



Comparative Analysis for the Buying Behaviour of Consumer On PZ Cusson Detergent and Viva Detergent at Akanu Ibiam Female Hostel

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Abstract: *This study undertook a comparative analysis for consumer buying behavior on PZ cusson detergent and Viva detergent in Akanu Ibiam Federal Polytechnic, Unwana. Specific objectives were to (i) Investigate if belief is a factor that influences buying behavior (ii) find out if availability of PZ cusson detergent or viva detergent calls for preferences. (iii) Verify if stain removal is the perceived quality and satisfaction of consumers towards PZ cusson detergent and that of Viva detergent. (iv) Find out if affordability of the detergents influences consumer buying decision (v) If awareness level of consumers influences purchase. The study adopted a survey research design. The non probability convenient sampling was employed. A sample of 267 with the aid of Topman's formula were used, 220 were returned and used using pilot survey of primary data through questionnaire. SPSS was used to calculate the cronbach's alpha coefficient. Data were analysed with the use of Spearman rank correlation analysis and Mann-Whitney Test. Level of Significant: $\alpha = 0.05$. The study found that there is no significant difference on the customer buying behavior based on their beliefs about the effectiveness PZ cusson detergent viva detergent, Availability plays a significant role in the choice between PZ cusson detergent and Viva detergent, there is no significant difference in customer buying behavior based on perceptions of stain removal effectiveness between PZ cusson detergent and viva detergents. Affordability significant influence consumer decisions between PZ cusson detergent and Viva detergent. Awareness level significantly affect the buying behavior of PZ cusson detergent and Viva detergent.*

Keywords: *Belief, awareness, availability, stain removal.*

CHAPTER ONE INTRODUCTION

1.1 Background of the Study

Successful retail business in both local and formal outlets needs to understand how to leverage the different factors that influence consumer buying behavior to effectively market their goods and service in order to achieve meaningful sales. Consumer buying behavior is the decision process and acts of individuals in buying and using products. It is highly important for retailers to understand the consumer buying behavior in order to know the reasons why consumers make the purchase they make.

Consumer are essential partners in the exchange process and without them, exchange would be difficult. They play an important role in the exchange process as they are the ones who

are directly involved in the final buying of product. (Aremu, Olaniyan, Aremu, 2015). Solomon, (1995) viewed the behavior of consumers as the study of process involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. They are therefore seen as the focus of successful marketing, their needs wants are the reasons for marketing and without an in depth understanding of consumer buying behavior, the market offering cannot possibly be failure to the demands of potential buyers. Consumer buying behavior as an aspect of consumer; has been an areas of great interest to researchers, especially marketers.

In a society such as Nigeria, consumers are bound to one another through emotional predisposition common interests and by mutually agreed-up social practices. Therefore, people in Nigeria are believed to have deeply rooted attributors and beliefs with respect to family values. These values have impacted on the traditional markets in fostering unity among market women especially while canvassing during elections and upholding ethnically and cultural beliefs. Nigeria consumer goods market is moving towards accommodating formal sector like the supermarket stores or outlet (John, 2011). Thus, the need for comparative analysis of factors influencing consumer buying behavior in local and formal retail outlets in Nigeria cannot be over emphasized and becoming imperative.

The buying behavior of consumers for Viva Pz Cusson detergents is influenced by various factors. Consumer's preferences, brand loyalty, product performance pricing and marketing strategies play crucial roles. Understanding these elements helps businesses tailor their approach to meet consumer expectations and maintain a competitive edge in the detergent market.

1.2 Statement of the Problem

Every market with viva and Pz cusson detergent is made up of numerous customers with different cultural backgrounds, different religious beliefs, variations in purchasing power, hedonic pleasure and several other differences. This therefore suggests that preferences or expectations will not be the same for each and every customer. Thus, the main focus of any business outlets either formal or otherwise is to identify these differences and exploit transitory opportunities.

Hence, this study is aimed at understanding and proffering solutions to problems ranging from choice of preference for opportunity cost of products by individuals and groups which increases the time waste in decision making by consumers to their willingness to part with their resources which is a major problem for retailers of viva and Pz cusson detergent, individual interest clash.

In addition, the problem of choice of selection of products which has to go with customer's belief, culture and religion and most especially, the problem of social class which affects the type of product they purchase and the choice of shopping location.

More so, the study looked at the problem of choice made by consumers individually and in group which in turn influences others and to study how purchase decisions are being taken as an individual and as a group. As a result, the understanding of factors influencing consumer buying behavior is crucial to succeed in business. The better the producer, marketer or retailer understands the behavior of consumers, the more the sales that can be generated and in contrast,

vague understanding of consumer's habit makes retailers unable to compete with others favourably and this affects the smooth running of their business.

