



AGRICULTURAL AND BIOLOGICAL SCIENCES

CONSUMER PERCEPTION OF PERSONALITY AND KNOWLEDGE IN THE ACQUISITION PRIORITY OF HOUSEHOLD APPLIANCES IN ABUJA, NIGERIA

*Amfani- Joe, C.E.,
Department of Home Science and Management,
Faculty of Agriculture, Shabu, Lafia Campus,
Nasarawa State University, Keffi.
Corresponding email: anfanijoe@gmail.com*

Date Manuscript Received: 12/07/2015 Accepted: 11/12/2015 Published: March 2016

ABSTRACT

This study evaluated the personality and evaluation criteria, financial knowledge, decision making process and the perception of personality and knowledge of consumers in the acquisition of household appliances in Abuja. The survey research design was adopted and instrument was formulated which comprised forty nine (49) questions administered to 200 respondents and a Likert scale covering the independent and dependent variables. It was validated and the reliability of the instrument was determined at 0.801 Chronbach's alpha. The aggregate mean of the Likert scale was 4.01 and the mean decision was determined at ≥ 3.000 . Findings revealed that for most consumers, personality factor of social [males 10%, females 4%], psychological [males 4%, females 0%], financial anxiety [males 42%, female 21%] and the functionality of the product [males 10%, females 18%] do not seem to add to the personality of consumers in the acquisition priority of household appliances. Similarly, most males and female consumers have similar evaluation criteria when acquiring household appliances. However, price [males 11%, females 15%] and quality [males 21% and females 20%] stand out as top priority criteria in the acquisition of household appliances. More males [30%] than females [42%] seemed to be more influenced by knowledge about household appliance before acquisition. They used experiential sources [males 33%, females 13%] more than personal sources [males 31%, females 23%] as sources of information before acquisition. Generally, consumer perception on the influence of personality and financial knowledge in the acquisition priority of household appliance was ranked in the order of highest influence: durability, satisfaction and financial status. The consumer's acquisition of household appliances and implications in other socioeconomic factors are discussed.

Key words: *Consumer, Perception, Personality, Influence, Acquisition, Household Appliance.*

INTRODUCTION

The complexity of the dynamics of the acquisition of goods and services by the individual or group of consumers give insight into the behaviour of the decision making process of both consumers and the manufacturers in the market system. The interactions and practices in the acquisition of goods and services by consumers presuppose that the consumer is subjected to certain influences, flaunts, exploitation, misdirection and mistakes in the choices they make. There appears to be a flaunting of basic rights they are entitled to in quality, price, manufacturers' claims of protection against unsafe goods, inadequate and inaccurate information about the product(s) provided and much more. Hence, the consumers need to scrutinize as a form responsibility (to themselves) in order to ensure functionality for the purpose the product is intended to serve as well as value for the price paid.

Consumer acquisition, then, is one who identifies a need/desire, decodes from the point of need to purchasing it, installation, use and perhaps disposes of it. Thus, making it increasingly necessary for producers to engage in market segmentation strategies. Certain target groups branded products that captivates the interest and personalities of consumers are produced to meet their specific needs and desires in appropriate ways. These could be texture, colour, smell, taste, and sizes, (etc) that appeals to them and influences their liking or dislike of the product. This symbolism in acquisition are assessed consciously or unconsciously and impacted through opinion, desires as well as the manner society feels and defines the people. Wherefore, consumer behaviour is influenced by internal influences such as demographic and psychological factors that include personality, motivation, knowledge, beliefs and feeling (Duplessis and Rousseaus, 1999). Other factors are culture, sub-culture, religion, geographic regions, nationalities, racial and ethnic groups, (Gelder, 2007, Solomon, 2013). Gender, affinity, interests, opinions, activities and pattern of life (Cooley 1999, Solomon 2013).

