

Impact of Culture on Consumer Buying Behaviour in Idah, Kogi State, Nigeria

Awulu Johnson Monday, Ph. D

Department of Marketing, The Federal Polytechnic Idah, Kogi State, Nigeria

Abstract

This study examines the impact of culture on consumer buying behaviour in Idah, Kogi State, Nigeria. The aim of the study is to examine how cultural factors influence consumer buying behavior in Idah, Kogi State, Nigeria. The research adopted a descriptive research design and reached respondents numbering 384 using a Godden sample size formular for an infinite population. However, out of the total respondents of 384 reached only 282 completed and returned their questionnaire giving a retrieval rate of 73%. A structured questionnaire was used to reach respondents and the data was analyzed using a descriptive and inferential statistical technique. Findings revealed that religion has impact on consumer choice of product, belief has effect on consumer choice of product, norms and taboos has influence on consumer buying behaviour. From the findings, it is concluded that no organization can survive without people, as people constitute a market; therefore, producing a product that has no market will adversely affect the performance of the business. Hence embarking on consumer research will reveal vital information as regards to the nature of consumers and how they make buying decisions. Based on the findings, the research therefore recommends that marketers of consumer goods in Idah local government should strive to increase their existing knowledge of consumers in order to better match the customers' needs.

Keywords: Culture, Consumer, Buying, Behaviour, Market, Business

Introduction

Cultural influences can be managed by adjusting controllable factors or adapting systematically to uncontrollable elements to help business professionals navigate safely and effectively in their commercial endeavors. Consumer purchasing behavior is significantly shaped by cultural factors. Culture, with its intricate components such as perception, values, and preferences, plays a pivotal role in influencing consumer buying patterns. It serves as the primary determinant of an individual's desires and actions (Edna & Samson, 2021; Nzewi & Audu, 2023). As children grow, they absorb a set of values, perceptions, and other factors from their families and key societal institutions. Within each culture, there exist subcultures that offer specific identification and socialization for their members. These subcultures can be based on nationality, religion, social groups, or geographic regions. When subcultures become sizable and economically influential, companies often tailor specialized marketing strategies to cater to them. Multicultural marketing emerges from detailed market research that highlights how various ethnic demographics may not always respond positively to mass-market advertising, impacting their purchasing behavior (Malik & Audu, 2023). Religion, as a subculture, currently influences the production, distribution, marketing, and sale of various products. For instance, in Nigeria, alcoholic beverages must be promoted through either print or electronic media to comply with religious considerations.

According to Agba, Agba & Obeten, 2023, Agba, Agba, Ettah & Obera, 2022) have argued the technological revolution like the advancement in artificial intelligence (AI) is changing the way public management engagements are conducted and the deployment of AI in promoting businesses practices and influencing marketing behaviour is gaining rapid grounds.

Statement of the Problem

Managers are often faced with cultural influences on consumer behavior and brand preferences. Therefore, marketers encounter several challenges in determining which of these cultural factors to consider while devising marketing strategies for their products. Questions such as the impact of religion on consumer product choices, how family size affects consumer preferences, the role of beliefs in shaping consumer behavior, and the influence of norms and taboos on purchasing decisions are commonly raised. This study aims to address these and other related questions.

Research Objectives

The study is aimed at accomplishing the following objectives, namely to:

1. determined the impact of religion on consumer choice of product?
2. determined the effect of belief on consumer choice of product?
3. determined rate of norms and taboos influence on consumer buying behaviours?

Research Questions

The researcher aims to address the following research questions in the study:

1. How does religion influence consumers' product choices?
2. What role does belief play in shaping consumers' product preferences?
3. To what extent do norms and taboos impact consumer purchasing behaviors?

Statement of Hypotheses

From the above research objectives and questions, the following research hypotheses are formulated to guide the study:

Hypothesis I

Ho: Religion has no impact on consumer choice of product.

