Innovations

Consumer Motivation in Response to Dynamic Pricing and Regulatory Environments

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Abstract: *Consumer behaviour study is crucial to organisational marketing responses, with pricing, brand, promotional programs, and distribution systems forming central points of this study. Qualitative and quantitative research paradigms were incorporated to explore the relationship between consumer behaviour and organisational marketing responses to gather data and information. The study widened its population to include 368 respondents from eight fast-moving consumer goods firms. It is revealed from the investigation that consumer motivation is crucial in organisational marketing response as analysed through the relations between consumer motivation and pricing strategy, brand attributes, and promotional programs as well as brand distribution systems. Thus, the research findings underlined the importance of understanding the consumers' needs and preferences to provide successful marketing responses. The study results are relevant to marketing strategies and consumer behaviour.*

1.0   Introduction

The importance of the study of consumer behaviour as seen in Peihmabari et al (2016), Dudzia et al (2023), and Makarewics (2013) buttress the need for this article. In light of this, three main hypotheses are tested, with survey questions equally devoted to determining the confluence between consumer behaviour, and the variables of price, quality, and government regulations. Given this, the following subsections concisely present available literature on the subject matter, with subsequent sections of this work going on to display the results of the survey method employed in this essay.

1.1   Pricing Strategies

A price strategy is a tactic employed by a company to competitively position its items in the market. Businesses can employ a range of pricing strategies, which vary depending on the sector. (Osano, and Lutego, 2022). Another determinant of consumer purchasing decisions is brand preference, which is determined by the customer's assessment of the quality and value he receives from that particular brand. Zietsman, Mostert and Svensson, (2018). Consumer behaviour encompasses all of an individual's thoughts, feelings, and actions prior to or during the purchase of any product, service, or concept. The questions of what, why, how, when, and where consumer purchases are referred to as consumer buying behaviour.

Marketers assume an awareness of what causes consumers to buy a specific commodity on a specific trend, which directs what items are necessary for market, what products are no longer required, and the best method to package the commodities for possible clients Wu, and Luo (2022). According to Chan and Raharja (2021), analysing consumers provides insights into how to improve or introduce products and services, select the optimal market pricing, determine distribution routes, form promotional messaging, and develop and improve other marketing efforts. Organizations set aside funds to improve consumer understanding and customer satisfaction tactics.

Consumers can consider price as an indicator of quality, resulting in a price-quality relationship. When employed in the job, price has a positive association with perceived value and intention, Barone and Coulter (2020). Consumers who believe the price is high and the product is superior will recognize a better value of the product, and vice versa.

1.2   Marketing Strategy Based on Consumer Behaviour

A successful marketing strategy starts with providing your target audience with more value than your competitors do. Rika (2021) defines customer value as the total of all benefits obtained from the product as a whole plus all costs incurred in obtaining those benefits. The organization must evaluate values from the perspective of the customer. Although it might not be a deal breaker for the company, a precise price is for the customer. Pricing is difficult for businesses because they have to optimize it to increase sales and maximize profits (Baltaci, 2008; Yazdanifard and Dambala, 2011). Increased pricing does not always translate into increased profit. A large sales volume is good, but only if it helps the company continue to expand.

Businesses must anticipate the needs and feelings of their customers in order to provide them with the best value for their money and boost revenue. It is necessary

to create marketing strategies because they are meant to provide the customer with more value than their rivals. The marketing mix, which consists of goods, prices, promotions, distribution, and services, is a component of marketing strategy. It is also important to keep in mind that the entirety of a product's features determines its overall quality. The behaviour of consumers now plays a significant role in market strategy. It also forms the basis of the Holistic Marketing methodology.

1.3   Government Regulation on Consumer Behaviour

Consumptive activities include things like population expansion, economic activity, technological development, social ideals, institutions, and policies. Customers should therefore adopt sustainable consumerism principles and environmentally conscious lifestyles and consumption patterns (Yahya, 2019). Raimi (2021) claims that significant adjustments will be required to make sure that as consumers race toward a future with twice the current population, the planet's capacity to support humans and other animals is not exceeded. Consumer curiosity about environmental aspects to take into account when making product purchases has increased (White, Habib, and Hardisty, 2019). To facilitate these endeavours, the government must undertake a deliberate endeavour to examine the correlation between production and consumption, in addition to environmental and demographic factors.

With secondary research so far proving literature on the subjects of consumer behaviour, pricing, marketing strategies, and the impact of government regulations towards the aforementioned, the next section contains a description of the methodology use. Upon this, a results and findings sections would follow to show the outcome of the methodology used.

2.0   Methodology

In this study, the survey approach was used, which is one of the most commonly used research methodologies. The mixed method approach combines quantitative data collection and analysis (e.g., polls, questionnaires, and surveys) and qualitative data collection and analysis (e.g., text, video, or audio) to understand thoughts, views, or experiences with computer techniques.

