



## The Impact of Marketing Knowledge and Information on Consumer Buying Behaviour (A Case Study of Hong Metropolitan Market)

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### Abstract

*This Study was carried out specially to study the impact of marketing knowledge and information on consumers buying behaviour with special reference to consumers in Hong metropolitan market. In carrying out this research, a questionnaire was designed with questions to know the impact of marketing information on consumers buying behaviour and also to know the consumers purchasing behaviour after a given period as a result of their exposure to advertisement. The finding of the study shows that most consumers behave so illogical to promotional tools. So they need to be guided in their purchasing decisions. It was recommended at the end of the study that marketers should increase the level of their marketing strategies and awareness to consumers, telling them of the existence, performance and benefits of the products.*

**Keywords:** Consumer, Consumer Behaviour, Market Information, Knowledge, Advertisement.

### Introduction

Marketing being a business philosophy, the main concern is consumers' orientation. The interest and behavior of consumers must be a concern to marketers in their planning efforts as they will know much about how consumer makes choice on goods, services and factors that affect his choice (Dinu & Dinu, 2012). Consumer engagements tend to be changing persistently in a specific way and circumstances to the extent that explanation about these behaviors is very clear analytically (Najam'ul Zia, 2016).

Information is a communication derived from the Latin word, commune, meaning commons. Thus, when passing information, you are trying to establish commonness with someone through the use of verbal or non-verbal symbols. In the same vein Marketing information or promotion is a component of the marketing mix variable of product, price and place. The entire variables needed to be planned and controlled, if profits are to be maximized and consumers' satisfaction retained as envisaged by the marketing concept. On the other hand, when the consumer has no prior experience, he or she may have to engage in a search for information (Schiffman and Kanuk, 2007 in Getrude M., 2015). Therefore, it is in the light of the above statement that, this

study will enable us to investigate the impact of marketing information (promotion) on the buying behaviour of the consumers.

According to Kotler (2011). Marketing is not the art of finding clever ways to dispose of what you make. Rather, it is the art of creating value. Similarly, Silk (2006; in Monica, R., 2011), stressed that Marketing is the process which a firm creates value and in turn value is created by meeting customer needs. It is the creation of exchange for satisfying both the individual and organizational objectives in a given social situation. Marketing is a term that is used in everyday parlance, but its technical definition tends to vary according to whether it is treated as an independent discipline or as a managerial process (Kimmel, 2018).

Consumer behaviour has been defined as “the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs or desires” (Solomon et al., 2016). In other words, consumer behaviour involves the thoughts and feelings people experience and the actions they perform in consumption processes. However, Kahr et al (2016) recognized that consumer behaviour can be influenced also by positive brand knowledge as well as by negative experiences that result in damage to a brand.

### **Statement of the Problem**

The sudden increase in the number of information dissemination process through media namely television, radio, newspaper, magazines and journals means that consumers are exposed to a lot of marketing knowledge and information. Consumers in Hong metropolitan market is daily exposed to advertisements of products and services that they often hardly remember. It is apparent that the advertisements consumers see on the screen or on page of newspapers will certainly affect their buying decisions. Therefore, this study intended to examine to what extent and in what ways consumers are affected by marketing information.

### **Justification of the Study**

A successful market begins with an understanding of how and why consumers behave as they do. This is because a man is a complex being whose behaviour is often apparently illogical to affect him. Therefore, it requires good marketing strategies, knowledge and information, hence, marketers will not promote tools simply to inform or educate but to encourage buyers to accept and adopt goods and services, in order to produce ideas. Furthermore, through relevant

information awareness can be created which will stimulates the interest of consumers on the product or brand. The primary significant of information is to persuade people and finally sell the product to them. Secondly, the importance of this study is to enable the marketers to know the large financial investment (expenditure) made in promotional activities for consumer retention and satisfaction.

### **Research Objectives**

1. To examine whether consumers are really affected by the commercials they read, hear or see.
2. To ascertain how often these commercials are translated into actual purchase.
3. To understand whether the exposure of consumers reinforce their purchasing decision.

### **Research Questions**

- i. Are the consumers affected by the commercials they read, hear or see?
- ii. How often these commercials are translated into actual purchase?
- iii. Does the exposure of consumers to commercials reinforce their purchasing decision?

### **Scope and Limitation of the Study**

This study examines the impact of market information on consumer buying behaviour in Hong metropolitan market. In doing so, the effects of promotion tolls on some selected consumers are considered. However,, as peculiar with this study, constraints such as non-response and errors were encountered during the course of data collection. Constraints of lack of time and finance were also encountered.

