



SELF-AFFLUENCE ATTRIBUTES OF PRODUCT-PACKAGING AND BUSINESS EDUCATORS BUYING DECISION OF HOUSEHOLD PRODUCTS IN TERTIARY INSTITUTIONS IN SOUTH-SOUTH, NIGERIA

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ABSTRACT: *The study adopted the survey research design. The population of the study consisted of 125 respondents. The random sampling technique was used to get the sample size used in the study. The researchers used a structured questionnaire for data collection was titled “Influence of Self-Affluence of Product-Packaging on Consumers Buying Decisions that were rated on a 5-point rating scale of Very High Influence (5), High Influence (4), Average Influence (3), Little Influence (2) and No Influence (1). To establish the reliability of the instrument used in the study, the instrument was trial-tested, using 20 consumers from different tertiary institutions in Delta State. Data collected were analysed, and the instrument’s internal consistency using the Cronbach Alpha formula yielded a reliability index of 0.76 and was considered reliable. The study’s data were analysed using frequency counts, percentages and the mean, whereas t-test statistic was used to test the null hypothesis at a 0.05 level of significance. Also, Scheffe’s test showed a significant difference. This study’s findings revealed that; consumers self-esteem and ego were influenced positively in their buying decision of household products in tertiary institutions in Rivers State. The t-test result showed no significant differences in the mean responses of male and female consumers on the self-affluence influence aspect of product packaging on their buying decision in tertiary institutions in South-South. It was recommended that; manufacturers should improve the packaging of their products to provide more customers satisfaction; manufacturers should ensure that corporate and brand image goes along with the improved quality of the products.*

KEYWORDS: Self-Affluence, Product-Packaging, Consumers, Buying Decision and Household Products.

INTRODUCTION

Packaging plays essential roles in product identification, consumers’ affluence and patronage of household products, and as such, packaging is used as a strategic marketing tool. According to Pride and Farrell (1991), packaging involves developing a container and graphic design for a product. Packaging influences the consumers’ buying decision. Well-packaged household products engender interest in the mind of the consumers to either buy or to reject. For instance, several producers of household products such as toothpaste, sugar, matches, milk, bread, sources, and brand name have their products in squeezable containers to make use and storage more convenient. Kotler’s explanation of the meaning of packaging implies no household



product that can be displayed for the consumers' attraction without being packaged. But for this study, packaging could be viewed as a container, or wrapper of a product or qualifications of a person of which certain graphic qualities, as well as qualifications, are being displayed to attract the consumers' attention. Packaging serves as the vehicle through which the brand of a product is conveyed to the consumers. It is a powerful selling tool. It makes possible the easy distribution of product differentiation and non-price competition. A package often creates a new product by giving the existing product a new form, design or identification that may generate more patronage in decision making to buy a household product by the consumers if it is more satisfactory.

Statement of the Problem

Consumers make decisions of varying importance every day, so the idea is that decision making can be a rather sophisticated art. However, studies have shown that most people are much poorer at decision making than they think. Kotler and Keller (2007) advocated that to provide satisfaction to consumers, marketers must understand why people behave as they do. Human beings are complex, of course, and there is also the reason to expect marketers to explain their behaviour of the consumers more. Both academic and non-academic staffers are consumers in tertiary institutions in South-South, Nigeria. They buy household products of convenience, shopping and speciality household products. Every household product's buying decision could be influenced by price, taste, or even the satisfaction derived by consuming such a product.

Good product packaging of household products has a niche to create the consumers' minds either to buy or reject a product in the market. Already, both large and small manufacturing companies in developed nations have adopted strategies of designs, sizes, etc. The new marketing strategies in the packaging of household products as consumers have recognised the need for satisfaction (Kotler & Armstrong, 2004).

Similarly, in Nigeria, both large and small manufacturing companies also package their products. According to Agani (2009), most manufacturing firms think that using the marketing mix objectives (product, price, place, and promotion) can increase household products' patronage. Even though the marketing mix objectives are being used as marketing strategies by manufacturing firms, it is also pertinent to note that well-packaged product attributes could also create a positive drive in consumers' minds to a particular household product.