2.1   Sample Frame

As per Goodman et al (2012), sample frame comprises all the fundamental particulars and attributes of every individual in a population that a sample is to be taken from. Every feature of an element is present in a sample frame, which acts as a population representative. It consists of the employees of the eight selected fast moving consumer goods firms. The distribution of the sample size for the employees of the selected firms is 368. The sample size is calculated based on the proportionate

ratio. This sample size adopted for estimating and distributing the proportion among the eight fast moving consumer goods firms is calculated below:

The population of each firm X Number of Questionnaire

Total Population

Table 1: Sample Size

Name of Company	Estimated Population of Employees
Unilever Nigeria Plc	382
Nestle Nigeria Plc	458
UAC Foods Limited	443
Dufil Prima Foods Plc	292
Total	**1575**

Yard's formula is used to analyze the sampling size. Yard's formula has a normal approximation, a 95% confidence level, and a 4% error tolerance level.

The Yards Formula is mathematically represented as;

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

where N= Population = 1575

   n= Sample Size = unknown

   e= Margin of Error = (4%) = 0.04

Therefore:

$$n = 1575 / [1+xx(0.04)^2]$$

$$n = 1575 / [1+2040 (0.04)^2]$$

$$n = 1575/4.272$$

$$n = 368 \text{ respondents}$$

As a result of the calculation using the Yards formula, the sample size to be used is 368 respondents.

2.2 Research Instrument

The following close-ended questions were used to elicit necessary and required information from the respondent: "Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree." The first portion comprises questions about the respondent's personal information as well as work. The second segment included questions about consumer behaviour and organisational marketing response.

2.3 Methods of Data Analysis

A targeted and varied approach to gathering samples from a target or particular population is the best way to characterize the sampling technique. In which data/information analysis was interpreted with the use of the Statistical Package of Social Science (SPSS) instrument for analysis.

3.0 Results and Findings

Table 2 shows consumer motivation and pricing strategy firms were measured using eight (8) items. One such item for the measurement of consumer motivation and pricing strategy firms was to find out if Most of our consumers are motivated by economic gains, 368(100.0%) of the respondents agreed and strongly agreed, 0(0.0%) disagreed and strongly disagreed, while 0(0.0%) neither agreed nor disagreed that most of our consumers are motivated by economic gains, with a mean of 4.66 and a standard deviation of 0.47. This implies that most of our consumers are motivated by economic gains.

Also, 368(100.0%) of the respondents agreed and strongly agreed that the quality of products and services attract consumers, 0(0.0%) were undecided about this, while 0(0.0%) did not agree and strongly disagreed that the quality of products and services attract consumers with a mean of 4.66 and a standard deviation of 0.47. This shows that the quality of products and services attracts consumers. The study also wanted to find out if the price is considered the main factor in purchase decisions. It was discovered that 354(96.2%) agreed and strongly agreed with the fact that the price is considered a main factor in the purchase decision, 2(0.5%) strongly disagreed and disagreed, 12(3.3%) were indifferent about the statement with a mean of 4.36 and a standard deviation of 0.57. This proves that the price is considered the main factor in purchase decisions.

The investigator also invested time in ascertaining whether the company would be open to lowering the cost of our goods to attract more clients. With a mean of 4.66 and a standard deviation of 0.47, the respondents' opinions were as follows: 368(100.0%) agreed and strongly agreed, 0(0.0%) disagreed, and 0(0.0%) neither agreed nor disagreed that the company is willing to lower the price of our products

to attract more customers. This suggests that to attract more clients, the company is prepared to lower the price of our products.

The needs of the consumer and the firms' brands are displayed in Table 3. One of such items for measuring consumer needs and brand attributes was to determine whether customers rely on our product to meet basic needs. 364 (98.9%) of respondents agreed and strongly agreed, 0 (0.0%) disagreed and strongly disagreed, and 4 (1.1%) neither agreed nor disagreed, with a mean of 4.63 and a standard deviation of 0.51. This implies that customers depend on our product to meet basic needs. Whether or not customers base their decisions on the information provided by the organisation was another goal of the researcher. The findings showed that with a mean score of 4.60 and a standard deviation of 0.53, 364 (98.9%) of the respondents think that customers base their decisions on the information provided by the organisation, 2 (0.5%) of the respondents are unconcerned about the statement, and 2 (0.5%) of the respondents disagree that customers base their decisions on the information provided by the organisation. this shows that customers make their decisions based on the organisation's information provided. The researcher ascertained whether the customised service provided satisfies the distinct attributes of our clientele. It was discovered that 310(84.2%) of the respondents believe that the unique characteristics of our customers are met through the provision of customised service, 39(10.6%) feel unsure about the statement, and 19(5.1%) of the respondents disagree with the statement with a mean score of 4.02 and a standard deviation of 0.76. this shows that the unique characteristics of our customers are met through the provision of customized service.

