



The Influence of Social Factors on Consumer Buying Behaviour of Female Sanitary Ware in Gwarinpa District of Abuja, Nigeria

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Abstract: No matter the type of products that are introduced into a market, there has to be analysis of the target market and how consumers will react to those products. Anyone going into a venture or starting a business must have knowledge on consumer buying behaviour, while this does not guarantee sales; it gives entrepreneurs and marketers insight on how to understand the buying behaviour of consumers. The main objective of this study was to assess the influence of social factors on consumer buying behaviour of female sanitary ware in Gwarinpa District of Abuja, with particular emphasis on Molped Sanitary ware. The study is a survey research sampling the opinion of three hundred and twenty three women in the District. Their opinions were collected using a structured questionnaire. The data collected were analysed by tabulations, percentages and formulated hypotheses tested using Kendall coefficient of concordance. The findings reveal that family plays a significant role in influencing consumer buying behaviour of Molped female sanitary ware in Gwarinpa District of Abuja; also reference groups, role and status influences consumer buying behaviour of female sanitary ware in the District. The study concluded that social factors are significantly relevant in influencing consumer buying behaviour of female sanitary ware in Gwarinpa District of Abuja. And therefore recommended amongst others that family members should learn about the most comfortable and environmentally friendly sanitary wares they purchase in order to set an exemplary role for the younger ones; equally friends and colleagues should encourage each other and promote awareness on good sanitary wares available to them like Molped products to promote good hygiene among young women.

Keywords: Social Factors; Consumer Buying Behaviour; Female Sanitary Wears

I. Introduction

The buying behaviour of consumers has long affected the way products are patronized, why some products are favoured above others and why others have been neglected due to the feeling of consumers towards them. Many girls in Nigeria face menarche between ages of twelve to fourteen even sometime before that but during these days they feel uncomfortable, pain, shame and sometime the reason might be unavailability or lack of knowledge of proper menstrual products for leak proof periods like Molped Sanitary wares.

Consumer behaviour as described by Kumar (2019) is the study of a person, group of people and organisation which also involves their buying behaviour, use and discarding of products and services, the emotional and mental stages of the consumers etc. Kumar (2019) also maintained that the only way to survive in today's rapidly evolving market, is for marketers to know and understand everything about consumers. Onu, Akhimien and Orji (2014) posited that consumer behaviour is not just the physical purchase but also encompasses a variety of actions, ranging from problem identification through post-purchase behaviour ideas and experiences to meet the consumer's requirements and desires. Therefore, in order to

deeply understand consumers, you have to understand their buying behaviours, the decisions that led to purchase and how they feel post purchase. In order to plan and implant marketing strategies, you first have to understand consumer behaviour.

The social factor is a strong factor that influences the buying behaviour of consumers and it is classified into family, reference group and role and status. The family is the most trusted agent in an individual's life and the recommendations of a family member strongly influences the behaviour of a buyer, especially young girls in the purchase of sanitary wares. The reference group is a group of individuals that a person shares common interests, values and ideas with and belongs with. For the sake of this study, the focus will be on social factors, namely; family, reference group and role and status as they influence consumers' preference of sanitary ware.

A large part of the urban female population today identifies good personal grooming as a prerogative and believes in the purchase of items that correspond to their personality and the form of their body. For example, industry pioneers have provided biodegradable sanitary tampons and organic cotton pads to fix menstrual hygiene, including proper disposal of used sanitary servants. Herbal pain management alternatives are also offered, including feminine cramp relief roll-on treatments (Sheetal, 2021)

It is paramount to accept that sanitary pads are necessities for women, as it is a product that they would be used for a lengthy period of their lives. There have been different types of sanitary pads in Nigeria. The Molped sanitary pads were first launched into Nigeria on the 24th of April 2019, another product created by a Turkish company known as Hayat Kimya. This company has also created household products, their first and most recognised product in Nigeria is the Molfix pampers for babies which have won the hearts of so many nursing mothers in the country. Molped is known for its innovative use of SAP (Super Absorb Polymer), a design specially used to keep liquid locked which offers absolute leak protection and non-irritation. Molped is different from other pads as it is made with soft cotton and is nylon free which is a great contributor to helping the skin feel good and non-itchy (Pulse, 2019).

