

PATTERNS OF COGNITIVE APPRAISAL AND CONSUMER PURCHASE DECISION OF MANUFACTURING FIRMS IN PORT HARCOURT

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ABSTRACT

The study sought to establish the relationship between patterns of cognitive appraisal and consumer purchase decision of manufacturing firm in Port Harcourt. The study specifically focused on pleasantness, anticipated effort, and experience in relation to routine purchase decision and impulse purchase decision. The target population of the study comprised customers of twenty six (26) manufacturing firms in Port Harcourt. The data collection instrument was a questionnaire and quantitative data was used. The study used correlation to achieve the specific objectives. Analysis was conducted using SPSS version 21 and the findings indicated that pleasantness, anticipated effort, and experience have a positive and significant relationship with routine purchase decision and impulse purchase decision of manufacturing firms in Port Harcourt. The study recommends that manufacturing firms Management of manufacturing firm should ensure they retain employees who can agreeably associate with customers.

Keyword(s): Cognitive Appraisal, Routine Purchase, Impulse Purchase. Pleasantness, Anticipated effort, Experience

INTRODUCTION

Pertinently, operations of every individual in manufacturing firms in Port Harcourt are determined by their respective emotion. This could be noted from the fact that emotion tells more about individual's mood in terms of carrying out specific task (Campbell & Fiske, 2015). Nevertheless, the subjective interpretation made by an individual to stimuli in the environment could be regarded as cognitive appraisal. Cognitive appraisals usually occur in situations where there is no physical stimulation or obvious clues as to how the situation should be interpreted (Cacioppo et al., 2014). It relates with stress, mental health, coping, and emotion of individual. However, personal interpretation of a situation that ultimately influences the extent to which the situation is perceived as stressful gives credence to patterns of cognitive appraisal (Colquitt, 2011). This study sees patterns of cognitive appraisal as techniques, methods or strategic assessment of an emotional situation wherein a person evaluates how situation affects them, interpreting various aspects of situation to enable them arrives at a response based on that interpretation. Due to the fact that the study is anchored in manufacturing firms in Port Harcourt, it is dimensionalizes patterns of cognitive appraisal through pleasantness, anticipated effort and experience.

More so, every individual possess their different way of procurement of goods and services (Godswill & Miyene, 2020). This is drawn from the fact that when consumers are utilizes a particular product, he or she will be able to make decision either to purchase more or not. This necessitate the concept of consumer purchase decision. Operationally, it is defined as the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. A consumer's decision to modify, postpone or avoid a purchase decision is heavily influenced by perceived risk. Expensive purchases involve some risk taking (Ranka, et al., 2006). This decision is categorized in this study under routine purchase decision and impulse purchase decision.

Statement of the Problem

It appears that consumers are frustrated in terms of procurement of goods and services. This is because most manufacturing firms in Port Harcourt produce goods that are below standard. Thus, consumers consider various things like the characteristics of the product, price charged, availability of the product at the required location and much more (Colquitt, 2011). These determine if consumer will make the decision of purchasing products or services impulsively or routinely. This has left a vacuum for research efforts. However, scholars have studied patterns of cognitive appraisal and consumer purchase decision in several angles (Cacioppo, 2018; Roseman, et al., 2019; Schere, 2012). But the current study tried to examine the patterns of cognitive appraisal and consumer purchase decision specifically in manufacturing firms in Port Harcourt.

