



Harnessing Epistemology with Consumer Decision-Making and Marketing Strategy

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Abstract. The article advocates for an epistemological framework regarding consumer choices and marketing tactics. Consumer behavior, particularly in relation to selecting products from various alternatives, poses several questions: Why do individuals engage in shopping? Why do they opt for specific items among numerous options? How is it that a particular product becomes the preferred choice for certain consumers and consumer segments? How can marketers create a portfolio for such a product, considering the range of diverse consumers/customers? Given that the consumer process of making purchasing decisions is increasingly intricate. The reality is that every company makes choices grounded in its understanding. However, how does an organization determine what it knows? This inquiry is crucial since a company's insights influence its decisions, strategies, and activities. In the realm of philosophy, the examination of knowledge is termed epistemology; it explores the origins of knowledge, how we validate its accuracy, and how we apply it. Nowadays, businesses possess more data than at any time in history, thanks to technology and data. However, possessing a wealth of information doesn't necessarily equate to having substantial knowledge. The paper argues that Sensory analysis is an essential collection of techniques for gaining research and marketing insight into product consistency and variability. Although these sensory evaluations are straightforward and easy to implement; others are more intricate and necessitate training and expertise.

Keywords: Epistemology, Consumer, Ideas, Perception, Primary qualities, Secondary qualities.

1. Introduction

Epistemology is the examination of the legitimate nature of knowledge: through our understanding of epistemology, we can discern the truth from the untrue by conducting a thorough assessment. An

epistemologist poses these questions: what are the origins of knowledge? What is the essence of knowledge? Is our knowledge credible? With the understanding of epistemology, we can acquire an understanding of the environment surrounding us. This research work is premised on John Locke's epistemology. We are not going to consider other aspects of John Locke's philosophy, except where they have connections to his theory of knowledge. We will confine ourselves discussion to John Locke's distinction between the epistemology of primary and secondary qualities of bodies, but because Locke's distinction between our knowledge of primary and secondary qualities did not emerge in isolation, our investigation will include an examination of John Locke's philosophy of idea.

In his *An Essay Concerning Human Understanding*, John Locke divides ideas into straightforward and intricate. Straightforward concepts are additionally categorized into four groups based on their origins in experience: (a) straightforward concepts from a single sense (b) straight forward concepts from multiple senses (c) straightforward concepts of introspection (d) straightforward concepts combining sensation and introspection (Locke, 1959: 48), to John Locke, no concepts exist that lie beyond these categories. Complex notions can be understood by breaking them down into their simpler components; no ideas are exclusively simple or complex, and no ideas can be classified as both simple and complex simultaneously. while perception through reflection entails the emergence of basic ideas of reflection. In John Locke's examination of the workings of the mind concerning its ideas, terms such as 'remembering,' 'perceiving,' 'comparing,' 'abstracting,' and 'compounding' represent ideas themselves rather than merely labels for the processes that create our ideas. Outline of simple ideas are: Of One Sense are Eyes: Varieties of Tints of Hues and Illumination. Ears: Noises, Sounds, Tones. Palate: Tastes. Nose: Smells. Of Touch: Heat, Cold, Solidity (Locke, 1959:149). Of More than One Sense are: Space or extension,

Figure, Rest, Motion. (Locke, 1959:158). Simple Ideas of Reflection are: Perception or Thinking, Volition or Thinking. (Locke, 1959:159). Basic Concepts of Sensation and Reflection are: Pleasure or Delight, Pain or Uneasiness, Lower, Existence, Unity. (Locke, 1959:160). The paper contends that consumer perception delineates how clients and prospective buyers perceive a business and its products and services. The perception of consumers holds significance as it can affect their behavior and, ultimately, a company's profitability, how consumers perceive a brand can decide a business's success or failure.

1.1 Research Objectives

- To reveal the connection between our understanding of John Locke's epistemology of the ideas of primary and secondary qualities
- To comprehend the possibilities and challenges of our understanding of the epistemology of primary and secondary qualities
- To analyze how our understanding of the epistemology of the ideas of primary and secondary attributes influences our purchase decision
- To demonstrate how our understanding of sensory attributes can be developed and aimed at fulfilling consumers' needs, desires, and buying habits.

1.2 Research Questions

- What is the connection between our understanding of John Locke's epistemology of ideas of primary and secondary qualities?
- What are the potentials and challenges related to our understanding of the epistemology of the primary and secondary qualities?
- How can our perception of primary and secondary characteristics impact our purchase decision as consumers?
- Is it possible to utilize our understanding of sensory attributes to address consumers' desires and purchasing behaviors?

