Influence of product attributes on consumers' purchase decision in the Malt market in Enugu state, Nigeria

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Abstract

The study examined "influence of product attributes on consumers purchase decisions in the malt market in Enugu State". Products attributes basically are the evaluative criteria used by consumers to assess and select a product or service to purchase. Consumers considers several attributes and make trade-offs between them when they choose products. Since consumers use certain product attributes as cues, it is therefore imperative for marketers to identify which attributes influence consumers and develop a robust marketing strategies to convert potential customers to actual ones. Thus, the main objective of the study is to empirically investigate which product attributes influence consumer purchase decision towards buying malt drinks. Survey research method was employed. The population of the study comprises malt consumers in Enugu. Convenience sampling method was adopted and the sample size was 323 consumers. Questionnaire was the research instrument used and cronbach's alpha coefficient was used to test the reliability of the instrument. Regression and pearson's correlation were used in analyzing and testing the stated hypotheses. The findings revealed that brand name, attractive packaging and celebrity endorsement significantly influence purchase decision. We therefore, recommend that marketers should carry out a periodic survey with a view to identifying which attributes consumers evaluate prior to purchase, strategically engage celebrities for instant recognition and transfer of goodwill to the product and budget enough for packaging because it keeps consumers in a positive frame of mind about the product whilst it is in the store.

Keywords: Product, attributes, trade-offs, consumers, endorsement, celebrities.

Introduction

Product attributes and their importance ratings are of significant interest to marketing researchers, as these are the very criteria by which consumers evaluate products prior to making purchase decisions. Indeed, the purchase decision process is often viewed as one in which consumers evaluate alternative products on the strength of various attributes (Antie 2010).

Early researchers' defined product attributes as the physical properties of a product that were quantitative and objectively measurable (Gwin, 2003). In more recent years the accepted definition has expanded to include all evaluative criteria, including objective or physical properties such as price, brand name, subjective properties such as quality and other aspects of the product that a consumer may perceive as providing benefit or value (Ahmed and Johnson, 2004).

Product attributes have been dichotomized as being either intrinsic or extrinsic in nature. Intrinsic attributes are specific to a product, unalterable, and include physical attributes such as shape, ingredients, flavour, colour and aroma. Extrinsic attributes are not an integral part of the physical product itself and thus include cues such as price, brand name, (Akaah and Yaprakim, 2003). Researchers have sought to understand the importance of both intrinsic and extrinsic product attributes during the consumer decision making process. An early study, using a small sample of female students and three examples of hosiery, reported that intrinsic product attributes had a greater effect on perceptions of product quality than did the extrinsic cues of price and store image (Alsulaiti and Baker,2008). Other authors have also stated that intrinsic attributes are more important than extrinsic cues as evaluative criteria to consumers (Gwin 2010) argued that the importance of intrinsic versus extrinsic attributes depended upon the product and the situation. For example, intrinsic attributes will be important quality indicators if they are accessible and can be evaluated at the time of purchase, but in many cases they will be absent until consumption and therefore extrinsic attributes will be evaluated instead. Other authors have also argued that extrinsic cues, such as the country of origin, will be especially important when consumers are evaluating products for which intrinsic information such as product quality are not known (Auriteille and quester, 2002). This is likely to be true for a product such as malt, where intrinsic attribute such as taste are not available to be evaluated by consumers during the purchase decision process; and indeed several previous studies have reported that extrinsic attributes such as price (Batt & Dean, 2000; Halstead, 2002; Hoffman, 2004; Rasmussen & Lockshin, 1999).

Statement of Problem

In the contemporary marketing environment, it has always been a difficult task to exactly point out the attributes that influence a consumer to prefer a brand of product to another. Often, marketers have fallaciously been myopic on these attributes which are salient as the determinants of consumer preference for their brands (Beverland and Lindgreen, 2002). The effect is the failure of the products to make much impact in the market place especially where multiple brands such as malt drinks are competing.

Consumers perceive products as bundles of attributes that determine their choice of products (Engel, Blackwell & Miniard, 1995; Howard & Sheth; 1970). The multi-attributes approach assumes that consumers make trade-offs between product attributes when they choose products (Bikey and Nes 2017). A critical understanding of search and experience attributes as indicators of product quality cannot be ignored (Blonch, 1981).

