



## Product Quality and Consumer Purchase Decisions in the Nigerian Soft Drink Industry

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**Abstract.** This study investigates the influence of product quality (aesthetics) on consumer purchase decisions, with specific reference to Coca-cola, a product of the Nigeria Bottling Company among undergraduate students at the University of Benin, Nigeria. The research adopts a quantitative design, utilized structured questionnaires to obtain data from 395 respondents. Product aesthetics, one of the attributes of product quality was theorized along three dimensions: product shape, product size, and product colour. Multiple regression analysis was employed to analyse the data and the hypothesis was tested at 0.05 significant level. Findings revealed that product quality (aesthetics) demonstrated a positive effect, affirming the role of packaging design in consumer appeal. The study concludes that product quality is a many-sided concept that significantly drives consumer purchase intentions and decisions. It was recommended that Nigerian soft drink industry should enhance redesign packaging to improve aesthetic appeal, and invest in durable packaging materials.

**Keywords:** Product Aesthetics; Consumer Goods; Purchase Decision; Packaging Size; Packaging Colour; Packaging Shape.

### 1. Introduction

The act of making decisions by consumers are changing in this competitive era as we have so many industries producing same goods and services, making it a heated environment. Consumers do not just make purchase decision but have to weigh their options before concluding on the best alternative by evaluating a lot of attributes. The soft drink industry is not left out among this heated environment because it is one of the largest industries that produces consumer goods.

Statista opine that Nigeria is the fourth-biggest soft drink market globally, with \$33 billion worth of sales, behind the United States (\$328bn), China (\$42 billion), and the United Kingdom (\$37bn), while Germany (\$30bn), Japan (\$27bn), Mexico (\$19bn), Indonesia (\$16bn), Brazil (\$15bn), and India (\$12bn) make up the top 10. Statista forecasts that the Nigerian soft drink will hit \$58.7bn by 2027 (punchng.com, 2026). This is

evidence that the Nigerian soft drink industry is not just at their infant stage but also globally recognized and accepted.

Nigeria's soft drinks and beverage market continues to show strong growth potential, making it the leading consumer of soft drinks in Sub-Saharan Africa. The association said Nigeria consumed over 53 billion litres of soft drinks in 2024, making the country to be placed well ahead of other African countries such as Ghana and South Africa. Despite challenges like inflation and a weakening naira, it said the country's growing population, rising urbanization, and expanding middle class are key factors driving demand in the beverage sector (punchng.com, 2026).

Coca-Cola Nigeria is the leading company in carbonates for 2025, driven by strong brand equity and widespread distribution. Nigerian Bottling Company (Coca-Cola, Fanta, Sprite) and Seven-Up Bottling Company (Pepsi, 7UP) together control about 70% of the carbonated soft drink market. In 2024, Coca-Cola, Fanta, and Pepsi were the top 3 brands, accounting for a joint 70% of request in the nation (punchng.com, 2026).

Therefore, in a flooded and competitive environment like this, the powers of consumer choice have become essential for the success of businesses. Purchase decisions, influenced by fluctuating values and informed preferences, are now driven by factors outside the traditional branding and pricing. As consumers gain greater access to product information and global standards, their expectations regarding quality also intensified. Smith, Sparks, Hart, and Ibrahim (2023) pin point the growing importance of decision-making that are influenced by quality in the beverage sector, noting its influence on consumer loyalty, brand perception, and long-term market engagement.

The scope of the constituents of quality in product assessment has lengthened meaningfully for some years now. Previous models took manufacturing precision and regulatory compliance as the most important thing; nevertheless, modern standards stressed on consumer-centric features that echo larger social and economic changes. Recent shifts from 2020 on predominantly

those knotted to improved health awareness, ethical consciousness, and environmental considerations have redesigned consumer expectations in Nigeria (Rahman, Taghizadeh, Ariffin, & Nair, 2022). Companies in the beverage sector have had to respond accordingly, as quality now intersects with challenges like sustainability, safety, and user satisfaction. Within this context, product quality appears not to just be a technical benchmark but also a strategic basis for brand competitiveness.

