

AN ANALYSIS OF BRAND OF GOODS AS DETERMINANTS OF IMPULSE BUYING AMONG FEMALE LECTURERS

Njoku Christian O. (Ph.D)

Department of Business Education, Alvan Ikoku Federal University of Education – Owerri
njokuchris34@yahoo.com GSM: 08065355109

Abstract

The study was carried out in six Universities in the North East Nigeria. The study was a descriptive survey design and involved a population of 317 female lecturers drawn from six Universities in the North East Nigeria. No sample was drawn for the study as the entire population of 317 was surveyed, and 218 respondents returned their questionnaires. The instrument for data collection was face validated by three experts, two from the department of vocational teacher education, University of Nigeria Nsukka and one from the department of technology education Abubakar Tafawa Balewa University Bauchi. The instrument was tested for reliability using the Cronbach Alpha formula and obtained a coefficient of 0.82. The research questions were answered using Mean and standard deviation while the Null hypothesis was tested using ANOVA at 0.05 level of significance. The major findings were that branded goods constitute to a high extent, determinants of female lecturers' impulse buying. It was therefore recommended, among others, that while impulse buying should be recognized as a marketing concept and manufacturers, retailers and advertising agents seeking to attract a significant share of consumers' impulse purchases should utilize the strategies revealed in this research, it is however strongly advised that this research create an awareness among consumers on the effective selection and utilization of brand and price mechanism in making wise purchase decision.

Keywords: Impulse buying, Determinants, Brand of goods, Female lecturers,

Introduction

Impulse buying is a habit which every consumer often displays in his or her daily buying experiences. Although, consumers often hesitate to be associated with impulse buying attitude, they hardly, adhere strictly to their original buying plan which had earlier been articulated prior to visiting the retail stores, and this reflects impulse buying habit. Geof and Clive (1998) described impulse buying as a buying action undertaken without a careful buying plan previously having been articulated or formed prior to entering the retail stores. Also, Phillis and Bradshaw (1993) defined impulse buying as a sudden strong wish or need to buy something without thinking about it carefully. In the same vein, Njoku (2024) affirmed that impulse buying is a sudden strong wish or need to buy something without planning or thinking about it carefully or comparing such goods with similar or related goods with a view to making a better purchasing choice.

Impulse buying also paints a scenario which de-emphasizes the fixed plan of items to be purchased prior to visiting the retail stores on the argument that store environment could provide a better purchase stimulation. Njoku (2023) affirmed this assertion by positing that shopping is much easier with products highly visible and store environment acting as prompt lists, allowing consumers to defer purchase decision

making until they are in-store. Also, Geof and Clive (1998) noted that consumers' intent to purchase is far from fixed and can continue to be modified right up to the point of purchase. Njoku (2015) supported the idea by stating that consumers need not have a fixed or permanent plan of buying action prior to visiting the retail stores because store environment always provides a better purchasing stimulation on account of the presence of large varieties of highly visible products displayed and competing for attention of consumers who visit the retail stores. Therefore, impulse buying in the context of this research study is a sudden strong wish or need to buy something without careful planning or without adhering strictly to the original buying plan which had earlier been articulated prior to visiting the retail stores.

In a more specific term, therefore, the researcher intends to examine one feature or characteristics of goods which pre-disposes such goods or make them prone to impulse buying and investigate the extent to which female lecturers perceived these features or characteristics to determine their impulse buying. Kotler and Armstrong (2004) articulated these features or characteristics and referred to them as determinants of impulse buying. A determinant therefore is an element

that identifies the nature of something or fixes or conditions an outcome. Determinants of impulse buying are those features or characteristics or qualities of goods which induce or stimulate consumers' impulse buying of such goods. These determinants include "brand of goods". Specifically, the researcher examines brand of goods as, perhaps, a determinant of impulse buying and investigate the extent to which the brand of goods constitutes determinants of impulse buying among female lecturers in Universities in North-East Nigeria.

A brand is a name, term, sign, symbol or design or a combination of these, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors (Kotler and Armstrong, 2004). Branded goods are goods that have been attached or identified with specific brand name. Brands are significant factors in marketing since they help create a product image. Keven and Keller (2003) explained that brand and branding add tremendous value to a product. For instance, a bottle of a white linen perfume as a high quality, expensive product, but the same perfume in an unmarked or unbranded bottle would be viewed as low quality no matter how beautiful the fragrance is.

