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Influence Of Product Attributes On Comsumers Purchase Decisions On Malt Drink In Enugu State, Nigeria.

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ABSTRACT: The study "Influence of product attributes on consumers purchase decision on malt drink in Enugu State, Nigeria" aimed at finding out which of these product attributes - price, brand name, attractive packaging, celebrity endorsement and taste play role in customer decision making process. Survey research method was employed by administering questionnaire on a sample size of 323 consumers of malt drinks in Enugu determined through convenience sampling method. Crombach's alpha coefficient was used to test reliability of the research instrument while regression and pearson correlation were used for the analysis. The findings revealed that brand name, attractive packaging and celebrity endorsement significantly influence purchase decision making on Malt drinks. While taste and price do not have significant influence on Malt 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 while it is in the store.

KEYWORDS: Products, Attributes, Price, Brand Name, Consumers, Celebrities Endorsement, Packaging.

I. INTRODUCTION

Products 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 process is often viewed as one in which consumers evaluate alternative products on the strength of various attributes (Grunert, 1986).

Early researchers' defined product attributes as the physical properties of a product that were quantitatively and objectively measurable (Wu, Day and Mackay, 1988). 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 products that a consumer may perceive as providing benefit or value (Grapentive, 1995; Jamal &-Goode, 2001; WU, Day & Mackary, 1988).

Products 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, flavor, colour, and aroma. Extrinsic attributes are not an integral part of the physical product itself and thus include cues such as price, brand name, (Forney, pelton, caton & rebolt, 1999., Jamal & Goode, zathaml 1988). Researchers ought to understand the importance of both intrinsic and extrinsic product attributes during the consumers decision making process. Zethaml(1988) argued that the importance of intrinsic versus extrinsic attributes depended upon the type of 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 the purchase; but in many cases they will be absent until consumption, 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 (Nebenzah, Jaffe & Lampert,1997; Samiee,1994). This is likely to be true for a product like malt where the intrinsic attributes like taste and texture 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 (Balt and Dean, 2002; Hoffuman, 2004; Rasmissen &lockshiri; 1999) and company name (ceown & casey,1995) are the most frequently used or most important attributes for malt purchasing consumers.

But 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. A brand is a name, term, symbol, design or combination of these identifies a seller's product and differentiate them from competitors' product (Boone and Kortz 2004). Brand represent the customer's perception and opinion about performance of the product (Foorog yee and Sidek, 2008). Product is anything that has the capacity of satisfying human needs, that can attract for exchange of value. Product is generally classified in two ways: industrial product and consumer product. While consumer goods is further classified into convenience goods, shopping goods, specialty goods

and unsought goods (Nwaizugbo and Onyeke, 2013). The above consumer goods classification is based on purchasing behavior being exhibited by consumer during buying decision process. Malt drinks belong to the category of convenience goods under consumer goods.

Malt drink is a fermented drink in which the primary ingredient is the grain, or seed of the barley plant, which has been allowed to sprout slightly in a traditional way called "Malting" before it is processed. Such a drink may be prepared by using a slightly altered brewing process that yields negligible alcohol (technically less than 0.5% by value). It is called a non-alcoholic drink (Wikipedia). The ingredients of Malt are Water, Barley Malt, Hops, Sucrose, Caremel, Vitamin A, C and B complex. In Nigeria, mostly in Enugu State, brands of Malt available in the market are Beta Malt, Maltina, Grand Malt, Amstel Malt, Malta Guinness etc.

Often, marketers have fallaciously been myopic on these attributes which are solvent as the determinants of consumer's preference for their brands (Abrams, 2003). The effect is the failure of the products to make much impact in the market place especially where multiple brands are competing like in the case of Malt drinks. Hence, 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 (Resconi & Troy, 2014; Malasi, 2012; Okeke2009, Akpoyomorre, 2012; Gwin & North 2003). These studies have all made important contributions to our understanding of the complex nature of consumers purchase behavior although they were conducted in different countries and cities with different cultural terrain. Their reporting's were contradictory, controversial and divergent as no consensus was reached on the attributes that influence consumers preference for malt drinks. Hence, the interest of the researchers to identify the attributes that triggers consumer's preference for malt in Nigeria context using Enugu state as a pilot study.

To this regard, the broad objectives of the study were to empirically investigate product attributes that influence consumers purchase decision towards buying malt drinks. Specifically the attributes investigated upon seek to ascertain the effect of price, attractive packaging, celebrity endorsement and taste on consumer buying decision on Malt drinks.

