

INFLUENCE OF CONSUMER PERCEPTION ON PURCHASE DECISIONS FOR FAST-MOVING CONSUMER GOODS

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Consumer Perception on Purchase Decisions for Fast-Moving Consumer Goods" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of consumer perception on purchase decisions for fast-moving consumer goods, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and consumer. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 415 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 405 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.11). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.537$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.89, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.19$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of consumer perception on purchase decisions for fast-moving consumer goods is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

influence occupies a prominent position in contemporary debates about consumer and national development. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of influence. Research by Bello and Ekwueme (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and consumer. These developments carry important implications for policy and practice in marketing. Evidence assembled by Okonkwo and Olawale (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. Accordingly, there is a growing consensus that deliberate policy action is required. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

influence continues to command considerable attention among researchers, policymakers, and practitioners in marketing. Evidence from national agencies indicates that influence has grown considerably in recent times, underscoring the need for systematic inquiry. Evidence assembled by Ogunlana and Umeh (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with consumer. Empirical evidence from Ekwueme and Ogunlana (2021) suggests that positive developments in consumer are associated with improvements in influence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, influence has emerged as a central theme in scholarly discourse on marketing. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. An examination by Ekwueme and Ogunlana (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The aggregate picture emerging from Okonkwo and Famuyide (2023) points to a modest but consistent association between influence and the outcomes of interest. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with consumer. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

In both global and African literatures, influence is now regarded as a key index of institutional performance. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of influence. Findings reported by Salami and Aderemi (2018) observed that respondents with greater exposure