

CHOICE BASED REASONS: THE CASE OF ATTRACTION AND COMPROMISE AMONGST PORT HARCOURT CONSUMERS

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ABSTRACT

The study investigated attraction and compromise amongst Port Harcourt consumers. The study adopted the descriptive research design. A sample size of 390 consumers was randomly selected using the questionnaire for data collection. Six research questions were posed and six hypotheses tested. Data analyses were done using descriptive statistics of mean and standard deviation while inferential statistics of Pearson Product Moment Correlation coefficient (PPMC) was used to test the stated hypothesis on SPSS version 25. The study reveals that there is a strong relationship between Personality and Attraction amongst Port Harcourt consumers; there is a very high relationship between Personality and Compromise amongst Port Harcourt consumers; there is a high relationship between Motivation and Attraction amongst Port Harcourt consumers; there is relationship between Motivation and Compromise amongst Port Harcourt consumers; there is relationship between Economic status and Attraction amongst Port Harcourt consumers and there is a strong relationship between Economic status and Compromise amongst Port Harcourt consumers. The study concluded that Personality, Motivation and Economic status are the dimensions of choice based reasons. The study recommends that Business owners and Marketers should put into cognizance personal differences when determining the price of their products and segmenting their markets. They should use some incentives that will motivate Port Harcourt consumers to engage in repeat purchases of products. They should carry out good profiling to know the economic status of their entire target consumers within the Port Harcourt metropolis. They should package and modify their products in a way to attract the attention of Port Harcourt consumers. The quality of goods and services should not be compromised in order to guarantee market retention.

Keywords: Attraction, Compromise, Personality, Motivation and Economic status.

INTRODUCTION

Choice is the range of different things from which a being can choose. The arrival at a choice may incorporate motivators and models. The Rational Choice theory holds that consumers will always choose the product with the maximum utility, while the Context effect emphasizes that consumers' choice will ultimately change with the change of the situation, and the rational decision is not always made. As a model of the context effect, the compromise effect points out that when an extreme option is added to the selection set, the original option will become a compromise option and become more attractive. Life is full of choices. Single-attribute decisions, such as choosing the best product in a selection set, are always simple. However, most of the decisions in reality are based on multiple attributes, and the decision-making process is rather complicated; for example, to choose a particular product, both the price and the company should be considered. At this point, consumers are easily trapped in a choice dilemma. The Traditional rational choice theory holds that consumers will follow the principle of value maximization and will choose the goods with value maximization under any circumstances (He, 2005). The formation mechanism of the compromise effect is mainly discussed from the perspective of seeking reasons, loss avoidance and rational decision. In addition, the academic community has also studied the influencing factors of the compromise effect, which mainly include consumer factors, product factors, selection factors and decision-making environment factors. The Compromise effect therefore can be a possible research direction in the future. The preceding explanation for the attraction effect focused on the dominance relationship. However, in the Huber and Pluto and Ratneshwar et al. studies, the choice sets included a relative

superiority rather than a dominance relationship. Such a relationship could provide a reason for preferring the relatively superior alternative. Yet, that reason is likely to be a weaker justification because it is not clearly true that one alternative is superior to the other. Interestingly, Huber and Pluto (1983). Report that in the debriefing session following their study, "Subjects expressed the feeling that Item 1 (the relatively superior) was the safe, compromise alternative. When a consumer expects to be evaluated by others, the compromise aspect might play a somewhat different role. First, if one is uncertain about the preferences of others, then a reasonable solution is to select the middle alternative, which is likely to be the safest choice with the smallest maximum error. Secondly, being a compromise alternative influences the ability to justify a choice of that alternative. On the one hand, the decision maker can argue that the middle alternative combines both attributes.

Conceptual frame work

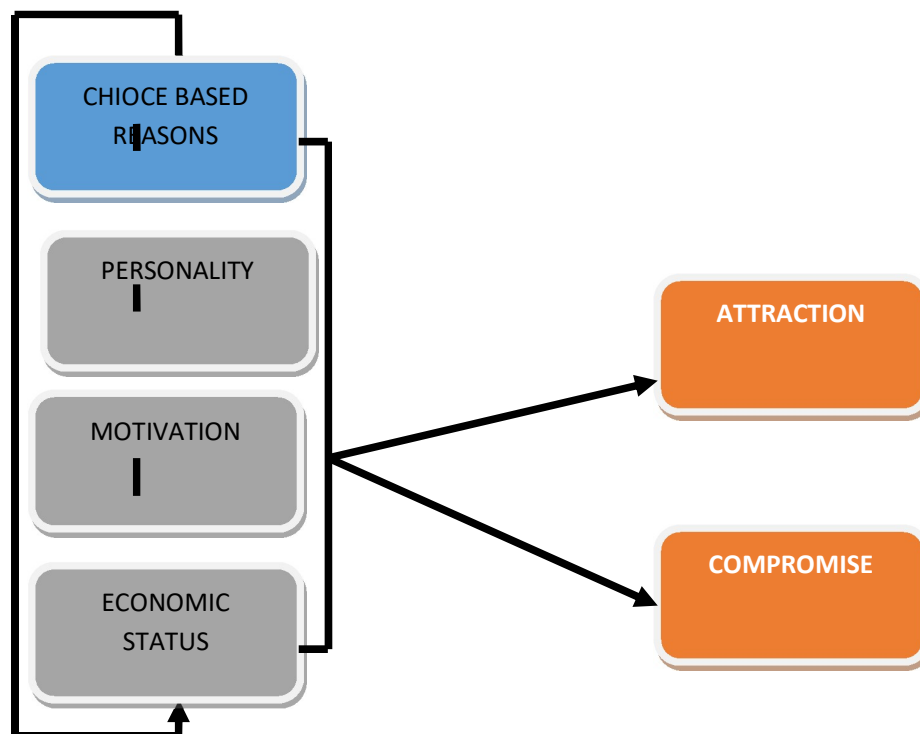


Fig 1.1 Conceptual frame work of Choice based reasons: a case of Attraction and Compromise amongst Port Harcourt consumers

