

Determinant of Consumer Behaviour on the Sales of Potatoes in Ebonyi South Senatorial Zone, Nigeria

Uma, Treasure & Dr. Mrs. Lilian Oriema Godwin-Okoubi

Department of Marketing, School of Business Studies, Akanu Ibiam Federal Polytechnic
Unwana, Afikpo, Ebonyi State

Abstract: *The general objective of the study is to study the determinants of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone. Specific objectives include: To find out if price of potato is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone. To investigate if quality of potatoes is a determinant factor for consumer purchase of potatoes in Ebonyi South Senatorial Zone. To find out if health and nutrition of potatoes is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone. To know if size of potato is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone. To investigate if availability and convenience of potatoes is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone. Questionnaire were used to collect primary data source from the respondents. Consumers of potatoes were infinite, so the researcher adopted Topman's formula for the sample size determination which gave rise to 183. Out of which 165 returned the questionnaire, Descriptive survey design with the use of Pearson coefficient of correlation software at Level of Significant: $\alpha = 0.05$, was used to analysis the data. The following was found in the hypothesis testing: Price of potatoes determines sales of potatoes in Ebonyi South Senatorial Zone, Quality of potatoes determines the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone, Size of potatoes is a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone and finally, the study equally found out that Availability and convenience is a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone. The study recommended that Consumers are more likely to purchase potatoes if they are affordable and competitively priced compared to other food options. Again, If potatoes are readily available and easily accessible, consumers are more likely to purchase them*

Keywords: *Consumer behavior, Sales, Potatoes, price, quality and availability*

CHAPTER ONE INTRODUCTION

1.1 Background of the Study

Consumer behavior is the study of individuals, groups, organizations and the processes they undertake to select purchase use and dispose of product, services, ideas or experiences to satisfy their needs and desired. It involved examining how consumers make decisions, what influences their choice and the factors that impact their purchasing behavior.

Potatoes are one of the most widely consumed and versatile food crops globally. They are a staple food in many countries and play a significant role in peoples diet consumer preferences and trends are constantly evolving factors such as health consciousness, convenience, taste preferences and cultural influences can impact the demand for potatoes. Potatoes face competition from other carbohydrate rich food products like rice, pasta and bread. Understanding the factors that lead consumers to choose one product over another.

However, price is a crucial determinant of consumer behavior. Consumer by examining the relationship between pricing. Potato sales can provide insight into price elasticity of demand and help businesses, optimize their pricing strategies.

Studying the determinants of consumer behavior, on the sales of potatoes in Ebonyi South Senatorial Zone is essential for understanding market dynamics identifying opportunities for growth and developing effective marketing strategies in the potato industry.

1.2 Statement of the Problem

Despite the significant growth in the consumer market in Ebonyi South Senatorial Zone, there is a lack of understanding of the factors influencing consumer behavior. This lack of understanding hinders businesses from effectively targeting and satisfying the needs and preferences of consumers in the region.

Additionally, there is a lack of research on the specific consumer behavior patterns and trends in Ebonyi South Senatorial Zone, making it difficult for business decisions. Therefore, there is a need to conduct comprehensive research on the determinant of consumer behavior in Ebonyi South Senatorial Zone to gain insight into the factors influencing consumer purchasing decision of potatoes, their preferences and their attitudes towards different products and services. This research will provide valuable information for businesses to tailor their marketing strategies and offerings to better meet the needs and preferences of consumers in Ebonyi South Senatorial zone, ultimately leading to increased customer satisfaction and business growth in the region.

1.3 Objectives of The Study

The main objective of this study is to study the determinants of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

Other objectives includes:

1. To find out if price of potato is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone
2. To investigate if quality of potatoes is a determinant factor for consumer purchase of potatoes in Ebonyi South Senatorial Zone.
3. To find out if health and nutrition of potatoes is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone.
4. To know if size of potato is a determinant factor for the sales of potatoes in Ebnyi South Senatorial Zone.
5. To investigate if availability and convenience of potatoes is a determinant factor for the sales of potatoes in Ebonyi South Senatorial Zone.

1.4 Research Questions

For the purpose of this research, the following questions are formulated to assist the researcher to identify the determinant of consumer behavior on the sales of potatoes in Ebonyi State Senatorial Zone.

- i. How does price of potato determine the sale of potatoes in Ebonyi South Senatorial Zone?
- ii. In what ways does quality of potato determines the consumed purchase of potatoes in Ebonyi State South Senatorial zone?
- iii. Does health and nutrition determines the sales of potatoes in Ebonyi South senatorial zone?