Branding has become so strong that today, hardly anything goes without brand attached to it. Salt for instance is packed in branded containers, for instance Dangote salt, among others. According to Kotler (2003), branding help buyers in many ways. Brand names help consumers identify products that might benefit them. Brands also tell buyers something about product quality. Buyers who always buy the same brand know that they will get the same features, benefits and qualities. Branding also gives the seller several advantages. The brand name become the basis on which a whole stories can be built about a products' special qualities which constitutes an instrument for proper product positioning in the minds of the consumers. Consumers' perception of a product is a function of the brand of such product and this influence the level of goodwill and dictates the level of demands especially impulse purchases (Osuala, 2004).

Brand vary in the amount of power and value they have in the market place. Kotler and Armstrong (2004) contended that a powerful brand has high brand equity and attract a high impulse attention and purchases. Kotler (2003) defined brand equity as the positive differential effect that knowing the brand name has on customers' response to the product or service. A

measure of brands equity is the extent to which customers are willing to patronize a particular brand. According to Scott and Morris (2010) 72 percent of customers are willing to buy more of their chosen brand relative to the closet competing brand. A brand with strong brand equity is a very valuable asset. Gerry (2012) asserted that brand valuation is the process of estimating the total financial value of the brand. Measuring such value may be difficult. However, according to one estimate, the brand value of coca-cola 69billion dollars, Microsoft is 65billion dollars, 1BMis53billion dollars. Other ratings among the world's most valuable brands include General Electric, Nokia, Intel, Disney, Ford, MacDonalds and AT&T. These categories of brands have no doubt dominated customers' choice for brands and command the highest level of customer demand and patronage, including impulse purchases (Kotler, 2003). The role of women in the purchase of consumer and household goods is critical because over seventy five percent of these categories of goods are purchased by women and they also do the cooking and managing other related household affairs (Fatima and Abasa, 2004).

Pursuant to the above responsibility of cooking and managing other related family affair, among others, female lecturers do patronize super markets and related retail outlets or stores where large varieties of merchandise abound and which elicit various types of impulse buying habit based on their perception of such goods. Perception is the process by which an individual selects, organizes and interpret information input to create a meaningful picture of the world around him. Perception reflects the opinions expressed by consumers on particular issues in question, for instance, the choice of items of goods to be purchased by female lecturers. Times Higher Education (THE, 2011) defined a lecturer as a person with relevant academic qualifications in specific areas of specialization up to Doctor of Philosophy and who holds academic position in a University or similar Institution and who teaches and engages in research activities as well as leads or oversees research groups. Also, Lee Elliot (2006) described a University as an institution of higher education and research which grants academic degrees in variety of subjects and provides both undergraduate and postgraduate education.

In Nigeria, female lecturers posses relevant academic qualifications ranging from primary school to the University level. UNESCO (2004) listed academic qualifications to include First School Leaving Certificate at the Primary School level, Senior Secondary School

Certificate (SSCE/NECO) at the Secondary School level, First Degree Certificate obtained at the University level and Masters and Ph.D obtained at Postgraduate level. These qualifications enable or equip these female lecturers to teach at the University level as Assistant Lecturers, Lecturers II, Lecturers I, Senior lecturers, Readers and Professors. With regard to the condition of service, the National Universities Commission (NUC, 2011) stipulates three (3) years interval for promotion of academic staff from one level to another, subject to fulfillment of other requirements which include research and publications. The salary range from assistant lecturer to professor always reflects the order of seniority such that the difference in salary of assistant lecturer and professor, among others, is enormous in addition to academic and related allowances per annum. The extent to which salary differentials across various ranks of female lecturers influence their purchasing attitude, particularly impulse buying needs to be examined and compared.

Statement of the Problem

Consumers most times impulsively succumb to the attractions of large varieties of small size goods attractively displayed in large retail stores and conventional open markets. The above scenario often times leads consumers to spend the limited financial resources on goods that may not be useful or not budgeted for (Rook, 1987), most often, unguided expenses through impulse buying have negatively affected the savings of consumers as well as leads to business collapses because of inability to plan for savings and financial capital to invest or sustain business. According to the preliminary studies conducted by the researcher, rampant cases of consumers buying expired drugs and other household consumer goods that are fake and of low quality on impulse due to their brand and colour abound and these purchases are injurious to health and socio-economic well being of a consumers.

In some cases, the packages of fake or expired drugs and other packaged consumer goods are carefully redesigned by retailers in enticing colour and brand combinations with new expiring dates attached, to attract impulse buying from unsuspecting consumers using the enticing colour and brand combinations on the packages to deceive consumers to believe the goods or drugs are newly manufactured. Also, some consumers use portable and high capacity brand of handsets and laptops to commit internet fraud, examination malpractices and browsing of corrupt Western films. Similarly, specific brand of jewelries and dresses in vogue are highly patronized, especially by women, for

engaging in prostitution. On account of restriction of their movements by their husbands due to cultural and religious beliefs, most female lecturers in North East Nigeria Universities perhaps engage on impulse buying of consumer goods that attract their sudden interest whenever they are opportuned to be in retail stores and this scenario leads to waste of limited financial resources and consequent economic and social problems.