Source: Xinqian Li (2020), The Research Review and Prospect Compromise effect, *Journal of Social Sciences*, vol. 8

Purpose of the Study

The purpose of this study is to investigate the influence of attraction and compromise effect amongst Port Harcourt consumers. The study is guided by the following specific objectives:

1. To ascertain if Personality influence attraction of Port Harcourt consumers;
2. To determine the extent to which Personality influence compromise effect of Port Harcourt consumers;
3. Investigate the extent to which Motivation influence attraction of Port Harcourt consumers;
4. Ascertain the extent to which Motivation influence compromise of Port Harcourt consumers;
5. Determine the extent to which Economic status influence attraction influence Port Harcourt consumers;

6. Ascertain the extent to which Economic status influence compromise of Port Harcourt consumers.

Research Questions

The following research questions are developed to guide this study:

1. To what extent does personality influence attraction of Port Harcourt consumers?
2. To what extent does personality influence compromise effect amongst Port Harcourt consumers?
3. To what extent does motivation influence attraction amongst Port Harcourt consumers?
4. To what extent does motivation influence compromise effect of Port Harcourt consumers?
5. To what extent does economic status influence attraction of Port Harcourt consumers?
6. To what extent does Economic status influence compromise effect of Port Harcourt consumers?

Research Hypotheses

The following hypotheses are formulated and tested in this research.

- H0₁: There is no significant relationship on the influence of personality and attractiveness of Port Harcourt consumers.
- H0₂: There is no significant relationship on the impact of personality and compromise amongst Port Harcourt consumers.
- H0₃: There is no significant relationship on the influence of motivation and attractiveness amongst Port Harcourt consumers.
- H0₄: There is no significant relationship on the impact of motivation and compromise effect amongst Port Harcourt consumers.
- H0₅: There is no significant relationship on the impact of economic status and attractiveness of Port Harcourt consumers.
- H0₆: There is no significant relationship on the impact of economic status and compromise effect amongst Port Harcourt consumers.

Review of Related Literature

Concept of choice based reasons

Choice involves two types of uncertainty: uncertainty about future consequences of current actions and uncertainty about future preferences regarding those consequences (March 1978; Savage 1954). In a buying context, there is often uncertainty about the true values of alternatives on the different attributes. In addition, consumers may be uncertain about the weights of the attributes and about their preferences for different combinations of attribute values. Although much attention has been focused on the first type of uncertainty (e.g., Payne, Bettman, and Johnson 1988; Simon 1957), the second type has received less consideration (but see Kahneman and Snell forthcoming; March, 1978; Tversky, 1988). Nevertheless, a main objective of decision and consumer research is to understand the strategies that decision makers use when making judgments and choices in the face of both types of uncertainty.

Dimensions of choice based reasons

Personality

Personality refers to the unique psychological characteristics that distinguish a person or group. It is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality is a process of developing and enhancing one's personality. **Personality** is an individual's characteristic way of thinking, feeling, and behaving. Personality embraces moods, attitudes, and opinions and is most clearly expressed in interactions with other people. It includes behavioral characteristics, both inherent and acquired, that distinguishes one person from another and that can be observed in people's relations to the environment and to the social group. The study of personality focuses on classifying and explaining relatively stable human psychological characteristics. It emphasizes those qualities that make all

people alike and that which distinguishes the psychological man from other species; it directs the personality theorist to search for those regularities among all people that define the nature of man as well as the factors that influence the course of lives. This duality may help explain the two directions that personality studies have taken: on the one hand, the study of ever more specific qualities in people, and, on the other, the search for the organized totality of psychological functions that emphasizes the interplay between organic and psychological events within people and those social and biological events that surround them.

Motivation

Abraham Maslow's hierarchy of needs is one of the best-known theories of motivation. Maslow's theory states that our actions are motivated by certain physiological needs. It is often represented by a pyramid of needs, with the most basic needs at the bottom and more complex needs at the top. Researchers have developed quite a number of theories to explain motivation. Each individual theory tends to be rather limited in scope. However, by looking at the key ideas behind each theory, you can gain a better understanding of motivation as a whole. Motivation is the force that initiates, guides, and maintains goal-oriented behaviors by individuals to act in certain ways, especially if they are inertly designed to do so. An example of this in the animal world is seasonal migration. Animals do not learn to migrate to certain places at certain times each year; it is instead an inborn pattern of behavior. According to the drive theory of motivation, people are motivated to take certain actions in order to reduce the internal tension that is caused by unmet needs. For example, you might be motivated to drink a glass of water in order to reduce the internal state of thirst. The drive theory is based on the concept of homeostasis, or the idea that the body actively works to maintain a certain state of balance or equilibrium. This theory is useful in explaining behaviors that have a strong biological or physiological component, such as hunger or thirst. The problem with the drive theory of motivation is that these behaviors are not always motivated purely by *drive*, or the state of tension or arousal caused by biological or physiological needs. For example, people often eat even when they are not really hungry. The arousal theory of motivation suggests that people take certain actions to either decrease or increase levels of arousal. When arousal levels get too low, for example, a person might watch an exciting movie or go for a jog. When arousal levels get too high, on the other hand, a person would probably look for ways to relax, such as meditating or reading a book. According to this theory, we are motivated to maintain an optimal level of arousal, although this level can vary based on the individual or the situation. Humanistic theories of motivation are based on the idea that people also have strong cognitive reasons to perform various actions. This is famously illustrated in Abraham Maslow's hierarchy of needs, which describes various levels of needs and motivations. Maslow's hierarchy suggests that people are motivated to fulfill basic needs before moving on to other, more advanced needs. For example, people are first motivated to fulfill basic biological needs for food and shelter, then to progress through higher needs like safety, love, and esteem. Once these needs have been met, the primary motivator becomes the need for self-actualization, or the desire to fulfill one's individual potential. Maslow was interested in learning about what makes people happy and the things that they do to achieve that aim, rather than focusing on problematic behaviors.