- iv. How does a size of potato determine the sale of potatoes in Ebonyi south senatorial zone?
- v. In what way does the availability and convenience of potatoes determine the sales of potatoes in Ebonyi South Senatorial Zone?

1.5 Research Hypotheses

H₀: Price of potatoes does not determine sales of potatoes in Ebonyi South Senatorial Zone.

H₁: Price of potatoes determine the sales of potatoes in Ebonyi South Senatorial Zone

H₀: Quality of potatoes does not determine the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone

H₁: Quality of potatoes determines the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone.

H₀: Health and nutrition is not a determinant of consumer behavior for the sale of potatoes in Ebonyi South Senatorial Zone.

H₁: Health and nutrition is a determinant of consumer behavior for the sale of potatoes in Ebonyi South Senatorial Zone.

H₀: Size of potatoes is not a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone

H₁: Size of potatoes is a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone.

H₀: Availability and convenience is not a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

H₁: Availability and convenience is a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

1.6 Scope Of The Study

The study covers consumer and their perception towards the sale and purchase of potatoes in Ebonyi South Senatorial zone.

It also talked about the factors that determine the sale of potatoes on Ebonyi South senatorial zone. It also talked about the influence and choice of consumer behavior in Ebonyi South Senatorial zone.

Also the study, talked about how consumers examine the decision of sales of potatoes in Ebonyi South Senatorial zone. The period of time used in the completion of this work was within a year and two months. In the sense that, reliable and objective data have to be collected.

The area covered for this study was within Ebonyi South Senatorial zone. In other to enable the researcher get a reliable and valid instrument for the research work.

1.7 Significance of the Study

the study will enable the farmers and sellers of potatoes in ebonyi south senatorial zone to know the specific species of potato to go in based on the ones the consumer likes on either sweet potato, red bliss potato, Yukon gold potato and russet potato before producing it in a large quantity. Also the one that has more health nutrition. It will make the vender of potato to know the quality ones to be supply to the Ebonyi South Senatorial zone.

This study will also enable buyers and consumers of potato to make right choice in the varieties of potatoes, its health and nutrition and also consider their income in terms of the price to know if it will rhyme in the purchase of potato in the Ebonyi South Senatorial zone.

The potato sellers and producers should potatoes available thereby creating time and place utility for the consumers. This will enable the consumers to make more purchases since the stress of conveying them from a far distance have being curbed.

This study will give students most especially in Ebonyi South Senatorial zone the insight in taking necessary concentration in every step they want to take in buying potato.

1.9 Definition Of Terms

The value of a research work is incomplete unless the terms are defined in order to avoid some misconceptions or misinterpretation that may arise.

Determinant: An element that identifies or determines the nature of something or that fixes an outcome.

Consumer: A person or group who intends to order or use purchased goods or services primarily for personal use etc.

Determinant of Consumer behavior: These are the factors that influence or shape consumer decision-making processes while purchasing goods and service.

Consumer Behavior: It refers to the actions, attitudes and decision-making processes individuals engage in when purchasing using and evaluating products or service.

Sale of potatoes: These terms describes the transactional exchange of potatoes from sellers to buyers.

Ebonyi South Senatorial Zone: This refers to a specific geographical area or district within the Ebonyi State in Nigeria.

Brief History of Ebonyi South Senatorial Zone

Ebonyi South Senatorial zone is a region located within the Ebonyi State in Southeastern Nigeria. It is one of the senatorial districts in the state and comprises several local government areas. They are Afikpo North, Afikpo South (Edda) Ivo, Ohaozara, Onicha. Also made up of two consistency which are Afikpo Consistency and Ohanivo consistency.

The region is known for its agricultural activities, including the cultivation of crops like potatoes. Ebonyi South Senatorial zone is characterized by its unique price, quality and health nutrition, size can influence consumer behavior and the sales of potatoes specifically in this area.

Sales of potatoes have been a staple food item in many parts of the world for centuries. The cultivation and consumption of potatoes date back to ancient time. However, the commercialization and sales of potatoes have increased significantly. In the context of modern agricultural practices and global trade. The sales of potatoes, involves various stakeholders including farmers, suppliers, retailer, consumers and distributors.

Consumer behavior trade its roots back to the early 20th century when researchers and practitioners started exploring the psychological and taste, price that influences consumer decision making.