Although, different categories of consumers, including female lecturers are attracted to impulse buying, it is not yet known exactly how these categories of consumers perceive impulse buying and the determinants of impulse buying and whether consumers can as well engage in impulse buying conscientiously. Moreso, the high prevalence of impulse buying and consumers' hesitation to associate with impulse buying habit is not only a contradiction but also stigmatizes impulse buying (Kotler and Armstrong, (2004). Based on the foregoing issues and concerns and coupled with female lecturers' academic profile, this research study intends to determine the extent brand of goods constitute a determinant of impulse buying among female lecturers in Universities in North East Nigeria.

Purpose of the Study

The major purpose of the study was to determine female lecturers' perception of the determinants of impulse buying in the Universities in North East Nigeria. Specifically, the study sought the extent.

1. Brand of goods constitute a determinant of impulse buying by female lecturers in Universities in North East Nigeria.

Research Question

1. To what extent do brand of goods constitute a determinant of impulse buying among female lecturers in Universities in North East Nigeria.

Null Hypothesis

1. There is no significant difference in the mean responses of female senior lecturers, Readers and Professors on the extent brand of goods constitute a determinant of impulse buying in Universities in North East Nigeria.

Methodology

This is a descriptive survey study carried out in six Universities located in the North East geopolitical zone of Nigeria. The population for the study consisted of 317 female lecturers in the six Universities. This population was made up of 73 female lecturers from the University of Maiduguri, 52 female lecturers from the Federal University of Technology Yola, 53 female lecturers from Abubakar Tafawa Balewa University Bauchi, 47 female lecturers from Adamawa State University, 48 female

lecturers from Gombe State University and 44 female lecturers from Yobe State University. The entire population was studied because the population was manageable. A researcher made questionnaire with one section and total of 12 items was used for data collections. The instrument was validated for face and content validity by three specialists in business education, two of the specialists are from the department of vocational Teacher Education, University

of Nigeria, Nsukka, while the other specialist is from the school of Science and Technology Education; Abubakar Tafawa Balewa University Bauchi. The reliability index was determined at 0.89 coefficient using the Cronbach Alpha. The mean score and standard deviation were used to answer the research question while the hypothesis was tested using analysis of variance (ANOVA) statistics at 0.05 level of significance (Nworgu, 2008).

Table 1: Mean and Standard Deviation on the Extent brand of goods constitute a determinant of impulse buying in Universities in North East Nigeria

S/N	Items Statement	(\bar{X})	(SD)	Remark
1	The brand names record and position the goods permanently in the minds of consumers, example coca cola and this attracts impulse buying.	3.68	0.86	High Extent
2	The choice and taste for particular brand of goods is so cherished that consumers are always attracted to buy them on impulse.	3.75	0.88	HE
3	Advertising messages employ the popular brand names of specific goods to induce impulse buying of such goods-example Nokia handsets.	3.83	0.87	HE
4	Most consumers are meant to believe that brand name add values to a product which in turn attract impulse buying example Delta Soap as against soap.	3.85	0.84	HE
5	Consumers are attracted to buy on impulse when brand name help to advertise the goods' brand quality example Kingsway brand.	3.70	0.91	HE
6	Consumers' positive perception of product is a function of its brand name, quality and uniform price which attracts impulse buying.	3.76	0.86	HE
7	The brand of a product attracts a high level of good-will and dictates a high level of impulse patronage.	3.62	0.96	HE
8	Consumers are willing to patronize more of their chosen brand on impulse relative to closest competing brand.	4.11	0.71	HE
9	A product attracts impulse buying when the brand enjoys a high level of awareness and loyalty.	3.78	0.88	HE
10	Branded food items such as USA rice, star magi, among others, add value and attracts impulse buying.	3.89	0.96	HE
11	Branded beverages such as Bournvita, Milo, Pick milk, among others, attract spontaneous in-store-reaction and induce impulse buying.	3.74	0.76	HE
12	Branded telecom/GSM products such as GIO, MTN recharge cards and NOKIA handsets, among others, are in vogue and stimulate impulse buying.	3.77	0.82	HE
	Grand mean	3.84	0.86	HE

The data presented in table 1 showed a grand mean score of 3.84 implying that brand of goods, constitute to a high extent a determinant of impulse buying by female lecturers.