1.3 Objectives of the Study

The broad objective of this study is to compare the buying behavior of consumers on Viva detergent and Pz Cusson detergent at Akanu Ibiam female hostel. In specific terms, the study seeks to:

- i. Investigate if belief is a factor which influences buying behavior of consumers towards Pz Cusson detergent and towards Viva detergent.
- ii. Find out if availability of Pz cusson detergent or viva detergent calls for preferences.
- iii. Verify if stain removal is the perceived quality and satisfaction of consumers towards z cusson detergent and that of viva detergent.
- iv. Find out if affordability of the detergent influences consumers buying decision towards Pz cusson detergent compared to Viva detergent.
- v. Determine if awareness level of consumers influence buying.

1.4 Research Questions

The following research questions helped to address the objectives of the study.

- i. Is belief a factor which influences buying behavior of consumers towards Pz cusson detergent and towards viva detergent in Akanu Ibiam Female hostel?
- ii. Do students in Akanu Ibiam Female hostel make choice of preferences of Pz cusson detergent or viva detergent due to availability?
- iii. Is stain removal one of the perceived quality and satisfaction of consumers towards Pz cusson detergent and Viva detergent in Akanu Ibiam Female hostel?
- iv. Is the buying behavior of students in Akanu Ibiam female hostel towards Pz cusson detergent and Viva detergent influenced by affordability?
- v. Is awareness level one of the variables that influence purchase?

1.5 Research Hypotheses

The following hypotheses were tested at 0.05 level of significance.

H₀: There is no significant difference on consumer buying behavior based on their beliefs about the effectiveness of viva and pz cusson detergent

H₁: Consumer beliefs significantly influence the buying behavior of viva and pz cusson detergents

H₀: Availability does not play a significant role in the choice between viva detergent and pz cusson detergents.

H₁: The availability of both Pz cusson and viva detergent significantly influences consumer buying behavior.

H₀: There is no significant difference in consumer buying behavior based on perceptions of stain removal effectiveness between viva and Pz cusson detergents.

H₁: Consumer perceptions of stain removal significantly impact the choice between viva detergent and Pz cusson detergent.

H₀: Affordability does not significantly influence consumer decisions between viva detergent and Pz cusson detergents.

H₁: Affordability is a significant factor affecting consumer buying behavior for viva detergent and Pz cusson detergents.

H₀: Awareness level does not significantly affect buying behavior

H₁: Awareness level significantly influences buying behavior.

1.6 Scope Of The Study

This research focused on comparative analysis of buying behavior of consumer on Pz cusson detergent and Viva detergent at Akanu Ibiam Female Hostel. Human behave in different ways and the reasons or purpose for buying also differ. Therefore, this study focused on the factors that influences consumer buying behavior.

These include belief, availability, preferences stain removal and affordability.

These above stated factors are the factors/variables that were treated properly in this study. The study could explore these variables on detergent purchasing decisions within the specific context of Akanu Ibiam Female Hostel.

This focused analysis aims to provide valuable insights for business operating in the detergent industry targeting his particular consumer segment.

The female hostel used in this study are those consumers which by definition comprises all students living in female hostel. Informal retail outlets are those outlets or stores that are run locally by owners or caretakers within the female hostel.

1.7 Significance of the Study

The findings of this study would be of benefit to the business operators most especially proprietors of retail stores within the female hostel as it would create awareness of the importance of consumer behavior. The findings of this study would be of benefit to marketing students and lecturers in tertiary institutions as they would have a broader understanding of how consumers behave in purchasing of Viva detergent and Pz cusson detergent in female hostel.

The findings of this study would be of benefit to the polytechnic community and information unit of various detergent producing firms, it will give them an insight on the benefit of advertising on the sale of viva and Pz cusson detergent. It will also assist them on how to organize training programmes for proprietors of small scale business.

The findings of this study would be of immense benefit to the media organization as the knowledge gain from the findings would help them to be innovative in their various approaches to advertising designs.

Finally, the findings of this study would be a significant contribution to the existing body of the literature in the discipline.

1.9 Brief History Of Pz Cussons Nigeria Plc And Aspira Nigeria Limited Viva Detergent

Pz Cussons Nigeria Plc

Pz means Paterson Zochonis and the company's operation can be traced to the Sierra Leone based commodities and textile dealing partnership of George Paterson and George Zochonis. Its former name was P.BNicholas and company limited which was incorporated on 4th Dec., 1884.

In 1899, the partners opened a trading post in Nigeria and soon developed a merchandising network within the country. In 1950s the firm began producing soaps in Nigeria from a factory in Aba, incorporating it under a subsidiary called Alagbon industries. The group transferred assets not affiliated with its soap business to a newly incorporated company in Nigeria called Paterson Zochonis Nigeria limited. To increase its reveals, it expanded product line too include thermocool appliances.

