

CONSUMER PREFERENCE PATTERN AND PATRONAGE OF MALT DRINKS IN PORT HARCOURT

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ABSTRACT

This study seeks to examine the relationship between consumer preference pattern and patronage of malt drinks in Port Harcourt. The specific objectives were to: ascertain the factors that influence the consumer patronage of malt drinks, determine the extent to which quality of product influence repeat purchase of malt drinks in Rivers State and investigate the extent to which quality of product influence sales volume of malt drinks. Ascertain the extent to which price influence repeat purchase of malt drinks in Rivers State. Determine the extent to which branding influence sales volume. Six hypotheses were stated. The study adopted the survey research design. The Cochran sampling formula was used to randomly select 356 consumers of malt drinks out of infinite numbers of consumers across Rivers State. A five point Likert-scale structured questionnaire was used for the data collection and analysis was done with a confidence level of 5% or 0.05. The findings indicated that factors such as availability of quality product, affordable price, branding will boost sales volume and encourage customer patronage. Comparatively, the patronage rate for Malt drinks could be determined by the quality of product, Price, and Brand.

Keywords: *customer preference pattern, Quality of a product, Branding, and Price.*

INTRODUCTION

Understanding consumer patronage and knowing customers are not simple tasks, because consumers may say one thing today but do another thing tomorrow. They can be influenced to change their mind the last minute even at the point of purchase, or their needs or wants changes from time to time. Consumer patronage is seemingly the buying behavior of final consumers, and these consumers are the individuals and households who personal buys and consumer goods and services. Consumer patronage precedes consumer preference which is defined by as the subjective individual tastes, as measured by utility, of various bundles of goods. This permits the consumer to rank these bundles of benefits according to the satisfaction levels of utility. Consumers' ability to patronize goods does not determine consumer's like or dislike for a particular product or service but the actual consumption per time or over time. Consumers often face situations that require them choosing among alternatives in the marketplace, where the products are of substitutes. The traditional focus in the decision-making literature has been on understanding how consumers make their purchase decisions systematically and making choices to patronize products among a given set of alternatives or within a class of products is a continuous decision-making process.

In reality, many decisions which involve making patronage decisions among desirable alternative products can be difficult and give way to a more fundamental kind in terms of product quality, product taste, health concern and healthy education, price affordability, product availability, promotion inducement, brand name, packaging on the part of the beverage companies, on the hand, consumer attributes such cultural, social, personal and psychological factors are intrinsic with latent variables such social class, occupation, lifestyle, economic situations, personality, perception, beliefs and attitudes, income, family size, age, flavor, texture, price, appearance etc. These differences result in the unique characteristic determination for the patronage of beverage food products.

According to Tepper, R. (2014) most consumers are no longer brand loyal but seek to be imbibing patronage attitude because of the increasing awareness for product varieties and the

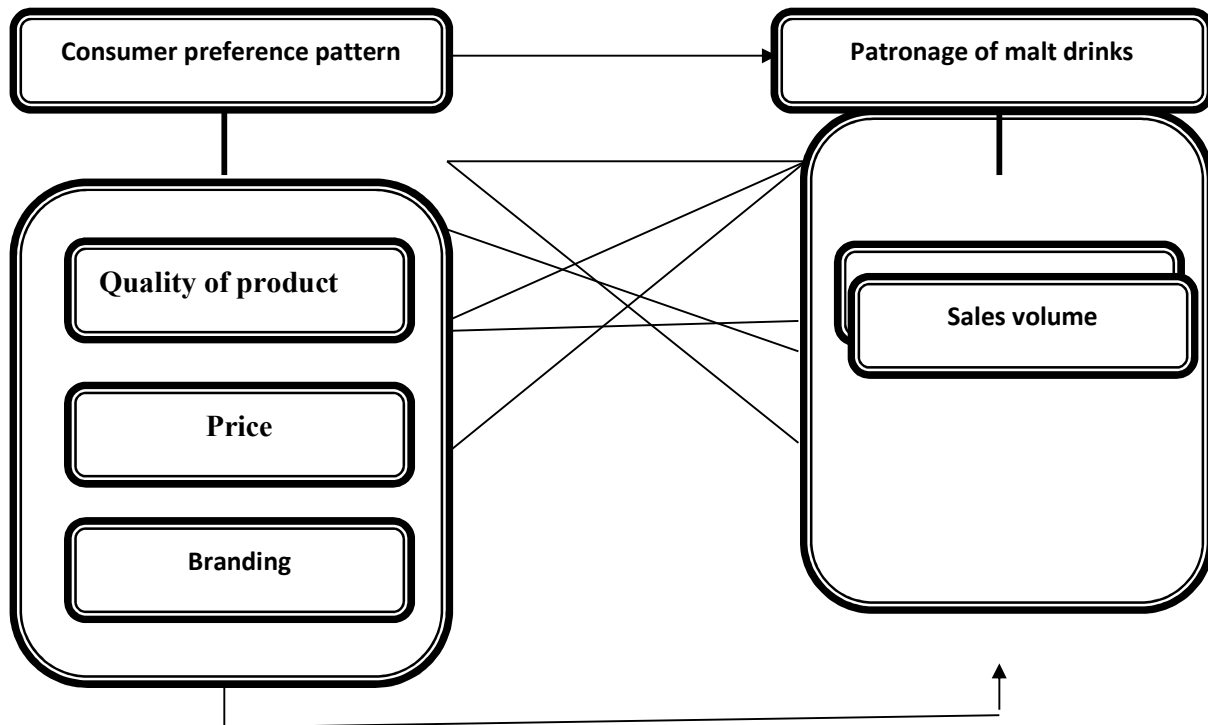
competitiveness in the marketplaces. Consumers normally implement preference(s) when they go for a product that are of substitutes. Real life marketing situations primarily revolve around the application of a great deal of common sense armed with an imperfect number of factors in our societies with flawed information and limited resources. Today, the role of marketing has become an essential part of any product to sell and as such, it plays the pivotal role of creating target provision, concept gathering, and concept choice through concept viewing and marking matrix, and the implementation. Marketing is classified into two categories namely product and concept selling, and the marketing of any product might be achieved only because of the two concepts. The role of concept selling is to sell the idea to the customers through their marketing activities and getting their feedbacks in the course of face to face interactions, electronic mails, panel discussions, interaction with extreme users, end users, lead users, written survey, and word of mouth advertising do Consumers' patronage is more complex and even more important to beverage food drinks manufacturers today than in the past, reasons being adduced to increase competition of products in the marketplace. Each customer has a set of needs and values whose determination is seemingly outside the realm of the manufacturers. It is worthy of note to understand that consumer patronage is considered to be the level of satisfaction the consumer gets from in consuming a various or combinations of bundles of goods and making a repeat purchase Chapman, K.J.; Davis, (2008). One malt drinks that this work study is malt drink as it form the early take advantage of the soft drinks industry in Nigeria. They have been competing over time employing every marketing mix strategy to take over the market share of the others. The focus for this competition by this malt drinks producers are the consumer and hypothetically, sometimes presume and superimpose what they think the consumer needs in the soft drinks offerings. According to Peters-Teixeira, A. & Badric, N. (2007), intensifying the malt drinks could strengthen expectation for the consumer. Other characteristics such as organic production and locally produced might provide additional benefits to consumers who care about environmental preservation. The sensory attraction of a malt drinks product and the visual appearance of its packaging are powerful influences on consumer acceptability. Packaging attributes can persuade consumers to purchase the product, and sensory attributes will confirm if they like it or not.