The result of the above objectives findings plus the responses to the questions will help both the academies and researchers on purchase decision interest to widen the frontier of knowledge in the area of research parading in motivational research. Furthermore, organization in Nigeria especially the ones that deals on malt will be aided to reposition their brands in accordance of consumers preference attributes and form robust marketing strategies.

II. LITERATURE REVIEW

2.1 Conceptual Review

Product attributes are the evaluative criteria used by a consumer to asses and select a product for purchase, such attributes include physical properties as well as other aspects which are perceived to provide benefit or value (Jamal & Goode,2001; Grapentive,1995,Wu 1988) Manan(2014). Furthermore, product attribute could be classified to be search attribute and experience attribute. Darrby and Karni(1973)distinguished between search and experience attributes. That Search attributes can be ascertained by the buyer at the time of purchase (eg colour, size, shape, label and country of origin). While Experience attributes can be ascertained only after purchase and consumption (e.g. taste, texture, flavour)

The consumer uses search attributes prior to purchase and consumption in order to form quality expectation (steenkamp1990). The prior to purchase and consumption, search attributes could be extrinsic or intrinsic to the product (olson & Jacoby, 1972). The intrinsic cues (example, size, colour or texture) are attributes that are product-specific-built into the product itself, whereas extrinsic cues (example packaging, labels) are those characteristics that can be motivated without influencing the product directly, but serving as generalized quality indicators across brands, products and categories (veale & Quester,2009, Zelthame,1988)

It is important to state that product's objectives attributes and consumer's perception of product's attributes are anonymous because they differ in their nature. The reason behind this is that individual perceptions may differ in contents and context. As a rule, it is individual consumer perception of the attributes that affect behavior, not the attributes itself (Howard, 1977); consumers perceive attributes through the level of their motivations, emotion, measurement, knowledge and expectations (Golder, Mitra & Moorman, 2012).

2.1.1 Attributes Influencing Consumers To Purchase Malt Drinks.

There are myriads of factors that influence consumers to purchase a product brand; but we selected five factors after reviewing extant literature in the field of consumer behavior as it concern Nigeria environment. These factors are as follows:-

Price: Price is known as the value of exchange, it is what it cost to obtain a product. Price is a key factor in stimulating consumers to purchase (liv, 2013, Kotler & Keller, 2010). Consumer's 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 (Sinha & Batra 1999; Pi, 2011). 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. This account for differences in the price of malt in the market.

Brand Name: Brand name communicates attributes and meaning (Belch & Belch 2009) and it helps consumers remember a key attribute or benefit. Brand name represent many things about a product and give a number of information about it to the customer, also tell customer or potential buyers what the product means to them (Egele and Harcourt 2017). It is the vocalized aspect of the brand. For example, the name Amstel Malt helps consumers remember the malt's key benefit which is the low sugar. Hence, it is said that brand name identify a company's product and differentiate them from those of the competitors (Okpara, 2002; Nwaizugbo, 2010; Brassington and Pettilt 2013).

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 facilities product use increases the packages sates and promotional value (Belch & Belch 2009; Kolter and Armstrong, 2013; Inyanya, 1999). Packaging provides the coverage for the finished product for transport and sale in the market place (Gladson-Nwokah and Ebitimi, 2017). The finished products have form attributes such as shape, size, weight and texture (Parm & Lovell, 2001). In addition, several studies have found that there is a relationship between attractive packaging and purchase decisions (McCarthy, 1982) because it is the silent salesman; meaning that the way a product is packed determines how it is priced and bought most times; who priced and who bought it, when and where it is priced and bought (Stanton & Farnel, 1981).

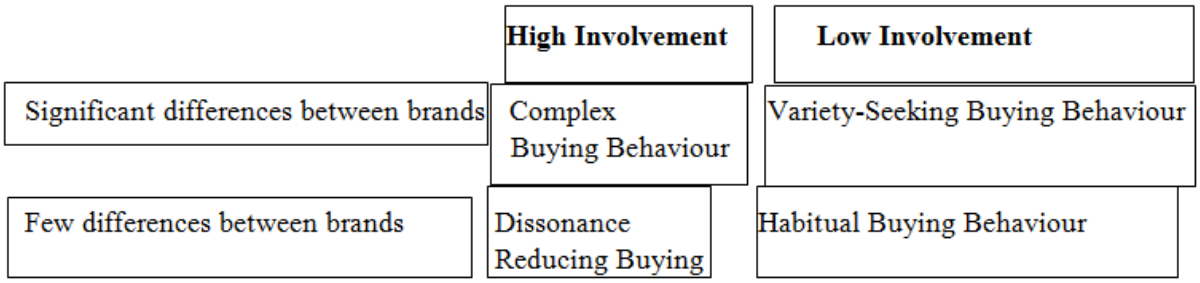
Celebrity Endorsement: The use of celebrity endorsement has functional effects in brand communication when they trust that endorse have actual involvement with product rather than sensual gain (Shouib, 2016; Okorie & Oyedepo, 2012). Diverse studies have found that the attachment of celebrities in advertisement shows powerful results on credibility, communication and finally on purchase intention (Menson, 2001; Lafferty and Goldsmith, 1991). Equally, studies in celebrity endorsement research have revealed that consumers are more likely to choose products and services endorsed by celebrities' than those without such endorsement. (Shouib, 2016).