Conceptual Framework

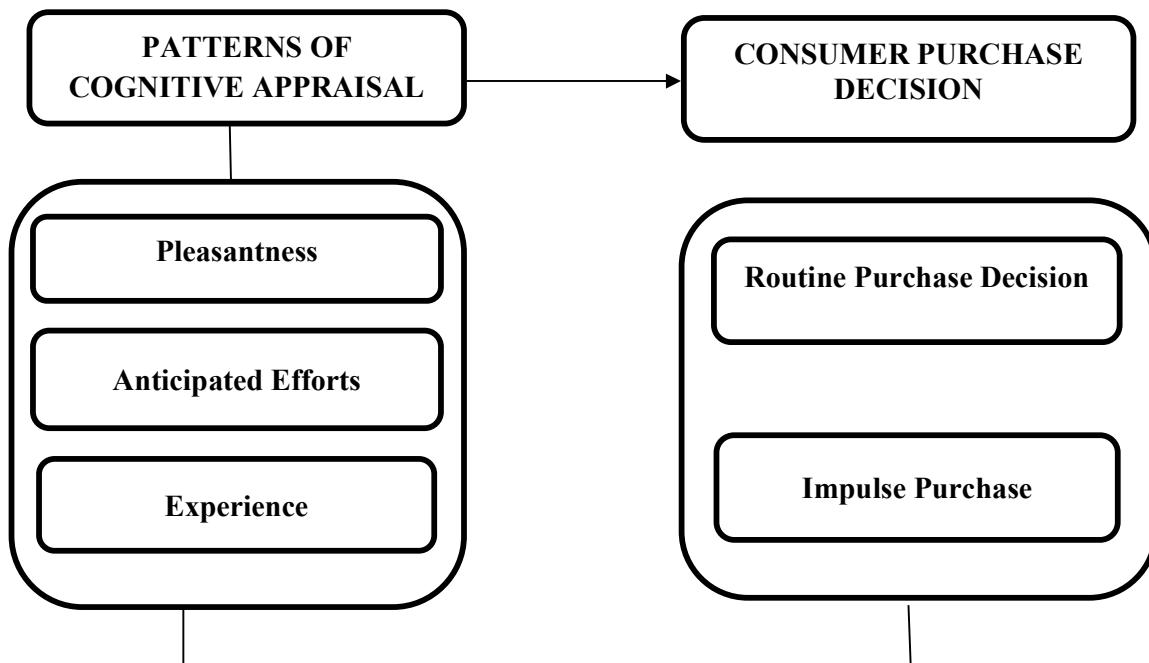


Fig 1.: Conceptual Framework of Patterns of Cognitive Appraisal and Consumer Purchase Decision

Source: Craig A. S. & Phoebe, C. E. (2014)

Aim and Objectives

The aim of the study was to examine the relationship between patterns of cognitive appraisal and consumer purchase decision of manufacturing firms in Port Harcourt. Specifically, the objectives of the study were:

1. To determine the relationship between pleasantness and routine purchase decision of manufacturing firms in Port Harcourt.
2. To ascertain the relationship between pleasantness and impulse purchase decision of manufacturing firms in Port Harcourt.
3. To investigate the relationship between anticipated effort and routine purchase decision of manufacturing firms in Port Harcourt.
4. To examine the relationship between anticipated effort and impulse purchase decision of manufacturing firms in Port Harcourt.
5. To determine the relationship between experience and routine purchase decision of manufacturing firms in Port Harcourt.

6. To investigate the relationship between experience and impulse purchase decision of manufacturing firms in Port Harcourt

Research Questions

Based on the objectives of the study, the following research questions were formulated.

1. To what extent does pleasantness relate to routine purchase decision of manufacturing firms in Port Harcourt?
2. To what extent does pleasantness relate to impulse purchase decision of manufacturing firms in Port Harcourt?
3. To what extent does anticipated effort relate to routine purchase decision of manufacturing firms in Port Harcourt?
4. To what extent does anticipated effort relate to impulse purchase decision of manufacturing firms in Port Harcourt?
5. To what extent does experience relate to routine purchase decision of manufacturing firms in Port Harcourt?
6. To what extent does experience relate to impulse purchase decision of manufacturing firms in Port Harcourt?

Hypotheses

The following null hypotheses were formulated to guide the study at the significance level of 0.05.

H_01 : There is no significant relationship between pleasantness and routine purchase decision of manufacturing firms in Port Harcourt.

H_02 : There is no significant relationship between pleasantness and impulse purchase decision of manufacturing firms in Port Harcourt.

H_03 : There is no significant relationship between anticipated effort and routine purchase decision of manufacturing firms in Port Harcourt.

H_04 : There is no significant relationship between anticipated effort and impulse purchase decision of manufacturing firms in Port Harcourt.

H_05 : There is no significant relationship between experience and routine purchase decision of manufacturing firms in Port Harcourt.

H_06 : There is no significant relationship between experience and impulse purchase decision of manufacturing firms in Port Harcourt.

Literature Review

Related literature gathered from primary and secondary sources; articles, journals, books, internet, etc. that were relevant to the study to promotes its validity were reviewed.