Statement of problem

The assumption that consumers' preferences for soft product are relatively stable ties in well with the idea that many consumer behaviors that are performed on a day-to-day basis are influenced by habits (cf., Biel, Dahlstrand, & Grankvist, 2005), including the purchasing of malt drinks (Grunert, 2005). According to Aarts and Dijksterhuis (2000, 2000), a habit is a strong mental association between a goal (e.g., having coffee) and actions to achieve this goal (e.g., buying coffee in the supermarket). Such associations are likely to develop if a person repeatedly performs certain actions to achieve a goal (e.g., if a consumer repeatedly buys a particular brand of tea). If consumers' preferences for soft drinks product are relatively stable, that is, if consumers tend to purchase products that they have purchased and liked before, and if these products are purchased on a frequent basis, it is likely that purchase decisions become habitual over time. Because habitual purchase decisions are not deliberate, individual characteristics that may affect the evaluation of product alternatives (e.g., values, beliefs) have little impact on what products are chosen. Individual characteristics may, however, have an impact on the development of habits. This is because habits can develop from frequent repetitions of initially deliberate purchase decisions that were guided by individual characteristics. Therefore, in order to better understand the origins of consumption habits, it is meaningful to investigate which individual characteristics distinguish buyers from non-buyers of soft drinks products.

Conceptual frame work

Fig.1.1 Conceptual frame work of Consumer preference pattern and patronage of malt drinks in Port Harcourt



Source: Emmanuel K. Agbaeze, J. Chuka, U. G. (2017)

Purpose of the Study

The purpose of this study is to investigate the influence of consumer preference pattern on consumer patronage of malt drinks in Port Harcourt. The study is guided by the following specific objectives:

1. To determine the extent to which quality of product influence repeat purchase of malt drinks in Rivers State.
2. To investigate the extent to which quality of product influence sales volume of malt drinks in Rivers State.
3. To ascertain the extent to which price influence repeat purchase of malt drinks in Rivers State.
4. To determine the extent to which price influence sales volume of malt drinks in Rivers State.
5. Ascertain the extent to which branding influence repeat purchase of malt drinks in Rivers State.
6. Investigate the extent to which branding influence sales volume of malt drinks in Rivers State.

Research Questions

The following research questions are developed to guide this study:

1. To what extent does quality of product influence repeat purchase of malt drinks in Rivers State?
2. To what extent does quality of product influence sales volume of malt drinks in Rivers State?
3. To what extent does price influence repeat purchase of malt drinks in Rivers State?
4. To what extent does price influence sales volume of malt drinks in Rivers State?

5. To what extent does branding influence repeat purchase of malt drinks in Rivers State?
6. To what extent does branding influence sales volume of malt drinks in Rivers State?

Research Hypotheses

The following hypotheses are formulated and tested in this research.

- Ho₁:** There is no significant relationship on the influence of quality of product and repeat purchase of malt drinks in Rivers State.
- Ho₂:** There is no significant relationship on the influence of quality of product and sales volume of malt drinks in Rivers State.
- Ho₃:** There is no significant relationship on the impact of price and repeat purchase of malt drinks in Rivers State.
- Ho₄:** There is no significant relationship on the impact of price and customer sales volume of malt drinks in Rivers State.
- Ho₅:** There is no relationship on the influence of Branding and repeat purchase of malt drinks in Rivers State.
- Ho₆:** There is no significant relationship on the influence of branding and sales volume of malt drinks in Rivers State.

