

## Market Factors Affecting Consumer Goods Patronage in Owerri, Imo State, Nigeria

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### Abstract

**Research Objectives:** The study examined the market factors affecting consumer goods patronage in Owerri. The specific objectives were to: examine the effect of market factors (price, quality, product availability, brand name) on consumer patronage.

**Methodology:** Descriptive survey research design was adopted. This study was conducted in Owerri, Imo State. The population of consumers in Owerri is infinite and there is no stipulated record on the number of consumers of consumer goods in Owerri. The sample size of the customer population was determined with Trenund and William's model, calculated at 95% confidence and 5% significant levels respectively. The sample size for the study therefore is = 323. Only individuals of 18 years of age and above were sampled. This study adopted purposive and convenience sampling techniques. Primary data were used for the study. The hypotheses were tested with multiple regression models.

**Results:** The result revealed that market factors (price, quality, product availability, brand name) have significant effect on consumer patronage.

**Conclusion:** The study confirms that market factors significantly influence consumer patronage of consumer goods. It was recommended that businesses should regularly monitor competitor pricing and market trends to offer consumer goods at attractive, value-driven prices. Introducing tiered pricing, discounts, or loyalty-based pricing can help retain price-sensitive customers and boost overall patronage.

**Key words:** Market, Factors, Patronage, Consumer goods.

## 1.0 INTRODUCTION

Consumer patronage is a critical determinant of business success and sustainability in today's competitive marketplace. Understanding the factors that influence why and how consumers choose to patronize certain products, services, or establishments is essential for marketers, business owners, and policymakers (Kotler and Keller, 2012 cited in Dibie, Unanam,

Nwakwue and Kalu, 2019). Market factors such as product quality, pricing strategies, customer service, location convenience, and the overall shopping environment play a significant role in shaping consumer behavior and loyalty. Additionally, socio-demographic variables including age, income, education, and cultural background further affect consumer preferences and purchasing decisions (Oliver, 2019). In an era marked by rapid technological advancements and shifting consumer expectations, businesses must continuously adapt their marketing strategies to meet evolving demands. The Nigerian consumer goods market is a vibrant and rapidly evolving sector, driven by a growing population and increasing demand for goods and services (Painoli, 2017). However, the market is also characterized by various challenges that affect patronage, including economic instability, counterfeit products, and inadequate distribution networks. A good knowledge of the market factors that influence consumer behavior and patronage is crucial for businesses to succeed in this competitive environment (Svemson, 2019).

It is a known fact that consumers are the final users of goods and services and marketers are defining strategies to meet and satisfy target consumers' needs and wants within a specific time and at a profit. The field of marketing is innately linked to the needs of all human and social beings. This organizational function essentially exists to successfully identify and profitably meet the needs and demands of the consumers. Thus, marketing, as a function, identifies and meets human and social needs, starting and ending with the consumer in mind so to speak (Kotler and Keller, 2012). One of the basic essences of marketing is to view market offerings, goods and services from the consumer's point of view; seeing that the right offerings reach the right customer, at the right place, at the right time and at the right price. Thus, to succeed in any form of legal business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know what impel consumers to make purchases. In effect, Peter and Olson (2010) studied the importance of consumer buying behaviour as a marketing strategy for achieving marketing objectives depends mostly on knowing, serving, and influencing consumers' behaviour.

### **Statement of the Problem**

The Nigerian consumer goods market is characterized by diverse challenges that affect patronage. Despite the country's large and growing population, several market factors hinder the patronage of consumer goods. One major issue is the unstable economic environment, marked by fluctuating exchange rates, inflation, and inconsistent government policies. These factors lead to price volatility, making it difficult for consumers to afford goods. Another significant challenge is the prevalence of counterfeit products in the market. The influx of fake goods not only undermines consumer trust but also poses health and safety risks. Consumers are often forced to choose between authentic products at higher prices and potentially harmful counterfeit goods. The distribution network in Nigeria is also a major concern. Many areas, especially rural regions, lack adequate infrastructure, making it difficult for goods to reach consumers. This results in inconsistent availability and limited access to

products. Furthermore, consumer preferences and behaviors are influenced by cultural, social, and economic factors. Nigerian consumers often prioritize affordability and value for money, which can lead to a preference for cheaper, sometimes lower-quality products. Additionally, the rise of e-commerce has transformed the consumer goods market. While online shopping offers convenience and accessibility, it also presents challenges such as security concerns, delayed deliveries, and inconsistent product quality. To address these challenges, businesses and policymakers must understand the complex interplay of market factors affecting patronage. By identifying the key drivers of consumer behavior and developing targeted strategies, stakeholders can improve market dynamics, increase consumer trust, and ultimately drive growth in the consumer goods sector. This study aims to investigate the market factors affecting patronage of consumer goods in Nigeria, with a focus on identifying the key challenges and opportunities for businesses and policymakers to improve market outcomes.

