



**EFFECT OF POST BRAND EXPERIENCE AND ITS
PERFORMANCE ATTRIBUTES ON SUBSEQUENT NEW
BRAND ACCEPTANCE: AN APPRAISAL OF
ENTREPRENURIAL MARKETING OF NEW PRODUCTS**

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ABSTRACT

The paper focused on entrepreneurial marketing and product development with the intention to determine the effects of post brand experience and performance on subsequent new brand acceptance. The overall objective was to evaluate the effect of brand experience on consumer "intention to purchase attitude" towards acceptance of new products in the market. The study adopted the field studies research design, which invariably combines variants of both exploratory and explanatory designs. The Delphi technique, a variant of the panel design was particularly used to effect participation and product testing by test –takers (respondents) in order to effect a comparative analyses to generate primary data for testing hypothesis. Consumer preferences and acceptance of a new product was evaluated with an effective method of product testing (Round Robin test) in a panel of test takers. The questionnaire questions evaluated the test product on a 5-point scale and the t-test, multiple regression and ANOVA test statistic were adopted for analyses. The stratification sampling design was considered necessary to ensure good sample representative and increased

desired statistical precision. The study revealed that the critical dimensions of product development which will ensure acceptance of new products are the products potential performance variables which consist of those intrinsic attribute of the product that are capable of creating satisfaction and subsequently, utility to the consumer. Among others, the study recommended that consumer acceptance of new product should always be subjected to comparing the new brand or product performance (both sensory effects and long term effects) against similar parameters of the market leader. Similarly, entrepreneurs as a matter of importance should undertake research to understand the needs and wants of consumers before developing or modifying the existing ones.

Keywords: *Entrepreneurial marketing, Product attributes, Consumer intention, Total Product, Round Robin test, Expectancy.*

INTRODUCTION

The impact of the activities of the entrepreneurs on the socio-political and economic life of Nigeria is quite obvious. It is in recognition of the strategic role of the entrepreneurs in national development that the scholars and practitioners especially politicians, scientists, businessmen, corporate institutions, are continuously creating the enabling environment to enhance entrepreneurship. However, what has remained critical is the focus and process of opportunities arising from entrepreneurial marketing. The essence of these opportunities is to solve consumer problems and satisfy their needs. According to Peter Drucker “business is any organized set of human activity which has the primary objective of creating customer grouping and group satisfaction by efficiently converting society’s opportunities into desirable good and services.” Based on this, (Kotler, 1997) opines that there became increased clamour for the tailoring of product planning to the satisfaction of the needs of the consumer. The consumer according to (Jefkins, 1973) is “a person who eats, uses, buys things etc.” It is also referred to as “the person who buys goods and services for his own use, for the use of the household or for just one member of the household” (Ozo, 2002). It is logical to establish the factors that bear on the consumers’ acceptance of new products. It is necessary to appraise how entrepreneurs bring new products into the market. Product development is a

very expensive venture and there is need to reduce the guess margin through a proper marketing research.

Entrepreneurial marketing and product development are geared towards the satisfaction of human needs by solving a particular problem. Entrepreneurs exploit opportunities in a form of a “ready-made market” and these opportunities are for consumer satisfaction. The marketer and the entrepreneur jointly and commonly aim at making coactive use of opportunities to innovatively satisfy the consumers. This can be said to be a strong and flourishing partnership in product development. Product development is the creation of new and or modification of ideas which has adequate market and acceptance. Therefore, fostering growth of entrepreneurship and creating environment for scaling up rapid growth of innovation and productive organizations should become one of the key priorities of the country’s development goals.

Problems statement

The paper considered the following problems”

1. Process adopted by consumers in their process of product acceptance.
2. Effect of brand experience on consumer “intention to purchase attitude” towards acceptance of new product in the market.

Problem Analyses

These problems are subject to the premise that business environment is quite dynamic. Hence, the changing behavior of the consumers’ vis-à-vis the constant introduction of new products into the market makes this problem necessary for investigation. Some new products face outright rejection by consumers immediately they are introduced into the market. This creates problems for such entrepreneurs. Again, new product development ventures are quite costly. It is often difficult for most entrepreneurs to appropriately finance them to full commercialization. Similarly, the consumers oftentimes face the problems of matching the identities of newly introduced products to existing old products from the same or different organization. These factors influence the levels of a consumer acceptance or rejection of the new products.