Concept of Patterns of Cognitive Appraisal

All individuals are driven by emotion. This is because emotion determine the state of human at all point in time. This emotional state is most times determined through appraisal cognitively (Campbell & Fiske, 2015). Nevertheless, Cacioppo et al. (2014) assert that cognitive appraisal deals with the subjective interpretation made by an individual to stimuli in the environment. It is a component in a variety of theories relating to stress, mental health, coping, and emotion. Cognitive appraisals usually occur in situations where there is no physical stimulation or obvious clues as to how the situation should be interpreted. For example, if you wake up in the middle of the night and there's a stranger standing over you with a gun, you won't need a cognitive appraisal because the threat to your safety is clear, and the situation doesn't need interpretation (Cacioppo et al., 2014). However, patterns of cognitive appraisal could operationally be regarded as techniques, methods or strategic assessment of an emotional situation wherein a person evaluates how situation affects them, interpreting various aspects of situation to enable them arrives at a response based on that interpretation. Furthermore, Colquitt (2011) averred that patterns of

cognitive appraisal is personal interpretation of a situation that ultimately influences the extent to which the situation is perceived as stressful. Thus, it assesses whether a situation or event threatens well-being; whether there are sufficient personal resources available for coping with the demand of the situation and whether our strategy for dealing with. Within the context of manufacturing firms in Port Harcourt as used in this study, patterns of cognitive appraisal manifests through pleasantness, anticipated efforts and experience.

Dimensions of Patterns of Cognitive Appraisal

Pleasantness

According to (Cacioppo, 2018), pleasantness is the state or quality of having an agreeable manner in socializing with others. Roseman, et al. (2019) argues that pleasantness is a function of what one wants in relation to what one has. That is to say, happiness can result from attaining a positive goal or from avoiding (not having) an evil, and the two states are different; likewise, the unpleasantness of a noxious event is different from the unhappiness of loss. Conceptually, pleasantness refers to an evaluation of whether a stimulus is likely to result in pleasure or displeasure. Scherer (2012) proposes that stimuli are intrinsically pleasant or unpleasant, but that our evaluation of them will also depend on their relevance to our current purposes.

Anticipated Efforts

One definition of anticipation within the context of marketing is given as: "A consumer's future-oriented behaviors aiming at securing desired outcomes which can take forms of cognitions, affections, and preparatory actions and are driven by uncertainty and importance of future events with the consequence of an increase of the valuation of consumption" (Schoenbachler & Gorden, 2012). Furthermore, anticipated effort in this study is seen as all strength invested to work and make decisions with a certain anticipation on the expected situation. At all point in time, individuals wish to make decisions that will benefit them either currently or in future. Anticipation confers important evolutionary benefits to human beings. Specifically, expecting the forthcoming events allow active preparations in cognitive, affective, and behavioral strategies (Singh, 2014), which ensure survival in the changing and potential challenging environment.

Experience

According to Wikipedia in Marianne et al. (2017), experience refers to conscious in the practical knowledge and familiarity that is produced by these conscious processes. Thus, it deals with the direct observation of or participation in events as a basis of knowledge. Similarly, Joe in Marianne et al. (2017) averred that experience beacons on the fact or state of having been affected by or gained knowledge through direct observation or participation. It equally means knowledge or practical wisdom gained from what one has observed, encountered, or undergone. Conceptually, experience depicts practical knowledge, skill, or practice derived from direct observation of or participation in events or in a particular activity.

Concept of Consumer Purchase Decision

A consumer is a notable individual who can settle on the choice to buy a thing from a specific store, and can be influenced by marketing and promotions (Godswill & Miyene, 2020). Due to series of options regarding products, individuals (consumers) are left to make decision on what product to settle for. This gives credence to the concept of consumer purchase decision.

Operationally, consumer purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. A consumer's decision to modify, postpone or avoid a purchase decision is heavily influenced by perceived risk. Expensive purchases involve some risk taking (Ranka, et al., 2006). Consumers cannot be certain about the purchase outcome. This produces anxiety. The amount of perceived risk varies with the amount of money at stake, the amount of attribute uncertainty and the amount of consumers'

self-confidence. Blackwell et al. (2001) reported that to comprehend consumers' purchasing decisions, marketing managers should understand their consumption process and the benefits of organizational products and services in their perceptions.

