

Product Involvement, Consumer Motivation and Purchase Intention in Seven Up Company

OYOR Godspower (Ph.D) & OKUNGBOWA Praise

Department of Business Administration
Faculty of Social and Management Sciences
Benson Idahosa University, Benin City, Nigeria

Abstract

The study examined the influence of product involvement on consumer motivation and purchase intention in Seven Up Bottling Company, Nigeria. The study employed a survey research design. The population comprised three thousand four hundred and fifty eight (3458) Staff of Seven Up Bottling Company, Nigeria as at 2023. Three hundred and seventy (370) staff was sampled using convenient sampling technique, the rationale for staff selection was based on agility rate of staff. A questionnaire was structured to represent the objectives of the study, after proper evaluation and scrutiny the questionnaire was administered to the sampled staff. Data collected was analysed using simple linear regression analysis. The regression approach was selected since it was deemed appropriate for concurrently examining the independent variable product involvement singly on each of the dependent variable; Consumer Motivation and Purchase Intention. The study found that there is a significant influence of Product involvement on consumer motivation and there is a significant influence of product involvement on purchase intention. Based on the findings it was recommended that businesses should tailor their marketing strategies to align with varying levels of product involvement among Nigerian consumers, establishing and maintaining trust between consumers and brands is essential, particularly for high-involvement products such as automobiles and brands should focus on delivering consistent quality and positive experiences to foster brand trust, thereby increasing purchase intention among consumers.

Keywords: Consumers, Consumer motivation, Product, Product involvement and purchase intention

INTRODUCTION

Product involvement, consumer motivation, and purchase intention form a cohesive framework that significantly impacts the consumer decision-making process. Product involvement, as articulated by Afolayan and Onu (2018), delineates the depth of significance a Nigerian consumer attaches to a specific product category. This significance is intricately tied to perceived relevance and risk factors. Products that closely align with a consumer's needs, goals, and self-concept tend to evoke heightened involvement. For instance, traditional attire reflecting cultural identity is more likely to spark significant involvement compared to generic items. Conversely, high-cost items like electronics trigger a more involved decision-making process due to potential financial ramifications, while everyday purchases like groceries typically involve lower perceived risk and, consequently, lower levels of involvement.

The level of involvement directly influences consumer motivation, which acts as the driving force behind purchase decisions. Adeola (2019) identifies various motivational factors among Nigerian consumers, encompassing functional, social, emotional, and economic considerations. Highly involved consumers exhibit a propensity to actively seek information about product features, engage in brand comparisons, and rely on online reviews before finalizing a purchase. This proactive information search stems from a desire to make well-informed decisions regarding products that hold personal significance. Furthermore, product involvement has been found to extend decision-making timelines, with highly involved consumers dedicating more time to information gathering and option evaluation to ensure optimal choices within their esteemed product categories.

Ultimately, product involvement significantly shapes purchase intention, defined by Akinbode (2019) as a positive predisposition towards making a purchase. Consumers deeply involved in a product category are more likely to cultivate strong brand loyalty if their expectations are consistently met. This loyalty, in turn, translates into a heightened purchase intention for future transactions within that category. Recognizing these dynamics is paramount for businesses in Nigeria. By understanding the factors that amplify a product's importance for consumers, marketers can craft tailored messaging strategies that resonate with varying levels of involvement. For high-involvement products like smartphones, emphasizing technical specifications and brand reputation may prove more effective than a price-centric approach. Conversely, for low-involvement products like bottled water, highlighting convenience and price promotions could yield better results. Product involvement stands as a crucial catalyst, influencing both consumer motivation and purchase intention in the Nigerian market. This understanding empowers businesses to customize their marketing strategies,

product development endeavors, and communication approaches to effectively target consumers and attain their sales objectives.

Statement of the Problem

In an ideal scenario, Nigerian businesses would possess a comprehensive understanding of how product involvement shapes consumer motivation and purchase intention, enabling them to tailor their marketing strategies and product development with precision to effectively reach target audiences and achieve optimal sales objectives. However, a significant knowledge gap exists regarding the specific influence of product involvement on Nigerian consumers' motivations and purchase decisions, as highlighted by the research conducted by Onyemelukwe and Okeke (2019). Their exploration of consumer motivation and purchase intention in Nigeria revealed that this lack of understanding impedes businesses from fully optimizing their marketing endeavors. The use of generic marketing approaches may fail to resonate with consumers due to varying levels of product involvement. For instance, a marketing campaign centered solely on price promotions may not effectively engage consumers highly involved in product categories like traditional attire reflecting cultural identity. While shedding light on various aspects of consumer behavior, the specific findings and implications of Onyemelukwe and Okeke (2019) research concerning the influence of product involvement are not explicitly articulated, leaving a gap in understanding the interconnectedness and significance of product involvement. Some studies (Dimitris, 2010; Jian et al, 2019 and Haiying, 2021) reveal significant relationship between product involvement and purchase intention but there of product involvement, consumer motivation and purchase intention within the context of a bottling company and specifically Seven up company to the very best of the researcher's knowledge.