Review of Related Literature

Concept of consumer preference

Consumer preferences are the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. One can have a preference for Guinness malt over others. These preferences can be modeled and mapped through the use of indifference curves. One common treatment is to define one good, say food, and let the other goods be a composite of all other goods. For expository simplicity (making things easier for me), let's define the two goods as Good A and Goods B. The axes of the graph then measure amounts of Good X on the horizontal, and amounts of Goods A on the vertical. Each point in this Cartesian space then defines some combination of goods A and B. We call these combinations commodity bundles. The goal of the theory of preferences is for the consumer to be able to rank these commodity bundles according to the amount of utility obtained from them. In other words, the consumer has different preferences over the different combinations of goods defined by the set of commodity bundles. In order to develop a model we need to make some assumptions about the consumer's preferences. There are four assumptions. The first is decisiveness. Here, given any two commodity bundles in commodity space, the consumer must be able to rank them. Suppose we randomly chose two commodity bundles A and B. This assumption means that the consumer must be able to say that they prefer commodity bundle A over B, or B over A, or that bundles A and B provide the same level of utility. The second assumption is consistency. The consumer must be consistent in preference and rankings. Let the consumer prefer commodity bundle A over B, and also commodity bundle B over C. Then by this assumption the consumer must prefer A over C. The third assumption is non-satiation. In other words, more is always better than less. More formally, any commodity bundle with at least as much of one good and more of the other must be preferred. Commodity bundle A in Figure 1 has two straight lines running through it. This creates four quadrants, to the northeast, southeast, southwest and northwest of bundle A.

Dimension of consumer preference pattern

Quality of product: According to Adegbola, E.A (2015). Product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. When evaluating product quality, businesses consider several key factors, including whether a product solves a problem, works efficiently or suits customers' purposes. Companies may also evaluate

product quality based on various perspectives that show how different groups perceive the usefulness of a product. Perspectives to consider when assessing product quality include customer perspectives, manufacturing perspectives, product-based and value-based perspectives and transcendental perspectives, which perceive a product's value in relation to its cost. Product quality also matters to the customers who depend on a company's attention to detail and customer demand. Companies create products to fill a need in the market, and consumers expect products to meet that need as the company advertises them. They want products that help them establish a connection with a brand so they know they can rely on the company's offerings. Quality products provide customers with safe, effective ways to solve their problems. Nayyar, (2012).

Price

Price is the value or sum money at which supplier of a product or services and buyer agrees to carry out an exchange transaction. Price is the amount of money that is given up to acquire a given quantity of goods and services. Kotler and Armstrong (1996), opined that price as the amount of money charged for a product or services or the sum of the values that consumers exchange for the benefits having or using the product or service. They say historically, the price has been the major factor affecting buyer preference in recent decades; non-priced factors have gained increasing importance. However, price still remains the most important element determining a firm's market share and profitability. Price is the only element in the marketing mix that produces revenue, all other elements represent costs. Price is also one of the most flexible marketing mix elements.

Prices are often set in response to observing sales performance and it has a major impact on sales. Too low pricing can devalue the product while too-high pricing can lead to selective consumer patronage. Pricing strategy is one of the bones of contentions for many businesses. However, they opined that consumers may be willing to pay for better quality goods and services. A strategy of higher quality might lower consumer sensitivity to price, thereby making it possible to charge higher prices without harming sales (Buzzell and Gale, 1987) .Pricing strategies can lead to a price war among competitive companies. Price war which normally results when companies continuously lower their products prices to undercut the other competing firms.

Branding

Branding activity is the human desire to be someone of consequence, to create a personal and social identity, to present oneself as both like other people (e.g. to belong) and unlike other people (e.g. to stand out), and to have a good reputation. Seabrook, J. (2010), Sign and symbol are essential ingredients of this branding phenomenon. As a form of marking, branding is richly ramified by application to oneself, to other people, and to property; it takes both material and metaphorical forms; and is perceived either positively or negatively. Although the common understanding of branding as the naming of a product is essentially a simple one, the applications of this idea and the thinking about it have evolved in dramatic ways. Branding was a passive activity; giving names to products designed and manufactured at the company's will. But, in the last two decades they are the hot spots in total marketing process.

The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers".

They constantly appear in the financial strategy and valuations of a company. When brands are so important, branding becomes even more important.

Concept of patronage:

Mossman in Seock,(2009) defines patronage as the repeat purchase behavior at a particular store for either the same types of products or any other products. Shim and Kotsiopoulos (cited by Seock, 2009), however, see patronage behavior as a store choice behavior that represents an individual's preference for a particular store for purchasing product.

Measures of consumer patronage

Repeat Purchase

A repeat purchase is the purchase by a consumer of a same-brand product as bought on a previous occasion. For most service organizations, economic success depends on an ability to maintain long-term relationships with customers who purchase their offerings repeatedly, (Reinartz et al.2005; Rust et al.2004). Understanding the reasons customers repeatedly purchase from a service firm therefore represents an issue of essential importance. A repeat purchase is an indicator of a degree of customer loyalty to a brand. It is also an opportunity for marketers to establish long-term customer relationships. A high number of repeat purchases indicate a satisfied and "well-retained" customer, which reduces new-customer acquisition costs and increases overall profitability. The business' repeat purchase rate may be increased using web and social media promotions, digital loyalty programs, and exceptional customer service, (Lambert, 2005).

Sales volume:

According to Donny Kelwig, (2021) Sales volume refers to the number of units sold during a specific reporting period. Knowing how to calculate sales volume gives your company a strong grasp on product movement and potential shifts. Sales volume refers **to the** number of units your company sells during a specific reporting period. This period could be a month, a quarter, or a year depending on what level of sales volume you're seeking to analyze. Investors frequently look at sales volume to assess the health of a growing or contracting company.