Personality is the culmination of various traits that determine the type of person one is. It dictates ones' preferred, ways of dealing with issues, lifestyle and consumption pattern, responding to environment in which one lives. One may be personality product oriented who tend to patronize products or services based on the merchandize itself or service oriented consumers who tend to seek relationship with the seller or manufacturer. Personality changes from person to person, time to time and place to place and can greatly influence what they want, and exhibit behaviour in different circumstances like

aggressiveness, dominance and self-confidence (Shett, Mittal, Newman 1999, Engle 1995). Personality is seen as the sum total of the physical, mental, social and emotional characteristics of an individual. It is mostly described as the visible aspect of an individual that can make a lasting impression on others.

Hardly would a consumer be involved in purchasing major household appliances without experiencing cognitive dissonance, ambiguous and conflicting decisions, especially when one is in the habit of buying branded products and happens to hold the idea that unbranded products are inferior. These decisions are usually based on the varieties available, purchasing power of the individual, the materials from which the products are made from and other characteristic.

The buying decision process of consumers (would) often involve problem recognition, information search, alternative evaluation, purchase decision and post purchase decision behaviour. The consumer, then, selects how much effort to exert in satisfying a need. For some purchases, a consumer may go through these stages or skip or even reverse some of the steps (Amari, 2006). Problem recognition is perceiving a difference between a person's idea or needs and actual satisfaction large enough to trigger a decision. These needs are categorized into psychological security/safety, esteem and self-actualization needs (Itar, Gardner, Bernard, Mandeep, Hart, 2013).

Information search may involve memory scan or commercial sources (and) of articles. Communication with friends and relatives: and visiting a store referred to as personal sources and experiential sources respectively. All these lead to consumer evaluation alternatives in order to reach purchase decision (Kalthou, 2004). Shin, Salenger & Snell, (2002) found out that the use of internet to search for information on prices of general household goods gives the strongest predictor of internet purchase intention. Purchase decision or patronage motives are determined by location, convenience, speed of services, merchandise accessibility, prices, merchandise assortment services and sales personnel. Contrary to repetitive household purchase, the purchase of major household appliances is more complex and far reaching in terms of financial implications, performance characteristic and long term consumer satisfaction but even more complicated by lack of knowledge of the product (Howell, 1999).

Consequently, buying decision processes directs the consumer use of resources and behaviours in market choices on products and services to make purchase.

These behaviours if not well guided could become a serious concern to the general welfare of the immediate family. Today, it appears that consumer acquisition of goods and services is being influenced by various problems such as high inflation and economic down turn, high cost of goods and services and priority concerns. These purchases have directly or indirectly shaped the behaviour of the consumer. Availability of income relative to the needs and wants of family among others is a focal concern against which backdrop this study is intended to ascertain the acquisition priority of consumers. The focus in consumer behaviour has made consumers to view from a broader perspective their own habit that they seem to have taken for granted. This study used particular aspect of acquisition of household appliances as a smaller view to illustrate the broad nature and pattern of consumer behaviour which itself is a multifaceted characteristic.

Hence, the broad objective was to determine consumers perception of the influence of personality and knowledge in the acquisition of household appliances. Specifically, the study determined personality factors, evaluation criteria, influence of knowledge, consumer decision making process and consumers perception on personality and knowledge in the acquisition priority of household appliance.

MATERIALS AND METHODS

The research design used for the study is the survey design. Abuja is the administrative nerve of Nigeria and it comprises a representation of people from various states of the federation. The federal secretariat lies between latitude 9.06660 north of the equator and longitude 7.8330 east of the Greenwich meridian. It is located in the central cadastral zone of Garki district. It houses the employee, ministries and parastatals of the Federal Government of Nigeria. All subjects were fairly educated and employed. Therefore it is reasonable to assume that employment and education provided the subjects with the opportunity to acquire knowledge and information from personalities through interaction with counterparts. Both males and females were surveyed as consumers.