Taste: taste is an intrinsic cue built-into the product. Specifically, it describes the ways in which a product performs its functions. Several studies have shown that taste and sensory response to products tend to be rated very highly as an influence (Schroder and Earle 1998). Taste is only experience or evaluated post purchase unless of course samples are given to consumers prior to purchase (Parry, 2001).

2.1.2 Purchase Behaviour:

Yuan and Fu (2014, Schuffman & Kanuk, (2009); Wilson (2012). Posit that Consumer behaviour can be defined as the totality of consumers' decisions regarding the selection, purchasing, use or disposal of products and service. According to Constantinides (2004), Czinkota and Kotaba (2015), Foxall (2005); there are several factors affecting consumer behaviour, such as social, cultural, economic and psychological to a large extent, these are beyond the control of the marketers. Karimi (2013), Kolter (2003), Assael; 1995) have classified consumer buying behaviour in four categories based on the buyer's involvement and differences among brands; value of the product and frequency of purchase.

Fig 1: Four Types of Behaviour



London: Manchester Business School Public.

Complex Buying Behaviour: As the name implies, this can be initiated by a motive that is central to an individual's self concept. The products are bought seldomly and hence require considerable consideration before the purchase decision. Again, the consumer is highly involved because the product is expensive, risky and reflects the consumer personality lifestyle.

Dissonance Reducing buying Behaviour: in this situation, consumers have high involvement with an expensive purchase but see little difference among brands and may equally experience post purchase dissonance (after sale discomfort).

Variety-Seeking Buying Behaviour: As the name reveals, it involve low consumer involvement but the consumer perceive significant differences between the brands. Consumer switches brands and hence marketers are advice to practice reminder advertisement.

Habitual Buying Behaviour: Here, consumers have low involvement and few significant perceived brand differences. Examples of such product include everyday use products like seasoning and confectionaries etc. consumer most times buy them without considering different brands. These four types of purchase behavior are the outcomes of consumer decision process.

2.1.3 The Consumer Decision – Making Process

Consumer decision making pertains to taking decisions regarding products and services 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 (Nwizugbo, 2013). It involves a model of five steps (Carlson & Palachini, 2014; Hawkim & Mokerjee, 2009; Engel, collate & Blackwell, 1973). The five steps are problem recognition, information search, evaluating of alternatives, purchase related decision and post-purchase decision. Each product attributes services as input in every stage of buying decision making process. It is assumed the identification of product attribute can result to need recognition and serve as available information. The first stage, problem recognition is when a person identify the need for a non-alcoholic drink. This identification may be when the person is exposed to the product or naturally been tasty for Malt. The second stage is information search of which product attributes serves as information provider which is used for alternative evaluation, the third stage. The fourth stage is purchase related decision which involves which brand to purchase, where and when and at what price. At the fifth stage the consumer evaluate the satisfaction or value received in comparison to his expectation formed from this perceived value of the product attributes. The outcomes of the consumer evaluation of received value with his expectation is likely to be consumer repeat purchase, consumer loyalty, recommendation of the product to others or switchover to other brands, no repeat purchase, speak badly of the brand to others.

Having evaluated different alternative with information available, a consumer makes rational decision on what to purchase. One of the three types of decision choice process that consumers might pass through is Affective Choice Process and Attitude-Based Choice Process. (Hawkins & Best, 2010; Carlson & Schiffman, 2014)

The attribute-based choice processes require the knowledge of specific attributes at the period of purchase and it involves attribute evaluations and comparisons. These processes require more efforts and time than affective choice processes. Again, the attributes-based choice process tends to be closer to the idea choice of consumers' individual involvement and motivation criteria.