Hi: Religion has impact on consumer choice of product

Hypothesis II

Ho: Belief has no effect on consumer choice of product

Hi: Belief has effect on consumer choice of product

Hypothesis III

Ho: Norms and taboos have no influence on consumer buying behaviour

Hi: Norms and taboos have influence on consumer buying behaviour

Conceptual Review

Meaning of Consumer Behaviour

Consumer behavior entails the observable actions of a consumer that are directly perceivable and quantifiable by external observers. It involves the engagement of an individual in acquiring and utilizing economic goods and services, whether in the present or future. The term denotes emotional responses, reactions, or feelings, while cognition encompasses mental processes like thinking, recalling, and understanding. The buying behaviour of the final consumer, which includes both individuals and households who buy goods and services for personal consumption, is also a part of consumer behaviour. Consumer behaviour is not limited to only individual behaviour but also group behaviour. It plays a major role in the marketing of goods and services, and deals with scarce goods and services. Frequently, it includes a cycle consisting of orientation, purchase, use, and disposal.

Consumer behaviour is reasoned and deliberated upon, impulsive like an order at a bar, and habitual like buying the same brand always. Consumer behaviour includes mental operations which are not directly observable, such as the decision to engage in low-fat dieting and to refrain from eating snacks. It is not only acts but motives and causes that are taken into consideration when embarking on consumer research to find out whether the display of products persuades consumers to buy or if consumers do care about the opinions of others.

Reteratals (2000) and Kotler and Kelvin (2007) have defined consumer behavior as the observable actions of consumers that can be directly measured by others. This overt behavior, as described by Reteratals, is distinguished from mental processes like thinking, which are not readily observable. Achumba (1996) views consumer behavior as the actions of individuals involved in the actual or potential use of market offerings, including products, services, information, and ideas. Essentially, consumer behavior encompasses the actions of individuals in acquiring and utilizing economic goods and services, both presently and in the future.

Kotler and Kelvin (2007) further elaborate on consumer behavior as the dynamic interplay between affect, cognition, behavior, and the environment, shaping how individuals engage in the exchange of goods and services in their lives. Here, affect refers to emotional responses, while cognition pertains to mental processes such as thinking, remembering, and knowing. Priscilla and Jude (2002) define consumer behavior as the purchasing actions of final consumers—individuals and households acquiring goods and services for personal use. This includes observable behaviors like buying a carton of milk, as well as mental processes like deciding to follow a low-fat diet or resist snacking. Consumer behavior encompasses a range of actions, from reasoned and deliberate choices to impulsive decisions like ordering a drink at a bar or habitual behaviors such as consistently purchasing the same brand. Understanding consumer motives and influences is crucial in consumer research to determine the impact of product displays and social opinions on purchasing decisions. Consumer behavior not only influences marketing strategies for goods and services but also extends to group behavior, where consumer actions may differ when acting on behalf of others compared to personal consumption choices. Consumer behavior involves interactions with scarce goods and services, typically following a cycle of orientation, purchase, use, and disposal. This comprehensive understanding of consumer behavior is essential for businesses to tailor their marketing efforts effectively and engage with consumers in a meaningful way.

Model of Consumer Behaviour

Leon (1987) characterizes the model of consumer behavior as simplistic, portraying a detailed flowchart of the behavioral process. In the past, marketers could gain a deep understanding of consumers through direct interactions while selling to them. However, with the expansion of firms and markets, many decision-makers have become disconnected from their customers. Consequently, marketers have increasingly relied on consumer research and invested in understanding consumer behavior. Companies that can accurately predict how consumers will react to various product attributes, pricing strategies, and advertising campaigns gain a significant competitive edge. As a result, both companies and scholars have extensively explored the correlation between marketing stimuli and consumer responses. Customer behavior models help you understand and retain your unique customer base. These models are either traditional or contemporary, and we'll cover six as described thus:

Traditional Behavior Models

Traditional behavior models were created by economists to explore consumer buying patterns influenced by desires and needs, emphasizing emotional factors in purchasing decisions.

Psychoanalytic Model

Sigmund Freud is usually credited as the pioneer of psychoanalysis. The Psychoanalytic Model, inspired by his theories, posits that consumers harbor profound motives, both conscious and unconscious, that influence their buying decisions. These motives may encompass concealed fears, repressed desires, or individual aspirations. Consequently, consumers make purchases based on how stimuli from a business, such as an Instagram advertisement, resonate with their inner desires. It is crucial to recognize that as these desires can be subconscious, customers may not always comprehend why something appeals to them; they simply feel drawn to it.