The problem that motivated this study was that whilst consumers purchase and consume malt drinks, it is not clear what triggers them to prefer a particular brand to others.

There have been intensive studies on the influence of product attributes in recent years (Bush and Hair 2017). These studies have all made important contributions to our understanding of the complex nature of consumer purchase behavior, although they were conducted in different countries and cities with different cultural terrain. Their reporting was contradictory, controversial and divergent as no consensus was reached on the attributes that influence consumer preference for malt drinks. It is therefore important to identify which attributes triggers consumer preference for malt in Nigeria context using Enugu State as a study.

Objectives of the Study

The broad objective of this study is to empirically investigate product attributes that influence consumer purchase decisions towards buying malt drinks.

Specifically, this study seeks:

a. To ascertain the effect of price on consumer purchase decisions.

b. To determine the effect of brand name on purchase decisions.

c. To examine the relationship between attractive packaging and purchase decisions.

d. To ascertain the effect of celebrity endorsement on purchase decision.

e. To determine the effect of taste on consumption of malt drinks.

Hypotheses of the Study

In developing hypotheses, researchers typically frame relationships in either "null" or alternative format. The null hypotheses are the one that is tested by statisticians and market researchers (Hair, Bush and Ortinau, 2009).

The following null hypotheses were developed and tested.

H_1: There is no significant relationship between price and purchase decisions.

H_2: There is no significant relationship between brand name and purchase decision.

H_3: There is no significant relationship between attractive packaging and purchase decision.

H_4: There is no significant relationship between celebrity endorsement and purchase decisions.

H_5: There is no significance relationship between taste and purchase decisions.

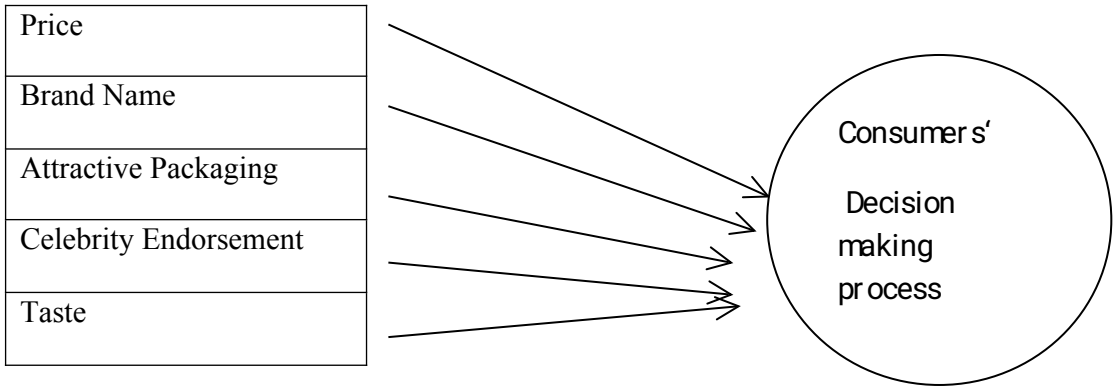
Scope of the Study

The subject scope of this study is delimited to the area of influence of product attributes on consumer purchase decisions in the malt market in Enugu State. The variable scope is delimited by the constructs developed from the literature review, which are price, brand name, attractive packaging, celebrity endorsement and taste. The geographical scope of the study is Enugu, capital of Enugu State Nigeria.

THEORETICAL FRAMEWORK AND REVIEW OF RELATED LITERATURE

The study is rooted on Brisks (2009) economic theory. The theory posits that consumers prefer products whose attributes provide the highest perceived utility. Linking the theory to the study, marketing is eclectic (Marian, 2014) First, choice is taken axiomatically to be the essence of the economy. In economics, choice making is most influenced, rational to maximize utility (Assael, 1995). Second, we live in an atomistic world of individuals, each with an individual identity and autonomy (Mooi and Sarstedt 2011). However, the utility theory based on attributes suggests that goods and services singly or in combination are evaluated according to utility and indirectly through values assigned to the underlying attributes.