The standard deviation score of 0.86 implied that most respondents had similar opinion or view that brand of goods, constitute to a large extent a determinant of their impulse purchases.

Null Hypothesis I

There is no significant difference between the mean responses of female senior lecturers, readers and professors on the extent to which brand of goods

constitute a determinant of their impulse buying in Universities in North East Nigeria.

Table 2: Summary of analysis of variance (ANOVA) on the extent brand of goods are perceived to attract impulse buying among female senior lecturers, readers and professors.

Source of variance	Sum of square	DF	Means square	F _{cal}	F _{tab}	Level of sig.	Remarks
Between groups	1.079	2	.537	2.856	3.00	0.05	NSD
Within groups	18.8428	100	.189				
Total	19.928	102					

Data in table 2 showed the calculated F-ratio 2.856 which was less than the table F-value 3.0 with 2 and 100 degrees of freedom at 0.05 level of significance. Based on the above values the null hypothesis of no significant difference was accepted. This means that female senior lecturers, readers and professors have similar perception that brand of goods constitute to a high extent a determinant of their impulse buying.

Discussion of the Findings

Brand of Goods as a Determinant of Impulse Buying

This research investigation found out that branded goods such as coca cola, Nokia, Dangote salt and sugar and floor and IBM products, Microsoft, Intel, Disney Guinness and so on attract tremendous among of customer patronage because of their popular brand name. Most household branded goods like salt, tin tomatoes, indomie noodles, vegetable oil, shoes and clothes and fashion products attract a lot of impulse attention and purchases among female consumers, including female lecturers. This findings were in consonance with Keven and Kotler (2003) where they affirmed that brands and branding add tremendous value to a product and that most consumers would perceive a bottle of a white linen branded perfume as a high quality expensive product and attracted to buy such perfume, including impulse buying while the same qualities of perfume in an unmarked and unbranded container will not attract much attention of the customers. Kotler (2003) corroborated the findings of this research when he asserted that brand names help consumers identify products that benefits them and therefore go for the purchase of such products including impulse purchases. Osuala (2004) also stated that consumers' perception of a product is a function of the brand of such product. The findings also agreed with the views of Scott and Morris (2010) where they asserted

that if every assets of the company were destroyed by natural disasters, they could afford to borrow money and start all over because of the tremendous brand goodwill they company products command. The findings of this research also corroborated with the view of Gerry (2012) where he stated that the brand value of Coca cola is worth 69 billion dollars, among others, thereby attracting a tremendous amount of impulse attention and purchases.

The test of hypothesis (H_{01}) revealed that there was no significant difference in the mean responses of female Senior Lecturers, Readers and Professors on the extent brand of goods constituted a determinant of impulse buying in the North Eastern Nigerian Universities. The above findings implied that female lecturers of different ranks express similar opinion that brand of goods to high extent attracted their impulse buying. This findings was in consonance with Geof and Clive (1998) where they found out that 72 percent of customers are willing to buy more to their chosen brand on impulse relative to the closest competing goods. This is because a powerful brand enjoys a high level of customer brand awareness and loyalty.

Conclusion

The researcher examined brand of goods as, perhaps, a determinant of impulse buying and investigated the extent to which brand of goods constitute determinants of impulse buying among female lecturers in Universities in North East Nigeria. The research investigation revealed that brand of goods, to a large extent, constitute determinants of impulse buying. Also, the standard deviation and null hypothesis scores revealed similar opinion, among female lecturers. Consequently, scholars, teachers, students of marketing education and general public should take the concept of impulse buying more seriously as a major

marketing concept instead of approaching the concept with unseriousness or stigmatizing the concept. Rather, impulse buying is a recognized buying habit. However, consumers should be sensitized on the effective selection and utilizations of brand in making wise purchase decision, including impulse buying.

Recommendations

Based on the findings of the study, the following recommendations are made: while impulse buying should be recognized as a marketing concept and manufacturers, retailers and advertising practitioners seeking to attract consumers' impulse buying should utilize the strategies revealed in this findings of the research, it is strongly advised that:

1. Consumers should be sensitized on the effective selection and utilization of brand and

price mechanism in making wise purchase decision, including impulse buying

2. Consumers should however not allow themselves to be short changed by fraudulent retailers who repackage fake or expired goods in enticing brands to attract impulse buying among others.
3. Teaching and learning of impulse buying and determinants of impulse buying should be further enriched through the efforts of this research investigation and expanded as part of curriculum for marketing students. This effort will broaden the awareness of impulse buying with its attendant positive and negative implications as a way of educating the public to make wiser purchase decisions, particularly impulse purchased.

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