Sociological Model

The Sociological Model of consumer behavior posits that buying decisions are shaped by an individual's position within various social circles, including family, friends, and professional networks, as well as broader categories like generational cohorts or enthusiasts of specific activities such as yoga. Consumers tend to select products based on what aligns with the norms and expectations of these social groups. For instance, individuals in executive roles are typically expected to maintain a professional demeanor, reflected in their choice of formal attire. This framework is applicable across diverse industries, particularly those catering to distinct demographic segments. Implementing the Sociological Model involves tailoring experiences to resonate with the typical behaviors of these social groups. For instance, brands specializing in fitness equipment can leverage this model effectively.

Contemporary Models

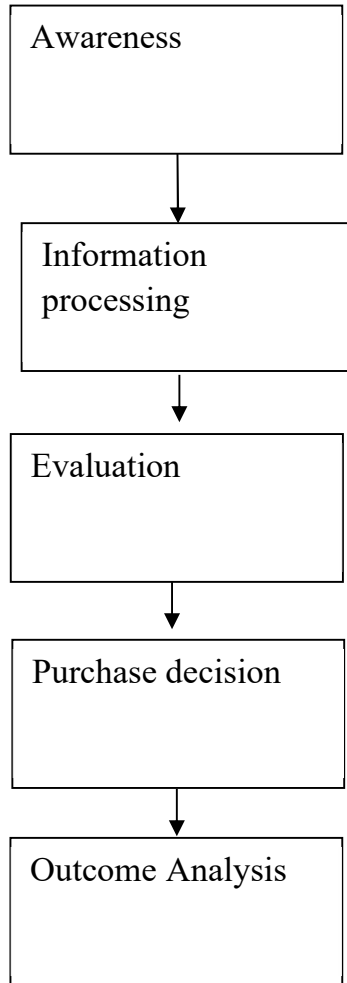
Contemporary models of consumer behavior focus on rational and deliberate decision making rather than emotions or unconscious desires.

Engel-Kollat-Blackwell (EKB) Model: The Engel-Kollat-Blackwell model of consumer behavior outlines a five stage decision process that consumers go through before purchasing a product or service:

1. **Awareness** - During this stage, consumers view advertisements from a business and become aware of their need, desire, or interest, to purchase what they've just discovered.
2. **Information Processing** - After discovering a product or service, a consumer begins to think about how the product or service relates to their past experiences or needs and whether it will fulfill any current needs.
3. **Evaluation** - At this point, consumers will research the product they've discovered and research options from competitors to see if there is a better option or if the original product is the best fit.
4. **Purchasing Decision** - A consumer will follow through with a purchase for the product that has beat out competitors to provide value. A consumer may also stop the process if they change their mind.
5. **Outcome Analysis** - After making a purchase, a customer will use what they've bought and assess whether their experience is positive or negative. After a trial period, they'll keep a product and maybe decide to become repeat customers or express dissatisfaction and return to stage three.

Overall, EKB says that consumers make decisions based on influencing factors that they assess through rational insight.

Awareness



Black Box Model

The Black Box model, sometimes called the Stimulus-Response model, says that customers are individual thinkers that process internal and external stimuli to make purchase decisions. The graphic below illustrates the decision process.

BLACKBOX



Hawkins Stern Impulse Buying

The Impulse Buying theory diverges from the Learning Model and EKB by asserting that purchases

are not always the result of rational deliberation. When we consider impulse buying, we often envision last-minute purchases like grabbing a candy bar or pack of gum at the checkout. While these are classic impulse buys, Hawkins Stern classifies them into four distinct categories:

1. **Escape Purchase** - Also known as pure impulse buying, this involves acquiring items that are not routine purchases or on a shopping list, typically driven by visually appealing displays.
2. **Reminder Purchase** - Consumers engage in reminder impulse buying when they encounter a product through in-store setups, promotions, or simple reminders of a product's existence, like strategically placed items in a store.
3. **Suggested Purchase** - Suggested impulse purchases occur when consumers are introduced to a product through recommendations from salespersons or online algorithms. For example, upon seeing an ad suggesting complementary products, consumers may feel compelled to make unplanned purchases.
4. **Planned Purchase** - Despite the contradiction in terms, planned impulse purchases occur when consumers intend to buy a specific product but are swayed by deals or discounts. Unexpected price reductions can prompt customers to make planned impulse purchases.