Consumer purchase decision involves a sequence of choices formed by a consumer before making a purchase which starts once he/she has a willingness to fulfil a need (Uko, 2018). The consumer should reach a decision with regard to the place of purchasing, the desired brand, model, purchase quantity, time to buy, amount of money to be spent and the method of payment. These decisions can be influenced by marketers by providing information about their products or services that may inform consumer's assessment process. Schiffman and Kanuk (2007) stated that consumers normally search for information relevant about a specified consumption-related need from their past experiences before looking for external sources of information. Other scholars have significantly anchored their study on consumer decision from difficult angle, for the purpose of this study, consumer purchase decision is measured in terms of routine purchase decision and impulse purchase decision.

Measures of Consumer Purchase Decision

Routine Purchase Decision

Routine purchase decision could be seen as a decision made by consumer to constantly procure a particular good or service. Routines help us to create positive daily habits that promote self-care. We can organize our time around things that we deem important to maintain happiness and feelings of fulfillment (Solomon, 2012). For instance, when you go to the grocery store and are trying to grab a loaf of bread, odds are you'll either buy the variety you're familiar with or the one that is carrying the lightest price tag. In these situations, products are essentially purchased without any significant thought.

Impulse Purchase Decision

An impulse purchase decision or impulse buying decision is an unplanned decision by a consumer to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser, impulse buyer, or compulsive buyer. Consumers who buy something impulsively wake up that day without knowing they're going to spend money on a particular item (White & Johnson, 2011). But all of a sudden, they are inspired for whatever reason and make the purchase. Impulsive buying requires no conscious planning. The person who goes to a liquor store to buy a six-pack and snags an airplane bottle of whisky when checking out is someone who's just bought something impulsively.

Relationship Between Patterns of Cognitive Appraisal and Consumer Purchase Decision

Emotional intelligence is very crucial in every individual day-to-day operation. This is because human beings at different level in the society method of procurement of products are been determined by their incumbent emotion. This necessitate them to subjectively interpret stimulation in the environment in which they operation to as to enhance purchase decision in terms of routine purchase decision and impulse purchase decision. In line with the above assertion, Colquitt (2011) opined that patterns of cognitive appraisal are necessary because it assesses whether a situation or event threatens well-being; whether there are sufficient personal resources available for coping with the demand of the situation and whether our strategy for dealing with.

Furthermore, Roseman (2019) averred that pleasantness as an index of patterns of cognitive appraisal brings about consumer purchase behavior because it is a function of what one wants in relation to what one has. Thus, it has an agreeable manner in socializing with others as well as enhancing consumer purchase decision in terms of routine purchase decision and impulse purchase decision. Likely, anticipated efforts and experience equally play a great role in improving consumer purchase behavior because strength and ideas are invested in other to enable an

individual to make a justifiable decision (Grupe et al., 2013). This for sure improves consumer purchase decision through purchase decision in terms of routine purchase decision and impulse purchase decision.

METHODOLOGY

A descriptive survey design was suitable in this work because it was able to support the use of questionnaires as well as provide answers to the sort of questions it sought to answer. The population of this study consist of customers of twenty six (26) registered manufacturing firms in Port Harcourt (www.finelib.com). Due to the fact that the population of the study was infinite, the researcher adopted the Krejcie and Morgan Sampling Size determination formula, the accessible population which is Three Thousand, Seven Hundred and Thirty One (3,731) were placed on the sample size table which produced a sample size of Two Hundred and Fifty (250). Based on this knowledge, Two Hundred and Fifty (250) became our sample size in this study. Furthermore, to avoid any form of bias, cluster sampling technique were also introduced for fair and equal allocation and distribution of respondents. The questionnaire was structured using a Five-Point Likert scale from SA=Strongly Agree (5), A=Agree (4), U=Undecided (3), Disagree (2), Strongly Disagree (1). Spearman Rank Correlation Coefficient was used to test if the independent variables are associated with the dependent variables.

Data Analysis

Table 1: Descriptive Statistics on Pleasantness

	N	Mean	Std. Deviation	Variance
When a product is pleasant customers easily patronize.	250	3.66	0.87	.755
We have used brand recall to create loyal customers for our products.	250	2.75	1.09	1.185
Pleasantness is the demonstration of a product in good shape.	250	2.50	1.17	1.367
Pleasantness help customers associate with a firm's product and services.	250	2.67	1.36	1.845
Success of a product/service determines on how pleasant it is.	250	2.70	1.32	1.731

Table 1 shows results of descriptive analysis using sum, mean, standard deviation and variance. As shown in the Table, the entire responses generated high mean scores greater than the minimum acceptable level of 2.50. This means, most of the respondents agreed and strongly agreed to the questions in the instrument with respect to pleasantness. In the result, question 1 has the highest mean score of 3.66. However, question 4 has the highest standard deviation of 0.36 and variance of 1.845 respectively, which means question 4 has the most data variations.