### **Objectives of the Study**

The main objective of this research was to examine the market factors affecting patronage of consumer goods in Owerri. However, the specific objectives were to:

- i. examine the effect of market price on patronage of consumer goods;
- ii. determine the effect of product quality on patronage of consumer goods;
- iii. ascertain the effect of product availability on patronage of consumer goods; and
- iv. find out the effect of brand name on patronage of consumer goods.

### **Research Hypotheses**

Ho<sub>1</sub>: there is no significant effect of market price on patronage of consumer goods.

Ho<sub>2</sub>: there is no significant effect of product quality on patronage of consumer goods

Ho<sub>3</sub>: there is no significant effect of product availability on patronage of consumer goods

Ho<sub>4</sub>: there is no significant effect of brand name on patronage of consumer goods

### **Significance of the Study**

By understanding the key drivers of consumer behavior and preferences, stakeholders can develop targeted strategies to improve market outcomes, increase consumer trust, and drive growth in the consumer goods sector. The following would be the key benefits of this study:

**Informed Business Decisions:** Understanding market factors influencing patronage enables businesses to make informed decisions on product development, pricing, and marketing. **Improved Consumer Satisfaction:** Identifying factors that drive consumer behavior helps businesses tailor their offerings to meet consumer needs, leading to increased satisfaction and loyalty. **Design targeted campaigns** that resonate with Nigerian consumers.

Policy Development: Policymakers can use findings to develop policies that promote a favorable business environment and protect consumer interests. Create policies that promote consumer welfare and support business growth. By shedding light on the complex dynamics of the Nigerian consumer goods market, this study will contribute to the development of strategies that benefit both businesses and consumers.

## **2.0 REVIEW OF RELATED LITERATURE**

### **2.1 Concept of market factors**

Market factors are any internal variables of a business organization which affects sales. Market factors refer to the various elements that influence consumer behavior, demand, and purchasing decisions in a market (Bavornluck, 2015). These factors can be internal or external to a business and may include price of product, location of consumers, availability of products, name of company, social value of company and technological variables. Market factors can impact the success of a product or service and are often considered by businesses when developing marketing strategies (Adam & Khan, 2017). Understanding market factors is crucial for businesses to: develop effective marketing strategies, identify opportunities and threats, make informed product development decisions, enhance customer satisfaction and loyalty and stay competitive in the market. By analyzing market factors, businesses can gain valuable insights into consumer behavior and preferences, ultimately driving growth and success in the market (Adam & Khan, 2017). Several market factors influence consumer patronage of goods, including product quality, pricing, advertising, customer service, and overall market conditions. Additionally, factors like brand reputation, convenience, and product availability play a significant role in attracting customers. The market factors included product, price, channel of distribution, promotion, people, process, physical environment, and product and quality.

### **Effect of market factors on consumer patronage**

According to Singh and Majumder (2015), the buying decision of customers varies from rural to urban customers. Rural customers demand quality products with low prices and they prefer branded products as quality products. Rural customers are less aware of brands, they only focus on quality. Companies can promote products on the basis of quality because a rural customer measures brand in terms of quality. They highly consider customer recommendations while buying the product. Customers usually recognize the product by their shape, color and logo. Kumar and Dangi (2013) in their study on rural consumers found that awareness is increasing due to increasing income and change in educational status. Customers are moving towards branded products, they also prefer quality products. Ali (2012) analyzed the factors influencing the purchase of CG products by rural consumers in South India and found that marketers should use low price strategy and focus on quality. Chovanova (2015) studied the impact of brand on consumers and revealed that they mostly consider quality factors while buying the product. Consumers associate brands with product

information which they utilize while making purchase decisions. Narayana and Mathew (2015) stated that price and quality are the most preferred factors, influencing purchase behavior of rural customers. Male and female customers have different attitudes towards selection of brands which also varies with age (Singh and Majumder, 2015).

