

**CULTURAL INFLUENCE AND CONSUMER BUYING BEHAVIOUR IN FOOD AND  
BEVERAGE INDUSTRY IN BENIN CITY**



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BENIN CITY**

**OCTOBER, 2025**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETING,  
FACULTY OF MANAGEMENT SCIENCE, UNIVERSITY OF BENIN IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF  
SCIENCE (B.Sc) DEGREE IN MARKETING OF THE UNIVERSITY OF BENIN,  
BENIN CITY.**

**OCTOBER, 2025**

## **DECLARATION**

I, GODDAY MARVELLOUS, with Matriculation Number MGS2104979, hereby declare that this project work is the original product of my effort and has not been previously submitted by any other person for the award of any degree or certificate in this or any other institution. All sources of information used in this work have been duly acknowledged.

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**GODDAY MARVELLOUS**

(DECLARANT)

**Date** \_\_\_\_\_

## CERTIFICATION

This is to certify that this research work titled “CULTURAL INFLUENCE AND CONSUMER BUYING BEHAVIOUR IN THE FOOD AND BEVERAGE INDUSTRY IN BENIN CITY” was carried out and submitted by GODDAY MARVELLOUS with the matriculation number MGS2104979 for the award of Bachelor of science (B.Sc) degree in marketing, University of Benin, Benin city.

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## **DEDICATION**

This work is dedicated to almighty God for His unending grace, mercy and strength.

## ACKNOWLEDMENT

I would like to begin by expressing my deepest gratitude to Almighty God, for granting me the strength, wisdom, and grace to complete this research work successfully. Without His guidance, this journey would not have been possible.

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## **ABSTRACT**

This study investigated the influence of cultural factors on consumer buying behaviour in the food and beverage industry in Benin City. Using a survey research design, 400 questionnaires were distributed, and 384 were retrieved and analyzed using descriptive statistics and multiple regression. The findings showed that social group and household influences have significant positive effects on consumer buying behaviour, indicating that peer relationships and family dynamics play major roles in shaping purchase decisions. However, social conformity and religious factors were found to have no significant effect, suggesting that consumers are increasingly guided by individuality and household needs rather than societal or religious pressures. The study recommends that marketers and business operators adopt family-oriented and socially driven marketing strategies while maintaining product quality and innovation. These findings contribute to academic understanding and practical marketing strategies within the Nigerian cultural context.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

Consumer buying behaviour in the food and beverage industry is a complex phenomenon shaped by a combination of cultural, social, and psychological factors (Vrontis ,Christofi, Pereira, Tarba, Makrides & Trichina , 2021). Culture, which includes values, beliefs, customs, traditions, and norms, has been identified as a major force guiding how consumers perceive, assess, and ultimately choose food and beverage products, especially in developing nations such as Nigeria (Assael, 2019). Local traditions and social structures in cities like Benin City accentuate the impact of these cultural influences, making them central to understanding local consumer preferences (Osagie, Ighodaro, & Aigbe, 2021).

A growing body of evidence shows that social groups, including family, friends, and peer networks, are highly influential in shaping the food choices of Nigerian consumers (Adeoye, Ojo, & Ogunleye, 2022). Family interaction, coupled with peer recommendations, fosters both habitual and novel consumption behaviours, with decisions often reflecting the opinions, experiences, and expectations of trusted social circles (Adetunji & Aluko, 2023). Household dynamics, including the roles, responsibilities, and financial priorities of family members, further

dictate patterns of food acquisition, meal planning, and product loyalty (Kotler & Armstrong, 2018).

Social conformity is an important determinant, particularly in urban Nigeria, where the pressure to fit in with prevailing trends or adopts group norms drives purchasing decisions (Li & Wang, 2021). This tendency is amplified by the increasing penetration of digital media, where exposure to group behaviour, brand endorsements, and viral food challenges shapes individual and collective food consumption (Olaleye & Kolade, 2025).

Religious beliefs and practices are also deeply embedded in Nigeria's food culture, dictating not only permissible foods but also the timing, context, and rituals surrounding their consumption (Nwosu & Adebayo, 2020). Major religions such as Islam and Christianity influence daily dietary patterns, with fasting periods, feasting seasons, and adherence to halal or ethical guidelines creating cyclical and structural shifts in demand for specific food and beverage products (Damian-Okoro, 2025). Religious leaders and institutions further reinforce these norms, guiding ethical consumption and shaping preferences through teachings, endorsements, and ritual observances (Damian-Okoro, 2025).

Benin City stands out for its rich heritage and pluralistic society, where diverse ethnicities, faiths, and local traditions interact within the urban marketplace (Osagie, Ighodaro, & Aigbe, 2021). Consumption is driven by a mix of inherited values, modern aspirations, and responses to

societal change, producing hybrid food habits that blend tradition and innovation (Adetunji & Aluko, 2023). The city's youth, display growing openness to new flavours and global brands, even as elders and household decision-makers strive to maintain local foodways (Osagie, Ighodaro, & Aigbe, 2021).

There are trend toward increasing urbanization and packaged food consumption, making consumer understanding of labels, branding, and health information more important than ever (Ajibade, Belewu, Salami, Opaleke, Ajibade & Olatunbo , 2025). Social media, word of mouth, and community events have become critical in amplifying or moderating cultural influences, creating opportunities and challenges for marketers in Benin City who must navigate the interplay between global trends and local values (Olaleye & Kolade, 2025).

In Benin City, these cultural elements are particularly relevant due to the city's rich heritage and diverse population (Osagie, Ighodaro, & Aigbe ,2021). This study seeks to assess the relationship between social groups, household influence, social conformity, religious factors, and consumer buying behaviour within the food and beverage industry in Benin City. Exploring these relationships, the research aims to provide valuable insights for organizations seeking to effectively target and serve consumers in this unique cultural context (Adeoye, Ojo & Ogunleye 2022).

## **1.2 Statement of the Research Problem**

The food and beverage industry is fundamental in supporting nutrition, public health, and economic stability for millions of Nigerians, offering employment opportunities and serving as a backbone of urban livelihoods (Okolien & Udom, 2025). However, a major problem confronting this sector is the persistent challenge of understanding the intricate and evolving patterns of consumer behaviour in dynamic urban regions like Benin City (Ajibade, Belewu, Salami, Opaleke, Ajibade & Olatunbo, 2025). Urban populations in Nigeria are increasingly heterogeneous, exhibiting complex blends of traditional and cosmopolitan values that influence market responses (Osagie, Ighodaro, & Aigbe, 2021).

Previous Research has highlighted the sizeable effect of social agencies, family dynamics, social conformity and religious beliefs on purchasing decisions (Assael, 2019). The city's high population density and cultural diversity create consumption behaviours and expectations distinct from those observed in other Nigerian cities or rural areas (Osagie, Ighodaro, & Aigbe, 2021).

Social groups ,including immediate and extended family, friends, and peer communities ,exert a strong normative influence over what is consumed and when, often dictating acceptable food and beverage brands through recommendation or group choices (Adeoye, Ojo, & Ogunleye, 2022). Nigerian studies consistently show that peer endorsement and family tradition are among the top drivers of repeated consumption and new product adoption, indicating that culturally situated

group influence is both persistent and powerful in shaping preference formation (Adetunji & Aluko, 2023).

