

EFFECT OF PRICE AND BRAND REPUTATION ON PURCHASE INTENTION OF ELECTRONIC GADGETS IN NORTH CENTRAL NIGERIA.

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Abstract

The Nigerian consumer market has experienced significant transformations in recent years due to economic growth, a rising middle class, and technological. However, understanding consumer purchase intentions remains complex, particularly given the widespread availability of counterfeit and substandard products, which has eroded trust in brands. This study explores the effect of price and brand reputation on the purchase intention of electronic gadgets in North Central Nigeria. A survey research design was employed, with data collected from 463 respondents using a self-administered questionnaire and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that both price and brand reputation significantly affect consumer purchase intentions in North Central Nigeria. Based on these findings, the study recommends that electronic gadget retailers adopt competitive pricing strategies, such as offering discounts, installment payments, and transparent pricing to attract consumers. Additionally, businesses should focus on enhancing their brand reputation by ensuring consistent product quality, delivering excellent customer service, and utilizing positive customer reviews and after-sales support to foster trust and loyalty, thereby driving purchase intentions in the region.

Keywords: Price, Brand Reputation, Purchase Intention, Electronic Gadgets.

INTRODUCTION

In today's rapidly evolving technological landscape, electronic gadgets have become indispensable tools in both personal and professional lives. The decision-making process involved in purchasing these devices is influenced by a multitude of factors, among which price and brand reputation stand out as particularly significant. This study aims to investigate the effect of price and brand reputation on the purchase intention of electronic gadgets among consumers in North Central Nigeria. Price, often considered the most crucial factor, directly impacts consumer affordability and perceived value (Kotler & Armstrong, 2022). Lower prices generally attract more customers, while higher prices may signal superior quality or exclusivity. However, excessive pricing can deter potential buyers, particularly in price-sensitive markets. Brand reputation, on the other hand, encompasses consumer perceptions of a brand's quality, reliability, innovation, and trustworthiness (Keller, 2013). A strong brand reputation can instill confidence in consumers, reducing perceived risk and increasing their willingness to pay a premium. Conversely, a tarnished reputation can negatively impact purchase intentions, regardless of price.

In North Central Nigeria, which includes states like Benue, Niger, Plateau, Kwara, Kogi, Nasarawa, and the Federal Capital Territory Abuja, consumer behavior in the electronics market is influenced by a mix of urbanization and traditional values, compounded by economic instability, inconsistent power supply, and a predominantly price-sensitive demographic (Ogbadu, 2021). Here, consumers often prioritize affordability and durability over brand reputation or technological innovation, mainly due to financial constraints and unreliable infrastructure. The current market is dominated by low-cost, durable products, with purchasing decisions driven by word-of-mouth and minimal research. However, the desired future state envisions a more balanced approach where consumers also consider innovation, brand reputation, and technological sophistication, facilitated by improved economic conditions, better infrastructure, and increased consumer education. This shift could lead to a more competitive market, encouraging manufacturers and retailers to offer higher-quality products and services, thus driving growth and innovation in the region's electronics sector.

The effect of price and brand reputation on the purchase intentions of electronic gadgets is multifaceted, varying significantly across regions and consumer demographics. While global trends offer a broad perspective, localized studies, such as those centered on North Central Nigeria, provide deeper insights that are crucial for businesses aiming to optimize their marketing strategies. Understanding the specific preferences and needs of consumers in this region allows companies to tailor their offerings, thereby enhancing their market competitiveness. These insights are particularly valuable in developing targeted marketing approaches that resonate with local consumers' unique priorities and decision-making processes.

Price remains one of the most influential factors in consumer decision-making, especially in price-sensitive markets like North Central Nigeria. Here, consumers often prioritize affordability when selecting electronic gadgets, driven by economic uncertainties and budget constraints (Abshor et al., 2018). On the other hand, brand reputation is equally crucial, as it reflects perceived quality and reliability, which can be decisive in regions where counterfeit products are common (Bang et al., 2014). A strong brand reputation not only differentiates a company from competitors but also fosters trust and long-term loyalty among consumers. By focusing on competitive pricing strategies and building a robust brand image, businesses can better align with consumer expectations, driving higher sales and enhancing customer satisfaction in this growing market.

