and Nestle Milo with the broad objective to determine which is the most patronised by customers in Enugu State. The specific objectives were to: ascertain the factors that influence the buying behaviour of consumers, determine the health benefit of consumers' choice, determine the influence of promotions on consumer purchase decision and ascertain the extent to which product taste affects consumer satisfaction and repeat purchase for Cadbury Bournvita and Nestle Milo. The study adopted the survey research design. The Cochran sampling formula was used to randomly select 384 consumers of both Cadbury Bournvita and Nestle Milo out of infinite numbers of consumers across Enugu State. A five point Likert-scale structured questionnaire was used for the data collection and analysis was done with a confidence level of 5% or 0.05. The findings indicated that factors such as availability of product, packaging, quality of product, brand loyalty and promotion all affected customer patronage. Comparatively, the patronage rate for Milo could be determined by the quantity of product, packaging, Brand loyalty and Product offering, while patronage rate for the Bournvita depends on the availability of product, price, packaging and brand loyalty. The health benefit significantly influences consumer choice of products, though Milo enjoyed this factor than Bournvita. However, the packaging in various sizes significantly influences patronage of both Bournvita and Milo. The taste of products was found to significantly influence consumers' patronage for both products. The study concluded that in spite of the fact that Bournvita had more consumers' patronage than Milo, this difference is statistically insignificant, due to the fact that none of the two products enjoyed customers' loyalty; this accounted for the products producers to keep up their various promotional strategies at varying levels to influence consumers. The study recommends among others for consistent and dynamic promotional strategies. Also, the producers of the two products were advised to consider varying packaging sizes that will reach and suit more Nigerian (individuals and households), due to the unpredictability and complexities in consumer behaviour.

Key words: Consumers, Patronage, Beverage Food Drinks (BFD), Product, Influence, Behaviour

## 1. INTRODUCTION

Understanding consumer patronage and knowing customers are not simple tasks, because consumers may say one thing today but do another thing tomorrow. They can be influenced to change their mind the last minute even at the point of purchase, or their needs or wants changes from time to time. Consumer patronage is seemingly the buying behaviour of final consumers, and these consumers are the individuals and households who personal buys and consume goods and services [1].

Consumer patronage precedes consumer preference which is defined by [2] as the subjective individual tastes, as measured by utility, of various bundles of goods. This permits the consumer to rank these bundles of benefits according to the satisfaction levels of utility. Consumers' ability to patronise goods does not determine consumer's like or dislike for a particular product or service but the actual consumption per time or over time. Consumers often face situations that require them choosing among alternatives in the marketplace, where the products are of substitutes. The traditional focus in the decision-making literature has been on understanding how consumers make their purchase decisions systematically and making choices to patronise products among a given set of alternatives or within a class of products is a continuous decision-making process.

In reality, many decisions which involve making patronage decisions among desirable alternative products can be difficult and give way to a more fundamental kind

of strong preference to the decision. This study examined comparatively consumer patronage among the two brands of beverage drinks in Enugu State. The uncertainty ranging in consumer complexity and unpredictability plays a role in the rational theory of decision making which assumes that, prior to choice, the vector of attributes is reduced to a scalar value "utility". Many purchase decisions are unpredictable and sometimes predictable, consumers also have the options to make a purchase decision or not to make. In the real world, consumer decision-making exercise varieties of different purchase options including seeking more information on existing, alternatives and searching for new ones, consumers may be choosing, buying, using, evaluating and disposing of products with the goal of satisfying needs, wants and desires [3].

However, it is assumed that how consumers make their preference decisions and finally patronise beverage food drinks product in Enugu State can be independent or dependent on how much knowledge of the product attributes and information they possess in terms of their search for satisfactions. [4] Opined that "customer satisfaction is a person feeling of pleasure or disappointment about the perception of the product performance as well as expectations". Consumers may use different criteria to measure how they assess beverage food drinks to determine their patronage for such a beverage food product. Different beverage food drinks products have unique attributes that make them different from that of the others and this unique attribute could be

in terms of product quality, product taste, health concern and healthy education, price affordability, product availability, promotion inducement, brand name, packaging on the part of the beverage companies, on the hand, consumer attributes such cultural, social, personal and psychological factors are intrinsic with latent variables such social class, occupation, lifestyle, economic situations, personality, perception, beliefs and attitudes, income, family size, age, flavor, texture, price, appearance etc. These differences result in the unique characteristic determination for the patronage of beverage food products.

According to [5], most consumers are no longer brand loyal but seek to be imbibing patronage attitude because of the increasing awareness for product varieties and the competitiveness in the marketplaces. Consumers normally implement preference(s) when they go for a product that are of substitutes. Real life marketing situations primarily revolve around the application of a great deal of common sense armed with an imperfect number of factors in our societies with flawed information and limited resources. Today, the role of marketing has become an essential part of any product to sell and as such, it plays the pivotal role of creating target provision, concept gathering, and concept choice through concept viewing and marketing matrix, and the implementation. Marketing is classified into two categories namely product and concept selling, and the marketing of any product might be achieved only because of the two concepts. The role of concept selling is to sell the idea to the customers through their marketing activities and getting their feedbacks in the course of face to face interactions, electronic mails, panel discussions, interaction with extreme users, end users, lead users, written survey, and word of mouth advertising done.

The above, described methods are helpful for concept generation too- for people who might be indifferent about the beverage products. This will help the marketers to market the products more easily. It is a known fact, that consumers demand convenience, but they are not willing to compromise the product attributes and demand value for their money, as today's consumer's patronage is of the essence to the manufacturers and the consumers. Consumer patronage is the diverse motivation; preferences and satisfaction, which they constantly seek solutions in their various state of need through product offerings and the bombardment of promotional messages meant to stimulate purchase.

Today, there is a growing need for healthy and nutritional products as an upshot of consumers being informed with a more quest leading to new products differentiation for the beverage-food-drinks-manufacturers. In fact, consumers want high-quality products that also deliver explicit benefits to their health, safety, and environment (Van den Heuvel, Van Trip, Van Woerkum, Renes and Gremmen 2007 as cited in [5]).

Studies have been carried out to observed how consumers make their choice on different beverage product attributes, such as price, packaging, health nutrition, taste, availability and convenience among several others criteria used by consumers to determine which product is more attractive. [7], opined that

consumers' face many trade-offs in their beverage food drink choices, for example between nutrition and price, nutrition and convenience etc. The development of healthy beverage food drinks was rated as the most important area of research [8].

[9], assert that consumers consider their diets needs and make informed decisions concerning the product information which are contained the package label such as, contents, nutritional, and health claims. As a response to consumers demand for healthier and nutritious food drinks, producers should highlight these claims on the front label of their packages. This process may be determined if the buyer will repeat the purchase or better still patronage (repeat purchase). As packages and labels have only a few seconds to make an impact on the consumer's mind during purchase decision, this must catch the consumers' eye, and convince the shopper that it is the optimum option on the shelf. Colour and graphics in beverage food packages represent key elements of the total appearance in a package design.

According to [10], intensifying the beverage food drinks colours could strengthen expectation for the flavour. Other characteristics such as organic production and locally produced might provide additional benefits to consumers who care about environmental preservation. The sensory attraction of a beverage food drinks product and the visual appearance of its packaging are powerful influences on consumer acceptability. Packaging attributes can persuade consumers to purchase the product, and sensory attributes will confirm if they like it or not [11].

To reach and meet the consumers' needs and be successful in the marketplace, manufacturers of beverage food drink need to understand consumers' patronage quest as a result of various degrees of their social complexity and unpredictability. Against this background, this research work sought to examine comparatively the most patronised beverage food drinks in Enugu state.

In recent years manufacturing companies producing beverage food drinks, plays an important role in satisfying the needs of the consumers. As a result of this, many beverage food drinks are competing today for consumer patronage and to win the consumers in the marketplace, companies should position their products in the minds of the consumers to gain more patronage, as consumer exploit every opportunity at their disposal to get the best of beverage food drinks that will be of immense benefit with maximum satisfaction.

Consumers' patronage is more complex and even more important to beverage food drinks manufacturers today than in the past, reasons being adduced to increase competition of products in the marketplace. Each customer has a set of needs and values whose determination is seemingly outside the realm of the manufacturers. Consumers' patronage for beverage food drinks, no doubt dependent upon the evaluation of the product availability, quality (health concern and education), price, product taste, packaging, colour, promotions, and satisfaction. It is worthy of note to understand that consumer patronage is considered to be the level of satisfaction the consumer gets from

consuming a various or combinations of bundles of goods and making a repeat purchase [12].

The two beverage food drinks product that this work studied is Nestle Milo and Cadbury Bournvita as they form the early taker advantage of the beverage food drinks industry in Nigeria. They have been competing over time employing every marketing mix strategy to take over the market share of the others. The focus for this competition by this beverage food drinks producers are the consumer and hypothetically, sometimes presume and superimpose what they think the consumer needs in the beverage food drinks offerings.

These presumptuous methods of assuming what the consumers would consider in making their purchase decision might seemingly be a big shock to the manufacturers of the beverage food drinks in general. This might be so because consumers' buying habit and behaviour tend to be very complex and unpredictable. Thus, the dynamism of the consumers' buying behaviour usually leads to complexity of predicting them [13]. Sometimes, it is assumed that manufacturers predict them wrongly when the product fails. The patronage for a beverage drink appears to be an easy choice to make by any individual, family and household but it is seemingly not so, as there is a paradigm shift from families or household to more individualistic patronage. The consumer needs are ever changing as they look for products that offer them maximum satisfaction with relative ease of convenience when they seek to patronise offerings made by the beverage food industry. In this study, the researcher sought to compare the strength of the patronage between Nestle Milo and Cadbury Bournvita beverage food drinks brands.