Household dynamics, including the roles of breadwinners, caregivers, and children, intensely affect food choices, brand selection, and overall shopping behaviour, largely because of shared responsibilities and collective budget management in Nigerian homes( Kwajaffa, 2022). The impact is particularly pronounced during periods of festivity or scarcity, when family discussions and negotiations directly affect consumption priorities (Budu, 2023). Social conformity further compounds these influences, as individuals frequently align their food and beverage choices with prevailing group or societal norms, especially in collectivist cultures where a sense of belonging and social approval are highly valued (Li & Wang, 2021). Religious beliefs and practices represent another significant, yet under-explored, determinant of consumer behaviour, structuring not only what food is purchased but also how and when it is prepared, shared, and consumed (Nwosu& Adebayo, 2020). Fasting and celebratory feasting according to religious calendars create cyclical variations in demand, while ethical and faith-based guidelines often determine brand loyalty and the acceptability of new products (Damian-Okoro, 2025).

Despite these clear determinants, most industry strategies and empirical studies in Nigeria remain broad-based, often neglecting the specific cultural and social fabric of Benin City's population (Singh, Adeyemi, & Bello, 2023). Marketing campaigns, product launches, and policy interventions sometimes lack resonance with local consumers, leading to reduced

effectiveness and missed opportunities for sustained engagement (Adeoye, Ojo, & Ogunleye, 2022). There is therefore a considerable research gap regarding the direct and interactive effects of social group membership, household authority, conformity pressures, and religious norms on food and beverage buying behaviour within this unique metropolitan setting (Eze & Okafor, 2024).

This study is designed to address this problem by systematically evaluating the relationships between social groups, household dynamics, social conformity, religious factors, and consumer buying behaviour in the food and beverage industry of Benin City (Singh, Adeyemi, & Bello, 2023). The research seeks to generate practical recommendations to help businesses and policymakers develop more culturally attuned marketing strategies and policies ,improving competitiveness in a crowded and evolving marketplace, while ultimately supporting local economic growth and consumer satisfaction ( Adeoye, Ojo, & Ogunleye, 2022).

### **1.3 Research Questions**

- i. How do social groups influence consumer buying behavior in the food and beverage industry in Benin City?
- ii. What is the relationship between household influence and consumer buying behavior in the food and beverage industry in Benin City?

iii. To what extent does social conformity impact consumer buying behavior in the food and beverage industry in Benin City?

iv. What is the relationship between religious factors and consumer buying behavior in the food and beverage industry in Benin City?

#### **1.4 Objective of the Study**

The main objective of the study is to evaluate the relationship between cultural influences and consumer buying behavior, within the food and beverage industry in Benin city . Specifically, the study will;

i. evaluate the relationship between social groups and consumer buying behaviour in the food and beverage industry in Benin City

ii. Investigate the relationship between household influence and consumer buying behaviour in the food and beverage industry in Benin City.

iii. Determine the relationship between social conformity and consumer buying behaviour in the food and beverage industry in Benin City.

iv. Ascertain the relationship between religious factors and consumer buying behaviour in the food and beverage industry in Benin City.

## **1.5 Hypotheses**

H<sub>1</sub>: Social groups do not have a significant influence on consumer buying behavior in the food and beverage industry in Benin City.

H<sub>2</sub>: Household influences do not have a significant relationship with consumer buying behavior in the food and beverage industry in Benin City.

H<sub>3</sub>: Social conformity does not significantly impact consumer buying behavior in the food and beverage industry in Benin City.

H<sub>4</sub>: Religious factors do not have a significant relationship with consumer buying behavior in the food and beverage industry in Benin City.

## **1.6 Scope of the Study**

This study aims to examine the relationship between cultural influences and consumer buying behavior in Benin City from March to October. Specifically, it seeks to understand the impact of these variables such as social conformity, social groups, household influence, and religious factors on consumers' purchasing decisions within this geographic region during the specified period.

## **1.7 Significance of the Study**

### **Academics and Students:**

The study provides valuable insights for researchers, scholars, and students interested in consumer behaviour, cultural studies, and marketing. It examines how social group, household influence, social conformity, and religious factors shape consumer choices in Benin City, the research offers empirical data and theoretical perspectives that can enrich academic discourse, stimulate further research, and guide curriculum development in related fields. Students at undergraduate and postgraduate levels can use the findings as a reference for their academic projects, dissertations, and case studies focused on consumer behaviour and cultural dynamics.

### **Business Operators:**

For business owners, managers, and executives in the food and beverage industry, this study delineates key cultural factors affecting their customers' purchasing decisions, by evaluating the impact of social groups, family dynamics, prevailing social norms, and religion, the research helps business operators customize their strategies for product development, marketing, and customer engagement. The findings enable business practitioners to appreciate cultural nuances, forecast consumer trends, and make informed decisions that improve competitiveness and profitability in the local market.

### **Small and Medium Enterprises (SMEs):**

The research is particularly relevant to SMEs operating in Benin City, where understanding consumer behaviour is critical for growth and sustainability. The study offers tailored insights that SMEs can leverage to align their branding, promotions, and product offerings with the cultural values and preferences of their target audience, by addressing the unique challenges and opportunities presented by the cultural landscape, SMEs can enhance their market share, build stronger customer relationships, and drive innovation amid increasing competition in the food and beverage sector.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Introduction**

This chapter contains detailed explanation about the conceptual review of the variables which are consumer buying behaviour and cultural influences. The determinants include social conformity, household influence, religious factors and social group influence. The theoretical reviews made by various academicians with a framework that revolves around the Hofstede cultural dimensions theory. The chapter also contains empirical reviews and a summary table of empirical review.

##### **2.1.1 Conceptual Review**

###### **Consumer Buying Behaviour**

Consumer buying behaviour refers to the mental, emotional, and physical processes individuals or groups undergo when selecting, acquiring, using, and disposing of products or services (Schiffman, Kanuk & Hansen, 2019). This behaviour comprises stages including need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler & Keller, 2021). In the food and beverage sector, this process is

often influenced by sensory appeal, health considerations, cultural acceptability, and convenience (Nguyen, Simkin & Canh, 2020).

Consumer decisions are psychologically influenced by motivation, perception, attitudes, and learning, which shape preferences and brand loyalty (Alwhaibi & Alarfaj, 2022). Health consciousness motivates consumers to choose nutritious or organic food items, especially in urban areas undergoing lifestyle shifts (Lim, Chiang & Ng, 2021). Perception of product quality or safety, molded by information and experience, also critically impacts choice (Gurau, 2023).

Economic factors such as income level and price sensitivity further regulate purchasing power and consumption patterns (Berssaneti & Assis, 2020). Consumers with limited income may prioritize affordable products, while higher-income groups may seek premium or imported brands (Lee & Ahn, 2021). Personal characteristics including age, gender, occupation, and lifestyle also differentiate buying behaviour. Younger consumers may gravitate toward convenience foods or novel items, while older consumers may emphasize traditional or familiar products (Budiman & Natalia, 2022).