### **Definition of Terms**

□ **Market:** A market is a point of contact place or any means of communication whereby sellers and buyers can communicate with one another, to exchange goods and services at prices determined by the market forces.

- **Marketing:** Is a process of convening, pricing, promotion and distribution of ideas, goods and services. It is the creation of exchange for satisfying both the individual and the organizational objective in a given social situation.
- **Market Information:** Is a structured interacting complex set of persons, machines and procedures designed to generate and orderly continuous flow of pertinent information collected from intra and extra source to use as a basis for decision making in specified responsibility areas of marketing management.
- **Consumer:** This is a situation whereby individual buys the product with the sole aim of consumption or consumer is an individual or firm who uses commodity or services.
- **Consumer behaviour:** Is the branch of marketing that studies how individual makes buying decisions and satisfy their need with goods and services.
- **Commercial:** Otherwise known as advertisement usually made expose products to consumers using both electronic and paper media.

## **Literature Review**

Chahat, C. & Sachin, G. (2020) defined consumer as any individual who purchases products or services for his/her personal use and not for manufacturing or resale is called a consumer. A consumer is the one who decides whether or not to buy an item at the store or someone who is influenced by advertisement and marketing. Consumption on the other hand according to Ande (2008) can be defined as the total quantity of goods and services purchased and used by the consumers during a specified period of time. It is also described as expenditure on goods/services and expression of total consumer demand at a given period of times.

In a similar vein, Zikmund, G.S., (2000) stressed that Information is the body of facts and / or events in a convenient decision-making format within a context that defines the relationships between the data. Similarly, he stressed that in using numeric notation, information is = Data + meaning and it becomes knowledge when it is internalized and fully used.

In this case marketing information is the central forces of promotional mix which consists of advertising personal selling, sales promotion, public relation, publicity etc. all these elements can be used to:

- a. Inform prospective buyers about the benefits of the product.

- b. Persuade them to buy it
- c. Remind them about the benefits they enjoy by using the product.

Thus, marketing information are elements that constitutes promotional mix, which is vital in order to know the term promotion.

### **Promotional Objectives on Consumer Behavior**

According to Abdul-Kadir S. and Nwaji O. (2000), the basic objective of promotion is to inform, persuade and remind target customers about the company's marketing mix and the company itself. Agreeing on these defining promotion objectives is criticized if the firm's promotion is to be effective because the right brand depends on what to be accompanied.

Therefore, to accomplish the promotional objectives, the marketers must take decision on five key areas or ways. These are:

1. The Target: Who is or are the targets? Management must determine the particular group of individuals that should comprise the intended audience or target market.
2. The Desire Behaviour: What is the desired behaviour? The management must identify the behaviour that promotion is intended to effect or create. It may either create awareness of product or brand development or change of attitude or intention to buy.
3. The Message: The appropriate message for the market should target the audience. He must decide on what should be logically and also it would be symbolically.
4. The Media: What media should be used? The media that will effectively deliver the message should use person to person communication.
5. Source Attribute: A lot of importance is attached to source attribute that accompany the message. The degree to which message influence its audience to some extents, depends on the source from which it is received.

### **Factors affecting Consumer Buying Habits**

Afabunor S. (1997) mentioned that understanding the consumer is often an elusive endeavour but markets has been trying especially to know those majors which affects consumer buying behaviour or habits. Consumer behaviours are complex. Some people mostly buy one single brand, pack, size variety or whatever while others switch around a great deal.

It is clear from this brief review that there are many different buying situation and decisions which the buyer has to make.

According to Sony V. & Mansi A., (2021), consumers' buying habit and decision presently is highly influenced by some factors especially social media and networking. In their findings they stressed that consumers are more attracted towards the content that shows discounts, promotions and influencers because it keeps that ability to change customers' mind-set and their perception. They further elaborated that consumers, Influenced by Social media are tending to spend 4 times more than their normal purchase and the attraction towards the products is so high.

Earlier, Olujobi A. (2001) has demonstrated that, the major impact on buying behaviour, consumer purchasing behaviour is affected by a number of factors and these factors can be broadly classified into internal and external factors.

### **Internal Effects**

There are factors operating within the individual and largely determine his purchase behaviour, those factors are:

- i. Motive ii. Perception iii. Learning iv. Attitudes v. Personality

### **External Impacts**

Marketers rely heavily on promotional activities that have sole purpose of information with consumers. They are as follows:

- i. Advertising ii. Sales promotion iii. Publicity iv. Public relation v. Personal selling

### **Research Methodology**

Research design is identifying and describing the respondents used for the collection of data for the study. It has been severally defined depending on application, it has been considered as a systematic and objective for new knowledge of the subject of study and for application of knowledge, the solution of research problems (Creswell, J., 2009; 2015). Similarly, it entails the specification proceeding for collecting and analysing the data necessary to solve the problems at hand. In a nutshell, research methodology is the skeleton of research project. Therefore, in this

study, quantitative survey method was used in collecting and analysing the data obtained from the targeted respondents.