PZ expanded its manufacturing business and commenced production of Elephant and Jet detergent in 1970s to challenge OMO produced by lever Brothers.

The firm has interest in a beauty and personal care, baby products, bath products etc.

Aspira Nigeria Limited Viva Detergent

Viva detergent is owned and managed by Aspira Nigeria limited. Aspira Nigeria limited was established in 2009, and is part of lee group of companies, and is one of the largest manufacturers and distributors of laundry care, products in Nigeria. Aspira is the brain behind the local production in various leading brands such as Fizz, family care, Baby and Me, etc. Aspira Nigeria headquarters is based in Kano state, having their major offices in Lagos and Abuja. Viva detergent is fast becoming a household name since its introduction into the Nigerian market in 2007. The brand has grown to be synonymous with quality, trust and reliability. Viva detergent is produced using advanced state of the art technology by an experienced team of industry experts at its state of the art facility in Nigeria.

CHAPTER TWO REVIEW OF RELATED LITERATURE

2.1 Conceptual Framework

2.1.1 Consumer Buying Behaviour

Consumer buying behavior is the sum of a consumer's attitudes, preferences, intention and decisions regarding their behavior in the market place when buying a product or service.

Considering the following variables;

1. Product attributes

- i. Compare the specific features and characteristics of PZ cusson and viva detergents.
- ii. Analyze how consumers perceive the quality, fragrance, packaging, and other product related factors.

2. Price Sensitivity

- i. Evaluate the pricing strategies of viva detergents and PZ cusson detergents and assess how price impacts consumer decision making.
- ii. Explore if consumers associate higher prices with superior quality or if they are more inclined towards affordability.

3. Perceived Value

- i. Investigate how consumers perceive the value they receive in relation to the price paid for pz cusson and viva detergents.
- ii. Assess if promotions or discounts influence perceived value.

2.1.2 Detergent

Detergent refers to a cleaning substance or agent that is used to remove dirt, stains and impurities from various surfaces. The purpose of detergent is facilitate the cleaning process by making it easier to lift and wash away dirt and stains. Consumers may favour pz cussions if they trust the brand for quality, while viva's reputation may attract those seeking affordability. Analyzing the effectiveness of each detergent in terms of fabric care can influence consumer. Previous positive experiences with a brand can foster loyalty. Consumers may stick to pz cussions or viva detergent based on past satisfaction.

The scent of viva detergent may influence a consumer when making a choice.

2.1.3 Awareness Level of Consumer

The awareness level of consumers plays a crucial role in shaping their buying behavior. It's essential to consider factors such as brand recognition, marketing strategies, and consumer perceptions.

i. Brand Recognition:

Evaluate how well-known each brand (viva detergent and pz cusson detergent) is among the target audience. Higher awareness often leads to a higher likelihood of purchase.

ii. Examine the effectiveness of marketing campaigns employed by both brands. This includes advertising channels, social media presence, and promotional activities.

iii. Consumer Perceptions:

Understand how consumers perceive each detergent brand i.e viva detergent and PZ cusson detergent. This involves factors like product quality, reputation, and any unique selling prepositions highlighted in marketing efforts.

2.1.4 Belief

Belief is a mental attitude or conviction that something is true, often without direct evidence or proof. Beliefs can be individual, religious, or societal and play a fundamental role in shaping a person's world view and decision-making processes. For PZ cusson detergent, if consumers believe in the brands long-standing reputation for producing effective and high quality

products, it may influence their purchasing decision as positively. On the other hand, viva detergent may appeal to consumers who believe in innovative and eco-friendly cleaning solutions, given viva's commitment to such values.

Consumer beliefs can also be shaped by cultural and social factors. For instance, if there is a prevailing belief in the effectiveness of traditional cleaning ingredients, it might impact the choice between viva detergent and PZ cusson detergent. Ultimately, understanding the nuanced beliefs consumers hold about cleanliness, and product effectiveness and brand trustworthiness, and product effectiveness will be essential in analyzing and predicting their buying behavior for PZ cusson detergent and viva detergent.

2.1.5 Availability

Consumers often prioritize products that are readily accessible in the market. The availability of these detergents in various retail outlets, supermarkets, and online platforms can significantly influence consumer choices.

Factors such as distribution networks, shelf placement and online presence play a key role. If PZ cussons detergent is more widely available or strategically placed on shelves, it may attract more spontaneous purchases.

Viva detergent on the other hand might gain an advantage if it has a strong online presence allowing consumers to conveniently purchase it from e-commerce platforms.

Understanding regional availability is also crucial as consumer preferences may vary based on geographic locations. Conducting a detailed analysis of the distribution channels and market reach of viva detergent and PZ cusson detergent can provide insights into how availability impacts consumer decisions in different areas.