CHAPTER TWO REVIEW OF RELATED LITERATURE

2.1 Conceptual Framework

Consumer behavior plays a crucial role in the sales of potatoes in Ebonyi State who purchases goods or services for personal use or consumption. Consumer behavior can have a significant impact on the sale of potatoes in Ebonyi south Senatorial zone. The consumers have more choice than ever before in terms of health and nutrition value of sale of potato with affordable price i.e relatively low price and excellent customer patronage.

During the course of this study, the researcher found out that the following factors determines the determinants of consumer behavior on the sales of potato in Ebonyi south senatorial zone.

- i. Price
- ii. Quality
- iii. Health and nutritional
- iv. Size
- v. Availability and conveniences.

Price

The price of sales of potato can play a significant role on the determinant of consumer behavior in the sale of potatoes in Ebonyi south senatorial zone. With consumer being price sensitive and considering affordability and willingness to pay a premium for organic varieties when making potatoes. Price discount can stimulate consumer demand for potatoes, particularly when promoted as a healthy option. Also consumer may be more likely to purchase potatoes if they perceive them to be affordable and within their price range. Price in terms of quality correlation; consumers behave base on the good value for the value for the price they pay for the sale of potato, if there is a perceived disparity between the price and quality of potato.

Quality

The quality of potato on the determinants of consumer behavior on the sales of potato in Ebonyi south senatorial zone includes:

Perceived value: consumers perceive higher quality potatoes as having greater value which attributes to it freshness, taste, texture and appearance when consumer perceive potatoes as being of higher quality, they are more likely to purchase them. On the hand, poor quality potatoes may determine consumer from making a purchase.

Repeat purchase: positive experiences with high-quality potatoes can lead to repeat purchases consistently encounter good quality potatoes that develop trust and satisfaction with the product. They are more likely to become repeat consumers and continue buying the same brand or type of potatoes.

Trust and Reputation: Quality potatoes build trust and reputation for the brand or supplier. Customers are more likely to trust brands or supplier that consistently provides high quality potatoes. Positive word of mouth and recommendations from satisfied customers contribute to building a positive reputation, attracting new consumers and retaining existing ones.

Customer Satisfaction: High-quality potatoes contribute to customer satisfaction by meeting or exceeding customer expectations. Satisfied customers are more likely to share positive feedback, engage in repeat purchases, and become brand advocates. On the other

hand, poor quality potatoes can lead to dissatisfaction, negative word of mouth, and lost sales. The farmer and sellers of potatoes should ensure consistent quality by implementing proper storage, handling and quality control practices.

Health and Nutrition

Health and nutrition factor play a significant role in the determinants of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone. In terms of perceived health related value of organic and functional foods which consumers are more likely to purchase potatoes, the organic production or specific functional food attributes and their health choices. Providing clear and accurate information about the nutritional content and health benefits of potatoes can positively influence consumer behavior, leading to increased sales. However, it's worth mentioning that there may be variations in the specific health and nutrition factors that consumers prioritize in different region and market in Ebonyi south senatorial zone.

Size

Size can be a determinant on the sale of potatoes in Ebonyi South Senatorial zone.

This includes:

- i. **Consumer Preferences:** consumer preferences for potatoes size can vary some consumers may prefer larger sized potatoes as they perceived them to be more suitable for certain dishes or recipes. Others may prefer smaller sized potatoes, considering them to be more convenient or easier to cook. Preferences can also be influence by cultural and regional factors.
- i. **Visual Appeal:** The visual appeal of potatoes, including their size can influence consumer behavior. Larger potatoes may appear more visually appealing and may be perceived as having more value. On the other hand, smaller potatoes can be perceived as delicate or more flavorful, attracting consumers who prioritize these attributes.
- ii. **Utility And Use:** Consumer behavior can be determine by the utility and use of potatoes based on the size. For example, smaller sized potatoes may be preferred for

Availability and conveniences

Availability and convenience are important factors that can determine consumer behavior on the sales of potatoes in Ebonyi south senatorial zone. Here' how:

Purchase Decision: Availability and convenience play a crucial role in consumers purchase decision. If potatoes are readily available in stores, consumers are more likely to consider them as a viable option for their needs. Additionally, convenient packaging such as pre-washed or pre-cut potatoes can save consumers time and effort, making them more inclined to choose purchase potatoes.

Impulse Purchase: When potatoes are readily available and conveniently displayed, consumers may be more likely to make impulse purchases. For example, strategically placing of potatoes near complementary products like meat or sad ingredients can encourage consumers to add them to their shopping carts.

Repeat Purchases: Consistent availability and convenience contribute to repeat purchases. If consumers can rely on finding potatoes whenever they need them, it increases the likelihood of them continuing to purchase them regularly. Convenient access to potatoes builds customer loyalty and encourages repeated buying behavior.