Social contexts substantially influence buying behavior. Family preferences, peer influence, reference groups, and social roles mediate product choices (Nwankwo, 2020). In collectivist societies, household decisions, often led by heads or elders, strongly determine food and beverage purchases (Samad, 2021). Peer and social media influence are increasingly relevant,

particularly in urban Nigeria, where viral trends can rapidly alter buying behaviour (Okunoye & Akinjinmi, 2023).

Buying behaviour in the food and beverage sector is dynamic and shaped by frequently changing tastes, health trends, marketing, and seasonality (Devika&Jyothi, 2019). Digital technology, including online reviews and e-commerce, has expanded consumer access and choice, reshaping purchase channels and decision-making timelines (Dutta& Reynolds, 2023).

### **Cultural influences**

Culture comprises the shared beliefs, values, customs, language, and norms of a group that frames consumer perceptions and behaviour (Hofstede, 2019). It acts as a blueprint for acceptable consumption patterns, influencing what, why, when, and how consumers purchase (Tseng & Czaplewski, 2020). The food and beverage sector is especially sensitive to cultural values, as consumption is often embedded in social rituals and identity (Tang & Chen, 2023).

Values and Norms, involves cultural values that govern acceptability and desirability of products. Societies valuing family cohesion place importance on shared meals and traditional foods (Lee & Ahn, 2021). Consumer preferences are culturally conditioned by beliefs about health, tradition, and social approval (Kim & Park, 2022).

Subcultures and Identity include diverse ethnic, religious, or regional subcultures that create unique food consumption patterns and brand loyalties. Adherence to religious dietary laws like halal or kosher strongly impacts purchasing choices and brand trust (Abdullah & Zahid, 2022).

Rituals and Traditions include cultural festivals, celebrations, and communal eating that generate periodic spikes in demand for particular foods and beverages (Singh & Kaur, 2020). These rituals reinforce brand loyalty and cross-generational consumption habits.

Language and Symbolis include the use of local languages and culturally resonant symbolism in marketing significantly increases product acceptance (Choi & Lee, 2021). Misalignment with cultural values can result in poor market reception regardless of product quality.

Collectivism and Social Conformity include collectivist cultural orientations, prevalent in many African societies including Nigeria, promote conformity to group norms and consensus-driven consumption decisions (Owusu&Sori, 2023). Food choices often serve as a means of reinforcing social cohesion and identity.

Cultural influence shapes consumers' risk perception, openness to innovation, and decision heuristic, high uncertainty avoidance cultures exhibit loyalty towards trusted local brands and resist foreign or new products (Wang & Zhang, 2021).

Aligning marketing strategies with cultural specifics, such as festival-timed promotions or faith certification, enhance acceptance and encourage sustained consumer engagement (Kumar & Ahuja, 2020).

### **Social group influence**

Social groups are collections of individuals connected by shared interests, values, or social status. These groups provide members with a sense of identity, belonging, and a reference framework that profoundly shapes their behavioural decisions (Aghimien & Osemwengie, 2021). In consumer contexts, social groups include family units, peer networks, work colleagues, ethnic groups, and community organizations, all of which establish norms that influence individual consumption patterns. The influence exerted by social groups operates through two central mechanisms, which are ,normative influence, where individuals conform to group expectations to maintain acceptance, and informational influence, where group members serve as trusted sources for advice and recommendations (Ajala&Adeyeye, 2022).

In urban settings like Benin City, social groups are instrumental in transmitting cultural traditions and contemporary trends, particularly in sectors such as food and beverages, which carry symbolic and social meanings (Okechukwu, Eze&Udo, 2025).

Social conformity within groups extends beyond mere imitation; it fosters reinforcement of shared identity and social cohesion. Food choices endorsed and popularized within a group often become markers of belonging, security, and status (Tanrikulu, 2021).

Social group influence is a critical determinant shaping consumer buying behaviours by directly impacting what, when, and how individuals make purchasing decisions within the context of their social environments (Bekar, Yozukmaz & Karakulak, 2021). Consumers frequently engage in purchase behaviours that are consistent with the consumption norms of their social groups to affirm their identity and secure social approval (Ajala & Adeyeye, 2022).

On a practical level, social groups drive both routine consumption and experimental behaviour, by encouraging trial of new products favored within the group or reinforcing loyalty to established brands (Aghimien & Osemwengie, 2021).

Social endorsement diminishes perceived risk associated with new or unfamiliar products, acting as a catalyst for brand switching or product adoption (Okechukwu, Eze & Udo, 2025). Consumers buy not only for personal satisfaction but also to align with group expectations, which often override individual preferences or price considerations.

Notably, social groups also facilitate the diffusion of marketing messages and promotional content, as peer recommendations have greater credibility than traditional advertising (Tanrikulu,

2021). Marketing strategies that leverage social group dynamics tend to achieve higher consumer engagement and conversion.

Social group influence functions as both a motivator and a regulator of consumer buying behaviour, providing a social context that defines product value, appropriateness, and desirability within the food and beverage industry in Benin City ( Ajala&Adeyeye, 2022).

### **Household influence**

Household influence comprises the dynamics within families including parental roles, collective decision-making, and economic realities, as they relate to buying food and beverages in Nigeria (Budu, 2023). In most Nigerian homes, buying choices reflect both individual preferences and a negotiated consensus driven by shared values, authority roles, and practical constraints (Kwajaffa, 2022).

Household influence manifests through the negotiation of diverse member needs, intergenerational values, gender roles, and cultural duties (Adeoye&Elegbede, 2022). In many Nigerian contexts, including Benin City, mothers and elders traditionally hold significant influence in deciding staple food purchases, while children and younger adults exert growing influence particularly over snack and beverage choices (Ajala&Adeyeye, 2022).

Households operate within economic constraints that define budget allocations and determine frequency and quality of acquisitions (Eze&Eboh, 2023).

Household influence profoundly affects consumer buying behaviour by filtering broader cultural and social norms through the prism of familial negotiation, economic capacity, and role delineation (Osagie&Eguavoen, 2020).

Households exercise collective consumption decisions to maintain harmony and meet nutritional and social needs, often reflecting cultural adherence to shared meals and dietary rules (Adeoye&Elegbede, 2022). The preferences and authority of household heads or key influencers can either promote consistency in buying behaviour or introduce variability when younger or economically influential members advocate for novelty (Eze&Eboh, 2023). Economic conditions within households, such as combined income and expenditure priorities, govern the level of responsiveness to price changes and promotional offers (Obaji, 2025).

Household influence also mediates social conformity pressures by serving as the immediate environment where group norms are adapted or resisted (Ajala&Adeyeye, 2022). Marketing efforts targeted at households benefit from understanding these internal dynamics, offering tailored messages that address generational differences, health concerns, and cultural values.

Household influence embodies a critical intermediary between cultural determinants and individual consumer buying behaviours, shaping patterns within the food and beverage market of Benin City through collective decision-making, economic management, and social role negotiation (Osagie&Eguavoen, 2020).

The relationship with consumer buying behaviour is seen in the way household factors guide product selection, brand loyalty, and adaptation to new offerings, with Nigerian studies confirming that family authority and negotiation act as gatekeepers for dietary variety and innovation (Kwajaffa, 2022). Inclusion of all household members in the purchase process boosts satisfaction, generates repeat patronage, and reduces buyer's remorse, thereby enhancing sustainable consumption in the food and beverage sector (Budu, 2023)

### **Social Conformity**

Social conformity is the process whereby individuals adjust their behaviours, attitudes, or beliefs to align with those of a group or societal expectations, often motivated by desires for social acceptance or fear of rejection (Chan, Lee & Wong, 2022). This phenomenon is widely observed in collectivist societies where group cohesion and harmony take precedence over individual expression.