The imposing difficulties of the scenario above, calls for the need to determine from entrepreneurial marketing standpoint, why new products may not be acceptable to consumers and what an entrepreneur can do to avoid its

occurrence. It has, therefore, become pertinent here to set out the appropriate process and strategies for undertaking new product development. Further to this, it is important to note that entrepreneurs, marketers and retailers make frequent decisions as to the number of product and their relative degree of their rejection and acceptance in the market. Retailers and wholesalers would have to make important decisions regarding how to influence consumer acceptance of the new product in the market place. Strategy in the market place is influenced by consumer analyses, evaluation and understanding of new product performance variables. A better understanding of consumer product adoption process and performance variable assessment should lead to improved efficiency of the marketing process by improving both the product development activities, the buying and the selling processes.

Objective of the study

The study sought to evaluate the followings:

1. To evaluate the process adopted by consumers in their process of product preference and acceptance.
2. To evaluate the effect of brand experience on consumer “intention to purchase attitude” towards acceptance of new products in the market.

Research Questions

1. What evaluation process do you adopt in your choice decision for acceptance of a new product?
2. What is the effect of previous brand experience on a new product acceptance?

Significance of the study

The study will expose and enhance the understanding of requirements necessary for introduction of new product into the market. To the entrepreneurial marketer, it is hoped that the gains of the strategies would serve as a strategic marketing tool for entrepreneurial survival and growth. It would also serve as a source material to students, lecturers and other member of the public. The effort will enhance further development of the researcher’s intellectual understanding in the fulfillment of the requirement for the award of doctor of philosophy in the department of management, (marketing option).

Review of Related Literature

The parameter for determining the entrepreneurship of an individual is in taking advantage of opportunities in the environment and converting it into meaningful venture. Entrepreneurship is the process of creating value by bringing together a unique package of resources to exploit an opportunity. Thus, to become successful by exploring investment opportunities and identifying opportunities in which innovative activities will yield significant rewards is a fundamental task for an entrepreneur. He could actualize this by being trend spotters, analyzing sources of opportunities, observing and asking questions (Onuegbu & Obiah, 2013). However, while marketing is a very interesting, lively, dynamic and wide field of Endeavour. Entrepreneurial marketing seems to be a concept which so far has been hard to grasp. Hills and Hultman (2006) indicated that entrepreneurial marketing concept can be explained by using traditional marketing concepts and words, but can never be completely understood without including aspects of entrepreneurship theory. Therefore they specify that a fruitful way of understanding the subject is to regard entrepreneurial marketing as an interface between marketing and entrepreneurship.

Entrepreneurial marketing is the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation (Morris et al, 2002). The authors developed seven core dimensions of entrepreneurial marketing from this definition. These include: proactiveness, calculated risk-taking, innovativeness, opportunity focus, resource leveraging, customer intensity, and value creation. These core dimensions are equally situated in the process of new product development and the bottom-line is to create value for customer satisfaction. Combining the American Marketing Association (AMA) definition of marketing and the definitions of entrepreneurship (Kraus et al, 2009) proposed a new definition of entrepreneurial marketing. To them, it is an organizational function and a set of processes for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and its stakeholders, and that is characterized by innovativeness, risk-taking, proactiveness, and may be performed without resources currently controlled. For (Achama, Obiah, Nwaneri & Anukam, 2015) entrepreneurial marketing is the ability of an entrepreneur to learn, understand and respond to customers, competitors and environmental issues on a continuous basis by innovatively and

proactively, permitting them to act on events and trends in present and potential markets for value satisfaction.

Product Development

Entrepreneurial marketing involves the marketing of products. The product is the most important of all the elements in a company's marketing mix. It is the main thing that it offers to customers. Therefore, it is very important that the organization understands the nature of products, what they mean to customers, their attributes, and how they can be manipulated in order to be able to adjust them properly to satisfy the needs of customers.

A product can be defined as anything that can be offered to customers (actual and potential) to arrest their attention for their acquisition, use, consumption and satisfaction of needs or wants. This can be tangible (physical) or intangible (immaterial). The most important thing about a product is its ability to satisfy a real need or want of customers (Olakunori, 2002). Stanton (1978) defines a product in a very narrow sense as "a set of tangible physical and chemical attributes assembled in an identifiable form." He further states that "a broader interpretation recognizes each brand as a separate product." But (Kotler's, 2001) definition of products provides a more distinct approach. He defines a product as something that is viewed as capable of satisfying a need or want.

According to Kotler, "a product can be an object, service, activity, person, place, organization or idea." The fact remains that the product should be able to satisfy an aroused need. It is a bundle of benefits or utilities packaged and made available to consumers to satisfy their needs and wants (Ozo, 2005).