Meal Planning: Convenience and availability also impact consumers meal planning. If potatoes are easily accessible consumers are more likely to incorporate them into their meal plans and recipes and this can lead to regular and predictable demand for potatoes.

Ensuring consistent availability through proper stocking and distribution channels, as well as offering convenient packaging and preparation options, are crucial for the determinant of consumer behavior in Ebonyi South Senatorial zone.

2.2 Empirical Framework

Mohammed suleman mukras (2013), examined consumer behavior as determinants of demand and sales for sweet potatoes at the farm, retail and markets in Rachuonyo South district. The sampling frame was a list of 166 retailers and an infinite number of consumers. A total of 166 retailers and 384 consumers selected using simple random sampling technique. Based on the results, the study concludes that demand of sweet potatoes in Kenya significantly varies across the markets due to sundry factors that vary in their magnitude of effects on the demand for the different markets.

Lewis (1991) examined potato marketing in rural Bangladesh, including the inter-temporal marketing with several months storage based on recent village case study in Comilla district. A detailed economic analysis was conducted by presenting cost and return data obtained from farmers, trader and cold storage owners for the survey year 2000/2001. The analysis was extended also to the last five to ten years taking into consideration the large year-to-year fluctuations of the potato market. The pioneering study of Lewis (1991) on the potato market in the same region in the later half of the 1980s is a good bench mark for the present study to understand the structural changes of the market that have occurred since then. The enumeration of the entire consumer residing in two hamlets as a baseline survey enabled us to investigate the rural employment structure and credit market at present as a whole, which facilitated the analysis of the relations between farmers, traders, cold storage owners and other agents in the potato market. As a concluding remark the major findings and the implications are presented below. The tendency to specialization of various agents in the potato market as mentioned above, can also be attributed to the development of the potato consumer market in urban and semi-urban areas, which requires more time and skill (including the establishment and the maintenance of trade networks) in the transactions with urban traders (Paikar) for meeting the more sophisticated and much larger demand for potato, although this is still a hypothesis that should be verified in the future. The fact that the increasing competition among the cold storage owners led them to make more efforts to concentrate on reaching the capacity of the storage can also be an important factor for the withdrawal from potato inter-temporal trading.

Asfaw, Negesse and Senbeta (2017) determinants of farmer's potato marketing to household in Kofale district, west Arsi zone, Oromia Regional state, Ethiopia. The study was undertaken to identify determinants of marketing of potato in Kofale district. Two stage sampling procedure was used to select sample households, in the first stage, from 22 Kebeles producing both potato and head of cabbage in the district four sample kebeles were randomly identified in collaboration with concerned experts from district office of agriculture and development agents. In the second stages 150 sample households were randomly selected from four samples kebeles based on probability proportional to size sampling technique the total number of households in 4340. This study has identified household determinants of potato productions and marketing in kotale district, west Arsi zone, Oromic

Regional state, Ethiopia, the district average potato production is 52 quintals/household. All sample potato producers in the study area producing using rainfed. The potato supply to market significantly and negatively affected by family size while amount of potato produced, frequency of extension contact and access to market information affect it positively.

2.3 Theoretical Framework.

The theoretical framework is the structural that can hold or support a theory of a research work. It also explains and predicts how individuals make decisions regarding the purchase consumption and disposal of goods and services. It is based on models of consumer behavior.

2.3.1 Theory of Planned Behavior (TPB)

Icek Ajzen is view to suggest that consumer behavior is determined by three main factors attitude towards behavior, subjective norms, and perceived behavior control.

1. **Attitude:** It deals with individual positive or negative evaluation of performing a specific behavior. It involves subjective beliefs about the outcome of the behavior and the value placed on those outcome
2. **Subjective norms:** They are those social influences that impact behavior. It include and individual perception of what other think they should do and the motivation to comply with those expectations. It involves the influence of friends, family colleagues and society in general.
3. **Perceived Behavioral Control:** This factor refers to an individual perception of their ability to perform the behavior successful. It deals with both internal and external factors such as skills, resources, opportunities and obstacles in relation to the sale of potatoes, consumer attitudes toward potatoes, these factors can determine their buying behavior.

2.3.2 Social Learning Theory:

Albert Bandura suggests that consumer behavior is influenced by observing and imitating others. In the by peers family or influencers showcasing the benefits or consumption of potatoes.

1. Observational learning: Individuals learn by observing others. In the context of potato sales, consumers may learn and observe from the behaviors and choice of others in the social networks. For example seeing their friends or family members purchasing and enjoying potato. It may influence their own purchase decision.