Personal Characteristics Affecting Consumer Behavior

James (1978) highlights that consumer buying behavior is significantly influenced by cultural, social, personal, and psychological traits. These traits are briefly discussed below:

Cultural Factors

- i. Culture exerts a profound influence on consumer behavior, shaping individuals' desires and actions. Marketers must comprehend how culture, subcultures, and social classes impact buyers.
- ii. Subculture - Within each culture, smaller subcultures exist, sharing common values based on shared experiences.

Social Class - Social class structures are prevalent in societies, reflecting shared values, interests, and behaviors. Marketers focus on social class distinctions as they often influence buying behavior.

Social Factors

Achumba (1996) emphasizes that consumer behavior is influenced by social factors such as small groups, family dynamics, and social roles and status. Companies must consider these factors when devising marketing strategies:

Groups - Membership and reference groups play a significant role in shaping individual behavior and attitudes. Marketers target reference groups to understand consumer preferences.

Family - Family members wield considerable influence over buyers, with distinctions between the family of orientation and the family of procreation.

Roles and Status - Individuals occupy various roles within groups, each carrying a specific status reflecting societal esteem.

Personal Factors

Buyer behavior is also impacted by personal attributes like age, occupation, economic status, lifestyle, and self-concept:

- i. Age and Life Cycle - Consumer preferences evolve over time, influenced by life stages and family cycles.
- ii. Occupation - Occupations influence purchasing decisions, guiding marketers to target specific occupational groups.

- iii. Economic Situation - Consumer economic conditions significantly impact product choices, prompting marketers to adjust strategies based on economic trends.
- iv. Lifestyle - Lifestyle reflects an individual's patterns of living, influencing buying behaviors and consumer values.
- v. Personality and Self-Concept - Unique personalities shape consumer behavior, with self-concept playing a role in purchasing decisions.

Psychological Factors

Achumba (1996) notes that consumer buying choices are influenced by four key psychological factors: motivation, perception, learning, beliefs, and attitudes:

I. Motivation: Consumers experience various needs simultaneously, including biological needs like hunger, thirst, and discomfort, as well as psychological needs such as the desire for acknowledgment, respect, or social connection. When these needs reach a certain level of intensity, they transform into motives.

II. Perception: Ugboji (2003), defined perception “as the process by which people select, organize and interpret information to form a meaningful picture of the world”.

III. Learning: Learning describes change in individual behaviour arising from experience. The practical significance of learning theory of market, is that, it can build demand for a product by associating it with strong drives. Consumers are more likely to transfer loyalty to similar products than to dissimilar ones.

Consumer Buying Decision Making Process

Engel & et al (1990), define consumer buying decision making process as “the procedure or steps taken by consumer before agreeing on the purchase of a particular product”. It is a model that explains how the need to buy a particular product starts before the final decision is reached. Marketers should work closely with their consumers in order to influence their buying decision. Engel & et al (1990), represent the decision-making process with a diagram which is shown below:

Step 1: Recognition of need:

Buying process starts when an unsatisfied need creates inner tension within the consumer. It could be bioorganic which is aroused by an internal or external stimulus, such as advertisement or sights a recognized, consumers are faced with conflict or clash of motives in the decision-making process.

Research Methodology

The study adopts the descriptive research design which is a technique involving surveying respondents for the purpose of analysis. Thus, the primary data obtained were through a sixteen-item structured questionnaire and the collected data were subjected to descriptive and parametric statistical analysis. However, the data were analyzed using inferential statistics considering the fact that such would be able to provide a basis to make a valid inference. The population of the study comprises of all consumers in Idah, Kogi State however, considering the fact that the population is large and would be difficult to reach the researcher scientifically selected a sample size of 384 using Godden's sample size statistical formula but out of the total of 384 questionnaires distributed only 282 were completed and returned giving a retrieval rate of 73%.

The inferential statistics were used in testing the earlier formulated hypotheses thus. Again, regression analysis which is an inferential technique of examining the relationship of the independent on dependent variables was used. The study tests three hypotheses using the linear regression statistical

analysis with the aid of Statistical Packages for Social Sciences (SPSS). The independent variable is culture and the dependent variable is consumer buying behaviour. The analytical approaches adopted are the descriptive, model summary, analysis of variance ANOVA and coefficients. The decision rule is to accept P. value if the alpha value is ≥ 0.05 otherwise the null hypothesis be rejected.