Among the factors that could possibly play a role in influencing the buying behavior of women towards sanitary wares are family, reference group and role and status. Thus it is in the light of this that this study intends to assess the influence of social factors on consumer buying behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.

1.1 Statement of the Problem

Consumer buying behavior is no stranger to problems. Rodrigues, Lopez & Varela (2021) revealed that 40% of consumers spend more than their initial budget in physical stores and 25.0% in online purchases. This is to say that one of the major problems of consumer buying behaviour is impulse buying, as a good percentage of sales are not planned.

The quality of a product matters also as people will always go for the durability of products instead of quantity. Eze and Bello (2016) concluded based on their findings that consumers prefer to choose the quality over quantity of clothes when purchasing despite their age and income.

On the whole, this study will provide answer to very pertinent questions like:

- i. Does family affect the consumer buying behaviour of Molped female sanitary ware in Gwarinpa district of Abuja, Nigeria?
- ii. How does reference groups affect the consumer buying behaviour of Molped female sanitary ware in Gwarinpa district?
- iii. Does role and status influence the buying behaviour of Molped female sanitary ware in Gwarinpa district?

1.2 Research Hypothesis

Thus the following hypothetical assumptions have been formulated for validation by this study:

- H01: Family does not play a significant role in influencing consumer buying behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.
- H02: Reference group does not play a significant role in influencing consumer buying behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.
- H03: Role and status does not play a significant role in influencing consumer buying behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.

II. Review of Literature

2.1. Conceptual Framework

a. Consumer Buying Behaviour

The concept of consumer buying behaviour is an amalgamation of the words 'consumer' and 'buying behaviour'. Orji (2017) defines a consumer as "a person who buys goods or services for their ultimate use." The definition gives an insightful element that reveals that a consumer does not only buy goods or services but also makes use of these goods or services for their gain.

A buyer should not be confused as a consumer, as a buyer is an individual who physically purchases a product and the consumer is someone who actually buys a product for their own use (Anyanwu and Chiana 2022). Furthermore, consumer buying behaviour can be explained as the certain behavioural patterns a consumer exhibits when purchasing an item or service, the brand they pick, the cost of the goods, their knowledge of what they are buying, etc.

According to Orji (2017) a consumer may be a customer, while a customer may not be a consumer, because he/she may not be buying for his or her uses. But in studying consumer behavior, customers are also generally referred to as consumers, because whether they are the buyers or users, there is an exchange or transfer from one person to another for needs satisfaction. Thus, this study agreed with opinion of Orji (2017) that consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

b. Types of Buying Behaviours

Rani (2014) categorized buying behaviours into:

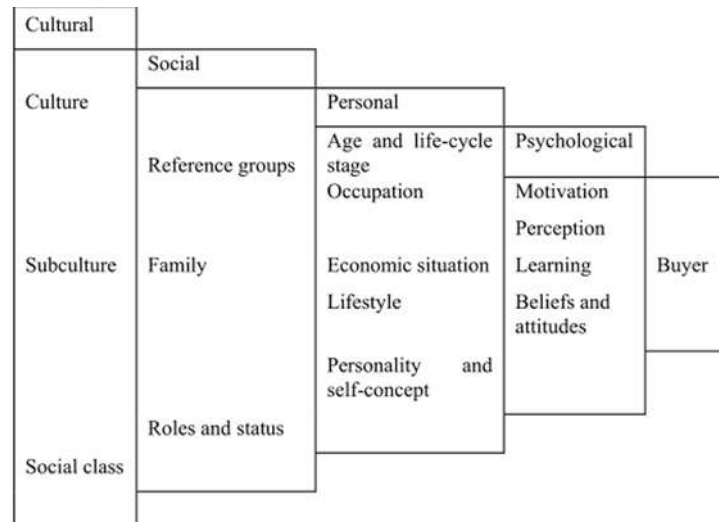
- i. Routine Response: the consumer has a low involvement and will frequently purchase goods at low costs, there is no need for a fair amount of research and decision making.
- ii. Limited Decision Making: buying goods occasionally, involves a modest amount of time to gather information about what the consumer is purchasing. An example is deciding to buy