2. John Locke's Theory of Ideas and Theory of Knowledge

John Locke argues that our knowledge extends no further than we have ideas, without ideas there would be no opportunity for relation and identity, which then prevents understanding. To him knowledge can go no further than we can perceive their agreement or disagreement. We can see the unification of the theory of ideas and theory of

knowledge as Locke's goal. Locke's theory of knowledge should be understood as a systematic application of his wholly empiricist theory of ideas. The goal of Locke's historical plain method is to hold the theory of knowledge within the scope of the theory of ideas.

We understand Locke's knowledge to be a relation entirely between ideas and only ideas. However, controversy has persisted whether the objects of knowledge need be ideas. Yolton is of the view that in the case of knowledge of real existence, knowledge can be a perception of agreement of ideas with things that are not ideas. (1970:111). Woozley disagrees with Yolton and argues that no perceived agreement or disagreement could ever consist of anything but ideas. (Woozley, 1972:7) The point here is how to understand a perceived agreement or disagreement, by restricting perception to the domain of ideas. Because agreements and disagreements are relations they cannot be prized from their constituent ideas. To John Locke there is no difference between relations and ideas of relations, relations are just nothing more than occurrent mental comparisons. These comparisons are the complex ideas consisting of the reflective simple comparing annexed to two ideas. In his analysis of knowledge John Locke argues that because the mind "hath no other immediate object but its own ideas, which it alone does or can contemplate, it is evident, that our knowledge is only conversant about them, in another sense he characterizes idea as whatever the mind perceives in itself, or is the immediate object of perception." (Locke, 1959: 169), ideas now turn out to be John Locke's basis for the definition of knowledge. It is only ideas that the mind does or can contemplate in achieving knowledge. Locke view the external sense and the internal sense as the fountain of knowledge, because this is where all the ideas we have or can naturally have do spring, (Locke, 1959: 122). Hume's distinction overlaps John Locke's distinction of knowledge and judgement, the mind's apprehension is grounded in experience and not in mere contemplation of the related ideas. Locke acknowledge the facts that many situations are ill suited to knowledge, but allow for practical assurance. His limit of human understanding enables us less likely to perplex ourselves and others with disputes about things to which our understandings are not suited. This also avoid skepticism because when we extend our enquiries beyond our boundary, we are apt to increase our doubt.

For instance, our secondary quality of color could be explained by a theory relating the color aspects of visual sense – data to the sub – microscopic textures of seen surfaces. John Locke claims: if then external objects be united to our minds when they produce ideas therein, and yet we perceive these original

qualities in such of them as singly fall under our senses, it is evident that some motion must be thence continued by our nerves, or animal spirits, by some parts of our bodies, to the brains or the seat of sensations, there to produce in our minds the particular ideas we have of them. And since the extension, figure, number, and motion of bodies of an observable bigness, may be perceived at a distance by the sight, it is evident some singly imperceptible bodies must come from them to the eyes, and thereby convey to the brain some motion, which produces these ideas which we have of them in us.” (Locke, 1959:172).

John Locke is of the opinion that our perceptions of secondary qualities may vary greatly according to the state of our body and the environment. Secondary qualities he claims are powers to produce various sensations in us. To say that ‘A’ has a power to produce ‘B’ in me is to say, among other things, that if ‘A’ were related to me in certain way then ‘B’ would occur in me. Secondary quality of an object is its power to induce in something else an idea, secondary quality perceptions are to be explained through the primary qualities of the perceived objects. In his: *An Essay Concerning Human Understanding*, John Locke uses perception and sensation as equivalent to idea. The use of these terms is hard to justify. There is an idea of perception, of course, but perception is not an idea. This loose way of using perception and sensation can lead only to confusion. When the mind has an idea which is caused by or annexed to an impression on the body made by an external object, the mind has the power to observe this having an idea so caused by a distinct object or idea.