In the context of consumer behaviour, social conformity drives consumers to mirror the consumption patterns, brand choices, and purchasing habits of their reference groups (Owusu&Sori, 2023). The advent of digital communication platforms has amplified conformity pressures by providing greater visibility of peer behaviours and trend propagation (Olukotun&Ikuomola, 2024).

The spread of digital media and online group chats in Nigeria facilitates rapid dissemination of food and beverage trends; as a result, conformity pressures often override personal preferences, particularly during social events or challenges (Olaleye&Kolade, 2025). For university students, social conformity predicts variations in brand trial and impulsive purchases, as documented in studies across Lagos and Maiduguri (Pradini, 2017).

Promotional campaigns, influencer endorsements, and group trends drive excessive or impulsive buying as individuals seek credibility and validation in their communities (Olaleye&Kolade, 2025). Peer credibility, attractiveness, and power act as strong motivators for brand adoption, and negative trends may encourage avoidance or even boycott (Ernayanti&Marheni, 2022).

Conformity often involves not only mimicking behaviour but also internalizing group norms, thereby shaping long-term consumer attitudes and loyalty (Tanrikulu, 2021).

Social conformity represents a potent force in modulating consumer buying behaviour, particularly in dynamic and socially interconnected markets like Benin City (Igbinovia&Omoregie, 2022). Conformity drives consumers to adopt emerging food and beverage trends promoted within their social networks, often inducing trial, repeat purchases, and brand switching aligned with group preferences (Chan, Lee & Wong, 2022). This mechanism is especially influential among younger demographics who are more responsive to

social endorsements and peer validation present in social media platforms and offline interactions (Ayoola&Osamwonyi, 2020).

The fear of social exclusion or desire for inclusion motivates impulsive and trend-driven purchases, thereby increasing market dynamism and shortening product life cycles in the food and beverage sector (Olukotun&Ikuomola, 2024).

Social conformity acts simultaneously as a conservative force, reinforcing traditional consumption norms, and as an accelerator of change, facilitating rapid diffusion and adoption of innovations in consumer markets ( Igbinovia&Omoriegie, 2022).

### **Religious Factors**

Religious factors encompass the doctrines, dietary laws, rituals, and spiritual beliefs that shape consumers' patterns of food and beverage consumption (Okoh&Okojie, 2019). These factors define what food is permissible, when and how it should be consumed, and embody symbolic meanings attached to consumption practices.

The country's religious diversity means that consumption choices are dictated by religious beliefs such as halal and fasting periods, which generate spikes in demand or temporary declines for certain products (Damian-Okoro, 2025).

Marketing research reveals that religious identity impacts product selection, with Nigerian Muslims preferring halal-certified items and Christians prioritizing ethically produced goods (Damian-Okoro, 2025). Religious leaders and institutions also play an influential role as their endorsements and guidance directly affect consumers' perceptions of acceptability and brand trust (Damian-Okoro, 2025).

In multi-faith societies such as Benin City, religion concretely influences consumer behaviour by dictating permissible ingredients, processing standards halal certification, fasting observances, and celebratory feasts (Mokhlis, 2019). Religion serves both as a personal motivator and social regulator of consumption, embedding faith-based identity into purchasing decisions.

Religious factors decisively shape consumer buying behaviour by establishing consumption boundaries, preferences, and temporal rhythms for purchasing and using food and beverage products (Eze&Eboh, 2023). Observant consumers exhibit strong preferences for products compliant with their religious guidelines, displaying loyalty to brands and stores respecting such standards (Onu& Ibrahim, 2023).

Seasonal religious events, such as Ramadan or Christmas, significantly influence demand cycles, with upticks in purchases of specific food items aligning with ritual practices and festival requirements (Musa &Okafor, 2023).

Religious affiliation affects perceptions of product quality, trustworthiness, and brand image, with consumers gravitating towards products that symbolize fidelity to faith (Fletcher, 2022). This interplay between belief and behaviour amplifies the social and psychological significance of buying decisions.

Marketers targeting diverse religious groups must tailor product offerings and communication strategies to align with religious expectations in order to gain acceptance and foster loyalty (Okoh&Okojie, 2019).

Religious factors permeate consumer buying decisions as a core cultural determinant, influencing both the 'what' and 'when' of food and beverage consumption and representing a critical vector for understanding local consumer behaviour (Mokhlis, 2019).

### **Relationship between Cultural Influence and Consumer Buying Behaviour**

Cultural influence is a fundamental factor that shapes consumer buying behaviour by providing the shared values, beliefs, customs, and social norms that govern individuals' choices in purchasing goods and services, particularly in the food and beverage sector (Ajala&Adeyeye, 2022). It determines not only what consumers consider acceptable or desirable but also affects patterns of consumption, brand loyalty, and purchase frequency.

Consumer buying behaviour, which encompasses the decision-making processes and actions of individuals or groups when selecting food and beverage products, is deeply embedded within

cultural contexts (Kotler&Keller 2021). In Benin City, cultural influence acts as a lens through which consumers interpret product attributes such as quality, price, safety, and religious compliance, thereby shaping preferences and purchase intentions (Okoh&Okojie, 2019).

Cultural factors such as social group memberships, family traditions, social conformity pressures, and religious considerations significantly affect buying behaviour by influencing motivations and perceived needs (Aghimien&Osemwengie, 2021). Consumers often prefer food products that align with their ethnic traditions and social group's expectations to affirm their cultural identity, subsequently increasing brand preference and repeat purchase behaviours (Igbinovia&Omorieg, 2022).

Cultural congruence in advertising messages, packaging, flavor profiles, and branding enhances consumer acceptance and stimulates buying behaviour (Bekar, Yozukmaz&Karakulak, 2021). Social conformity rooted in cultural norms also drives consumers to adapt to trends endorsed by peers and community members, reinforcing consumption patterns (Chan, Lee & Wong, 2022).

In regions marked by religious diversity, consumer buying behaviour is closely aligned with faith-driven dietary regulations, which are part of cultural influence (Mokhlis, 2019). This relationship manifests in altered purchasing habits during religious observances and heightened demand for products that carry religious certifications (Eze&Eboh, 2023).

Consumer buying behaviour in the food and beverage industry is both a reflection and an outcome of cultural influences, meaning businesses aiming at markets like Benin City must apprehend the cultural dimensions underlying consumption to anticipate demands, adapt marketing strategies, and build lasting consumer relationships (Tanrikulu, 2021).

## **2.2 Theoretical Review**

This aspect encompasses the various theories that underpin the study of cultural influences and consumer buying behaviour. These theories provide deeper academic insights into understanding how cultural factors shape consumer decisions and behaviours.

### **Theory of Planned Behaviour**

The Theory of Planned Behaviour (TPB), developed by Ajzen, is a robust framework repeatedly validated in studies of Nigerian food consumer behaviour (Ajzen, 1991; Okoronkwo&Okeke, 2025). TPB posits that intention to perform a behaviour precedes and best predicts actual behaviour. This intention is shaped by three core determinants: attitude toward the behaviour, subjective norms (social pressure), and perceived behavioural control (Okoronkwo&Okeke, 2025).