Besides, consumer behaviour theories also argue that consumers perceived products as bundles of attributes that determines their choice of products (Nelson , Tunji and Gloria, 2012)



Model Specification:

A model is a simplified representation of the complex reality of the world (Nwaizugbo, 2015).

We used the attributes under study to arrive at the multi-regression model involving a dependent variable and two or more independent variables.

Specifically, the multiple regression models for the study take the form below:

$y = {}_o + {}_1 X_1 + {}_2 X_2 + {}_3 X_3 + {}_4 X_4 + e$ ---------- (1)

y = Consumer purchase decision process (dependent variable)

X_1 X_2 = Predictor / independent variable

${}_o$ = the constant of the equation/intercept of the regression

Where

X_1 = Price

X_2 = Brand name

X_3 = Attractive packaging

X_4 = Celebrity endorsement

X_5 = Taste

e = Stochastic error term (a term that is added to a regression equation

to introduce all the variations in y that cannot be examined by the e included X's.

e = is the error term capturing other explanatory variables not

explicitly included in the model

B_1 b_2 b_3= are the coefficient of the regression.

Bo = Intercept of the regression.

Product Attributes

Product attributes are the evaluative criteria used by a consumer to assess and select a product to purchase, these include physical properties as well as other aspects which are perceived to provide benefit or value (Nwaizugbo, 2015).

Marian (2014), Darby and Karni (1973) distinguished between search and experience attributes. Search attributes can be ascertained by the buyer at the time of purchase (e.g. colour, size, shape, label "country of origin"). Experience attributes can be ascertained only after purchase and consumption (e.g. taste, texture, flavor). The search attributes consumers use prior to purchase and consumption in order to form quality expectations (Nwaizugbo, 2015), it can be either extrinsic (example packaging labels) or intrinsic (example, size, colour) to the product (Sounders, Lewis and Thornhill,2009). Intrinsic cues are attributes that are product-specific built-in to the product itself, whereas extrinsic cues are those characteristics that can be motivated without influencing the product directly, serving as generalized quality indicators across brands, products and categories (Sounders, Lewis and Thornhill, 2009.

The following considerations are important when studying product attributes. First, it is important to distinguish between a product's objective attributes and consumers' perception of these attributes. Even if the objective attributes remain the same, perception may differ among individuals. As a rule it is the perception that affect behaviour, not the attributes itself (Sounders, Lewis and Thornhill, 2009). Consumers perceive attributes through the lens of their motivations, emotion, measurement knowledge and expectations (Sounders, Lewis and Thornhill, 2009). The benefits sought when purchasing products vary across consumer so a product's attributes are not to equally important or value to all consumers (Sounders, Lewis and Thornhill, 2009)

Attributes influencing consumers to purchase Malt drinks

There are myriads of factors that influence consumers to purchase product, but we selected five

factors after reviewing extant literatures in the field of consumer behavior as it concerns Nigerian environment. These factors are as follows:

a. Price

Price is a key factor in stimulating consumers to purchase (Sounders, Lewis and Thornhill, 2009).Consumers opinions are governed by price consciousness. This means that consumers are unwilling to pay a higher price for goods and particularly pay attention to lower prices Taff (2010) argues that only luxury branded products lose their rarity and exclusivity characteristics if they are not priced high. Luxury products are expensive in relative and absolute terms.

b. Brand name

Brand names communicate attributes and meaning (Belch & Belch, 2009) and help consumers remember a key attribute or benefit. For example, the name Amstel Malt helps consumers remember the malt's key benefit, which is the low sugar.

Besides, a brand name that is shared may lead consumers to make inferences about one product based on what they already know about another.