The main objective of this study was to determine which of Nestle Milo and Cadbury Bournvita is the most patronised by customers in Enugu State. The specific objectives are

- i. To ascertain the factors that influences the buying behaviour of consumers towards Nestle Milo and Cadbury Bournvita.
- ii. To determine the effect of health benefit on consumers' choice between Nestle Milo and Cadbury Bournvita.
- iii. To determine the influence of promotions on consumer purchase decision of Nestle Milo and Cadbury Bournvita.
- iv. To ascertain the extent to which product taste affects consumer satisfaction in the consumption of Nestle Milo and Cadbury Bournvita.

Based on the above objectives of the study, the following research questions guides the study as follows:

- i. What factors influence the buying behaviour of consumer towards Nestle Milo and Cadbury Bournvita?
- ii. What health benefit informs consumers' choice between Nestle Milo and Cadbury Bournvita?
- iii. What is the influence of promotions on consumer purchase decisions of Nestle Milo and Cadbury Bournvita?
- iv. To what extent does product taste affect consumer satisfaction and repeat purchase for Nestle Milo and Cadbury Bournvita?

## 2. REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK

### 2.1 Patronage: Concept and Meaning

Patrons are individuals and households that buy products for personal consumption [14]. It is often used to describe two different kinds of consuming entities: the personal consumers and the organisational consumers [15]. The activities these consumers undertake when obtaining, consuming, and disposing of products and services are known as consumer behaviour. [16], defined a consumer to consists of "all the individuals and households buying or acquiring goods and services for personal consumption and that a consumer is the final user of a goods or services". Consumers are people, and people are unpredictable, flexible, inconsistent, emotional, sometimes rational, at other times irrational, and ever-changing organisms [16].

An understanding of the behaviour of patronage is very important for beverage drinks by manufacturers to identify shopper typology/consumer behaviour, targeting of those most likely to purchase and anticipate repeat purchase. The choice for consumer patronage is based on the stimulation they get from beverage manufacturer that will produce the form of patronage behaviour. Patronage intention is likely what a customer buys, use and the willingness to recommend to others. [17], opined that:

*The word customer or consumer patronage means a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. People patronise organisations products/services at one time or the other. In the context of this study, we may use customer patronage and loyalty interchangeably because customer patronage precedes loyalty (p.189).*

There is a strong relationship between patronage and loyalty. Patronage is burned out of a desire to be committed to an organisation either based on its service quality or perceived service qualities. Customer's patronage could also mean the act of being a regular customer to a shop. In a highly competitive industry, such as banking, satisfying the customers should be the primary focus of firms that wish to sustain patronage [18][19]. Consumers are "value-driven" and customer patronage denoted on a high value [20]. This value is positioned in the minds of the individual's belief system, serving as prototypes from which attitudes and behaviours develop, thereby, consumers tend to have a change of behaviour to what products that they believed meet their value demand [21]. [22] Showed that personal values (particularly universalism) have a significant positive impact on the intent to engage in sustainable behaviour in patronising particular product or services for a longer duration.

Repeat purchase can be ascribed to consistent patronage that is burnt out of customers' satisfaction with a specific product from the same organisation. It can also be seen as the buying of a product or services by a consumer of the same brand. Repeat purchase customers are customers who are satisfied emotionally, intellectually, physically by an organisation offering



which could be in form of a product which exceeds their expectations [23].

Repeat purchase in another context could be referred to as re-patronage intentions," according to [24], it is the willingness of an individual to re-patronize a services organisation. In a relationship built on trust, commitment is engendered and then becomes a major predictor of future purchases. Customers regularly visit a particular firm based on their perception of trust that is, they believe that the company has their best interest at heart when providing a service [25]. A repeat patronage is often a measure of loyalty to a brand by consumers, higher repeat patronage value means a well retained, satisfied customer, also higher repeat patronage value drives higher customer value, which means a better top line in the loyalty ladder [26].

Higher repeat patronage value can mean higher profitability as it does not include new customer acquisition costs; organization can take some actions to ensure repeat patronage of either their products or services by listening to customer comments, suggestion, feedback, complaints, about the product or services they are offering, by also providing value adding services to the customer experience [27]. Repeat patronage is the prime goal a company can set for its products since it is consumer reference to patronage a given brand in a product category. Customer repeat patronage is a good indicator of a long-term business sustainability and profitability of an organisation; this is because it points to customer satisfaction and retention [26].

Hence, the extent to which a customer will patronise the beverage drinks of producers depends on how the customer perceives the product and how the customer also thinks and feels that the price, promotions, packaging and the product taste will give him/her the maximum satisfaction.

### **Beverage Food Drinks: Concept and Meaning**

According to [28] president and senior scientist at PTM Food Consulting, Point Pleasant, New Jersey cited in nutraceuticals world website opine

*There are times when we feel like hydrating ourselves with liquids other than water. Even though drinking water is vital to our health, there are drinks produced to provide important nutrients with our body need. Drinks artificially prepared for human consumption is called beverages. There are different types of beverages made to fulfil our cravings. Food energy drink is a non-alcoholic beverage that contains flavourings, sweeteners and other ingredients. It is usually commercially prepared and sold in bottles or cans. It may or may not contain calories depending on the sweetener used*

From his assertions, beverage food is any other than water, provided to add to the consumer nutritional value.

[29] express that beverage can be any form of liquid intended for human consumption, packaging in various sizes and forms. He expresses further that mostly beverage foods apart from their basic function of satisfying thirst, play important roles in human culture. According to [30]

*The common types of beverage drinks include plain water, milk, juices, coffee, tea, and soft drinks. Also, alcoholic drinks such as wine, beer, and liquor, which contain the drug ethanol and have been part of human culture and development for 8,000 years. Non-alcoholic drinks often signify drinks that would normally contain zero percent of alcohol. Some beer and wine are usually classified as non-alcoholic, such beer and wine are made with less than 0.5 percent alcohol by volume after undergone an alcohol removal process. [30]*

The assertions above show that wide range of liquid foods fall under the category of beverage and are industrially prepared for human consumptions.

### **2.1 Critical Indices in Perspectives Consumer Buying Behaviour**

According to [31], posit that consumer buying behaviour refers to the buying behaviour of the final consumer for consumption. Consumers around the globe seek for various factors, such as age, income, education level and preferences which in turn influences their purchase decision. They assert that there are many components that determine consumer behaviour, namely: cultural, social, personal and psychological [31]. These characteristics cannot be controlled by the companies; therefore, there is a need to assess these elements in order to create an effective marketing plan.

As mentioned by [2], consumer behaviour is about how people make their decisions about their personal consumption with the available resources at their disposal, such as time, money and effort.[32] further gave a holistic perspective that consumer behaviour is the sum activities and the step by step on how the individuals or groups choose, buy, use or dispose of the goods, services, ideas or experiences.

The study of consumer buying behaviour is of chiefly importance in a many ways. Consumer behaviour is influenced by the economic index of a nation[33]. Consumers would have their preferences in purchasing products needs from specific retailers consequently the remaining retailers are selected through the 'survival of the fittest' principle. thus, consumers' decision-making can give a clue for the survival of the competing organisation, and understand the rational (buying habits) for consumers buy their products, the organisation can make use of such information to device corresponding marketing strategies in response to the consumers' needs in the marketplace [32].

Concepts of consumer's behaviour have been widely studied. [34] Identified cultural, social, personal and psychological factors as factors that are influencing consumer buying behaviour. Likewise, found a significant relationship between buying behaviour and factors such as gender, income, religion, family history, consumer taste, consumer social status, family size, age as well as marital status do influence the consumer behaviour.

### **Health Benefit**

Your body can tell you it's time to drink, but it can't tell you what to drink. That's up to you. That is why it is

important to learn how beverages food drinks match the lifestyle of the consumers. Since beverages do hydrate, to others it provides important nutrients for consumers needs, relaxes one, energises too, to some it simply quenches your natural taste for sweetness with calories or otherwise. Some help you perform optimally. And some can even help you manage health and wellness. Beverage food drink is met for weight-maintenance diet. Energy food drinks ingredients and nutrient content of various brands of energy food drinks vary considerably. Energy food drinks provide carbohydrates and caffeine and some contain B vitamins, amino acids and herbal extracts such as ginkgo. Although the caffeine content varies by brand, the typical energy drink provides about 70 to 85 mg of caffeine per eight-ounce serving.

According to [28], president and senior scientist at PTM Food Consulting, Point Pleasant, New Jersey cited in nutraceuticals world opines that:

*Consumers are actively looking for hydration with added benefits while also reducing calories and eliminating sugar and artificial ingredients. Consumers have learned that beverages can be healthy, functional and low in calories while still maintaining their thirst-quenching appeal. Sugary, high-calorie beverages continue to decline year after year, while naturally sweetened, lower-calorie beverages report multiple digit increases.*

[35] expressed that "in the recent years the energy drink market has exploded, with more people than ever now turning to these products as quick 'pick me ups', whether to stay awake during all-night study vigils, gain the edge in sport, gain body nutrients or refreshment. However, consuming energy drinks exert acute positive benefits on myocardial performance among some other health benefits if moderately consumed"

From this assertion consuming beverage food is contributing health benefit to the consumers. [35] argues further that healthy beverage options are offer premium hydration, recovery and life extension benefits, such as vitamins for obvious health benefits and mental well-being, amino acids for recovery as well as protein for weight management.

[36] found that majority of households served beverage drinks as breakfast for their children and young one for the promising nutrients, vitamins, physical and mental development in positive reaction to the message of acclaimed health benefits from adverts on the products. One of the important issues for the choice of foods especially beverages foods that the producers cannot ignore is consumers' growing understanding of the health effects of the foods they are consuming which affect the demands rate for their products [37]. In the recent time, people are having more and more nutritional education, which has started determine the type of foods they are patronising and the rate at which they are consuming a particular type of food. The concept of health benefits in beverage food drinks has been established as a major factor influencing patronage of beverage products [34]. Meanwhile, [38] argued that there is nutrition-related behaviour among the consumers in

urban areas towards the choice of foods products in Nigeria.