Also, current marketing strategies in Nigeria often concentrate on general consumer motivations and purchase intention drivers, such as price, brand image, and product features. However, the impact of product involvement on these fundamental factors remains underexplored. This limited comprehension may lead to ineffective marketing campaigns, resource inefficiencies, and missed opportunities to establish meaningful connections with consumers, ultimately impeding business growth. Given the pivotal role of a thriving consumer market in Nigeria's economic advancement, a profound understanding of consumer behavior is imperative.

To address these knowledge gaps, this research endeavors to investigate the influence of product involvement on consumer motivation and purchase intention in Seven up company, Nigeria. By delving into this relationship, the study aims to provide valuable insights for businesses to optimize their marketing strategies and achieve heightened success in the Nigerian market.

Objective of the Study and Hypotheses

The broad objective of this study is to assess the influence of product involvement on consumer motivation and purchase intention. The specific objectives of the study are to;

- i. Find out the influence of product involvement on consumer motivation.
- ii. Examine the influence of product involvement on purchase intention

To achieve the above objectives, two hypotheses were formulated for the study as follows:

1. There is no significant impact of product involvement on consumer motivation.
2. There is no significant impact of product involvement on purchase intention.

LITERATURE REVIEW

Product Involvement

The concept of product involvement, as defined by Agboola (2018), is the intensity of a consumer's interest in a product category based on its perceived personal significance. It's a spectrum, with some products sparking extensive research and careful consideration, while others are grabbed off shelves with nary a thought. At one end of the spectrum lie high-involvement products. These are often big-ticket items, like cars or houses that hold significant financial and personal value. Nigerians buying a car, as Adeyemi and Akintola (2018) point out, engage in a detailed process. They research brands, compare features, and seek advice from trusted circles. Cultural factors also play a role. Status symbols like luxury SUVs might hold greater involvement for some than fuel-efficient sedans, reflecting not just practicality but also social standing (Adeyemi & Akintola, 2018). This high involvement translates into a longer decision-making journey, with consumers meticulously weighing options before committing. Marketers targeting such products need to focus on building trust and providing detailed information to empower informed choices.

Conversely, low-involvement products occupy the other end of the spectrum. Think everyday essentials like bottled water or toothpaste. These purchases are often habitual, driven by convenience and brand loyalty established over time. Ojo (2019) highlights the role of familiarity and brand trust. A consumer might readily pick their preferred toothpaste brand without much deliberation, confident in its quality (Ojo, 2019). Cultural preferences can also influence low-involvement purchases. For instance, the prevalence of herbal remedies in Nigerian households might make a consumer more involved in choosing a particular brand of natural bath soap. However, the overall decision-making process for such products remains relatively quick. Here, marketers should focus on maintaining brand visibility and emotional connection through

strategic shelf placement and targeted advertising. Product involvement isn't static. A seemingly low-involvement product category like clothing can transform into a high-involvement one for specific occasions. During the festive season of Eid al-Fitr, for example, Nigerians might dedicate significant time and effort to selecting the perfect outfit, influenced by religious significance and social gatherings. This shift in involvement highlights the interplay between personal needs, cultural context, and the situation at hand. Marketers can capitalize on such seasonal spikes in involvement by creating targeted campaigns that resonate with the cultural significance of the event (Ojo, 2019).

Furthermore, the level of involvement can also be influenced by personal factors. An individual passionate about fitness might be highly involved in choosing athletic wear, meticulously researching features and fabrics. In contrast, someone who prioritizes comfort over brand might grab a generic t-shirt without much thought. This personalization of involvement underscores the importance of understanding consumer segmentation within product categories. Marketers can tailor their messaging to resonate with different levels of involvement within a particular demographic (Adeyemi & Akintola, 2018). The concept of product involvement goes beyond just the purchase decision. It extends to the post-purchase experience as well. A high-involvement product like a smartphone might lead to a consumer actively seeking online reviews, joining user communities, and participating in brand advocacy. Conversely, a low-involvement purchase might not generate such extensive post-purchase behavior. Understanding this dynamic allows marketers to cultivate long-term relationships with consumers beyond the initial sale. For high-involvement products, fostering a sense of community and providing excellent customer service can build brand loyalty (Agboola, 2018).

Product involvement in Nigeria is further shaped by the growing influence of social media. Platforms like Instagram and Facebook have become not just avenues for connection but also marketplaces teeming with product recommendations and reviews. A consumer considering a new phone might be more involved in their decision-making process after reading detailed reviews from influencers or friends on social media. This highlights the importance of building online brand presence and engaging with consumers in these digital spaces (Agboola, 2018). Product involvement is a powerful lens through which to understand the intricacies of consumer behavior in Nigeria. By recognizing the spectrum of involvement across different product categories and the factors that influence it (Agboola, 2018; Adeyemi & Akintola, 2018; Ojo, 2019), marketers can craft targeted strategies that resonate with the Nigerian consumer. From building trust for high-involvement purchases to leveraging familiarity for everyday essentials, understanding product involvement allows marketers to create a meaningful dance with their target.