The Nigerian consumer market has experienced significant transformations in recent years due to economic growth, a rising middle class, and technological advancements (Elochukwu et al., 2023). However, understanding consumer purchase intentions remains complex, particularly given the widespread availability of counterfeit and substandard products, which has eroded trust in brands (Tyopine, 2019; Elochukwu et al., 2023). Concerns about product quality, safety, and authenticity have become critical in shaping purchase decisions. Additionally, rising living costs and economic uncertainties have heightened consumer price sensitivity, impacting how pricing strategies influence purchasing behavior (Ogbadu, 2021). The rapid digital transformation and surge in e-commerce have further reshaped the consumer landscape, making it essential to examine how digital platforms and consumer perceptions affect purchase intentions in the Nigerian market.

Despite these dynamics, there is a notable research gap concerning the factors that drive consumer purchase intentions for electronic gadgets in the North Central region of Nigeria. Although existing studies like those of Faith (2018), Arora et al. (2023), and Sugiharto et al. (2019) have examined the influence of price, brand reputation, and other factors on consumer purchase behavior, they are often focused on different products, sectors, or geographical regions, making their findings less applicable to electronic gadgets in this specific context. Additionally, previous research such as that by Tiffanda and Arif (2023) and Adebayo and Oyewole (2022) emphasizes brand reputation and trust but does not consider how these factors interact with the unique socio-economic and cultural characteristics of North Central Nigeria. This oversight limits marketers' and policymakers' ability to develop targeted strategies that cater to the distinct needs and preferences of consumers in this region, potentially leading to missed market opportunities. Addressing this gap, the proposed study aims to investigate the impact of consumer evaluative criteria on the purchase intentions of electronic gadgets in North Central Nigeria, thereby providing localized insights that can inform more effective marketing strategies and policy decisions, ultimately enhancing consumer satisfaction and market growth.

Based on the foregone, the following hypotheses were stated in null form to guide the study:

H01: Price has no significant effect on consumer purchase intention of electronic gadgets in North Central Nigeria.

H02: Brand reputation has no significant effect consumer purchase intention of electronic gadgets in North Central Nigeria.

Therefore, these studies will address the following objectives:

- i. To examine the effect of price on the purchase intention of electronic gadgets among consumers in North Central Nigeria.
- ii. To assess the effect of brand reputation on consumer purchase intention for electronic gadgets in North Central Nigeria.

LITERATURE REVIEW

Price

Price is a fundamental determinant in consumer decision-making, representing the monetary value that consumers are willing to pay for a product or service. Kotler and Armstrong (2006), as cited in Mbete and Tanamal (2020), define price as the amount of money exchanged to acquire products or services, reflecting the perceived value in the minds of consumers. This highlights the significant role price plays in influencing consumer behavior, as it directly impacts their willingness to purchase and their evaluation of value for money. Understanding price as a critical factor in consumer decisions is essential for businesses aiming to attract buyers by aligning their pricing strategies with consumer expectations.

Expanding on this concept, Abshor et al. (2018) argue that price is not just a fixed monetary amount but also a measure of value from the consumer's perspective. This perspective underscores the relativity of price, which varies based on consumers' reference points and perceived benefits derived from the product. For instance, consumers may perceive a higher-priced product as offering greater value if it meets their expectations for quality and utility compared to a lower-priced alternative (Amaldoss & He, 2017). This relativity makes price a dynamic and influential factor, shaped by consumer perceptions and the competitive market environment, where different pricing strategies can significantly impact purchase intentions.

Kotler and Keller (2016) further refine the definition of price, describing it as the amount charged for a product or service, which includes the total value customers exchange for the benefits received. This definition highlights that price is not solely about the cost but also the perceived benefits and satisfaction consumers derive from their purchases. Price, therefore, is a critical component of the marketing mix, affecting both market demand and profitability (Lamb et al., 2020). For this study, the working definition of price is adopted from Stewart and Gugel (2016), who describe it as the sum of money required or given in payment, reflecting the perceived value of the product. This study will explore how the perceived value of electronic gadgets influences purchase intentions, focusing on how price as a key evaluative criterion affects consumer decision-making in North Central Nigeria, where economic conditions and consumer perceptions are unique.