Theoretical review

Theories like Maslow's Need Hierarchy Theory of Motivation (1943) and Engel, Kollat and Blackwell (1968) believed that consumers always make rational and well-planned buying decisions (Dutta and Mandal, 2018). While these theories of consumer behavior focus on rational action, Hawkins Stern believed heavily in the idea of impulse behavior. Stern argued that sudden buying impulses fit alongside rational purchasing decisions to paint a complete picture of the average consumer. Impulse purchases are driven largely by external stimuli and have almost no relationship to traditional decision-making. Impulse buying theories present an ocean of opportunities for marketers in attracting consumers' attention to products by attaching renowned personalities. Every aspect of a product, from the way the packaging catches the eye to the way the product is displayed in the store, has an impact on a consumer's impulse control, (Dutta &Mandal, 2018). Marketers who can capture the impulsive thought and close the sale will have the most success. Using brand ambassador as an impulse to the consumers is one of the best approaches in sales promotion. Celebrities, marketing professionals and notable brand enthusiast can serve as impulse elements in capturing consumer's attention towards sale.

Consumer theory

Consumer theory is concerned with how a rational consumer would make consumption decisions (Martim, 2011). The consumer theory arises because the consumer's choice sets are assumed to be defined by certain prices and the consumer's income or wealth. There are certain assumptions for this theory. The assumptions as stated by (Lichtenstein, Ridgeway and Neremever, 1993) can be seen below Consumer makes decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumption of a good. As noted above, utility's determinants are decided by a host of noneconomic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences.

Empirical review

Following the theoretical framework, the researchers establish an empirical review based on existing empirical studies of other people's work in the related area of study.

Chukwu, G. C. (2021) conducted a research on brand ambassador and consumer purchase decision in Rivers State. The study investigates brand ambassador on consumer purchase decision of soft drinks in Rivers State. The study adopted the descriptive research design. A sample size of 376 soft drinks consumers were randomly selected using the questionnaire for data collection. Six research questions were posed and six hypotheses tested. The study recommended that popular celebrities should be considered as part of strategies for creating brand awareness in the soft drink industry in order to stimulate customer loyalty and boost sales in the long run

Ahaiwe, E. O & Ndubusi, U. (2015). Conduct a study on the effect of packaging characteristics on brand preference for cosmetics products in Abia state, Nigeria. Packaging characteristics considered were packaging size, colour and shape. A sample size of 250 was purposively selected for the study. The samples were drawn from the five (5) major markets in Aba metropolis of the State. Data analysis was done with Karl-Pearson correlation coefficient model. Their findings showed that all the variables examined (size, colour, and shape) were positive and significant factors Influencing brand preference for cosmetics products. The study concluded by recommending that adequate packaging strategies are to be formulated and implemented by manufacturing companies when they are designing packages for their products brands. Such packaging strategies must incorporate all the elements of packaging which include packaging colour, size and shape. Furthermore, marketing research that focuses on packaging sizes, colours, and shapes which will be desired by consumers should be regularly conducted to enable manufacturing companies to know the right packaging variables to utilize during the design of packets.

Eze, F. J., Odigbo, B. E. and Ufot, J. A. (2015) examines the correlation between business location and consumer patronage: implications for business policy decisions. Their study sought to: Determine the effect of business locations on consumers' repeat purchases; and evaluate the effect of proximity of business locations on consumers' patronage. A survey design was employed. The area of study was the University of Calabar, while the study frame were photocopying operators, consumers of their services and the school's business regulatory body. The sample size of the study was 100 and a structured questionnaire was the instrument used for data collection. The instrument was content-validated, while the test-retest method was used to confirm the reliability. Data analysis was done electronically by the use of Statistical Package for Social Science (SPSS) version 21. Among the findings highlighted in the study were; business location affects a business performance very significantly; it also has a significant effect on the repeat purchases of consumers. Also, proximity of the business to customers and competitors has significant benefits to business performance in the University. The implications for business policy and decision-making are that intending entrepreneurs must undertake business location feasibility studies before citing their businesses.

Jenyo, G. (2015). States that businesses are spending more on and partaking in online marketing than ever before, the world over. Understanding the consumer behavioral factors that influence e-marketing effectiveness is crucial. While they opined that some researchers have addressed this issue and few studies draw their conclusions focusing on the customers' angle. More also is the fact that the study of the developing countries in this regards have been lesser than expected. Their work seeks to validate empirically while analyzing Nigeria firm engaging in internet marketing and the impact of the same on consumers' purchase behavior.

Gap in Literature

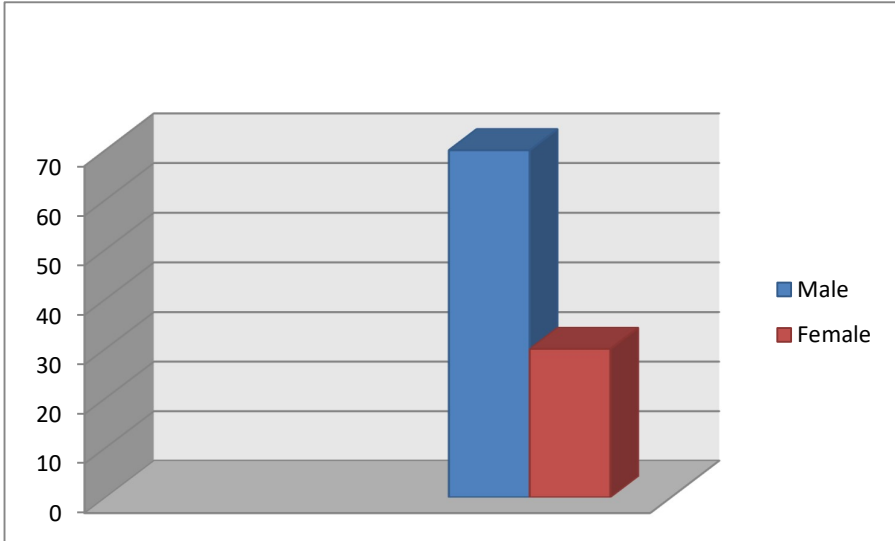
Gaining consumers' patronage is one of the strenuous tasks ever sought to be achieved by marketers globally leading to the adoption of various marketing approaches, consumer preference inclusive. This approach had received significant academic attention globally because its relevancy to marketing development. This research therefore studied the influence of consumer preference pattern and patronage of malt drinks in Port Harcourt Rivers State.