Having an idea so caused is perception, so if we call it sensation, sensation is a part of perception. Neither one is an object at first, both can be object when the mind reflects upon its own processes. We cannot say we have a sensation in the sense that we have an object or idea. All we can say is that we have the idea of perception or sensation. The only valid use of the term sensation is that it is that part of perception which refers to the mind’s having ideas caused by or annexed to impressions on the body by an external object. Sensation or perception is the power or the quality of the mind by virtue of which the mind has ideas. It is a process not an object. To John Locke perception or thought which actually accompanies and is annexed to, any impression on the body, made by an external object being distinct from all other modifications of thinking, furnishes the mind with a distinct idea, which we call sensation, which is as it were, the actual entrance of any idea into the understanding by the senses. The same idea when it again recurs without the operation of the like object on the external sensory, is remembrance, if it be sought after by the mind, and

with pain and endeavor found, and brought again in view, it is recollection. If it be held there long under attentive consideration, it is contemplation. (Locke, 1959: 298). In John Locke’s analysis of the same water feeling hot to one hand and cold to the other he says “for if we imagine warmth, to be nothing but a certain sort of degree of motion in the minute particles of our nerves or animal spirits, we may understand how it is possible that the same water may, at the same time produce the sensations of heat in one hand, and cold in the other.” (1959:177). Locke is of the opinion that the objects the mind immediately perceives, trees, stones, houses are its ideas, for instance when I say the rose is red and of a certain shape and size all I am warranted in meaning is that a certain complex idea, rose has in it the simple ideas redness, form, and extension.

3. Literature Review

3.1 Qualities and Sensory Perception

Downing, L. (2009), “Locke: The Primary and Secondary Qualities Distinction”, opines that John Locke formulates the most famous and influential version of ideas of primary and secondary qualities. To her, John Locke does not deny that secondary qualities are in bodies, but that they are not in bodies in the way we naively take them to be, but rather in some ways inferior to the way in which the ideas of primary qualities are there. She sees John Locke’s distinction as a distinction between qualities which are really in bodies and qualities which are at best in bodies in some lesser or dependent fashion. Downing captures the core of John Locke’s distinction between ideas of primary and secondary qualities with the distinction between the intrinsic and irreducible qualities count as secondary qualities for John Locke.

Ayers, M. (1975) “The Ideas of Power and Substance in Locke’s Philosophy”, affirms that the concept of substance is as important in Locke’s philosophy as the concept of an idea. He sees John Locke as a classic expression of a philosophy of nature. To him, John Locke’s doctrine of substance helps to constitute the end to which the general theory of ideas and knowledge is a means or preliminary the mapping of the extent and limits of human understanding. Ayer argues that the observable qualities of any particular sort of substance are said to flow from the unknown essence of that substance, if this is the same relationship as inherent in substance, then it seems that the essence from which observable properties flow and the substance from which they do result must be the same thing. But John Locke’s argument points to a distinction between them. To Ayer the general ideas of substance is everywhere the same and from observation we know these properties.

Jacovides, M. (2010) "Locke's Distinction Between Primary and Secondary Qualities", suggested that John Locke's definition of ideas of primary qualities as "such as are utterly inseparable from the body" and secondary qualities as "powers to produce various sensation in us" does not entirely serve the purpose, because it seems indistinguishable from what seems to be his official definition of quality as "the power to produce any idea in our mind. I call quality of the object wherein power is". Jacovides however, doubts if John Locke genuinely intends to define secondary qualities as powers to produce sensations in us. Jacovides is of the opinion that there is no principled difference to be drawn between the power to produce the idea of red and the power to produce the idea of oblong and that he could not understand why our ideas of colour pick out mere powers to produce ideas in us, and our ideas of shape pick out intrinsic, mind-independent qualities.

Whiteley, C. H. (1969), "Sense Data", contends that sense data have specific attributes such as hue, form, and proportional dimensions, and they typically do not correspond numerically or qualitatively to physical objects. These characteristics are directly observed, they cannot be questioned by the individual who perceives it. For him, the challenges in utilizing sensory information emerge when one needs to ascertain if a characteristic is sensorially presented and genuinely exists or is merely imagined or believed to exist. He sees the distinction between datum and interpretation clear, for instance the blue color, the bend, the diminishing sound are actually seen or heard. To whiteley we encounter uncomfortable situations where the difference seems ambiguous, for instance, if an object appears distance, is its distance perceived, assumed or assessed? Are we able to perceive the sorrow in a facial expression? Or sense the sorrow in a musical composition? he does not regard distance and sadness as characteristics of sensory information, the emphasis here is not the analysis of experience but instead the examination of an idea, for example he perceives blueness as a characteristic of sensory information, since to be blue is not more or less than appearing blue, therefore stating that a physical object is blue does not automatically imply that it appears blue to a particular person on a particular occasion.