2.1.6 Preference

Consumer preferences in the detergent market, specifically between PZ cusson detergent and Viva detergent, can be influenced by various factors. Comparative analysis often involves considering variables. Consumers may lean towards a brand they trust. PZ cusson detergent with its established name might attract consumers who associate the brand with quality.

On the other hand, viva detergent may appeal to those who appreciate innovation, or have had positive experiences with the brand. Packaging design and user-friendliness can affect consumer preferences. A convenient and well-designed package might be more appealing to some consumers.

2.1.7 Stain Removal

When comparing consumer buying behavior for PZ cusson detergent and viva detergent, stain removal plays a crucial role. Consumers often prioritize a detergent's effectiveness in removing stains when making purchasing decision. PZ cusson and viva may employ different marketing strategies to highlight their respective stain removing capabilities, influencing

consumer preferences. This variable encompasses factors such as the effectiveness of PZ cusson detergent and viva detergent in removing stains, the time and effort required for stain removal, and overall satisfaction with the stain removing capabilities. Assessing the regional context, such as specific stains common in Akanu Ibiam Female Hostel, can provide valuable insights into consumer behavior.

2.1.8 Affordability

Consumers often consider the cost of a product when making purchasing decisions. Analyzing affordability involves examining the price points of both detergents in relation to the perceived value and quality. Factors such as household budget constraints, income levels, and economic conditions can influence consumer's choices. PZ cusson and viva detergents, each with its own pricing strategy, understanding the affordability aspect requires evaluating not only the initial cost but also the long-term value, such as the detergents effectiveness and concentration. Consumer perception of brand reputation and loyalty can also impact affordability, as a trusted brand might justify a higher price for some consumers.

2.2 Empirical Review

The study conducted by Rajesh (2012) focused on viva plus detergent consumers and measuring their level of satisfaction in the chosen retail stores in the city of Kano so as to examine if additional marketing strategies would be put to play if satisfaction level was low. Primary data was collected through a structured questionnaire. Respondents were randomly selected to fill the open and close ended questionnaire. He measured that the factors that could contribute to consumer's level of satisfaction were convenient location, good ambience, quality, availability etc.

Three stores of different detergent were chosen for the purpose of the study and they are loft styles pantaloons and Westside. The study concluded that visiting retail outlets for detergents has become a group activity. Viva detergent consumers are basically influenced most times by family members (household), advertisement, colleagues, friends and that only 80 of the respondents out of 150 came for shopping inside the store.

The rest came for meeting friends, hangout, rest and getting refreshed. It also was discovered that west side and pantaloons were more visited by consumers whose income level was less than N30,000 and it is evident that income contribute to factors determining buying behavior.

Rajagopal (2000) I his study if co-existence and conflicts between PZ cusson detergent and substitutes detergent in growing cities carried out an analysis of shoppers behavior. This examined how consumer's decision making styles shift toward PZ cusson detergent. The study revealed that there are various economic and market place ambience related factors that affect the consumer decision towards shopping. It therefore concluded with specific suggestions for reducing conflicts and increasing cohesiveness with regard to shopping behavior between PZ cusson detergent and substitute detergents.

It was observed that consumers take into account various factors when deciding between PZ cussions detergent and other substitute factors that play roles as to which they should go far.

- Price plays a significant role, as consumers tend to consider the affordability of products.
- Quality is also a key factor, with consumers looking for effective and reliable detergents.

- Brand reputation and marketing strategies influence consumer perceptions, as they often associate.

Certain brands with trust worthiness and effectiveness the researcher therefore communicated that these factors should be looked into so as to maintain good relationships with their customers.

Oghojafor and Nwagwu (2013) carried out a research on viva detergent shopping outlets to for detergents. The study employed a descriptive cross-sectional research design female residents of Lagos state Nigeria constituted the respondents. These females by culture shop for their families especially for detergent. The instrument for data collection was questionnaire distributed to 275 respondents based on convenience sampling techniques. Two hundred and twenty (220) were successfully completed and returned. Pearson moment correlation and chi-square were used to test the hypothesis.

Amutah Daniel (2014) carried out a research work to show that packaging could serve as a promotional tool in the PZ cusson detergent industry. The researcher made effort to pin point the role, importance, problems and challenges facing as regard to the packaging practices. Also steps were taken to determine the possible solution to the above mentioned problems (like fading quality packages, inferior designs etc). To better understand the research topic, the researcher views the opinion and contributions of scholar and experts in various fields as regards to his subject matter. Furthermore, questionnaire was used to collect instant information from the research population of 200 respondents determined using the Yamene's model. The data were tabulated and subjected to analysis in percentages.