Economic status

Economic status is transmitted from parents to off springs. The perpetuation across generations of a family's social class, or their position in the distribution of income, is generally thought to reflect the combined effects of the genetic and cultural transmission of traits, such as cognitive functioning, that contributes to economic success, as well as the inheritance of income-enhancing group memberships and property. The superior education enjoyed by the children of higher status families contributes to this process of economic inheritance. While recent research has illuminated important aspects of this account, the factors contributing to the extent of intergenerational transmission of

status and the ways that genetic and cultural transmission and the inheritance of property and memberships contribute to this process remain obscure.

Compromise

The compromise effect subverts the rational choice theory. The compromise effect points out that adding a new choice to the existing selection will affect the individual's original selection preference. This is reflected in the market that the entry of a new product or competitor will change the market share and market fate of the original product or competitor (Guo, 2013). Therefore, managers need to pay attention to the emergence of new products and the changes in the competitive pattern caused by the compromise effect. For example, for non-branded products, the compromise effect is significant (Li et al., 2012). Therefore, managers of non-branded products should pay attention to the emergence of low-priced products if their own pricing is high, and to the emergence of high-priced products if their own pricing is low, so as to avoid the rapid erosion of the original market share due to the impact of the compromise effect. For branded products, consumers prefer the option of the lowest price, and the compromise effect is not significant.

Compromise and Attractiveness

Both the compromise and the attraction effect belong to the context effect.

Therefore, by identifying the similarities and differences between the attraction effect and the compromise effect, the concept of the compromise effect can be better understood.

In 1982, Huber et al. (1982) discovered the existence of the compromise effect in the process of studying the attraction effect, but only regarded it as a special attraction effect. In 1983, Huber & Puto (1983) first proposed the concept of "compromise" as a special attraction effect without "elbow". It was not until 1989 that Simonson distinguished the compromise effect from the attraction effect and clarified the concept of the compromise effect.

The similarity between the attraction effect and the compromise effect is that they both reflect that adding a new choice to the existing selection set will have an impact on the individual's original selection preference. However, the attraction effect emphasizes that an asymmetric dominant option is added, which makes a certain option in the original selection set more attractive and thus increases the probability of being selected (Zhang et al., 2011). The compromise effect emphasizes that by adding an extreme option, an option in the original selection set becomes a compromise option, thus increasing the selection preference for the compromise option (Dhar & Glazer, 1996). Product A and Product B exist in the original product set, which have advantages in attributes and attribute 1 respectively. When the asymmetric dominant option C is added, the original product is integrated into the asymmetric dominant product set, forming the attraction effect relationship.

Theoretical Review

Context Effect Theory

According to the context effect theory, when consumers evaluate the target option, they not only consider the absolute level of the target option attribute, but also examine the relative position of the target option in the selection set with other options (Tversky & Simonson, 1993). The context effect theory emphasizes that consumers' choice is not unchanged, but changes with the change of the situation, which subverts the traditional rational choice theory (Guo, 2013). In the study of context effect, scholars focus on attraction effect, compromise effect, substitution effect and phantom effect.

The compromise effect is one of the models of context effect, first proposed by Simonson in 1989. Simonson (1989) pointed out that the compromise effect means that in a situation, adding a new option makes the original option more attractive, because the original option has become a compromise option among the existing three options. In the rational choice model, the law principle states that adding a new option to the set of options does not increase the selection probability of

any initial option (Dhar & Glazer, 1996). The compromise effect violates this principle by reflecting that adding a third option increases the likelihood that the target option will be selected.

Traditional Rational Choice theory

Traditional rational choice theory holds that consumers will follow the principle of value maximization. At the same time, the rational choice theory holds that consumers' measurement of the utility of goods is independent of the standby choice set in which the goods are located. In any case, consumers will choose the goods or commodity combinations that satisfy the value maximization (He, 2005).

Empirical Review

The review of related empirical studies showed that no research study is directly related to the present study. However, some were found relevant.

Chukwu G. C. (2020) conducted a study on relationship marketing and consumer buying behavior of food and beverages in Port Harcourt. The study investigated the impact of relationship marketing on consumer buying behavior in the food and beverage firms in Port Harcourt metropolis. The study also sought to find out whether considerable pricing system, quality product and service offering and effective and efficient customer service unit affect consumer buying behavior. The study adopted descriptive research design. The population were all customers of all food and beverage drinks firms in Port Harcourt. A sample size of 375 persons was randomly selected while 358 questionnaires were successfully retrieved and used for the analysis. Sample size was determined using Morgan Krejcie table (1970). Data was collected by use of questionnaire. Three research questions were posed and three hypotheses were tested. Data were analyzed using descriptive statistics while for the inferential statistics, the Pearson Product Moment Correlation coefficient was used to test the stated hypothesis at 0.05 level of significance. Findings revealed that food and beverage firms in Port Harcourt lack considerable pricing system which affect consumer buying behavior negatively; that quality product and service offering impact customers' referrals, and that effective and efficient customer service units enhance customer loyalty in food and beverage firms in Port Harcourt. The study concluded that Relationship marketing affects consumer buying behavior in food and beverage firms in Port Harcourt.