Brand Reputation

purchasing decisions. According to Bang et al. (2014), brand reputation is closely tied to the perceived service quality associated with a brand. This perception is essential as consumers often use brand reputation as a proxy for reliability and quality, which builds trust in the brand (Han et al., 2015). In highly competitive markets where consumers face an overwhelming array of choices, a positive brand reputation acts as a signal of dependability, helping consumers make confident purchasing decisions. Thus, a strong brand reputation not only differentiates a brand from its competitors but also contributes to establishing a loyal customer base, ultimately driving long-term success.

The impact of brand reputation extends beyond consumer perception, significantly influencing purchase intentions. Bang et al. (2014) emphasize that customers' focus on product quality is a key factor driving their willingness to buy. A well-regarded brand is often perceived as offering superior quality, which enhances consumer confidence in the product and increases their likelihood of making a purchase. This perception of reliability and value is essential for fostering brand loyalty and attracting new customers. Akdeniz et al. (2013) highlight that brand recognition, built on a solid reputation, reflects the cumulative effect of a brand's market activities over time. Such recognition not only reinforces customer loyalty but also expands the brand's market share and profitability.

Moreover, brand reputation and brand image are interconnected resources that amplify each other's effects. Bang et al. (2014) note that a brand's reputation improves when satisfied customers recommend it, signaling trustworthiness and high quality to potential buyers. Recommendations often stem from the perceived added value provided by the brand, which helps distinguish it in a crowded market. Rindell and Iglesias (2014) define brand reputation as a consumer's opinion of a brand's quality, serving as a key differentiator between companies. This reputation generates a competitive edge by fostering consumer trust and long-term loyalty (Gligorijevic & Leong, 2021). For this study, the working definition of brand reputation is adopted from Dwivedi et al. (2021), who describe it as the collective perceptions and opinions held by consumers, stakeholders, and the public regarding a brand's credibility, trustworthiness, and overall value. This definition underscores the significance of brand reputation in influencing consumer behavior and purchase decisions, particularly in the context of evaluating electronic gadgets. The study aims to explore how brand reputation impacts purchase intentions in North Central Nigeria, focusing on how these perceptions shape consumer choices in the electronics market.

Consumer Purchase Intention

Consumer purchase intentions are shaped by a complex interplay of factors that influence why and how consumers decide to buy certain products or services. According to Shanbhogue and Ranjith (2023), one significant determinant is consumer brand engagement, which refers to the depth of interaction and emotional connection a consumer has with a brand. High levels of engagement often lead to stronger purchase intentions because consumers who feel emotionally connected to a brand are more inclined to consider its products when making buying decisions. This emotional bond fosters brand loyalty, increasing the likelihood of repeat purchases. Similarly, Aziz and Ahmed (2023) point out that consumer disposition towards brands, including factors like brand loyalty and perceived brand value, plays a critical role. When consumers have positive attitudes and trust towards a brand, they are more likely to choose that brand over competitors, enhancing their purchase intentions.

Ezeoha and Okorie (2020) conceptualize consumer purchase intentions as the consumer's subjective probability of buying a specific product or service in the future, based on their assessment of various factors. This perspective underscores that purchase intentions are based on personal evaluations and perceptions, which include the perceived benefits, product attributes, and brand image. The subjective nature of this construct makes it a valuable tool for understanding and predicting consumer behavior in the marketplace.

The concept of purchase intention itself refers to a consumer's plan or desire to buy a specific product or service from a particular brand. Shahid et al. (2017) define purchase intention as the likelihood that a consumer will buy a product based on their desire and intent, influenced by their needs, preferences, and perceived value of the product. This definition emphasizes that purchase intention captures a consumer's readiness to engage in a transaction, driven by their evaluation of a brand's offerings and their personal preferences. For example, when deciding on a new smartphone, a consumer's purchase intention would be shaped by factors like desired features, brand reputation, and anticipated benefits. In the context of this study, purchase intention will be understood as outlined by Shahid et al. (2017), focusing on the consumer's motivation and readiness to make a purchase. This approach helps to understand the factors influencing consumer behavior, guiding businesses in tailoring their marketing strategies to boost purchase intentions and build brand loyalty.