This research work was carried out to address most of the challenges or issues associated with the variables in this study:

i. Awareness level of consumers

The researcher evaluated the brand awareness of viva detergent and PZ cusson detergent through surveys and online analytics, also considered marketing strategies and their effectiveness in reading the target audience.

ii. Belief

Examined consumer perceptions and reviews for PZ cusson detergent and investigated brand loyalty and trust through customer testimonials and feedback.

iii. Availability

In showing the problems associated with availability, I had to analyze the distribution channels and market reach for both products (PZ cusson detergent and viva detergent), considering shelf placement and online presence to understand accessibility. Also had to make sure enlighten the hostel nearby stores to have these products at all time for easy access to the students.

iv. Preference

Conducted surveys to identify consumer preferences thereby evaluating features, scent, and other factors influencing product preference.

v. Affordability

Compared pricing strategies of PZ cusson detergent and viva detergents, then analyze discounts, promotions, or loyalty programs that may impact affordability

2.3 THEORETICAL REVIEW

The decision making process of consumers have long been of researchers. These are various theories and models consumer buying behavior deals with on how decisions are made.

Now considering comparative analysis variable in this theory we would employ incorporating models like the;

Fishbein Model

Howard-Sheth Model for a deeper analysis.

This theoretical review can provide a comprehensive understanding of the factors shaping consumer behavior of PZ cusson detergent and viva detergent. The theory will also analyze the results to understand the factors influencing buying decision and identify and significant differences between PZ cusson detergent and viva detergent.

2.3.1 The Fishbein Model

A theory of reasoned action could be applied to compare consumer buying behavior for PZ cussons and viva detergent. Consider factors like attitudes, beliefs and subjective norms. Conduct surveys to collect data on consumer perceptions, preferences, and their intention to purchase PZ cusson detergent or viva detergent and involvement in the decision making process. Analyze the result to understand and compare consumer preferences between PZ cusson detergent and viva detergent.

2.3.2 The Howard-Sheth Model

This model and various theories in consumer behavior such as the economic model provide a comprehensive framework for analyzing and understanding consumer choices. The Howard-Sheth model and relevant theories includes:

i. Theory of Reasoned Action (TRA)

Investigate how consumer's attitude and subjective norms influence their intention to purchase PZ cusson detergent over viva detergent.

ii. Theory of Planned Behaviour (TPB)

Extend TRA by considering perceived behavioral control, exploring how consumer's perceived ease or difficulty of obtaining and using the detergents affects their buying decisions.

iii. Perception Theory

Examine how consumers perceive the attributes and benefits of PZ cussons and viva detergents, influencing their preferences and choices.

iv. Cultural and social factors

Consider cultural influences, social norms, and reference groups that may impact consumers' perceptions and preferences groups that may impact consumers; perceptions and preferences for PZ detergent over viva detergent or viva detergent over PZ cusson detergent.

v. Maslow's Hierarchy of Needs

Analyze how the detergents fulfill consumer's needs at different levels of Maslow's hierarchy influencing their purchasing decisions

vi. Innovation Diffusion Theory

Explore how the innovation (features, packaging etc) of PZ cusson detergent and viva detergent spreads among consumers and influences adoption.

vii. Perceived Value Theory

Evaluate consumers' perceptions of the value offered by each detergent in relation to its price, considering factors such as quality, performance and brand reputations.

viii. Brand Loyalty and Switching Behaviour

Examine the extent to which consumers are loyal to a particular brand or willing to switch based on various factors like promotions, advertisements, or personal experiences.

2.3.3 Utility Theory

Can be applied to analyze consumer buying behavior by considering perceived utility or satisfaction using products like PZ cusson detergent and viva detergent. Consumers assess the features and qualities each detergent, evaluating power such as cleaning power, fragrance, price and brand reputation. Utility theory suggest that individuals make choices that align with their preferences and maximize satisfaction. Consumers weigh the additional satisfaction (marginal utility) they expect to gain from choosing one detergent offer a unique feature that PZ cusson detergent does not, consumers may perceive higher marginal utility in choosing viva detergent.

Consumers may also consider the perceived risk and uncertainty associated with each detergent. Positive experiences with a brand in the past can influence future choices, aligning with the concept of expected utility.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

The study made a comparative analysis of factors influencing consumer buying behavior between viva detergent and PZ cusson detergent. The survey method was employed for the purpose of this research work. Thus, this approach enabled us to collect data on the various

factors influencing consumer behavior that were proposed to have strong effects on the buying behavior.

3.2 Selection of Data

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

3.2.1 Primary Data

Primary data was employed to ensure active participation of respondents involved and get accurate information. This information was collected personally by the researcher through observation and interview coupled with questionnaire. Primary data is more reliable and used in solving research problems.