Maria Montero (2021) conducted a study on the attraction and compromise effects in bargaining: experimental evidence. The study investigated, in an unstructured bargaining environment with commonly known money payoffs, the Attraction Effect and Compromise Effect (AE and CE) in bargaining, namely a tendency for bargainers to agree to an intermediate option (CE), or to an option that dominates another option (AE). We aver that the relevance of the AE and CE in bargaining is constrained by how focal the feasible agreements' payoffs are. We indeed observe that there are significant AEs and CEs, but these effects are mediated by the efficiency and equality properties of the feasible agreements. Due to the allure of equality, the effects are harder to observe when an equal earnings contract is available. Decoys are more effective in shifting agreements from a very unequal contract to a less unequal one rather than the reverse.

Gap in literature

The motivation for this article comes from two behavioral regularities, found in individual decision making studies, namely the Attraction Effect (AE) and the Compromise Effect (CE) (see Huber et al., 1982; Huber and Puto, 1983; Simonson, 1989). Suppose a person must choose between two apartments, A and B that differ in two salient attributes, such as size and location.

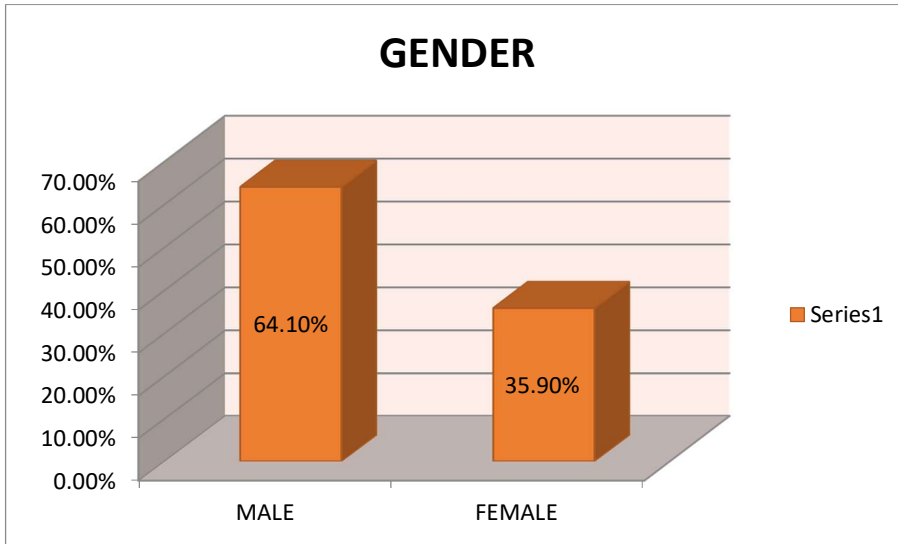
The literatures stated above carried out a study on Attraction Effect and compromise Effect as far back as 1980s and none wrote on personality, motivation, and economic status as dimensions. I therefore consider it necessary to embark on this journey to fill this vacuum.

METHODOLOGY

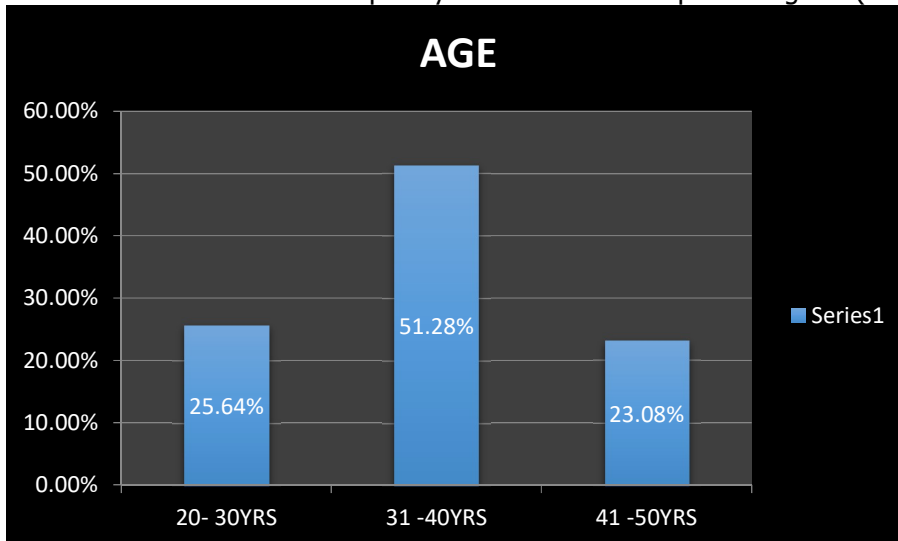
This study adopted the descriptive survey design. According to Gall cited in Ojera, (2016), he opined that the purpose of the descriptive survey research design was to obtain pertinent and precise information concerning the current status of phenomenon and whenever possible to draw valid general conclusions from facts discovered. The population of this study is the Port Harcourt consumers. A sample size of 390 persons were randomly selected and served with questionnaires while a total of 380 questionnaires were successfully retrieved, representing 96% returned rate and used for the analyses. The sample size was determined using Morgan Krejcie table. Data was collected by use of questionnaire which was developed in line with the purpose of the study and was validated by experts in educational measurement and evaluation and two lecturers in the Marketing department in Ignatius Ajuru University of Education, Rumuolumeni, Port Harcourt. Reliability was measured using Cronbah's Alpha for its measure of consistency and stability of the instrument and a reliability coefficient of 0.82 was established which shows an acceptable level of reliability. The questionnaires were administered with the aid of two Research Assistants. Data analyses was done with mean and standard deviation on a four (4) point Likert-type scale (of Strongly Agree = 4, Agree = 3, Disagree = 2 and Strongly Disagree = 1) while hypotheses were tested with Pearson Product Moment Correlation using SPSS version 25.