The question is not whether manufacturing companies in Nigeria have adopted the marketing strategies of product, price, place and promote packaging household products in their product decision making, but to what extent have they considered the consumers self- affluence as other attributes that are sources of consumers satisfaction, as well as attributes that influence the consumers buying decision of household products. However, little or no empirical study has considered the consumers' self-affluence attributes of product packaging on consumers' purchase decisions in tertiary institutions in South-South, Nigeria. Based on this premise, there is a research-based knowledge gap existing in the use of 4ps marketing mix objectives that need to be filled with the help of self-affluence attributes of product packaging. It affects buying decisions of household products. This study, therefore, examined the influence of self-affluence attributes of product-packaging on consumers purchase decision of household products in tertiary institutions in South-South, Nigeria.



Purpose of the Study

The purpose of this study was to determine the extent of self-affluence attributes of influence of product-packaging on consumers' buying decision of household products in tertiary institutions in South-South, Nigeria. Specifically, the study determined the extent of influence of self-affluence attributes of product-packaging on consumers' buying decision of household products in tertiary institutions in South Nigeria.

Research Question

One research question guided the researchers in the study.

What is the extent of influence of self-affluence attributes of product-packaging on consumers buying decision of household products in tertiary institutions in South-South, Nigeria?

Null Hypothesis

A null hypothesis was formulated and tested at (0.05) level of significance:

There is no significant difference in the mean responses of male and female consumers' extent of influence of self-affluence attributes of product-packaging and their buying decision of household products in tertiary institutions in South-South, Nigeria.

Conceptual Framework

Self-Affluence

Human beings, by nature, are self-determined for self-actualizations. The ego often causes this in the consumer's personality of a particular product which is concerned by the individual's preservation of "the self". According to Kotler, Wong, Sunders and Armstrong (2010), the consumers' personality evolves from the interaction of Id, the ego, and the superego. Freud explained that the Id seeks to control the consumers' personality by obtaining immediate satisfaction of basic drives and cravings. The superego instinct in the consumer for buying a particular product impinges upon and helps in controlling as well as denying the animalistic desires of the Id. It tries, instead, to induce the individual consumer to engage only in the noblest endeavours. It is our conscience; the ego finally arbitrates between the Id and the superego. It resolves their conflicts and determines the behaviour of "the self" and the results. Amatal (2007) conceived the self-affluence of the consumer to be the creation of a standard and class by the consumer as a result of using a different high class of products and services. He noted that the meaning of standard is determined by the consumer as a result of using different high class of products and services. He also noted that the meaning of standard is determined by the level of exposure and social affiliation of the individual consumer as compared to the aggregate of the consumers in the market place, while the class difference is determined by the difference in the economic and political status of the individual which are also a pre-requisite for making buying decision by the consumers.

Also, Edward (2010), contended that self-affluence of an individual relates to any achievement of the individual over the other. Solomon went further to state that self-affluence has to do with the perception of the consumer for demanding satisfaction in buying and consuming a particular product which he sees as expensive and worth the price he pays for such commodity. That notwithstanding, the definition focuses the well-being and self-esteem of the individual



among his peers and the class he belongs. Well-being is a psychological state or feeling, and as such, is recognition of happiness or satisfaction of the individual consumer in buying a particular product. Therefore, the exact nature and well-being, which an individual consumer derived from a product, can only be determined by his observed active and positive admirations by other people, which are largely influenced by his perception of the relative importance of the products he uses.

Marketers have all viewed the self-concept or ego as the supreme motivator of consumer behaviour. Virtually all consumers buying decisions are related in some way to the conscious or sub-conscious question, "How will this help me or influence the way others see me? Most of us, even those who are antisocial, need the approval of others to reinforce our self-image (Kotler, 2002). Marketers and students of consumer behaviour generally agree that most people like to see themselves as better than they are. Most consumers of household products, even if they never verbalised these emotions, would like to be somebody special for buying a particular product due to the packaging of such product, to get ahead, to have others envy them and their achievements. For this reason and other psychological notions, they like to wear products that enhance their opinion of themselves and, hopefully, make other people realise how successful, influential and prosperous they are (Edward, 2010).