Validity and Reliability of Research Instrument

Reliability which means the extent to which analysis yield consistent results while validity is the ability of the instrument to measure what it is designed to measure. Content validity was used to determine if the content of the research instrument was appropriate and applicable to the study. To ascertain the content validity, the researcher seeks the opinion of validity experts. Thus, in establishing the reliability of the instrument; a test-re-test method was used. This entailed the collection of two sets of data on two different occasions. The instrument was administered to respondents numbering 25 at interval of two weeks. If the results from the test show some similarity, then it suggests that the questionnaire was reliable. Measurement of the model reliability assessed using Cronbach's alpha (CA) based tests; therefore, the cronbach alpha provides an estimate of the indicator of inter correlations and an acceptable measure for CA which is 0.70 and above. The results of croncach statistics are shown in table 1.

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.791	.791	25

The table 1 shows that the calculated CA is 0.791 and is higher than the recommended acceptable measure of CA 0.7 which makes measurement of model reliability accepted.

Data Analysis and Results

This part shows the hypotheses results tested using the regression analysis through the statistical package for social science (SPSS). The independent variable is culture while the dependent variable is consumer buying behaviour. In order to make inferences on the variables, the study was analyzed based on descriptive, model summary, ANOVA and coefficient. The decision rule is to accept p-value if the alpha value > 0.05 otherwise the null hypotheses shall be rejected.

Test of Hypothesis

Hypothesis 1

H₁: Religion has no impact on consumer choice of product.

Table 2. Descriptive Statistics

	Mean	Std. Deviation	N
Religion	3.4802	1.2134	282
CCP	3.5321	1.3213	282

The table shows the selected scale mean lies within the accepted range; therefore, they are of high extent and the research can conclude that data obtained and analyzed is significant and reliable. More so, in order to ascertain the variability of the data the standard deviations of both variables were examined. The mean value for religion is 3.48 and the standard deviation is 1.21 while that of consumer choice of product has the mean value of 3.53 and standard deviation of 1.32. hence both variables lie within the value of high extent as indicated by their corresponding means of 3.48 and standard deviation of 1.21 for religion and the mean value of 3.53 and standard deviation of 1.32 for consumer choice of product respectively which are closely related.

Table 3 Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.891 ^a	.794	.793	.22314	.311

a. Predictors: (Constant), religion

The model summary explains the results regarding R, R square Adjusted R square and standard error of the estimate. The R shows the linear relationship between consumer choice of product (dependent variable) and religion (independent variable). The value of 0.891 indicated a strong positive relationship between religion and consumer choice of product. The coefficient of determination R² (R square) is 0.891 which indicates that consumer choice of product increase by 89% as a result of a change in response to religion. However, this could be overstated so the adjusted R² (R square) as the best estimate for the whole result is 0.793 and the standard error of the estimate is considerably low at 0.22314. The Durbin-Waston value is 0.311 shows that there is auto serial correlation in the model since the value of 0.311 is less than 2.00.

Table 4. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	321.432	1	321.432	4215.213	.000 ^a
	Residual	11.241	281	.063		
	Total	332.673	282			

a. Predictors: (Constant), religion

b. Dependent Variable: consumer choice of product.

The ANOVA table shows the regression relationship between consumer choice of product as (Dependent variable) and religion as independent variable. The table shows that the value of F test statistics is 4215.213 and its significance value is 0.000 which is less than the alpha value of 0.05 and show that significant relationship exists between religion and consumer choice of product. Therefore, the null hypothesis that religion has no impact on consumer choice of product is rejected.

Hypothesis 2

H₂: Belief has no impact on consumer choice of product.

Table 5. Descriptive Statistics

	Mean	Std. Deviation	N
Belief	3.6412	1.421	282
CCP	3.7372	1.2633	282

The table shows the selected scale mean lies within the accepted range, therefore they are of high extent and the research can conclude that data obtained and analyzed is significant and reliable. More so, in order to ascertain the variability of the data the standard deviations of both variables were examined. The mean value for belief is 3.64 and the standard deviation is 1.42 while that of consumer choice of product has the mean value of 3.74 and standard deviation of 1.26. hence both variables lie within the value of high extent as indicated by their corresponding means of 3.64 and standard deviation of 1.26 for belief and the mean value of 3.73 and standard deviation of 1.26 for consumer choice of product respectively which are closely related.