Painoli (2017) argued that the economic value of the detergent cake and powder emerged as the most accepted factor for customer preference. Retailer advice has importance for customers in making purchase decisions. Social image and promotional activities affect purchase behavior of customers. Abbas (2013) revealed from the study regarding brand awareness and customer preference of rural consumers that price is not a matter of concern, they prefer quality products irrespective of price. According to Meera (2017) the majority of customers make their own decision while purchasing CG products and they believe in the availability of preferred brands in the shop. Television is the most effective source of information for the products. Customers generally switch to another brand due to unavailability of product in the shop and recommend products to others, when satisfied with the product. Brand name is considered as a measure of quality, packaging, small sachet are the factors which influences purchase behavior of customer regarding consumer goods.

#### **i. Market factors**

a. Brand name: A measure of identification for product, provides strength to the product perception for brand varies from customer to customer, thus the image of brand also varies. It boosts the level of confidence among customers, and hence the acceptability for new products becomes easy for marketers. This is an important factor since established brands act as high entry barriers to new products but if brand loyalty is strong, consumers will pay a high price for the product and are reluctant to switch to competitive products (Joghee & Pillai, 2013). Brand attributes, brand values, and brand personality emerged as an important factor for selection of FMCG brands.

b. Product quality: It is a strong input to competition and a measure of brand image. Product quality has its own importance in the long-run, for gaining trust of customers. Customers are oriented towards quality as a basic requirement for purchasing a product.

c. Price: Price is a sensitive factor for buying a product. It not only provides economic value to the product but also it is a measure of quality, status symbol. Price response has a direct impact on sales prediction for a product.

d. Available brand at shop: Customers irrespective of their choice for particular brand expect an array of product shops. Due to unavailability of the desired brand of customer choice, they switch to the other brand. Switching for products also depends on brand loyalty.

e. Retailer advice: Retailers' advice facilitates the ease in complex decision making of customers through their product knowledge and awareness of market trends. Customers usually admire retailer's recommendations regarding the product due to their interaction with

customers. The information on sales volume of the brand of the store, which is generally provided by retailers, propel customers to buy the product.

f. Extra quantity offered: The customers are generally attracted through lucrative offers of the markets. These offers provide a competitive advantage to the company in the short-run in grasping market share. Customers are psychologically motivated towards extra quantity offered by the companies.

### **Concept of customer patronage**

Customer patronage is the compulsion, want and thought inside the customers which incorporate the acquisition of merchandise and services from an outlet (Ozor, 2012). It is a mix of mentality, regularizing convictions and inspiration that will impact buying conduct (Burnkrant, 1982; Fishbein and Ajzen, 1975). Customer patronage of an organization's offer depends on a mix of variables thought about by purchasers in deciding the organizations to support. Various creators have various perspectives on the idea of support, as per the compact oxford English word reference (2008), the word client or buyer support implies someone or something that eats or uses something or an individual who purchases products and ventures for individual utilization or use. Adiele *et al.*, (2015) opines that patronage is burned out of the desire to be committed to an organization either based on its service quality or perceived service qualities. From the perspective of Oliver (2019) client patronage is characterized as a profoundly held responsibility to repurchase an association's items to the detriment of contender's contributions. Grembler and Brown (2016) states that patronage is characterized as how much a buyer shows rehash buy conduct from a specialist organization, while Jeock (2009) portrayed patronage as the recurrent buy conduct at a specific store for either similar items or some other product. In a highly comparative industry, satisfying the customers should be the primary focus of firms that wish to sustain patronage (Inbakeran & Reece, 2019). Customers will always patronize organizations whose level of service quality is consistent and reliable leading. Thus, Customer patronage is the approval or support provided by customers with respect to a particular brand which delivers the foundation for an established and growing market share.