Total Product

The total product is the modern marketing broadened view that a product is actually a bundle of customers' expectations rather than a physical dimension alone. When a customer buys a product, he is not actually buying objects per se. rather; he is buying satisfaction or a bundle of utilities (Olakunori, 2002). But, when marketers talk about product, they are not only referring to a physical good or service. What they have in mind is the physical product (if there is one), the services and the total complex of want – satisfying attributes or desired benefits, including branding, packaging, labeling, warranties and guarantees. Each consumer segments is seeking a bundle or package of product benefits and each company is attempting, through its own problem research to discover the benefits consumers desires and to market these benefits to them.

For the product to be able to satisfy the needs of the customer, it must possess or be sold with a number of attributes (both physical and non-physical). Therefore, the total product does not relate to physical products (goods) only. It relates to services as well consumer satisfaction that is created in large part through the total product strategy. The core benefit is the nucleus around which satisfaction is created, but satisfaction is also created by such marketing devices as branding and trade markets, packaging, warranties, and information labeling. All these devices put together enhances the entire product planning and development activity strategy (Ozo, 2005).

The New Product

It is not important to seek a very limited definition of what a new product is, rather we may create several possible categories of new products. Each separate category may very well require quite different marketing efforts to ensure reasonable probability of market success. By new product, marketers mean “original” product, product’s improvements, product modifications and new brands that a firm develops through its own research and development efforts (Kotler & Armstrong, 2001). Stanton, Etzel & Walker (1994) point out that there are numerous connotations of “new product.” According to them three distinct categories of new product include:

- a) Products that are really innovative, truly unique. Any new product in this category satisfies a real need that is not being satisfied at the time it is introduced.
- b) Replacements that are significantly different from existing products in terms of form, function, and more importantly, benefits.
- c) Imitative products that are new to a particular organization but not new in the market.

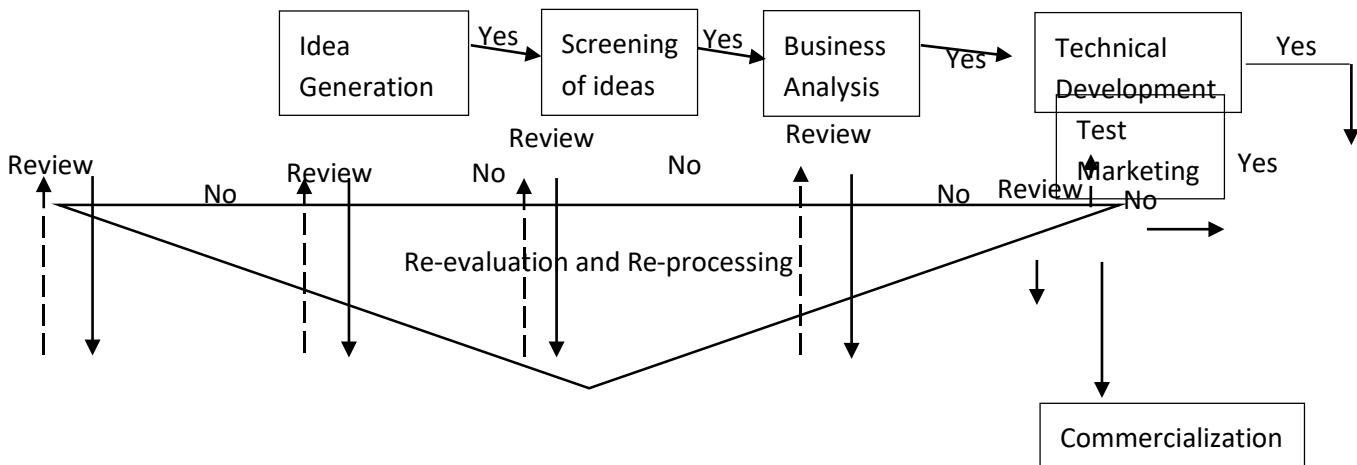
Perhaps the key criterion as to whether a given product is new is how the intended market perceives it. If buyers perceive that a given item is significantly different (from competitive goods being replaced) in some characteristics (appearance, performance etc) then it is a new product. For a product to come into existence (whether as new, modified or branded) it must bear at least an element of a firm’s corporate objective as having an influence on its product planning. Olakunori (2002) outlined the following as specific reasons why an organization need to attach much importance to the development and commercialization of new products:

- 1) New products can help to stabilize a company’s sales revenue, contribute to sales growth, even when its industry is in a depressive state.
- 2) New products can help to increase a company’s control over price as well as profit.
- 3) Diversification through the development of new products can help to reduce business risk.
- 4) New products can build up, broaden and establish a company’s image in its industry and the society.
- 5) The offer of new products increases consumer’s selectivity, satisfaction and quality of life.