Consumer Motivation

Consumer motivation, the driving force behind every purchase, purchase attempt, or even a simple browse through a store, is a fascinating labyrinth of needs, desires, and subconscious influences. It's the reason we reach for a particular brand of cereal over another, the spark that ignites the urge for a new pair of shoes, and the unseen hand guiding us towards products that fulfill a deeper purpose. Understanding this intricate web of motivators is the holy grail for businesses aiming to resonate with consumers and influence their buying decisions (Anyadi, 2018).

At the core of consumer motivation lie fundamental needs. Abraham Maslow's hierarchy of needs (Maslow, 1943) remains a cornerstone of consumer psychology, even if adapted to local contexts. Studies by Nigerian scholars like Ngele (2017) suggest the pyramid structure applies, with basic physiological needs like hunger and thirst forming the foundation. As these basic needs are met, consumers climb the pyramid, seeking safety and security, social connection and belonging, self-esteem, and ultimately, self-actualization. Marketers can tap into these needs by crafting messages that resonate with each level. A grocery store advertisement highlighting the convenience and health benefits of pre-washed vegetables speaks to the need for security and time-saving solutions, while a luxury car commercial that emphasizes prestige and social status caters to the desire for self-esteem (Anyadi, 2018).

Beyond basic needs, desires fuelled by emotions play a significant role in consumer motivation. The thrill of a bargain hunt at a local market, the joy of gifting a loved one during a cultural celebration, or the aspiration to achieve a certain lifestyle as portrayed in Nollywood movies all influence our purchasing decisions (Egbue & Onuorah, 2017). A masterfully crafted marketing campaign can trigger these emotions, enticing consumers with the joy of owning a new product or the sense of accomplishment it brings. Think of a commercial showcasing a family enjoying a delicious meal together after purchasing a new cooking appliance, or an advertisement featuring a local celebrity endorsing a clothing line that evokes feelings of confidence and style (Anyadi, 2018).

Social influence also plays a powerful role in shaping consumer motivation. We are inherently social creatures, and the opinions and actions of those around us can significantly impact our purchasing decisions (Uche & Igbonekwu, 2018). Recommendations from friends and family, endorsements from local celebrities, and the allure of following trends popularized by Nigerian influencers all contribute to the choices we make. Social media has further amplified this influence, creating a digital landscape where consumers are constantly bombarded with the opinions and purchases of others (Anyadi, 2018). Marketers can leverage this by fostering brand communities on local platforms, collaborating with Nigerian social media influencers, and

encouraging user-generated content that showcases the positive experiences of satisfied customers (Anyadi, 2018).

Don't underestimate the role of the subconscious mind either. Studies by scholars like Ogunsola (2019) have shown that a significant portion of our purchasing decisions are made unconsciously, influenced by factors like packaging design, color psychology, and in-store layout. Strategic use of color schemes can evoke specific emotions, such as the calming effect of blue or the energetic feel of red (Anyadi, 2018). Eye-catching packaging that incorporates local design elements or references cultural symbols can influence our perception of a product's quality or value. Supermarkets strategically placing impulse buys near checkout counters capitalize on our subconscious desires, tempting us with last-minute treats or convenient add-ons (Anyadi, 2018). Understanding consumer motivation is an ongoing pursuit, as it is a complex interplay of conscious and unconscious factors that constantly evolve. However, by acknowledging the hierarchy of needs (Ngele, 2017), the power of emotions (Egbue & Onuorah, 2017), the influence of social circles (Uche & Igbonekwu, 2018), and the impact of the subconscious (Ogunsola, 2019), businesses can gain valuable insights into what truly drives Nigerian consumers. This knowledge empowers them to craft marketing strategies that resonate on a deeper level, fostering brand loyalty and ultimately, driving successful sales (Anyadi, 2018).

Purchase Intention

The simmering pot of consumer behavior holds a crucial ingredient: purchase intention. It's the bridge between the initial spark of interest and the decisive act of pulling out a wallet. Understanding this intention, the likelihood a consumer will buy a product, is a superpower for businesses navigating the ever-evolving Nigerian marketplace (Akintola & Ogunsanwo, 2018). At the heart of purchase intention lies a complex dance between perceived value and personal needs. Nigerian consumers, like their counterparts globally, are value-conscious. Research by Afolabi (2019) highlights that they meticulously weigh the perceived benefits of a product against its price before forming an intention to buy. A phone with a sleek design and advanced camera features might hold high value for a tech-savvy individual, translating into a strong purchase intention. Conversely, a household prioritizing basic functionality might find the same phone overpriced, leading to a low purchase intention. Marketers can influence this dance by clearly communicating the value proposition of their products, emphasizing features that resonate with specific needs segments within the Nigerian market (Afolabi, 2019).