3.2.2 Secondary Data

The secondary data was also employed in this research, here there is enhancing on outside information and dependence on other peoples view. Secondary data employed in this research include textbook, journals, visiting of libraries and worth from other authors and writers who have written on related study.

3.3 Collection of Data

In Akaknu Ibiam Female Hostel, there was a face-to-face interaction between the PZ cusson detergent consumers as well as the viva detergent consumers to seek for the acceptance of the interview and filling of the questionnaire.

After that, they were asked to filled and return the questionnaires.

3.4 Population of the study

To select the sample size the target population of the entire population need to be defined.

The findings of the study was help in Akanu Ibiam Female Hostel on students (consumers of PZ and viva detergent), and questionnaire was personally administered by the researcher.

The population used for this study for both consumer of PZ and viva detergent was specifically unknown.

3.5 sample Size Determination

In order to determine the sample to get the representation of the population, the researcher used Topman's formula.

$$n = \frac{Z^2 Pq}{e^2}$$

Where n = required sample size

Z = value of z-associated with the degree of confidence selected (1.96)

P = Probability of positive response

q = Probability of negative response

e = Tolerable error margin (5%)

pilot survey of 370 respondents was randomly sampled.

290 said that they used detergent, while 80 does not use detergent

Thus, P = Positive response

$$P = \frac{\text{Positive response}}{\text{Total sample size}} = \frac{290}{370}$$

$$P = 0.79$$

$$q = \frac{\text{Negative response}}{\text{Total sample size}} = \frac{80}{370}$$

$$q = 0.22$$

Substituting the formular

$$n = \frac{Z^2 Pq}{e^2}$$

$$\therefore n = \frac{(1.96)^2 \times 0.79 \times 0.22}{(0.05)^2}$$

$$\therefore n = \frac{3.8416 \times 0.79 \times 0.22}{0.0025}$$

$$\therefore n = \frac{0.6676700}{0.0025} \quad n = 267$$

3.6 Sampling Design

Since it would have been impossible to study all the consumers of PZ cusson detergent and viva detergent in Akanu Ibiam Female Hostel, the design technique adopted by the researcher was the non probability convenient sampling.

This is because the researcher made an assumption that the target population is homogenous and individuals interviewed are similar to the overall defined target population.

3.7 Research Instrument Used

The type of instrument that was used in this study was questionnaire.

3.8 Validity of Instrument

To validate the instrument that was used in this research the researcher used content and face validity using SPSS. In order to comply with the requirements for face validity and reliability.

The questionnaire was given to the supervisor and other experts who corrected mistakes and dual meaning in the content.

3.9 Reliability of Instrument

The reliability can be assessed using cronbach's alpha, coefficient Cronbach alpha is a statistical measure that indicates the internal consistency or reliability of a scale or survey.

To determine the reliability using cronbach's alpha, a sample of respondents needs to complete the questionnaire. The responses can be entered into a statistical software program, such as SPSS to calculate the cronbach's alpha coefficient.

3.10 Data Analysis Techniques

The response from the questionnaire were carefully collected and classified for easy analysis. The method or statistical tool used for the data analysis was the Spearman rank correlation analysis.

CHAPTER FOUR

4.0 DESCRIPTIVE DATA PRESENTATION AND ANALYSIS

The distribution and collection of questionnaire were done here. A clearer view of the data and its graphical presentation can be seen in Appendix A of this work. A total of 267 questionnaires were distributed and 220 collected and recorded, 47 questionnaires which amounted to about 18% 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 Taro Yamane's method.

4.1: DATA ANALYSIS

SECTION A

TABLE 1: THE GENDER OF THE RESPONDENTS

SEX	FREQUENCY	PERCENTAGE%
MALE	70	32
FEMALE	150	68
TOTAL	220	100

SOURCE: DAMIANIRENECHIDINMA. (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 32% of male against 68% of female responded to the questions.

TABLE 2: THE MARRITAL STATUS OF THE RESPONDENTS

MARRITAL STATUS	FREQUENCY	PERCENTAGE%
SINGLE	60	27
MARRIED	120	55
DIVORCED	40	18
TOTAL	220	100

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

TABLE3: THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

QUALIFICATIONS	FREQUENCY	PERCENTAGE (%)
WAEC/NECO	70	32
ND/NCE	100	45
HND/BSC	50	23
TOTAL	220	100

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

Do you agree that your belief in Pz cusson detergent influence your decision to purchase Pz cusson over viva detergent and other brands?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	13	5.9	5.9	5.9
D	20	9.1	9.1	15.0
A	90	40.9	40.9	55.9
SA	97	44.1	44.1	100.0
Total	220	100.0	100.0	