- a product like maybe a pair of shoes but not knowing which brand to buy, hence the average involvement while buying the shoes.
- iii. Extensive Decision Making: as the name implies, there is a high involvement in the purchasing due to the products being unfamiliar or expensive. This consumer does not buy goods occasionally which leads to high involvement. This can be experienced when buying a new car.
 - iv. Impulse Buying: this type of buying behaviour involves very low to no involvement while purchasing. A good example is buying a random snack, the next time the consumer goes out to buy snacks there might be a change in the brand but the consumer is not too concerned about which brand it is.

2.2. Social Factors Influencing Consumer Buying Behaviour

These are the factors that have a major influence on our decision-making process (Kumar 2019). These social factors are family, reference groups, and role and status.

1. Family: a family consists of people who are living together and related either by blood or marriage. This is the first agent of socialization and strongly influences a person's way of thinking, decision making and even buying behaviour. Krithika & Alex (2019) revealed that according to the P&G-IPSOS survey, an astonishing 50 percent of urban Indian women still behave in ways specified by their old beliefs and traditions. This implies that a lot of women grow up using products that their mothers recommended and have long grown contented with using these products. Thus, a consumer's buying behaviour is heavily influenced by his or her family.
2. Reference groups: "a group with which an individual identifies and whose values the individual accepts as guiding principles" is how the Daramola (2022) describes a reference group. As an individual communicates and socialises more, he or she tends to have a feeling of belonging with a group that shares the same values and interests as them. Most reference groups are unstructured and do not necessarily work towards achieving a common goal, they are mostly based on sharing the same values, beliefs, and interests. Reference groups also strongly influence a person's values, behaviour and attitudes whether directly or indirectly.
3. Roles and status: this is the position a person holds in their family, workplace, clubs, or group of friends (Rani, 2014; Daramola, 2022). The role of an individual is how he sees himself in the eyes of others or society. For instance, Apple has been creating a lot of iPads recently because they use productivity as a marketing strategy and they are profiting from this because a consumer will buy an iPad not only because of the functionality it gives to students or workers but also of being socially accepted or successful. The same goes for status, a CEO will buy the most tailored formal wear because he knows that his employees will not take his authority seriously if he is dressed casually or poorly in the work environment (Ramya & Ali, 2016).



Source; Researchers, (2022)

Figure1. Factors affecting buying behaviour

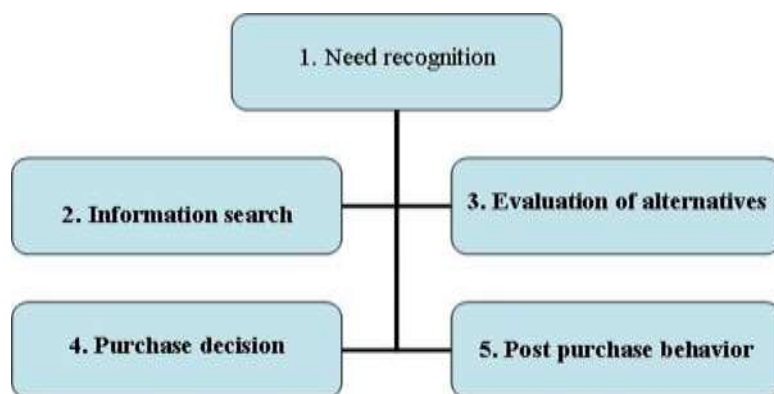
2.3 Buying Decision Process

A customer first recognizes that there is a need that has to be filled before going out and making a purchase. This is when consumers begin to make purchasing decisions. According to Rani (2014) and Orji (2017), neither all decision-making processes result in a customer buying items, nor do all decisions necessarily involve all of the steps.