Table 2: Descriptive Statistics on Anticipated Effort

	N	Mean	Std. Deviation	Variance
Customers prefer brands that they get with minimal effort.	250	3.57	0.91	.825
The level of effort put in getting a product shows how important the product is to the consumer.	250	2.45	1.34	1.798
Some products require a lot of effort before getting them.	250	3.68	0.77	.586
Products customer get regularly does not require a lot of effort.	250	2.67	1.25	1.555
Customers can go an extra mile searching for information about a product they like.	250	2.63	1.31	1.711

Table 2 shows results of descriptive analysis using sum, mean, standard deviation and variance. As shown in the Table, the entire responses generated high mean scores greater than the minimum acceptable level of 2.50. This means, most of the respondents agreed and strongly agreed to the questions in the instrument with respect to anticipated effort. In the result, question 3 has the highest mean score of 3.68. However, question 2 has the highest standard deviation of 1.34 and variance of 1.798 respectively, which means question 2 has the most data variations.

Table 3: Descriptive Statistics on Experience

	N	Mean	Std. Deviation	Variance
Experience is a key ingredient in product/service selection.	250	3.76	0.81	.657
Customers use previous experience to judge a product/service performance.	250	2.81	1.16	1.342
A product that did well in the past will attract repeat patronage.	250	2.97	1.33	1.774
Brands should look at creating unique experience with customers.	250	3.16	1.39	1.929
When customers are pleased with a previous product experience they automatically form an association with the brand.	250	3.66	1.07	1.141

Table 3 shows results of descriptive analysis using sum, mean, standard deviation and variance. As shown in the Table, the entire responses generated high mean scores greater than the minimum acceptable level of 2.50. This means, most of the respondents agreed and strongly agreed to the questions in the instrument with respect to experience. In the result, question 1 has the highest mean score of 3.76. However, question 4 has the highest standard deviation of 1.39 and variance of 1.929 respectively, which means question 4 has the most data variations.

Table 4: Descriptive Statistics on Routine Purchase Decision

	N	Mean	Deviation	Std. Variance
I spend minimal time getting a product.	250	3.34	0.91	.821
Some products does not require a lot of time wasting.	250	3.05	1.28	1.640
Due to my previous experience I get the product I want.	250	2.90	1.26	1.580
Most people prefer to do business with people they know very well.	250	3.12	1.33	1.772
A business can have an edge if sales people generate more leads from referrals.	250	3.27	1.55	2.416

Table 4 shows results of descriptive analysis using sum, mean, standard deviation and variance. As shown in the Table, the entire responses generated high mean scores greater than the minimum acceptable level of 2.50. This means, most of the respondents agreed and strongly agreed to the questions in the instrument with respect to routine purchase decision. In the result, question 1 has the highest mean score of 3.34. However, question 5 has the highest standard deviation of 1.55 and variance of 2.416 respectively, which means question 5 has the most data variations.

Table 5: Descriptive Statistics on Impulse Purchase Decision

	N	Mean	Deviation	Std. Variance
Sometimes customers get products without prior plan.	250	3.99	1.02	1.048
Customers personality traits can make them change their mind easily on a product.	250	3.45	1.34	1.783
Customers sometimes buy products they don't intend buying.	250	3.58	1.49	2.221
An impulsive customer always change their mind easily.	250	2.42	1.07	1.153
The sales turnover of our company is increasing annually.	250	3.91	1.33	1.779

Table 5 shows results of descriptive analysis using sum, mean, standard deviation and variance. As shown in the Table, the entire responses generated high mean scores greater than the minimum acceptable level of 2.50. This means, most of the respondents agreed and strongly agreed to the questions in the instrument with respect to impulse purchase decision. In the result, question 1 has the highest mean score of 3.99. However, question 3 has the highest standard deviation of 1.49 and variance of 2.221 respectively, which means question 3 has the most data variations.

Testing of Hypotheses

H_0 : There is no significant relationship between pleasantness and routine purchase decision of manufacturing firms in Port Harcourt.