Cohen, J. (2011) *The Red and the Real: An Essay on Color Ontology*, affirms that colours are constituted in terms of relation between objects and subjects, defending relationalism about colours. To him, something is red, for instance, if it causes reddish experiences in the relevant individuals in relevant circumstances. Cohen is a real colour enthusiast, he offers a 'master argument relationalism based on perceptual variation. He argues further that the most important form of colour

relationalism is the dispositionalist view that identifies colours with dispositions to look coloured. To him, the guiding idea behind color disposition is that colours are analogous to properties like fragility or solubility in having characteristic manifestations that occur only when appropriate circumstances obtain. To him, fragile objects shatter when they are struck sufficiently hard but not held together by extrinsic supports such as packaging material. From Cohen's argument we can see that the way an object is presented is best understood in terms of external mind-independent and situation dependent qualities of objects, such as colours and the situational qualities such as lighting conditions, and perceiver's location in relation to the perceived object.

Lamprecht, S. (1929), "Sense Qualities and Material Things", asserts that sensory attributes and substance are both attributes of events and ultimate units of reality. There is a causal connection, matter being cause and sense qualities the effects. He perceives sensory qualities as a trustworthy and dependable sign of a physical object. The outside realm consisted of vast physical forms, with specific size, shape, density, and mass acting in particular manners. As per Lamprecht, sensory qualities and substance are not two categories of material, but two descriptors that pertain to occurrences; sensory qualities and substance are not two separate domains of existence, but two different attributes we observe in the same series of natural occurrences, for example, sensory qualities such as hues, noises, scents, etc. exist in the moments and places they are perceived. We separate the sensory characteristics from their original context during occurrences. For him, we interpret the yellow hue as an indicator of sodium, a dull pain as a signal of fatigued nerves and a requirement for rest; we regard this flavor as a warning of decomposed meat hazardous to health. He sees relationship between sense qualities and substance as a consistent and uniform correlation.

3.2 Sensory Evaluation of Objects Under Different Varying Conditions

Rizzo, P. V. Harwood, W. S. and Drake, M. A, (2020), "Consumer Desires and Perceptions of Lactose-Free Milk", characterize consumer views and choices regarding lactose-free milk. Three 1.5-hour focus groups (n=25), a structured survey (n=331), trained panel descriptive analysis, and a consumer acceptance taste test (n=160) were carried out with lactose-free milk consumers. Focus groups were assessed based on the frequency of responses, revealing that habits and flavor resemblance to cow's milk significantly influenced the preference for lactose-free milk over plant-based options. Higher sweetness and reduced viscosity were identified as the main sensory distinctions between lactose-free milk and conventional milk. The information collected from these methodologies offered valuable

insights into consumers' perceptions of ideas of primary and secondary qualities and purchasing behaviors. Understanding consumer preferences for lactose-free milk will provide practical guidance for new product development within the dairy sector for this market segment.

Obadina, N. O. Oyewole, O. B. and Ogundipe, F. O. (2009), "Effect of Packaging Material on the Storage and Shelf life of Cooked Fufu", identify qualities such as color, texture, odor and acceptability of cooked "fufu" stored at ambient and refrigeration temperatures. The changes observed include the spoilage and shelf life of cooked "fufu" under different storage and packaging conditions. The physical changes in cooked "fufu" during storage at ambient condition reveals that for the first three days, the samples remain unchanged in color, odor, and texture. On the sixth day, there was color change, yellow, black, and green spots were observed in the "fufu" packaged in leaf. The result indicates that cooked "fufu" stored in refrigerator remains stable in color, texture, and odor while those of ambient condition showed color, odor and textural changes. This reveals that cooked "fufu" will keep best when stored refrigerated.

Eke, J. Sanni, S. A. and Owuno, F. (2009), "Proximate and Sensory Properties of Banana Cakes", (2009) identify the primary and secondary qualities in Wheat/Banana composite cake. Banana and Wheat flour were milled into flour. Banana and Wheat flour were sieved through a size screen to obtain flour of uniform particle size; cake samples were prepared. Sensory evaluation of the Cake was conducted within 24 hours of baking in the nutrition and processing laboratory of the department, using a panel of 20 consumers of cakes. The panel was asked to score for aroma, color, texture, taste and overall acceptability using a 9 points hedonic scale, where 1 and 9 represent dislike extremely and like extremely respectively. The panelists were instructed to rinse their mouth with water after tasting each cake sample. Sensory evaluation showed no significant difference between the control wheat and banana flour in taste, texture and general acceptability.