In Nigerian food and beverage consumption, attitude refers to consumers' evaluation of certain products like the healthiness, taste, or cultural appropriateness of local foods (Nwosu&Adebiyi, 2024). Subjective norms cover the social pressures from family, peers, and religious figures,

which are especially strong in collectivist societies such as Benin City (Adepoju, Asogwa&Ibrahim , 2021). Perceived behavioural control relates to the perceived ease or barriers to accessing food products including availability, affordability, and restrictions due to religious or cultural factors (Ogbuagu&Ogbonna, 2022).Positive attitudes combined with supportive subjective norms yield higher intention to purchase traditional foods, while low perceived control such as limited product availability, reduces actual consumption even if intention is present (Adepoju, Asogwa& Ibrahim , 2021). These findings are reflected in street food patronage, organic food trends, and festival food consumption across Benin City (Okoronkwo&Okeke, 2025).

The TPB's predictive validity makes it ideal for connecting how cultural influences like social groups, household authority, social conformity, and religious obligations translate into actual buying behaviour for food and beverages in Benin City (Okoronkwo&Okeke, 2025). Religious norms regarding fasting can alter subjective norms, while household budgets shape perceived behavioural control. Studies highlight the need for marketers and policymakers to understand these levers in designing effective interventions for healthy eating and business growth (Nwosu&Adebisi, 2024).

Hofstede's Cultural Dimensions Theory

Hofstede's Cultural Dimensions Theory provides an analytical lens for understanding the impact of cultural variation on consumer behaviour, particularly relevant for Nigeria's multiethnic, diverse urban landscapes (Hofstede, 2019; Olowookere ,Fasakin&Lawal, 2021). Hofstede identifies six core cultural dimensions power distance, individualism-collectivism, masculinity-femininity, uncertainty avoidance, long-term orientation, and indulgence which together shape values, communication styles, and consumption patterns. Research in Nigeria has substantiated high power distance: consumers respect and defer to authority, with elders and religious leaders playing an influential role in food selection (Owolabi, 2023). Collectivism fosters conformity and shared consumption rituals, evident in communal eating and the strong influence of social groups on food and beverage choices in Benin City (Adeyemi&Arinze, 2024). Nigerian society also demonstrates marked uncertainty avoidance, preferring familiar brands and traditional foods, while masculinity-femininity informs whether consumers prioritize achievement/status or care/family in their food preferences (Olowookere ,Fasakin&Lawal, 2021)

The theory's application in Nigeria includes market segmentation and branding strategies tailored to local values such as leveraging festivals and communal meals to promote products or designing advertisements that feature respected cultural figures (Adeyemi&Arinze, 2024). User-centred product designs successfully incorporate Hofstede's findings by reflecting lively colours and festive imagery to appeal to Nigerian indulgence and celebration (Olowookere ,Fasakin&Lawal, 2021). Hofstede's model directly connects cultural determinants

with consumer buying behaviour, household and group influences are explained by power distance and collectivism; uncertainty avoidance impacts the adoption of new products; religious determinants intersect with long-term orientation and conformity (Owolabi, 2023).

### Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs is a foundational motivational theory adapted to various consumer behaviour contexts, including Nigeria's food and beverage industry (Meshram, 2023). The pyramid model posits that human actions are motivated by the satisfaction of layered needs: physiological, safety, love/belonging, esteem and self-actualisation. For Nigerian food consumers, physiological needs drive the purchase of staple and nutritious food, especially for family sustenance (Idowu&Awosanya, 2022). Safety needs manifest in choices surrounding hygiene, trustworthy brands, and health claims, illustrated by rising demand for packaged water and health-conscious products (Salami, 2021). Love/belonging needs relate to products and brands that facilitate group identity and shared cultural rituals such as communal eating at festivals or religious events (Owolabi, 2023).

Esteem needs connect to status products, premium brands, or foods consumed in social settings that express achievement or social standing (Idowu&Awosanya, 2022). Self-actualisation, though less universally attainable, motivates the pursuit of specialty foods that reflect personal growth, aspiration, and identity within the changing urban landscape (Meshram, 2023).Maslow's

framework links cultural determinants such as social group influence, household authority, and religious practice, to the satisfaction of graded psychological and social needs (Salami, 2021). Consumption patterns in food and beverage directly reflect the simultaneous pursuit of physiological nourishment, familial belonging, esteem via cultural participation, and at times personal actualisation or ethical consumption.

### Social Identity Theory

Social Identity Theory (SIT) offers a lens through which the effects of group membership and identification on food and beverage choices in Nigeria can be understood (Oyedeji&Chukwu, 2023). SIT posits that individuals define themselves in relation to social groups ethnic, religious, or social which shape a sense of belonging and preferences in every aspect of life, including consumption.

Identification with particular ethnic or faith groups influences food preferences, with consumers in Benin City gravitating toward products symbolising group identity and solidarity (Oyedeji&Chukwu, 2023). Shared dining rituals, food festivals, and branded events foster identity-based consumption, driving both innovation and preservation of tradition in local markets (Eze&Odum, 2024). Social identity also acts as a filter for marketing communication, enabling brands that resonate with group characteristics like language, symbols, cultural references to build loyalty and emotional connection among target consumers in Nigeria

(Owolabi, 2023). In the beverage sector, identity-shaped preferences manifest in differentiated consumption by tribe, age group, religion or professional association (Owolabi, 2023). Social identity theory links group influence and household authority to the dependent variable by explaining how and why consumers select products to reinforce their own social belonging and maintain positive group distinctiveness (Eze&Odum, 2024).

### Consumer Culture Theory

Consumer Culture Theory (CCT) explores the ways in which consumption practices in urban Nigeria are embedded in broader cultural, social, and historical contexts, bridging the gap between economic motives and lived experience (Onyechi&Ukonu, 2022). CCT examines how consumers use food and beverage choices to construct, negotiate, and express identities; respond to social change; and maintain continuity with local traditions. In Benin City, CCT reveals that modern food and beverage buying is an amalgam of global trends and enduring local values, with social media, popular culture, and community events all contributing to patterned behaviour (Ojo, 2023). Food consumption is not just about nutrition but also about social participation, memory-making, and cultural affirmation, as seen in patronage of beloved brands, festival specials, and traditional foods (Onyechi&Ukonu, 2022).

Research on Nigerian FMCGs finds that businesses are increasingly aware of cultural meanings and use storytelling, local language, and references to traditional rituals in branding to capture

the market (Ojo, 2023). Marketers and health-policy makers should recognize the dynamic cultural contexts, allowing for strategies that promote both innovation and preservation of positive traditional practices (Onyechi&Ukonu, 2022). CCT contextualizes consumer buying behaviour in the food and beverage industry of Benin City explaining how local practices, group influences, household norms, social conformity, and religious rituals intersect with broader trends to shape what people buy, when they buy, and how they interact with brands (Ojo, 2023).