Table 6: Correlations of Pleasantness and Routine Purchase Decision of Manufacturing Firms in Port Harcourt

		Correlations		Routine Purchase Decision
Spearman's rho	Pleasantness	Pleasantness		Routine Purchase Decision
	Correlation Coefficient	1.000	.425**	
	Sig. (2-tailed)	.	.000	
	N	250	250	
Routine Purchase Decision	Correlation Coefficient	.425**	1.000	
	Sig. (2-tailed)	.000	.	
	N	250	250	

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

Source: SPSS Output

The SPSS output on Table 6 shows that a Spearman's Correlation was run to assess the relationship between pleasantness and routine purchase decision of manufacturing firms in Port Harcourt using a sample of 250 respondents. The strength and direction of the relationship between the variables are indicated by the Spearman's rho which is 0.425. This means there is a moderate and positive relationship between pleasantness and routine purchase decision. Furthermore, significance of the relationship is shown by the probability value which is 0.000 less than the threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a moderate, positive and statistically significant relationship between pleasantness and routine purchase decision ($\rho = 0.426$, $N = 260$, $p = 0.000 < 0.05$). In view of this result, we reject the null hypothesis which states that there is no significant relationship between pleasantness and routine purchase decision of manufacturing firms in Port Harcourt.

H_0 : There is no significant relationship between pleasantness and impulse purchase decision of manufacturing firms in Port Harcourt.

Table 7: Correlations of Pleasantness and Impulse Purchase Decision of Manufacturing Firms in Port Harcourt

		Correlations		Impulse Purchase Decision
Spearman's rho	Pleasantness	Pleasantness		Impulse Purchase Decision
	Correlation Coefficient	1.000	.319**	
	Sig. (2-tailed)	.	.000	
	N	250	250	
Impulse Purchase Decision	Correlation Coefficient	.319**	1.000	
	Sig. (2-tailed)	.000	.	
	N	250	250	

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

Source: SPSS Output

The SPSS output on Table 7 shows that a Spearman's Correlation was run to assess the relationship between pleasantness and impulse purchase decision of manufacturing firms in Port Harcourt using a sample of 250 respondents. The strength and direction of the relationship between the variables are indicated by the Spearman's rho which is 0.319. This means there is a weak and positive

relationship between pleasantness and impulse purchase decision. Furthermore, significance of the relationship is shown by the probability value which is 0.000 less than the threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a weak, positive and statistically significant relationship between pleasantness and impulse purchase decision ($\rho = 0.319$, $N = 260$, $p = 0.000 < 0.05$). In view of this result, we reject the null hypothesis which states that there is no significant relationship between pleasantness and impulse purchase decision of manufacturing firms in Port Harcourt.

H_03 : There is no significant relationship between anticipated effort and routine purchase decision of manufacturing firms in Port Harcourt.

Table 8: Correlations of Anticipated Effort and Routine Purchase Decision of Manufacturing Firms in Port Harcourt

		Correlations		
			Anticipated Effort	Routine Purchase Decision
Spearman's rho	Anticipated Effort	Correlation Coefficient	1.000	.144*
		Sig. (2-tailed)	.	.020
		N	250	250
	Routine Purchase Decision	Correlation Coefficient	.144*	1.000
		Sig. (2-tailed)	.020	.
		N	250	250

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

Source: SPSS Output

The SPSS output on Table 8 shows that a Spearman's Correlation was run to assess the relationship between anticipated effort and routine purchase decision of manufacturing firms in Port Harcourt using a sample of 250 respondents. The strength and direction of the relationship between the variables are indicated by the Spearman's rho which is 0.144. This means there is a very weak and positive relationship between anticipated effort and routine purchase decision. Furthermore, significance of the relationship is shown by the probability value which is 0.020 less than the threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a weak, positive and statistically significant relationship between anticipated effort and routine purchase decision ($\rho = 0.144$, $N = 260$, $p = 0.020 < 0.05$). In view of this result, we reject the null hypothesis which states that there is no significant relationship between anticipated effort and routine purchase decision of manufacturing firms in Port Harcourt

H_{04} : There is no significant relationship between Anticipated Effort and Impulse Purchase Decision of Manufacturing Firms in Port Harcourt.