Two hundred [200] consumers responded to twenty one [21] items open ended structured questions and twenty eight [28] questions on a five [5] point likert scale. Respondent comprise both males and females who were civil servants, self-employed, married, and reside in the FCT. Convenience sampling was used to collect data.

Subjects responded to a forty nine (49) item questions including a Likert scale. The instrument was formulated and structured into three (3)

sections. Section A comprised nine (9) questions that provided background information about the respondents. Section B comprised twelve (12) questions which provided information on the personality (social, financial, psychological) of the consumer on household acquisition; evaluation criteria of consumers on household appliance; financial knowledge before the acquisition of household appliance by consumers; Section C comprised twenty eight (28) item question to provide information about the perception of consumer personality and information in the acquisition of household appliance on a five (5) point Likert scale structured Strongly Agree (SA) – 5 points, Agree (A) – 4 points, Undecided (UD) – 3 points, Disagree (DA) – 2 points and Strongly disagree (SD) – 1 point. The instrument was validated by three (3) professionals in the Subject area. The reliability of the instrument was determined at 0.832 Cronbach’s Alpha. Decision mean on a five points Likert scale was determined at ≥ 3.000 . Spearman rank correlation, frequencies percentages were adopted for the analysis.

RESULTS AND DISCUSSION

Table 1: Distribution of frequency on the influence of consumer’s personality on the acquisition of household appliance.

Influence	Frequency	Percentage	Ranking
Personality factor of respondent on Household appliance			
Male			
Financial anxiety	84	42%	1
Social	10	5%	3
Psychological	04	2%	4
Function	20	10%	2
Female			
Financial anxiety	42	21%	1
Social	04	2%	3
Psychological	00	0%	
Function	36	18%	2
Total	200	100%	

The distribution of the influences of consumer personality factor on the acquisition of household appliances showed that financial anxiety is a major influence for the possibility of making errors for both males [42%] and females [21%] in the acquisition of household appliance. This is followed by functionality of the product male [10%] and females [18%]. The reasons for anxiety as stated by both males and females included to avoid spending beyond their budget; and avoid being cheated by the retailer.

Table 2: Distribution of frequency on the influence of consumer’s personality on the acquisition of household appliance.

Influence	Frequency	Percentage	Ranking
Evaluation criteria of acquisition of household appliance			
Male			
Price	22	11%	2
Quality	54	27%	1
Alternatives	00	0%	
Problem recognition	06	3%	4
Necessity	06	3%	4
Luxury	16	8%	3
Female			
Price	16	8%	2
Quality	40	20%	1
Alternatives	00	0%	
Problem recognition	06	3%	3
Necessity	06	3%	3
Luxury	16	8%	2
Total	200	100%	

The foremost criteria considered by respondents to evaluate household appliance when acquiring it included quality by [27%] males and [20%] females, price [11%] males and [9%] females; and luxury [8%] by both male and females.

Table 3: Distribution of frequency of the influence of consumer knowledge/financial information on acquisition of household appliance.

Knowledge/Information/Source	Frequency	Percentage
Have knowledge/Financial Information?		
Male		
Yes	60	30%
No	56	28%
Female		
Yes	42	21%
No	42	21%
Total	200	100%
Have pre-purchase information?		
Male		
Yes	60	30%
No	60	30%
Female		
Yes	34	17%
No	46	23%
Total	200	100%
Consumer’s Sources of Information		
Male		
Personal Sources	62	31%

Table 3: Distribution of frequency of the influence of consumer knowledge/financial information on acquisition of household appliance. -continued

Knowledge/Information/Source	Frequency	Percentage
External Sources	66	33%
Female		
Personal sources	46	23%
External sources	26	13%
Total	200	100%
Consumer’s experiential sources		
Male		
Yes	42	21%
No	40	20%
Female		
Yes	40	20%
No	78	39%
Total	200	100%
Reason for not doing experiential.		
Consumers avoid their ego to be humiliated by store keepers	20	10%
Consumers do not like to window shop	24	12%
Consumers lack time for experiential sources	24	12%
Consumer prefer to do cash and carry	50	25%

Influence of consumer knowledge on acquisition of household appliance indicated that it is higher for males [30%] than females [21%]. Respondents do not do research or do pre-purchase information gathering, [30%] males and [17%] female. They rather choose personal sources than experiential source/visiting stores to acquire information males [29%] females [39%]. Reasons for not doing experiential source include the following in the order: prefer to do cash and carry, lack time, do not like to do window shopping and to avoid their ego from being humiliated by store keepers.