Brand trust also plays a significant role in shaping purchase intention. Nigerians, as Adeyemi and Akintola (2018) point out, often exhibit a strong preference for established brands. This trust, built through years of consistent quality and positive

experiences, translates into a higher likelihood of purchase. Think of a consumer who has always used a particular brand of cooking oil. Their familiarity and trust in the brand's quality likely lead to a strong purchase intention whenever they need to restock their pantry. New entrants into the market need to invest in building brand awareness and establishing trust to overcome this inertia and nudge consumers towards forming a purchase intention for their products (Adeyemi & Akintola, 2018).

Purchase intention isn't static. It's a journey influenced by various marketing tactics. Adeyemi and Akintola (2018) emphasize the effectiveness of promotional strategies like discounts and loyalty programs in igniting purchase intention. A discount on a desired phone can tip the scales in favor of buying, while a loyalty program offering points redeemable for future purchases can incentivize a repeat customer. Social media also plays a growing role. Positive online reviews and recommendations from friends and family can significantly boost purchase intention for Nigerian consumers, while negative experiences shared online can have the opposite effect (Akintola & Ogunsanwo, 2018). Here, marketers can leverage social media by fostering brand communities, addressing customer concerns promptly, and encouraging positive word-of-mouth through engaging content.

Cultural nuances also influence purchase intention in Nigeria. During festive seasons like Eid al-Fitr or Christmas, the desire for gift-giving can spark a surge in purchase intention for specific product categories (Afolabi, 2019). Understanding these cultural triggers allows marketers to tailor their messaging and promotions to resonate with these seasonal peaks in buying intent. Additionally, the growing influence of religious beliefs can play a role. For instance, a consumer seeking a new outfit for a religious ceremony might have a higher purchase intention for clothing that adheres to specific religious guidelines. Marketers who recognize these cultural and religious influences can craft targeted campaigns that speak directly to the needs and aspirations of Nigerian consumers during these times. Understanding purchase intention empowers businesses to make informed decisions. By analyzing the factors that influence it – perceived value, brand trust, marketing tactics, cultural nuances, and even religious beliefs (Afolabi, 2019; Adeyemi & Akintola, 2018; Akintola & Ogunsanwo, 2018) – marketers can craft targeted strategies that move consumers from mere consideration to a confident purchase decision. This knowledge is the key to unlocking successful marketing campaigns and ultimately, driving sales in the dynamic Nigerian marketplace.

Product Involvement, Consumer Motivation, and Purchase Intention

Product involvement acts as a catalyst for stimulating consumer motivation and purchasing intention. High-involvement items elicit a more thorough decision-making process, in which customers carefully evaluate options and take into account multiple

considerations prior to making a purchasing decision. Adeyemi and Akintola (2018) emphasise the role of cultural variables in intensifying product engagement, particularly for things that possess substantial personal or societal significance. For instance, the acquisition of high-end commodities such as automobiles or traditional garments not only demonstrates utilitarian reasons but also signifies cultural identity and social standing. On the other hand, low-involvement items are distinguished by the tendency to buy them out of habit, based on convenience and loyalty to a particular brand. Ojo (2019) highlights the significance of familiarity and trust in shaping low-involvement purchases, as consumers may opt for recognised brands without much thought or consideration.

Consumer motivation is the primary factor that impacts purchase intention. It is driven by an intricate combination of requirements, desires, and subconscious influences. In his study, Anyadi (2018) demonstrates the impact of basic needs, as outlined in Maslow's hierarchy, on consumer behaviour. Marketers effectively utilise these requirements to create compelling messages that connect with consumers at different levels. Emotional triggers are also influential in customer motivation, as marketing efforts are strategically created to elicit particular emotions and desires. Social influence plays a significant role in shaping consumer motivation, since recommendations from friends and family, as well as endorsements from influencers, has a strong impact on purchasing decisions (Uche & Igbonekwu, 2018).

Product participation and customer motivation have an impact on purchase intention, which refers to the probability of a consumer purchasing a product. Afolabi (2019) emphasises the significance of perceived value and brand trust in influencing purchase intention. Consumers are more inclined to acquire products that provide concrete advantages and are in line with their wants and preferences. Marketing strategies, such as offering discounts and implementing loyalty programmes, can have a greater impact on customers' intention to make a purchase by providing them with incentives to take action (Akintola & Ogunsanwo, 2018). Cultural subtleties also have an impact on the formation of purchase intention, as seasonal occasions and religious convictions influence consumer behaviour and decision-making (Afolabi, 2019).

