

**Pricing and Packaging as Determinants of Customer's Purchase Decision: A Study of  
Chinese Influence on Mobile Phones in Nigeria**

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Relations, Faculty of Management and Social Sciences, Lead City University, Ibadan,  
Oyo State, Nigeria**

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(M. Sc) in International Business**

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### **Certification**

This is to certify that Olaoluwa John Agboola with matriculation number LCU/PG/001566 carried out this research work titled “Pricing and Packaging as determinants of customer’s purchasing decision: Study of Chinese Influence on Mobile Phones in Nigeria” in the Department of Politics and International Relations, Faculty of Management and Social Sciences, Lead City University, Ibadan, Oyo state, for the award of Master Degree (M.SC) in International Business and that this has not been previously submitted.

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**Dr Oluremi Albert**

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Head, Politics and International Relations

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**Date**

## **Dedication**

This project is dedicated to the Almighty God whom honor/

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## Acknowledgement

I thank God Almighty to whom all honor is due, for his faithfulness in seeing me through the duration of this project. I equally want to thank the management of Lead City University for giving me the rare opportunity to study here. I acknowledge the Head of Department, Prof Akeem Amodu and other lecturers that have impacted on me during this academic period, God bless you. I also want to acknowledge with gratitude and appreciation the assistance of my supervisor, Dr Modupe Albert during the supervision of this project, her willingness to render assistance made significant impact on the success of this project. My special gratitude and obligation goes to my beloved parents Mr and Mrs Oladejo Agboola for their love, encouragement, moral support. I am indeed grateful for your parental love for it is immeasurable.

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“Even though the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work”.

## **Abstract**

The global economy is witnessing the massive influx of Chinese products across the global market. Nigeria in particular, is one of the countries that has a strong trade relationship with China. Chinese Products, dominate most Nigerian market with very affordable price compromised quality. Their pricing strategy, product design and ability to create brand awareness give their products an edge over the competitors. The study adopted a mixed method approach by combining a survey research design with exploratory research design. Survey research design is used when the research intends to study the variables, how they naturally occur without an attempt to manipulate them. A total of one thousand two hundred (1200) were administered in this research. The study concluded that, the price of these Chinese phones is a significant factors for most of its customers. Because of this, the rate variable has the affecting duty for acquisition purposes for clients, yet item packaging does not have much substantial impact on the acquisition choice for the purchasing of Chinese phones. The study recommended that the local entrepreneur needs to undergo training in areas of cost cutting, efficient use of resources while being encouraged to form clusters in order to benefit from economies of scale thereby driving down cost and by extension price of products. In addition to that, the study recommends that is necessary to set the packaging standard and to implement strategy accordingly for better protection and promotion of a product.

**Keywords:** Marketing, Price, Customer behavior, Quality, Brand awareness

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