METHODOLOGY

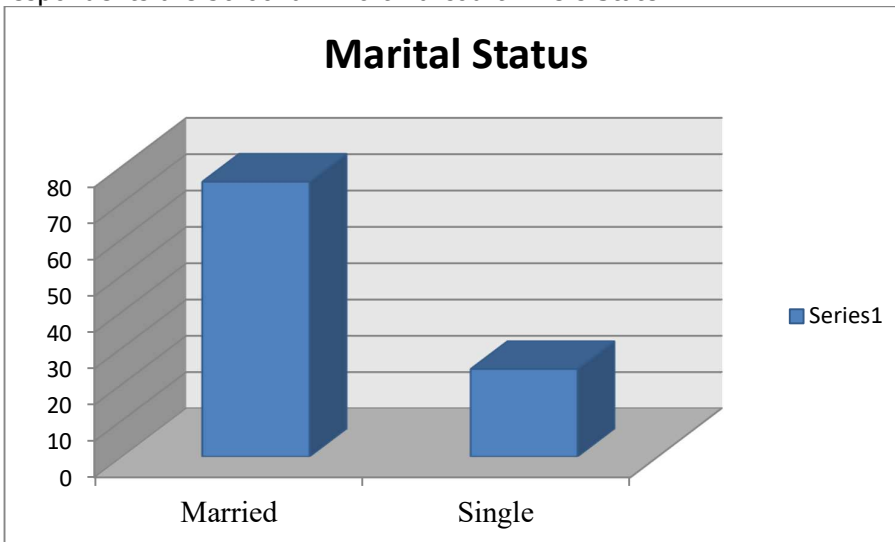
This study adopted the descriptive survey design. According to Gall cited in Ojera, (2016) opined that the purpose of the descriptive survey research design was to obtain pertinent and precise information concerning the current status of phenomenon and whenever possible to draw valid general conclusions from facts discovered. The population of this study is the consumers of Malt drinks in Rivers State. A sample size of 374 persons were randomly selected and served with questionnaires while a total of 357 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. Reliability was measured using Cranach'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 assistance. Data analysis was done with mean and standard deviation on a five (5) point Likert-type scale (of Strongly Agree = 5, Agree = 4, Disagree = 3 and Strongly Disagree = 1) while hypotheses were tested with Pearson Product Moment Correlation using SPSS version 25.

Table 4.1: Demographic Analysis of the Respondents

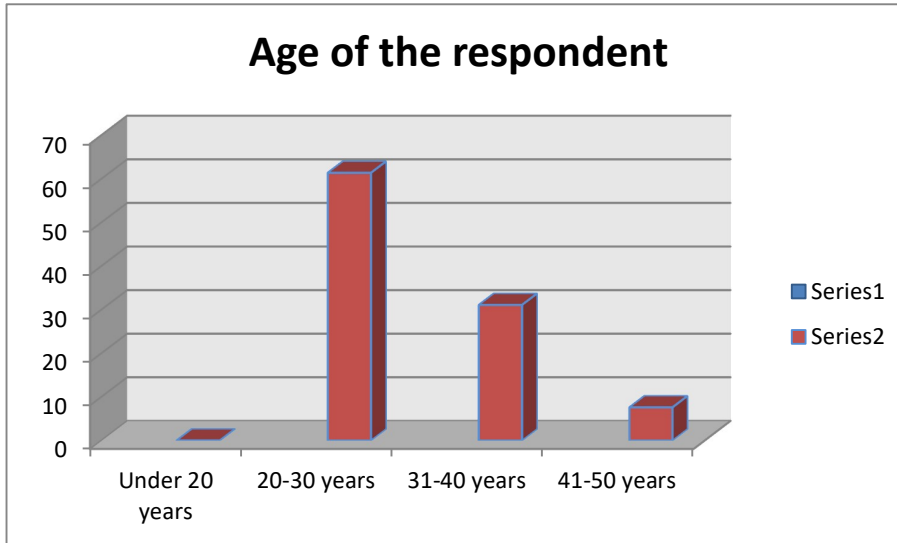
S/N	Demographic variables	Frequency	%
1	Gender		
	Male	192	70
	Female	165	30
	Total	357	100
2	Marital Status		
	Married	216	75.8
	Single	141	24.2
	Total	357	100
3	Academic Qualification		
	SSCE	70	16.1
	B.Sc	216	83.6
	Post Graduate	71	4.01
	Total	357	100
Age of Respondents			
	Under 20 years	0	0.0
	20-30 years	162	61.4
	31-40 years	108	31.1
	41-50 years	87	7.6
	Total	357	100



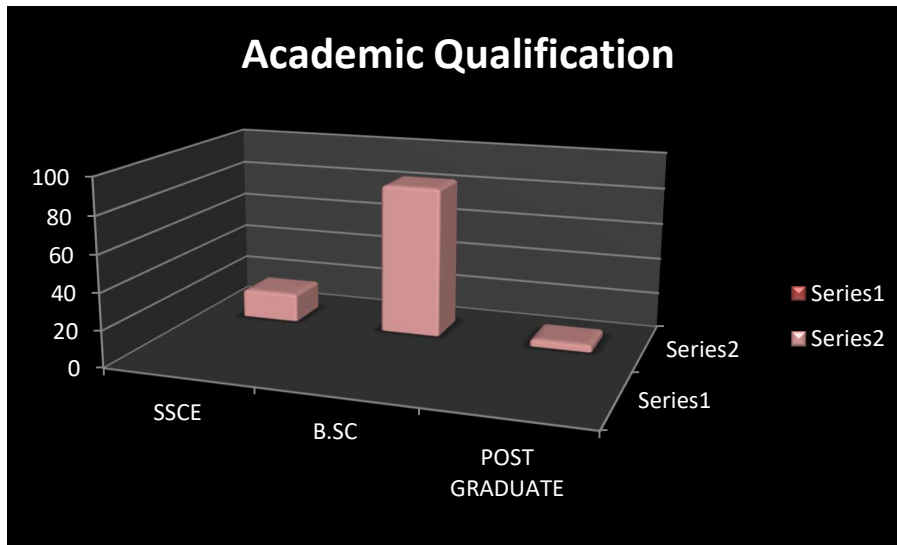
From the chart above, it was observed that the Male respondents are 70.00%, while the Female respondents are 30.00% in Port Harcourt Rivers State.