Table 6 Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.865 ^a	.748	.747	.33431	.224

a. Predictors: (Constant), belief

The model summary explains the results regarding R, R square Adjusted R square and standard error of the estimate. The R shows the linear relationship between consumer choice of product (dependent variable) and belief (independent variable). The value of 0.865 indicated a strong positive relationship between belief and consumer choice of product. The coefficient of determination R² (R square) is 0.865 which indicates that consumer choice of product increase by 87% as a result of a change in response to belief. However, this could be overstated so the adjusted R² (R square) as the best estimate for the whole result is 0.747 and the standard error of the estimate is considerably low at 0.33431. The Durbin-Waston value is 0.224 shows that there is auto serial correlation in the model since the value of 0.224 is less than 2.00.

Table 7. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	342.521	1	321.432	7214.232	.000 ^a
	Residual	15.431	281	.063		
	Total	357.952	282			

a. Predictors: (Constant), belief

b. Dependent Variable: consumer choice of product.

The ANOVA table shows the regression relationship between consumer choice of product as (Dependent variable) and belief as independent variable. The table shows that the value of F test statistics is 7214.232 and its significance value is 0.000 which is less than the alpha value of 0.05 and show that significant relationship exists between belief and consumer choice of product. Therefore, the null hypothesis that belief has no impact on consumer choice of product is rejected.

Hypothesis 3

H₃: Norms and taboos have no impact on consumer choice of product.

Table 8. Descriptive Statistics

	Mean	Std. Deviation	N
Norm and Taboos	3.8352	1.4223	282
CCP	3.7321	1.6513	282

The table shows the selected scale mean lies within the accepted range; therefore, they are of high extent and the research can conclude that data obtained and analyzed is significant and reliable. More so, in order to ascertain the variability of the data the standard deviations of both variables were examined. The mean value for Norm and Taboos is 3.84 and the standard deviation is 1.42 while that of consumer choice of product has the mean value of 3.73 and standard deviation of 1.65. hence both variables lie within the value of high extent as indicated by their corresponding means of 3.83 and standard deviation of 1.42 for Norm and Taboos and the mean value of 3.73 and standard deviation of 1.65 for consumer choice of product respectively which are closely related.

Table 9 Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.112 ^a	.013	.013	.32141	.271

a. Predictors: (Constant), Norm and Taboos

The model summary explains the results regarding R, R square Adjusted R square and standard error of the estimate. The R shows the linear relationship between consumer choice of product (dependent variable) and Norm and Taboos (independent variable). The value of 0.112 indicated a negative relationship between Norm and Taboos and consumer choice of product. The coefficient of determination R² (R square) is 0.113 which indicates that consumer choice of product increase by 13% as a result of a change in response to Norm and Taboos. However, this could be overstated so the adjusted R² (R square) as the best estimate for the whole result is 0.13 and the standard error of the estimate is considerably low at 0.32141. The Durbin-Waston value is 0.271 shows that there is auto serial correlation in the model since the value of 0.271 is less than 2.00.

Table 10. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	641.326	1	641.326	4723.347	.007 ^a
	Residual	14.374	281	.054		
	Total	655.700	282			

a. Predictors: (Constant), Norm and Taboos

b. Dependent Variable: consumer choice of product.

The ANOVA table shows the regression relationship between consumer choice of product as (Dependent variable) and Norm and Taboos as independent variable. The table shows that the value of F test statistics is 4723.347 and its significance value is 0.007 which is greater than the alpha value of 0.05 and show that there is no relationship between Norm and Taboos and consumer choice of product. Therefore, the null hypothesis that Norm and Taboos has no impact on consumer choice of product is accepted.

Discussion of Findings

The study of consumer behaviour is a crucial issue in marketing. It is essential for the marketers to understand the behavioural determinants of people's attitude and purchase behaviour. Though, understanding consumers is a complex activity because we know little about what goes on in a buyer's mind before, during and after purchase. However, from the findings, the research shows that, religion has a direct impact on consumer's choice of product, it indicated that belief has a direct effect on consumer's choice of product, it also shows that norms and taboo highly influence consumer's buying behaviour. It should be noted that the importance of culture, religion and belief to consumer's buying behaviour cannot be overemphasized. As a result, it is recommended that marketers should be aware of these factors and hence, adjust their marketing strategies to navigate through the challenges posed by these factors.