Table 4: Distribution of frequency on how consumer makes decision on acquisition of household appliance.

Decision	Frequency	Percentage
Any problem on deciding many alternatives?		
Male		
Yes	26	13%
No	66	33%
Female		
Yes	40	20%
No	68	34%
Total	200	100%

Table 4: Distribution of frequency on how consumer makes decision on acquisition of household appliance.-*continued*

Decision	Frequency	Percentage
Consider spouse's comfort on purchase of household appliance		
Male		
Yes	64	32%
No	46	23%
Female		
Yes	48	24%
No	42	21%
Total	200	100%
Are consumers' purchase based on one spouse idea?		
Male		
Yes	90	45%
No	26	13%
Female		
Yes	64	32%
No	20	10%
Total	200	100%
Are consumers' purchase agreed upon by both spouses?		
Male		
Yes	100	50%
No	16	8%
Female		
Yes	68	34%
No	08	4%
Total	200	100%

Majority of respondents donot experience problems when selecting household equipment from many alternatives they claimed that they consider the comfort of their spouses when acquiring household appliance, [32%] of males and [24%] of female. Most of them, males [50%] and females [34%], revealed that household appliance acquisition is based on their spouse idea. Most all respondents acquire household appliance agreed by both spouse males [50%] and females [34%].

Table 5: Respondents perception on the influence of personality and financial knowledge/information in the acquisition of household equipment

S/N	Items	Respondents Categories					ME	STD	RK
		SA	A	U	D	S			
1.	Purchase of household appliance were based on long term span and durability.	162	25	7	2	4	4.70	.765	1
2.	Household appliance is purchased based on family need	141	44	6	4	5	4.56	.857	4
3.	Household appliance is purchased due to information provided by a user	82	100	2	14	2	4.23	.861	16

Table 5: Respondents perception on the influence of personality and financial knowledge/information in the acquisition of household equipment -*continued*

S/N	Items	Respondents Categories					ME	STD	RK
		SA	A	U	D	S			
4.	Some household appliance bought was based on personal need	117	64	4	12	3	4.40	.908	10
5.	Household appliance is purchased because of necessity	121	53	8	8	10	4.34	1.072	11
6.	Household appliance is purchased in anticipation of a future need	95	60	2	37	5	4.01	1.226	18
7.	It is appropriate to dispose old household appliance before the purchase of new one.	135	50	7	4	4	4.54	.826	5
8.	Household appliance is purchased because they were in vague	91	61	13	22	13	3.98	1.246	19
9.	Some household appliance acquired were gifts.	118	55	6	11	10	4.30	1.098	13
10.	Availability of spear parts informed purchase of household appliance.	42	42	6	62	48	2.84	1.519	24
11.	Curiosity motivate acquisition of household appliance.	138	17	10	33	2	4.28	1.191	15
12.	Normally dispose household appliance in order to acquire new one.	129	25	8	27	12	4.15	1.321	17
13.	Market survey is necessary before the purchase of new appliance.	69	42	8	25	56	3.22	1.674	20
14.	Financial status influences purchase of household appliance.	136	50	6	6	2	4.57	.740	3
15.	Lack of money stalls possession of household appliance.	79	28	6	29	58	3.21	1.731	21
16.	Quality is not to be traded for high cost when purchasing household appliance.	131	46	10	11	2	4.47	.896	8
17.	Possession of household appliance is based on the desired to be recognized.	48	37	14	41	60	2.86	1.595	23
18.	Household appliance acquired were based on the fact that it became necessary to have them	138	46	2	8	6	4.51	.938	7
19.	Household appliance is acquired because the family requested for it.	137	33	2	16	12	4.34	1.204	11
21.	Environmental factors affects possession of household appliance a great deal.	122	50	6	14	8	4.32	1.088	12
22.	Culture influences the type of household appliance owned.	44	34	4	45	73	2.66	1.621	25
23.	Purchase of household appliance is based on the information provided by the media.	133	32	4	19	12	4.28	1.240	15