The following are the purchasing decision-making procedures outlined by Orji (2017) Qazzafi (2019), and Qazzafi (2020):

1. Need recognition: This is the first step, often known as "Problem recognition." According to Orji (2017), a need is a state of felt deprivation. The consumer primarily considers the necessities of existence, such as food, water, and shelter. Companies must understand how to meet consumer demands. The consumer is able to recognize a problem at this point and works to find a solution.
2. Information search: The second step in the decision-making process for purchasing involves the information a consumer obtains. When a lady consumer decides to purchase a certain sort of cosmetic or sanitary wares, for instance, she considers the ones she has previously used and how well they served her; if the items were excellent, she would buy something similar, and if it had a bad review, she would know to steer clear of the products. Before purchasing a product, the consumer is likely to consult with her family, friends, and other associates to get their opinions. This helps her decide what to buy.
3. Alternatives evaluation: Now that the consumer has knowledge, the following step is to assess the other available options. This doesn't necessary imply that the she doesn't enjoy the products he chose to purchase, it may just be that she wants to have access to alternatives that fit her new needs, lifestyle, and price range. For instance, a housewife planning to purchase a microwave may research various brands in addition to the one she initially selected and compare them.
4. Purchase decision: At this step, the consumer has picked the product she will eventually buy after gathering information, weighing her alternatives, and making the best choice. The consumer is aware of the best goods to purchase as well as its price and location.
5. Post-purchase decision: This is the last step in the decision-making process. Businesses are aware that their work is not done after a consumer buys a product; instead, they watch for her reviews and post-purchase behavior. This step reveals if the consumer is happy with her purchase or not. If the consumer is happy with her choice, it is probable that she will

continue to purchase from that brand, which boosts sales, draws in new clients, and maximizes profit for the business. When a client is dissatisfied, there will likely be negative evaluations about the product, which might cause the business to lose more consumers overall. For example, if a business claims to utilize environmentally friendly items for sanitary wares but ends up using harsh chemicals, the consumer will not be delighted and will avoid the company's products at all costs.



Source; Researchers, (2022)
Figure 2. Buying Decision Process

2.4 Theoretical Framework

The theoretical framework of this study is based on two theories, i.e. Hawkins Stern's impulse buying theory (Stern, 1962) and Maslow's Hierarchy of Needs theory.

a. Hawkins Stern Impulse Buying

Stern (1962) believed heavily in the idea of impulse behaviour. He argued that sudden buying impulses fit alongside rational purchasing decisions to paint a complete picture of the average consumer. Impulse purchases are driven largely by external stimuli and have almost no relationship to traditional decision-making.

This theory focuses on the impulsive behavior that prompts a customer to make a purchase, as opposed to other theories that are based on reasoned behaviors. Industrialist economist Hawkins Stern introduced this hypothesis in 1962. He was adamant that making spontaneous purchases gave the impression of the typical consumer. It is believed that most external stimuli are what trigger impulsive purchases.

Planned and unplanned impulsive purchases were divided into two groups by Stern (impulse). When a buyer makes a planned purchase, they spend a lot of time researching the goods they want to buy and making logical decisions. It is the antithesis of unplanned purchasing, which is when purchases are made without prior planning. Impulse purchasing is defined as a sudden, intense, and overpowering impulse to make a purchase.