Product quality in this aspect is intrinsically multidimensional. It encompasses tangible and intangible attributes such as taste consistency, product safety, packaging appeal, and ingredient integrity. Packaging aesthetics play a strategic role in consumer attraction, especially in retail settings categorized by high visual competition. Onyekuru, Iroanya, Nwachukwu, and Igwe (2024) note that the choice of materials, both in content and container, contributes meaningfully to consumer perceptions of value and quality.

Despite the growing economic pressures with an extremely competitive market, the connection between quality and consumer decision-making has become even more obvious. Nigerian consumers, though often price-conscious, increasingly perceive quality as a marker of value, reliability, and satisfaction. Ajayi, Omole, Bello, and Adigun (2023) argue that in such a context, businesses that demonstrate consistent quality standards does not just attract preliminary purchases but inclusively, secure long-term consumer loyalty. As a result, understanding how product quality influences consumer purchase decision within this landscape becomes essential for firms seeking sustainable market weight. This study, therefore, explores the role of product quality in prompting consumer purchase decisions, specifically on the operations of Nigerian Bottling Company (Coca-Cola).

### 1.1 Statement of the Research Problem

Though product quality is generally recognized as a basis for consumer purchase decisions, findings across various sectors remain inconsistent and fragmented. In the Nigerian context, for example, Yakubu, Emmanuel, and Iorpuu (2025) found that perceived product quality significantly influenced the purchase intentions of consumers of electronic gadgets. Similarly, Alzoubi, Ahmed, and Alshurideh (2022) identified performance, features, and durability as dominant quality attributes driving customer satisfaction in the retail sector. However, contrasting evidence from Ighomereho and Ayoola (2024) indicated that precise product packaging attributes such as colour had no significant influence on consumers' purchase decisions for fast-moving consumer goods in Lagos. These discrepancies may be ascribed to the varying conceptualizations of product quality across studies, where multiple proportions are

either combined or not differentiated enough, thus complicating the separate influence of each factor.

Product aesthetics such as the visual elements are mostly serious in retail sceneries where high level of competition exists and consumer decisions are often made impetuously; the aesthetics of the product now becomes the basis for making a buying decision concerning the product. Onyekuru, Iroanya, Nwachukwu, and Igwe (2024) underscored that aesthetic exhibition significantly enhances product visibility and consumer attraction. However, conflicting evidence from Ighomereho and Ayoola (2024) proposed that visual cues such as colour may not always carry significant influence in FMCG purchasing. These mixed results necessitate a more context-specific exploration of whether or not, and to what extent, product quality (aesthetics) impact consumer purchase decision in the Nigerian soft drink market. Therefore, this study seeks to fill this critical gap by systematically investigating how aesthetics an attribute of product quality, propels consumer purchase decisions using the dimensions of packaging shape, packaging size, and packaging colour.

### 1.2 Research Questions

The research question for the study include:

- How does Packaging Shape affect consumer purchase decisions in the Nigerian soft drink industry?
- How does Packaging Size affect consumer purchase decisions in the Nigerian soft drink industry?
- To what extent does Packaging colour affect consumer purchase decisions in the Nigerian soft drink industry?

### 1.3 Research Objectives

The main objective of the study is to examine the influence of product quality (Aesthetics) on Consumer Purchase Behaviour in the Nigerian soft drink industry, while the specific objective was to:

- examine the impact of Packaging Shape on consumer purchase decisions in the Nigerian soft drink industry;
- determine the effect of Packaging Size on consumer purchase decisions in the Nigerian soft drink industry; and
- assess the effect of Packaging colour on consumer purchase decisions in the Nigerian soft drink industry.

### 1.4 Research Hypotheses

The hypotheses of the study were presented as follow:

H0<sub>1</sub>: Packaging Shape does not significantly affect consumer purchase decision in the Nigerian soft drink industry.