According to Brassington and Pettitt (2013), Okpara (2002), Nwaizugbo (2010); brand name identify a company's product and differentiate them from those of the competitors.

c. Attractive packaging

Packaging is another product attribute that has become increasingly important. It is the container or wrapper for a product item and the extent to which the package protects and facilitates product use increases the package's sales and promotional value (Bech & Belch; 2009; Kotler & Armstrong, 2013). Packaging is a perfect illustration of the principles that attributes can have sub -attributes. The finished products have form attributes such as shape, size, weight and texture (Parry & Lovell, 2001). Several studies have found that there is a relationship between attractive packaging and purchase decisions (Sounders, Lewis and Thornhill,2009) because it is the silent salesman meaning that the way a product is packed determines how it is priced and bought, who priced and bought it, when and where it is priced and bought (Sounders, Lewis and Thornhill,2009)

d. Celebrity endorsement

The use of celebrity endorsement has functional effects in brand communication when they trust that endorser has actual involvement with product rather than sensual gain (Belch & Belch, 2009). Diverse studies have found that the attachment of celebrities in advertisement shows powerful results on credibility, communication invoke, recall and acceptability of the advertisement and finally on purchase intention (Belch & Belch, 2009) Other studies in celebrity endorsement research has revealed that consumers are more likely to choose products

and services endorsed by celebrities than those without such endorsement.

e. Taste

Taste is an intrinsic cue built-in-to the product specific itself, it describes the ways in which a product performs its functions. Several studies have shown that "taste" and sensory responses to products tend to be rated very highly as an influence.

Taste is only experience or evaluated post purchase unless of course samples are given to consumers prior to purchase.

The Consumer decision-making Process

Consumer decision making pertains to making decisions regarding product and service offerings. Thus, the consumer decision making is defined as a step-by-step process which a consumer undergoes in deciding whether to buy, what to buy, how to buy, when to buy and from whom to buy (Nwaizugbo, 2015). It involves a model of five steps (Carlson & Paladini, 2014; Hawkins & Mookerjee, 2009)

a. Problem recognition: This begins when consumers recognizes a problem or need; in other words, the consumer recognizes a difference between their actual state and some desired or ideal state (Carlson, Paladini & O'Cass; 2014). An actual state is the way that a person perceives his or her senses and situation to be at the current time, and a desired state is the way that a person wants to feel or be at the current time (Quester; 2007). Problem recognition may come from an internal stimulus (such as hunger), or it may come from an external stimuli (such as an advertisement). Either way, marketers need to make consumers aware of unsatisfied or even dormant needs by using appropriate marketing messages(Carlson & Paladini, 2014 A need could be triggered off by internal or an external stimulus Carlson, 2014).

b. Information search: Once problem recognition occurs, consumers begin to search for information and solutions to fulfill unmet needs. Blackwell (2001) pointed out that consumers can search for information from both internal and external sources. An internal search includes information stored in memory while external search is acquired through decision-relevant information from the environment (Carlson & Paladini, 2014), placed consumer information sources into four groups:

* Personal sources (family, friends, neighbors and acquaintances).

* Commercial sources (advertising, sales persons, dealers and displays).

* Public sources (mass media, consumer rating, organizations) and

* Experiential sources (examining and consuming the products).

(Carlson & Paladini, 2014 noted that consumers gather information about the various brands, various alternatives and product categories. As consumer received more complete information, they will become more informed and have greater control over information search stage of their decision making process (Quester, 2007).

c. Evaluating of alternatives: This refers to the process by which available alternatives are evaluated and selected to meet consumers' needs (Engel Kollate & Blackwell, 1995). Consumers use search and used attributes to evaluate products. Search attributes are those attributes that a consumer evaluated before the purchase of a product (Carlson & Paladini, 2014), while used attributes are those product characteristics that can only be evaluated after consumption and beliefs are formed about them.

Once the consumer has gathered the necessary information, he compares the different alternatives available on certain criteria (Carlson & Schiffman, 2013). This criterion involves:

Generation of choice alternatives: A consumer moves from an evoked set towards the choice set (Cant, 2006).

Evoked set/consideration set: Are those brands or products consumers will evaluate for the solution of a particular consumer problem (Carlson, 2014 and Nwaizugbo, 2004) the group of brands consumers assembled for consideration.

Choice set: This comprises the final set of one or two brands from which the consumer finally decides.

There is no single evaluation process used by all consumers or by one consumer in all kinds of purchases . Blackwell (2001) found that the choices consumer evaluates are influenced by both individual and environmental influences. Individual influences; motivation and involvement, consumer resources while environmental influences include; culture, social class, family and situation.

d. Purchase decision: Having evaluated different alternatives with information available, a consumer makes rational decision on what to purchase.