Drawing from the works of Campbell (1981), Rice, McFarlin and Hunt (1985) viewed self-affluence of the consumer as a set of affective impressions and beliefs, which the individual holds and directs towards the satisfaction and recommendations from other people in the society they found themselves. The satisfaction and recommendation may result from using a particular product, financial status, other material benefits, opportunity for self-actualisation, security of employment, advancement opportunities, and good social relations among their peers. Rice et al. (1985) specifically observed that every individual consumer in the market consciously or unconsciously maintains certain standards of which he compares himself to price, packaging, and product quality.

Household consumers in tertiary institutions in South-South in Nigeria, as in other societies, are ranked into social positions of respect known as social classes. A social class is a group of people with similar ranking within society. In most modern society, this is not a formal caste system but rather an informal way to categorise people according to similarities of behaviour, lifestyle, and values (Osuala, 1998). Kotler and Keller (2007) noted that social classes are relatively permanent and homogenous divisions within a society where individuals share similar values, lifestyles, interests and behaviour. Unlike cultural values-which may take years, if not generations, to change-social class values can change more rapidly as the different classes depict the self-affluence of consumers of household products.

A socio-economic approach to marketing analysis can be helpful to an organisation interested in modifying its image. Most successful businesses concentrate on serving patrons from specific social classes. Social classes are typically defined by at least some combination of income, occupation, wealth, religion, and education. Societies are usually stratified into the following six-fold classifications as seen in Warner in Osuala (1998) namely,

The Upper-Upper Class: Which include less than one per cent of the total population. This class consists of socially prominent, wealthy families. It is dedicated to upholding family traditions, living a very refined life and rendering community and government service. Entry into this class is generally by birth or marriage.



The Lower-Upper Class: This includes probably two per cent of the families in our society. It consists of quite wealthy people but have not been entirely accepted into the highest echelon of the social structure. Senior executives and very successful professional people are typical of this class. Their value system is largely one of adapting themselves, in so far as they can, to the style of living of the upper class.

The Upper-Middle Class: According to Schewe and Smith (1980), this includes successfully professional people, owners of medium-sized organizations, managers, and junior executives. About ten per cent of the population belongs to this class. People in this group are usually very status minded and strive hard to achieve it. Most of those in this group are university educated, and they tend to cultivate a broad range of creative interests.

The Lower Middle Class: This usually seems to be the largest group comprising about thirty-five per cent of the population. Clerical workers, small business owners, and conventional white-collar workers, owners of small business, and conventional white-collar workers belong to this class. Members of this group are generally eager to be respected and devote much attention to maintaining a home, buying “good” clothes saving for university education and living in a good neighbourhood.

The Upper-Lower Class: This, perhaps more than any other group, consists of the average or ordinary citizens. It is usually the largest class, accounting for about forty per cent of all families. Semi-skilled workers and employees of small service establishments are representatives of this class. This class tends to place a premium on living as well as possible today, rather than saving for the future.

The Lower Class: Consists of unskilled workers and many of the unemployed, between ten and fifteen per cent of our population. Its members are frequently apathetic and show little concern with self-betterment, keeping up with the oneness of creating a future. This class has relatively little motivation and concerned mainly with its own day-to-day existence.

In consumers buying decision, certain attributes may influence them to buy or reject. Obviously, product packaging's influence may be noticeable in the behaviour or reaction of the consumers to such a product (Akirima 2007). According to Atueyi (2005) understanding the motivation, expectations and desires of the consumers lay the foundation of how best to serve the consumers, providing information on making improvements in the marketing process. Therefore, influence in this study means the consumers' positive or negative reactions to events, issues, objects or phenomenon. Here, it is essential to know that the consumer affluence, social setting, influence, patronage, and satisfaction of their decision in buying a household product should be important to manufacturing firms for the purpose of packaging their products.

Zikmund and d'Amigo (2001) have described consumer buying decision as a multistage decision-making process. However, the amount of time and effort devoted to each of the stages or buying phases depend on a number of factors such as the nature of the product, the cost involved, and the experience of the consumer in buying the needed goods or services. A good place to start in this study is with some standard definitions of decision and decision making.

