

**EFFECTS OF NEURO-ASSOCIATIVE PROGRAMMING TOOLS ON
CONSUMER IN-STORE PURCHASE DECISION: A STUDY OF
CUSTOMERS OF NOVARE MALL, SANGO-TEDO LAGOS STATE.**

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JANUARY, 2020

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BY

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**BEING A MASTERS DISSERTATION SUBMITTED TO THE
DEPARTMENT OF BUSINESS MANAGEMENT IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
MASTERS DEGREE IN MARKETING, COLLEGE OF BUSINESS
AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA, OGUN
STATE, NIGERIA**

JANUARY, 2020

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirement for the award of M.Sc. in Marketing in the Department of Business Management, College of Business and Social Sciences, Covenant University Ota, Ogun State.

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Prof. Akan B. Williams
(Dean, School of Post Graduate Studies)

Signature and Date

DECLARATION

I hereby declare that this project was based on a study undertaken by **KUYE, PRECIOUS OLUWAYEMSI (12AD013074)** of the Department of Business Management, College of Business and Social Science, Covenant University under the supervision of Prof. Worlu R. Rowland. This work has not been previously summited elsewhere for the award of a degree. All the ideas are products of my personal research and the views of other researchers have been duly expressed and acknowledged where applicable.

KUYE, PRECIOUS OLUWAYEMISI

Signature and Date

CERTIFICATION

This is to certify that Miss **KUYE, PRECIOUS OLUWAYEMISI** with matriculation number **(12AD013074)** carried out this research work titled: Effect of Neuro-Associative Programming Tools on Consumer In-Store Purchase Decision: A Study of Selected Customers of Novare Mall, Sango-tedo Lagos State. under the supervision of Prof. Worlu, Rowland and submitted to the Department of Business Management of the College of Business and Social Sciences, Covenant University, Ota, Ogun state, Nigeria.

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DEDICATION

This research is dedicated to Almighty God, the source of my strength and for empowering me to undertake and finish this work. Also this project is dedicated to the best Mum ever, Mrs Dotun Kuye, my siblings Emmanuel and Ruby Kuye, and persons whom their names are not mentioned here.

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ABSTRACT

This research examined the Effects of Neuro-Associative Programming Tools on Consumer In-Store Purchase Decision: A Study of Customers of Novare Mall, Sango-tedo Lagos State. The study sought to find out how certain stimuli exposed to our sense organs can influence planned or impulse purchase decision right there in the store because these decision affect the sales and profit of the store. These stimuli includes touch stimuli, sight stimuli, sound stimuli and scent stimuli which were identified as neuro-associative programming tools, however, the research area used is Novare mall a consumer goods retail outlet where the tools are well pronounced. Shopping in a brick and mortal enables the consumer experience the store, this experience begins immediately the consumer steps into the store, and is anchored dictated by emotions, interestingly exposing the consumer to certain stimuli can trigger certain emotions, therefore influencing the decision made in the store. The general objective of this study is to understand the effects of neuro-associative programming tools on consumer in-store purchase decision. Based on this objective, an explanatory research design was adopted, using quantitative research approach, questionnaire was developed as the primary data tool and was administered to 353 respondents, however, only 340 was recovered and valid for analysis. The analyses was done using Regression analysis to test these hypotheses as well as descriptive statistics such as tables, frequencies and percentages through Statistical Package for Social Sciences (SPSS) to crystalize the findings. Our findings suggest that there is a strong positive significant relationship between touch and sound stimuli and routine purchase decision, then positive significant relationship between sight and scent stimuli on impulse buying decision. Therefore, the findings showed that all four hypotheses are significant and supported. With the understanding of the influences of these tools on the purchase decision made in the store, retail managers can gain competitive advantages in the consumer goods retail industry as these decisions made can determine loyalty, builds trust and helps the store meet the needs of actual and potential customers. However, the retail managers need to understand what triggers the different customer mix as the retail store is an outlet for consumer goods that satisfy the needs of different segment of the market demographically.

KEYWORDS: *In-store purchase-decision, Neuro-associative programming tool, Stimuli, Consumer behaviour*