2.2 EMPIRICAL REVIEW:

Some empirical studies have been conducted on the influence of products attributes on consumer purchase decision.

Malasi (2012), from 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 population. He found out that product attributes such as packaging decision, visible name labels and advertising significantly influence undergraduate's preferences 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.

Akpoyomere, Ganiyu & Ladipo (2012) in Lagos Nigeria, empirically investigated the influence of product attribute on consumer purchase decision in Nigeria food and beverages industry. They adopted survey method through administering 400 questionnaires to consumers of beverage product and while product moment correlation was used for data analysis with the aid of SPSS version 7. The result established that there is positive correlation between product attributes and consumer purchase decision.

Lancaster (1990) examined attributes of products in the United States of America, using his utility model. He discovered that attributes have been established as a critical determinant of consumer choices of food. The study also revealed that understanding why consumer chooses a product based upon it attributes help generally to understand why some consumers have preferences for specific brands.

Okeke (2009), in Nigeria investigated the correlates of consumer purchase behaviour in the cocoa market/Industry. Using nine attributes with a sample of 120 respondents drawn from Awka the capital of Anambra State, Nigeria. The study discovered that attributes are strong predictors as they are significant of various levels, and that customers recognize what they see about brands in turn helps in shaping and determining brand preferences. The study concluded that knowledge of attributes beliefs and strength assist greatly in crafting advertising messages.

Gladson-Nwokah and Ebitimi (2017) studies the effect of product packaging on brand preference of consumers in Port Harcourt, Rivers State, Nigeria with the aim of establishing the relationship of two

dimensions of product packaging (packaging colour and packaging design) with two dimension of consumer brand preference (Brand equity and perceived value). The survey research design method was adopted with a sample size of 384 consumers, using the convenience sampling techniques. While analytical tool used include frequency distribution, mean, standard deviation and spearman's rank correlation coefficient was used to test level of association. The findings showed that packaging colour and design significantly influence the brand preference.

Another study by Egele and Harcourt (2017), brand evaluation and consumer choice decision in purchase of refrigerators in Rivers State, Nigeria focused on finding the extent each brand attribute – brand name awareness, perceived brand name associated with quality and logo/symbol influence consumer's selection of a brand of refrigerator for actual purchase. A questionnaire distributed sample size of 312 consumer (Restaurants, 296 and fast food 16) determined through proportional stratified random sampling techniques was used in the study while frequency, mean with standard deviation and 2-test was used in testing of hypothesis. It was found that consumer's awareness of brand name has no influence, while their perception of brand name associated with quality and logo/symbol influence their choice of brand for purchase.

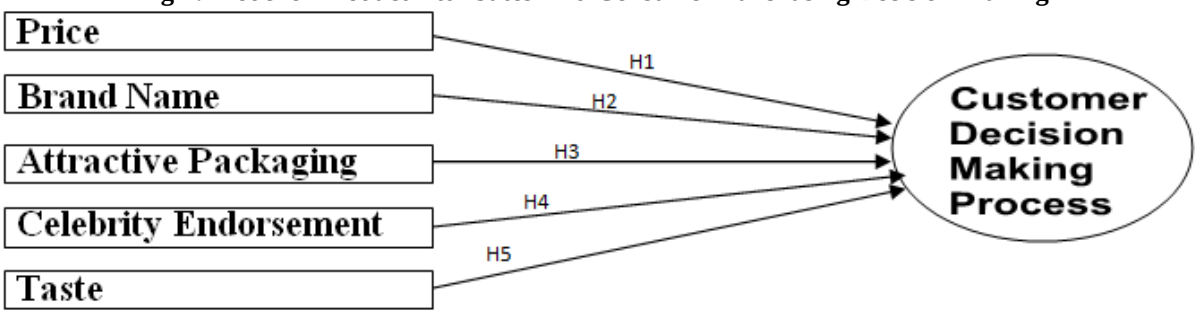
2.3 THEORETICAL FRAMEWORK

The study is rooted on Lancaster (1979) economic theory. The theory positioned that consumer prefer products whose attributes provide the highest perceived utility (Eaker & Verey, 2010). Linking the theory to the study, marketing eclectic. First, choice is taken to be the essence of the economy. In economics, choice making is the most influenced, rational to maximize utility (Assael, 1995). Second, we live in an atomistic world of individual, each with an individual identity and autonomy (Hirschman 1996).

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 perceive products as bundles of attributes that determines their choices of products (Engle Black & Minimal, 1995; Horowitz, 2000). Hence, we adopted the attributes of price, brand name, attractive packaging, celebrity endorsement and taste as inputs to each stages of customer decision making process as the schema for the study and it is presented as Fig 2 below.