### Promotion

Promotion is concerned with presenting customers with the information needed to make an informed buying decision [39]. Even though it is cost incremental, promotion significantly increases the sales of the beverage drinks for manufacturers. Promotion entails those tools used to inform and persuade the markets, regarding a company's products. These include advertising, personal selling, publicity and sales promotion etc. [40] express promotion as device and techniques, which are used to make goods or services more attractive to consumers by providing some additional and expected benefits. It is used to raise customer awareness of a product or brand, generating sales, and creating brand loyalty.

This assertion indicates the essential power of promotion. The purpose of promotion has a wide range, including sales increases, new product acceptance, the creation of brand equity, product positioning, competitive retaliations, or creation of a corporate image. [41] argued that the term promotion is usually an expression used internally by the marketing company, but not normally to the public or the market, where phrases like "special offer" are more common among consumers. Promotions are usually held in physical environments at special events such as concerts, festivals, trade shows, and in the field, such as in grocery or department stores. Interactions in the field allow immediate purchases. The purchase of a promoted product can be incentive with discounts, free items, or a contest [42].

In recent days, digital media, which includes the Internet, social networking and social media sites, is a modern and most effectiveness way for brands to interact with consumers as it releases news, information and advertising from the technological limits of print and broadcast infrastructures[43]. Over 2.7 billion people are online globally, which is about 40% of the world's population, whereas, 67% of all internet users globally use social media[44]. Mass communication has led to modern marketing strategies to continue focusing on brand awareness, large distributions and heavy promotions [45].

The goal of a promotion is to reach most people possible in a time efficient and a cost efficient manner. This purpose is well served by social media which offers opportunities to reach larger audiences in an interactive way. These interactions allow for conversation rather than simply educating the customer[45]. The social media platform such as Facebook, Twitter, Pinterest, Google Plus, Tumblr, Instagram, SnapChat, as well as alternate audio and media sites like SoundCloud and Mixcloud allow users to interact and promote products online with little to no cost [44].

### Product Taste

[46] define 'taste' as the perceptions that result from the stimulation of the taste receptors in the mouth. Taste responses are generated by taste receptor cells

responding to gustatory stimuli, chemical substances soluble in saliva, using a complex arrangement of receptor molecules, signalling cascades and ion channels [47][48].

When stimulated, taste cells produce action potentials that result in the release of neurotransmitters into several afferent nerve fibres. Subsequently, the neural impulses relay the identity and intensity of the gustatory stimuli to the brain. In some ways, taste perceptions and evaluations are innate and automatically regulated by physiological mechanisms [46].

Taste can be expressed as psychological preferences of individual's towards a set of products [49]. This assertion implies that apart from bitterness or sweetness of product, taste could occur due to what someone thinks about products or his experience on a certain product. [50] defined taste as an evaluative judgment in the sense of liking or disliking a product. This assertion by Scherer is more suited to study the variance in attitudes of consumer towards non-food products. Likewise, Scherer's definition explains the reason for having a change of taste over time among consumers, other factors such as colour, packaging, new product, cost, product utilities among others can influence the consumer taste. [51] opined that consumer taste for a product can be notably modified by environmental factors such as people around, market environment, location, family choice, social status even at time unconsciously [52].

Above all, the concept of consumer taste can be expressed as biologically as result from the stimulation of the taste receptors in the mouth, this assertion explains while some people prefer a type of food product to other. However, this assertion seems not satisfactorily explain while people choose a car brand over other, a type of house, type of cloth, type cooking utensils and other products over similar but different makers or size products. The definition of taste as psychology preferences of individual's towards a set of products, this assertion captured the colour, the cost, the experience, packaging, family influence, among other market environmental variables that can jointly influence how people settle for particular product offer others.

## Packaging

[53] conceptualised packaging as the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in a good state, as they were, at the time of production. Thus, a product's package secures the main contents of the product as it moves through its channel of distribution and while it is still in use. [54] opine packaging may be perceived as a family of activities that are concerned with the design, production and filling of a container or wrapper of the product item in such a way that the product can be effectively protected, stored,

transported and identified, as well as successfully marketed to final consumer.

[55], assert that packaging also does the job of prolonging the shelf life of a product, which is important to producers, middlemen, and final consumers. The primary function of packaging has been identified by many scholars is to protect the product against potential damage while transporting, storing, selling and exploiting a product and to ensure the convenience during performance of these activities have indicated the importance of packaging in the marketplace, when consumers buy unbranded products. Seeing that most consumers tend to touch products before purchasing, they treat product packaging as a tool for protecting consumers from contamination, for allowing them to touch products without restraint, without the need to avoid smudging their hands.

Most of the packaging decisions affect how consumers associate themselves with a firm's products. Ordinarily, packaging should be designed in such a way that the product can be handled without damaging the quality of the contents and also a consumer should, without extraneous effort, be able to identify the packaging of a particular manufacturer standing on the shelf and distinguish it from other competing brands.

Packaging helps consumers to choose from a wide range of similar products, and it also stimulates customers buying behaviour [56]. Product packaging is an essential aspect of projecting firm's brand's image, which is sometimes designed to convey images of high quality, while at other times signalling affordable price [57]. In the self-service world today, packaging has become a major communication medium from manufacturer or retailers to consumers [58]. [59] maintained that packaging communicates the certain quality image to consumers and influences consumers' perception of a particular product brand and consumers most times are attracted at first sight to the packaging style of a product.

Packaging can dissuade customers from buying the product irrespective of its quality [59][60]. Good and attractive packaging in the view of Scott (2008) [61] may add value to the product and attract a trial from customers. A package that plays a promotional role needs prominent design features to capture and hold attention, making the product stand out on the shelf [58]. A product that is well packaged is self-advertising and serves as a purchase appeal [59].

According to [58], one early study found that consumers perceived bread of equal freshness to be fresher when wrapped in cellophane as opposed to wax paper. There are six variables that must be taken into consideration by producers and designers when creating an efficient package. These are the form, size, colour, graphics, material and flavour [56]. A poorly packaged product poses a serious problem to the salesmen, as it will require a lot of explanations to persuade the customers [62] [63].

In Nigeria, many products are poorly packaged thus, resulting in the low patronage of locally made products compared to foreign and imported products. Most consumer products use a number of indirect communications to convey packaging



attributes, such as combining colours. In packaging, colour is regarded as the major aspect involved in subtle consumer communication. Colour is often the most effective element in creating a strong brand recognition and association[57]. Colours evoke brands; whether it is Heineken's distinct green label, Coca-Cola's red, Shell's yellow, or Cadbury's purple, all have different colour values to different consumers [64]. The high importance placed on colour is an acknowledgement of manufacturers' understanding that colour has strong emotional loading, and is able to prompt a swifter response to packaging than either the written work or imagery[65]. Unilever's attempt to introduce other colours of its toothpaste brands, but has not been successful as there is colours close-up-toothpaste.

There are differences in the perception of colours between genders [64]. Companies also use packaging attributes such as graphics that include layout and the use of powerful photography, to create an image to help attract and sustain consumer attention. The package design, that is, size and shape, involves more than the surface look or aesthetics aspect of the packaging. It is influenced by the entire marketing programme, which includes the package-product combination, the corporate logo or symbol, the distribution and pricing policy, and the promotional effort [66]. [67] findings on packaging imagery indicated that the effects of pictures on packaging are contingent on the product category, and may be specifically beneficial to those with high levels of experience because it was not possible to manipulate the level of experiential benefits [68]. This is because consumers most times are attracted at first sight to the packaging style of a product [69] and according [70], it creates value by helping customers decision-making process. If a firm's product packaging does not influence consumer buying decision, then such a firm is wasting a lot of money. Product packaging, is an essential aspect of projecting a firm's brand's image, which is sometimes designed to convey images of high quality, while at other times signalling affordable price [57].

### Price

Price is the value or sum money at which supplier of a product or services and buyer agrees to carry out an exchange transaction. Price is the amount of money that is given up to acquire a given quantity of goods and services. [40] cited Kotler and Armstrong 1996), opined price as the amount of money charged for a product or services or the sum of the values that consumers exchange for the benefits having or using the product or service. They say historically, the price has been the major factor affecting buyer preference in recent decades; non-priced factors have gained increasing importance. However, price still remains the most important element determining a firm's market share and profitability. Price is the only element in the marketing mix that produces revenue, all other elements represent costs. Price is also one of the most flexible marketing mix elements.

According to [71], prices are often set in response to observing sales performance and it has a major impact on sales. Too low pricing can devalue the product while

too-high pricing can lead to selective consumer patronage. [72]express that pricing strategy is one of the bones of contentions for many businesses. However, they opined that consumers may be willing to pay for better quality goods and services. A strategy of higher quality might lower consumer sensitivity to price, thereby making it possible to charge higher prices without harming sales (Buzzell and Gale, 1987 cited in [73].Pricing strategies can lead to a price war among competitive companies. According to [74], price war which normally results when companies continuously lower their products prices to undercut the other competing firms.

[73]Maintain that one of the easiest ways for a company to increase its market share is by reducing its products prices, which increases product sales. When the product price is competitively reduced by companies, the quantity of sales increases and customers receive the benefits. Eventually, a price point is reached that only one company can afford. Some companies do even sell at a loss in an attempt to eliminate the competition completely.