2. Social Influence: The theory emphasizes the role of social interaction in shaping behavior. In Ebonyi south factors such as word-of-mouth recommendations social norms and cultural influences can impact consumer regarding potato sales. Positive experiences shared by others or societal expectations regarding potato. Consumption can influence individual decision to buying potatoes.

3. Reinforcement: This theory suggests that individuals learn through reinforcement, both positive and negative. Positive experiences with potato consumption such as enjoying a taste potato dish, may reinforce the behavior and encourage repeat purchase.

On the other hand, negative experience or perception such as concerns about the quality or safety of potatoes, may deter consumers from buying them.

2.3.3 Cognitive Dissonance Theory

This theory suggests that consumer strive for consistency between their beliefs attitude towards potatoes but face conflicting information or negative experience related to potatoes sales within a social system. If there are innovations or new variables of potatoes being

introduced in the market, this theory can help to know the factors that influence consumer adopted and diffusion of such innovation.

2.3.4 Consumer Decision Making Model

It outlines the stages consumer go through when making purchasing decision. These models consider factors such as problem recognition information search, evaluation of alternative purchase decision and post purchase evaluation, which can influence the sale of potatoes.

CHAPTER THREE METHODOLOGY

3.1 Research Design

In this research design, the research that was used for this research was descriptive survey design. Descriptive survey involves gathering people opinion on what concerns the topic at hand, use of questionnaire. The questionnaires were distributed to the selected sample of consumers either via mail, email or in person interviews depending on the feasibility and cost effectiveness. The descriptive survey design were used by the researcher in the study.

3.2 Selection of Data

This research is based on two sources that is primary data and secondary data.

Primary Data

This is a field work here, the researcher went into the field, interviewed people both sellers and consumers of potato in Ebonyi south senatorial zone and equally administered questionnaires. It helps in solving research problems.

Secondary Data

These are the information relating to the subject matter gotten by the research as contain in published materials use of journals articles, text books, library etc. And they already made materials.

3.3 Collection of Data

In Ebonyi south senatorial zone, there was face to face interaction the potatoes sellers, consumers of potatoes. After interacting with them, questionnaires were served to them and were ask to fill and return to the researcher.

3.4 Population of the Study

The population of the study is unknown, this because the researcher cannot be able to ascertain the number of consumers who consumers potato in Ebonyi south senatorial zone, therefore the researcher uses the Top man's formula to carry out the pilot survey in order to estimate the probability of respondents who accept and purchase potato in Ebonyi south senatorial zone. This include Afikpo North 100, Afikpo South (Edda) 180, Ivo 75, Oharzara 60, Onicha 65.

3.5 Sample Size Determination

The researcher used pilot survey to determine the proportion of consumer. The researcher interviewed a random sample of (470) consumers of which four hundred and five (405) have consumes potato in Ebonyi south senatorial zone and society five (65) were not consumer of potato in Ebonyi south using the formula

$$\text{Thus, } p = \frac{\text{positive response}}{\text{total sample}} = \frac{405}{470} = 0.862$$

$$q = \frac{\text{negative response}}{\text{total sample}} = \frac{65}{470} = 0.138$$

Substituting the formula

$$\text{Therefore, } n = \frac{\text{positive response}}{\text{error margin}} \times \text{negative response}$$

$$n = \frac{1.96 \times 1.96 \times 0.862 \times 0.138}{0.0025} = \frac{0.4569813696}{0.0025}$$

$$n = 183$$

3.6 Sampling Design

In order to prevent sample error the researcher applied convenient sampling to select the number of consumer of potatoes during the study.

3.7 Research Instrument

The researcher instrument for this was questionnaire. Questionnaire was adopted as it gives the respondents the opportunity to freely express their opinion. The instrument is made up of two sections, A and B. Section A is to elicit information on demographic characteristics while section B is made up of research questions. Also with the use of statistical package for the social sciences (SPSS).

3.8 Validity of the Instrument

To validate the instrument for the study the researcher used content and face validity. In order to comply with the requirements for given to the supervisor and other experts who corrected mistakes and dual meaning in the content.

3.9 Reliability of the Instrument

The reliability of the instruments measures the consistency of instruments; the measure of stability employed in the study.

3.10 Data Analysis Techniques

.Presentation of data frequency and tabulation was used to analyze the data obtained from the questionnaire. In testing the various hypotheses Pearson coefficient of correlation was used for Statistical tool with the aid of soft ware in chapter four.