The researcher further took time to know if we would ensure that our brand meets our customer expectations in terms of quality and performance. 355(97.1%) of the respondents agreed and strongly agreed, 10(2.7%) disagreed with this fact, while 1(0.3%) neither agreed nor disagreed with the fact that respondents will ensure that our brand meets our customer expectations in terms of quality and performance, with a mean of 4.45 and a standard deviation of 0.66. this implies that respondents will ensure that our brand meets our customer expectations in terms of quality and performance. The researcher was also interested in learning whether the company made sure the product was distinct to make it easier for consumers to produce it. Concerning the statement, 354 (96.2%) respondents strongly agreed and agreed, 13 (3.5%) disagreed and did not respond, and 1 (0.3%) disagreed and disagreed strongly. The statement obtained a mean score of 4.43 and a standard deviation of 0.58. These make it clear that the company ensures the product is unique to support consumer production.

In Table 4, the combination of strongly agreed and agreed as expressed by the respondents indicates that 357 (97.2%) of the respondents thought that consumers

are willing to purchase products that comply with product specifications as mandated by consumer protection laws, while 2 (0.5%) of the respondents expressed no opinion at all and 9 (2.3%) of the respondents held an opposing view. This means that to determine whether respondents adhere to government regulations, the respondents are not in agreement. It can be inferred from this that a significant proportion of participants, specifically 97%, expressed confidence in the willingness of consumers to buy products that comply with consumer protection laws' product specifications.

In addition, it was important for the researcher to find out if respondents to the survey expect government support in monitoring advertising messaging to avoid deception. Customers expect the government to assist in regulating promotional messages to avoid deception, according to 352 respondents (95.7%), as indicated by the combination of strongly agreed and agreed responses from the survey., With a mean score of 4.43 and a standard deviation of 0.59, 1(0.5%) of the respondents had the opposite opinion of the statement, while 15(4.1%) of the respondents were uninterested in it. This shows that most participants believe that consumers should expect the government to help regulate promotional messages to prevent deception.

To determine if the distribution networks should be properly regulated by the government to avoid the creation of artificial scarcity. The combination of strongly agree and agree with the statement shows that 354(83.1%) think or believe that distribution networks should be properly regulated by the government to avoid the creation of artificial scarcity., 44(12.0%) neither agree nor disagree with the statement while 18(4.8%) of the respondent have contrary believe that the statement with a mean score of 4.03 and standard deviation of 0.77. It is evident from this that most people think that distribution networks should be suitably regulated by the government to avoid artificial scarcity from occurring.

4.0   Test of Hypotheses
To ascertain the extent to which consumer behaviour significantly affects the marketing response of an organization, statistical software called Smart PLS was used to test the hypotheses. Three hypotheses are inherently tested, namely, to test if any relationship exists between consumer motivation and organisational marketing response; consumer need and marketing response, as well as the impact of government regulations on the relationship between consumer behaviour and organisational marketing response. The purpose of the hypothesis test is to ascertain whether the proposed hypotheses are supported or refuted by statistical evidence. Every hypothesis that was investigated in this study was expressed in the null form.

4.1 Hypothesis One

H$_0$= Consumer motivation does not play any significant role in the organisational marketing response (pricing strategy, brand attributes, promotional programs and distribution system)

The first hypothesis examined how consumer motivation affected the way that organizations responded to marketing initiatives (distribution system, brand attributes, pricing strategy, and promotional campaigns). Path coefficients, t-statistics, R-square values, and p-values were used to interpret the results. The path coefficient, as illustrated in Figure 4.1, establishes the direction and magnitude of the relationship between organisational marketing response and consumer motivation. The r-square, on the other hand, determines the amount of variance in the organisational marketing response as explained by consumer motivation.
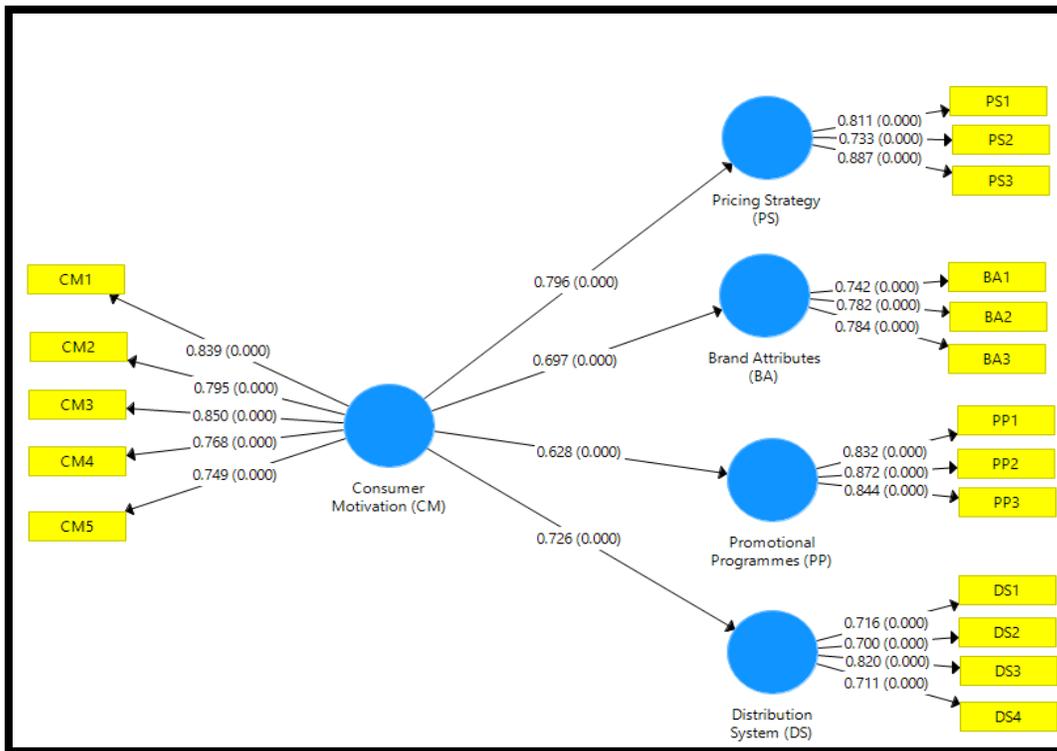
Figure 1: Consumer motivation and organisational marketing response (pricing strategy, brand attributes, promotional programs, and distribution system)model