Ivancevich, Lorenzi, Skinner and Crosby in Uzor (2010) defined a decision as a conscious choice among analysed alternatives, followed by action to implement the choice. Thus, it could be recognised that the consumers' decision making entails both a process and subsequently,



action. Akanwa (2003) stated that a decision is an act but an act requiring judgment. A judgment requires a choice to become a decision. For example, if there is no choice, a decision already has been made. It is where alternatives exist that the act of decision making becomes meaningful. Also, Russel (2010), defined a decision as a choice made from among alternatives; to drink, which pen to use, which tie to wear, and so on.

Robert (2009), stated that a critical factor that decision theorists sometimes neglect to emphasise is that despite the way the process is presented on paper, decision making is a nonlinear, recursive process. Thus, most decisions are made by moving back and forth between the choice of criteria (the characteristics we want our choice to meet) and identifying alternatives (the possibilities we can choose from). The alternatives available influence the criteria we apply to them, and similarly, the criteria we establish to influence the alternatives we will consider an understanding of the decision-making process is a sine-qua-non for all consumers. Kotler, Wong, Saunders and Armstrong (2010), noted that decision making involves the following steps; establish specific goals and objectives, identify and define the problem, determine causes of the problem, develop alternative solutions, evaluate the alternatives, select a solution, implement the decision, evaluating decision effectiveness. Using such a systematic approach to decision making ensures that relevant information has been gathered, alternative choices are understood.

METHODOLOGY

The study adopted the survey research design. Ali (1996) explained that the survey research design is used when the subject of investigation centres on individual opinions, attitudes and perceptions. This study adopted this type of research design because the population used in the study was large. The study also seeks the opinions and perception of the consumers on the influence of product packaging of household products. The study was carried out in Rivers State of Nigeria. The state comprises 23 Local Government Areas. The State is made up of three Senatorial Districts. Rivers state is considered appropriate for this study because of the vibrant number of marketing firms and tertiary institutions in the state. The population of the study consisted of 125 respondents. The population was drawn from the nominal staff roll of the tertiary institutions as of September 2019. The random sampling technique was used to get the sample size that was used in the study. The researchers used a structured questionnaire for data collection. The questionnaire was entitled “Influence of Self-Affluence of Product-Packaging on Consumers Buying Decisions”. The questionnaire items are rated with a 5-point rating scale of Very High Influence (5), High Influence (4), Average Influence (3), Little Influence (2) and No Influence (1). Self-affluence attributes of product-packaging covered items 1-8. To ensure the validity of the instrument, the instrument was subjected to face validity by three experts. The questionnaire was given to two experts from the Departments of Business Education of Rivers State University of Science and Technology, Port Harcourt and one expert from the Department Vocational Teacher Education, University of Nigeria, Nsukka. To establish the instrument’s reliability, the instruments were trial-tested, using twenty (20) consumers from the College of Education Agbor, and Delta State University, Abraka all in Delta state. Data collected were analyzed and the internal consistency of the instrument determined using the Cronbach Alpha formula. Using the Cronbach alpha co-efficient formula to determine the instrument’s internal consistency, the reliability index of 0.76 was obtained and considered reliable. The data for the study were analysed using analysed frequency counts,



percentages and the mean. In contrast, t-test statistic was used to test the null hypothesis at a 0.05 level of significance. Any item with a mean score of 3.50 and above was considered influenced, while any item with a mean value below 3.50 was considered as not influenced. Also, Scheffe's test significant difference was used to detect the source of significant difference on only the significant F-ratio test.

RESULTS

Research Question; What is the extent of influence of product packaging's self-affluence attributes on consumers buying decisions of household products in tertiary institutions in South-South, Nigeria? Questionnaire items 1 - 9 were used to answer the research question. Data relating to this research question are presented in table 1.