Shaifali et al (2021) stated that consumer satisfaction was determined by a very critical aspect of impulse buying dominated by fashion in apparels. For the purpose of this study the impulse buying theory that Stern popularized was based on a buyer making a suggestion for herself without any prior knowledge of the sanitary ware she want to buy.

b. Maslow's Hierarchy of Needs

Abraham Maslow developed this theory in (1943) from a paper he wrote titled A Theory of Human Motivation. This theory emphasizes how people prioritize their demands through the use of five levels. Maslow first emphasized that in order for people to meet their higher-level requirements, they had to first understand their lower-level needs. However, he then clarified that it is not a life-or-death occurrence.

He admitted that humans are driven to fulfill and prioritize some wants above others because, when one need is realized, it usually leads to the fulfillment of a higher level need. The five phases in the hierarchy of needs are as follows:

1. Physiological needs: these are the fundamental requirements for human living, such as a roof over one's head, food, drink, and sleep. Humans require them the most since they must first be satisfied in order to satisfy other wants.
2. Safety Needs; The second most significant need for people is safety, which is what comes next after meeting their physiological demands. People prefer to have control over their life, and families and society as a whole may or may not provide for these desires. Health, financial stability, emotional safety, owning property, and other things are all safety demands.
3. Social needs: the third level of human wants sometimes referred to as love and belongingness. Since people are social organisms, they have feelings and a sense of identity. No one is an island unto themselves. Everyone wants to be loved, build relationships with others, join a group, etc. Typical examples of affiliation requirements are closeness, giving and receiving affection, trust, and friendship.
4. Esteem needs: This fourth stage of human wants is characterized by a sense of self-worth, accomplishment, and respect. Maslow divided these requirements into two categories: the need for respect from others and the need for self-esteem (talents, independence, and accomplishment) (prestige, status). Additionally, he noted how important it is for kids and teenagers to want to be recognized or have a good reputation since it helps them feel good about themselves.
5. Self-actualization wants: they are the highest requirements according to Maslow's hierarchy and include realizing one's potential, seeking personal development, and acquiring experiences. This phase, according to Maslow, is when a person aspires to achieve their full potential and excel. Humans pay close attention to this desire. For instance, a person who is really interested in being a lawyer will take all courses and disciplines connected to law, watch legal dramas or documentaries, and attend the top law schools.

The hierarchy of needs theory is beneficial to marketers because it has equipped them with the ability to recognize that different consumers have various priorities and choose the products or services that are most essential to them. Self-actualization is important to women from the time

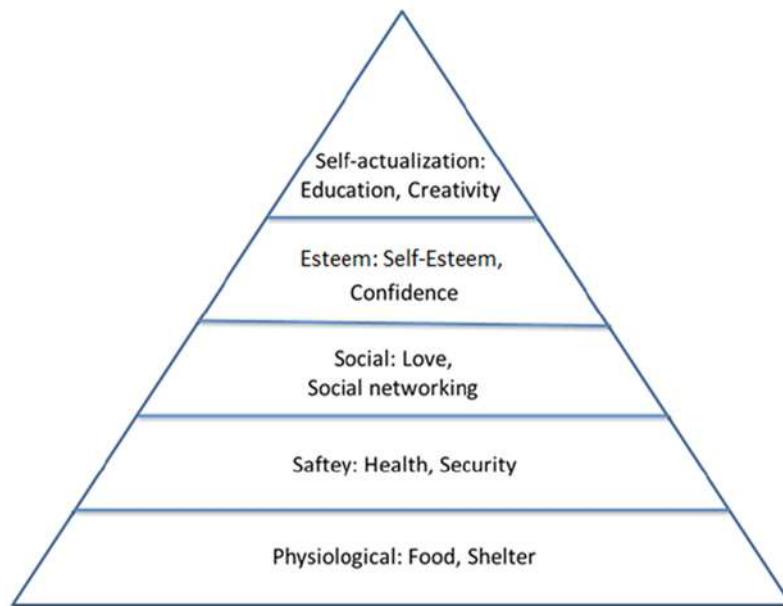


Figure 3. *Maslow's Hierarchy of Needs*

They reach adolescence since this is the time when their growth spurts and they begin to consider how they may change for the better. Their goal to improve themselves and get respect drives them to choose the greatest choices in terms of personal hygiene goods like Molped Sanitary ware. This urge for self-actualization is what drives their purchasing behavior (Daramola, 2022).