H0<sub>2</sub>: Packaging Size does not significantly affect consumer purchase decision in the Nigerian soft drink industry.

H0<sub>3</sub>: Packaging Colour does not significantly affect consumer purchase decision in the Nigerian soft drink industry.

### 1.5 Significance of the Study

This research is of value for several investors in the consumer goods and soft drink industry. The research will benefit the Nigerian Bottling Company (Coca-Cola) and other soft drink industry to understand the specific aspects of product aesthetic that influence consumer purchase decisions most and apply it in their policy making and implementation. By identifying which dimensions of (packaging shape, size, and colour) are most valued by consumers, the company can align its production strategies consequently. This awareness will improve product design, packaging that leads to customer satisfaction, increase frequency of purchase, and sustain competitive advantage in the soft drink market.

The findings will help the consumers to make a well-versed purchase decisions by identifying brands that consistently deliver quality in terms of visual appeal, and packaging style and sizes.

The study provides actionable insights for marketing professionals within the soft drink industry. Give them a clearer vision of how consumers perceive and rate different quality attributes and how to skilfully target their promotional strategies and lauding the most persuasive dimension of product quality in their advertising campaign.

Additionally, it increases the existing literature and enhances further research in this area for researchers that may be interested in this field.

### 1.6 Scope of the Study

This study examines the impact of product quality on consumer purchase decisions, focusing on Nigerian Bottling Company (Coca-Cola). The research is geographically confined to the University of Benin, targeting students within the Faculty of Management Sciences, who represent a relevant consumer demographic for fast-moving consumer goods. The study explores product quality (aesthetics) and its influence on consumer purchase decisions.

## 2. Literature Review

### 2.1 Conceptual Review

#### 2.1.1 Consumer Purchase Decisions

Consumer purchase decisions are theoretically seen as the cognitive and behavioural processes by which

people select, evaluate, and commit to acquiring products or services in response to identified needs or desires (Tali, Wani & Ibrahim, 2021). In marketing and consumer behaviour literature, this construct has traditionally been framed as a multi-stage decision-making process involving problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Solomon, Marshall & Stuart, 2019). This sequential model, rooted in cognitive psychology, assumes that consumers engage in rational deliberation, weighing product attributes, brand values, and perceived benefits before making a final decision. However, contemporary studies emphasize that consumer purchase decisions are not purely rational but are significantly influenced by emotional, social, cultural, and psychological factors (Schiffman & Wisenblit, 2019). Consequently, the construct is increasingly viewed as dynamic, iterative, and context-sensitive, influenced by a combination of internal preferences and external stimuli across both digital and physical environments.

Recent scholarship extends the conceptual understanding of consumer purchase decisions by framing them within more robust and adaptive theoretical models such as the Theory of Planned Behaviour (TPB), the Technology Acceptance Model (TAM), and Behavioural Decision Theory. These frameworks suggest that purchase decisions are shaped by factors such as perceived behavioural control, subjective norms, brand experience, and trust (Ajzen, 2020; Wang, Liu, Liao & Liu, 2022). For instance, Wang and Yu (2021) argue that the modern consumer's decision-making process is influenced by both utilitarian and hedonic motivations, where the emotional value of consumption such as brand identity or self-expression— an often outweigh price or functional attributes. Thus, consumer purchase decisions are no longer conceptualized as singular, isolated events but as multi-layered, context-dependent outcomes that evolve through complex interactions between the consumer, technology, and marketplace stimuli.