### 2.2 Theory of Planned Behaviour/ Reasoned Action

The Theory of Reasoned Action was developed by[75] [76], derived from previous research that started out as the theory of attitude, which led to the study of attitude and behaviour. The theory was "largely born out of frustration with traditional attitude behaviour research, much of which found weak correlations between attitude measures and performance of volitional behaviours[77]. The theory of reasoned action is a model for the prediction of behavioural intention, spanning predictions of attitude and predictions of behaviour. According to the theory, behaviour is determined by the behavioural intentions to emit the behaviour. There are two major factors that determine behavioural intentions: a personal or "attitudinal" factor and a social or "normative" factor. In accordance with an expectancy-value formulation, the first component (the person's attitude toward a specific behaviour) is proposed to be a function of the salient (behavioural) beliefs about the perceived consequences of performing the behaviour and the person's (outcome) evaluation of these consequences. The second component, subjective norms, consists of an actor's perceptions of what important specific referent individuals or groups think he or she should do. Subjective norms are a function of the person's (normative) beliefs regarding what each referent thinks he or she should do and the motivation to comply with these referents. The relative importance of the attitudinal and normative components in determining intention is expected to vary according to the behaviour, the situation, and individual differences of the actor [76].

The theory of reasoned action has received considerable and for the most part, justifiable attention within the field of consumer behaviour not only does the model appear to predict consumer intentions and behaviour quite well, it also provides a relatively simple basis for identifying where and how to target consumers' behavioural change attempts"[78][79] noted that consumer researchers have applied the theory of reasoned action to a wide variety of behaviours over the years, including the consumption of automobiles, banking services, computers

software, coupons, detergents, food choice, fast food restaurant choice, hotel choice, soft and alcoholic drinks and beverage food drinks etc.

The TRA model has however proved its efficacy by exuding a strong predictive utility, even when utilised to investigate situations and activities that do not fall within the boundary conditions originally specified for the model". [78] [79] noted that the extent to which the theory succeeds in predicting behavioural intention is usually evaluated by means of linear multiple regression analysis.

In this study, variables external to the theory of reasoned action were included in other to predict consumer's behavioural intention to patronise beverage food drinks in Enugu state, Nigeria. The variables included (Consumer Buying Behaviour, Health Concern, promotions and Product Taste)

### 2.3 Empirical Studies

Following the theoretical framework, the researchers establish an empirical review based on existing empirical studies of other people's work in the same or related area of study.

[80], cited Cohen and Cohen 2011 in the Mayfair Journal of Agriculture development in Emerging Economic- "Nigerian wine market". The implications of consumers' socio - demographics and preference, explored the relationship between taste and consumer choice of wine found that taste has a strong relationship with the choice. So when taste cannot be assessed, it creates uncertainties which impact on consumer behaviour. They selected the political zone of Nigeria without obvious reason of religious barriers or restrictions on alcoholic beverage consumption. The zone cities were randomly selected. The convenience sampling method of intercepting consumers at supermarket, wine retail stores, restaurant and bars were used to obtain 487 useful samples of wine consumers. The data was analysed using a descriptive statistics and correlation. The result shows how often consumers drink wine (Consumer Pattern) and their preference attributes, wine source, purchase outlet, and alcoholic beverage from the above study; they tried to create an understanding of the Nigerian wine market from a consumer perspective. The intent of the research work was to know the characteristics of the wine consumers and their preferences which is an important aspect of market analysis. Consumer preference for wine favours foreign wine whether imported as bottled wine or bulk - bottled and branded in Nigeria as a local brand. As the 'Made in Nigeria' wine has poor perception relative to imported ones.

[81] conduct a study on the effect of packaging characteristics on brand preference for cosmetics products in Abia state, Nigeria. Packaging characteristics considered were packaging size, colour and shape. A sample size of 250 was purposively selected for the study. The samples were drawn from the five (5) major markets in Aba metropolis of the State. Data analysis was done with Karl-Pearson correlation coefficient model. Their findings showed that all the variables examined (size, colour, and shape) were positive and significant factors

influencing brand preference for cosmetics products. The study concluded by recommending that adequate packaging strategies are to be formulated and implemented by manufacturing companies when they are designing packages for their products brands. Such packaging strategies must incorporate all the elements of packaging which include packaging colour, size and shape. Furthermore, marketing research that focuses on packaging sizes, colours, and shapes which will be desired by consumers should be regularly conducted to enable manufacturing companies to know the right packaging variables to utilise during the design of packets.

[82], they examine the correlation between business location and consumer patronage: implications for business policy decisions. Their study sought to: Determine the effect of business locations on consumers' repeat purchases; and evaluate the effect of proximity of business locations on consumers' patronage. A survey design was employed. The area of study was the University of Calabar, while the study frame were photocopying operators, consumers of their services and the school's business regulatory body. The sample size of the study was 100 and a structured questionnaire was the instrument used for data collection. The instrument was content-validated, while the test-retest method was used to confirm the reliability. Data analysis was done electronically by the use of Statistical Package for Social Science (SPSS) version 21. Among the findings highlighted in the study were; business location affects a business performance very significantly; it also has a significant effect on the repeat purchases of consumers. Also, proximity of the business to customers and competitors has significant benefits to business performance in the University. The implications for business policy and decision-making are that intending entrepreneurs must undertake business location feasibility studies before citing their businesses.

[83] states that businesses are spending more on and partaking in online marketing than ever before, the world over. Understanding the consumer behavioural factors that influence e-marketing effectiveness is crucial. While they opined that some researchers have addressed this issue and few studies draw their conclusions focusing on the customers' angle. More also is the fact that the study of the developing countries in this regards have been lesser than expected. Their work seeks to validate empirically while analysing Nigeria firm engaging in internet marketing and the impact of the same on consumers' purchase behaviour. They seek to understand to what extent the functionality of the infrastructure of the internet and the internet security issues impact consumers' decision to eventually purchase. They used survey research design with a structured questionnaire to elicit data from selected firms in Lagos State, Nigeria. A reliable Cronbach's Alpha was used to determine the reliability of the questionnaire. The data was analysed using simple regression while the hypotheses drawn were tested. The findings show that online marketing has impacted consumer purchase decisions in Nigeria firms. There is a significant relationship between consumer purchase decisions and



infrastructure of the internet in Nigeria. There also exists a relationship between internet security and consumer purchase behaviour. These simply imply that one variable influences the other.

[84], in the European Journal of business and management looked at the assessment of sales promotion techniques in the stimulation of toothpaste patronage in Ado-Ekiti, Nigeria. They studied the oral care market with different brands and products of toothpaste, toothbrush, oral mouthwash sprays, oral rinses and the traditional chewing sticks. Their focus was on sales promotion and patronage influences of the consumer buying decisions of toothpaste. The study adopted a survey research design with a structured questionnaire; seeking to investigate the influence of packaging on customer patronage of toothpaste brands in Ado-Ekiti metropolis, from different socio- economic backgrounds. The population was determined using purposive sampling techniques of 320 customers who visited eight major supermarkets in the metropolis to purchase toothpaste; from the result of the findings, it was clear that consumer demographics mostly influenced by sales promotion, the effect of promotion and media jingles, and advertisement has an effect on toothpaste patronage. Consumers are influenced by a mix of promotional techniques which the marketer must utilise.

[85] carried out a study on the impact of social media networks on consumers' patronage of products. Their study was premised on the proliferating notion of online retail businesses in Nigeria particularly through the use of many social media like Facebook, Twitter, YouTube, Google Stores, LinkedIn, etc despite the nefarious atrocities of internet fraudsters. Among the most notable retail companies that engage in such online businesses in Nigeria are Jumia and Konga Nigeria Ltd, upon which this study was carried out as well as on the consumers who patronise the companies both in Enugu and in Lagos state. Two objectives were sought; to determine the perception of the consumers toward online shopping and to determine the extent to which the consumers patronise the online retailers. To achieve these objectives, the research methodology used was the cross-sectional survey research design. The population for this study used consists of the members of Nigerian consumers and the marketing staff of Jumia and Konga Nigeria Ltd. The total population of these consumers, however, is 15,555,155. On the other hand, the population of the marketing staffs of Jumia and Konga Nigeria Ltd are 229 and 167 respectively. Summed up, this gives 396. The required sample size for the survey conducted for this study was computed by using Yamane's (1968), sample size determination formula and the value obtained was 400. A structured questionnaire was used for data collection instrument. The data collected were analysed and presented in tables. The hypotheses were tested using ANOVA and Chi-square statistical tools at 5% level of significance and specified degrees of freedom. Among others, the findings revealed that there is a significant difference in the perceptions of the entire consumers and that consumers patronise online retailers very significantly. The study concluded that consumers

would continue patronising online retailers at a crescendo despite their varying perception of internet usage.

[86], assert that the Nigerian consumers are increasingly becoming uneasily satisfying especially when it comes to deriving utility from consumption of products hence the need for producers to roll out advertising messages which will help induce consumers to make purchases. Effective communication of the existence of products will definitely ensure prompt patronage from consumers. Their study aims at investigating the effects of advertisement on the patronage of new products and also to find out if budget allocations for advertising have any significant effect on sales volume of Nestle Nigeria Plc. The descriptive survey research design was adopted for this study in which primary data was collected and processed with a structured questionnaire used to elicit information from the target respondents who are employees and customers of Nestle Plc. the sample size for this study was 170 and this arrived at based on the researcher judgment, which though is subjective was found simple to arrive at and more importantly, is a representative of the population. The sample size covers 50 employees, 100 consumers and 20 distributors of Nestle Plc. A total of 170 questionnaires were administered to respondents and results showed that there is a relationship between advertising and consumer patronage just as it depicts that budget allocation to advertising has an effect on sales volume. It is recommended that Advertising strategy or tool cannot be overlooked in the business organisation as it is pivotal to the success of Nestle Plc.