III. Research Method

This study has been designed in line with survey research using data collected from structured questionnaires. The population for the study is focused on Women in Gwarinpa District, Abuja, which is unknown. However since these are numerous and so cannot be determined in certainty; suitable sample was adopted as basis for study

3.1 Sample size

The sample size was drawn using Cochran's sample size as the population of women in the district is undefined.

$$\text{Cochran's formula for Sample size} = \frac{Z^2 \times P \times (1-P)}{e^2}$$

Where; Z = Z-value at 95% Confidence Interval (which is 1.96)

P = the estimated proportion of the population which has the attribute in question.

Assuming that one-third of the women living in Gwarinpa use Molped sanitary pad

e = the desired level of precision (i.e. the margin of error which is 0.05)

$$\begin{aligned} \text{Sample Size} &= \frac{Z^2 \times P \times (1-P)}{e^2} \\ &= \frac{(1.96)^2 \times (0.3) \times (1-0.3)}{(0.05)^2} \end{aligned}$$

$$= \frac{(3.8416) \times (0.3) \times (0.7)}{(0.0025)}$$

$$= 0.806736$$

$$0.0025$$

$$= 322.6944$$

$$= 323$$

Therefore, a sample size of three hundred and twenty three women in Gwarinpa was drawn up using Cochran's sample formula.

3.2 Method of Data Analysis

The method of data analysis for this study is the simple descriptive percentage method and Kendall coefficient of concordance. The percentage is for the comparisons of respondents that responded for or against a particular question in relation to the over- all respondents expressed as a percentage in order to see the pattern of response. However, the questionnaire measurement of the study used a four-point Likert rating scale as justified by Orji (2017), Orji, Akhimien, Nweke & Ridwan (2021) and Orji (2022) who argued that respondents have behaviour of either survey optimizing or satisfying thus, including neutral point could lead to decrease in measurement quality. Weight was assigned as follows:

Strongly Agreed 4, Agreed 3, Disagree 2, Strongly Disagree 1

The Chi-square derived from Kendall coefficient of concordance method is used in testing a hypothesis concerning the differences between a set of observed frequencies of a sample and a corresponding set of expected or theoretical frequencies.

a. Model specification;

This formula serves as a representation of it;

$$W = \frac{12 \sum (R_i - \bar{R})^2}{K^2 (N^3 - N)}$$

Where K = Number of Responses.

N = Number of weighted questions.

R = Mean

$\bar{R}$ = Kendal coefficient of concordance

$$X^2 = K (N - 1) W$$

X^2 = Chi-square

3.3 Justification of Technique

This method is justified on three reasons: Kendal coefficient of concordance allows all relevant questions in the questionnaire to be part of the test and result. This position buttressed by Siegel, (1986) is also statistically straight-forward, as justified by Orji & Ezinmou (2019). Also, the study data under analysis was based on the sample drawn from different respondents that cut across every stratum of the business community in the area, as every member of the population cannot be reached. Kendal coefficient is suited for this purpose too according to Orji, Akhimien, Nweke & Ridwan (2021), and Orji (2022) .

IV. Discussion

A total of 323 questionnaires were issued, and 243 were returned valid. This represents 75.2% of the total number of questionnaire administered. Since this percentage is substantial enough we can rely on it for analysis and probable outcome. Because according to Orji (2017) and Orji, Olowu, Zubairu & Akhimien (2017) in social science research thirty percent of sample size is enough to form valid opinion