CHAPTER FOUR

4.0 DESCRIPTIVE DATA PRESENTATION AND ANALYSIS

Section A

The distribution and collection of questionnaire were done here. A total of 183 questionnaires were distributed and 165 (0.90) collected and recorded, 18(0.1) questionnaires of the entire questionnaire distributed were recorded as non-response during data collection. This was a good sample representation for the whole population as sample size result gotten using Topman's formula to get infinite.

Table 1: the gender of the respondents

Respondents		
CATEGORY RESPONDENTS	FREQUENCY	PERCENTAGE %
FEMALE	100	60.6
MALE	65	39.4
TOTAL	165	100.0

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

This Table above shows the sex of the respondent of customers sampled during the survey. The descriptive statistics on the table implied that 60.6% of male against 39.4% of female responded to the questions.

Table2: The Marital Status Of Respondents

RESPONDENTS		
CATEGORY OF RESPONDENTS	FREQUENCY	PERCENTAGE %
SINGLE	30	18.2
MARRIED	100	60.6
DIVORCE	35	21.2
Total	165	100.0

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

This Table above shows the marital status of the respondent of customers sampled during the survey. The descriptive statistics on the table implied that 60.6% were married, 18.2% of single and, 21.2% of divorced responded to the questions.

TABLE3: Do you agree that price of potatoes determine the factor for the sale of potatoes in Ebonyi South senatorial zone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	8	4.8	4.8	4.8
D	22	13.3	13.3	18.2
A	35	21.2	21.2	39.4
SA	100	60.6	60.6	100.0
Total	165	100.0	100.0	

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Table3 shows the distribution of the responses of the respondent on question 1 above. It implied that 4.8% strongly disagreed, 13.3% disagreed, 21.2% agreed and 60.6% strongly agreed to the opinion that price of potatoes determine the factor for the sale of potatoes in Ebonyi South senatorial zone.

Table, 4. Do you agree that price of potatoes affects the sales of potato in Ebonyi South Senatorial Zone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	11	6.7	6.7	6.7
	D	19	11.5	11.5	18.2
	A	50	30.3	30.3	48.5
	SA	85	51.5	51.5	100.0
	Total	165	100.0	100.0	

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Table, 4 above showed that 85 (51.5%) of the respondents strongly agreed that price of potatoes affects the sales of potato in Ebonyi South Senatorial Zone, 50(30.3%) agreed, 19 (11.5%) disagreed, while 11(6.5%) of the respondents strongly disagreed that price of potatoes affects the sales of potato in Ebonyi South Senatorial Zone, This analysis concluded that the highest respondents strongly agreed that price of potatoes affects the sales of potato in Ebonyi South Senatorial Zone.

Table 5. Do you agree that value for money can lead to low sales of potato in Ebonyi South Senatorial Zone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	5	3.0	3.0	3.0
	D	10	6.1	6.1	9.1
	A	30	18.2	18.2	27.3
	SA	120	72.7	72.7	100.0
	Total	165	100.0	100.0	

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

This analysis showed that 120 respondents strongly agreed that value for money can lead to low sales of potato in Ebonyi South Senatorial Zone, 30(18.2%) agreed, 10 (6.1%) disagreed, while 5(3.0%) strongly disagreed that value for money can lead to low sales of potato in Ebonyi South Senatorial Zone

Table 6. Do you agree that customers expect a certain level of quality based on the price they pay for potato?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	6	3.6	3.6	3.6
	D	9	5.5	5.5	9.1
	A	90	54.5	54.5	63.6
	SA	60	36.4	36.4	100.0
	Total	165	100.0	100.0	

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Table 6 above showed that 60 (36.4%) of the respondents strongly agreed that customers expect certain level of quality based on the price they pay for potato, 90 (54.5%) agreed, 9(5.5%) disagreed, 6(3.6%) strongly disagree that customers expect a certain level of quality based on the price they pay for potato. This analysis concludes that the highest respondents agree that customers expect certain level of quality based on the price they pay for potato.