The New Product Development Stages

The process of development and commercialization of a new product can be divided into a series of stages. Cooper & Kleinschmidt (1993); Cooper (1994) regarded this process as a stage-gate processes. They defined it as a conceptual and operational model for moving a new product project from idea through to launch. It is a blueprint or roadmap for managing the new product process to improve effectiveness and efficiency. Operationally the scheme breaks the innovation process into a predetermined set of stages, with each one consisting of a set of prescribed cross, functional and parallel activities. At each stage different activities are carried out and management has to decide whether to continue with the development of the product or abandon it. The stages are illustrated in the diagramme below:

Figure 1. New Product Development Stages (Olakunori, 2002)



The stages are where the action occurs. The players on the product team undertake key tasks to gather information needed to advance the product to the next decision stage.

Ideas are eggs from which successful products are hatched. The generation of ideas can come from within (such as from the research and development department, salesmen, managers or even clerks) or outside the organization (such as from customers, distributors, independent innovators, or research institutes). Screening of ideas involves the evaluation of ideas in order to reduce them to a manageable proportion for further study or process. In the business analysis stage, ideas that survive the screening stage are expanded into concrete business proposals that can generate revenue and the selection of the most attractive ones among them for development into actual products. The screening exercise involve the evaluation of the feasibility (i.e. possibility) and viability (profitability) of the product. The ideas that survive in this stage are converted into physical products through technical development. This is done by first changing them into product concepts. After the ideas have been developed into product prototypes and pilot models of different designated specifications are manufactured and subjected to laboratory tests and other technical evaluations, in order to determine how well they would withstand rough or tough usage (Olakunori, 2002).

Test marketing essentially involves the commercial testing of a new product in a limited geographical area so as to see how customers would react to its performance in usage, price, promotion, and distribution. Commercialization is the stage of the planning and implementation of full scale production and marketing programmes for a new product. Once the product is born and introduced to the market, the company ceases to be in full control of its fate (Olakunori, 2002).

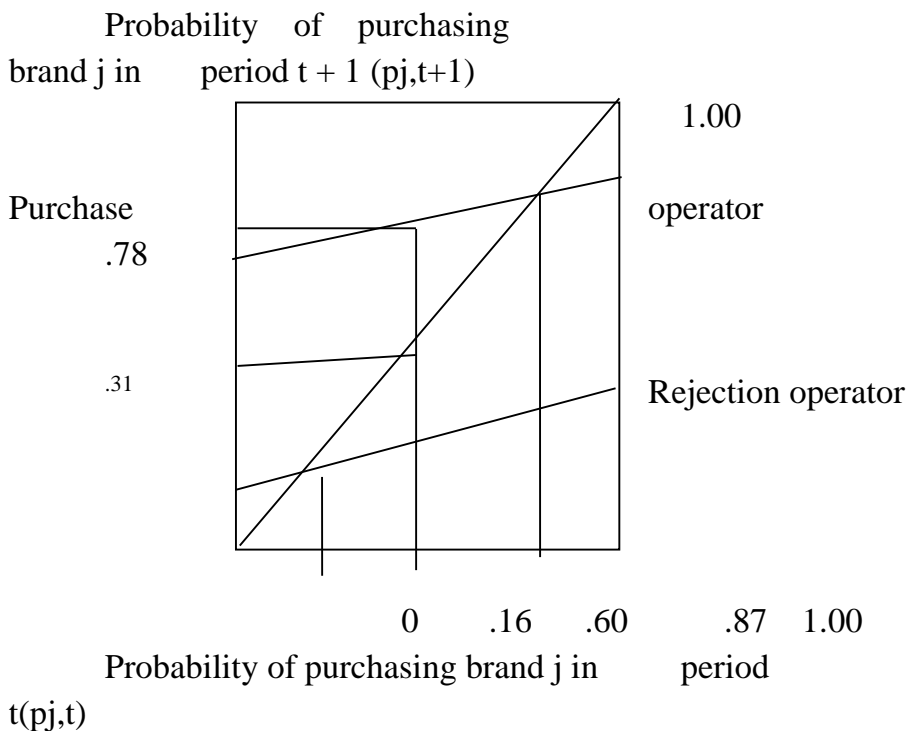
Nevertheless, the first three stages of the product development process are less critical than the last three. This is because the company's financial commitment to the product mounts increasingly after the first three stages. This makes failure very risky. Because of this, more adequate care is needed in the last three stages in order to ensure that a bad or untimely product idea is not pushed forward when this could be avoided. The fact that an idea is dropped today does not mean it can never succeed. It may be found very useful after review and reprocessing in the future, most especially when favourable changes have occurred in the firms operating marketing environment (Olakunori, 2002).

Post Purchase and Brand Experience

In consideration of how consumers form their expectations or adopt processes for product acceptance, modern marketers will make claims for a product to be congruent with its quality so that buyer experiences satisfaction. Some sellers will even underestimate performance level so that consumers will experience higher than expected satisfaction with the product.