#### 2.1.2 Product Quality

Product quality is conceptually seen as the extent by which a product is able to meet and exceed customer expectations in relation to performance, reliability, durability, aesthetics, and compliance with standards (De Giovanni, 2024). It is a multidimensional construct encompassing both objective characteristics such as conformance to specifications, material composition, and functional features and subjective perceptions, including customer satisfaction and brand associations (Lone & Bhat, 2022; Heizer, Render, & Munson, 2020). In classical operations and manufacturing theory, quality was primarily defined through measurable attributes related to defects, tolerance levels, and product consistency. However, more recent conceptualizations, particularly in marketing and

consumer behaviour literature, have emphasized perceived quality, which refers to the consumer's evaluative ruling about a inclusive product superiority (Singh, Sharma, Jayapriya, Kumar, Chander & Kumar, 2023; Wang, Yu, & Fesenmaier, 2020). This shift from purely technical definitions to more consumer-centric understandings replicates the growing credit that quality is not only entrenched in physical properties but also shaped by customer experiences, expectations, and relational dynamics with the brand.

Modern researcher extends the definition of product quality by integrating it into wider concepts such as customer value, brand trust, and purchase intention. High product quality is viewed not only as a determinant of consumer satisfaction but also as a serious factor in brand loyalty and market competitiveness (Ali, Kim, Li & Jeon, 2021). Research in digital and omnichannel retail environments shows that consumers often assess product quality based on combined reviews, ratings, and online presentation, which makes quality perception a socially created and digitally intermediated phenomenon (Bai, Law, & Wen, 2021). Moreover, in sustainable and ethical consumption settings, product quality now includes dimensions such as environmental impact, ethical sourcing, and lifecycle sustainability, further enlarging its theoretical scope (Chen, Kim, & Yoon, 2020). Thus, product quality is no longer restricted to functional excellence but is an all-inclusive concept that mirrors tangible attributes, psychological satisfaction, and socio-environmental alignment with growing consumer values.

### 2.1.3 Product Aesthetics

Product aesthetics is abstractly defined as the visual, sensory, and emotional appeal of a product that influences consumer perception and experience beyond its functional utility (Muhsin, 2024). It encompasses essentials like shape, colour, texture, symmetry, design coherence, and tactile interaction, serving both symbolic and experiential roles in product evaluation (Khan, 2021). Aesthetics is a key driver of affective responses and emotional engagement, which eventually shape attitudes toward the product and influence purchase decisions (Truong, Klink, Simmons, Grinstein & Palmer, 2021). Recent scholarship expands the aesthetic domain to include minimalist design, ergonomic compatibility, and cultural symbolism, reflecting evolving consumer tastes and lifestyle orientations (Wu, Li, & Chang, 2020). In sectors such as fashion, consumer electronics, and automotive, aesthetics is considered a strategic differentiator that enhances brand identity and premium perception (Li & Liu, 2019). Moreover, aesthetics is now integrated into user experience (UX) design frameworks, where visual harmony and intuitive interaction are seen as essential to consumer satisfaction and loyalty (Nielsen & Molich, 2022). Thus, product aesthetics is a multifaceted construct combining sensory gratification, symbolic

meaning, and experiential value, crucial for consumer engagement and emotional branding.

## 2.2 Theoretical Review

This study is anchored on the Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991), is a predictive behavioural model which explicates how intentions lead to actual behaviour. According to TPB, consumer purchase decisions are guided by three principal determinants: attitude toward the behaviour (how favorable or unfavorable a person feels about purchasing), subjective norms (perceived social pressures), and perceived behavioural control (the ease or difficulty of performing the behaviour). Product quality fits prominently within this framework by shaping consumer attitudes. When consumers see a product to be of very good quality in terms of reliability, durability, or aesthetically pleasing, there is every possibility of them developing a positive mindset about the product thereby increasing their intention to buy (Ajzen, 2020). As such, TPB provides a psychological mechanism through which product quality influences not only consumer beliefs but also their motivation and behavioural outcomes.