Table 1. Kendall coefficient of concordance

S/N	Strongly Agree	Agree	Disagree	Strongly Disagree
Weight	4	3	2	1
Question 1; Family members influence your buying decision of Molped sanitary ware.	81	97	41	24
Question 2 Friends and colleagues have an influence in your a buying behavior	48	130	57	8
Question 3 The role an individual plays in the society influences their purchase of Molped sanitary pad	24	122	81	16
Question 4 Packaging and product quality are contributors to the buying behaviour of Molped pad	89	130	16	8
Question 5 Molped sanitary pad is comfortable	67	134	42	0
Question 6 Molped sanitary pad price influences your buying decision	25	92	84	42

Source: Field Survey, 2022

Each cell of respondent was multiplied by the weight assigned e.g. $4 \times 81 = 324$

Table 2. Kendall coefficient of concordance Table 2

S/N	Strongly Agree	Agree	Disagree	Strongly Disagree	Ri	Ri - R	(Ri - R) ²
Weight	4	3	2	1	-	-	-
Question 1	324	291	82	24	721	39.2	1536.64

Question 2	192	390	114	8	604	-77.8	-6052.84
Question 3	96	366	162	16	640	-41.8	-1747.24
Question 4	356	390	32	8	786	104.2	10857.64
Question 5	268	402	84	—	754	72.2	5212.84
Question 6	100	276	168	42	586	-95.8	-9177.64
Total					4,091		629.4

Source: Field Survey, 2022

$$R_i = \text{Mean} = \frac{\sum(R_i)}{N} = \frac{4,091}{6} = 681.8$$

$$W = \frac{12\sum(R_i - R)^2}{K^2(N^3 - N)} = \frac{12(629.4)}{4^2(6^3 - 6)} = \frac{7552.8}{3360} = 2.2$$

$$\begin{aligned} X^2 = \text{Chi - square} &= K(N - 1)W \\ &= 4(6 - 1) 2.2 \\ &= 44 \end{aligned}$$

4.2 Discussion of Findings

According to the data analysis, the conclusion rule is to reject the Null Hypotheses (H_0) and accept the Alternative hypotheses since the calculated X^2 (44) is greater than the (25.00) that was tabulated. The tabulated X^2 was arrived at by determining the degree of freedom.

$$\begin{aligned} \text{The degree of freedom (df)} &= (c - 1) (r - 1) \\ c &= \text{column total of observed value} \\ r &= \text{row total} \\ &= (4 - 1) (6 - 1) \\ &= 3 \times 5 = 15 \end{aligned}$$

Degree of freedom at a specified level of significance at 0.05 = 25.00. Therefore, we rejected the Null Hypotheses at 95% confidence level and critical value of 0.05% level of significance. This presents that:

1. Family plays a significant role in influencing consumer buying behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.
2. Reference group plays a significant role in influencing consumer buying behaviour behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.
3. Role and status plays a significant role in influencing consumer buying behaviour behaviour of Molped female sanitary ware in Gwarinpa district of Abuja.

The finding further reveals that among other things, packaging and product quality are contributors to the buying behaviour of Molped pad; Molped sanitary pad is comfortable and Molped sanitary pad is cost effective. These decisions were drawn out because of the statistical tool that was used. As mentioned earlier, the Kendall coefficient of concordance allows related questions in the questionnaire to be part of the test results hence answering them and making them part of the decisions (Siegel, 1986).

V. Conclusion

Social factors play a significant role in the consumer buying behaviour of Molped female sanitary ware in Gwarinpa District of Abuja as women are most likely to buy sanitary ware based on the recommendation of their family members or friends and colleagues. This study was conducted in Gwarinpa District of Abuja. It was picked because it is a highly populated municipality in Abuja. In order to accomplish the main objectives of this research a total of 323 questionnaires were distributed and only 243 valid responses were returned, including their responses on 4 personal demographic questions and 6 questions relating to the social factors of consumer buying behaviour were carefully picked out from the area of study to come up with a fair outcome. The findings of the study has led to conclusion and gives further support to the notion that social factors are saliently relevant to the concept of the purchase of Molped female sanitary ware in Gwarinpa, Abuja.

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