Customer patronage is a mix of mental elements that impacts buy conduct and these elements are viewed as significant by customers (Moye & Giddings, 2012) and utilized as measuring sticks in figuring out which firm to disparage. Customer patronage has been estimated by different creators in various measurements, including store traffic stream (Engel *et al.*, 1996); willingness, informal exchange and repurchase, rehash buy, client maintenance and client referrals, (Awah, 2015), and consumer loyalty and referral, (Ogbuji *et al.*, 2016). Furthermore, the measures of customer patronage differ from one industry to another. In some firms patronage may be used interchangeably with business/performance. In a work conducted by Adiele *et al.*, (2015) on "the impact of corporate citizenship on business performance; marketing implications for Nigerian Organizations", profit margin was used as



one of the measures of business performance which hinged on consistent customer patronage. On the other hand, Asiegbu *et al.*, (2011), in measuring the marketing performance of Nigerian Domestic product organizations, adopted profitability, sales volume and market share (Singh & Majumder, 2015).

### Concept of consumer goods

Consumer goods are those goods that are consumed every day by the average consumer and are replaced or fully used up over a short period of days, weeks, or months, and within one year (Oliver, 2019). The consumer goods (CG), also known as Consumer-Packaged Goods (CPG), is products that have a quick turnover and relatively low cost. Though the absolute profit made on FMCGs is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large. Fast moving consumer goods have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some consumer goods such as meat, fruits and vegetables, dairy products and baked goods are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates. Consumer goods are products that have a quick shelf turnover, at relatively low cost and don't require a lot of thought, time and financial investment to purchase. The margin of profit on every individual Fast moving consumer goods product is less. According to Singh and Majumder (2015), the buying decision of customers varies from rural to urban customers. Rural customers demand quality products with low prices and they prefer branded products as quality products. Rural customers are less aware of brands, they only focus on quality. Companies can promote products on the basis of quality because a rural customer measures brand in terms of quality. They highly consider customer recommendations while buying the product.

### Theoretical Review

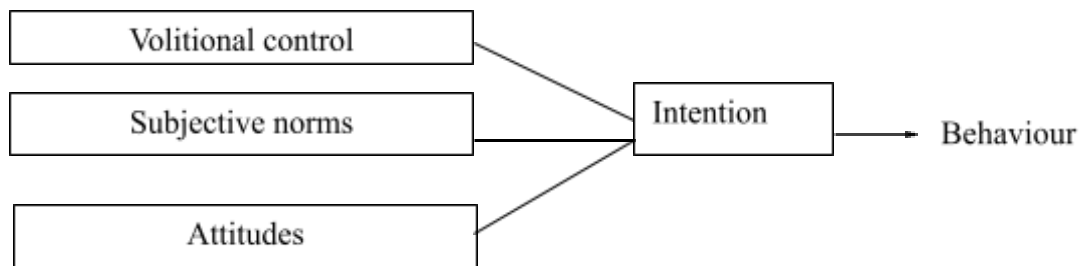
The study was anchored on Theory of Reasoned Action which detailed that voluntary behaviour by an individual and the underlying motivation that drives an action.

#### The theory of reasoned actions by Ajzen & Fishbein (1975)

Theory guiding this study is the Theory of Reasoned Action (TRA) developed and explicated over a number of publications by Martin Fishbein and Icek Ajzen (Ajzen & Fishbein 1975, 1980). The theory aims to explain voluntary behavior by an individual and the underlying motivation that drives an action. The hypothesis was created to offer a superior comprehension of the relationship among perspectives, goal, which thus is impacted by demeanor towards the conduct and the social standardizing observations with respect to it. Operationalization of the Theory of Reasoned Action (TRA) builds was created from the disposition estimation hypothesis established in the idea that mentality is affected by desire or convictions concerning qualities of the item or activity and assessment of those traits. A greatly simplified view of buyer behaviour is offered in reasoned action theory which is operationalized in the extended Fishbein model (Fishbein & Ajzen, 1975, Ajzen &

Fishbein,1980). This model, which is reliable with cognitivist thinking, has been the subject of broad experimental approval and has indicated amazing heuristic utility in purchaser conduct inquire about. The fundamental hypothesis is that a weighted blend of perspectives towards conduct and emotional standards (mentalities forced by referent gatherings) prompts expectation which, thus goes before conduct. The Theory of Reasoned Action (TRA) model further clarifies a procedure where individuals have a high level of volitional control and settle on contemplated decisions among choices (Ajzen and Fishbein, 1980).