Contemporary applications of TPB have integrated constructs such as trust, perceived risk, and brand experience to better understand consumer decision-making in complex environments like e-commerce and sustainable consumption. For instance, Salehzadeh, Khazaei Pool and Homayounfar (2021) found that perceived product quality strongly influences purchase intentions via positive attitudinal formation, particularly in high-involvement products. Additionally, social influence (subjective norms) often reinforces product perceptions, as consumers rely on peer reviews and word-of-mouth in assessing quality before making purchase. The construct of perceived behavioural control is also shaped by product attributes; for example, if a product is seen as easy to use or compatible with consumer needs, it increases the consumer's sense of control, reinforcing intention to act. Therefore, TPB offers a comprehensive and flexible framework for analyzing how product quality informs consumer attitudes, and how these attitudes, combined with social and control perceptions, guide purchase decisions.

This theory is directly related to the current study as it offers a full-bodied explanatory background for having the knowledge of the way aesthetics, a dimension of product quality affect consumer purchase decisions in the soft drink market. Particularly, perceived product quality can significantly shape attitudes toward purchasing soft drinks from brands like Nigerian Bottling Company. For example, when consumers perceive a product to be safe, visually appealing, and of consistent performance, they are more likely to form a

favourable disposition toward purchasing it (Ajzen, 2020; Salehzadeh, Khazaei Pool, & Homayounfar, 2021). Furthermore, subjective norms, such as peer recommendations and societal preferences for certain beverage brands, may reinforce the perceived desirability of quality attributes (Wang, Yu, & Fesenmaier, 2021). In addition, perceived behavioural control is relevant in cases where consumers evaluate product quality in terms of accessibility, usability, and compatibility with their consumption habits. For instance, a well-packaged, easy-to-open bottle may enhance the consumer's perceived ability to enjoy the product, thereby strengthening their purchase intention (Ajayi, Omole, Bello, & Adigun, 2023). Thus, TPB not only elucidates the psychological underpinnings of consumer behaviour but also in line with this present study that aims to examine how specific product quality dimension (aesthetics) influence purchase intentions in the Nigerian soft drink industry.

### 2.3 Empirical Review

Yakubu, Emmanuel, and Iorpuu (2025) examined the effects of product quality and consumer reviews on the purchase intention of electronic gadgets in North Central Nigeria. The study used a survey research design and obtained data from 463 respondents. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used in analysing the data in a two-stage approach. Results revealed that product quality and consumer reviews mutually, significantly influenced purchase intentions, with product quality exerting a stronger influence.

Ighomereho and Ayoola (2024) investigated the influence of both product packaging elements and quality on the purchase decisions of consumers of fast-moving consumer goods (FMCG) in Lagos State, Nigeria. The study used a cluster sampling approach to administer 200 questionnaires across three selected administrative divisions. Multiple regression analysis shows that labelling, design, and sustainable material significantly influenced purchase decisions, while colour did not. Importantly, product quality significantly and positively impact consumer decisions.

Khan, Haider, and Bilal (2023) examine the influence of brand awareness and perceived quality on consumers' purchase intentions about soft drinks in the Swat region of Pakistan. A cross-sectional survey design was used to obtain data from 140 respondents via a structured questionnaire. Regression analysis was used to analyze the data, and the result shows that both brand awareness and perceived quality significantly influence purchase intention. The findings accentuate that consumers are more persuaded to purchase soft drinks they associate with high quality and familiar branding.

Nadirah, Risal, and Ikhwan (2023) examined the effects of product quality and promotion mix on the purchase decisions of Coca-Cola consumers in Bone-Bone

District, North Luwu Regency, Indonesia. The researchers adopted a quantitative method, utilizing purposive random sampling to survey 100 respondents. Data were collected via structured questionnaires and analyzed using regression. The results indicated that both product quality and the promotional mix exert a positive and significant influence on consumer purchase decisions. preferences. This reinforces the need to focus on core product features, especially in saturated markets where promotional efforts are complemented by product integrity.