Sequel to brand experience and reinforcement effect, we see that brand experience has an important effect on subsequent brand preference. If the purchased brand fails to deliver the expected satisfaction to the buyer, the buyer will revise downward his or her attitude toward the brand and may even eliminate it from his or her evoked set. On the other hand, a satisfying experience will tend to strengthen the buyer’s brand preference.

The reinforcement effect of past brand choice on subsequent brand preference has been described in brand preference has been described in brand learning model developed by Kuehn This model postulate the existence of a pair of learning operators that explicitly alter current brand purchase probabilities on the basis of the last brand choice. The basis device is illustrated in the figure III as shown below:



Source: Kuehn p.391. The cumulative learning model.

The horizontal axis represent the probability of choosing brand j in period t , and the vertical axis represents the probability of choosing brand j in period $t + 1$. The figure contains a positively sloped 45-degree line as a norm. The figure also contain a positively sloped line called purchase and rejection operators. These operators show how the probability of purchasing brand j is modified from period t to period $t + 1$ depending on whether or not brand j was just purchased.

For example, suppose the probability of a person's purchasing brand j this period is .60. Suppose it is actually what he or she buys. The probability that the person will buy brands again, assuming that he or she is satisfied is found by running a dotted line up from the horizontal axis at .60 to the purchase operator line because brand j was purchased, and going across the vertical axis and reading the new probability, in this illustration, the new probability is .78. If the buyer had not purchases j , the dotted line from .60 would have been run up only to the rejection operator and read on the vertical axis. The probability of that person's buying next time would have fallen from .60 to .31. If the consumers continue buying brand j , the probability of buying brands j approaches .87 in the limit. This upper limit, given by the intersection of the purchase operator and the 45degree line, represents a phenomenon known as incomplete habit formation.

No matter how much brand j is bought, some probability still remains that the consumer may buy another brand. On the other hand, if the consumer does not buy brand j for a long time, the probability of his buying this brand falls continuously but never to zero. This is the phenomenon of incomplete habit extinction.

Theoretical Framework

The Expectancy Theory

The understanding of consumer acceptance of new product is based on the Expectancy Theory. The assumption of the theory is that every consumer has expectations as to some benefits and value he will receive from the consumption of a particular product or brand (Okonkwo, 2008; Kotler & Armstrong, 2008). The theory maintains that consumer's believe that a product possess certain desired attributes and this leads to formation of expectation on the product by consumers prior to its purchase. However, a product's actual performance is

usually confirmed by its post purchase usage, which enables a consumer to compare actual performance with the expectation prior to purchase. Disconfirmation occurs when performance is evaluated to be more than or worse than expected. If the product performs beyond the prior purchase expectation, positive disconfirmation occurs thereby resulting in consumer satisfaction, strengthening of consumer benefits, attitudes and hence future purchase intentions. However, if the consumer's evaluation of the product's actual performance is below the expectation prior to its purchase, negative disconfirmation occurs, thereby weakening the disposition of the consumer towards the product which leads to the consumer's possible search for alternative product or brand. Finally, if the product's actual performance when used by the consumer is equal to the prior purchase expectation, simple disconfirmation is said to have occurred (Hoyer and Macinnis, 1997; Okonkwo, 2008; Kotler & Armstrong, 2006).

Post Purchase Feelings theories

Philip Kotler (1980) described the post purchase feelings as the "After buying and trying the product experience". The author opines that the consumer will experience some level of satisfaction or dissatisfaction. If asked, she or he may report being very satisfied, somewhat satisfied, or very dissatisfied. The major theory show that a consumer's satisfaction is a function of her or his expectation (E) and the product perceived performance (P), that is $S = f(E,P)$. If the product matches up to expectation, the consumer is satisfied; if it exceeds them, she or he is highly satisfied. If it falls short, the consumer is dissatisfied.

Consumers form their expectation on the basis of messages and claims sent out by the seller and other communication sources. If the seller moves exaggerated claims for the product, the consumer experiences disconfirmed expectations which lead to dissatisfaction. The amount of dissatisfaction depends on the size of the difference between expectation and performance. Different psychological theories has been advanced suggesting that consumers may either magnify or diminish the importance of the difference between expectations and performance.

The contrast theory says that the amount of dissatisfaction will be larger than the performance gap. Cognitive dissonance theory says that the amount of dissatisfaction will be less because the consumer will try to reduce the dissonance by in putting higher performance.