The PLS algorithm model of organisational marketing response (distribution system, brand attributes, pricing strategy, and promotional programs) and consumer motivation is shown in Figure 1, along with the loading values for each measurement item in the model. At a p-value of 0.05, all the values of consumer motivation, pricing

strategy, brand attributes, promotional programs, and distribution system measurements presented in the research instrument are significant.

Table 5 displays the factor loadings for all measurement items for consumer motivation and organisational marketing response (pricing strategy, brand attributes, promotional programs, and distribution system). Additionally, Cronbach Alpha, composite reliability calculations, and average variance extracted (AVE) were used to evaluate the validity and reliability of the instrument. Simultaneously, the recommended standards for factor loading, composite reliability, AVE, and Cronbach Alpha were met.

For the purpose of determining construct validity in the study, convergent and discriminant validity were also taken into account. The evidence of a relationship between consumer motivation and organisational marketing response (distribution system, brand attributes, pricing strategy, and promotional activities) is known as convergent validity. The variance inflation factor (IVF) was also utilized in order to look for common method bias (CMB). Most studies support a VIF value of 10 as the cutoff, even though a score of one indicates a complete absence of collinearity. Others argued for a more conservative limit of 2.5 to 5 points (James et al., 2017; Kock, 2015). Table 5 shows that the conservative cutoff of 5 is significantly exceeded by every single VIF value for every item in every variable measurement.

The discriminant validity was assessed using the correlations' heterotrait-monotrait (HTMT) ratio. All of the HTMT values were found to be substantially different from one, and the upper confidence intervals are all less than one. The analysis's conclusions also show that every number is below the crucial HTMT 0.85 limit. Additionally, there is generally less of a correlation between heater methods and heterografts than there is between monotraits and heater methods. The discriminant validity is proven. The heterotrait-monotrait discriminant value is shown in Table 6.

Table 7 Model Fit

	Estimated
SRMR	0.058
d_ULS	0.261
d_G	0.286
Chi-Square	157.582
NFI	0.958

The model fit indices presented in Table 7 were found to be satisfactory. According to Chen (2007), SRMR is an acronym for the standardized residual average between the observed matrix and the proposed covariance matrices. The SRMR is a metric for model fit estimation. It is regarded as credible when the SRMR is lower than 0.08. The SRMR for this study model was 0.078, which indicates a satisfactory fit for this

research. The NFI estimate for this study is 0.941, greater than the benchmark of 0.90, with a chi-square value of 244.910.

The Q- squared values were also used to determine the PLS-SEM predictive significance of the measurement constructs and indicator data points. All of the Q-squared values for BA, DS, PS, and PP are greater than zero, and they are 0.455, 0.280, 0.265, 0.394, and 0.274, respectively. This implies that the PLS path model is predictive of the constructs. Likewise, to determine the effect size, the F-squared was used. Table 4.11 shows that the f-square values for BA, DS, PS, and PP are 0.946, 1.113, 1.734, and 0.653, respectively. This suggests that the sample effect is seen as significant.