Babajide, J. M. and Onaderu, O. A. (2009), "Effect of Local Preservatives on the Sensory Properties of Dried Yam Slices "Gbodo", Flour and Paste", reveal that there were some differences in the sensory attributes of treated samples of dried yam flour and paste compared with the untreated sample. The differences were within the acceptable limits. Collected samples of white yam tuber of local variety of "ijedo" "Abafe" and "Agelu" leaves. The processing of Yam tubers to dried yam "Gbodo" flour and paste was carried out. Coded samples of dried Yam slices, flour and paste were presented to 20 trained panelists, each treatment group was

compared with untreated sample respectively. Sensory evaluation of dried Yam slices, flour and paste were conducted on different days in a well-lit sensory laboratory. The trained panelists consisted of male and female adults who are familiar with the samples and each conducted an independent assessment in separate sensory booths. The levels of the attributes of the dried Yam slices and their products were assessed using the scoring difference test. The color attribute was assessed using a 6 points scale with 1 = darker brown, 2 = dark brown, 3 = brown, 4 = moderately brown, 5 = light brown, 6 = lighter brown, for the dried Yam slices and flour. Amala paste was also presented to the panelists for identification of any difference/similarities between qualities such as color, aroma. With 1 = bad aroma, 2 = poor aroma, 3 = fair aroma, 4 = good aroma, 5 = very good aroma, and 6 = excellent aroma. Taste with 1 = very bitter, 2 = bitter, 3 = slightly bitter, 4 = bland, 5 = slightly sweet, 6 = sweet. Mouldability with 1 = very sticky, 2 = sticky, 3 = neither sticky nor moldable, 4 = highly moldable. The panelists were provided with water to rinse their mouths before and after tasting each sample. A 9-point hedonic scale was used to determine the overall acceptability of dried yam paste "Amala" with 1 = dislike extremely, 2 = dislike very much, 3 = dislike moderately, 4 = dislike slightly, 5 = neither like nor dislike, 6 = like slightly, 7 = moderately, 8 = like very much and 9 = like extremely.

The results shows that all the treated samples had acceptable color (secondary quality) which ranged from lighter brown to brown except the Yam paste treated with dried 'agehu' leaves. There were significant differences in the color, taste, mouldability and overall acceptability of treated paste compared with the untreated sample. There were no significant differences in the aroma of the paste of all the treated samples compared with the untreated sample. However, higher concentrations of preservatives could negatively affect the sensory attributes of "gbodo" flour and paste.

Nzeagwu, O.C. and Udugwu, A. N. (2009), "Nutrient Composition, Physical and Sensory Properties of Fruit Juices Produced from Velvet Tamarind, Pineapple and Pawpaw" evaluated for taste, flavor, appearance and general acceptability of three juice samples namely: Velvet Tamarind, Pineapple, and Pawpaw juice. Velvet Tamarind fruit was sorted and the shells were removed manually by breaking the pods and bringing out the pulp-covered seed. The juice was filtered with a clean cloth to obtain a clear sample free from seeds and other particles. The pineapple fruits were thoroughly washed in tap water and peeled manually with a stainless-steel knife. The fruits were covered and the edible portions were cut into thin slices blended in a ken-wood food processor and sieved. Similarly ripe

pawpaw fruit was thoroughly washed peeled, seeds removed and cut into small pieces. The fruit was blended in an electric food processor, to produce pulps which was further sieved using a clean cheese cloth to produce juice. The evaluation was based on a 9 points hedonic scale namely: 9 = like extremely and 1 = dislike extremely. The evaluation was randomly carried out under full illumination. The juice samples were presented in randomized order in transparent glass cups coded with alphabets. Bottled water was provided for the judges to rinse their mouth as they evaluated the samples. The judge responses showed significant difference in taste, flavor, and general acceptability for all the single juice samples: Velvet Tamarind juice, Pineapple juice, and Pawpaw juice. In appearance, Pineapple juice and Pawpaw juice did not differ significantly. In taste there were no significant difference between Pawpaw juice and blends of Velvet Tamarind juice/Pineapple juice and Velvet Tamarind juice/Pawpaw juice. There was also no significant difference in general acceptability between Velvet Tamarind juice and all the blends. But Pineapple juice was highly accepted, while Velvet Tamarind juice neither rejected nor accepted for taste, appearance, flavor, and general acceptability. This could be as a result of the natural sweetness and flavor and familiarity of the judges to the pineapple juice.