From the chart above, it was observed that large number of the respondents, 216 (75.0%) respondents were married whereas 141(24.2%) of the respondents were single



From the chart above, it was observed that respondents aged 20-30 years had the highest frequency 162(61.4%), followed by those aged 31-40 years 108(31%), and 41-50 87(7.6%) while those aged under 20 years had the least frequency of participation 0(0%).



From chart above, it was observed that respondents with B.SC qualification had the highest frequency 216 (83.6%), followed by respondents with SSCE 70(16. %) while respondents with Post Graduate had the least 71 (4.01%).

Research Question 1

To what extent does quality of good product influence repeat purchase of malt drinks in Rivers State?

Items	Gender	N	Mean	Std. Deviation	Std. Error Mean
consumer preference pattern: quality of product and repeat purchase	Male	192	3.8063	.22219	.01504
	Female	165	3.7057	.20104	.021276
	N	357			
	Male	192	2.91	.257	.016

I prefer buying product that will satisfy my need and want.	Female	165	2.81	.407	.028
Quality product serve its purpose and meet industry standard	Male	192	2.96	.227	.016
	Female	165	2.74	.474	.033
Repeat purchase is an indicator of a degree of customer loyalty to a brand	N	357			
	Male	192	2.87	.368	.024
Quality products are frequently sold to encourage repeat purchase.	Female	165	2.87	.342	.023
	N	357			
Quality product enhance repeat purchase	Male	192	3.89	.319	.023
	Female	165	3.80	.401	.030
	N	357			

Source: SPSS Output Base on Questionnaires' Data (2020)

Analysis in table 1 revealed influence of quality product on repeat purchase of malt drinks in Rivers State. Finding shows that influence of quality product on repeat purchase is to a high extent. The weighted mean of 3.80 for male and 3.60 for female respondents respectively is greater than the criterion mean of 2.5. With the grand mean of 3.75 the respondents agree to a high extent that quality product influences repeat purchase of malt drinks in Rivers State.

Research Question 2

To what extent does quality of product influence sales volume of malt drinks in Rivers State?

Table 4.2: Computation of consumer's responses on quality of product and sales volume of malt drinks in Rivers State (N=357).

Items	AGE	N	Mean	Std. Deviation	Std. Error Mean
Consumer preference pattern Quality product and sales volume	20-30yrs	216	3.8800	.20677	.01308
	Male				
Selling quality product enhance sales volume	31-40yrs	141	3.7599	.25382	.02137
	Female				
Selling quality product is one of the key factors of a company's success in building sale volume	20-30yrs	216	3.78	.307	.018
	31-40	141	3.71	.485	.030
Consumers commitment to quality product, give raise to sale volume	20-30yrs male	216	3.70	.52	.025
	31-40yrs femal	141	3.62	.536	.034
Sale volume are gain when company produce quality product	20-30yrs male	215	3.78	.422	.019
	31-40 female	141	3.56	.556	.036
	20-30yrs male	216	3.00	.000	.000
	31-40 female	141	3.79	.209	.015

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

Analysis in table 2 revealed influence of quality product on sales volume of malt drinks in Rivers State. Finding shows that influence of quality product on sales volume is to a high extent. The weighted mean of 3.88 & 3.75 for respondent age 15-45yrs & 46yrs and above respectively is greater than the criterion mean of 2.5. With the grand mean of 3.72 the respondents agree to a high extent that quality product influences sales volume of malt drinks in Rivers State.

Research Question 3

To what extent does price influence repeat purchase of malt drinks in Rivers State?

Table 4.3: Computation of consumer's responses on price and repeat purchase of malt drinks in Rivers State (N=357).

Item	Gender	N	Mean	Std. Deviation	Std. Error Mean
Price And Repeat Purchase	Male	192	3.5458	.22071	.01565
	Female	165	3.6671	.31453	.01385
Price is one of the determinants of repeat purchase.	Male	182	2.01	.102	.007
	Female	165	3.56	.534	.031
The highest result of company objectives is achieved when product are sold at affordable price	Male	192	3.72	.405	.026
	Female	165	3.64	.564	.033
Price is one of the thing consumer consider before buying a particular product	Male	192	3.87	.468	.034
	Female	165	3.77	.432	.023
One of the benefits of lower price is to boast repeat purchase.	Male	192	3.79	.039	.013
	Female	165	3.70	.301	.020

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

Analysis in table 3 revealed influence of price on repeat purchase of malt drinks in Rivers State. Finding shows that influence of price on repeat purchase is to a high extent. The weighted mean of 3.54 for male & 3.66 for female respondents respectively is greater than the criterion mean of 2.5. With the grand mean of 3.60 the respondents agree to a high extent that price influences repeat purchase of malt drinks in Rivers State.

Research Question 4

To what extent does price influence sales volume of male drinks in Rivers State?

Table 4.4: Computation of consumer's responses on price and sales volume of malt drinks in Rivers State (N=357).