### **Population of the Study**

Population can be defined as the total number of items or group of people. It can equally

### **Instrument for Data Collection**

be noted as a group of able either male or female, young and old individuals living in a community, state or nation. Therefore, the population of this study includes the various kinds of consumers in Hong metropolitan market.

### **Sampling Technique**

In order to achieve the objective of this study, the researchers used a simple random sampling procedure where every respondent is given equal chance to participate within population. After every three consumers in the market, one is chosen as a respondent. Data was obtained through an instrument questionnaire given to participants to present their experiences.

The instrument used for data collection in this study work involves a deliberate and planned effort questionnaire. Questionnaire was one of the most widely used instruments in getting information from individuals about the objectives and within the social and physical environment. Total number of sixty (60) questionnaires was distributed among the respondents and fifty (50) questionnaires were successfully returned filled amounting to 83% rate of return.

The questions are close ended in nature which gives the respondents alternative to choose from the questions that elicits response by ticking the appropriate answers.

### **Validity of the Instrument**

The instrument was overseen and administered by the researchers themselves so as to ascertain the validity and uphold the accuracy, consistency and privacy of the responses obtained by the participant of the study.

Thus, in collecting the questionnaires distributed, the researchers used them for analysing the data in the answering the main research questions as  $X = 100N$

Where  $X$  = stands for number of respondents

N = stands for number of questionnaire distributed and  
100 = stands for the percentage used.

## Data Presentation

Data presentation and analysis is effort to ensure that the quantity and quality of the research work is much enhanced. Consumers in Hong metropolitan market are the focus of this study and it is believed that they serve a good sample, since they represent the cautious consumers of different products.

### Demographic Data

**Table 1:** Gender distribution of the respondents

Variables	Respondents	Percentage (%)
Female	30	60
Male	20	40
Total	50	100

The table 1 above shows that majority of the respondents are female.

**Table 2:** Age Distribution of the respondents

Variables	Respondents	Percentage (%)
18-25 Years	25	50%
26-35 Years	10	20%
36-45 Years	10	20%
46-55 Years	5	10%
Total	50	100%

The above table shows that the majority of the age that responded to the questionnaire was within the age range of 18-25 years that represent 50%.

**Table 3:** Occupation of the respondent

Variables	Respondents	Percentage (%)
Civil Servant	10	20%
Businessman/Woman	10	20%
Students	30	60%
Total	50	100%

The table 3 above displays that 20% of respondents are civil servants and 20% are also business women, while 60% are student. This shows majority of the respondents are students.

**QUEST 1:** Are the consumers affected by the commercials or advertisements they read, see or hear?

**Table 4:** are you affected by the adverts you read, see or hear in radio, television and newspapers?

Variables	Respondents	Percentage (%)
Agree	35	70%
Disagree	15	30
Total	50	100%

**Table 5:** Which of the media has a greater effect on your purchasing decisions?

Variables	Respondents	Percentage (%)
Newspaper	20	40%
Radio	5	10%
Television	25	50%
Total	50	100%

**Table 6:** Does advertisement in such media make you to buy goods?

Variables	Respondents	Percentage (%)
Agree	35	70%
Disagree	15	30%
Total	50	100%

The table 4, 5 and 6 above demonstrated that 70% of the respondents are affected by advert they read, see or hear from the mass media e.g Radio, Newspapers, Television etc, similarly Television influenced the consumers' buying behaviour mostly with almost 50% among the media, while. Advertisement contributed immensely with 70% in influencing consumers to buy goods. This means that advertisement makes the respondents to buy more goods.

**QUEST 2:** How often these commercials are translated into actual purchase?

**Table 7:** Do you think your purchase decision has mainly been affected by sales promotion?

Variables	Respondents	Percentage (%)
Agree	20	40%
Disagree	30	60%
Total	50	100%

The table 7 above tells us that 40% of the respondents purchase decision was affected by sale promotion, 60% of the respondents are not affected.

**Table 8:** Which of the promotional tools has a greater effect on your purchase decision?

Variables	Respondents	Percentage (%)
Advertisement	30	60%
Sales promotion	10	20
Personal selling	10	20
Total	50	100%

From the above table 8, advertisement has greater effect on consumers compared to other promotional tools.