Fig 2: Model of Product Attributes And Consumer Purchasing Decision Making



Source: Researchers' model

Having established that consumer decision making process is consist of five steps – problem recognition, information search, evaluation of alternative, purchase related decision, and post purchase behavior. It is hypothesized here that each brand attributes elements (prices, brand name, attractive packaging, celebrity endorsement and taste will influence each of these decision making process. On this note, it becomes pertinent to validate the above presupposition with the following hypothesis.

H_1 There is no significant relationship between Malt brand attribute of price and consumer customer decision making process.

H_2 There is no significant relationship between Malt attribute of brand name and customer decision making process.

H_3 There is no significant relationship between Malt attractive packaging and customer decision making process.

H_4 There is no significant relationship between Malt celebrity endorsement and customers decision making process.

H_5 There is no significant relationship between Malt taste and customer decision making process.

III RESEARCH METHODOGY:

The study adopted survey methods as its design being an exploratory research. The population of the study comprised of malt consumers in Enugu State, a city in the south eastern part of Nigeria. Since the population of the study is infinite, we adopted the formular for infinite population to develop the sample size (Hair et.al 2014, Churchill & Brown 2009, Okeke, 2010); which is n =

$$\frac{(Z^2PQ)}{E^2}$$

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 researchers did a pilot test of ten respondents. Seven out of the ten gave good and convincing reasons for product evaluation in respect of the attributes; thus form the P (i.e. success rate). While Q = 10-7 =3 (failure rate). Therefore the sample size for the study is 323, as shown below;

Z = 1.96, P = 70% or 0.70, Q = 30% or 0.30, E = 5% 0r 0.05

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

MEASURING INSTRUMENTS AND MEASURES:

The questionnaire was the instrument used for data collection of the study. Two constructs namely demographic variables of the respondents (consumers) and product attributions on purchase decision were operationalized and tested with a five-point likert scale with 5 (strongly agree) and 1 (strongly disagree) being at the two extremes. The scale has the ability of providing respondents with numerous options and it is generally accepted as suitable for self-administered questionnaire. The statistical techniques adopted are: Cronbach's alpha ($\propto$) used to test the reliability of 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 through the use of SPSS version 7.

IV RESULT AND DISCUSSION:

4.1 Questionnaire Collection

The questionnaire used for the study was 323, out of which 23 were rejected due to ambiguous fillings that are bias (having multiple ticking). In all, 300 questionnaires were properly filled and returned, representing 92.88% or 93% of the total data base. Response rate above 30% is good and acceptable when research uses survey questionnaire (crimp & Wright, 1995).

4.2 Demographic Profile

On gender analysis, the female respondents have the highest frequency at 70%, while the male respondents represent 30% of the valid sample size of 300. In terms of age distribution, a large percentage of the respondents fall between 26 to 40 years representing 87.33% of the respondents. The other 38 respondents that represent 12.67% are above the age of 40years. The implication of the above analysis indicates that females are mostly the gender that drinks malt, while the age implication shows those that are more vibrate and energetic to face the stress associated with purchase activities and its related decisions.

In terms of educational qualifications, 44.67% are postgraduates having either masters or PhD degree; 16.67% are B.sc and HND holders, 24.67% are SSCE holders and the remaining 14% are holders of FSLC etc. the implications of this shows that in real terms, the respondents to this study can read and write. 33.33% of the respondents are married while 66.67% are single, meaning a large percentage of the respondents are not married and it went further to prove that unmarried aspect of the population drink malt more than the married groups. The response on how often respondents consume malt drinks, those that optioned for frequently are 270 with percentage rate of 90 while those that said less often are 30 representing 10%. In terms of the reason for the margin of 90% to 10%, most respondents drink malt for pleasure and energy; and they are not on diet.

4.3 Brand Product Attributes and Consumer Purchase Decision Making

The below table 3 is the analysis of response as it concerns the five variables of product attributes with consumer purchasing decision making using multiple regression analysis.

Table 1: Analysis on Descriptive Information on Attributes

	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	.7745
Brand Name 1	300	1.00	5.00	4.9567	1.1275
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	1.0978
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	100	5.00	3.5418	1.50381
Taste 4	300	100	5.00	3.9412	1.20285
Taste 5	300	100	5.00	3.8142	1.22202
Purchase decision 1	300	100	5.00	4.2353	.80007
Purchase decision 2	300	100	5.00	4.2817	.80635
Purchase decision 3	300	100	5.00	4.0898	.84588
Purchase decision 4	300	100	5.00	3.6347	1.29367
Purchase decision 5	300	100	5.00	3.5449	1.48083

Table 2: Instrument Reliability Test.