Items	AGE	N	Mean	Std. Deviation	Std. Error Mean
Price And Sales Volume	20-30yrs	216	3.8280	.21918	.01491
	31-40	151	3.7334	.25441	.02070
There is always positive belief in the value that a company provides, leading to increased purchases over time when product is being sale at normal price.	20-30yrs	216	3.88	.398	.027
	31-40	151	3.81	.495	.040
Using price in achieving sales volume	20-30yrs	216	3.75	.541	.037
	31-40	151	3.57	.595	.048
Sales volume is phenomena that leads to a relationship with product as expressed by business owner	20-30yrs	216	3.88	.450	.031
	31-40	151	3.66	.566	.046
Though loyalty is built on satisfaction, with the interface of marketing Company can record good sales volume without even with high price depending on the product.	20-30yrs	216	3.85	.361	.025
	31-40	151	3.89	.309	.025

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

Analysis in table 4 revealed influence of price on sales volume of maltt drinks in Rivers State. Finding shows that influence of price on sales volume is to a high extent. The weighted mean of 3.82&3.72 for respondent age 15-55yrs & 46yrs and above respectively is greater than the criterion mean of 2.5. With the grand mean of 3.78 the respondents agree to a high extent that price influences sales volume of malt drinks in Rivers State.

Research Question 5

To what extent does branding influence repeat purchase of malt drinks in Rivers State?

Table 4.5: Computation of consumer's responses on branding and repeat purchase of malt drinks in Rivers State (N=357).

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Branding And Repeat Purchase	Male	192	3.8984	.20169	.01456
	Female	165	3.7314	.22934	.01734
With efficient branding companies reduced expenditure on attracting new customers	Male	192	3.91	.357	.026
	Female	165	3.71	.507	.038
Branding encourage people to keeps buying out of inertia, indifference or exit barriers	Male	192	3.82	.505	.036
	Female	165	3.75	.607	.046
Customer repeat purchase through branding has evidence not only as behavior but also as attitude.	Male	192	3.87	.468	.034
	Female	165	3.77	.442	.033
Repeat purchase based on the attitude enhanced by branding is more faithful than normal behavior	Male	192	4.00	.000 ^a	.000
	Female	165	4.00	.000 ^a	.000

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

Analysis in table 5 revealed influence of branding on repeat purchase of malt drinks in Rivers State. Finding shows that influence of branding on repeat purchase is to a high extent. The weighted mean of 3.89 & 3.73 for male and female respondents respectively is greater than the criterion mean of 2.5. With the grand mean of 3.85 the respondents agree to a high extent that branding influences repeat purchase of malt drinks in Rivers State.

Research Question 6

To what extent does branding influence sales volume of malt drinks in Rivers State?

Table 4.6: Computation of consumer's responses on branding and sales volume of malt drinks in Rivers State (N=357).

	Age	N	Mean	Std. Deviation	Std. Error Mean
BRANDING AND SALES VOLUME	20-30yrs	216	3.8662	.22099	.01504
	31-40	151	3.8344	.25453	.02071
Branding attract and retain loyal customers as a result boast sale volume	20-30yrs	216	3.84	.413	.028
	31-40	141	3.75	.438	.036
Branding motivate customer and give company positive change in terms of sales volume	20-30yrs	216	3.78	.507	.035
	31-40	141	3.75	.516	.042
Sales volume is analyze quarterly or a year depending on the company Company frequently look at sales volume to assess the health of a growing sales volume	20-30yrs	216	3.88	.443	.030
	31-40	141	3.84	.433	.035
Sales volume is the number of unit your company sells during a specific reporting period.	20-30yrs	216	4.00	.000	.000
	31-40	141	3.93	.261	.021

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

Analysis in table 6 revealed influence of branding on sales volume of soft drinks in Rivers State. Finding shows that influence of branding on sales volume is to a high extent. The weighted mean of 3.86 & 3.83 for respondent age 15-55yrs & 46yrs and above respectively is greater than the criterion mean of 2.5. With the grand mean of 3.75 the respondents agree to a high extent that branding influences sales volume of malt drinks in Rivers State.

Testing of Hypotheses

Ho₁: There is no significant relationship on the influence of quality of product and repeat purchase of malt drinks in Rivers State.

Table 4.1: Summary of statistics on the relationship between quality of product and repeat patronage of Malt drinks in Rivers State.

Correlations			
		Quality of Product	Repeat Patronage
Quality of Product	Pearson Correlation	1	.416**
	Sig. (2-tailed)		.000
	N	357	357
Repeat Patronage	Pearson Correlation	.416**	1
	Sig. (2-tailed)	.000	
	N	357	357
**. Correlation is significant at the 0.01 level (2-tailed).			

The result from Table 4.1 shows the summary of statistic on the relationship between quality of product and repeat patronage of malt drinks in Rivers State. It shows that quality of product has significant relationship with repeat patronage of malt drinks. The R-value of 0.416 shows a moderately strong relationship between quality of product and repeat patronage ($r=0.416$, $p=.000$). The null hypothesis one was therefore rejected at .05 level of significance.

Ho₂: There is no significant relationship on the influence of quality of product and sales volume of malt drinks in Rivers State.

Table 4.2: Summary of statistics on the relationship between quality of product and sales volume of Malt drinks in Rivers State.

Correlations			
		Quality of Product	Sales Volume
Quality of Product	Pearson Correlation	1	.268**
	Sig. (2-tailed)		.000
	N	357	357
Sales Volume	Pearson Correlation	.268**	1
	Sig. (2-tailed)	.000	
	N	357	357
**. Correlation is significant at the 0.01 level (2-tailed).			

The result from Table 4.2 shows the summary of statistic on the relationship between quality of product and sales volume of Malt drinks in Rivers State. It shows that quality of product has significant relationship with sales volume of Malt drinks in Rivers State. The R-value of 0.268 shows a weak relationship between quality of product and sales volume of Malt drinks but significant ($r=0.268$, $p=.000$). The null hypothesis two was therefore rejected at .05 level of significance.