Table 5: Respondents perception on the influence of personality and financial knowledge/information in the acquisition of household equipment -continued

S/N	Items	Respondents Categories					ME	STD	RK	
		SA	A	U	D	S				
		D		A	D	AN				
24.	Lack of household appliance is as a result of conflicting desire or influence for other needs.	69	43	4	22	62	3.18	1.711	22	
25.	Purchase decision of household appliance is based on manufacturer popularity.	129	38	2	23	8	4.29	1.184	14	
26.	No satisfaction is derived from household appliance purchased.	35	12	13	39	111	2.16	1.557	26	
27.	Much satisfaction is gained from household appliance purchased.	152	40	2	4	2	4.68	.693	2	
28.	Passion for music and comfort motivate one to retain household appliance.	151	26	4	15	4	4.53	.992	6	
<i>Aggregate mean</i>		<i>4.01, Decision mean ≥ 3.0000</i>								

Table 5 indicates respondents’ perception on the influence of personality and knowledge in the acquisition of household appliance. On the whole, the aggregate decision mean of 4.01 on 28 items tested is higher than the 3.000 decision mean specifically, the perception that the purchasing of domestic equipment is due to long span and durability attracted the highest decision mean response of 4.70. Similarly, those who had much satisfaction from the purchase of household equipment had a decision mean of 4.68.

A third factor that influences respondents’ personality and knowledge in the acquisition of household appliance is the statement that household appliance bought was as a result of their financial status with a decision mean of 4.57.

Two factors stood out as consumers inherent traits when they consider the purchase of household appliance. These were financial anxiety and functionality of the appliance. This was indicated by both males and females. It appears they fear making financial errors by spending much money only to discover that the appliance was not functioning well. Wherefore they feel cheated. Duplesis and Rousseu,-(1999), said consumer behavior is influenced by internal characteristics such as demographic and psychographic factors, personality, motivation, knowledge, beliefs, and feelings.

Foremost criteria consumers considered when purchasing household appliance were quality and price which were considered more by males than females. Both males and females seem to have equal desire for luxury as a criteria. Men appear to be more judicious with spending pattern on household

appliances than females. Gender, activity, interest, opinion, activities and personal life could influence consumer behavior(Solomon (2013) and Cooley, (1999)

Consumers in this study researched that information or knowledge would influence males more about household acquisition of appliance than it would the females. However, it was noted that both males and females would not go out of their way to research or do pre-purchase information gathering before the purchase of the product. They would rather seek the opinions of other users about the products than make deliberate effort to inquire about the product themselves. That is, they depended on personal sources than engage on experiential sources. Such attitude included: they would rather do cash and carry, they lacked time to do window shopping and,want to avoid their ego from being humiliated by store keepers. It is important to note that time and attitude in the Nigeria market place could contribute to sound priority decision in the acquisition of product. Kalthou, (2004) said experiential sources lead to consumer evaluation alternatives to reach purchase decision.

It appears decision making in the acquisition of household appliance is important to the families of these respondents. They claimed that the comfort of their spouses is important to them. Perhaps this explains why both males and females said that the idea of purchase of household appliance is initiated by their spouses. It seems that family understanding and joint financial budget is strong among these subjects. Buying decision process of consumers often involved problem recognition, information search, alternative evaluation, purchase decision, and post purchase procedures. When a difference between a person’s idea or needs and actual satisfaction is large enough to trigger decision then a problem recognition is perceived. These needs are categorized into psychological, security/safety, esteem and self-actualization needs (*et al.*, 2013).