[87], they examined the awareness and use of social media in advertising: The Case of Facebook among Residents of Port Harcourt, Nigeria. They opined that in recent times, advertisers are chasing their customers online to relate with them on a more personal basis, introducing new products to them and attending to their complaints online. The same way, consumers are going online to make purchases. Social media collaborative, interactive and user-generated characteristics have endeared ordinary users, advertisers and consumers to communicate their shared interest with each other on social platforms. This study examined social media sites, particularly Facebook, to ascertain how users in Port-Harcourt, Rivers State perceive their adoption as advertising media if consumers patronise products advertised on them and how they make buying decisions on these social platforms. The survey research design was used to elicit information from a sample of 300 users in Port Harcourt Metropolis, which formed the study population. The findings showed that social media are good media for advertising, despite the challenges inherent in their use. It was also revealed that consumers patronise products/services advertised on social media predominantly based on recommendations/ referrals from trusted sources - their friends, and that their need for such products necessitated their patronage. It is recommended that social media users should take advantage of the marketing opportunities present on social platforms and see them beyond mere social networking sites that help them stay in touch with friends and family members.

[88] cited Aromolaran, 2004 has they studied the inter- household redistribution of income and calories consumption in the south-western Nigeria. In their study, they investigated how per capital calories in low-income households of rural south-western Nigeria responds to changes in total household income and women's share of the household income. They addressed two major questions in their study. First, is calories income elasticity large enough to justify the use of income to increases as food/nutrition policy strategy for increasing calories intake among low income household? Secondly, what is the potential effect of intra-household redistribution of income from men to a woman on per capital calories consumption? The result showed that calories income elasticity is small and close to zero, implying that income policies may not be the most effective way to achieve substantial improvements in calories consumption. Moreover, increases in women's share of household income are likely to result in marginal declines in per capita food energy intake in these households.

[89] opined that the constraints and insufficient knowledge about healthy eating, consumers often act irrationally or at random when choosing food or beverage products. They further assert the importance of nutritional labelling for two reasons. The first is to simply provide information about the product to assist consumers to make their food choices, and, in theory, specifically to assist them to use nutritional criteria, when making these food choices. The second is to promote the particular nutritional benefits of food as a marketing tool [90]. The study was done in the mainland part of Lagos, Nigeria, with a descriptive and cross-sectional design. The sample size was 280 respondents by employing a cluster sampling approach. Using a structured multiple choice questionnaire of closed-ended questions for data collection with the findings showing that consumers read, comprehend and are significantly aware of products; and consumers trust that this nutritional information is authentic, and can relate the effects of nutrition information to their health. According to the writers, they were not surprised that consumers consciously search for nutritional information, which significantly influenced their purchase decision of these kinds of products.

[91], in their paper titled "Attitudes of University students towards made in Nigeria textile product" cited Iyanda 1988, that high local prices resulted from four main factors; the first is that the costs of production are higher in Nigeria. Secondly, the existence of Oligopolistic Economy, with the usual characteristics of the low level of competition also contributes to higher prices. Thirdly, the government contributes to high local prices through tariffs and related duties. The final reason for high price is the absence of efficient distribution system. Pricing decisions for local products are closely tied to the development of previous generation products. However, optional pricing strategy depends on the degree of substitution across the two generations. This research work was done to evaluate the knowledge, attitudes, and beliefs of a cross-section of University students on made in Nigeria goods and, assess the extent to which these influence the students' purchase decisions. They used the population comprising of male and female students in the

Faculty of Management Science totalling about 1710 estimated registered students as at 2010 academic session with a sample of 1000; respondents which consist of 593 males and 407 females participated in the research, drawn from the various departments that made up the faculty. The method of data collection was structured questionnaire and interview schedule. Data were obtained and analysed using descriptive statistics and chi-square method. From the findings and conclusion, it showed that consumer preference for foreign goods is largely caused by the poor quality of locally produced goods in Nigeria. It further demonstrated that the government has a lot to do in making the product quality control agencies such as the Standard Organisation of Nigeria to be up and doing in their responsibilities.

[92] examine the relationship between customer satisfaction, service quality and customer's re-patronage intentions in the context of the restaurant industry in Nigeria. The research methodology used for the study cross-sectional survey design and the focus population was restaurant customers. A pilot testing was conducted using a simple convenience sample of 35 respondents, including the fast food managers who checked for any ambiguities and confusion in the first draft of the questionnaires. Data was collected from the customers who visited the various fast food outlets from January 2010 to April 2010. The respondents were informed that their participation was on a voluntary basis and all information provided would be kept private and confidential. Questionnaires were distributed only to those who qualified and agreed to participate in the study. The researcher then briefly explained the nature and requirement of the survey before the respondent filled up the questionnaire. A total of 420 questionnaires were distributed, of which 377 were returned completed and met the screening requirements, representing a net response rate of 89.8% out of which 25 was excluded from further analysis due to missing data. Pearson correlation analysis indicated that service quality and customer satisfaction had a direct positive effect on customer's patronage intentions. Multiple linear regression highlighted customer satisfaction as a stronger predictor of re-patronage intentions compared to service quality. Possible interpretations, limitations, and implications for marketing professionals are discussed.

[93], they sought to find out the relationship between customer services and customer retention in the telecommunication industry in Nigeria. If retention is not managed, customer's loyalty may be lost. They examined the potential constructs in customer retention by investigating the chain of effects of retention from customer service, satisfaction, value and behavioural intention. The hypotheses are supported except that a higher level of customer satisfaction does not lead to customer loyalty. Customer satisfaction does not necessarily lead to customer's loyalty. It is assumed that when the customer is satisfied, then loyalty towards the telecom company is strengthened. Their results further showed that the respondents in their study have a positive impression towards their telecom companies' ability to meet their changing needs.

[94] [95] and [96] confirmed the poor quality of locally produced goods as being responsible for consumers' preference for foreign products. The respondents in their various research work criticised the poor attitude of the government in providing adequate protection for the local manufacturers and the enforcement of relevant laws protecting consumers in Nigeria, and majority of the respondents also opined that marketers of locally produced goods have not been practising relationship marketing. Therefore the customers do not have confidences in establishing a relationship with them. This Supported Berry's (1993) opinion that relationship marketing is applicable when there is an ongoing and periodic desire for the service and when customer controls the selection of service supplier and has alternatives from which to choose. This choice empowers the consumer in saler- buyer negotiation took when the consumer is unsatisfied and he's switching to competitors.

### The Research Gap

The empirical works of other scholars were reviewed to get the facts that this research work was done in line with the statement of the objectives of the study. The findings that were evident in the review were undertaken to lay credence to this study to the best of the researcher's knowledge, there is no consensus among scholars as to which best product attributes influences consumer patronage for a product that are of substitutes. Research evidence shows that there is no limit to consumer patronage for a beverage food drinks product but are influenced by what the manufacturers are doing with their product added value with the current quest for consumer affordability and satisfaction. Beverage food drinks manufacturers that are unable to articulate viable and sustainable product attribute will not gain consumer patronage, as consumer patronage is an ongoing process and it is difficult to bring out the unified conclusion of what influences consumer patronage for substitute beverage drinks.

There is a paucity of empirical evidence on consumer patronage for beverage food drinks in Enugu State, for which the research work seeks to fill. The above research findings of the interception and divergence to previous studies leads the focus of this work to anchor its effort in filling up the knowledge gap in the area of comparatively analysing of consumer patronage of beverage food drinks in a highly competitive market like that of Enugu State.

### 3. METHODOLOGY

In the course of this work, the researcher used the survey research design. Survey method was chosen because of its relevance in combining the use of important research tool such as questionnaire and observations which are veritable instruments utilised in eliciting necessary information from the respondents. The sources of data used are the primary data and secondary information. The focus population for the study was the consumers of beverage food drinks in the seventeen local Government Area of Enugu state. The national population census figure of [97] was used and a projected growth rate of 3 percent was assumed in line with the

national population commission (NPC) to proportionate to each local government areas.

### The Projected Population for 2015 of the all the Seventeen Local Government Areas in Enugu State

S/n		2015
1	Igbo-Etiti	272,427
2	Igbo-Eze North	338,459
3	Igbo-Eze South	192,702
4	Nsukka	404,651
5	Udenu	233,661
6	Uzo-Uwani	166,268
7	Enugu East	362,376
8	Enugu North	316,636
9	Enugu South	258,957
10	Isi-uzo	194,314
11	Nkanu East	200,844
12	Nkanu West	192,728
13	Aninri	178,130
14	Awgu	265,730
15	Ezeagu	223,098
16	Oji-River	168,349
17	Udi	311,621
	<b>Total</b>	<b>4,280,951</b>

The sample size was determined using [98] infinite formula for the populations whose degree of variability is not known. This yielded a representative sample of 384

The non-probability sample was used to determine the population of the study and proportionate stratified sampling method was adopted to allocate questionnaire to the respondents so as to give a proper representation of each of the local government areas in the State. The convenience sampling was used to administer the questionnaire based on ease of accessibility as opined by [99]. A pilot survey was conducted for this study. This helped the researchers to ascertain the validity and reliability of the test instrument using (three Marketing experts in the beverage food industry and three in the academia of department of marketing). In the pre-study, about the thirty-four (34) copies were sent out for validity to the seventeen local government area of the state and the Cronbach's Alpha was used, which gave us 0.799 which shows that it is reliable.

## 4. ANALYSIS, RESULT AND DISCUSSION

### 4.1 Introduction

The study was conducted to examine the most patronage beverage food drinks product in Enugu State. The presentation and interpretation of data were based on the questionnaire administered to the consumers. This was done with the use of a Likert scale structured questionnaire. A total of three hundred and eighty-four (384) copies of the questionnaire were distributed, out of which, 328 were returned, this giving the overall response rate of 85.4%, detailed in Table 4.1.