4. Research Methodology

This research utilizes the qualitative approach, incorporating both primary and secondary source materials: Literature, scholarly articles, and credible online resources have been directed to enhance this paper's depth and significance. This research is also based on textual analysis and case review approach, it uses the tools of exposition, analysis and criticisms. The research made recourse to the historical antecedents of the philosophy of John Locke. The issue of synthesis is addressed by drawing attention to the relationship between John Locke's epistemology of sensory qualities (primary and secondary) on the one hand and other classical criticisms on the other.

5. Results / Findings

Epistemology of sensory qualities are necessary to help manufacturers appeal to the conscious and unconscious preferences of consumers. Consumer panels, trained sensory panels and instrumental analysis can be used to help guaranteed that a product's color is consistent from batch to batch. Some of the most colossal failures in the history of processed foods involved the color of a food product that did not fall in line with consumer expectations, for example, caffeine – free cola, failed to generate a satisfactory profit because consumers could not relate to a clear soda that tasted like a brown cola. It

could even be said that when a product is widely successful, color seldom is credited for the success. (Ajayi, 2016:172).

Not only is the relationship between taste, smell, and texture important for enjoying food, drink and other things, but the disruption of the relationship can lead to many more problems. Smell and taste are natural defenses that protect humans from danger e.g. poison, fire etc. The relationship between smells and taste in one human body can have a major impact on a person's life. A couple of days ago I was watching one of my favorite shows, supreme chef, a reality TV show in which contestants try to out cook each other in multiple competitions to become the ultimate "supreme chef". During one of the final episodes a contestant, who was being asked to why his food tasted so bad admitted to the judging panel that he had a weak sense of smell. The judges told the contestants that to be a "supreme chef" one must have a perfect sense of smell, or at least a very strong one, because smell is one of the most important factors in understanding the tastes food. So why would it be detrimental for a chef to not have a good sense of smell? Not only would a decrease sense of smell be a huge detriment for a professional chef, but it would also affect someone who would just be enjoying food for pleasure.

A better understanding of color – shape compositions can be used as a tool for creating labels that are recognizable and evoke brand and corporate images. For instance, consumers seem to be affected by size, shape, and color of an object. Shape offers an opportunity to get a strong response from audiences, buildings, product packaging and company logos. All include the use of shape as excitement. In the late 1980s, car manufacturers became aware of the fact that many more women were making decisions about auto purchase, car designs, as a result began to include more curves.

Flavor like color and texture is a quality factor. It influences the decision to purchase and to consume a food product. Food flavor is a combination of taste and smell, and it is very subjective and difficult to measure. People differ in their ability to detect tastes and odors. People also differ in their preferences for these. Consumer expects certain qualities from their food. These include, color, flavor, texture, and even size. When these are missing or different than expected, the food is rejected. For instance, consumer expect meat to be red, apple juice to be light brown and clear, orange juice to be orange, egg yolks to be bright yellow – orange and so on. Color is an indication of ripeness or spoilage. The end product of cooking process is judged by color. Changes in expected colors can also indicate problems with the processing or packaging. Depending on product, consumers expect food to

have certain sizes and shapes, fruits and vegetables are graded based on their sizes and shapes. In the area of texture, consumer expects gum to be chewy, crackers to be crisp, cookies to be crunchy. The texture of food refers to the qualities felt with the fingers, tongue or the teeth. Texture in food varies widely but any departure from what the consumers expect is a quality defect. The ultimate judgement on any product consumed or service rendered is given by the end user - the customer. Any decision for a repeat is determined by the personal satisfaction gained from its consumption or use by the consumer. (Gatchalian, 2024:10). Every idea is an object of some action of perception or thinking. It means that when one perceives an object, one thinks of it. That is the mind perceives an object and transforms it into a thought or an idea.

6. Conclusion

Harnessing epistemology with consumer decision making and marketing strategy opens new opportunities for marketing research, the relevance of shape, size, colour, odour and taste has been a topic of philosophical research. Strong emotional connection of shape, size, colour, odour and taste between consumers and products affects the perceived links between price and quality as a detriment of purchase intent. Objects cause various ideas in us such as size, colours, smells, taste and odour. They act on our sense organs in ways that are determined by their qualities. The ability to cause an idea in us is a secondary quality of the object that depends on the ideas of primary qualities. Secondary qualities result from an object's primary qualities, all our secondary quality perceptions would be causally explained in terms of the primary qualities of the things we perceive.

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