Anwar, Aprila, Durya, Hapsari and Violin (2023) investigated the effects of product quality, lifestyle, and promotional strategy on purchasing decisions related to Samsung smartphones. Using a judgment sampling method and multiple linear regression on a sample of 100 respondents, the study found that all three variables had significant positive impacts on purchasing decisions. Product quality showed a significant influence ( $p = 0.06$ ), while promotional strategies and consumer lifestyle were even more influential.

Alzoubi, Ahmed, and Alshurideh (2022) empirically investigated the impact of various product quality dimensions—namely, performance, features, durability, and perceived quality—on order-winners and customer satisfaction in the apparel retail sector in Dubai. Data from 155 customers were analyzed using regression analysis, result revealed that all the dimensions of quality measured had strong and significant effects on customers' likelihood to choose one product over another. This study validates the strategic value of investing in product quality as a mechanism to increase market share and satisfy increasingly discerning consumers in the competitive retail environment.

Manandhar (2021) explored the factors influencing consumer preferences for soft drinks in Nepal, focusing particularly on the roles of packaging and taste. The study used a descriptive and analytical design, and collected data from 315 respondents using a five-point Likert-scale questionnaire. Correlation and regression were used for analyzing the data and the result shows that both packaging and taste positively influence consumer preference, with packaging showing a stronger association.

### 2.4 Research Gaps

A critical review of extant literature reveals that several researches have investigated the relationship between product quality and consumer purchase decisions across various sectors, including electronics (Yakubu, Emmanuel & Iorpuu, 2025), FMCGs (Ighomereho & Ayoola, 2024) etc. Moreover, there is dearth in empirical knowledge of product quality (aesthetics) and customer purchase decision in the Nigerian soft drink industry, particularly Coca-Cola, a product of the Nigerian Bottling Company. Consequently, there are still important relative gap in understanding how

specific product quality attributes affect consumer purchase decisions in the Nigerian soft drink sector.

Extant studies usually include extraneous variables such as brand image (Rihayana, Salain, Rismawan & Antari, 2022; Rosanti & Salam, 2021), lifestyle, and promotion (Anwar, Aprila, Durya, Hapsari & Violin, 2023), thereby diluting the analytical focus on product quality itself. This creates a theoretical and empirical vacuum that this study filled by specifically assessing the individual effects of aesthetics (an attribute of product quality) on consumer purchase decisions for Coca-Coa soft drinks in Nigerian.

### 3. Methodology

#### 3.1 Research Design

Survey research design was most apt for this study, given its efficiency to capture data at a single point in time from a large sample, thus providing a snapshot of the current state of affairs (Fowler Jr, 2013). This design was chosen because it facilitates the quantitative assessment of the relationship effect of product quality on consumer purchase decisions of Coca-Cola soft drinks through structured questionnaires, which can competently gather data from a broad segment of respondents, encompassing University of Benin students in diverse faculties.

#### 3.2 The Population of the Study

The undergraduate students of University of Benin, Benin City, Edo State comprises of the population for this study. The population of undergraduate students in the institution is 32,951 (ICT/CRPU University of Benin, 2026).

#### 3.3 Sample Size and Sampling Techniques

To get a sample size effective and efficient for the research study, the sample size determination formula by Taro Yammane (1967) was used in determining the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

In the formular above:

n is the sample size needed from the population of the study

N is the whole population of the study

e is the precision or sampling error set at 0.05.

Therefore;

$$n = \frac{32,951}{1 + 32,951(0.05)^2}$$

$$n = \frac{32,951}{1 + 32,951(0.0025)}$$

$$n = \frac{32,951}{83.38}$$

$$n = 395$$

The study adopted the convenience sampling technique and was used to administer three hundred and ninety-five (395) questionnaires to the respondents.

#### 3.4 The Research Instrument

This study used a structured questionnaire which comprises of two distinct sections. The first section, labelled Section A, was designed to gather demographic data from the participants. In contrast, Section B comprises of questions thoughtfully designed to align with the research questions, aiming to extract valuable information from the respondents. Respondents provided their responses on a 5-point Likert scale, ranging from 'Strongly Agree' (SA) and 'Agreed' (A) to 'Undecided' (U), 'Disagree' (D), and 'Strongly Disagreed' (SD).