### **2.2.1 Theoretical framework**

Hofstede's cultural dimensions theory is a foundational framework for understanding cultural influences on behaviour and decision-making. This theory, developed by Geert Hofstede, identifies key dimensions along which cultures vary, impacting values, beliefs, and practices.

#### Hofstede's Cultural Dimensions Theory

Hofstede's cultural dimensions theory offers a robust framework for understanding how cultural values shape consumer behaviour in the food and beverage industry in Benin City. The theory identifies six core dimensions :power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance, long-term versus short-term orientation, and indulgence versus restraint,that collectively influence attitudes and purchase decisions (Hofstede, 2019). Power distance explains how hierarchical family structures in Nigerian households shape decision-making, with elders often controlling food purchases (Adeyemi&Arinze, 2024). This

dimension connects closely to household influence on consumer behaviour in Benin City. Collectivism characterizes Nigerian culture, where social groups and families exert strong influence on consumption patterns. Consumers tend to conform to group norms, affecting both their food choices and frequency of purchases (Eze&Akinyele, 2022). This supports the study's examination of social group influence and social conformity as significant determinants.

Uncertainty avoidance highlights consumer preference for familiar and trusted foods, often limiting experimentation with new products (Owolabi, 2023). This cultural trait helps explain consumer caution in trying unfamiliar food items, reinforcing brand loyalty in the local market.

Long-term versus short-term orientation and religious values interplay in regulating food consumption around traditions, festivals, and spiritual observances in Benin City. The short-term orientation prevalent in the culture emphasizes adherence to rituals and immediate social rewards linked to food with religious significance (Eze&Eboh, 2023).

Indulgence versus restraint reflects how Nigerians balance enjoyment and self-control in consumption, often indulging during festivals while practicing restraint in regular daily life (Ajala&Adeyeye, 2022).

Hofstede's theory effectively integrates the cultural determinants identified in this study social group, household, conformity, and religion, offering essential insights into the cultural substrates

underlying consumer buying behaviour in Benin City's food and beverage industry. It enables tailored marketing and policy interventions grounded in local cultural realities.

### **2.3 Empirical Reviews**

Various research has been conducted on the factors of social conformity, household influence, social group, and religious factors to enhance understanding of their impacts on behaviour and decision-making.

#### **Social Group**

Omoriegbe & Iyayi (2022): Word-of-Mouth and Brand Trust in Families.

This study compares the impact of peer/family recommendation to conventional advertising.

It utilizes a Quantitative survey (n=180) with scenario-based questions about recent food/beverage purchases. Tracked source of trust, brand trial, and repeat purchase behaviour. The study revealed that 73% of respondents chose food brands first recommended by friends or family. Advertising alone failed to drive trials unless reinforced by trusted network feedback. Repeat purchases closely linked to continued positive peer/family endorsement. The study identifies the layered reinforcement required for brand adoption social networks as the conversion engines.

Akinola ,Okonkwo and Awogbemi (2020) Investigated Children's Influence Within Urban Households. The study measures how children affect household decisions regarding snacks and beverages. A Survey of 83 families with at least two children aged 6–18 and Structured observational logs and parent-child interviews.

The study revealed that pester power is strong 68% of snack and beverage purchases in surveyed homes resulted from persistent requests by children. Peer comparisons (what classmates bring) cited as a vocal motivator. Advertising and jingles memorized by children further tip scales during family shopping and parents sometimes use snacks as rewards, affirming influence-by-behavior models. The study reveals the major, often underestimated power of youth in shaping food trends through family channels.

Egbon&Igbinedion (2021) investigated gender, authority, and food shopping. The study explores real decision-making authority within male-headed homes. A methodology of Focus group sessions with married couples and multi-generational families. Backstage observation of shopping routines.

The study revealed that while men are regarded as final approvers, women make most day-to-day purchasing decisions. Men become more involved in high-value (bulk, celebratory) food purchases. Gender-based negotiation is common: women defer on cost, men defer on type/brand.

The study revealed that marketing should recognize women as day-to-day gatekeepers, even in traditionally male-dominant households.

### **Household Influence**

Osagie&Eguavoen (2020) investigated Household Food Decision-Making in Benin City. The research analyzes intra-household roles and negotiation processes in making food and beverage purchases. 45 in-depth family interviews spanning diverse income levels, ages, and family structures methodology was used. Participant shadowing during shopping trips and meal preparation and collected oral histories on generational food practices, modern adaptation, and budgeting.

The study revealed that mothers are the primary decision-makers for daily staple purchases (rice, yam, beans). Children (especially teenagers) and spouses significantly affect choices for snacks, beverages, and ready-to-eat foods; 73% reported negotiating or vetoing snack options. Larger, multi-generational households tend to compromise on brands/styles to suit all members' preferences while dual-income families show more shared authority, especially for processed modern foods. Ritual family meetings like Sunday dinner menu planning institutionalize family consensus.

The importance of the study highlights the evolving dynamics and growing egalitarianism in urban household decision-making, crucial for effective food product positioning.

## **Social Conformity**

Igbinovia & Omoregie (2022) investigated social conformity and trend adoption in food consumption. The study examined how social media trends, peer pressure, and popular culture influence food and beverage consumption. Mixed-method: 320-survey respondents + focus groups. Documented viral food trends in Benin City like Wafer Biscuit Challenge, Best Malt Brand threads. Measured adoption rates, motivational triggers, and lasting impact of social conformity.

The relevant findings was that 84% of respondents aged 18–35 reported purchasing a new food product due to social media or peer group influence in the past six months. 63% felt left out if they did not try trending foods showcased by their network. Trends amplified by celebrities/influencers lead to short-lived but intense demand spikes, food fads. Peer approval and public social performances (posting food pictures, unboxing) are major motivators.

The importance of the study confirms that social conformity and digital word-of-mouth are now keystone factors in contemporary food and beverage market surges, especially among youth.

Chan, Lee & Wong (2022) Researched cross-cultural analysis of social conformity in food choices. The study explores the role of collectivism and cultural context in group-led food decisions across global cities, including Benin City. A methodology of International, cross-sectional survey of 1,234 participants (Benin City, Lagos, Johannesburg, Mumbai, Kuala

Lumpur). Examined the impact of group norms, family, and peer validation on food choice and utilized cultural dimensions frameworks.

The study revealed that collectivist environments like Benin City show higher sensitivity to group norms: 72% said they often try a food brand because it is popular within their circles. Consumers are twice as likely to trust friend/peer recommendations over advertisements and group approval strongly predicts repeat purchases, while non-conformity leads to social exclusion in social circles. The importance of the study underscores universal dynamics of conformity and peer influence while cementing the idea that collectivist cultures respond robustly to group cues.

Olukotun & Ikuomola (2024) assessed Social Media Challenges and Food Trend Adoption.

The study assesses the primacy of online trends in shaping urban youths' food routines. The study made use of Social media monitoring and survey of 416 Benin City youth (ages 14–29). Analysis of popular Instagram and WhatsApp food challenges.

The study revealed that over 60% of surveyed youths tried new foods just to participate in trending online challenges. Tag your friend mechanisms to spread adoption through peer networks. Trend adoption typically lasts one to two months, with ripple effects among younger teens and even their families.

The study emphasizes the rapid, digitally-driven group adoption of certain snacks and beverages and the critical need for social media engagement.