Table 8 Coefficient value of Hypothesis One

	Variables					R			
H_{o1}	CM →BA	0.697	0.048	14.514	0.000	0.486	1.121	0.280	Significant
H_{o1}	CM →DS	0.726	0.051	14.263	0.000	0.527	1.137	0.265	Significant
H_{o1}	CM →PS	0.796	0.038	20.841	0.000	0.634	1.308	0.394	Significant
H_{o1}	CM →PP	0.628	0.065	9.621	0.000	0.395	1.139	0.274	Significant

Table 8 depicts the smart partial least squared statistical results of hypothesis one, which focused on the relationship between **consumer motivation and organisational marketing response (pricing strategy, brand attributes, promotional programs, and distribution system)**. The findings show that **consumer motivation** has a significant effect on **pricing strategy, brand attributes, promotional programs, and distribution systems.**

The findings, in particular, demonstrated that brand attributes are highly influenced by consumer motivation at (= 0.697, R2=0.486, P-value =0.000 0.05). Brand attributes and consumer motivation are strongly correlated, as indicated by the Path coefficient of 0.697. According to the R2 value of 0.486, consumer motivation can account for 48.6 percent of the variance in brand attributes.

Furthermore, the distribution system was found to be significantly impacted by consumer motivation at (= 0.726, R2=0.527, P-value =0.000 0.05). The distribution system and consumer motivation are strongly correlated, as indicated by the Path coefficient of 0.726. As indicated by the R2 value of 0.527, consumer motivation accounts for 52.7% of the variance in the distribution system.

The results also showed that, at (β= 0.796, R2=0.634, P-value =0.000 <0.05), customer motivation significantly affects pricing strategy. The Path coefficient of 0.796 implies a substantial degree of relationship between consumer motivation and pricing strategy. Customer motivation can account for 63.4% of the variation in pricing strategy, according to the R2 value of 0.634. Moreover, the results indicated that promotional programs are significantly impacted by customer motivation (= 0.628, R2=0.394, P-value =0.000 0.05). Promotional programs and consumer motivation are strongly correlated, as indicated by the Path coefficient of 0.628. The R2 value of 0.394 implies that customer motivation can explain 39.4 percent of the variation in promotional programs.

Pricing strategy has the highest predictive value, followed by distribution system, brand attributes, promotional program, and so on, according to additional statistical analysis shown in Table 8.

4.2 Hypothesis Two

H$_0$= Consumer need does not play any significant role in the Organisational marketing response (pricing strategy, brand attributes, promotional Programs, and distribution system)

Hypothesis one tested the influence of **consumers' needs** on Organisational marketing response (pricing strategy, brand attributes, promotional Programs, and distribution system). Path coefficients, t-statistics, R-square values, and p-values were used to interpret the results. The degree and strength of association between the needs of the consumer and the organisational marketing response are determined by the path coefficient, as illustrated in Figure 4.3. The r-square, on the other hand, calculates the degree to which the needs of the customer's account for the variance in the organisational marketing response.
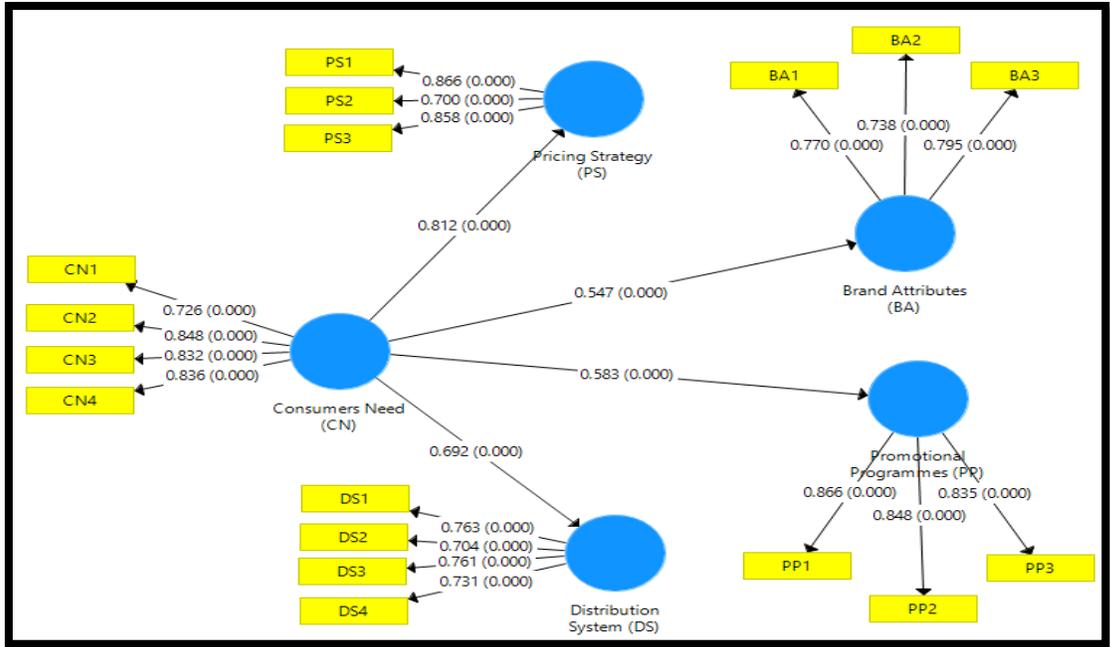
Figure 2: Consumers' need and Organisational marketing response (pricing strategy, brand attributes, promotional Programs, and distribution system)model