**QUEST 3:** Does the exposure of consumers to commercials reinforce their purchasing decision?

**Table 9:** Are the purchases reinforced after a given purchase as a result of your exposure to promotional tools?

Variables	Respondents	Percentage (%)
Agree	35	70
Disagree	15	30
Total	50	100%

Table 9 shows that 70% of the respondents are reinforced after a given purchase as a result of their exposure to promotional tools.

**Table 10:** Which of the following sales promotional incentives make you to buy?

Variables	Respondents	Percentage (%)
Free sample	24	48%
Premium	16	32
Money refund	5	10%
Coupon	5	10%
Total	50	100%

The table 10 above displays that almost half of the respondents (48%) were influenced and reinforced through the incentive of free Samples, then premium 32%. And so on. This depicts that consumers like free gift so as to test the product quality.

**Table 11:** What are the benefits derived from direct dealing with the sales person?

Variables	Respondents	Percentage (%)
Convenience	13	26%
Reduced cost	25	50%

Sales service	12	24%
Total	50	100%

The table 11 above presents that 50 % of consumers derived more benefit in dealings with the sales person in terms of reduction in the cost of goods as a result of direct interaction.

### **Research Findings and Discussion**

Looking at the analysis of the data collected this survey work, explains how the research questions were answered. It is apparent from the data above this study find that consumer behavior is regularly affected by marketing information, daily activities as participants responded in a particular question that he/she does so occasionally.

The impact of marketing information on consumer buying behavior cannot be faulted as over (70%) of the respondents affirmed that promotional tools has effect on their buying habit. Similarly, the findings of this study shows that several factors are pointed out such as media promotions, advertisement and direct cost discount play a vital role in influencing and reinforcing consumers in buying more goods which in turn boost their buying behaviour as a result of adequate marketing information that gives them more pleasure in purchasing goods frequently. This study finding was presumably interesting as a result of the followings:

Firstly, the distance between producers and consumers is more increasing in a daily basis which is interconnected by sophisticated Information and Communication Technology (ICT) devises in the contemporary world.

Secondly, as the number of potential consumers grows the need for marketing information become significant or imperative.

Thirdly, most consumers behave so illogical, therefore, they require a guide for their purchasing decision.

Finally, marketers must also know those traits possessed by the consumers that make them to buy the particular item they are attempting to sell in order to formulate their marketing information strategies and marketing policies effectively. For example, if the reason for buying is

either due to his perception or personality, then the product pricing promotion and channel of distribution must be such that they obtain their desires.

## **Summary**

Marketing information is very vital and has a direct effect on consumers buying behavior as affirmed by this study is enormous since understanding the consumer is often an elusive endeavor. Marketers use information promotions, which is one of the marketing mix variables to reach the potential and actual consumers in order to inform and gain benefit of customers' satisfaction and loyalty.

Finally, this study is concerned mostly with the formulation and successful implementation of the promotional strategies for commercial enterprises in their quest to convince consumers and affect their buying habits.

## **Conclusion**

In line with the findings, one can say that marketing work favourably towards enhancing marketing goals. Consumers expressed their satisfaction over the numerous activities of marketing information and they believed that, in their purposeful decisions. As hundred percent successes cannot be achieved always in any human endeavour, it is worthwhile not to overlook the resources of the respondents. Principles among these are the fact that some do not often buy from the sale persons which is direct dealing between the seller and the consumers. This also worth a lot and have become a yardstick for marketers to intensify their promotional tools especially on customers that are living in the rural areas that have no access to media like television etc.

## **Recommendations**

Every marketing organization need to be informed on the marketing concepts. A concept which believes in the supervision of the consumer rather than the producer, marketing information is marketing concept and hence, it is a great value for all marketers who wish to improve on their sale and profit.

Therefore, marketing is highly concern with the trade of every producer and consumers on the other hand should show their strong commitments on marketing information as a guide for purchasing decision. It is in view of this that marketing should be done specially in the followings:

1. Carry out periodic research on the influence of marketing information on consumers buying behavior
2. Consumers should rely on marketing information as a guide for purchasing decisions.
3. Marketers should also show good and strong marketing information activities in all media, especially on radio, newspapers and televisions.
4. The marketers should also change the consumer's attitude towards a product through persuasion, marketing strategy example drive Volvo for the safety of our lives, use Maclean or close up toothpaste every day to prevent tooth decay etc.
5. Marketers should also increase the level of brand knowledge awareness of consumers, telling them of the existence, performance and benefit of the product and informing them on how a product will provide an answer to their perceived problems and help to satisfy their felt needs for example use vita-foam mattress for comfort ability etc.

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