#### 3.5 Validity and Reliability of the research instrument

Validity refers to the level at which a research tool exactly assesses its proposed constructs, as highlighted by Bolarinwa (2015). The researcher adopted the content validity method. This involved the presentation of the initial research instrument for commendation and contribution from experts on the field. The perceptions, guidance, and suggestions provided by these experts played a key role in refining the final version of the research instrument.

While reliability assesses the consistency of research instruments, such as questionnaires. To evaluate the reliability of our research instrument, specifically the questionnaire, the Cronbach's Alpha coefficient was employed. Cronbach's Alpha is a statistical measure designed to indicate the degree of interconnectedness among statements within a questionnaire, as outlined by Sekaran (2003). This coefficient, denoted as "α," yields a value that falls within the range of 0 to 1, as elucidated by Bayram (2004), allowing us to gauge the reliability of data concerning our variables. A Cronbach Alpha value above 0.7 or above is considered acceptable.

**Table 3.1:** Cronbach’s Alpha Reliability Test Results

VARIABLES	QUESTIONS	CRONBACH ALPHA
Product Aesthetics (3 Sub-Variables)	nine	0.750
→ Package Shape	three	0.763
→ Package Size	three	0.734
→ Package Colour	three	0.754

*Source: Researchers’ Fieldwork (2026).*

The values of Cronbach's alpha derived in Table 3.1 for all the variables tested are above 0.7 (the threshold); this implies that there is a strong level of internal consistency among the variables.

**3.6 Method of Data Collection**

The designed structured questionnaire designed were used to collect data to capture respondents' perceptions of product quality and its influence on purchase decisions. Questionnaires were distributed to 395 respondents which were conveniently selected from various faculties of the University. The data collection process was conducted personally by the researcher, who administered the questionnaires directly to the respondents and retrieved them upon completion. This approach allowed for immediate clarification of any ambiguities in the questionnaire and enhanced the response rate.

**3.7 Method of Data analysis**

The data gathered from the distributed questionnaires were subjected to a comprehensive analysis that incorporates both descriptive and inferential statistical techniques. The descriptive approach primarily focused on presenting the demographic information of the survey participants through the utilization of frequency and percentage. Additionally, this method was employed to address the research inquiries by employing various statistical measures such as frequency counts, simple percentages, mean (average), and standard deviation. Multiple regression was used in analyzing the data and testing the hypothesis.

**3.8 Model Specification**

The model specification considered suitable by the researcher is a multiple linear regression model as follows:

$$\text{Consumer Purchase Decisions} = f(\text{Product Quality}) \text{-----}(3.1)$$

$$\text{Consumer Purchase Decisions} = f(\text{Product Performance, Product Safety, Product Aesthetics, and Material Quality}) \text{-----}(3.2)$$

$$\text{CPD} = \beta_1\text{PS} + \beta_2\text{PSI} + \beta_3\text{PC} + \varepsilon \text{-----}(3.3)$$

Where;

CPD – Consumer Purchase Decisions.

PS – Package shape

PSI – Package size

PC – Package colour

$\beta_1, \beta_2, \beta_3$ , - Coefficients

$\varepsilon$  – Error term

Hypothesis one (H0<sub>1</sub>): Product aesthetics (package shape, package size, and package colour) does not have any significant effect on consumer purchase decisions of Coca-Cola soft drinks.

**Table 4.1** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.360	.355	.57852

a. Predictors: (Constant), PACKAGE\_COLOUR, PACKAGE\_SHAPE, PACKAGE\_SIZE

**Source:** Researchers' Field Survey, 2026.

Table 4.1 shows that the value of R = .600 (60%), connoting a strong positive relationship between product aesthetics (package shape, package size, and package colour) and consumer purchase decisions. The value of R<sup>2</sup> = .360(36%) indicates that 36% of the discrepancy in consumer purchase behaviour is explicated by the combined influence of these aesthetic factors (package shape, package size, and package colour) while the remaining 64% may be explained by other factors that are not captured in the model.