STUDY DESIGN

The study adopted the field studies research design, which invariably combines variants of both exploratory and explanatory designs. This is necessary in order to enhance exploration and generation of data. The Delphi technique, a variant of the panel design was particularly used to effect participation and product testing by test –takers (respondents) in order to effect a comparative analyses to generate primary data for testing hypothesis. Consumer preferences and acceptance of a new product was evaluated with an effective method of product testing (Round Robin test) in a panel of test takers. The questionnaire questions evaluated the test product on a 5-point scale and the t-test, multiple regression and ANOVA test statistic were adopted for analyses. The stratification sampling design was considered necessary to ensure good sample representative and increased desired statistical precision.

Method

The objective of the study design was to predict the potential performance of the product in the real market against competition. A panel research design was used by the application of Delphi technique to gather response through the questionnaire questions. Three test products labeled Q.R.S were tested blind among a sample of typical consumer respondents using the Round Robin measurement technique.

(i) Product Q is a variant of the test product (ii)

Product R is another variant of the test product

(iii)Product S is the market leader.

(iv)All product QRS are flour coated peanuts

Samples of experts (200 respondents) were recruited from a test group made up of users of the product. i.e. peanut (flour coated peanut) and they were stratified into sub-group of a pre-set quota. The panel test taking demonstration was operationally carried out with the Delphi technique. The test takers assessment exercise was done in five batches of forty (40) respondents each per week. The technique was found necessary in order to impact or generate informational bearing influences and post purchase or decision feelings. While the Round Robin technique was used to impact pair comparison and generate data groups. The assessment exercise was carried out within Owerri, Imo-State and Onisha in Anambra-State among different categories of peanuts users. The

stratification sampling design was also considered necessary for the following reason:

- (i) To ensure matching between products. This is a necessary condition particularly for paired comparison tests.
- (ii) To ensure sample representativeness of the of the universe
- (iii) To increase the desired statistical precision
- (iv) Sample matching ensures that the test affects all products equally. In the selection of our respondents, efforts were made to ensure that they represented users of the product field with sample sub-group representing users of major peanut brands. The respondents sample size was kept reasonably low at 200 respondents.

Respondent Characteristics

Table 1 characteristics Age

CHARACTERISTICS	FREQUENCY		PERCENTAGE
	TOTAL		%
AGE			
16 - 25	60		30
26 - 35	42		21
36 - 45	40		20
46 - 55	38		19
56 - ABOVE	20	200	10
GENDER			
MALE	103		51.5
FEMALE	97	200	48.5
EDUCATIONAL LEVEL			
10 YEAR EDUCATION	59		29.5
14 YEAR EDUCATION	88		44.0
16 YEAR EDUCATION	52		26.0
MORE	1	200	0.5

Source: Field survey 2019.

Analyses:

The study questionnaire was personally administered on 220 respondents with the assistance of 2 co-authors to ensure statistical precision without bias. Out of the entire lot of questionnaire, that was administered, 200 questionnaires were returned and properly filled, t-test, multiple regression and ANOVA were statistical tools adopted to evaluate mean difference and influences.

Test Design

Three products Q,R,S were used for the test and arranged in a 3×3 factorial design. The assessment by the use of Round Robin technique were based on overall preferences, while simple responses from respondent in answer to factors bearing on consumer acceptance of products was on specific attributes preferences. The factorial arrangement of the design ensured adequate interactions among the attributes of the test products.

Collection instrument

Product testing questionnaire of short and highly structured format was used.

The questionnaire sought to know the following from the respondents.

- (i) Their likes of the test products
- (ii) Their dislikes of the test products
- (iii) An overall evaluations of the test products on a 5-point scale
- (iv) Purchase intentions on a 5-point “I would buy” scale
- (v) Rating for the best product on a range of attributes from “sensory” to “physical” attributes using 5 point on agree/disagree scale.
- (vi) Other questions that were found necessary also. Of all these question types used in the study questionnaire, questions on viability and commerciability have been adjudged to measure an overall evaluation of the test products on a 5 point scale. (RBL: basic research reports R 147, 1974 in Achama 2015). This include:
 - (i)The questions that measured preferences
 - (ii)The questions that measure purchase intentions.
 - (iii) The questions that measures the influence of the previous brand attributes' experience of the market leader product
- (a) Taking everything into consideration, which of these products you tested did you prefer.
 - (i) I notice no difference among them

- (ii) I prefer the product 1 tested first
- (iii) I prefer the product 1 tested second
- (iv) I prefer the product 1 tested third
- (v) I noticed a difference but no difference

Which of these product best described how likely you would be to buy the product you have tested irrespective of the performance attributes of the previous brand experience of a similar brand

(b) Previous brand experience of a product brand attributes has:

- (i) Very strong influence over my choice decision on new product brand
- (ii) Strong influence over my choice decision on new product brand
- (iii) Somehow influence over my choice decision on new product brand (iv) Has somehow influence but no difference over my choice decision on new product brand
- (v) Has no difference at all over my choice decision on new product brand

Objectives I

Evaluates the process adopted by consumers in their process of product preference and acceptance.