Price and Consumer Purchase Intension

Adebayo and Oyewole (2022) analyzed the effect of pricing strategies, such as promotional discounts, on consumer purchase intentions for personal care products in Nigeria, showing that affordable pricing and price promotions significantly influenced buying decisions. Nwoke and Eze (2023) investigated the influence of price on consumer intentions to purchase electronics in Nigeria, emphasizing the role of competitive pricing and payment options. Furthermore, Obioma and Akintunde (2022) focused on the hospitality industry, revealing that competitive room rates and package deals were crucial in driving

consumer booking intentions. Despite these findings, all these studies were conducted in varying sectors or geographical regions, which limits their direct applicability to consumer purchase intentions for electronic gadgets in North Central Nigeria.

Pandey et al. (2021) conducted a quantitative study using Ordinary Least Squares (OLS) regression analysis to assess the impact of product quality and price on purchase decisions for Adidas products in India, Indonesia, and Malaysia. By collecting data from 100 respondents through questionnaires, the study found that both product quality and price significantly affect purchase decisions, both individually and collectively, contributing 50.1% to customers' purchase intentions. Despite these valuable insights, the study's focus on Adidas products in specific countries limits its applicability to consumer purchase behaviors concerning electronic gadgets, especially in the North Central region of Nigeria. Similarly, Ekpenyong and Okafor (2021) examined the impact of pricing strategies, including discounts and financing options, on consumer purchase intentions in the Nigerian automobile industry, finding that competitive and transparent pricing were key factors. However, the relevance of these findings to electronic gadgets in North Central Nigeria remains uncertain.

Faith (2018) explored the impact of price on consumer goods purchases and the role of an online presence in shaping informed purchasing decisions. This study aimed to understand how competitors' pricing influences product purchases, the consumer perception of value-based pricing, and the effect of online pricing on purchasing decisions. Utilizing a descriptive and historical research approach, it relied solely on secondary data sources. The findings indicated that consumers perceive value through product prices, with competitors' pricing significantly influencing purchase decisions. Additionally, the research highlighted that online pricing plays a critical role in shaping customer choices. However, given that this study was conducted in a different context, its insights may not be directly applicable to consumer purchase intentions in North Central Nigeria.

Brand Reputation and Consumer Purchase Intention

Sung-Wook and Hyun-Jung (2015) explored the influence of brand reputation and product information on consumer attitudes in mobile advertising, with a focus on whether discount information serves as a moderating factor. Utilizing a $2 \times 2 \times 2$ experimental design, the study assessed how high or low brand reputation, combined with the presence or absence of product information, affects brand and product attitudes. The findings revealed that consumers exhibit a more favorable attitude toward brands and products when brand reputation is high and product information is provided. Additionally, a statistically significant moderating effect of discount rates was observed, enhancing the impact of brand reputation on both brand and product attitudes. However, these results may not be directly applicable to consumer behaviors regarding electronic gadgets in North Central Nigeria due to different market contexts.

Arora et al. (2023) examined the impact of brand reputation and uniqueness on customer brand identification and purchase intent, incorporating brand-consumer, brand-celebrity, and consumer-celebrity personality congruences. The study utilized survey data from 712 respondents and found that brand-consumer and brand-celebrity congruences positively influenced brand reputation, while brand uniqueness was solely impacted by brand-celebrity congruence. The research also highlighted the significant moderating effect of consumer-celebrity personality congruence, suggesting that aligning these congruences can enhance consumer attitudes towards advertisements and brands. Despite its comprehensive insights into celebrity endorsement, the study's focus on different sectors and contexts limits its applicability to consumer purchase intentions for electronic gadgets in North Central Nigeria.

