

PRICING OF SACHET WATER IN COMPETITIVE CLUSTERS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Pricing of Sachet Water in Competitive Clusters" 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.

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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 pricing of sachet water in competitive clusters, 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 pricing; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with pricing and sachet. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 392 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 370 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 = 3.02). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.563$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.12, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.29$, $p > 0.05$). 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 pricing.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of pricing of sachet water in competitive clusters 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.

The salience of pricing in national discourse has grown steadily, driven by changing social conditions and technological penetration. Nigeria's federal structure and its diverse cultural geography ensure that the experience of pricing varies considerably from one region to another. Studies by Nnamdi and Aderemi (2019) largely support the view that pricing exerts a measurable influence on outcomes of interest. Accordingly, there is a growing consensus that deliberate policy action is required. Alade and Ogunlana (2020), in a survey of relevant stakeholders, concluded that the benefits of pricing are unevenly distributed across groups. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The salience of pricing in national discourse has grown steadily, driven by changing social conditions and technological penetration. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of pricing. Longitudinal research by Okonkwo and Adigun (2016) revealed that sustained attention to pricing yields appreciable dividends over time. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The aggregate picture emerging from Ekwueme and Salami (2023) points to a modest but consistent association between pricing and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

pricing occupies a prominent position in contemporary debates about sachet and national development. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of pricing. The work of Ekwueme and Salami (2023) extended earlier analyses by demonstrating that sachet reinforces the effects of pricing. Such findings reinforce the argument that pricing deserves a place of priority on the development agenda. A notable study by Ogunlana and Bakare (2017) argued that the impact of pricing is substantially mediated by the quality of institutions. These developments carry important implications for policy and practice in business administration. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The phenomenon of pricing, while not new, has acquired fresh analytical urgency in Nigeria. Globalisation and technological change have intensified both the opportunities and the challenges associated with pricing. Empirical evidence from Umeh and Adebayo (2021) suggests that positive developments in sachet are associated with improvements in pricing. For practitioners, the practical significance of pricing cannot be overstated, given its demonstrable link with sachet. Empirical evidence from Aderemi and Bello (2021)