Besides, the TRA recommends that conduct depends on the idea of aim. Aim is the degree to which somebody is prepared to participate in a specific conduct (Ajzen and Fisbein, 1980, Fishbein, 1967). Aim in the TRA is affected by perspectives, abstract standards and volitional control. Perspectives are shaped by arrangement of convictions and results in a worth being set in the result of the conduct. On the off chance that the result or aftereffect of a conduct is viewed as being certain, important, gainful, alluring, beneficial or something to be thankful for, at that point an individual's disposition will be ideal with a more prominent probability of the individual taking part in the conduct. An emotional standard is the apparent social strain to draw in or not take part in a specific conduct. These are the practices we see notable individuals our lives anticipate from us. (Ajzen, 2002) while volitional control is the conduct which the individual can choose, voluntarily, to participate in or not (Ajzen, 1991). Consumer researchers have applied the theory of reasoned action to a wide variety of behaviors over the years, including the consumption of automobiles, banking services, computer software, coupons, detergents, food choice, fast food, restaurant choice and hotel choice.



A schematic representation of the theory of Reasoned Action by Rah *et al.*, (2004)

This theory is related to this study because it explains the basic principles of customer patronage. The theory explains the fact that customer intention to choose or patronize a particular brand or outlet is based on several factors such as attitudes, volitional control and subjective norms. Thus, a customer does not just patronize a product, factors such as past experiences, satisfaction, environmental influences and the made-up intention affects the choice of the customer. Thus, the theory helps firms to understand that they have to as much as possible make their service a qualitative one so as to create a positive experience in the minds of the customers as patronage is determined by these experiences.

## Review of Empirical Studies



Bavornluck (2015) studied the behavior of passengers who frequently flew with low-cost carriers and to study market factors which could influence the decision making of customers to patronage low-cost carriers in Thailand. This paper was a mixed research of both the qualitative and quantitative technique. A total of 15 key informants were interviewed by using an in-depth interview. Also, a total of 400 low-cost airlines' passengers were interviewed via questionnaire. The findings revealed that respondents were male and female at a similar proportion with the majority having an undergraduate degree, working for a private company, and had income in the range of 20,000 -30,000 baht per month. The main decision to choose low-cost carriers was the low price in which customers could purchase online. In addition, the findings also revealed that the first three market factors influencing the decision of the respondents to patronage low-cost airlines were low price, channel of buying ticket, and promotion factor.

Dibie, Unanam, Nwakwue and Kalu (2019) conducted a study on the determinants of consumer purchase decision making for fast moving consumer goods with the British American Tobacco Company's products. Specifically, the study analysed the psychological factors affecting consumer purchase decision making for FMCGs and determined the social factors affecting consumer purchase decision making for FMCGs. Through survey design, the study adopted a sample of 30 selected students of Michael Okpara University of Agriculture, Umudike using random sampling technique, in effect, 30 copies of questionnaire were distributed and recouped from the respondents. Primary data sourced from distribution of the copies of the questionnaires to students of Michael Okpara University of Agriculture, Umudike were used for the study. A test-re-test was conducted to ensure validity and reliability of the data. The data were presented using simple percentage, frequency and 5 point Likert scale. The hypotheses were tested using multiple regression models (SPSS version 20). The results reveal motivation and attitudes have a positive and significant impact on turnover of fast-moving goods; while personality and learning have a significant impact on turnover of fast-moving goods. However, perception has a positive and insignificant impact on turnover of fast-moving goods in British American Tobacco Company in Nigeria. In addition, social class, reference group, family have positive and significant impact on turnover of British American Tobacco Company fast moving products; while culture/belief negative and significant impact on turnover of fast-moving goods. However, opinion leaders have a negative and insignificant impact on turnover of fast moving goods in British American Tobacco Company in Nigeria. It was recommended that marketers of British American Tobacco products need to study the critical factors affecting consumer purchase decision making in order to satisfy, retain and maintain the ultimate and prospective consumers.

Singh and Singh (2014) carried out a study aimed at identifying the factors affecting buying decisions of rural consumers and whether importance of these factors varies with age and income of respondents. The study analyzes eight factors i.e. price, quality, warranty, advertisement, brand, friends recommendations, family members recommendation and

packaging which rural consumers consider while making purchase decisions. 146 persons were interviewed and the data were analyzed with descriptive statistics. It was found that factors effect on rural consumers vary with age and income and found increasing with age and income. Friends and family members' recommendations had significantly more impact on buying decisions of lower income consumers than high income consumers. Packaging had significantly more impact on buying decisions of lower income consumers than high income consumers.