Generally, long span and durability much satisfaction and financial status appear to stand out among other variables that influence consumer perception on the influence of personality and knowledge in their acquisition of household appliance. Overall, it be inferred that consumers understood that durability and satisfaction derived would require money which speaks a great deal about financial capability to acquire household appliance. However, it is worthy to note that it is possible to make good deals and still make an impression. Howell,-(1999), observed that purchase of appliance is more complex and far reaching in terms of financial characteristics and long term satisfaction but even more complex by lack of knowledge of the product.

CONCLUSION

Psychographic factors and personality characteristics could be responsible for the lack of confidence these consumers face in making sound priority acquisition of household appliance. Though both males and females seems to have similar evaluation criteria for selection of household appliance before purchase, the males appear to be more judicious in their spending for household appliance.

Consumers do not seem to fully integrate their attitude into the complexity of the market dynamics to encourage experiential pre-purchase search before the purchase of the product. Since the market place is complex and dynamic the consumers is expected to make efforts to help themselves by gathering information before a pre-purchase decision that will add value to the money spent.

Needs specified seems to make decision making easier and satisfaction derived than when a purchase or need is not recognized. These consumer seem to know the difference and have established a decision making process that works for them. Overall, personal characteristics and attitudes seems to hinder

consumers' perception in making acquisition priority in household appliance. However, their decision making process provides hidden perceived gains and satisfaction in the acquisition of household appliances. It is recommended that Agencies of consumer related activity such as the Standard Organisation of Nigeria, Consumer Protection Council and National Orientation Agency need to provide a paradigm shift from complacency in information orientation of consumer awareness to educate consumers through programs that will change consumer's attitude through awareness of their right and responsibilities. School curriculum from primary, secondary and tertiary institutions need to emphasise consumer education, marketing psychology than it is being done today.

Further research is needed in this area on a wider scope to determine for both educated and non-educated subjects consumer perception personality on sound acquisition of household appliances. This would provide information about the national outlook of Nigerians in order to adjust the Nigeria society and economy for foreign investment.

REFERENCES

- Amari, A. (2006). Consumer Oriented Catalog Segmentation: Effective Approaches. *Decision-Support Systems*. 42(3) 1860-1871.
- Cooley, M. (1999). Social Change Technology and Families. *United Nations. Division of Social Psychology and Development*.
- Duplesis, P.J. and Rousseu, G.G. (1999). *Buyer Behaviour: A Multicultural Approach*, Oxford University Press.
- Engle, J.F. Blackwell, R.D. Miniad, P.W. (1995). *Consumer Behaviour*. International ed. Dryden.
- Gelder, K. (2007). *Subcultures: Cultural, Historical and Social Practice*. Routledge Softover ISBN 0-415-37952-0
- Howell, S.C. (1999). The Potential Home, Environment, Home, Technology and Future Aging, *Journal of Experimental Aging Research*. 20.285-290.
- Itar, I. Gardner, E.H. Bernard, I. Mandeep, S and Hart, R. (2013) Wellbeing through self-fulfilment: Examining Developmental Aspects of Self Actualisation. *The Human Psychologist*. 4.119-182.
- Kalthou, C. (2004). *Selecting Meaning: A process approach to Library and Information services*, London *Libraries Unlimited* ISBN 1-59158-0943.
- Shett, J. Mittal, B. Newman, B (1999). *Consumer Behaviour and Beyond*. New York. Harcourt Brace.
- Shin, Y. Serlenga, L. and Snell, A. (2002). Panel Approach to Testing Annually Affects in factor Pricing Models. *Royal economic society* (Annual Conference) pp. 168.
- Solomon, M.R. (2013). *Consumer Behaviour: Buying, Having and Being*, Delhi, Phi Learning Private Ltd.