**Table 4.2** ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.774	3	22.925	68.497	.000 <sup>b</sup>
	Residual	122.160	365	.335		
	Total	190.934	368			

a. Dependent Variable: CPD

b. Predictors: (Constant), PACKAGE\_COLOUR, PACKAGE\_SHAPE, PACKAGE\_SIZE

**Source:** Researchers' Field Survey, 2026.

Table 4.2 shows that the ANOVA results confirm the statistical significance of the overall model, with an F-value of 68.497 and a corresponding p-value of .000. This indicates that the model is fit.

**Table 4.3** Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.826	.202		4.086	.000
PACKAGE SHAPE	.203	.064	.193	3.188	.002
PACKAGE SIZE	.274	.072	.261	3.817	.000
PACKAGE COLOUR	.234	.068	.219	3.466	.001

a. Dependent Variable: CPD

*Source: Researchers' Field Survey, 2026.*

Table 4.3 reveals that all the three components of product aesthetics significantly predict consumer purchase decisions with a significant value of 0.000 which is less than the p-value of 0.05; hence, there is a significant effect of aesthetics on consumer purchase decisions of Coca-Cola soft drink in the Nigeria beverage industry. Package shape has a positive and significant effect ( $\beta = .193$ ,  $p = .002$ ), indicating that attractive and convenient shapes influence buying decisions, and an improvement in that will spur consumer buying decisions by 19.3%. Package size also demonstrates a positive significant effect ( $\beta = .261$ ,  $p = .000$ ), meaning that availability of various sizes enhances consumer appeal, an any improvement on that will lead to a 26.1% increase in changing consumer purchase decisions positively. Package colour similarly shows a significant positive effect ( $\beta = .219$ ,  $p = .001$ ), suggesting that Coca-Cola's colour scheme attracts consumers and motivates their purchase decisions positively by 22% for any improvement attempt. These results collectively illustrate that each dimension of aesthetics contributes meaningfully to how consumers evaluate and choose Coca-Cola.

**4. Conclusion**

This study focused on evaluating how product quality dimensions affect consumer purchase decisions, with a particular importance on Coca-Cola soft drinks among undergraduate students at the University of Benin. Through the use of regression, the research established that aesthetics aspects of product quality—namely package shape, package size, and package colour greatly influences consumer buying decisions. These findings expose the other dimensions of product quality(aesthetics) that serve as a determinant factor for consumer purchase decisions, confirming the inevitability for soft drink industry to take seriously the aesthetic aspect of their products like the packaging shape, size and colour because they mean a lot to consumers when it comes to making purchase decision. In conclusion, the research validates the hypothesis that product quality (aesthetics) significantly influences consumer purchase decisions and provides actionable intuitions for both marketing strategists and product developers in the Nigerian soft drink industry.

**5. Recommendations**

Based on the findings and conclusions, the following recommendation was provided:

Given the significant effects of aesthetics such as shape, size, and colour on consumer purchase decisions, soft drink industry should periodically redesign its packaging to reflect current consumer preferences and incipient design trends. This could involve incorporating limited-edition packaging, seasonal colour schemes, or ergonomic bottle shapes that enhance user convenience and brand recall.

**6. Contribution to Knowledge**

This study contributes to the academic study on consumer behaviour by offering empirical insights into how a specific product quality dimensions influence purchase decisions within the Nigerian context. Unlike previous studies that broadly examined brand loyalty or general marketing strategies, this research focused on product quality (aesthetics), on purchasing behaviour. Furthermore, it advances the understanding of beverage consumption patterns among university students, a demographic that represents both current and future consumer segments. The study also adds to the existing literature in this area, especially in the Nigerian context.

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