* **Affective choice process:** This evaluation is generally focused on the way consumers

will feel as they use the product or service. Affective choice is mostly triggered when the main motive is consummatory rather than instrumental. Consummatory motives drives behaviors that are rewarding and pleasing to the individual involved. Instrumental motives means that consumers learn by means of trial and error process in which some purchase behaviors result in more favourable customers (Carlson & Paladini, 2014).

It behooves marketers to regularly study affect based decisions because such decisions requires different strategies than the cognitive decisions. For those decisions that are likely to be triggered by consummatory motives, marketers should help consumers visualize how they will feel during and after the consumption experience.

* **Attitude-based choice processes:** It involves the use of general attitudes, summary impressions, intuitions to make a purchase choice, when information is difficult to find, consumers face time pressure, they have a tendency to make attitude base choice (Hawkins, 2014).

* **Attribute-base choice processes:** Attributes base choice processes require the knowledge of specific attributes at the period of purchase and it involves attribute evaluations and comparisons. This process requires more efforts and time than affective and attitude based choice. The decision also tends to be closer to the idea choice. Consumers with high purchase involvement and motivation are more likely to make attribute based choice.

e. Post-purchase behaviour: Once the consumer has made a purchase, post-purchase evaluation will occur and further actions are made based on their satisfaction. According to (Carlson & Paladini, 2014) the post purchase outcome and reactions contains two stages. Stage 1 comprises post purchase cognitive dissonance. This is a feeling of tension and anxiety that a consumer experiences after the purchase of a product. The consumer begins to have a feeling of uncertainty with respect to the performance of the product and begins to doubt his purchase decision “whether the decision was the right one” . Stage II comprises product usage and reaction, after the purchase, the consumer uses the product and reevaluate the chosen alternatives in the light of its performance viz-a-viz the expectations (Carlson & Paladini, 2014) identified that this phase is significant as it (i) acts as an experience and gets stored in the memory; (ii) affects future purchase decisions, (iii) acts as a feedback.

Empirical review

Some empirical studies have been conducted on the influence of products of attributes on consumer purchase decision. Some of these include the works of Malasi (2012), Akpoyomare (2012), Gwin & North (2003), Lancaster (1990), Gwin & Gwin (2003), Lancaster (1990), Gwin & Gwin (2003).

Malasi (2012) in Kenya at United States International University, Nairobi empirically investigated the influence of product attributes on mobile phone preference among undergraduate students. Using stratified random sampling method to select the elements of the population, found out that product attributes such as packaging decision, visible name, labels, advertising significantly influence undergraduates preference on mobile phones. The study concluded that students are at position to differentiate between mobile phone offerings hence they decide which best suits their needs using the attributes.

Okeke (2009) in Nigeria investigated the correlates of consumer purchase behaviour in the cocoa market using nine attributes with a sample of 120 respondents. Using interviews and questionnaires approaches in data collection, the study discovered that attributes are strong predictors as they are significant of various levels, and that consumers recognize what they see about brands, which in turn helps in shaping and determining brand preferences. The study concluded that knowledge of attributes beliefs and strength will assist a great deal in crafting advertising messages.

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Gwin & Gwin (2003) empirically investigated the influence of product attributes on consumer purchase decision in Nigeria food and beverage industry. They adopted SPSS version 17 as method of data analysis with 400 questionnaires, and their result revealed a positive correlation between product attributes and consumer purchase decision. The study however concluded that attributes plays a vital role in the consumer decision making processing since consumers evaluates and compare competitive products based on attributes and that beverage industries can craft their advertising strategy based on attributes where the marketer can either promote one

attribute, two or even three attributes to further distinguish his product from competitors.

Gwin & Gwin (2003) examined attributes of products in the United States of America. Using his utility model, he discovered that attributes have been included as a critical determinants of consumer choices of food. The study also revealed that understanding why consumer chooses a product based upon its attributes help us to understand why some consumers have preferences for specific brands.