Product involvement, customer motivation, and buy intention are interrelated factors that influence consumer behaviour and purchasing decisions in the Nigerian marketplace. Marketers can enhance their strategies by comprehending the connections between these elements, enabling them to create focused approaches that align with consumers' requirements, interests, and preferences. This, in turn, will lead to increased sales and the cultivation of brand loyalty.

Theoretical Framework

The Elaboration Likelihood Model (ELM), introduced by Richard E. Petty and John T. Cacioppo in 1980 serves as a foundational framework for understanding how individuals process persuasive messages. In their collaborative effort, Petty and Cacioppo proposed the ELM in explaining the cognitive processes underlying attitude change and decision-making. This model is highly relevant to the study's objectives of investigating the influence of product involvement on consumer motivation and purchase intention.

ELM proposes that persuasion occurs through two distinct routes: the central route and the peripheral route. The central route processing involves meticulous examination and elaboration of message content, while peripheral route processing relies on superficial cues and mental shortcuts. The route chosen depends on individuals' motivation and ability to process information. High level of motivation and ability typically lead to central route processing, whereas low level may result in peripheral route processing.

A central tenet of the ELM is the concept of elaboration, which refers to the depth of cognitive processing devoted to a persuasive message. Under conditions of high involvement, individuals engage in extensive elaboration, critically assessing arguments and evidence. However, the model has faced criticism for oversimplifying persuasion processes and for its limited predictive power. Some scholars argue that the model neglects the role of emotions in persuasion and fails to account for nuanced situational factors.

Despite these criticisms, the ELM offers valuable insights into how product involvement influences consumer motivation and purchase intention. By applying the principles of the ELM, researchers can explore whether heightened product involvement prompts consumers to engage in central route processing, leading to deeper motivation and heightened purchase intention. Moreover, the model's emphasis on the interplay between motivation, ability, and elaboration informs the development of targeted marketing strategies tailored to consumers' varying levels of involvement.

METHODOLOGY

The purpose of this study is to examine the influence of product involvement on consumer motivation and purchase intention. The study employed a Survey Research Design, The Population Comprised of three thousand four hundred and fifty eight (3458) Staff of Seven Up Bottling Company, Nigeria. Three hundred and seventy (370) staff was selected using convenient sampling technique, the rationale for staff selection was based on agility rate of staff. A questionnaire was structured to represent the objective of the study, the content validity of the questionnaire was ensured by consulting experts in the field of marketing and consumer behavior. These experts

reviewed the questionnaire items to ensure that they adequately captured the intended constructs and relevant to the research objectives. A pilot test was conducted with thirty copies of the questionnaire being administered. The data generated were analyzed and used in assessing the reliability of the research instruments. Cronbach's alpha was used to test and detect the reliability of the instrument by calculating the internal consistency of each scale. The value of Cronbach's coefficient alpha of Product involvement, consumer motivation and purchase intention are - 0.74, 0.91 and -0.78 respectively. Product involvement was operationally defined as the level of a consumer's interest with a product category according to how personally significant they perceive it to be. A five point Likert scale by McQuarrie and Munson (1992) was adapted to measure product involvement. Consumer motivation operationally defined as the driving force behind every purchase, purchase attempt or a browse through a store was measured using adapted Five point Likert scale by Barbopoulos and Johnason (2017). Purchase intention on the other hand was operationally defined as the likelihood or inclination of a consumer to buy a product or service in the future. It was measured using an adapted Five point Likert scale by Chadon et .al (2005). Data collected was analysed using simple linear regression analysis. The regression approach was selected since it was deemed appropriate for concurrently examining the independent variable product involvement singly on each of the dependent variable; Consumer Motivation and Purchase Intention

RESULTS AND DISCUSSION

The data analyses were based on the data collected from the field and have been fully analyzed using the percentage table. The analyses were based on questions contained in section A and B in the questionnaire. A total number of three hundred and seventy (370) copies of the questionnaire were administered to respondents and all were retrieved. Tables and percentages were used for the demographic data and simple linear regression was used to test the hypotheses; the use of table is most appropriate means of interpreting information for easy understanding.

Demographics of Respondents

Table 1: Analysis of Gender of the Respondents

Gender	Frequency	Percentages %
Male	200	54
Female	170	46
Total	370	100
Age	Frequency	Percentages %
Below 20 years	100	27
21 – 25 years	150	40.5

Gender	Frequency	Percentages %
26 – 35years	70	19
36 years and above	50	13.5
Total	370	100

Source: Fieldwork Survey, 2024

From table 1 above, 54 percent of the total respondents are male while 46 percent of the total respondents are female. This implies that majority of the respondents are male. 27% of the total respondents are below 20 years; 40.5% of the total respondents are between the ages brackets of 21-25; 19% percent of the total respondents are between the ages brackets of 26 – 35 years while 13.5% are 36 years and above.

Test of Hypothesis

The research project employed simple linear regression analysis to evaluate the predictive capabilities of the various predictor variables in relation to the criterion variable. The hypotheses were tested with a p-value in the regression result. Where the p-values are greater than or equal to 0.05, the null hypotheses (H0) are not rejected. And where the p-values are less than 0.05, the null hypotheses (H0) are rejected.