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

Do you agree that a consumer's belief on how effective and superior cleaning performance of viva detergent affects purchase of viva detergent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	10	4.5	4.5	4.5
D	20	9.1	9.1	13.6
A	70	31.8	31.8	45.5
SA	120	54.5	54.5	100.0
Total	220	100.0	100.0	

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

How much do you believe that using Pz cusson detergent is safer for sensitive skin compared to viva detergent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	10	4.5	4.5	4.5
	D	28	12.7	12.7	17.3
	A	82	37.3	37.3	54.5
	SA	100	45.5	45.5	100.0
	Total	220	100.0	100.0	

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

How strongly do you agree that using viva detergent provides better cleaning results compared to Pz cusson detergent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	23	10.5	10.5	10.5
	D	24	10.9	10.9	21.4
	A	93	42.3	42.3	63.6
	SA	80	36.4	36.4	100.0
	Total	220	100.0	100.0	

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

Do you agree that out-of-stock situation affect buying behavior of Pz cusson detergent and viva detergent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	8	3.6	3.6	3.6
	D	29	13.2	13.2	16.8
	A	30	13.6	13.6	30.5
	SA	153	69.5	69.5	100.0
	Total	220	100.0	100.0	

SOURCE: DAMIANIRENECHIDINMA. (2023) FIELD WORK SURVEY

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 HYPOTHESIS

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 : There is no significant difference on the customer buying behavior based on their beliefs about the effectiveness PZ cusson detergent viva detergent.

H_1 : H_0 : There is significant difference on the customer buying behavior based on their beliefs about the effectiveness PZ cusson detergent viva detergent.

Level of Significant: $\alpha = 0.05$

Test Statistic: Mann-Whitney Test Analysis was used to rate the frequency of the difference in 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

Test Statistics

	Data
Mann-Whitney U	54.000
Wilcoxon W	140.000
Z	1.417
Asymp. Sig. (2-tailed)	.167
Exact Sig. [2*(1-tailed Sig.)]	.158 ^a

a. Not corrected for ties.

b. Grouping Variable: code

Discussion Of Result

Based on the data before me, there is no sufficient evidence to reject the null hypothesis since $P - value = 0.167 > \alpha = 0.05$. Therefore, we conclude that there is no significant difference on the customer buying behavior based on their beliefs about the effectiveness PZ cusson detergent viva detergent.

Statement Of Hypothesis 2

H_0 : Availability does not play a significant role in the choice between PZ cusson detergent and Vival detergent

H_1 : Availability plays a significant role in the choice between PZ cusson detergent and Vival detergent

Level of Significant: $\alpha = 0.05$

Test Statistic: Spearman Rank 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)

Nonparametric Correlations

Correlations

	PZcuss	Viva
Spearman's rho		
PZcuss	1.000	.900
Correlation Coefficient		
Sig. (2-tailed)	.	.000
N	220	220
Viva	.900	1.000
Correlation Coefficient		
Sig. (2-tailed)	.000	.
N	220	220

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 250 respondents. This shows about 90% improvement or 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 Availability plays a significant role in the choice between PZ cusson detergent and Viva detergent.

Statement Of Hypothesis 3

H_0 : There is no significant difference in customer buying behavior based on perceptions of stain removal effectiveness between PZ cusson detergent and viva detergents.

H_1 :There is significant difference in customer buying behavior based on perceptions of stain removal effectiveness between PZ cusson detergent and viva detergents.

Level of Significant: $\alpha = 0.05$

Test Statistic: Mann-Whitney Test Analysis was used to rate the frequency of the difference in 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

Test Statistics^b

	Data
Mann-Whitney U	64.000
Wilcoxon W	145.000
Z	2.417
Asymp. Sig. (2-tailed)	.067
Exact Sig. [2*(1-tailed Sig.)]	.058 ^a

a. Not corrected for ties.

b. Grouping Variable: code

Discussion Of Result

Based on the data before me, there is no sufficient evidence to reject the null hypothesis since $P - value = 0.067 > \alpha = 0.05$. Therefore, we conclude that there is no significant difference in customer buying behavior based on perceptions of stain removal effectiveness between PZ cusson detergent and viva detergents.

Statement Of Hypothesis 4

H_0 : Affordability does not significant influence consumer decisions between PZ cusson detergent and Vival detergent

H_1 : Affordability significant influence consumer decisions between PZ cusson detergent and Vival detergent.

Level of Significant: $\alpha = 0.05$

Test Statistic: Spearman Rank 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)

Nonparametric Correlations

Correlations

			Afford	CD
Spearman's rho	Afford	Correlation Coefficient	1.000	.980
		Sig. (2-tailed)	.	.000
		N	220	220
	CD	Correlation Coefficient	.980	1.000
		Sig. (2-tailed)	.000	.
		N	220	220

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 250 respondents. This shows about 98% influence.