With the loading values of each item of measurement of the constructs, Figure 2 displays the PLS algorithm model of consumer need and Organisational marketing response (pricing strategy, brand attributes, promotional programs, and distribution system). Also, the PLS Bootstrapping Model with β and P-coefficient of the value of Consumer need and Organisational marketing response (pricing strategy, brand attributes, promotional Programs, and distribution system) are depicted in Figure 2. Every value in the research instrument related to consumer need, pricing strategy, brand attributes, promotional programs, and distribution system measurements is significant at a p-value of 0.05. All of the measurement items for consumer need and organisational marketing response (price strategy, brand attributes, promotional campaigns, and distribution system) have their factor loadings displayed in Table 9. Cronbach Alpha, composite reliability, and average variance extracted (AVE) were used to evaluate the validity and reliability of the instrument. The recommended criteria for factor loading, composite reliability, AVE, and Cronbach Alpha were all met concurrently.

For determining construct validity in the study, convergent and discriminant validity were also considered. Convergent validity is the demonstration of a connection between consumer need and an organization's marketing response (price strategy, brand attributes, promotional activities, and distribution system). Meanwhile, the variance inflation factor (IVF) was also employed to assess for common method bias (CMB). A VIF score of one denotes the complete absence of collinearity; most

studies, however, suggest a cutoff point of 10. Others argued for a more conservative limit of 2.5 to 5 points (James et al., 2017; Kock, 2015). All of the VIF values for each item in each variable measurement are substantially below the conservative threshold of 5, as shown in Table 9.

Table 10 Heterotrait-monotrait Discriminant for Hypothesis Two

	BA	CN	DS	PS	PP
BA					
CN	0.732 [0.677; 0.833]				
DS	0.767 [0.682; 0.842]	0.769 [0.692; 0.897]			
PS	0.806 [0.774; 0.870]	0.685 [0.599; 0.751]	0.794 [0.687; 0.874]		
PP	0.825 [0.780; 0.881]	0.698 [0.522; 0.801]	0.737 [0.644; 0.871]	0.780 [0.679; 0.841]	

The discriminant validity was assessed using the correlations' heterotrait-monotrait (HTMT) ratio. Every HTMT value was found to differ significantly from one, and all upper confidence intervals were found to be smaller than one. All of the values are below the critical limit of HTMT 0.85, according to the analysis's findings. Furthermore, the correlation between heterografts and heater methods is weaker on average than the relationship between monotraits and heater methods. There is proof of the discriminant validity. The heterotrait-monotrait discriminant value is shown in Table 10.

Table 11 Model Fit for Hypothesis Two

	Estimated
SRMR	0.063
d_ULS	0.272
d_G	0.698
Chi-Square	109.592
NFI	0.938

The model fit indices presented in Table 10 were found to be satisfactory. As defined by Chen (2007), SRMR is the standardised residual average between the hypothesised covariance matrices and the observed matrix. A model fit estimation metric is the SRMR. It is regarded as credible when the SRMR is lower than 0.08. The SRMR for this study model was 0.063, which indicates a satisfactory fit for this research. The NFI estimate for this study is 0.938, greater than the benchmark of 0.90, with a chi-square value of 109.592.

The PLS-SEM predictive significance of the indicator data points and measurement constructs was also ascertained using the Q-squared values. The Q- squared values for BA, DS, PS, and PP are 0.169, 0.245, 0.413, 0.394, and 0.236, respectively, all of which is more than zero. This suggests that the constructs are predicted by the PLS path model. A similar method was used to calculate the effect size: F-squared. Table 11 shows that the f-square values for BA, DS, PS, and PP are 0.428, 0.919, 1.935, and 0.515, respectively. This suggests that the sample effect is seen as significant.

Table 12 Coefficient value of Hypothesis Two

	Variables	Path Co-	SE	T- Statistic	P Values	R^2	F^2	Q^2	Decision
H_{o1}	CN →BA	0.547	0.082	6.683	0.000	0.300	0.428	0.169	Significant
H_{o1}	CN →DS	0.692	0.053	12.982	0.000	0.479	0.919	0.245	Significant
H_{o1}	CN →PS	0.812	0.033	24.286	0.000	0.659	1.935	0.413	Significant
H_{o1}	CN →PP	0.583	0.070	8.329	0.000	0.340	0.515	0.236	Significant

The second hypothesis examined the relationship between consumer need and organisational marketing response (pricing strategy, brand attributes, promotional programs, and distribution system). A statistical analysis of this hypothesis is presented in Table 12. The findings show a robust relationship between distribution system, brand attributes, pricing strategy, and promotional activities and consumer need.