Table 4.1 Demographic Analysis

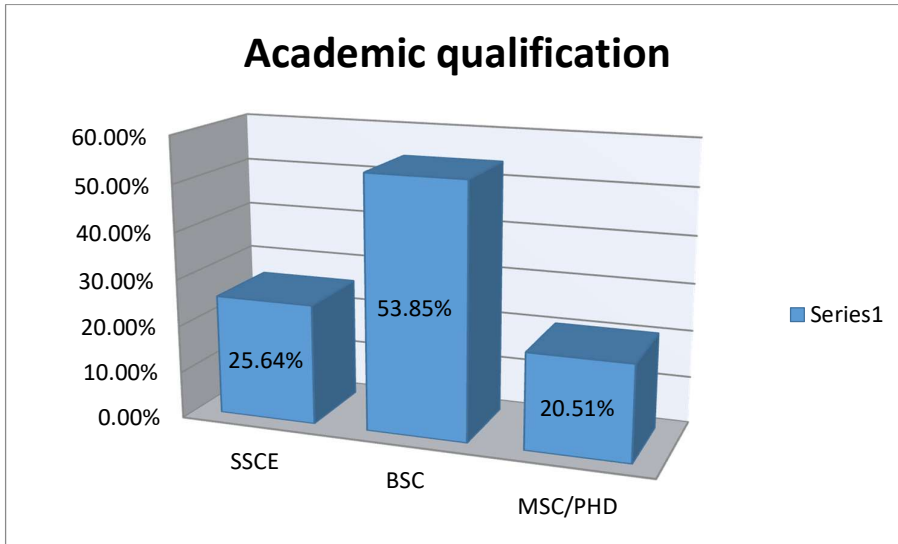
GENDER	Frequency	Percentage
MALE	250	64.10%
FEMALE	140	35.90%
TOTAL	390	100
AGE		
20- 30YRS	100	25.64%
31 -40YRS	200	51.28%
41 -50YRS	90	23.08%
TOTAL	390	100
ACADEMIC QUALIFICATION		
SSCE	100	25.64%
BSC	210	53.85%
MSC/PHD	80	20.51%
TOTAL	390	100
MARITAL STATUS		
Married	230	59%
Single	160	41%
Total	390	100



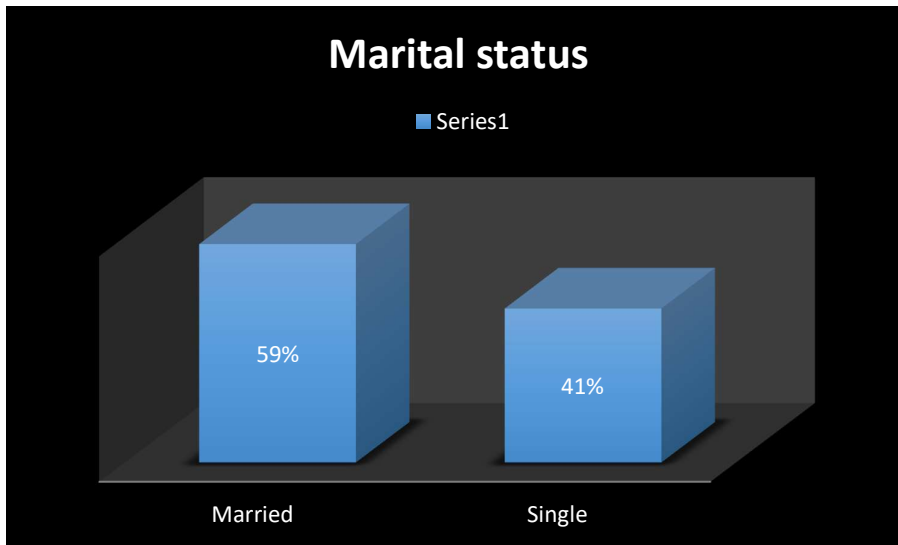
The chart above indicated that male respondent was the highest with frequency of 250(64.1%) while the female was 140 frequency which formed the percentage of (35.90%)



The chart showed above indicated that the respondent with the age 31-40 was the highest with the frequency of 200 (51.28%) followed by those with the age of 20-30 while those with 41-50 years was the least.



The chart displayed above indicated that respondent with B.Sc. was the highest followed by the respondent with SSCE followed while respondent with M.Sc. / Ph.D. was the least.



The above chart shows that 230 (59%) respondent were married and 160(41%) were single

Result of Findings

Research Question 1

To what extent does personality influence attraction of Port Harcourt consumers?

Table 1: Computation of Respondents' Responses on Personality and Attraction of amongst Port Harcourt consumers (N=390).