### **Religious Factors**

Okoh & Okojie (2019) investigated religious factors and food purchase decisions in Benin City. The study details how religious affiliation, practice, and events dictate specific food/beverage consumption. Mixed-method of 200 household surveys; in-depth interviews with 25 religious leaders (Christian, Muslim, traditional faiths) was employed. Capturing data during and outside major religious celebrations. Assessed food brand familiarity, certification awareness, and holiday menu changes.

The key findings revealed that over 87% observe dietary codes (halal, avoidance during fasting, restrictions on alcohol/pork). Religious holidays, fasting, and sacramental events cause sharp, predictable spikes in demand for appropriate foods. Households consciously seek brands with faith-compliant certifications during these periods and purchasing channels shift, with religious centers and specialty stores seeing increased patronage.

The relevance of the study provides clear evidence for the commercial significance of understanding and meeting religious consumer needs in both product and timing.

Mokhlis (2019) investigated Religiosity, Store Loyalty, and Brand Choice. The study investigates the effect of personal religiosity on food preferences, loyalty, and shopping

behaviour. Quantitative survey (multi-country, including Nigerian metropolitan context) and Statistical analysis of religious self-reporting, loyalty program participation, and dietary restriction adherence.

The study revealed that high religiosity scholars display greater loyalty to brands stores meeting faith-based criteria (halal, kosher, no alcohol). Religious observance cycles, Ramadan, Lent, Christmas, influence not only what is bought but where and when. Food and beverage stores favored are those transparent in religious certification and respectful advertising and faith-based loyalty offers a buffer period of consistent sales for compliant brands.

The study is essential for strategic targeting and brand loyalty programs in faith-driven markets like Benin City.

Eze & Eboh (2023) examined festivals and religious seasonality in food purchasing.

The study examines seasonal buying shifts due to religious and community festivals. A triangulated survey data across three major religious festivals (Eid, Easter, Christmas) in Benin City. Observed retail sales spikes and product stockouts.

The study discovered dramatic, predictable increases in demand for certain beverages (malt, soft drinks), rice, and confectionaries. Temporary product shortages highlight missed opportunities for proactive supply chain planning. Consumers seek discounted festival packs and are willing to

try new brands positioned as festive. The study alerts marketers and retailers to prepare seasonal inventory and promotional campaigns around major festivals.

## 2.6 Summary Table of Empirical Review

S/No	Author	Year	Focus Area	Methodology	Key Findings	Objective Supported	Recommendations
1	Osagie \$ Eguavoren	2020	Household food decision making	45 family interviews home visits	Mothers make staple decisions but teens/youth guide snacks purchase. large households compromise based on all members, preferences	Household	Develop multiportion packs and family focused advertising, highlight flexibility to satisfy all ages
2	Igbinovia & Omoregie	2022	Social conformity and food trends	320 Survey+ focus groups	Social media/trends and peer endorsement cause rapid adoption	Social Conformity	Run viral challenge and influencer campaigns for major

					of trending foods / drinks, 63% feel left out if not part of the latest trend.		product launches
3	Chan, Lee & Wong	2022	Cross cultural food conformity	Cross-national survey (n=1,234)	Group norms and conformity are more influential in collectivist settings; group approval predicts repeat food purchases.	Social conformity	Use friend/family approved labels and encourage group testimonials.
4	Okoh & Okojie	2019	Religious food purchase in Benin City	200 survey + 25 leader interviews	Religious dietary laws and seasons determine what is bought/b	Religious Factors	Certify products for Ramadan, Lent, and religious festivals;

					y whom; faith-compliant brands are prioritized, especially during holidays.		market seasonal/faith packs.
5	Mokhlis	2019	Religiosity, loyalty, and food choice	Cross national quantitative survey	High religiosity leads to strong loyalty for certified brands and holiday-related product shifts (Ramadan, Lent, etc.).	Religious Factors	Include faith-based messaging and publicize product certifications in-store and on ads.
6	Eze & Eboh	2023	Festivals and seasonal shopping	Triangulated survey, sales data	Eid, Christmas, Easter drive major spikes in demand for beverages, rice, and	Religious Factors	Prepare festive promo packs, and ramp up supply/distribution during festival

					snacks; supply shortages if not anticipated.		periods.
7	Omoregie & Iyayi	2022	Word of mouth and family brand trust	Survey (n=180),	Peer/family recommendations are more trusted than advertising for trying new brands; repeat buying aligns with family/friend endorsement.	Household/Social group	Design family referral programs and community-based tastings.
8	Akinola ., Okonkwo & Awogbe mi	2020	Children's influence on shopping	Survey (n=83 families); interviews	Children's peer power—driven by peer comparison—strongly influence	Household	Design advertising and packaging to appeal to children; offer parental

					s snack/drink buys; parents use snacks as rewards.		incentives.
9	Egbon & Igbinedion	2021	Gender and authority in food shopping	Focus groups, observation	While men approve big purchases, women decide day-to-day buys and manage perishables.	Household	Position women as key decision-makers in promotional messaging.
10	Olukotun & Ikuomola	2024	Social media trends and food adoption	Social media analytics, survey of 416 youths	Over 60% of youths try new foods due to online challenges; group chat participation spreads trial further.	Social conformity	Launch time-bound digital challenges with shareable messaging and hashtags.

## **2.7 Research Gap**

Despite extensive research, key gaps remain in understanding consumer buying behaviour in Benin City's food and beverage industry. Most studies isolate cultural factors and overlook their combined impact. Research also focuses on major cities, neglecting Benin's unique cultural context. Emerging influences like social media, evolving family roles, and the interplay of religion and social norms are underexplored, highlighting the need for localized, holistic analysis. Addressing these research gaps can help businesses in Benin City's food and beverage industry develop more effective marketing strategies, improve product offerings, and enhance customer engagement by considering the complex interplay of cultural, social, and emerging influences on consumer behavior.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter lays out the methodology employed to explore the cultural determinants of consumer buying behaviour within the food and beverage industry in Benin City. It covers the research design, population, sample size, sampling techniques, data sources, operationalization and measurement of variables, and the research instruments used. Systematically applying these methods, the study intends to produce reliable and valid findings reflective of Benin City's consumer population in the relevant sector (Osagie, Ighodaro, & Aigbe, 2021).

#### **3.1 Research Design**

A descriptive survey research design is adopted for this study. This design is appropriate as it allows for the detailed and systematic description of the variables and their relationships as they naturally occur within the population (Budu, 2023). Given the objective to investigate attitudes, social influences, and buying behaviour, the descriptive survey facilitates collection of quantifiable data through structured instruments, enabling statistical analysis and evidence-based conclusions (Adebayo & Yusuf, 2022). The design also supports capturing diverse consumer perspectives across Benin City's heterogeneous population.

### **3.2 Population of the Study**

The population for this study comprises the adult consumers of food and beverage products in Benin City, Edo State, Nigeria.

Benin City is a culturally diverse urban centre with a population estimated at over 1.8 million people (National Population Commission, 2022). The city's inhabitants include the Edo, Esan, Afemai, Urhobo, and other minority ethnic groups, each with unique cultural practices and fashion preferences. The population is also diverse in terms of gender, religion, educational attainment, and income levels, making it an ideal setting for studying how culture affects consumer behaviour.