Conclusions

Understanding the needs and wants of consumers is of paramount importance and this can be enhanced through the study of consumer behaviour. It is an established fact that no organization can survive without people, as people constitute a market, therefore producing a product that has no market will not lead the organization anywhere. Hence embarking on consumer research will reveal vital information's as regards to the nature of consumers and how they make buying decisions. This research work enables marketers to be armed with adequate facts and figures relating to culture, religion and belief of the consumers and thus make a well-informed decision about the market and the product.

Recommendations

Based on the findings from this study, the research recommends that; all organizations marketers and distributors should strictly adhere to marketing concept if success is to be achieved. In addition, Proper evaluating of consumer should be done by marketers and distributors before launching a particular product. Again, marketer should realize that, the factors that have influence on consumer buying behaviour is not only social, psychological and cultural but also includes other factors like economic, technological personal and natural factors. More so, Marketers should realize that a mere

sale to consumer does not indicate the true nature of consumers. They should know that a lot of factors have to be integrated in an effort to understand the consumers. Additionally, Marketers should segment markets according to differences among groups of consumers. Finally, marketers should reach out to the various public that influence consumer buying behaviour and plant commercially significant news about the organization and its product so as to stimulate favorable attitude.

References

- Agba, M. S., Agba, G. E. M., & Obeten, A. W. (2023). Artificial Intelligence and Public Management and Governance in Developed and Developing Market Economies. *Journal of Public Administration, Policy and Governance Research*, 1(2), 1–14. Retrieved from <https://jpagr.com/index.php/research/article/view/13>
- Agba, M. S., Agba, G. E. M., Ettah, G. & Obera, V. A. (2022). Telecommuting and Remote Work Revolution: Are Workers More Effective and Productive Working from Home? (A Multi-Perspective Analysis). *Logos Universality Mentality Education Novelty: Social Sciences*, 11(2), 82-94. <https://doi.org/10.18662/lumenss/11.2/73>
- Achumba, G (1996) Fundamental of Marketing, Ibadan, University Press
- Edna, I.B., Samson Joel A. (2021). Organizational Culture and Performance of Commercial Banks in Kogi State. *Journal of Good Governance and Sustainable Development in Africa*, 6(2),17-26. Retrieved from <http://journals.rcmss.com/index.php/jggsda/article/view/85>.
- Engel J. Fet' al (1990) Consumer Behaviour, 6th Edition, New York, Dryden.
- James, F.E, (1978) Marketing Management 2nd Edition, New York, Dryden.
- Kotler, P & Gray, A. (2007) Principle of Marketing, 12th Edition Prentice Hall of India Private Limited.
- Kotler, P & Kelvin, L.K (2007) Marketing Management 12th Edition, Prentice Hall of India private limited.
- Leon, G. S. (1987). Consumer Behaviour, Reversed edition, Enugu, J e-Rohi Publishers.
- Malik, A.A., Audu, S. (2023). Globalization as Catalyst for International Entrepreneurship. *Journal of International Relations, Security and Economic Studies*, 2 (3), <https://sdbindex.com/sourcedid/00000434>,google.scholar.
- Nzewi, H.N., Audu, S. (2023). Job Embeddedness and Employees Retention in Deposit Money Banks , Kogi State, Nigeria. *Journal of Public Administration , Policy and Governance Research*, 1(1), 13-32. Retrieved from <http://jpagr.com/index.php/research/article/view/4>.
- Priscilla, E . N &Jude, A.O (2002) Marketing management & Practice, Enugu, JeRohi Publishers.
- Uchenna, A.C., Audu, S.J. (2021). Business Process Reengineering and Performance of Manufacturing Firms in North-Central Nigeria. *Journal of Good Governance and Sustainable Development in Africa*, 6(3),75-87. Retrieved from <http://journals.rcmss.com/index.php/jddsda/article/view/282>.
- Uchenna, A.C., Audu, S.J. (2022). Dynamic Capability and the Performance of West African Ceramics Limited Ajaokuta, Kogi State. *International Journal of Democratic and Development Studies*, 5(2),15-30. Retrieved from <http://journals.rcmss.com/index.php/ijdds/article/view/605>.
- Ugoji, J. (2003). *Comprehensive economics for Senior Secondary school*, Ibadan, University Plc.