Sugiharto et al. (2019) analyzed the effects of delivery and brand reputation on purchase intention within the e-commerce industry, using path analysis based on responses from 100 online shoppers. The study concluded that prompt and reliable delivery significantly boosts purchase intentions, with brand reputation serving as a mediating factor. Meanwhile, Tiffanda and Arif (2023) focused on brand awareness, brand reputation, and perceived economic benefits influencing brand trust and online

purchase intentions for Skintific products through the TikTok Shop platform. Their quantitative analysis revealed that while brand trust positively affects purchase intentions, brand awareness alone does not directly influence online buying decisions. In a similar vein, Adebayo and Oyewole (2022) and Omolara and Adekoya (2022) investigated brand reputation's role in shaping consumer purchase intentions for cosmetics and home appliances, respectively, in Nigeria. Although these studies emphasize the importance of brand reputation in driving consumer behavior, their findings may not be fully transferable to the context of electronic gadgets in North Central Nigeria due to varying product categories and market conditions.

Multi-Attribute Attitude Model (MAAM)

The Multi-Attribute Attitude Model (MAAM), initially developed by Martin Fishbein in 1963 and later expanded upon by Fishbein and Icek Ajzen in their Theory of Reasoned Action (1975), is a foundational framework within consumer behavior theory. MAAM posits that consumers form attitudes toward products or services based on a combination of multiple attributes, each contributing to their overall evaluation. According to this model, a consumer's overall attitude is a function of the belief strength associated with each attribute and their evaluation of the importance of those attributes. The formula representing this process is:

$$\text{Attitude} = \sum (\text{Belief Strength}_i \times \text{Attribute Evaluation}_i)$$
 where i represents the various attributes considered (Fishbein & Ajzen, 1975). This approach highlights that consumers do not assess products in isolation but instead evaluate a range of attributes, each weighted according to its relevance to their personal needs and preferences. The insights derived from MAAM have been widely used in marketing to align product offerings with consumer expectations.

MAAM emphasizes a cognitive process in which consumers assess the desirability of each attribute and the likelihood that a product possesses these attributes. By understanding what consumers value most, marketers can better predict consumer preferences and behaviors, allowing for more targeted marketing strategies. For instance, Mitchell and Olson (1981) expanded the model to incorporate variations in attribute importance across different consumer segments and product categories, thus adding depth to the framework. They suggested that while MAAM is robust in explaining consumer evaluations, its applicability could be further enhanced by considering situational factors and individual differences in how attributes are weighted. This extension acknowledges that consumer priorities can shift based on context, thereby allowing marketers to tailor their strategies to specific segments more effectively.

However, despite its strengths, MAAM has faced critiques, particularly regarding its assumption of a purely rational decision-making process. Scholars like Simonson and Tversky (1992) have argued that the model oversimplifies consumer behavior by overlooking the impact of emotional influences and cognitive biases. These critiques suggest that while MAAM provides a structured approach to understanding consumer attitudes, it may not fully capture the complexity of real-world decision-making where emotions, heuristics, and contextual factors play significant roles. Nevertheless, MAAM remains a pivotal model in consumer behavior research, offering valuable insights that have been instrumental in developing marketing strategies and consumer-focused product designs.

Applying the Multi-Attribute Attitude Model to the context of electronic gadgets in North Central Nigeria offers a valuable perspective for understanding consumer purchase intentions in this region. Consumers here evaluate gadgets based on attributes such as price, brand reputation, features, and after-sales service. Given the region's unique socio-economic landscape, attributes like affordability, durability, and local support may weigh more heavily in their decision-making processes. For example, economic constraints may drive consumers to prioritize cost-effectiveness and reliability over advanced features. By leveraging the MAAM framework, marketers can identify which attributes are most valued by consumers in North Central Nigeria and tailor their marketing strategies accordingly. This localized understanding can enhance marketing campaigns by focusing on attributes that resonate with consumer needs in this specific market, thereby potentially increasing purchase intentions and market share.

METHODOLOGY

This study employed a survey research design, targeting all customers of electronic gadgets in the North Central region of Nigeria. Due to the lack of a specific database for this population, the sample size was determined using Cochran's (1977) formula for infinite or unspecified populations.

$$n_o = \frac{Z^2 pq}{e^2} \quad n_o = \frac{(1.96^2)(.5)(.5)}{(0.05)^2} \quad n_o = \frac{3.8416 * 0.25}{(0.0025)} = 386$$

To account for potential issues such as incomplete or incorrectly filled questionnaires, the study added a 20% buffer to the calculated sample size of 386, resulting in a total of 463 respondents, following Bujang's (2021) recommendations.