The findings demonstrated that, in particular, customer needs have a significant impact on brand attributes at (= 0.547, R2=0.300, P-value =0.000 0.05). There is a moderate correlation between brand attributes and customer needs, as indicated by

the Path coefficient of 0.547. Customer needs can explain 30.0% of the variation in brand attributes, based on the R2 value of 0.300. It was also revealed that consumer need has a substantial influence on the distribution system at (= 0.692, R2=0.479, P-value =0.000 0.05). The distribution system and customer needs are strongly correlated, as indicated by the Path coefficient of 0.692. Consumer need can explain 47.9 per cent of the variance in the distribution system, according to the R2 value of 0.479.

The findings also revealed that consumer need has a significant influence on pricing strategy at (β= 0.812, R^2=0.659, P-value =0.000 <0.05). The Path coefficient of 0.812 implies a substantial degree of relationship between consumer need and pricing strategy. The R^2 value of 0.659 indicates that a 65.9% variance in pricing strategy can be explained by consumer needs. Additionally, the results showed that the impact of customer need on promotional programs is significant (= 0.583, R2=0.340, P-value =0.000 0.05). A moderate correlation has been found between promotional programs and consumer needs, as indicated by the Path coefficient of 0.583. The R^2 value of 0.394 implies that customer needs can explain 34.0 per cent of the variation in promotional Programs.

4.3 Hypothesis three

H0: Government regulation does not significantly moderate the relationships between customer behaviour and Organisational marketing response.

The third hypothesis examined how regulatory actions affected the interplay between consumer behaviour and organisational marketing response. Path coefficients, R-square values, and p-values were used to interpret the results. As shown in Figure 3, the path coefficient determines the degree and strength of the correlation between o customer behaviour and Organisational marketing response. Conversely, the r-square, as demonstrated by consumer behaviour, establishes the degree of variation in organisational marketing response and the moderating influence of governmental regulation. The p-value denotes the degree of probability that must be less than 0.05 to be declared significant.
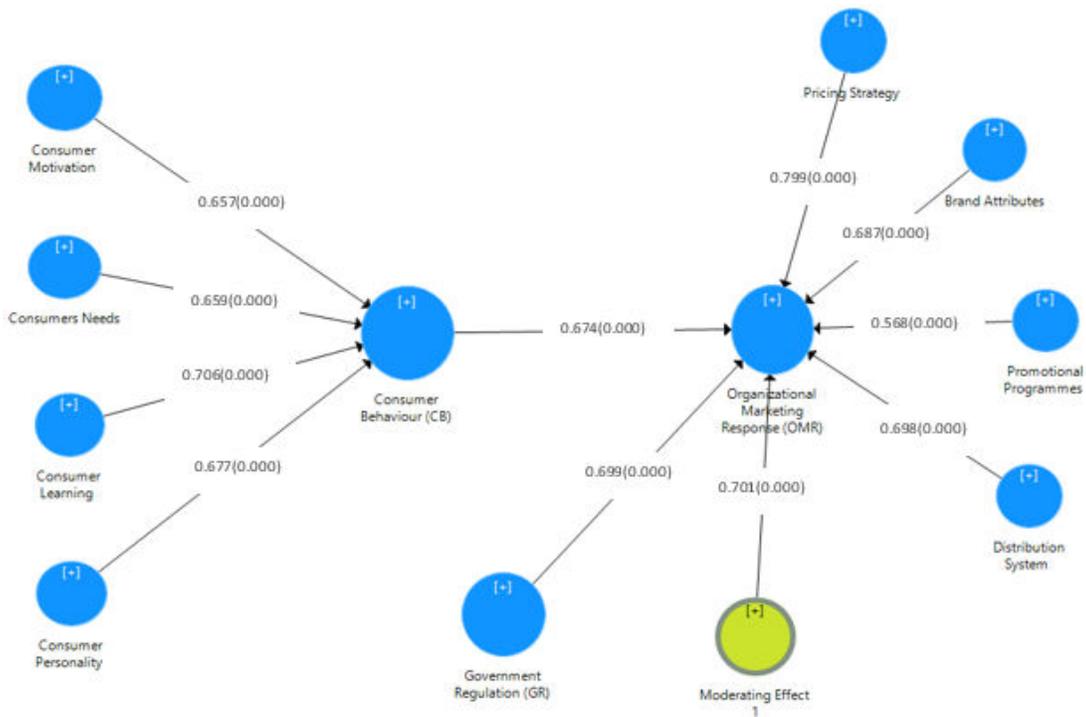
Figure 3:Customer Behaviour, Government Regulation and Organisational Marketing Response Model

The PLS algorithm model in Figure 3 illustrates the moderating effect of governmental regulations on the relationship between consumer behaviour and organisational marketing response. In Figure 3, the PLS Bootstrapping Model with the value and p-coefficient is also displayed. The probability level is determined by the p-value. At a p-value of 0.05, all of the assessments of Organisational marketing response, governmental regulation, and customer behaviour collected through the study instrument are significant.