To affect this, the authors have found consumers to apply various evaluation procedures to make a choice among multi-attribute objects.

Expectancy-value model, as an alternative procedure has been used by William I. Wilke and Edgar A. 1973 to evaluate forms of consumer attributes towards three alternative brands based on the importance of weights, the respondents assigned to the brand attributes times(x) their brand belief. The expectancy value model is determined by

$$\text{Expectancy Value model} = A_{jk} = \sum_{i=1}^n W_{ik} B_{ijk}$$

Where:

A_{jk} = consumer K's attitude score for Brand j

W_{ik} = the importance weight assigned by consumer K to attribute i

B_{ijk} = consumer K's belief as to the amount of attribute i offered by brand j

n = the number of attributes important in the selection of a given brand.

By application of the Expectancy – value model as originated by William I. et al (1973), two attributes are considered to be more important in the selection of the peanut products. These include sensory effects and long term affects reflected in satisfaction and indicated in smooth taste effect after use, quality and reliability after use. Other three attributes is considered to have a zero weight. Furthermore, the formula stipulates that one factor variable is three times as important as the other among the two most important variables. In this study the long term effect i.e. (the overall expectancy value indicated in smooth taste effect after use, quality and reliability, is considered to be (3x) more important than the sensory effect).

The attributes towards the (3) three products QRS as table 2 was predicted as a “Buyer Product Brand belief” i.e (preference indication).

Table 1 (Buyer Product brand belief about alternative product test).

Product Class Attributes

S	PEAN	COAGULA	INFORMA	EXPECTANCY	SENS
/	U	TIVE	T	VALUE/RELIA	O
N	TS	STRENGH	ION	B	RY
	PRICE	T	BEARING	ILITY	EFFE
		OF	INFLUENC		C
		POWDER	E		T
PASTE					
1	S N298	20	25	1000	1000
2	Q N299	14	20	800	1000
3	R N300	16	23	600	800

A score of 1,000 represent the highest rating

Note: The cell numbers describe the brand beliefs. The first three attributes are perceived in terms of real numbers (although this perception may not be accurate). The last two attributes reflect the subjective ratings on a scale of 1-5.

The question, here is which of the product QRS is preferred. Answer to this question would depend upon the respondent's utility function for the various attributes. Viewed from the background knowledge of the buyers brand belief in the tabled above, the result shows an impression that the respondents prefer (i)The "long term effect expressed in expectancy – value of (satisfaction) through smooth taste effect after use/quality and reliability and (ii) sensory effect attributes expressed in colour, taste, smell and texture. The utility function can be further specified as to its actual shape, but the authors assumes linearity. The attitude of the respondents towards the three products was predicted by the analyses as.

$$\begin{array}{rclclcl} A1 & = & 3(1000) & + & 1(1000) & = & 4,000 \\ A2 & = & 3(1000) & + & 1(1000) & = & 3,400 \\ A3 & = & 3(600) & + & 1(800) & = & 2,600 \end{array}$$

Analysis

Note that, the peanut products $A_1(S)$ and $A_2(Q)$ differ greatly in their attributes, they emerged with a high level of overall attractiveness. The test result show that the product Q's potential performance attributes are closer to product S's performance than product R. Product S is an identified market leader. The above expectancy model implies that incoming information help the consumer clarify and evaluate the alternative products.

First, the consumer process incoming information to arrive at product judgment in a cognitively oriented fashion. That is, the consumers form their product judgment largely on a conscious and rational basis. Consumers see products as a multi-attribute objects. A particular product is perceived in terms of attributes of normal interest to buyers in some familiar product classes-(sensory effect and or long term effects). While attributes of normal interest may be familiar with buyers generally, individual consumers will vary as to which they consider relevant.

Second, the individual consumer is likely to attach difference weights to relevant attributes. Here the consumer is faced with attribute of importance and attribute of salience. Salience attribute are those that come to consumers mind when asked about the attributes that will influence his choice decision, while important attributes which is non-salient are those attributes the consumer has forgotten but whose importance would be recognized when they are mentioned. Third, at this juncture the consumer is likely to develop a set of brand beliefs.