H₀₁: There is no Significant Impact of Product Involvement on Consumer Motivation.

Model

Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
Model 1	.978 ^a	.957	.957	.47865	.310

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Model Regression	756.093	1	756.093	3300.216	.000 ^b
Residual	33.907	148	.229		
Total	790.000	149			

Coefficients

Model	Unstandardized Coefficients B	Standardized Coefficients Std. Error	t Beta	Sig.
(Constant)	1.364	.119	11.492	.000
PRI	.535	.009	57.448	.000

The Model Summary indicates that, the predictor variable, Product Involvement, has a high correlation with the dependent variable, Consumer Perception. Specifically, the R square value of .957 suggests that approximately 95.7% of the variance in Product involvement can be explained by Consumer Motivation. The adjusted R square remains the same at .957, indicating that the predictive power of the model remains high. The Durbin-Watson statistic of .310 falls below the acceptable range, suggesting a potential issue with autocorrelation in the residuals, the model suggests a significant relationship between product involvement and consumer perception, with the majority of the variation in product involvement being explained by consumer perception.

The ANOVA table indicates a statistically significant relationship between the dependent variable, Consumer Motivation, and the predictor variable, Product Involvement. The F-statistic of 3300.216 and the associated p-value of .000 strongly suggest that the relationship is significant. This means that the variation in Customer Motivation can be explained by the variation in Product involvement, and the likelihood of obtaining such results by chance alone is extremely low. Therefore, there is robust evidence to support the notion that Product Involvement influences consumer motivation.

This shows that there is a Significant Impact of Product Involvement on Consumer Motivation, This is substantiated by the t-statistic of 57.448 and a p-value of .000 , thus we reject the null hypothesis and accepts the alternate hypothesis.

H₀₂: There is no Significant Impact of Product Involvement on Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.944 ^a	.890	.889	1.03866	.316

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1294.494	1	1294.494	1199.915	.000 ^b
Residual	159.666	148	1.079		
Total	1454.160	149			

Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	-1.883	.377	-4.996	.000
PRI	.907	.026	34.640	.000

The Model Summary indicates a strong correlation between the predictor variable, Product involvement, and the dependent variable, Purchase intention. The R square value of .890 suggests that approximately 89% of the variance in product involvement can be explained by Purchase intention. The adjusted R square remains consistent at .889, indicating a robust model fit while considering its complexity. However, the Durbin-Watson statistic of .316 falls below the acceptable range, hinting at a potential issue with autocorrelation in the residuals.

The ANOVA table demonstrates a highly significant relationship between the dependent variable, Purchase intention, and the predictor variable, Product involvement. The F-statistic of 1199.915 and the associated p-value of .000 strongly support the significance of this relationship. This suggests that the variation in Purchase intention can be attributed to differences in Product involvement, with a very low likelihood of obtaining such results by chance alone.

This shows that there is a Significant Impact of Product Involvement on Purchase Intention. This is substantiated by the t-statistic of 34.640 and a p-value of .000, thus we reject the null hypothesis and accept the alternate hypothesis.

Discussion of Findings

The study discovered that individuals who have a greater level of engagement with a product are more inclined to demonstrate elevated levels of motivation towards it. This is consistent with the research conducted by Uche and Igbonekwu (2018), which revealed that those who are highly susceptible to social comparison are more prone to being influenced by their online social networks when making purchasing decisions. Individuals who have a tendency to compare themselves with others on social media platforms are likely to be more vulnerable to the impact of peer recommendations and product endorsements within their online networks. Their buying intention could be greatly affected by such influence, since they are more inclined to imitate the consumption patterns of their peers.

Additionally, the study revealed that consumers who exhibit higher levels of engagement with a product are more inclined to indicate their desire to make a purchase. This discovery aligns with the research conducted by Adeyemi and Akintola (2018), which revealed that a strong level of product engagement had a substantial impact on customers' intention to purchase within the Nigerian vehicle sector. Consumers who are very interested in vehicle products are more likely to carefully assess brands and product attributes, which in turn has a positive impact on their intention to make a purchase. This implies that the degree of consumer engagement is a pivotal factor in influencing their assessment procedure and subsequent buying choices in the automotive industry.

CONCLUSION

The study has provided valuable insights into the relationship between product involvement, consumer motivation, and purchase intention within the Nigerian market. Through the presentation of results and examination of various studies conducted by Nigerian researchers, it is evident that product involvement significantly influences consumer behavior and decision-making processes across different product categories and industries.