Table 13 Model Fit of Hypothesis three

	Estimated
SRMR	0.079
d_ULS	3.465
d_G	2.301
Chi-Square	142.339
NFI	0.902

Table 13 displays the model fit for hypothesis three that tested the moderating effect of governmental regulations on the relationship between consumer behaviour and

Organisational marketing response. The SRMR value is 0.079 <0.08, indicating a good fit for this research.

Additionally, using the Q2 values in PLS-SEM analysis, the predictive relevance of the indicator data points and measurement constructs was ascertained. The Q^2 values for all the variables are larger than zero. This suggests that the PLS path model has predictive relevance for the constructs. In the same vein, the F-square was used to determine the effect size. The results show that the sample effect is thought to be significant.

Table 14 Coefficient value of Hypothesis three

Variables	Path Co-efficien	P Values	R^2	F^2	Q^2	Decision
CB→OMR	0.674	0.000	0.454	0.470	0.613	Significant
GR→OMR	0.699	0.000	0.489	0.477	0.654	Significant
Moderating effect→OMR	0.701	0.000	0.491	0.398		Significant

The path coefficient of all constructs of governmental regulations, consumer behaviour and Organisational marketing response shows significant relationships in the analysis at 0.05.

Consumer behaviour and the organisation's marketing response showed a statistically significant correlation at (β= 0.674, R2= 0.454; P-value =0.000 <0.05). The consumer's behaviour can account for 45.4% of the variance in organisational marketing response, according to the R-square value of 0.454. A significant relationship was discovered between governmental regulations and organisational marketing response (β = 0.699, R2 = 0.489; P-value = 0.000 <0.05). The R-square value of 0.489 indicates that government regulations can explain 48.9% of the variance in organisational marketing response. Meanwhile, the finding revealed that governmental regulations moderate the relationship between consumer behaviour and Organisational marketing response at (β= 0.701, R^2= 0.491; P-value =0.000 <0.05). This suggests that government regulations significantly moderate the relationship between consumer behaviour and Organisational marketing response.

5.0   Discussion

The results for the first hypothesis demonstrate that price strategy, brand features, promotional Programs, and distribution system have a significant impact on consumer motivation. This means that the firms' capacity to entice clients with financial rewards and high prices for high-quality goods that will meet their demands may help to increase customers' trust. Additionally, providing distinctive goods and services that live up to client expectations for quality and performance would help the organisation's marketing efforts. Pricing methods influence consumer motivation more than other factors including brand features, promotional Programs, and distribution systems, despite the fact that these factors all played a substantial role. This suggests that businesses should keep investigating price techniques to encourage customer motivation for repeat business and continued use of the enterprises' goods and services. In addition, one of the key indicators for predicting customer motivation is the distributive system.

The second hypothesis's findings show that consumer need is highly influenced by price strategy, brand attributes, promotional activities, and distribution system. This implies that the ability of an organisation to identify customer needs and satisfy them with products and services that comply with safety standards and laws may have an impact on the marketing response of the organization. Additionally, organisations' marketing responses, such as pricing strategy, brand features, promotional initiatives, and distribution systems, may be influenced by businesses' desire to offer goods and services that meet consumers' social requirements.

The results of hypothesis three show that there is a significant moderating effect of government regulation on the links between consumer behaviour and Organisational marketing response. This suggests that products deemed safe for consumption or use and recognised by various government bodies are typically used. This shows that customers are willing to purchase goods that meet the requirements set forth by consumer protection regulations.

5.1   Limitations of the Study

The scope of this study is limited as it only examines four (4) of the numerous industrial companies located in Lagos, Nigeria. Additionally, because this study used a cross-sectional methodology, it was unable to clearly identify a cause-and-effect relationship between consumer behaviour, legislative action, and the organisational marketing response of the chosen firms.

5.2   Suggestions for Further Study

Even though the study only looked at four manufacturing companies in Lagos, Nigeria, future research should expand its purview to include other companies in the

country's largest cities to see if regional factors could have an impact. Additionally, future research may compare manufacturing firms with other sectors of the Nigerian economy. In addition, another moderating variable could be considered in investigating the relationship between consumer behaviour and Organisational marketing response.

6.0   Conclusion

The study concluded that price strategy, brand attributes, promotional activities, and distribution systems all significantly influence consumer motivation. Customer trust may therefore rise if businesses can persuade customers with financial incentives and significant price flexibility in exchange for a high-quality product that meets their needs. The desire of businesses to meet the social needs of their customers through their goods and services may also encourage organisational marketing response. To this end, the study concludes that the ability of the firms to identify consumers' needs and provide them with products and services that comply with safety standards and regulations could drive organisational marketing response. The investigation also found that the relationship between customer behaviour and organisational marketing response is tempered by government regulation. According to this, businesses that abide by laws governing standards and quality will strengthen the bond between customer behaviour and organisational marketing response.

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