Gwin and North (2003) in Los Angeles investigated religious choice using a product attribute model application. Using data from two surveys of Baylor University's 2006 Longitudinal Survey of Religious Behaviours and Values (LSRBV), which was funded by the John Templeton Foundation and the Rev. Forum on Religious Landscape Survey. The study discovered that some varieties of attributes including measure of participation belief and intensity or commitment are highly correlated. The study concluded that religious choice can be viewed as an attribute base selection process, and that the results across the two surveys showed that belief and intensity are both key dimensions for consumer choice of religious denomination. The belief factor assesses personal views of God, religious salvation, and other central elements such as Heaven and Hell, Angels and Demons. The intensity or commitment factor represents the activities and contributions by the consumer to his or her church. The paper use "consumer" to describe the respondents since the focus is on their consumption and choice of religion. Trade-offs are involved because consumers make trade off in terms of church attendance.

METHODOLOGY

Research design

The study adopted survey method because of its distinguishing features of the need to collect data, record responses, ask questions from large sample of people in order to achieve the objectives of study (Hair Jr, Bush & Ortinau, 2009).

Population of the study

The population of the study comprised of malt consumers in Enugu State. The population is not known (infinite) because we could not obtain a sample frame of malt consumers in the area of study.

Sampling technique

The researcher used convenience sampling technique. Convenience sampling is the non-probability sampling techniques where subjects are selected because of their convenient, accessibility and proximity to the researcher (Hair, 2014, Resource, 2012, Okeke, 2015).

Sample size determination

Since the population of this study is infinite, we adopted the fomular for infinite population (Nwaizugbo, 2013; Churchill & Brown, 2009; Okeke, 2010).

$$n \frac{(Z^2 P Q)}{e^2}$$

Where

n = Sample size

Z = Standard error (1.96)

P = an estimate of the proportion of success who agree with the variable of interest.

Q = Proportion of respondents not agreeing with variable of interest (1 – P)

e = error margin

The researcher did a pilot test of ten respondents. Seven out of the ten gave good and convincing reasons for product evaluation, thus, product attributes forms the P (i.e. success rate), while Q = 10 – 7 = 3 (failure rate).

Therefore for this study,

Z = 1.96 (see table of normal distribution)

P = 70% or 0.70

Q = 30% or 0.30

e = 5% or 0.05

$\therefore n = \frac{1.96^2 \times 0.70 \times 0.30}{0.05^2} = 323$

Sources of data

We made use of primary and secondary sources of data. Questionnaires were used to collect primary data with maximum reliability . Secondary sources were also used to review some related literature.

Research instrument

Questionnaire was the instrument for data collection. The questionnaire comprised of two sections, namely section A and B. Section A was on demographic variables of respondents while section B was based on the constructs of the study i.e. influence of product attributes on purchase decision in Enugu State. A five-point likert scale, ranging from strongly agree to disagree was used in the questionnaire design.

Validity and reliability of research instrument

Validity of research instruments refers to the extent which the instrument measures correctly what it purports to measure, (Saunders, Lewis & Thorhole). The designed instrument was given to the supervisor. Face validity was used in the validation of the instrument designed for the study. According Gwin & Gwin (2003). face validity of a survey instrument of this nature is considered adequate when the instrument has been subjected to rigorous assessments by experts. Some of the questions were said to be ambiguous in respect to length and construction, and not sufficient. Some questions were reconstructed for clarity, others added to increase the number and some reduced to manageable sizes.

Method of data analysis

Different statistical techniques were used to test the study's hypotheses and to answer the study's questions by using Statistical Package for Social Science SPSS Version 17, these techniques are: cronbach's alpha ( ) used to test the reliability of the scale. Descriptive statistical measures used to describe the study sample characteristics and multiple regression analysis used to find the effect of the independent variables on the dependent variable.

Data analysis and results

This section is for the careful breaking down of relevant information into meaningful parts for critical examination, extraction of otherwise hidden information and making inferences about the relationships existing among the parts. A total of 323 questionnaires were distributed out of which 300 were properly filled and returned.

Table 1: Summary of instrument used for analysis

Number of Questionnaire Administered	Total Number Returned	Total Number Not Returned
323 = 100%	300 = 93%	23 = 7.12%

The above table reveals that from the total of 323 sampled populations that were given questionnaires, 23 copies of questionnaires representing 7.12% were not returned. A total of 300 copies representing 93% were properly completed as requested and were used for analysis.