$$386 \times .20\% = 76.8$$

$$386 + 76.8 = 463$$

A purposive sampling technique was utilized, selecting participants who align with the study's objectives, specifically customers of electronic gadgets in the specified region who have prior experience with such products. The electronic gadgets used are Fridge, Fans, Smart TV, and Smart Phones. Data was collected using a self-administered, five-point Likert scale questionnaire. This questionnaire was designed based on research objectives and adapted from established works by Pandey et al. (2021), Park and Srinivasan (1994), and Chechi and Lima (2020) to suit the current study. The study questionnaire was shared based on the location populations as follows:

Table 1: Questionnaire Distribution

S/N	location	Total
1.	FCT Abuja	51
2.	Benue State	90
3.	Plateau State	70
4.	Nasarawa State	42
5.	Niger State	90
6.	Kogi State	70
7.	Kwaras State	50
8.	Total	463

Source: field Survey

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) following a two-stage approach: measurement and structural models. The measurement model assessed the reliability and validity of constructs, ensuring the robustness of the data, while the structural model explored the relationships among the constructs and tested the research hypotheses, as guided by Hair et al. (2014). Additionally, the analysis evaluated the significance of path coefficients, examined the effects of consumer evaluative criteria, and performed a sensitivity analysis to gauge the robustness of the findings. This comprehensive analytical approach ensured a thorough understanding of the factors influencing customer behavior in the electronic gadgets market in North Central Nigeria.

Table 2: Factor Loadings

	BRAND REPUTATION	CONSUMER PURCHASE INTENSION	PRICE
BRAR1	0.844		
BRAR2	0.844		
BRAR3	0.892		
BRAR4	0.869		
BRAR5	0.868		
COPI1		0.853	
COPI2		0.888	
COPI3		0.894	
COPI4		0.878	
COPI5		0.885	
PRIC1			0.832
PRIC2			0.862
PRIC3			0.854
PRIC4			0.894
PRIC5			0.868

Source: Smart PLS Output, 2024

Table 3; Reliability of the Study Scale

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND REPUTATION	0.915	0.915	0.936	0.746
CONSUMER PURCHASE INTENTION	0.927	0.928	0.945	0.774
PRICE	0.913	0.914	0.935	0.743

Source: Smart PLS Output, 2024

The study assessed internal consistency using composite reliability measures, all of which exceeded the recommended threshold of 0.70, as shown in Table 3, confirming strong consistency within the constructs. Additionally, Cronbach's alpha values also surpassed the minimum accepted criterion of 0.70, as advocated by Hair et al. (2017), further reinforcing the robustness of the study's measures' reliability. Convergent validity was evaluated through the average variance extracted (AVE), with all variables showing values higher than 0.50. This indicates that each construct accounted for at least 50% of the variance in the study items, demonstrating satisfactory convergent validity.

Table 4: Heterotrait-Monotrait Ratio (HTMT)

	BRAND REPUTATION	CONSUMER PURCHASE INTENSION	PRICE
BRAND REPUTATION			
CONSUMER PURCHASE INTENTION	0.615		
PRICE	0.527	0.728	

Source : Smart PLS Output, 2024

The table 4 presents the Heterotrait-Monotrait Ratio (HTMT) values for three variables: Brand Reputation, Consumer Purchase Intention, and Price. The HTMT is a measure used in structural

equation modeling to assess discriminant validity, where lower values indicate better discriminant validity between constructs. The HTMT values between Brand Reputation and Consumer Purchase Intention (0.615) and between Brand Reputation and Price (0.527) suggest moderate correlations between these variables. The HTMT value between Consumer Purchase Intention and Price (0.728) is relatively higher, indicating a stronger relationship between these two constructs. Generally, all HTMT values are below the threshold of 0.85, indicating acceptable discriminant validity among the constructs.

The Structural Model

In assessing the structural model, the standard assessment criteria were considered which include the path coefficient, t-values, p-values and coefficient of determination (R^2). The bootstrapping procedure was conducted using a resample 5000.