	N	Mean	Std. Deviation	Std. error Mean
Our company put into cognizance the life style of the people before segmenting the market.	390	3.6978	.2813	.01485
Our company market goods to people in Port Harcourt based on their personality.	390	3.86	.464	.024
Life style influence people's buying behavior in Port Harcourt.	390	3.84	.366	.019
Personal belief affects buying behavior in Port Harcourt.	390	3.31	.502	.027
Our company put into cognizance the life style of the people before segmenting the market.	390	3.78	.542	.029

Source: Field Survey, (2022)

Analysis in table 1 revealed influence of personality on attraction amongst Port Harcourt consumers. Finding shows that influence of personality on attraction of Port Harcourt consumers is to a high extent. The item mean of 3.86, 3.84, 3.31 & 3.78 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.69 the respondents agree to a high extent that personality influences attraction of Port Harcourt consumers.

Research Question 2

To what extent does Personality influence compromise of Port Harcourt consumers?

Table 2: Computation of Respondents' Responses on Motivation and Compromise of Port Harcourt consumers (N=390).

	N	Mean	Std. Deviation	Std. error Mean
Consumers in Port Harcourt likes when company offers them incentive	390	3.6571	.28274	.01492
Incentive attract repeat purchase	390	3.31	.502	.027
Consumer like when marketer present goods to them and persuade them to buy.	390	3.78	.542	.029
Female sensitive body part is a perfect appeal to gain male attraction to product purchase.	390	3.86	.472	.025
Consumer likes reward when patronizing a particular company	390	3.84	.366	.019

Source: Field Survey, 2022

Analysis in table 2 revealed influence of motivation on compromise of Port Harcourt consumers. Finding shows that influence of motivation and compromise of Port Harcourt consumers is to a high extent. The item mean of 3.31, 3.78, 3.86 & 3.84 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.65 the respondents agree to a high extent that motivation influences compromise of Port Harcourt consumers.

Research Question 3

To what extent does motivation influence attraction of Port Harcourt consumers?

Table 3: Computation of Respondents' Responses on motivation and attraction of Port Harcourt consumers (N=390).

	N	Mean	Std. Deviation	Std. error Mean
Economic status influence buying behaviour of Port Harcourt consumers	390	3.8259	.28764	.01518
Product is segmented in port Harcourt based on the income level of the people.	390	3.78	.543	.029
Income level affect buying decision of Port Harcourt consumers	390	3.86	.464	.024
income level of Port Harcourt consumers	390	3.84	.366	.019
Consumer with low income level like to patronize product with low price.	390	3.82	.469	.025

Source: SPSS output (Based on questionnaires' data 2020)

Analysis in table 3 revealed influence of motivation on attraction of Port Harcourt consumers. Finding shows that influence of motivation on attraction of Port Harcourt consumers is to a high extent. The item mean of 3.78, 3.86, 3.84 & 3.82 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.82 the respondents agree to a high extent that motivation influences attraction amongst Port Harcourt consumers.

Research Question 4

To what extent does motivation influence compromise effect of Port Harcourt consumers?

Table 4: Computation of Respondents' Responses on motivation and compromise amongst Port Harcourt consumers (N=390).

	N	Mean	Std. Deviation	Std. error Mean
Consumers are attracted to product with high quality	390	3.8436	.28580	.01508
Good packaging attract consumer to a product	390	3.85	.452	.024
Product features attract consumer in Port Harcourt.	390	3.78	.543	.029
Consumer buys based on product label	390	3.86	.464	.024
Our company display product to enticed consumers in Port Harcourt	390	3.84	.366	.019

Source: SPSS output (Based on questionnaires' data 2022)

Analysis in table 4 revealed influence of motivation on compromise effect amongst Port Harcourt consumers. Finding shows that influence of motivation on compromise of Port Harcourt consumers is to a high extent. The item mean of 3.85, 3.78, 3.86 & 3.84 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.84 the respondents agree to a high extent that motivation influences compromise of Port Harcourt consumers.

Research Question 5

To what extent does economic status influence attraction amongst Port Harcourt consumers?

Table 4: Computation of Respondents' Responses on economic status and attraction of Port Harcourt consumers (N=390).

	N	Mean	Std. Deviation	Std. error Mean
Consumers are attracted to product with high quality	390	3.7435	.27560	.01407
Good packaging attract consumer to a product	390	3.75	.442	.024
Product features attract consumer in Port Harcourt.	390	3.68	.533	.029
Consumer buys based on product label	390	3.84	.464	.023
Customers are entice by some product features in Port Harcourt	390	3.83	.355	.017

Source: SPSS output (Based on questionnaires' data 2022)

Analysis in table 4 revealed influence of economic status on attraction of Port Harcourt consumers. Finding shows that influence of motivation on compromise of Port Harcourt consumers is to a high extent. The item mean of 3.75, 3.68, 3.84 & 3.83 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.84 the respondents agree to a high extent that economic status influences attraction of Port Harcourt consumers.

Research Question 6

To what extent does economic status influence compromise effect of Port Harcourt consumers?

Table 4: Computation of Respondents' Responses on economic status and compromise of Port Harcourt consumers (N=390).

	N	Mean	Std. Deviation	Std. error Mean
Consumers in port Harcourt likes when company offers them incentive	390	3.8336	.28470	.01507
Incentive attract repeat purchase	390	3.85	.432	.024
Consumer like when marketer present goods to them and persuade them to buy.	390	3.76	.542	.029
Female sensitive body part is a perfect appeal to gain male attraction to product purchase.	390	3.77	.455	.024
Consumer likes reward when patronizing a particular company	390	3.85	.354	.017

Source: SPSS output (Based on questionnaires' data 2022)

Analysis in table 4 revealed influence of economic status on compromise of Port Harcourt consumers. Finding shows that influence of motivation on compromise of Port Harcourt consumers is to a high extent. The item mean of 3.85, 3.76, 3.77 & 3.85 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.84 the respondents agree to a high extent that economic status influences compromise effect amongst Port Harcourt consumers.