Table 6: Response on how often respondents consume Malt drinks

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently	270	90	90	90
Less Often	30	10	10	100
Total	300	100	100	

The data above shows that 90% of respondents frequently consume malt drink while 10% of them less often consume malt drinks.

Table 7: Descriptive information of the sample

	N	Minimum Score	Maximum Score	Mean	Standard Deviation
Price 1	300	1.00	5.00	4.1827	.96237
Price 2	300	1.00	5.00	4.3344	.92563
Price 3	300	1.00	5.00	4.2353	.89879
Price 4	300	1.00	5.00	4.0588	1.16880
Price 5	300	1.00	5.00	4.3870	.77745
Brand Name 1	300	1.00	5.00	3.9567	1.12757
Brand Name 2	300	1.00	5.00	4.0372	1.18158
Brand Name 3	300	1.00	5.00	4.4830	.62717
Brand Name 4	300	1.00	5.00	4.5418	.81176
Brand Name 5	300	1.00	5.00	4.4458	.62505
Attractive Packaging 1	300	1.00	5.00	4.1269	1.00896
Attractive Packaging 2	300	1.00	5.00	4.0526	1.09786
Attractive Packaging 3	300	1.00	5.00	4.0217	1.11852
Attractive Packaging 4	300	1.00	5.00	3.8885	1.09202
Attractive Packaging 5	300	1.00	5.00	4.1362	1.13116
Celebrity Endorsement 1	300	1.00	5.00	2.9381	1.42816
Celebrity Endorsement 2	300	1.00	5.00	2.8452	1.34933
Celebrity Endorsement 3	300	1.00	5.00	3.4241	1.21698
Celebrity Endorsement 4	300	1.00	5.00	3.2446	1.23066
Celebrity Endorsement 5	300	1.00	5.00	2.6966	1.23146
Taste 1	300	1.00	5.00	4.1053	1.12898
Taste 2	300	1.00	5.00	3.4644	1.45570
Taste 3	300	1.00	5.00	3.5418	1.50381

Taste 4	300	1.00	5.00	3.9412	1.20285
Taste 5	300	1.00	5.00	3.8142	1.22202
Purchase Decision 1	300	1.00	5.00	4.2353	.80007
Purchase Decision 2	300	1.00	5.00	4.2817	.80635
Purchase Decision 3	300	1.00	5.00	4.0898	.84588
Purchase Decision 4	300	1.00	5.00	3.6347	1.29367
Purchase Decision 5	300	1.00	5.00	3.5449	1.48083
Valid (N)	300				

Table 8: Instrument Reliability Test

Cronbach's Alpha	N of Items
0.789	30

Hypotheses testing

In testing the hypotheses, multiple regressions were used and statistical package for social science (SPSS) version 17 was also employed to analyze the responses.

Table 9 below shows the model summary results which sought to establish the explanatory power of the independent variable (price, brand name, attractive packaging, celebrity endorsement and taste) for explaining and predicting the dependent variable consumer purchase decision). R_1 the multiple correlation coefficients (i.e. the linear relationship between the observed and model predicted values of the dependent variable) showed a value of .448 showing a positive correlation. R square which is the coefficient of determination (i.e. the squared value of the multiple correlation coefficients) showed a value of .501 (about 50.1%) of the variation in the dependent variable (purchase decision) is accounted for by the variable in the dependent variable.

Model summary

Model	R	R. Square	Adjusted R Square	Std. Error of the Estimate
	.448[a]	.501	.688	2.88335

a Predictors (constant) price, brand name, attractive packaging celebrity endorsement taste.

b. Dependent variable (purchase decision)

Source: SPSS Version 17

ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig
Regression	662.808	.5	132.362	15.945	.000[a]
Residual	2635.452	317	8.314		
Total	3298.260	322			

a Predictors (constant) price, brand name, celebrity endorsement taste.

b. Dependent variable consumer purchase decision

Source: SPSS Version 17

Coefficient

	Unstandardized Coefficient		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1(Constant)	17.382	1.937		8.973	.000
Price	- 078	.060	-069	-1.294	.196
Brand Name	.430	.071	.336	6.027	.000
Att. Packaging	.128	.050	-140	-2.549	.011
Celebrity Endorsement	.206	.036	-289	-5.668	.000

Taste	.030	.040	.040	-744	.457

a. Dependent variable (consumer purchase decision)

The table above showed the beta coefficients, which gives the contributions of each independent variables to the model while t-values revealed the effect of the variable and the critical ratio and the p-values respectively.