Table 7. Do you agree that quality of potatoes is a determinant factor for consumer purchase of potatoes in Ebonyi South Senatorial Zone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	14	8.5	8.5	8.5
	D	16	9.7	9.7	18.2
	A	67	40.6	40.6	58.8
	SA	68	41.2	41.2	100.0
	Total	165	100.0	100.0	

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Table 7 above showed that 68 (41.2 %) of the respondents strongly agreed that quality of potatoes is a determinant factor for consumer purchase of potatoes in Ebonyi South Senatorial Zone. 67 (40.6%) agreed, 16 (9.7%) disagreed, while 14 (8.5%) strongly disagreed agree that quality of potatoes is a determinant factor for consumer purchase of potatoes in Ebonyi South Senatorial Zone. This analysis showed that the highest respondents strongly agreed that quality of potatoes is a determinant factor for consumer purchase of potatoes in Ebonyi South Senatorial Zone

Inferential Statistics

Inferential statistics is a way of making inferences about populations based on samples. Inferences in this research project are based on principles of evidence using sample statistics from primary data. The validity of a claim is justified through the setting of

research hypothesis and data collected analyzed using appropriate statistical tool. The decision made is used to generalize over the entire population.

TESTING OF HYPOTHESES

In this section the hypothesis formulated in chapter one of this research are tested and claims of the researcher validated. The research hypothesis of this work were validated as follows

Statement Of Hypothesis 1

H_0 : Price of potatoes does not determine sales of potatoes in Ebonyi South Senatorial Zone.

H_1 : Price of potatoes determines sales of potatoes in Ebonyi South Senatorial Zone.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondents on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

		Price of potatoes	of Sales of potatoes
Price of potatoes	Pearson Correlation	1	.980
	Sig. (2-tailed)		.000
	N	165	165
Sales of potatoes	Pearson Correlation	.980	1
	Sig. (2-tailed)	.000	
	N	165	165

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

DISCUSSION OF RESULT

The SPSS correlation output above, with $r = 0.98$ indicate that there is a high positive relationship among the responses of the 165 respondent. This shows about 98% contribution.

Also $P - value(sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.000 < \alpha = 0.05$. Therefore, we conclude that Price of potatoes determines sales of potatoes in Ebonyi South Senatorial Zone.

Statement Of Hypothesis 2

H_0 : Quality of potatoes does not determine the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone

H_1 : Quality of potatoes determines the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

		Quality of potatoes	of Consumer behavior
Quality of potatoes	Pearson Correlation	1	.900
	Sig. (2-tailed)		.000
	N	165	165
Consumer behavior	Pearson Correlation	.900	1
	Sig. (2-tailed)	.000	
	N	165	165

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Discussion Of Result

The SPSS correlation output above, with $r = 0.90$ indicate that there is a high positive relationship among the responses of the 165 respondent. This shows about 90% contribution. Also $P - value(sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.000 < \alpha = 0.05$. Therefore, we conclude Quality of potatoes determines the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone.

Statement Of Hypothesis 3

H_0 : Health and nutrition is not a determinant of consumer behavior for the sale of potatoes in Ebonyi South Senatorial Zone.

H_1 : Health and nutrition is a determinant of consumer behavior for the sale of potatoes in Ebonyi South Senatorial Zone.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)
Correlations

		Health and nutrition	consumer behavior
Health and nutrition	Pearson Correlation	1	.490
	Sig. (2-tailed)		.620
	N	165	165
consumer behavior	Pearson Correlation	.490	1
	Sig. (2-tailed)	.620	
	N	165	165

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Discussion Of Result

The SPSS correlation output above, with $r = 0.49$ indicate that there is a high positive relationship among the responses of the 165 respondent. This shows about 49% contribution.

Also $P - value(sig - value = 0.620) > \alpha = 0.05$, indicate that the correlation among the responses of the respondents is not statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.620 > \alpha = 0.05$. Therefore, we conclude Health and nutrition is not a determinant of consumer behavior for the sale of potatoes in Ebonyi South Senatorial Zone.

Statement Of Hypothesis 4

H_0 : Size of potatoes is not a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone

H_1 : Size of potatoes is a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)
Correlations

		Size of potatoes	Consumer behavior
Size of potatoes	Pearson Correlation	1	.920
	Sig. (2-tailed)		.000
	N	165	165
Consumer behavior	Pearson Correlation	.920	1
	Sig. (2-tailed)	.000	
	N	165	165

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

DISCUSSION OF RESULT

The SPSS correlation output above, with $r = 0.92$ indicate that there is a high positive relationship among the responses of the 165 respondent. This shows about 92% contribution. Also $P - value(sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.000 < \alpha = 0.05$. Therefore, we conclude Size of potatoes is a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone.

Statement Of Hypothesis 5

H_0 : Availability and convenience is not a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

H_1 : Availability and convenience is a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

		Availability and convenience	Consumer behavior
Availability and convenience	Pearson Correlation	1	.820
	Sig. (2-tailed)		.000
	N	165	165
Consumer behavior	Pearson Correlation	.820	1
	Sig. (2-tailed)	.000	
	N	165	165

SOURCE: UMA TREASURE. (2023) FIELD WORK SURVEY

Discussion Of Result

The SPSS correlation output above, with $r = 0.82$ indicate that there is a high positive relationship among the responses of the 165 respondent. This shows about 82% contribution.