**Table 4.1.1: Administered and Percentage Analysis of Respondents Response Rate**

Local Government Area	Questionnaire		Response Rate	Non-Response Rate
	Administered	Returned		
Aninri	16	14	87.5%	12.5%



Awgu	24	21	87.5%	12.5%
Enugu East	33	28	84.8%	15.2%
Enugu North	29	25	86.2%	13.8%
Enugu South	23	20	87.0%	13.0%
Ezeagu	20	17	85.0%	15.0%
Igbo-Etiti	25	21	84.0%	16.0%
Igbo-Eze North	30	26	86.7%	13.3%
Igbo-Eze South	17	14	82.4%	17.6%
Isi-uzo	17	14	82.4%	17.6%
Nkanu East	18	15	83.3%	16.7%
Nkanu West	17	14	82.4%	17.6%
Nsukka	36	31	86.1%	13.9%
Oji-River	15	13	86.7%	13.3%
Udenu	21	18	85.7%	14.3%
Udi	28	24	85.7%	14.3%
Uzo-Uwani	15	13	86.7%	13.3%
<b>Total</b>	<b>384</b>	<b>328</b>	<b>85.4%</b>	<b>14.6%</b>

Source: Field Survey, 2016

## 4.2 Testing of Hypotheses

**Hypothesis 1:** There are no considerable factors that influence the buying behaviour of consumers towards Nestle Milo and Cadbury Bournvita

**Table 4.2.1: Results of Stepwise Multiple Regression Analysis on Cadbury Bournvita and Nestle Milo**

Cadbury Bournvita						Nestle Milo					
Model	Unstand adized Coefficie nts		Sta nd ized Coe ff.	T	Sig.		Unstanda dized Coefficie nts		Sta nd ized Coe ff.	T	Sig.
	B	Std. Error	Beta				B	Std. Error	Beta		
(Constan t)	0.510	.077		6.66	0.001	(Constan t)	0.704	0.09		7.459	0.000
Availabil ity	0.984	.025	.679	39.13	0.001	Qual ity	0.850	0.03	0.633	28.093	0.001
Price	0.828	.025	.573	32.86	0.003	Packag ing	0.691	0.03	0.516	22.826	0.002
Packag ing	0.239	.026	.162	9.27	0.001	Brand Loyal ty	0.328	0.03	0.248	10.987	0.003
Brand Loyal ty	0.196	.025	.135	7.78	0.002	Product Offer ing	0.311	0.03	0.235	10.426	0.001

\* Significant at 0.05 level.

Source: SPSS Version 17.0

The models for patronage of Cadbury Bournvita and Nestle Milo can be expressed as following:

Patronage rate for CB =  $0.51 + 0.984 \text{ Availability} + 0.828 \text{ price} + 0.239 \text{ Packaging} + 0.196 \text{ Brandloyalty}$

Patronage rate for NM =  $0.704 + 0.850 \text{ quality}$

$+ 0.691 \text{ packaging} + 0.328 \text{ Brand loyalty} + 0.311 \text{ product offering}$

The results of stepwise multiple regression analysis presented in Table 4.2.1 reveals that out of eight tested factors that can influence consumers buying

behaviour only four of them were playing a significant influence on consumers' buying behaviour.

Patronage for Cadbury Bournvita were influenced by the availability of product, price, packaging as well as brand loyalty while the consumer patronising Nestle Milo were doing so as results of influential factors such as quality, packaging, brand loyalty and product offering.

Therefore, the null hypothesis stated that there are no considerable factors that influence the consumers buying behaviour towards Nestle Milo and Cadbury Bournvita was rejected. This implied that consumers buying behaviour towards Nestle Milo and Cadbury Bournvita were influenced by factors such as quality of products, price, the availability, brand loyalty, product offering and branding. However, Nestle Milo was not patronised base on price rather due to the quality and product offering, while the Bournvita were been patronised based on the affordable price and the product availability.

**Hypothesis 2:** Health benefit does not inform the consumers' choice of Nestle Milo and Cadbury Bournvita.

**Table 4.2.2: Results of T-test Analysis on Whether the Health Benefit Significantly Inform Consumers to Choose between Nestle Milo and Cadbury Bournvita**

Product Type	N	Mean	Std. Dev.	t-test	Df	t-critical	Sig. (2-tailed)
Cadbury Bournvita	191	15.19	4.58	22.85	326	1.968	0.000
Nestle Milo	137	26.61	4.30				

Source: SPSS Version 17.0

The result of t-test analysis presented in the Table 4.2.2 reveals the outcome of analysis on whether consideration of health factors significantly influence the consumers' behaviour towards Nestle Milo than Cadbury Bournvita. The ratings of those respondents indicated patronising Nestle Milo regarding their health benefits consideration was ran in t-test against those patronising Cadbury Bournvita. The analysis reveals t-test value (22.85) which was greater than the t-critical value (1.968) at the degree of freedom of 326, p -value < 0.001. Therefore, the null hypothesis stated that health benefit does not inform the consumers' choice of Nestle Milo and Cadbury Bournvita was rejected.

More so, the average consideration rate of 26.61 for those who choose Nestle Milo which is more than average value 15.19 for those opted for Cadbury Bournvita suggested that those respondents patronising Nestle Milo do so on health benefit consideration than those choosing Cadbury Bournvita. It is also commonsensical that Nestle Milo gives more vitality of drinks, energetic, and sugar contents which the young generation will prefer than Cadbury Bournvita with a bitter taste reduced sugar contents and weight control which is patronage by the older generation.

**Hypothesis 3:** There is no significant positive influence of promotion on consumer experience for Nestle Milo and Cadbury Bournvita.

Continuity Correction	21.834	1	.000	25.716	1	.000
N of Valid Cases	191			137		

Source: SPSS Version 17.0

**Table 4.2.3a: Cross-tabulation for Promotional influence on Consumers Patronage for Carbury Bournvita and Nestle Milo**

Cadbury Bournvita					Nestle Milo				
Patronage	Promotional influence		Total		Patronage	Promotional influence		Total	
	High Influence	Low Influence				High Influence	Low Influence		
High Count	46	21	67		High Count	40	18	58	
%	68.7%	31.3%	100.0%		%	69.0%	31.0%	100.0%	
Low Count	40	84	124		Low Count	19	60	79	
%	32.3%	67.7%	100.0%		%	24.1%	75.9%	100.0%	
Total Count	86	105	191		Total Count	59	78	137	
%	45.0%	55.0%	100.0%		%	43.1%	56.9%	100.0%	

Source: SPSS Version 17.0

**Table 4.2.3b: Results of Chi-square Analysis on Influence of Promotion on Consumer Patronages (Cadbury Bournvita and Nestle Milo)**

Stat	Cadbury Bournvita			Nestle Milo		
	Value	Df	Asym p. Sig. (2-sided)	Value	Df	Asym p. Sig. (2-sided)
Pearson Chi-Square	23.282 <sup>a</sup>	1	.001	27.518 <sup>a</sup>	1	.000

The results of cross-tabulation between promotional influence and patronage rate of those respondents patronising Cadbury Bournvita is presented in the Table 4.2.3a. The results indicate that 69% of the consumers that indicated high influence were those with high patronage. More so, the chi-square analysis presented in Table 4.2.3b, indicated the chi-square result value 27.51 which was greater than critical value 3.841 at the degree of freedom of 1. This result suggested that the result of cross-tabulation that indicated 69% of the respondents with higher buying as those expressed high promotional influence was not a coincidental.

Likewise, the results of cross-tabulation between patronage rate and promotional influence for those respondents patronising Nestle Milo presented in the Table 4.2.3a reveals that 68.7% of the respondents patronising Milo that indicated the high influence of promotional package had high buying rate, this showed the high influence of promotion for buying of Nestle Milo. Also, the chi-square analysis results presented in Table 4.2.3b for those respondents patronising Nestle Milo, revealed calculated chi-square value (23.28), which was greater than critical value 3.841 at the degree of freedom of 1. Thereby, this result indicated a significant influence of promotion on consumer patronage.

In all, chi-square results from Table 4.2.3a for both Cadbury Bournvita and Nestle Milo indicated a significant influence of promotion on consumer patronage, therefore, the null hypothesis stated that there is no significant positive influence of promotion on consumer experience for Cadbury Bournvita and Nestle Milo was rejected. Promotion plays a significant influence on the consumer experience for both Cadbury Bournvita and Nestle Milo. Nestle Milo has more Promotional activities targeted at the young ones which are evident in the Milo secondary school basketball campaign and in her slogan than that of Cadbury Bournvita.

**Hypothesis 4:** Product taste does have negative effect on consumer repeat purchase for Nestle Milo and Cadbury Bournvita

**Table 4.2.4: T-test of Product Taste Effect on Consumer Repeat Purchase**

Product Type	N	Mean	Std. Dev.	t-test	Df	t-critical	Sig. (2-tailed)
Cadbury Bournvita	191	14.94	3.09	1.49	326	1.968	0.0350

Nestle	13	15	3.1				
Milo	7	.4	8				
		6					

Source: SPSS Version 17.0

The result of t-test analysis presented in Table 4.2.4 reveals calculated t-test value 1.49 which was less than t-critical 1.968 at the degree of freedom of 326, p-value 0.350. Therefore, since calculated t-test value is less than t-critical value, the null hypothesis stated that product taste does not negatively affect consumer satisfaction and repeat purchase for Nestle Milo and Cadbury Bournvita is accepted. This shows that taste does not significantly influence choosing between Nestle Milo and Cadbury Bournvita among the respondents in the study area due to brand loyalty and availability of the both product.

### Discussion of Findings

1. The finding from the table 4.2.1 indicates the factors that influences consumer buying are; pricing of product, quality of products, product offering, packaging of product, promotion and products provision for both Cadbury Bournvita and Nestle Milo, while brand loyalty only significantly influenced buying of Nestle Milo, the availability influence those buying Cadbury Bournvita. Price of the product as most significant influential factor that determining consumers buying behaviour may not be unconnected with the fact that most of the time the pocket of the consumer dictate his/her purchasing capability, in a situation where the consumer could not afford a price of commodities he/she likely to opt for substitute of such products. This finding agreed with the finding made by [40] that price has been the major factor affecting buyer preference in recent decades; they reported that despite the fact that non-priced factors are increasingly becoming more importance, price still remains the most important factors.