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 Affordability significant influence consumer decisions between PZ cusson detergent and Viva detergent.

Statement Of Hypothesis 5

H_0 : Awareness level does not significantly affect the buying behavior of PZ cusson detergent and Viva detergent

H_1 : Awareness level significantly affect the buying behavior of PZ cusson detergent and Viva detergent

Level of Significant: $\alpha = 0.05$

Test Statistic: Spearman Rank 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)

Nonparametric Correlations

Correlations

			AL	BB
Spearman's rho	AL	Correlation Coefficient	1.000	.890
		Sig. (2-tailed)	.	.003
		N	220	220
	BB	Correlation Coefficient	.890	1.000
		Sig. (2-tailed)	.003	.
		N	220	220

Discussion Of Result

The SPSS correlation output above, with $r = 0.89$ indicate that there is a high positive relationship among the responses of the 250 respondents. This shows about 89% effect or contribution.

Also, $p - value(sig - value = 0.003) < \alpha = 0.05$, 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 $p - value(sig - value = 0.003) < \alpha = 0.05$. Therefore, we conclude that Awareness level significantly affect the buying behavior of PZ cusson detergent and Viva detergent.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

This study aimed at examining the variable that has great impact on the purchase of Viva detergent and PZ cusson detergent at Akanu Ibiam Female hostel. Various factors were studied such as variables that can make a student seize usage of the product, switch products (from PZ cusson to Viva).

In the first objective, the researcher drafted out belief as one of the important variable that affects buying behavior. In the sense that demand and consumption behavior of people is influenced by beliefs and values set by religious group. In many religious, there are occasion and event that believers partake.

Another variable was affordability. The fact that the area of study was an institutional environment students tend to go for what is affordable.

The following hypotheses were formulated tested by the researcher;

1. H_0 : There is no significant different on the customer buying behavior based on their beliefs about the effectiveness of PZ cusson and Viva detergent.
There is significant different on the customer buying behavior based on their beliefs about the effectiveness of PZ cusson and Viva detergent.
2. H_0 : Availability does not play a significant role in the choice between PZ cusson and Viva detergent.
Availability plays a significant role in the choice between PZ cusson and Viva detergent
3. H_0 : There is no significant difference in customer buying behavior based on perception of stain removal effectiveness between PZ cusson and Viva detergent.
There is a significant difference in customer buying behavior based on perception of stain removal effectiveness between PZ cusson and Viva detergent.
4. H_0 : Affordability does not significantly influence consumer decisions between PZ cusson and Viva detergent.
Affordability significantly influences consumer decisions between PZ cusson and Viva detergent.

5. H_0 : Awareness level does not significantly affect the buying behavior of PZ cusson and Viva detergent.

Awareness level significantly affects the buying behavior of PZ cusson and Viva detergent.

5.2 Conclusion

The buying behavior of consumers is influenced by the identified variables while the consumption habits of consumers warrant research not only to establish their present need but also if they will be consistent with the product. The buying behaviour of PZ cusson and viva detergent is influenced by an array of variables and it's imperative to know the nature of these variables and draw inferences from there. They include belief, availability, stain removal, awareness level and affordability.

The ability of these detergents to accommodate these variables connotes the success of the brands.

5.3 Recommendations

Based on the findings and conclusions drawn from this study, the following recommendations were made:

1. The manufacturers of PZ cusson detergent and Viva detergent should take in consideration, the propetties that removes stain and makes show it is better than the other brands.
2. In terms of availability, the managers should make sure they employ competent distributors who are to make these products (PZ cusson and Viva detergent) available even in local stores.
3. The management of PZ cusson and Viva detergent should ensure that the price of the detergents are price friendly that consumers can comfortably purchase them.

5.4 Limitations of the study

There were many problems encountered by the research during the course of carrying out this project some of which are;

1. **Respondents Apathy:** Inadequate response experienced by the researcher from his respondents posed a hindrance to getting the desired results.
2. **Inadequate Finance:** The shortage of funds also affected the number of times the researcher would have visited the female hostel.
3. **Lack of material:** In the process of carrying out this research work there was no much exact related material and review to carry out the work.

5.5 Suggestion for further study

The following areas have been suggested for further research

1. The researcher should investigate into the influence of detergent texture on consumer buying behavior
2. The research on detergents should be replicated in other institutions on the factors that affect detergent purchase.

5.6 Contributions to Knowledge

The manufacturers should take note about the chemicals used in production of these detergents because of sensitive stain consumers. They should if possible make produce for sensitive and strong skinned consumers. Customer's satisfaction should be their top priority. They should take note of the sales in going a native direction and proffer solution and preventive measures immediately, to avoid switch in brand of customers.

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