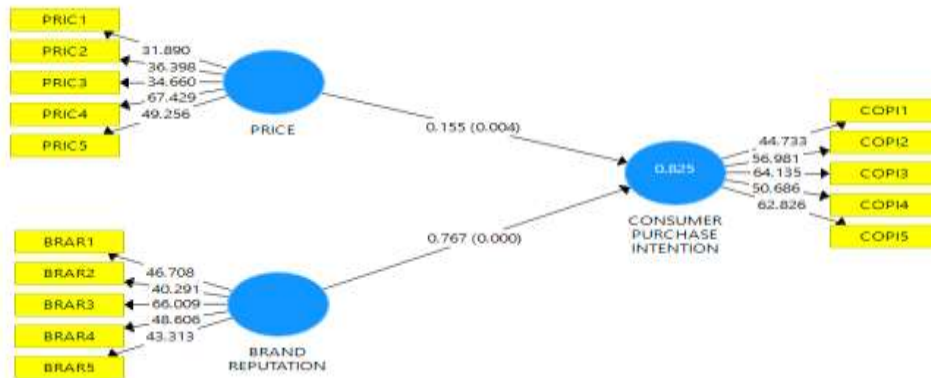


Figure 3: Path Coefficient of the regression model

Table 5: Path Coefficients

			Path coefficient Beta**	T Statistics	P Values	Decision
BRAND REPUTATION	->	CONSUMER PURCHASE INTENTION	0.767	14.630	0.000	Rejected
PRICE	->	CONSUMER PURCHASE INTENTION	0.155	2.797	0.004	Rejected

Source: Smart PLS Output, 2024

The table 5 provides the path coefficients, T statistics, and p-values for the relationships between the study variables.

Test of Hypotheses

H01: Price has no significant effect on consumer purchase intention of electronic gadgets in North Central Nigeria.

Price → Consumer Purchase Intention: The path coefficient is 0.155, with a T-statistic of 2.797 and a P-value of 0.005. This suggests a moderate but statistically significant positive effect of Price on Consumer Purchase Intention. As the P-value is also less than 0.05, Hypothesis H01, which stated that Price has no significant effect on Consumer Purchase Intention is rejected..

H02: Brand reputation has no significant effect on consumer purchase intention of electronic gadgets in North Central Nigeria.

Brand Reputation → Consumer Purchase Intention: The path coefficient is 0.767, with a T-statistic of 14.630 and a P-value of 0.000. This indicates a strong and statistically significant positive effect of Brand Reputation on Consumer Purchase Intention. Since the P-value is less than the threshold of 0.05, H02, which stated that Brand Reputation has no significant effect on Consumer Purchase Intention is rejected.

Table 6: R² and Predictive Relevance

		R ²	Q ² (=1-SSE/SSO)
Consumer Purchase Intention		0.825	0.632

Source : Smart PLS Output 2024

Table 6 presents the R² and Q² values for the construct of Consumer Purchase Intention. The R² value of 0.825 indicates that 82% of the variance in Consumer Purchase Intention is explained by the model, suggesting a high level of explanatory power. The Q² value of 0.632, calculated as 1-SSE/SSO, demonstrates predictive relevance, as it is greater than zero. This implies that the model has good predictive accuracy for Consumer Purchase Intention, confirming that the constructs of price and brand reputation are significant predictors of Consumer Purchase Intention of electronic gadgets in South West Nigeria

Discussion of Findings

The study on the effect of consumer evaluative criteria on purchase intention of electronic gadgets in North Central Nigeria revealed significant insights into how pricing and brand reputation influenced consumer decisions, aligning with various empirical studies. Regarding **price**, the findings resonate with Faith (2018), who noted the importance of pricing strategies in shaping consumer purchases, particularly in an online setting. Similarly, Nwoke and Eze (2023) emphasized the role of competitive pricing in electronics in Nigeria, aligning with the study's conclusion that price significantly impacts consumer purchase intentions. The effect of price on purchase decisions has also been highlighted by other studies such as Pandey et al. (2021), which found a significant correlation between price and purchase decisions in different markets. Adebayo and Oyewole (2022) and Ekpenyong and Okafor (2021), also found similar trends in different sectors within Nigeria. Despite these similarities, the impact of price in the electronic gadget sector in North Central Nigeria may have nuances specific to local consumer preferences, economic conditions, and availability of payment options.