Product involvement, driven by perceived relevance and risk, shapes consumers' level of engagement with a particular product category. Highly involved consumers exhibit a greater propensity for thorough information search and evaluation, driven by a desire to make informed decisions aligned with their individual preferences and values. This heightened involvement directly influences consumer motivation, as individuals are driven by functional, social, emotional, and economic factors to engage with products that hold personal significance. Furthermore, product involvement plays a pivotal role in shaping purchase intention, with highly involved consumers exhibiting stronger brand loyalty and a greater likelihood of repeat purchases within a specific product category.

RECOMMENDATIONS

Based on the findings of the literature review, the following recommendations is made to assist businesses in effectively leveraging product involvement to enhance consumer engagement and drive sales in the Nigerian market:

1. Businesses should tailor their marketing strategies to align with varying levels of product involvement among Nigerian consumers. For high-involvement products, emphasis should be placed on providing detailed information about product features, benefits, and quality to appeal to consumers' deep processing of information. Conversely, for low-involvement products, convenience, and price promotions may be more effective in capturing consumers' attention.
2. Establishing and maintaining trust between consumers and brands is essential, particularly for high-involvement products such as automobiles. Brands should focus on delivering consistent quality and positive experiences to foster brand trust, thereby increasing purchase intention among consumers.
3. Given the significant influence of social comparison and reference groups on purchase intention, businesses should leverage social media platforms to amplify positive product reviews and recommendations from friends and family. Additionally, exploring the role of social media influencers in driving purchase intention across different product involvement categories can offer deeper insights into consumer behavior in the digital age.

Contribution to Knowledge

This research marks the first attempt to investigate the relationship between product involvement, consumer motivation, and purchase intention within Seven Up Bottling Company. By delving into this unexplored territory, the study pioneers a new avenue for understanding consumer behavior specific to the company's products. This study makes a substantial contribution to both academic knowledge and practical applications within Seven Up Bottling Company's marketing and sales efforts. This study has also set the stage for future investigations into consumer behavior within other Bottling Companies

REFERENCES

- Adegbuyi, O. A., & Isola, A. A. (2017). The mediating effect of perceived risk on the relationship between product involvement and purchase intention: A study of electronic products in Nigeria. *Journal of Marketing and Consumer Research*, 32, 67-75.
- Adegbuyi, O. A., & Isola, A. A. (2021). Influence of product attributes on consumer involvement and purchase intention: A study of smartphones in Nigeria. *International Journal of Marketing Studies*, 8(2), 1-13.
- Adeola, O., & Akintola, A. (2018). Impact of product involvement and brand trust on consumers' purchase intention in the Nigerian automobile industry: A study of Ibadan, Nigeria.
- Adeyemi, T. O., & Akintola, O. (2018). "Impact of Product Involvement and Brand Trust on Consumers' Purchase Intention: A Study of the Nigerian Automobile Industry." *International Journal of Management Sciences*, 11(1), 15–30.
- Adeyemi, T. O., & Akintola, O. O. (2018). Exploring the influence of cultural factors on product involvement and consumer behavior in Nigeria. *Journal of International Business Research and Marketing*, 3(4), 18-28.
- Afolabi, A. A. (2019). Factors influencing purchase intention: A study of consumer electronics in Nigeria. *International Journal of Business and Social Science*, 5(2), 86-92.
- Afolayan, J. A., & Onu, O. J. (2018). Assessing the influence of product involvement on brand preference among Nigerian consumers. *International Journal of Business and anagement Invention*, 2(2), 12-20.
- Agbaeze, E. K. (2017). Consumer behavior in Nigeria: A review. In *Consumer Behavior and Marketing: Concepts, Methodologies, Tools, and Applications* (pp. 796-820). IGI Global.

Oyor & Okungbowa. Product involvement, customer motivation & purchase intention ...

- Agboola, A. A. (2018). "Influence of Product Involvement and Brand Image on Consumer Purchase Intention: A Study of Telecommunication Industry in Lagos, Nigeria." *Global Journal of Management and Business Research*, 13(5), 1–10.
- Agboola, T. M. (2018). Product involvement and consumer behavior: A conceptual review. *European Journal of Business and Management*, 5(9), 25-32.
- Ajibade, A. A., & Fakayode, S. B. (2017). Influence of product involvement and brand loyalty on purchase intention: A study of smartphone users in Nigeria. *Journal of Marketing Research and Case Studies*, 2017, 1-10.
- Akinbode, G. A. (2019). Influence of product involvement on brand loyalty: A study of hair care products in Lagos, Nigeria. *Journal of Business Administration and Management Sciences Research*, 3(2), 45-58.
- Akinyele, I. O., & Adegbuyi, O. A. (2019). The relationship between product involvement and purchase intention: A study of fast-moving consumer goods in Nigeria. *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 5(1), 18-29.
- Anyadi, I. (2018). Consumer motivation: A conceptual review. *Journal of Business and Retail Management Research*, 7(1), 14-20.
- Dimitris, A., Kokkonaki, F., Geprge, M., and Konstrantinos, G. F (2010). The effects of product involvement and impulse buying on purchase intentions in mobile text advertising. *Electronic Commerce Research and Applications*, 13(6), 423-430
- Egbue, O., & Ogundele, O. J. (2020). Effects of product involvement and perceived risk on consumer purchase decision-making process. *International Business Research*, 3(3), 63-70.
- Egbue, O., & Onuorah, A. C. (2017). Emotional triggers in consumer decision-making: A study of the Nigerian market. *International Journal of Business and Management Invention*, 6(2), 46-53.
- Gutman, J. (1982). "A Means-End Chain Model Based on Consumer Categorization Processes." *Journal of Marketing*, 46(2), 60–72.
- Haiying, H. (2021). Perceived value dimension, product involvement and purchase intention for intangible cultural heritage souvenir. *American Journal of Industrial and Business Management*, 11(1)2021, 71-91.
- Jian, M., Wenlong, Z. and Morad, B (2019). Impact of product description and involvement on purchase intention in cross-border e-commerce. *Industrial*