Table 1: Mean Ratings Standard Deviation of Consumers on the Influence of Self affluence of Product Packaging in Buying Decisions

N-125

| S/N | Items | Mean | SD | Remarks |
|--------------------------------------|--|-------------|-------------|---------|
| 1 | Buying a particular product package increases my self-esteem among my peers. | 4.39 | 0.60 | VI |
| 2 | Buying an increase in self-esteem among your peer | 4.12 | 0.64 | VI |
| 3 | Use a particular product to increase self-ego among colleagues in the office. | 4.40 | 0.32 | VI |
| 4 | Product package creates to social class among colleagues | 4.23 | 0.43 | VI |
| 5 | Product package that elevates and maintain family standards influences my buying of a product. | 3.46 | 0.64 | I |
| 6 | Product package creates a sense of belonging to a class | 3.32 | 0.65 | I |
| 7 | Product package creates satisfaction for using the product | 4.24 | 0.46 | VI |
| 8 | Product package for self-actualisation among colleagues. | 4.10 | 1.26 | VI |
| 9 | Product package creates an identity for social affiliation in society. | 3.72 | 0.57 | VI |
| Grand Mean/Standard Deviation | | 3.99 | 0.64 | |

The results presented in Table 1 shows that nine items had a mean range of 3.32 – 4.40. The respondents rated item number 3 (use a particular product to increase self-ego among colleagues in the office ($\bar{x} = 4.40$) with the highest means. The item obtained a standard deviation of 0.32. Item 2 on buying particular product packages to increase my self-esteem among my peers ($\bar{x} = 4.39$; 0.60). Item 2 on buying increase in self-esteem among your peer has mean of (4.12) and standard deviations of (0.64) indicating that the respondents were close



to one another in their opinions. According to the means used in this study, the grand mean of ($\bar{x} - 3.99$) indicates that respondents agree on the items as influences to buying decisions.

Null Hypothesis

There is no significant difference in male and female consumers' mean responses on the extent of influence of the self-affluence aspect of product packaging on their buying decision of household products in tertiary institutions in South-South, Nigeria.

Table 2: Mean Ratings, standard deviation and t-test Analysis of the Responses of Male and Female Consumers on Self-Affluence Aspects of Product-Packaging Influences on their Buying Decisions of Household Products

| S/N | Influence item Statement | \bar{x}_1 | SD ₁ | \bar{x}_2 | SD ₂ | t-cal | t-tab | Dec |
|-----|---|-------------|-----------------|-------------|-----------------|-------|-------|-----|
| 1 | Buying a particular product package increases my self-esteem among your peers. | 3.88 | 1.21 | 4.32 | 2.97 | 1.81 | 1.96 | NS |
| 2 | Buying increases self-esteem among your peers | 4.20 | 0.70 | 4.28 | .52 | 0.52 | 1.96 | “ |
| 3 | Use a particular product to increase self-ego among colleagues in the office. | 4.43 | 0.56 | 4.37 | .41 | 0.41 | 1.96 | “ |
| 4 | Product package creates a social class among colleagues | 4.43 | 0.50 | 4.32 | .93 | 0.93 | 1.96 | “ |
| 5 | A product package that elevates and maintains family standards influences my buying of a product. | 4.40 | 0.81 | 4.24 | 1.03 | 1.02 | 1.96 | “ |
| 6 | Product package creates a sense of belonging to a class | 4.36 | 0.53 | 4.39 | .30 | 0.30 | 1.96 | “ |
| 7 | Product package creates satisfaction for using the product | 4.38 | 0.49 | 4.20 | 1.19 | 1.19 | 1.96 | “ |
| 8 | Product package for self-actualization among colleagues. | 4.36 | 0.61 | 4.41 | .40 | 0.40 | 1.96 | “ |
| 9 | Product package creates an identity for social affiliation in society. | 4.35 | 0.49 | 4.13 | 1.67 | 1.26 | 1.96 | “ |
| | | 4.36 | 0.99 | | | | | |

Mean/Standard Deviation

X₁ = Male X₂ = female df = 1629 at 0.05 alpha level t-table = 1.96 n = 1632. NS = Not significant.

Table 2 revealed that the nine items had their t-cal values less than the t-table value at 0.05 level of significance and at 1629 degree of freedom. This indicated that there was no significant difference in the mean ratings of the responses of male and female consumers on the influence of self-affluence attributes of product-packaging on the buying decision of household products.



Therefore, the null hypothesis of no significant difference is upheld for the 9 product packaging influence factors of self-affluence on the buying decision of household products.