Adam and Khan (2017) empirical examined consumer purchasing intentions towards international brands in the FMCG sector from Pakistan's perspective. This research also highlights the factors which influence the purchasing intentions. This study was undertaken in order to ascertain and to be able to prove the hypothesis created. There are certain variables which I have taken to determine the impact of them on consumer purchase intention towards international brands. Primary data was collected from a sample of 200 from different consumers in Karachi which includes all students, house wife, working ladies and men etc. Through the conducted survey I came up with the result which was calculated through a software SPSS through Regression Analysis. The result which camped up proved that 30.6 percent of quality variables have an impact on consumer purchase intention towards international brands. It has no positive impact on consumer purchase intention towards international brand. 30.6 percent of price variable has an impact on consumer purchase intention towards international brands. It has no positive impact on consumer purchase intentions towards international brands. 65.9 percent of country-of-origin variable has an impact on consumer purchase intention towards international brands. It has a high positive impact on consumer purchase intention towards international brand. 56.7 percent of brand consciousness variable has an impact on consumer purchase intention towards international brands. It has a slightly positive impact on consumer purchase intentions towards international brands.

### **3.0 METHODOLOGY**

In research, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. In order to actualize the objectives of the study, descriptive survey research design was adopted. This study was conducted in Owerri, Imo State. Data were scaled using the likert order and hypotheses tested using the multiple regression analysis statistical model. Study population is a subset of the target population from which the sample is actually selected. However, the population of consumers of consumer goods in Owerri, Imo State are infinite and there is no stipulated record on the number of consumers of consumer goods in the State. Using an infinite formula, the samples were drawn from the infinite population for the study. Since the population of customers of CGs are infinite, the sample size of the customer population was determined with Trenund and William's model, calculated at 95% confidence and 5% significant levels respectively.

$N = \frac{Z^2 \cdot (PQ)}{e^2}$  Where: N = sample size, z = the value on the z table at 95% confidence level

=1.96n given. e = sample error, p = maximum variability of the population at 7% i.e. (0.5)

if p = 0.7, q = 1- p = 0.3,

$$n = \frac{(1.96)^2 \times (0.7 \times 0.3)}{0.05^2}, n = \frac{3.8416 \times 0.21}{0.0025}, n = \frac{0.806}{0.0025}, n = 312.69, n = 313$$

The sample size for the study therefore is = 323. Only individuals of 18 years of age and above were sampled. The researcher adopted purposive and convenience sampling techniques. These techniques aided the researcher to sample, interview and select customers who are able to determine the market factors affecting his/her purchase of consumer goods. Structured questionnaires were the major instruments for data collection. The objectives of the study (i, ii, iii & iv) were examined with descriptive statistics such as 5 point likert scale, frequency, percentage and mean. The hypotheses were tested jointly with multiple regression models.

#### 4.0 DATA ANALYSIS AND DISCUSSION OF FINDINGS

##### The distribution of respondents according to the frequency of buying some CGs

Distribution of respondents according to frequency of buying some CGs

S/n	Consumer goods	Always	Oftentimes	Rarely	Not at all	$\bar{X}$
1	Toilet soaps, toilet tissue	212	90	11	-	3.64
2	Detergents, shampoos	91	136	57	29	2.92
3	Toothpaste, tooth brush	233	78	2	-	3.73
4	Shaving products	88	154	69	2	2.76
5	Shoe polish	65	80	99	69	2.24
6	Packaged foodstuff, like noodles	252	61	-	-	3.80
7	Torch light, bulb, battery	60	52	117	84	2.05
8	Body and hair cream	106	91	100	16	2.88
9	Perfume and body spray	213	87	13	-	3.70
10	Beverages	195	96	22	-	3.55
11	Fruits and vegetables	214	83	16	-	3.63

<b>Total</b>	<b>1729</b>	<b>1008</b>	<b>506</b>	<b>200</b>
<b>%</b>	<b>(50.2)</b>	<b>(29.3)</b>	<b>(14.7)</b>	<b>(5.8)</b>