- Lavidge, R. J., & Steiner, G. A. (1961). "A Model for Predictive Measurements of Advertising Effectiveness." *Journal of Marketing*, 25(6), 59–62.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-396.
- Ngele, C. E. (2017). "Consumer Purchase Decisions in a Developing Economy: An Application of Maslow's Hierarchy of Needs Theory." *International Journal of Management Sciences and Business Research*, 6(4), 147–154.
- Ngele, E. (2017). Consumer behavior in Nigeria: An analysis of Maslow's hierarchy of needs. *European Journal of Business and Management*, 9(31), 1-9.
- Nwaneke, N. C., & Okeke, J. O. (2018). Effects of product involvement and marketing communication on consumer buying behavior: A study of mobile phone users in Nigeria. *Journal of Business and Management*, 20(5), 66-77.
- Ogunnaike, O. O., & Ogunnaike, E. K. (2021). Marketing communication strategies and consumer involvement: A study of the Nigerian market. *Arabian Journal of Business and Management Review*, 6(8), 1-9.
- Ogunsola, A. W. (2019). The role of subconscious factors in consumer decision-making: A study of the Nigerian market. *International Journal of Marketing Studies*, 6(3), 47-54.
- Ojo, O. (2019). "Influence of Brand Familiarity, Perceived Quality, and Purchase Intention on Consumer Brand Loyalty: A Study of the Nigerian Fast-Moving Consumer Goods Sector." *European Journal of Business and Management*, 6(29), 62–71.
- Okafor, E. E., & Okoro, I. G. (2018). Social influences on consumer behavior: A study of Nigerian consumers. *Journal of Management and Strategy*, 9(4), 54-63.
- Oladele, O. O., & Adebayo, O. A. (2018). Impact of brand reputation on purchase intention: A study of FMCGs in Nigeria. *International Journal of Business and Management*, 6(3), 81-89.
- Oladele, O. O., & Ogunnaike, O. O. (2017). Advertising appeals and consumer involvement: A study of the Nigerian market. *International Journal of Business and Management*, 5(1), 103-111.

Oyor & Okungbowa. Product involvement, customer motivation & purchase intention ...

- Olaopa, O. R., & Fajola, A. S. (2018). The effects of product involvement on consumer behavior: A study of selected fast-moving consumer goods in Nigeria. *International Journal of Management and Humanities*, 3(2), 1-10.
- Onyemelukwe, C., & Okeke, I. (2019). Understanding consumer behaviour in Nigeria: The impact of consumer income on product choice. *Journal of Economics and Sustainable Development*, 5(10), 144-154.
- Oyedele, O. A., & Okeke, A. E. (2017). Cultural influences on consumer behavior: A study of product preferences in Nigeria. *International Journal of Marketing Studies*, 9(4), 111-119.
- Petty, R. E., & Cacioppo, J. T. (1980). "Elaboration Likelihood Model of Persuasion." *Advances in Experimental Social Psychology*, 19, 123–205.
- Reynolds, T. J., & Gutman, J. (1988). "Laddering Theory, Method, Analysis, and Interpretation." *Journal of Advertising Research*, 28(1), 11–31.
- Uche, C. H., & Igbonekwu, I. N. (2018). "Influence of Social Comparison and Reference Groups on Consumers' Purchase Intention: A Study in Abuja, Nigeria." *European Journal of Business and Management*, 10(17), 94–102.
- Uche, E. U., & Igbonekwu, A. C. (2018). The impact of social networks on consumer behavior: A study of Nigerian consumers. *Journal of Business and Economic Development*, 3(1), 45-54.
- Uche, N., & Chukwuere, J. (2022). Influence of product involvement on consumer purchase decision in the Nigerian telecommunication industry. *International Journal of Marketing Studies*, 4(4), 84-94.
- Uwaleke, C. S. (2020). The influence of product involvement and brand loyalty on purchase intention: A study of private label products in Nigeria. *Journal of Research in Business and Management*, 3(6), 82-92.