Regarding brand reputation, the study corroborates the findings of several researchers, including Sung-Wook and Hyun-Jung (2015), who found that a high brand reputation enhances consumer attitudes toward the product. Similarly, Arora et al. (2023) showed that brand-consumer congruence positively influences brand reputation and purchase intention, which is consistent with the study's conclusion that brand reputation plays a significant role in shaping purchase intentions for electronic gadgets in North Central Nigeria. The findings also align with Sugiharto et al. (2019), who demonstrated that brand reputation mediates purchase intention in the e-commerce sector, suggesting that consumers in the study region are likely to perceive well-established brands as more trustworthy, leading to higher purchase intentions. However, while the importance of brand reputation is consistent across studies, the applicability to the electronic gadgets market in North Central Nigeria is shaped by regional variations in brand familiarity, availability, and consumer perceptions, which may differ from those observed in global or non-electronic product contexts. These studies reinforce the role of both price and brand reputation as critical factors driving consumer purchase decisions, with local context playing a crucial role in determining their specific influence.

CONCLUSION AND RECOMMENDATION

This study investigates the effect of consumer evaluative criteria specifically price and brand reputation on the purchase intention of electronic gadgets in North Central Nigeria. The findings reveal that both price and brand reputation significantly influence consumer purchase intentions. Price, through competitive pricing and attractive payment options, plays a pivotal role in shaping consumer decisions, especially in a region with diverse economic conditions. Additionally, brand reputation is shown to be a crucial factor in consumer choices, with well-established brands being perceived as more trustworthy, thereby enhancing purchase intent. These findings are consistent with previous studies in related sectors and geographic regions but highlight the unique influence of local economic factors, market conditions, and consumer behavior in North Central Nigeria. Given the significant effects of both variables,

electronic gadget retailers in the region should strategically manage pricing strategies and focus on building strong brand reputations to enhance consumer trust and drive purchase intentions.

Based on the study's findings, the following recommendations are made:

1. Given the significant impact of price on consumer purchase intentions, retailers in North Central Nigeria should implement competitive pricing strategies that offer value to consumers. This can include offering discounts, promotional deals, or installment payment options, which can help attract price-sensitive consumers and increase their purchase likelihood. Transparent pricing strategies will also build trust, as consumers are more likely to purchase when they perceive the price to be fair and competitive.
2. Since brand reputation significantly influences purchase intentions, businesses should prioritize building and maintaining a strong brand reputation. This can be achieved by consistently offering high-quality products, providing excellent customer service, and ensuring reliable after-sales support. Marketers should also leverage positive customer reviews and testimonials to further strengthen consumer trust and encourage purchase intentions in the electronic gadgets sector.

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APPENDIX I: QUESTIONNAIRE

Price(PRI)

Item	SA 5	A 4	N 3	D 2	SD 1
The price of the electronic gadget significantly influences my purchase intention.					
I am willing to pay a higher price for an electronic gadget if it offers better quality.					
I consider the price of an electronic gadget to be a crucial factor in my decision-making process.					
Discounts and promotions on electronic gadgets make me more likely to purchase them.					
I prefer electronic gadgets that are competitively priced compared to other brands.					

Brand Reputation(BRR)

Item	SA 5	A 4	N 3	D 2	SD 1
A strong brand reputation increases my likelihood of purchasing an electronic gadget.					
I trust electronic gadgets more if they are from well-known brands.					
Brand reputation is an important criterion when I decide to purchase an electronic gadget.					
I am more inclined to buy electronic gadgets from brands with positive reviews.					
I perceive higher value in electronic gadgets from reputable brands.					

Purchase Intention (PUI)

Item	SA 5	A 4	N 3	D 2	SD 1
I am likely to purchase an electronic gadget if it meets my criteria.					
My intention to buy an electronic gadget is influenced by how well it aligns with my needs and preferences.					
I often make purchase decisions based on a combination of price, brand, quality, and features.					
I am more likely to proceed with a purchase if an electronic gadget fulfills most of my evaluative criteria.					
My final decision to purchase an electronic gadget is strongly influenced by its overall perceived value.					

Source: Adapted from Pandey et al. (2021), Park and Srinivasan (1994), Chechi and Lima (2020).