In the above model, price ($t = -1.294$, $p = .196 > .05$) we reject the alternative hypothesis that price has a significant effect on consumers purchase decisions.

Brand Name ($t = 6.027$, $p = .000 < .05$) we accept the alternative hypothesis that brand name has a significant relationship with consumers' purchase decision.

Attractive packaging ($t = -2.549$, $p = 0.11 < .05$) we accept the alternative hypothesis that attractive packaging has a significant on consumers' purchase decisions.

Celebrity endorsement ($t = -5.668$, $p = .000 < 05$) we accept the alternative hypothesis that celebrity endorsement has a significant effect on consumers' purchase decision.

Taste ($t = .744$, $p = .457 < 05$) we therefore reject the alternative hypothesis and conclude that taste has no significant effect on consumers' purchase decision.

Thus, the conceptual model used as a basis for regression is as follows:

Con. = Pr + Bn + ap + ce + Tse + e

Discussion of findings

Based on the test results, brand name has a significant effect on consumer purchase decisions. This is supported by the studies carried out by Belch & Belch (2009) Parry (2001) Brassingston & Pettite (2013). This may be as a result that brand name help consumers to remember a key attribute or benefit and identify a company's product, differentiate them from those of competitors.

Besides, the tests revealed that attractive packaging has a significant effect on consumer purchase decision. Packaging is a silent salesman, (Donadini & Porretta, 2008).

Lending credence equally to attractive packaging, studies conducted by Gwin & Gwin (2003). and Boyce (2008) found out that there is a significant statistical effect of packaging in protecting the products and consumers perception of product quality at the point of purchase. They further revealed that protecting the product and consumer is a key and important role of packaging and that packaging that fails to fully protect the product has the potential to result in excess damage and wastage, diminished shelf life and lose of flavour or efficacy.

The findings of this study also revealed that celebrity endorsement has a significant relationship with consumer purchase decisions.

A five stage model for consumer purchase decision making process was developed (Miniard & Engel, 2006, Quester, 2011)

However, Tatt (2010), Hauser and Urban (1986) supported the findings when they observed that in looking at choices across product categories, price is appropriate as a dimension when price itself carries utility, such as in conspicuous consumption of when perception of quality are based on price. Otherwise, consumers prioritize choices base on other product attributes over price.

Conclusion and recommendations

The conclusion that can be drawn from the results is that product attributes are the characteristics or features that a product may or may not have. Benefits are the positive outcomes that come from attributes. Consumers seek products that have attributes that will solve their problems and fulfills their needs. For most of the consumers, they considered various product attributes as key in determining the nature of malt drinks they would like to purchase before considering price.

This finding will help the academia to widening the frontier of knowledge in the area of research paradigm – motivational research. Also, it will help organizations in Nigeria, particularly in Enugu State to reposition their brands and form a robust marketing strategies. The result will also help consumers evaluate and compare competitive products based on their attributes.

Based on the available literature, the following recommendations were made.

* That marketers should periodically carry out a survey with a view to identifying which attributes consumers use most in product evaluation prior to purchase.

* That companies should strategically engage the service of celebrities as it will help the highly involved customers instant recognition and transfer of goodwill to the product.

* That enough financial resources should be allocated to product packaging. This is because many consumers do not buy a particular product only for the services but besides how they are packed and even after consuming the core benefit or service of the core product, still keep the package for other uses.

* That market research should be embarked on to enable companies constantly identify products whose attributes will provide the highest perceived utility.

Lastly, lean financial resources used for various statistical analysis due to the size of sampling and short period of investigation. Above all, these constraints were surmounted hence the applicability of the study.

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