This study also indicated availability of products as second most influential factors that determine the consumers buying behaviour toward Cadbury Bournvita and Nestle Milo, this could be as a result of the fact that product that was made available can only be appealing to the customer's, unlike products customers only heard of.

The easy accessibility to the product was a factor that alone can influence patronage of the product. This finding was in accordance with the finding made by [37] that easy accessibility of product has the ability to persuade and convince consumers to buy a product. Thus, sampled consumers indicated opting for either Nestle Milo or Cadbury Bournvita as results of the availability of products. Implied that consumer might changes his/her mind if targeted particular commodity and found out that the product is not available. In such situation, consumers can decide to keep his/her money or buy other substitute products. Also, our finding

agreed with earlier findings made by [100] that availability of products, the level of awareness, reasonable pricing and packaging are the most significant identified factors that stimulate buying decision of the consumer.

However, the earlier findings made by [5] indicated that price and availability of the product play a more significant influence on consumer buying pattern than the quality of product and brand loyalty. He justified his finding by expressed drop in brand loyalty when prices become unfavourable or location of products is difficult to access. In a nutshell, this study found that consumer buying behaviour may be influenced with price, availability and packaging of the products, which was in consonant with the earlier submissions made by [101], [102], and [103] that among the combination of all marketing and promotional efforts, the product availability and reasonably moderate price are more dominant in influencing effective consumers' buying pattern.

2. This study also found out that there is a strong relationship between health benefits that influences consumer to choose between Nestle Milo and Cadbury Bournvita. The results indicate that majority of consumers do consider product's health information, the vitality of drinks, the energetic, sugar contents and weight control. Most especially, the study found out that most consumers' choice for Nestle Milo does so, due to vitality and energetic, while those opted for Bournvita were doing so due to reduced sugar contents and weight control. In all, this study, it shows that respondents put health factors into consideration before choosing between the products under study.

This finding agrees with the finding made by [104] that the consumers buying habit of the food materials may be affected by the nourishment, vitality and health information of food products. Also, our study is in agreement with the finding made by [105] that people usually choose food products that its producers expressed its' medicinal values. Likewise, considering health values in choosing beverage drinks as indicated by the finding of this study is in accordance with the earlier findings by [106] that substituting products may suffer selling set-back if the other producers acclaimed medicinal or health benefit values for their products.

The general health information through consumer - consumer and vendor-consumers can influence consumers buying patterns. This agrees with the submission made by [107] that mouth-to-ear (rumour) on health information about the particular product can affect its' patronage patterns. [108] found that majority of consumer do avoid particular food products that peoples had established some health risk in relation to the particular product even without proved.



[108] maintained that majority of consumers gathered health benefit information about food product through their family friends, relatives and neighbour, without necessarily make self-effort to know about the product and its contents. Thus, consumers-consumer's interaction about health benefits of any food products can have greater effects on the patronage. This was in line with the finding made by [109] that people choose not to patronise product with sugary taste on the basis that it contains more percentage of sugar than some other products that had a bitter taste. However, [110] observed that sweetness of products attracts the attention of some consumers that had great addiction toward sugary products, while generally; children and those in adolescent age groups do fall in love with sugary products. Nevertheless, some consumers may become conscious of their food intake due to their health status, as indicated by [111] that some family and cultural consumers break chains of blindly buying when diagnosis with some health problems. People with diabetes, obesity and patients with dysentery may have to do away with sugary products even if the taste suited them.

3. The findings of this study indicated that various promotional packages worked for both Cadbury Bournvita and Nestle Milo respectively. The study indicates that publicity about the products, packaging of various sizes and advertisement worked well for purchasing decision of Cadbury Bournvita, while those consumers opted for Nestle Milo are doing so as results of promotional packages like packaging of products in various sizes, increases level of awareness, the various sale promotions and series of advertisements. Thus, promotion of various forms and standards affected consumers' decision of purchasing either the Cadbury Bournvita or Nestle Milo. This finding was in agreement with the finding made by [100] that without any promotional strategy any product cannot run profitably in a market. He concluded that product awareness is one of the factors which impact the popularity and usage rate of any product especially the food item.

Likewise, our finding of influence of varying promotional tools for particular product agrees with findings made by [12] that consumers' patronage for beverage food drinks, dependent upon the evaluation of the product availability, quality (health concern and education), price, product taste, packaging, colour, promotions and satisfaction. More so, [112] found varying promotional needs for purchasing decision making among individual consumers. He concluded that some products require a lot of promotional packages and time to convince the consumers while some product achieves selling rate with little promotional

packages and information. Likewise, our finding of varying effect of product package as promotional influence on purchasing decision of both consumers opted for Nestle Milo and those went for Cadbury Bournvita was conformed to the earlier findings made by [113] that the role of packaging has changed due to firms' interest in package as a tool of sales promotion. Their study concludes that package is now an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and overall reduced the promotional cost.

Adopting packaging strategies as a promotional tool for selling Cadbury Bournvita and Nestle Milo as found by this study agreed with findings made by [114] that packaging works as a tool for differentiation and helps consumers to choose the product from a wide range of similar products, with the aim to stimulate customers buying behaviour. This view was also supported by the earlier study of [56] that package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase decision.

The packaging of various sizes brings the products to every home irrespective of their income levels as found by this study. This agreed with the finding by [115] that packaging in various sizes was to target the various income levels consumers, makes products available in every home and increases the product awareness among the consumers. In all, the level of awareness about the product, various sales promotion, advertisement, publicity and packaging of products in various sizes were the promotional tools deployed competitively by both the producers of Cadbury Bournvita and Nestle Milo to influence the purchasing decision of their consumers. Also, the study by [13] found that one of the factors creating buying dynamism and complexity in the decision for purchasing is increasing awareness about particular products.

Thus, the strength of the promotional strategies employed by the manufacturers of Nestle Milo and Cadbury Bournvita could be seen playing influences on the consumers' choice of buying their products. More so, the two manufacturers have strategically created competitive promotions that make it difficult for a particular firm to hold on consumers based on brand loyalty, the varying promotional packages that were employed to keep the attentions of the consumers towards their respective products. The closed competitive promotion was found by [116] as a reason for market overlapping between Milo and Bournvita. [117] found that both companies have to invest in rebranding, promotions, sponsorships and a host of other strategies in the marketing communication mix to remain relevant among consumers. He

expressed further that while Bournvita was popular for sponsoring school pupils' fun trips outside the country, Milo gained grounds through the sponsorship of several children's sporting and educational programs and its popular advert catch phrases (Milo drinks for future champions and energy to go further). Thus, the promotional packages by both Milo and Bournvita are playing varying influence on consumers buying patterns.

4. The findings of this study indicated a significant effect of the taste of Nestle Milo and Cadbury Bournvita on their consumers' continuous patronage. It was also revealed that the taste choice of family members, as well as friends and relatives, contributed to the continual patronage of both Cadbury Bournvita and Nestle Milo. This finding agreed with the submission made by [15] that taste, colour and aroma of the beverages drinks influence the consumer's choice and their level of satisfactions. This suggested that people satisfactions are greatly based on the consequences of the associations that humans make between colours, labels and flavours. Also, our finding has positive influence of taste and influence of buying pattern of consumers was in line with finding made by [118] that the reasons for the consumers to give preference to either Milo or Bournvita are due to the appearance; colour, nature of granules (fine or coarse), aroma and taste of the beverage. [118] concluded that creamy and sweet taste of Milo makes it slightly preferred taste by consumers than Bournvita. Our study also found that individual consumer taste does not only underline his/her buying pattern, rather their friends and family tastes also played significant roles. This agreed with the finding made by [119] that buyer behaviour is strongly influenced by the taste of the member of a family. Therefore, usually, find the roles and influence of the husband, wife and children. The view was also shared by [120] that Milo and Bournvita do target children in their adverts to enforce the buying on their parents since most parents will wish to please their children and the young one. Likewise, [121] found that product that is mostly used by housewives are always tailored to taste and packaging to suit tastes of various classes of women, to enforce the buying on their husbands.

In a nutshell, there is a significant influence of taste on the consumer buying pattern; therefore, both Milo and Bournvita are working tirelessly to convince their consumers about the taste, quality and health benefits for the growth and development of their children. However, [122] found that consumers may not independently determine good taste or aroma except earlier experience on the brand. He expressed that if a familiar food is served from another unknown container there are high chances that the consumer will notice a change in

taste even when the contents remain intact. The true idea is that taste is always satisfactory if other factors such as colour, appearance, packaging and branding are identified. [123] also identified a strong linkage between products taste and image; they established that brand image plays a key role in the way consumers perceived and judged the taste of the product. More so, the earlier study by [124] revealed that even similar product is served; consumers only find that the product tastes better when they have been told that it is from a brand they like than when they have been told it is a generic brand.

## 5 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

### 5.1 Summary of Findings

This study carried out a comparative analysis of consumer's patronage of the major beverages drinks products; Milo and Bournvita in Enugu State. The aim was to determine whether particular products hold patronage ground between the two beverage products. The study was guided by four research objectives which include to; ascertain the factors that influence consumers buying behaviour, determine the effect health benefit on consumers' choice, determine the influence of promotions on consumer purchase decision and ascertain the extent to which product taste affects consumer satisfaction and repeat purchase in the consumption of Nestle Milo and Cadbury Bournvita. The study randomly sampled 384 respondents from seventeen local government areas of Enugu State and the questionnaire was administered to all sampled respondents. The study recorded 85.4% returned rate.