Ho₃: There is no significant relationship on the impact of price and repeat purchase of malt drinks in Rivers State.

Table 4.3: Summary of statistics on the relationship between price and repeat purchase of Malt drinks in Rivers State.

Correlations			
		Price	Repeat Purchase
Price	Pearson Correlation	1	.362**
	Sig. (2-tailed)		.000
	N	357	357
Repeat Purchase	Pearson Correlation	.362**	1
	Sig. (2-tailed)	.000	
	N	357	357
**. Correlation is significant at the 0.01 level (2-tailed).			

The result from Table 4. 3 show the summary of statistic on the relationship between price and repeat purchase of Malt drinks in Rivers State. It shows that price has significant relationship with repeat purchase of Malt drinks in Rivers State. The R-value of 0.362 shows a weak relationship between price and repeat purchase of Malt drinks but significant ($r = 0.362$, $p = .000$). The null hypothesis three was therefore rejected at .05 level of significance.

Ho₄: There is no significant relationship on the impact of price and customer sales volume of malt drinks in Rivers State.

Table 4.4: Summary of statistics on the relationship between price and sales volume of Malt drinks in Rivers State.

Correlations			
		Price	Sales Volume
Price	Pearson Correlation	1	.266**
	Sig. (2-tailed)		.000
	N	357	357
Sales Volume	Pearson Correlation	.266**	1
	Sig. (2-tailed)	.002	
	N	357	357
**. Correlation is significant at the 0.01 level (2-tailed).			

The result from Table 4. 4 show the summary of statistic on the relationship between price and sales volume of Malt drinks in Rivers State. It shows that price has significant relationship with sales volume of Malt drinks in Rivers State. The R-value of 0.266 shows a weak relationship between price and sales volume of Malt drinks but significant ($r = 0.266$, $p = .000$). The null hypothesis four was therefore rejected at .05 level of significance.

Ho₅: There is no relationship on the influence of Branding and repeat purchase of malt drinks in Rivers State.

Table 4.5: Summary of statistics on the relationship between branding and repeat purchase of Malt drinks in Rivers State

Correlations			
		Branding	Repeat Purchase
Branding	Pearson Correlation	1	.265**
	Sig. (2-tailed)		.000
	N	357	357
Repeat Purchase	Pearson Correlation	.265**	1
	Sig. (2-tailed)	.002	
	N	357	357

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

The result from Table 4. 5 show the summary of statistic on the relationship between branding and repeat purchase of Malt drinks in Rivers State. It shows that branding has significant relationship with repeat purchase of Malt drinks in Rivers State. The R-value of 0.265 shows a weak relationship between branding and repeat purchase of Malt drinks but significant ($r= 0.265$, $p=.000$). The null hypothesis five was therefore rejected at .05 level of significance.

Ho₅: There is no significant relationship on the influence of branding and sales volume of malt drinks in Rivers State.

Table 4.6: Summary of statistics on the relationship between branding and sales volume of Malt Drinks in Rivers State.

Correlations			
		Branding	Sales Volume
Branding	Pearson Correlation	1	.455**
	Sig. (2-tailed)		.000
	N	357	357
Sales Volume	Pearson Correlation	.455**	1
	Sig. (2-tailed)	.002	
	N	357	357

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

The result from Table 4. 6 show the summary of statistic on the relationship between branding and sales volume of Malt drinks in Rivers State. It shows that branding has significant relationship with sales volume of Malt drinks in Rivers State. The R-value of 0.455 shows a moderate relationship between branding and sales volume of Malt drinks ($r= 0.265$, $p=.000$). The null hypothesis six was therefore rejected at .05 level of significance.

Discussion of Finding

Findings in Table 1 show the mean, weighted and grand mean ratings of quality of product on repeat purchase of malt drinks in Rivers State. Responses under research question 1 indicate high extent because the grand mean of 3.75 is above the criterion mean of 2.50. Result also indicates a very strong positive relationship between quality of product and repeat purchase of malt drinks in Rivers State.

Findings in Table 4 show the mean, weighted and grand mean ratings of marketing professionals on Sales volume of malt drinks in Rivers State. Responses under research question 4 indicate high

extent because the grand mean of 3.78 is above the criterion mean of 2.50. Result also indicates a very strong positive relationship between price on sales volume of malt drinks in Rivers State. Findings in Table 5 show the mean, weighted and grand mean ratings of branding on repeat purchase of malt drinks in Rivers State. Responses under research question 5 indicate high extent because the grand mean of 3.85 is above the criterion mean of 2.50. Result also indicates a very strong positive relationship between branding on sales volume of malt drinks in Rivers State.

CONCLUSION

In line with the analysis of data, the study concludes that there is significant relationship between quality of product and repeat purchase of malt drink in Rivers State, that there is significant relationship between quality of product and sales volume of malt drink in Rivers State, that there is significant relationship between price and repeat purchase of malt drink in Rivers State, that there is significant relationship between price and sales volume of malt drink in Rivers State, that there is significant relationship between branding repeat purchase of malt drink in Rivers State and that there is significant relationship branding and sales volume of malt drink in Rivers State. The study therefore concludes that there is a significant relationship between consumer preference pattern and patronage of malt drinks in Rivers State.

RECOMMENDATION

Based on the findings the following recommendations are made:

1. Malt Company in Rivers State should deliver quality product to customers in their products and service offerings in order to create innovative customer experience which will help boost their market performance.
2. Malt Company should Endeavour to use good pricing strategies as a component for an effective reach of target audience or groups build a brand.
3. They should ensure to build their brand image in order for them to have a competitive edge over direct rivals.

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