Results/Findings

This study's findings are presented based on the research question and hypothesis formulated that guided the study. The study revealed that;

1. Self-affluence and consumers buying decision of household products in tertiary institutions in South-South, Nigeria. The study revealed that consumers as a result of self-esteem and ego, were influenced positively in their buying decision of household products in tertiary institutions in South-South, Nigeria.
2. The t-test result also showed there were no significant differences existed in the mean responses of male and female consumers on the self-affluence influence aspect of product packaging on their buying decision in tertiary institutions in South-South, Nigeria.

DISCUSSION

The findings of the study were organised and discussed according to the research questions answered and null hypotheses tested.

Self-Affluence and Consumers' Buying Decision of Household Products

The analysis in Table 2 indicated how consumers are influenced by the self-affluence attributes of product-packaging on their buying decisions. Nine items were rated as self-affluence factors that influence consumers' buying decision. In the study of Dave and Tomklein (2003), it was discovered that consumers of household products are noted for simple recognition by the peers either in church, school, in the family, and in other social avenues. Enyekit (2013) observed that human beings are influenced in their buying decision if there is motivation, satisfaction, and recognition in the self for buying a particular product for consumption. Self-affluence in the study of Amah (2005), it was discovered that the ego of the individual in any social setting or group determined the taste, perception and personality traits of the person. Amah noted that the self-affluence of the upper class are not the same as the lower class. In essence, the consumers' decision is determined and is a function of the affluence and ego they demanded among their peers. In another study conducted by Edwin (2001), it was discovered in the study consumers tend to display with every sense of turnover and pride the extent of their wealth and riches when they make decision and choice in buying certain products. This present study's aspect is related to the self-esteem aspect and self-affluence in purchasing a particular product package. The studies are in consonance with the findings of this present study in the area of the consumer's satisfaction and prestige derived from using a particular product package.

CONCLUSION

Based on the results and findings of this study, the researcher found out that the use of marketing mix objectives of product, price, place and promotion are not the only factors that



influence the consumers buying decision of household products. Basically, packaging was noted in the study as an additional P to the existing 4ps of marketing. This was revealed in the study that product packaging influences the buying decision of household products by the consumers. It provides advantages to self-service, product identification, innovative opportunities to the consumers, corporate and brand image recognition and self-affluence of the consumers among their peers and in their family.

Recommendations

Based on the findings of this study, the researchers, therefore, made the following recommendations.

1. The manufacturer should improve the packaging of their products to provide more customer satisfaction.
2. Manufacturers should ensure that corporate and brand image goes along with the improved quality of the products.
3. Marketers, supermarkets, and vendors should improve on the use of product packaging as strategies by providing shelves conducive to facilitate shopping.

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Appendix 1

SPSS Print One for Mean Values

Descriptive Statistics

| | Mean | Std. Dev |
|--|--------|----------|
| Buying a particular product package to increase my self-esteem among my peers. | 4.1237 | 1.03338 |
| Buying to increase self-esteem among your peers | 4.2474 | .73642 |
| Use a particular product to increase self-ego among colleagues in the office. | 4.4021 | .63998 |
| Product package creates to social class among colleagues | 4.3196 | .86055 |
| Product package that elevates and maintain family standards influences my buying of a product. | 4.3711 | .52677 |
| Product package creates your sense of belonging to a class | 4.3814 | .52922 |
| Product package creates satisfaction for using the product | 4.2887 | .73540 |
| Product package for self-actualization among colleagues. | 4.3918 | .62177 |
| Product package creates an identity for social affiliation in the society. | 4.2474 | .75043 |