Table 9: Correlations of Anticipated Effort and Impulse Purchase Decision of Manufacturing Firms in Port Harcourt

		Correlations	
		Anticipated Effort	Impulse Purchase Decision
Spearman's rho	Anticipated Effort	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	250
Impulse Purchase Decision		Correlation Coefficient	.327**
		Sig. (2-tailed)	.000
		N	250

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

The SPSS output on Table 9 shows that a Spearman's Correlation was run to assess the relationship between anticipated effort and impulse purchase decision of manufacturing firms in Port Harcourt using a sample of 250 respondents. The strength and direction of the relationship between the variables are indicated by the Spearman's rho which is 0.327. This means there is a weak and positive relationship between anticipated effort and impulse purchase decision. Furthermore, significance of the relationship is shown by the probability value which is 0.000 less than the threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a weak, positive and statistically significant relationship between anticipated effort and impulse purchase decision ($\rho = 0.327$, $N = 260$, $p = 0.000 < 0.05$). In view of this result, we reject the null hypothesis which states that there is no significant relationship between anticipated effort and impulse purchase decision of manufacturing firms in Port Harcourt. H_0 : There is no significant relationship between Experience and Routine Purchase Decision of Manufacturing Firms in Port Harcourt.

Table 10: Correlations of Experience and Routine Purchase Decision of Manufacturing Firms in Port Harcourt

		Correlations	
		Experience	Routine Purchase Decision
Spearman's rho	Experience	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	250
Routine Purchase Decision		Correlation Coefficient	.238**
		Sig. (2-tailed)	.000
		N	250

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

The SPSS output on Table 10 shows that a Spearman's Correlation was run to assess the relationship between experience and routine purchase decision of manufacturing firms in Port Harcourt using a sample of 250 respondents. The strength and direction of the relationship between the variables are indicated by the Spearman's rho which is 0.238. This means there is a weak and positive relationship between experience and routine purchase decision. Furthermore, significance of the relationship is shown by the probability value which is 0.000 less than the

threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a weak, positive and statistically significant relationship between experience and routine purchase decision t ($\rho = 0.238$, $N = 260$, $p = 0.000 < 0.05$). In view of this result, we reject the null hypothesis which states that there is no significant relationship between experience and routine purchase decision of manufacturing firms in Port Harcourt.

H_06 : There is no significant relationship between Experience and Impulse Purchase Decision of Manufacturing Firms in Port Harcourt.

Table 11: Correlations of Experience and Impulse Purchase Decision of Manufacturing Firms in Port Harcourt

		Correlations	
		Experience	Impulse Purchase Decision
Spearman's rho	Experience	Correlation Coefficient	1.000
		Sig. (2-tailed)	.007
		N	250
Impulse Purchase Decision		Correlation Coefficient	.166**
		Sig. (2-tailed)	.007
		N	250

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

The SPSS output on Table 11 shows that a Spearman's Correlation was run to assess the relationship between experience and impulse purchase decision of manufacturing firms in Port Harcourt using a sample of 250 respondents. The strength and direction of the relationship between the variables are indicated by the Spearman's rho which is 0.166. This means there is a very weak and positive relationship between experience and impulse purchase decision. Furthermore, significance of the relationship is shown by the probability value which is 0.007 less than the threshold of 0.05 indicating that the relationship between the variables is statistically significant. In other words, there is a very weak, positive and statistically significant relationship between experience and impulse purchase decision ($\rho = 0.166$, $N = 260$, $p = 0.007 < 0.05$). In view of this result, we reject the null hypothesis which states that there is no significant relationship between experience and impulse purchase decision of manufacturing firms in Port Harcourt.

CONCLUSION

Base on the analysis, the study concludes that there is a significant positive relationship between pleasantness; anticipated effort; experience; and consumer purchase decision in terms of routine purchase decision and impulse purchase decision of manufacturing firms in Port Harcourt; Consequently, manufacturing firms in Port Harcourt who do not adopt fair patterns of cognitive appraisal, might face the risk of poor consumer purchase decision of their products and services.

RECOMMENDATION

Base on the conclusion of the conclusion, the study recommends the following:

1. Management of manufacturing firm should ensure they retain employees who can agreeably associate with customers.
2. Workers of manufacturing firm should make effort to make decisions that will benefit their organization as well.
3. Management of manufacturing firm should ensure that their employees are trained to acquire experience to tackle organizational challenges.

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