Also $P - value(sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.000 < \alpha = 0.05$.

Therefore, we conclude Availability and convenience is a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone

CHAPTER FIVE

SUMMARY OF FINDINGS CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings:

The main objective of this study is to examine the key factors that determine the impact of the consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone. As such the researcher studied various key factors that can lead to consumer behavior on sales of potatoes. The findings of this result of the research provide important information about the key factors of determinants of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

To gain insight into this topic various feat journals and write-up from various authors all over the world. However, the information obtained from the primary source of data was derived from the respondent's answers to the questionnaires that were administered on the consumers of potatoes in Ebonyi South Senatorial Zone. The hypothesis tested by the researcher is:

H₀: Price of potatoes does not determine sales of potatoes in Ebonyi South Senatorial Zone.

H₁: Price of potatoes determines sales of potatoes in Ebonyi South Senatorial Zone.

H₀: Quality of potatoes does not determine the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone.

H₁: Quality of potatoes determines the consumer behavior purchase of potatoes in Ebonyi South Senatorial Zone.

H₀: Health and nutrition is not a determinant of consumer behavior for the sales of potatoes in Ebonyi South Senatorial Zone.

H₁: Health and nutrition is a determinant of consumer behavior for the sales of potatoes in Ebonyi South Senatorial Zone.

H₀: Size of potatoes is not a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone.

H₁: Size of potatoes is a determinant factor for consumer behavior on the sale of potatoes in Ebonyi South Senatorial Zone.

H₀: Availability and convenience is not a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

H₁: Availability and convenience is a determinant of consumer behavior on the sales of potatoes in Ebonyi South Senatorial Zone.

Those hypotheses were tested at 0.05 level of significance and were accepted. Other findings in this research is that strict adherence and attention to consumers of potatoes in Ebonyi South Senatorial Zone and the key factors that can impact consumer behavior when it comes to purchasing potatoes. Therefore, it is very important to bridge the gap between consumers of potato and potato producers and marketers which tailor their strategies to effective target and appeal to different consumer segments ultimately driving potato sales.

5.2 Conclusion

The study is to bring businesses in the potato industry should focus on setting competitive prices to attract consumers. Efforts should also be made to ensure high quality potatoes to

meet consumer expectations. Building a strong brand image and using effective packaging and promotions will help to increase sales.

Furthermore, the study emphasized the need for continuous of market research to study updated on changing consumer preferences and adopt strategies accordingly.

5.3 Recommendations

Having understood the consumer behavior on the sales of potatoes, it is very important it was found necessary to make the following recommendations based on the findings of this work.

The recommendations are strictly for consumers of potatoes and potato producers and marketers.

1. Consumers are more likely to purchase potatoes if they are affordable and competitively priced compared to other food options
2. Marketing the health benefits of potatoes can positively impact consumers behavior and increase sales.
3. It is recommended that providing convenient, ready-to-cook or pre-packaged potato products can attract consumers who prioritize convenience over other factors.
4. Consumers may prefer specific types of potatoes or potato products based on their taste preferences, offering a wide range of potato product, including varieties like russet, red, or sweet potatoes can cater to different consumer taste and increase sales.
5. If potatoes are readily available and easily accessible, consumers are more likely to purchase them.

5.4 Limitations of the study

Philosophical Limitation:

The research questionnaire were distributed to some selected samples for this reason, it is possible that these results may not generalize the entire consumers of potatoes in Ebonyi South Senatorial Zone because other consumers might have different thought towards the questions that were formulated by the researcher.

Practical Limitations

- i. In carrying out this work, there were lack of material on this particular research topic which almost made it impossible to review past studies.
- ii. Due to the inability to generate money was impossible for the researcher to carry out the research effectively and efficiently.

5.5 Suggestion for Further Studies

Further researchers are hereby suggested because there are variations in findings of the study as a result of the limitation encountered. Scholars and researchers should take up the topic in other to come to an agreed finding.

5.6 Contribution to Knowledge

In this study, particularly in chapter five, it is argued that each marketing project at organizational or community level contributed to improvement at the local level.

The researcher was able to find the various key factors producers and marketers should endeavour to know their consumer behavior on sales of potatoes because the success and failure lies on the hand of the consumers.

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