**Source: Field Survey, 2025**

mean > 2.5 accepted, mean < 2.5 rejected

The findings from Table 1 revealed that, 252 and 233 among the respondents always buy packaged foodstuff, like noodles, biscuits, bread; followed by toothpaste, toothbrush respectively. 214, 213, and 212 among the respondents always buy fruits and vegetables, perfume and body spray and toilet soaps, toilet tissue. 195 and 106 respondents always buy beverages and body and air cream. Oftentimes, 154, 136 and 80 of the respondents buy shaving products and detergents, shampoos respectively. Moreover, 117, 100 and 99 of the respondents rarely buy torch light, bulb, battery, body and hair cream and shoe polish. As shown in Table 4.8, nine out of eleven research items have a mean value above 2.5, which implies that 81.8% always buy the above listed products.

### Effect of market factors on consumer patronage for CGs

Effect of market factors on consumer patronage for CGs

Assess the effect of	SA	A	D	SD	UN	$\bar{x}$	Std.
1. Price on patronage of consumer goods	218 69.6%	67 21.4%	13 4.2%	6 1.9%	9 2.9%	4.5 3	.601
2. Quality on patronage of consumer goods	231 73.8%	72 23.0%	6 1.9%	4 1.3%	- -	4.6 9	.587
3. Product availability on patronage of consumer goods	206 65.8%	83 26.6%	7 2.2%	12 3.8%	5 1.6%	4.5 1	.603

**Source: Field Survey, 2025**

mean > 3.0 accepted, mean < 3.0 rejected

The effect of market factors (price, quality, product availability, brand name) on consumer patronage for CGs. From the result, 73.8% of the respondents strongly agreed that quality of products affect patronage of consumer goods; and 69.6% of the respondents strongly agreed that price affects patronage of consumer goods. 65.8% of the respondents agreed that product availability affects patronage of consumer goods. The precision through the mean value decision rule that a mean value > 3.0 was accepted while a mean < 3.0 was rejected. From the descriptive question three out of three statements (items) had a mean value above 3.0, in effect, we conclude that market factors (price, quality, product availability, brand name) significantly affect consumer patronage for CGs.

### Test of hypothesis 1

**H<sub>01</sub>:** Market factors (price, quality, product availability, brand name) do not have any significant effect on consumer patronage of CGs.

Analysis of Multiple linear regression analysis result for hypotheses

**Multiple linear regression analysis result of effect of market factors on consumer patronage of CGs**

Variables	Parameters	Coefficient	Std error	Tcal – value
Constant	$\beta_0$	4.149	0.405	10.250***
Price of products (X <sub>1</sub> )	$\beta_1$	-0.503	0.082	-6.128***
Quality of products (X <sub>2</sub> )	$\beta_2$	0.150	0.069	2.164**
Product availability (X <sub>3</sub> )	$\beta_3$	0.446	0.086	5.196***
Brand name (X <sub>4</sub> )	$\beta_4$	0.264	0.068	3.895***
R-Square (R <sup>2</sup> )		0.481		
Adjusted R-Square (R <sup>-2</sup> )		0.477		
F – Statistics		51.036		
F – Probability		0.000		
Durbin-Watson stat		1.836		

Decision Rule: If  $F_{cal} > F_{tab}$  accepts the alternative and rejects the Null hypothesis. Otherwise accept the null hypothesis. (\*\*\*) = 1%), (\*\*) = 5%), and (\*) = 10%) denotes significance of coefficient at level respectively

t-tab value = 1.968    df = 308    Dependent Variable: patronage, Predictors: Predictors: (Constant), brandname, quality, price, availability.    **Source: Field Survey, 2025 (SPSS Version 23)**

Multiple linear regression analysis was used to test hypothesis 1 and the result is as follows: the coefficient of price of products (X<sub>1</sub>) was statistically significant and negatively related to consumer patronage of CGs at 1% level. Implying that a unit increase in price of product, holding other variables constant, will lead to decrease in consumer patronage of CGs by -0.503 units. From the result, the t-calculated value of price of product was -6.128; and the t-tabulated value of 1.968, since the t-calculated value is greater than t-tabulated value in absolute terms, the null hypothesis was rejected in favour of alternative, thus price of product has significant effect on consumer patronage of Consumer Goods.