1. The findings of this study showed close-competitive marketing strategies between Cadbury Bournvita and Nestle Milo. The two products were made in various sizes to ensure that all household irrespective of their income level patronised them. Likewise, Bournvita was popular for sponsoring school pupils' fun trips while Milo gained grounds through the sponsorship of several children's sporting and educational programs. This "children-targeted" promotional strategy played a significant influence on the patronage of consumers. More so, both Bournvita and Milo manufacturers are making frantic efforts to ensure that their products are available in nook-and-cranny of every community. All these showed close competitive marketing strategies between the two reviewed products.
2. The health benefit that informed consumer choice of Milo and Bournvita are product information, sugar contents, energetic, vitality and weight control. The health benefits that significantly influence the buying behaviour of customers between Nestle Milo and Cadbury Bournvita, with the majority of consumers considering Milo on health bases to Bournvita, in spite of latter, had been slightly lesser in cost

price. It also shows that majority of the young age will prefer Nestle Milo because of the sugar content for vitality and while the senior citizens will go for Cadbury Bournvita due to its low sugar content based on health grounds. Health benefit of consumers' choice had positive effect on consumer's patronage as shown below ( $t = 22.85 > 1.968$ ,  $df = 326$ ,  $< 0.05$ )

3. The order of promotion that influence patronage of Bournvita are; publicity, packaging of various sizes, advertising and level of awareness while promotion that influence patronage of Milo include package of various sizes, level of awareness, sales promotion and advertising as shown in the result that promotion had significant influence on consumer purchase decisions (Nestle Milo: chi-square = 23.28 > 3.841,  $df = 1$ ,  $< 0.05$ ; Cadbury Bournvita: chi-square = 27.51 > 3.841,  $df = 1$ ,  $< 0.05$ ).
4. The taste of both products does not significantly differ in its influence on the patronage of both Nestle Milo and Cadbury Bournvita. People choose the two products based on their feeling of taste; however, there is no statistical difference between the influences of taste, though the earlier finding from research questions also reveals positive impact of the tastes of consumers buying behaviour. The taste of beverage product influenced the buying behaviour of respondents, family taste choice, feeling satisfaction while drinking and overall taste of Bournvita influence its patronage while friend preferred the taste, sweetness and creamy taste of Milo and family taste choice influenced buying of Nestle Milo. As the result indicated that product taste had positive effect on consumer satisfaction and repeat patronage ( $t = 1.49 > 1.968$ ,  $df = 326$ ,  $p > 0.05$ )

## 5.2 Conclusion

On the basis of the research findings, it could be concluded that as consumer patronage is becoming more competitive between the two beverages products (Nestle Milo and Cadbury Bournvita). Thereby, the producers of these products should deployed different marketing strategies to address consumer's complexities and unpredictability in order to increase her sales of products. More so, this study had provided some responses on the earlier argument on who holds the market ground between the two beverage companies. It has been revealed by this study that each product has some unique factors that influenced their consumer's patronage. Nestle Milo is mostly patronised due it quality, packaging, brand loyalty and product offering while Cadbury Bournvita is enjoying patronage based on availability, price, packaging and brand loyalty.

This study also reaffirmed that the consumers are now becoming more sensitive to health benefit while choosing beverages product. Likewise, the study affirmed that personal likeness of product taste and vitality of products significantly influenced consumer behaviour toward both Cadbury Bournvita and Nestle Milo. In all, taste is

affecting how people choose product and none of the two products considered by this study benefited taste influence better. As there is no empirical and statistical evidence that proofed one product benefited taste better than the other.

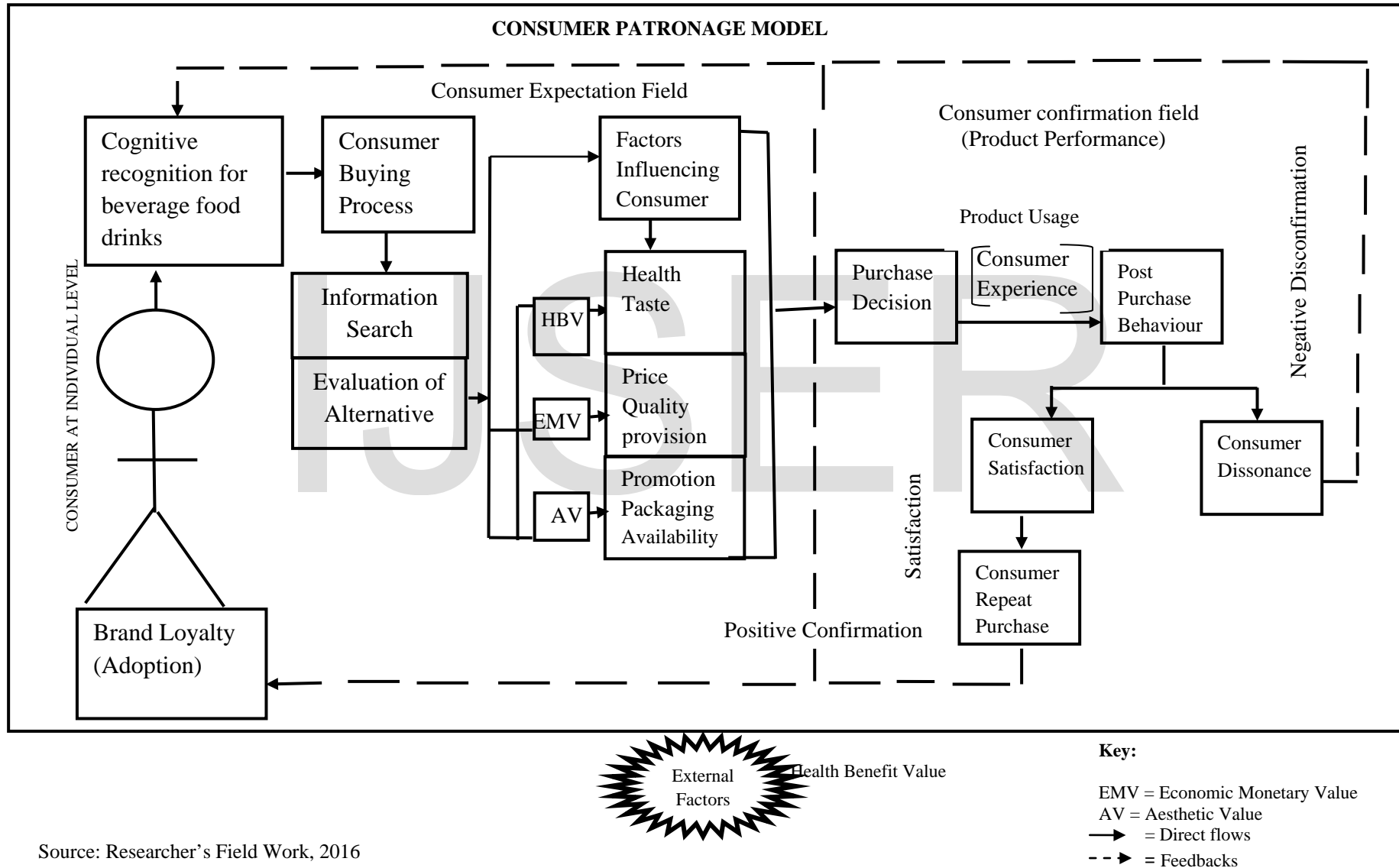
## 5.3 Recommendations

Based on the findings of this study the following were recommended:

1. It is recommended that producers of both Nestle Milo and Cadbury Bournvita should improve on factors such as products offering and brand loyalty that are yet to contribute significantly to the consumer buying behaviour towards their products.
2. The producers of the both Milo and Bournvita should continuously improve on the health benefits of their products as to encourage and maintain patronage, for consumers that have good nutritional education and those fighting one or two health challenges.
3. The producers of both Milo and Bournvita should improve on various packaging strategies as to attract consumer of all income levels. This will simultaneously improve product availability and yield more brand loyalty.
4. The Cadbury Bournvita and Nestle Milo should focus on health benefits, promotional strategies as well as a taste of their products, as they above factors has more influence on the consumers buying behaviour than focusing on brand loyalty.



### Contribution to Knowledge



Source: Researcher's Field Work, 2016

The diagram above shows, the hypothetical thought process of the consumer at the individual level for beverage food drinks. This Consumer Patronage Model is linked with the consumer buying decision Process and the Consumer Expectation – Confirmation theory. The Expectation confirmation theory is a cognitive theory which seeks to explain post-purchase or post-adoption satisfaction as a function of consumer's expectations prior to purchase decisions and the actual perceived performance of the product. This theory is built on four constructs which are Expectations, Performance, disconfirmation and satisfaction, with positive confirmation leading to satisfaction and negative disconfirmation leading to dissatisfaction. This effect is mediated through positive or negative disconfirmation between Expectation and performance of a product. If a product outperforms expectations (positive disconfirmation) post purchase satisfaction will result and if a product falls short of expectations (Negative Disconfirmation) the Consumer is likely to be dissatisfied [125] [126].

alternatives gotten from the information search. At the evaluation of alternative stage, the consumer is faced with the factors that influence his/her decision in ascertaining which of the substitute product to patronise. Generally, the consumer considers the economic Monetary Value (EMV), Health benefit value (HBV) and the Aesthetic Value (AV). It informed the purchase decision. After the purchase decision, product usage (experience) is processed to determine the post purchase behaviour of the consumer. Consumer post purchase behaviour about the beverage food drinks could lead to consumer dissonance or satisfaction. The formal (dissonance) leads the consumer back to the cognitive recognition for substitute beverage food drinks while the later (satisfaction) leads to consumer repeat purchase and over time the consumer become brand loyal (Brand adoption).

Consumer buying behaviour is one of diverse marketing aspects that most producers will like to have in-depth knowledge about. This study out of all earlier claims between the two giant beverage producers and sellers in Nigerian markets established that neither of the two products can claim a high market share in Enugu State. Bournvita being a long seller of beverage product in Nigeria may be expected to hold on consumers due to brand loyalty, the outcome of this study has identified that neither Bournvita nor Milo will hold on consumers only on brand loyalty except if other factors such as taste, health benefits, packaging, availability and cost were not considered

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