Group Statistics

| | Sex | N | Mean | Std. Dev | Std. Error Mean |
|---|--------|----|--------|----------|-----------------|
| Buying a particular product package to increase my self-esteem among my peers. | Male | 53 | 3.8864 | 1.20495 | .18165 |
| | Female | 44 | 4.3208 | .82680 | .11357 |
| Buying increases my self-esteem among my peers | Male | 53 | 4.2045 | .73388 | .11064 |
| | Female | 44 | 4.2830 | .74362 | .10214 |
| Use a particular product to increase self-ego among colleagues in the office. | Male | 53 | 4.4318 | .58658 | .08843 |
| | Female | 44 | 4.3774 | .68575 | .09419 |
| Product package creates social class among colleagues | Male | 53 | 4.4091 | .81606 | .12303 |
| | Female | 44 | 4.2453 | .89670 | .12317 |
| Product package that elevates and maintains family standards influences my buying of a product. | Male | 53 | 4.4318 | .50106 | .07554 |
| | Female | 44 | 4.3208 | .54679 | .07511 |
| Product package creates your sense of belonging to a class | Male | 53 | 4.3636 | .53226 | .08024 |
| | Female | 44 | 4.3962 | .53131 | .07298 |
| Product package creates satisfaction for using the product | Male | 53 | 4.3864 | .49254 | .07425 |
| | Female | 44 | 4.2075 | .88488 | .12155 |
| Product package for self-actualization among colleagues. | Male | 53 | 4.3636 | .61345 | .09248 |
| | Female | 44 | 4.4151 | .63349 | .08702 |



| | | | | | |
|--|--------|----|--------|--------|--------|
| Product package creates an identity for social affiliation in society. | Male | 53 | 4.3864 | .49254 | .07425 |
| | Female | 44 | 4.1321 | .89952 | .12356 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|--|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|---------|
| | | F | Sig. | T | Df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Buying a particular product package to increase my self-esteem among my peers. | Equal variances assumed | 2.485 | .118 | -2.097 | 95 | .039 | -.43439 | .20712 | -.84558 | -.02320 |
| | Equal variances not assumed | | | -2.028 | 73.854 | .046 | -.43439 | .21423 | -.86127 | -.00751 |
| Buying increases in self-esteem among my peers | Equal variances assumed | .000 | .990 | -.521 | 95 | .604 | -.07847 | .15077 | -.37778 | .22083 |
| | Equal variances not assumed | | | -.521 | 92.170 | .604 | -.07847 | .15058 | -.37753 | .22058 |
| Use a particular product to increase self-ego among colleagues in the office. | Equal variances assumed | .001 | .977 | .415 | 95 | .679 | .05446 | .13109 | -.20579 | .31471 |
| | Equal variances not assumed | | | .422 | 94.904 | .674 | .05446 | .12920 | -.20204 | .31096 |
| Product package creates social class among colleagues | Equal variances assumed | .103 | .749 | .933 | 95 | .353 | .16381 | .17563 | -.18486 | .51247 |
| | Equal variances not assumed | | | .941 | 94.168 | .349 | .16381 | .17409 | -.18184 | .50945 |
| Product package that elevates and | Equal variances assumed | .010 | .921 | 1.034 | 95 | .304 | .11106 | .10740 | -.10215 | .32427 |



| | | | | | | | | | | |
|--|-----------------------------|-------|------|-------|--------|------|---------|--------|--------|---------|
| maintains family standards influences my buying of a product. | Equal variances not assumed | | | 1.043 | 94.043 | .300 | .11106 | .10652 | .10044 | -.32257 |
| Product package creates your sense of belonging to a class | Equal variances assumed | .071 | .790 | -.301 | 95 | .764 | -.03259 | .10845 | .24789 | -.18271 |
| | Equal variances not assumed | | | -.300 | 91.685 | .765 | -.03259 | .10847 | .24802 | -.18284 |
| Product package creates satisfaction for using the product | Equal variances assumed | 2.654 | .107 | 1.195 | 95 | .235 | .17882 | .14965 | .11828 | -.47591 |
| | Equal variances not assumed | | | 1.255 | 83.921 | .213 | .17882 | .14243 | .10443 | -.46207 |
| Product package for self-actualization among colleagues. | Equal variances assumed | .246 | .621 | -.404 | 95 | .687 | -.05146 | .12737 | .30431 | -.20139 |
| | Equal variances not assumed | | | -.405 | 92.735 | .686 | -.05146 | .12698 | .30363 | -.20071 |
| Product package creates identity for social affiliation in self-actualisation society. | Equal variances assumed | 2.268 | .135 | 1.677 | 95 | .097 | .25429 | .15162 | .04672 | -.55530 |
| | Equal variances not assumed | | | 1.764 | 83.216 | .081 | .25429 | .14415 | .03242 | -.54099 |

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