Gonbach's Alpha	No of items
0.789	30

4.4 Hypotheses Testing

In testing the hypothesis, multiply regressions were used with the aid of statistical package for social science (SPSS) version 17. Table 3 below shows the model summary results that sought to establish the explanatory power of the independent variables (price, brand name, attractive packaging, celebrity endorsement and taste for explaining and predicting the depended variables, consumers purchase decision). R. the multiply correlation coefficients (i.e. the linear relationship between the observed and model predicted values of the depended variables). 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 on the depended variable (purchase decision) is accounted for by the variable in the independent variables.

Table 3: Model Summary.

Model	R	R. square	Adjusted R. Square	Standard error of the estimate
	.448a	.501	.688	2.88335

(a) Predictors (constant) price, brand name, attractive packaging, celebrity endorsement and taste.
(b) Dependent Variable (purchase decision).
Source: SPSS version 17

Table 4: ANOVA.

Model	Sum of squares	DF	Mean Square	F	Sig
Regression	662.808	.5	32.362	15.945	.000^9
Residual	2635.452	317	8.314		
Total	3298.260	322			

(a) Predictors (constant) price, brand name, celebrity endorsement and taste.
(b) Dependent variables consumer purchase decision.
Source: SPSS Version 17.

Table 5: Coefficient

	Unstandardized coefficient	**Standardize coefficient**			
Model	B	Standard 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
Attractive packaging	.128	.050	-140	-2.549	.011
Celebrity endorsement	.206	.036	-289	-5.668	.000
Taste	.030	.040	.040	-744	.451

(a) Dependent Variables (consumers purchase decision)

The table above showed the beta coefficient, which gives the contributions of each independent variable to the model while the T-Values revealed the effect of the variable and the critical ratio and P-Values respectively.

4.5 Research Findings

The above table 5, showed the beta coefficient which gives the contributions of each independent variable to the model. In the model, price (t=-1.294, R=.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=0.011<.05). We accept the alternative hypothesis that attractive packaging has a significant relationship 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.

4.6 Discussion of Findings

Based on the test result, brand name has a significant effect on consumers purchase decision. This is supported by the studies carried out by Belch &Belch, 2009; Parry, 2001; Brassington &Pettite; 2003). This may be as a result that brand name help consumers to remember a key attribute or benefit and identify a company's product and differentiate them from those of competitors. The test also revealed that attractive packaging has a significant effect on consumers purchase decision. This is in conformity with studies carried out by Kotler and Amstrong(2013), Parry and lovell (2001) and McCarthy (1982). Packaging is a silent salesman,(Donadini & Porretta 2008). It protects the product and must consumers perceive it as a sign of quality at the point of purchase. The findings of this study also revealed that celebrity endorsement has a significant relationship with consumers purchase decision; the studies of Rukhsar & Khairim (2016)and Oyedeyo(2012) confirms the findings consumers are more likely to choose products endorsed by celebrities than those without such endorsement

However price and taste do not have any significant effect on consumers purchase decision. This may be because consumers actually pay for the value worth of a product or service via the price attached on it; which makes the price subjective, selective and acceptive based on the individual's temperament. This findings as it regards to price not having influence on purchase decision is validating the already existing assertion that consumer under habitual buying behavior and also for convenience goods do not consider price differences of brands. Taste is a post-purchase feeling that account for cognitive dissonance or resonance.

V CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The study found that it is not all the brand product attributes of Malt drink have influence on consumer purchase decision. In the context of this study, brand name, attractive packaging and celebrity endorsement have significant effect on consumer purchase decision. This implies that all the brand attributes of Malt drink should not be given equal important consideration during product development.

5.2 Recommendations

Based on the result of this study, the following recommendations are made:

1. Producers of Malt drink should see brand name, attractive packaging and celebrity endorsement as a powerful tool of differentiating their product from others for attracting more patronage because of their influence on consumer purchase decision.
2. There is need for producers of Malt drink to always carry out consumer perception research on brand attributes in other to always develop appropriate brand attributes and to always modify brand product attributes whenever they is changes in consumer perception.
3. Information about the taste of Malt drink brand should be provided in the product label clearly in order to establish brand taste different from the stage of information search, so that they can be used in alternative evaluation and purchase related decision stages.

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