These are beliefs about where each brand stand on each attribute. The set of beliefs held about a particular brand is known as the brand image. It is important here to know that the consumers belief or perception may be at variance with the true attributes due to the consumer particular experience and the effect of selective perception, selective distortion and selective retention

Fourthly, the consumer is assumed to have a utility function for each attribute. The utility function describes how the consumer expects product satisfaction to vary with alternative levels of each attribute. Consumer satisfaction from a product may increase linearly starting with taste to a more buyer higher attribute of reliability. If we combine these levels of attributes to the highest attribute, they make up the consumers ideal product for selection. This selection is most likely to form the consumers intention to obtain or purchase that product if it were available and affordable in the market.

Fifth, the consumer arrives at an altitude that is (judgment and preference) toward the brand alternatives through his expectancy model procedure or any other alternative procedure. Starting with an evoked set created in his mind, the consumer compare products using the expectancy model as the authors used in this study to emerge with an order of preference.

Objective II:

Is designed to evaluate the effect of brand experience (post purchase experience) and consumer “intention to purchase attitude” towards acceptance of new product in the market.

Test of hypothesis 1

Brand experience (post purchase experience) attributes does not have any significance on consumer “intention to purchase attitude” towards acceptance of new products in the market.

Table 2

Model	Sum of square	Df	Mean	F.	Sig.
Regression	12.251	3			
Residual	40.062	45	3.813	4.178	0.0013
Total	51.313	47	0.985		

Discussion

The decision here is to reject the null hypothesis (Ho) and accept the alternative hypothesis (Hi). This is premised on the fact that the calculated f value of 4.178 is significant at 0.05 significant levels. It means therefore that the brand experience and in fact post purchase experience variables contribute significantly to influence consumer’s intention to purchase attitude towards acceptance of new products in the market.

As a result of these findings, a regression model was developed to measure the degree at which some product performance attributes influences consumer “intention to purchase attitude” towards acceptance of new products.

Model

If $y = B_0 + B_1X_1 + B_2 X_2 + B_3 X_3 \dots\dots\dots\xi$

Then $y = (2.997) + 0.10 X_1 + 0.145 X_2 + 0.315 X_3 - 0.151 X_4 \dots\dots\dots\xi$

4..... ξ

Where y = the degree at which product performance attributes and post purchase variables influence consumer intention to purchase attitude. This is given below as:

- X₁ = Particular brand experience/Selective retention
- X₂ = Expected satisfaction (post purchase feelings)
- X₃ = Selective perception/Selective distortion
Others Cognitive dissonance experiences

Here cognitive dissonance means that, there is a lack of harmony in buyers various cognition about purchased products and the forgone alternatives. According to Festniger in Kotler (1980), the magnitude of post decision dissonance is an increasing function of the general importance of the decision and of the relative attractiveness of the un-chosen alternatives.

X₄ = Post purchase feelings

Post purchase feelings are the experience that consumers will feel in terms of level of satisfaction or dissatisfaction. What determines the level of post purchase satisfaction is described by the major theories which holds that a consumer’s satisfaction is a function of his or her expectation (E) and the product’s perceived performance (P), that is $S = f(E,P)$. If the product matches

up to expectations, the consumer is satisfied, if it exceeds them, she or he is highly satisfied. If it falls short, the consumer is dissatisfied.

Similarly, the consumer belief or perception may be at variance with true attributes due to the consumer particular experience and the effect of selective perception, selective distortion and selective retention

Conclusion and Recommendation

Consumers form their expectations on the basis of messages and claims sent out by the seller and other communication sources. Every product has measurable performance parameters which consist of those intrinsic attributes of the products that are capable of increasing satisfaction and subsequently, utility to the consumer.

- 1) The test results show that the test Q's potential performance attributes are closer to product S's, the identified market leader. Therefore, if test product Q is positioned against this leader, product S, it is likely to effectively compete against it. In other words, test product Q is as good as product S.
- 2) Product performance variables are responsible for brand preference of consumers. These include the sensory and long term effect. Consumer evaluations of these factors lead to an intention to purchase one of the objects. At this juncture, three additional factor variable must be considered to effect consumer intention to purchase attitude towards acceptance of new product.

In consideration of our findings consumer belief or perception are at most times at variance with the true product attributes due to the consumer particular experience and the effect of selective perception, selective distortion and selective retention.

The study revealed that what determined purchase preference and intention to buy is a function of his or her expectation (E) and perceived performance (P) which is equated in $S = f(E,P)$. If the product matches up to expectations, the consumer is satisfied, if it exceeds them, he or she is highly satisfied, if it falls short, the consumer is dissatisfied.

- 3) The result of the study also showed that previous brand experienced or post purchase, attribute have significant importance and influence on subsequent brand performance due to the effect of cognitive dissonance, that is lack of harmony in buyers various cognition about purchased product and forgone product alternative.

- 4) The study recommends that consumer preference and acceptance of new products should always be subjected to comparing the new brands products performance variable against similarly parameters of the market leader.

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