Hypothesis 1:

There is no significant relationship between Personality and customer purchase intention of cosmetic products in Port Harcourt metropolis.

Table 5: Computation of Relationship between Personality and Attraction amongst Port Harcourt consumers

		Personality	Attraction
Personality	Persons correlation	1	.804**
	Sig. (2-tailed)		.000
	N	390	390
Attraction	Persons correlation	.804**	1
	Sig. (2-tailed)	.000	
	N	390	390

Correlation on significance at the 0.05 (2-tailed)

Table 5 shows a correlated result of an analysis on Personality and Attraction amongst Port Harcourt consumers. The result indicates that Personality has a strong positive correlation with Attraction of consumers ($r = .804$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{01}) of no significant relationship between Personality and Attraction of Port Harcourt consumers is thus rejected. Hence, there is a strong positive relationship between Personality and Attraction of Port Harcourt consumers.

Hypothesis 2:

There is no significant relationship between Personality and Compromise effect amongst Port Harcourt consumers.

Table 6: Computation of Relationship between Personality and Compromise effect of Port Harcourt consumers.

		Personality	compromise
Personality	Persons correlation	1	.792**
	Sig. (2-tailed)		.000
	N	390	390
compromise	Persons correlation	.792**	1
	Sig. (2-tailed)	.000	
	N	390	390

***.* Correlation is significant at the 0.05 level (2-tailed).

Table 6 shows a correlated result of an analysis on Personality and compromise effect of Port Harcourt consumers. The result indicates that Personality has a strong positive correlation with compromise effect ($r = .792$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{02}) of no significant relationship between Personality and compromise effect of Port Harcourt consumers. The null hypothesis is thus rejected. Hence, there is a strong positive relationship between Personality and compromise effect of Port Harcourt consumers.

Hypothesis 3:

There is no significant relationship between Motivation and Attraction amongst Port Harcourt consumers.

Table7: Computation of Relationship Between motivation and Attraction amongst Port Harcourt consumers.

		Motivation	Attraction
Motivation	Persons correlation	1	.966**
	Sig. (2- tailed)		.000
	N	390	390
Attraction	Persons correlation	.966**	1
	Sig. (2- tailed)	.000	
	N	390	390

****.** Correlation is significant at the 0.05 level (2-tailed).

Table 7 shows a correlated result of an analysis on Motivation and Attraction amongst Port Harcourt consumers. The result indicates that Motivation has a very strong positive correlation with Attraction of Port Harcourt consumers ($r = .966$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{03}) of no significant relationship between Motivation and Attraction amongst Port Harcourt consumers is thus rejected. Hence, there is a very strong positive relationship between Motivation and Attraction amongst Port Harcourt consumers.

Hypothesis 4:

There is no significant relationship between Motivation and Compromise amongst Port Harcourt consumers.

Table 8: Computation of relationship between Motivation and Compromise amongst Port Harcourt consumers.

		Motivation	compromise
Motivation	Persons correlation	1	.962**
	Sig. (2- tailed)		.000
	N	390	390
compromise	Persons correlation	.962**	1
	Sig. (2- tailed)	.000	
	N	390	390

****.** Correlation is significant at the 0.05 level (2-tailed).

Table 8 shows a correlated result of an analysis on Motivation and compromise amongst Port Harcourt consumers. The result indicates that Motivation has a very strong positive correlation with compromise of consumers ($r = .962$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{04}) of no significant relationship between Motivation and compromise amongst Port Harcourt consumers is thus rejected. Hence, there is a strong positive relationship between Motivation and compromise effect amongst Port Harcourt consumers.

Discussion of Findings

Findings in Table 1 show the item and grand mean ratings of personality on attraction. Responses under research question 1 indicate high extent because the grand mean of 3.69 is above the criterion mean of 2.50. The result moreover suggests a strong extremely good correlation amongst

personality and attraction of Port Harcourt consumers. This findings agree with the thoughts of SaiGanesh (2014) that utility of attraction of consumers will boom sales, belief and interest in the direction of developing a purchase. Further, Curtis (2017) discovered that a few corporations used romance motivation in their advertisements to evoke a wonderful feeling toward the logo. This suggests a terrific robust relationship between personality and attraction amongst Port Harcourt consumers.

Findings in Table 2 show the item and grand mean ratings of personality on compromise effect of Port Harcourt consumers. Responses under research question 2 indicate high extent because the grand mean of 3.65 is above the criterion mean of 2.50. Result additionally suggests a strong best correlation amongst Personality and compromise of Port Harcourt consumers.

Findings in Table 3 show the item and grand mean ratings of motivation on attraction of Port Harcourt consumers. Responses under research question 3 indicate very high extent because the grand mean of 3.82 is above the criterion mean of 2.50. Result also shows a completely robust high-quality correlation of motivation and attraction amongst Port Harcourt consumers. This finding is of the same opinion with Solomon (2014) that erotic ad is extra effective at producing income, one of the primary objectives of business advertising and marketing sports. This became additionally supported with the aid of Simonson & Nowlis (2000) that when decision-makers have a strong demand for uniqueness, they are less likely to choose the compromise option or the conventional option.