The coefficient of quality of products (X<sub>2</sub>) was statistically significant at 5% probability level with a positive sign. This implies that a unit increase in quality of product leads to 0.150 unit increase on consumer patronage of CGs. From the result, the t-cal value of quality of product was 2.164 while the T-table value was 1.968, since the T-table value is less than T-cal value in

absolute terms, the researcher reject the null hypothesis and accepted that quality of product has significant effect on consumer patronage of CGs in Owerri. The estimated value of product availability ( $X_3$ ) was statistically significant at 1% level with a positive sign, which implies that a unit increase in product availability leads to 0.446 unit increase in consumer patronage of CGs. From the result, the t-cal value of product availability was 5.196<sup>\*\*\*</sup> While the T-table value was 1.968, since the t-table value is less than t-calculated value in absolute terms, the researcher accepted the null hypothesis that product availability has significant consumer patronage of CGs in Owerri. This implies that consumer patronage of Consumer Goods in Owerri, Imo State is an increasing function of product availability.

The estimated value of brand name ( $X_4$ ) was statistically significant and positively related to consumer patronage. From the result, the t-cal value of brand name was 3.895 while the T-table value was 1.968, since the T-table value is less than T-cal value in absolute terms, the researcher rejected null hypothesis in favour of alternative hypothesis. This signifies that brand name has a significant effect on consumer patronage. The result agreed with the findings of Singh and Singh (2014) who conducted a study aimed at identifying the factors affecting buying decisions of rural consumers and whether importance of these factors varies with age and income of respondents. The study price, brand name and image are the factors affecting rural consumers.

The coefficient of multiple determination ( $R^2$ ) was 0.481, which implies that 48.1% changes in the dependent variable was explained by changes in the independent variable, while 51.9% was unexplained by stochastic terms in the model. Thus, the independent variable (price, quality, product availability, brand name) can only explain 48.1 percent of changes in consumer patronage of CGs in Abia State, leaving 51.9% was unexplained. The  $R^2$  adjusted was 47.7% indicating a goodness of fit of the regression model adopted in this study which is statistically significant at 5% probability level. The Durbin-Watson statistical value of 1.836 was observed which falls within 1.8 to 2.5, implying that there is no evidence of autocorrelation in the data analysis. More so, the f-statistical (calculated) value of 51.036 was observed in the analysis which is greater than t-critical (t-table) value of 1.968; and f-probability value of 0.000 was observed from the analysis which is less than 0.05 (95% of freedom), indicating that estimated regression model adopted in this study is statistically significant at 5% probability level. With this, the researcher rejects the null hypothesis and accepts alternative hypotheses hence, market factors (price, quality, product availability, brand name) have significant effect on consumer patronage of Consumer Goods.

## 5.0 CONCLUSION & RECOMMENDATIONS

### Conclusion

This study confirms that market factors significantly influence consumer patronage of consumer goods. Specifically, price, quality, product availability, and brand name were found to have a substantial impact on consumer purchasing decisions. The findings suggest that



businesses operating in the consumer goods sector should prioritize these market factors to enhance customer satisfaction and loyalty. Consumers are sensitive to price changes, and businesses should strive to offer competitive pricing strategies. High-quality products are essential for building trust and loyalty with consumers. Ensuring consistent product availability is crucial for meeting consumer demand and preventing stockouts. A strong brand name can differentiate a product from competitors and influence consumer purchasing decisions.

### Recommendations

Based on the findings of this study, the following where recommendations made:

1. Businesses should regularly monitor competitor pricing and market trends to offer consumer goods at attractive, value-driven prices. Introducing tiered pricing, discounts, or loyalty-based pricing can help retain price-sensitive customers and boost overall patronage.
2. To strengthen consumer trust and encourage repeat purchases, companies must prioritize consistent product quality. This includes rigorous quality control processes and sourcing high-grade materials to ensure consumer satisfaction and positive brand perception.
3. Stockouts can lead to lost sales and reduced customer loyalty. Companies should invest in efficient supply chain management and demand forecasting to ensure that products are always available when and where consumers need them.
4. Since brand name significantly influences consumer choice, businesses should invest in brand-building activities, such as targeted marketing campaigns, influencer partnerships, and community engagement to enhance brand recognition, reputation, and consumer loyalty.

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