Findings in Table 4 show the item and grand mean ratings of motivation on compromise amongst Port Harcourt consumers. Responses under research question 4 indicate high extent because the grand mean of 3.84 is above the criterion mean of 2.50. Result additionally indicates a completely robust high-quality correlation between motivation and compromise amongst Port Harcourt consumers. This finding is in consonance with the Equity theory of motivation developed in the early 1960's by J. Stacey Adams, a psychologist. The theory proposes that a person's motivation is based on what he or she considers being fair when compared to others (Redmond & Housell, 2015). It recognizes that motivation can be affected through an individual's perception of fair treatment in social exchanges. When compared to other people, individuals want to be compensated fairly for their contributions to the organization. A person's beliefs regarding what is fair and what is not can affect his motivation, attitudes and behaviors which will in turn affect subsequent performance. When applied to the workplace, equity theory focuses on an employee's work-compensation relationship or "exchange relationship" as well as that employee's attempt to minimize any sense of unfairness that might result. According to the theory, underpayment inequity induces anger and distress while overpayment induces guilt. (Redmond & Housell, 2015).

CONCLUSION

Based on the analyses of data, the study concludes that there is significant relationship between Personality and Attraction amongst Port Harcourt consumers; that there is a widespread relationship between Personality and Compromise amongst Port Harcourt consumers; very strong relationship between Motivation and Attraction amongst Port Harcourt consumers and there is relationship between Economic status and Attraction amongst Port Harcourt consumers.

RECOMMENDATIONS

The study offers the following recommendations in line with its objectives to the marketers and business owners in Port Harcourt, Rivers State.

1. Business owners and Marketers should put into cognizance personal differences when determining the price and segmenting their product.
2. They should use some incentives that will motivate Port Harcourt consumers to repurchase a product.

3. They should carry out good profiling to know the economic status of their entire target consumers within Port Harcourt.
4. They should package and modify their products in a way to attract the attention of the Port Harcourt consumers.
5. The quality of goods and services should not be compromised.

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APPENDIX (A)

Department of Marketing,
 Faculty of Management
 Sciences,
 Ignatius Ajuru University of
 Education
 Port-Harcourt, Rivers State.
 March, 2022.

Dear Respondent,
 I'm a Post graduate student of Ignatius Ajuru University of Education carrying out a research on the topic, Choice based reasons: a case of Attraction and Compromise amongst Port Harcourt Consumers. The study is purely an academic exercise and your assistance is needed in the completion of the work by filling the questionnaire. All information given will be treated with utmost confidentiality. Kindly return the questionnaire at your earliest convenience. Please answer the following questions by ticking the one you consider most appropriate among the alternatives. Thank you for your sincere cooperation.
 Chibuisi Onyebueke
 (Researcher)

APPENDIX (B)
QUESTIONNAIRE ITEMS

Please indicate by ticking good (✓) where appropriate and a short sentence where necessary.

1. Name of firm:
2. Address:
3. Year of Establishment:
4. Gender: Male Female
5. Age: 20 -29 30 - 39 40- 49 50 and above
6. Marital Status: Single Married
7. Educational level: SSCE B.SC M.SC/PhD

SECTION STUDY VARIABLES

Choice based reasons as independent variables

Personality	SA	A	SD	D
Customer's Life style influences their buying habit				
Customers with dignity does not purchase anyhow				
Life style influence people's buying behaviour in Port Harcourt.				
Personal belief affects buying behaviour Port Harcourt Consumers				

Motivation				
Consumers in Port Harcourt likes when company offers them incentives				
Incentives attract repeat purchase				
Consumer like when marketers present goods to them and persuade them to buy.				
Consumer likes reward when patronizing a particular product				
Economic status				
Economic status influence buying behavior of Port Harcourt consumers				
Product is segmented in Port Harcourt based on the income level of the people.				
Income level affect buying decision of Port Harcourt consumers				
Customer buys product based on their income level				
Consumers with low income level like to patronize product with low price				

Attraction				
Consumers are attracted to product with high quality	SA	A	SD	D
Good packaging attract consumer to a product				
Product features attract consumers in Port Harcourt.				
Consumer buys based on product label				
Customers are entice by some product features in Port Harcourt				
Consumers are easily attracted to product with good characteristics				
Our company does not compromise quality of our product				

Compromise				
Nogatiation is one way customer buys product in Port Harcourt				
Port Harcourt consumers like settlement of differences by mutual concession				
Port Harmcourt consumers does not like substandard product				
An agreement in an argument in which the people involved their demands or change				

**APPENDIX (C)
OUT PUT**

Correlations

		Personality	Attraction
Personality	Pearson Correlation	1	.416**
	Sig. (2-tailed)		.000
	N	390	390
Attraction	Pearson Correlation	.416**	1
	Sig. (2-tailed)	.000	
	N	390	390

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Personality	compromise
Personality	Pearson Correlation	1	.268**
	Sig. (2-tailed)		.000
	N	390	390
compromise	Pearson Correlation	.268**	1
	Sig. (2-tailed)	.000	
	N	390	390

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Motivation	Attraction
Motivation	Pearson Correlation	1	.362**
	Sig. (2-tailed)		.000
	N	390	390
Attraction	Pearson Correlation	.362**	1
	Sig. (2-tailed)	.000	
	N	390	390

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Motivation	compromise
Motivation	Pearson Correlation	1	.266**
	Sig. (2-tailed)		.000
	N	390	390
compromise	Pearson Correlation	.266**	1
	Sig. (2-tailed)	.000	
	N	390	390

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Economic status	Attraction
Economic status	Pearson Correlation	1	.265**
	Sig. (2-tailed)		.000
	N	390	390
Attraction	Pearson Correlation	.265**	1
	Sig. (2-tailed)	.000	
	N	390	390

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Economic status	compromise
Attraction	Pearson Correlation	1	.455**
	Sig. (2-tailed)		.000
	N	390	390
compromise	Pearson Correlation	.455**	1
	Sig. (2-tailed)	.000	
	N	390	390

** . Correlation is significant at the 0.01 level (2-tailed).