The research focuses on individuals aged 18 and above, as they are considered to have more developed and independent purchasing power and decision-making abilities compared to minors.

### **3.3 Sample Size**

To determine a statistically significant sample size, Cochran's formula (1977) for sample size calculation for large populations is utilized, expressed as:

$$n_0 = \frac{Z^2 \times P \times (1-p)}{e^2}$$

**where:**

$n_0$ =Sample size

Z=Z/ score corresponding to the confidence level (1.96 for 95%)

P= estimation portion of the population with the attributes (0.5 used for maximum variability)

e= margin of error (0.5)

Applying the values:

$$n_0 = \frac{(1.96)^2 \times 0.5 \times (1-0.5)}{0.05^2}$$

$$0.05^2 = 3.8416 \times 0.25 / 0.0025$$

Thus the required sample size for the study is 384 respondent

### **3.4 Sampling technique**

Stratified sampling involves dividing the entire population into distinct subgroups or strata that share similar characteristics, then randomly sampling from each stratum proportionally. This technique ensures representation from key segments within Benin City, such as different Local Government Areas (LGAs), ethnic groups, or socio-economic classes, which is crucial given the city's rich cultural diversity (Osagie, Ighodaro, & Aigbe, 2021).<sup>8</sup>

### **3.5 Sources of Data**

Primary data will be collected using questionnaires administered to selected respondents. Secondary data includes published journal studies, census reports, government publications, and market analyses relevant to Benin City and the Nigerian food market (Osagie et al., 2021). The triangulation of data sources enhances validity and comprehensiveness.

#### **3.5.1 Operational and Measurements of Variables**

The study's variables are categorized as follows:

**Dependent Variable:** Consumer Buying Behaviour, operationalized by frequency of purchase, brand loyalty, decision to switch brands, and spending patterns for food and beverage products.

**Independent Variables:**

- **Social Group Influence:** frequency and degree of social pressures and recommendations guiding purchase decisions.

- **Household Influence:** decision-making powers, family roles, budget contributions related to food shopping.

- **Social Conformity:** degree of adherence to group norms and trends in food/beverage consumption.

- Religious Factors: observance of faith-based dietary rules and consumption during religious periods.

All are measured using validated Likert scales, ensuring reliability and comparability (Budu, 2023; Adeoye et al., 2022).

### 3.5.2 Operationalization of Variables

S/N	Variable	Description	Measurement Scale	Questionnaire Section/Item
1	Gender	The biological sex of the respondents	Two-point Categorical Scale	Question 1
2	Marital Status	Marital status of respondents (Single, Married, Divorced, Widowed)	Five-Point Interval Scale	Question 2
3	Age	Age range of respondents	Four-Point Interval Scale	Question 3
4	Educational Level	Highest educational qualification attained	Five-Point Interval Scale	Question 4
5	Income Level	Monthly income	Four-Point	Question 5

		level	Interval Scale	
6	Consumer buying behaviour	Refers to patterns, preferences, and decision-making exhibited by consumers in acquiring food and beverage products, including brand loyalty, pricing sensitivity, and cultural influence	Five-Point Likert Scale	Questions 6 to 10
7	Social Group Influence	Measures the impact of family, friends, and peer groups on purchasing decisions involving food and beverage products	Five-Point Likert Scale	Questions 11 to 15
8	Household Influence	Assesses the role of family members and household dynamics in influencing buying behaviour	Five-Point Likert Scale	Questions 16 to 20

9	Social Conformity	Evaluates the extent to which consumers align their buying behaviours with societal or group norms	Five-Point Likert Scale	Questions 21 to 25
10	Religious Factor	Analyzes the influence of religious beliefs and practices on food and beverage purchasing decisions	Five-Point Likert Scale	Questions 26 to 30

Each variable is carefully measured using well-established scales to ensure accuracy and comparability. The Likert scale used for independent variables and the dependent variable allows respondents to express degrees of agreement or frequency, facilitating nuanced data analysis (Budu, 2023; Ajibade et al., 2025)

### **3.6 Research Instrument**

The study will utilise a structured questionnaire as the primary instrument for data collection. The questionnaire will be divided into three sections, with the first section covering demographic information, the second section addressing questions related to consumers behaviour and the

third section focusing on culture dimensions. All responses will be measured on a four-point Likert scale, ranging from “Strongly Agree” to “Strongly Disagree.”

### **3.7.1 Validity of Research Instrument**

The questionnaire will undergo a validation process conducted by experts in the relevant field to ensure that the items effectively measure the intended constructs. The preliminary version of the questionnaire will be reviewed by the research supervisor and other academic professionals in the discipline. Feedback from these reviewers will be incorporated into the instrument to strengthen its content validity and ensure alignment with the study’s objectives.

### **3.7.2 Reliability of Research Instrument**

The reliability of the questionnaire will be assessed using the Cronbach’s Alpha reliability test. This will involve the administration of a pilot survey to 20 selected respondents. The completed questionnaires from the pilot survey will be coded and analysed to determine the internal consistency of the instrument. A Cronbach’s Alpha coefficient of 0.70 or above will be considered acceptable for this study.

### Reliability Table

S/N	Variables	Number of items	Cronbach Alpha Value
1.	Consumer Buying Behaviour	Five	0.671
2.	Social Group Influence	Five	0.688
3.	Household Influence	Five	0.865
4.	Social Conformity	Five	0.799
5.	Religious Factors	Five	0.891

### 3.8 Data Collection Procedures

Data were collected through self administered structured questionnaires distributed to respondents within Benin City.

A total of 384 individuals will be selected as respondents. and the questionnaires will be distributed physically to ensure Wilder coverage and convenience for participants.

The data collection process is scheduled to take place over a period of one month, from September 15 to October 15 2025. During this period follow-ups will be conducted to encourage

complexion of the questionnaires and to clarify any ambiguities that respondents may encounter. Once the data is collected it will be carefully screened for completeness ,consistency and accuracy before proceeding to analysis ensuring that only reliable and valid response are included in the story

### **3.9 Method of Data Analysis**

Quantitative data were analyzed using a statistical package for social science ( SPSS).

Descriptive statistics including frequency distributions and measures of Central tendency summarize respondent profiles and responses. Inferential statistics such as correlation and regression analysis were applied to test hypotheses and determine relationships between cultural determinants and consumer buying behavior ( Ajibade et al., 2025).

### **3.10 Model Specification**

The study adopts a multiple regression model to specify the relationship between consumer buying behavior (dependent variable ) and four independent predictors: social group influence, household influence, social conformity, and religious factors. The general form of the model is :

$$Y=\beta_0+\beta_1 X_1 +\beta_2 X_2 + \beta_3 X_3+\beta_4 X_4+\epsilon$$

Where Y is consumer buying behaviour, X<sub>1</sub>through X<sub>4</sub>represent the independent variables,  $\beta$  coefficient measure effect size, and  $\epsilon$  is the error term (Osaigie et al., 2021).

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.0 Introduction**

This chapter deals with the presentation, analysis, and interpretation of the data collected for the study titled cultural influence and consumer buying behavior in the food and beverage industry in Benin City. The data were obtained through the administration of a structured questionnaire designed to capture the perceptions and experiences of consumers within the study area. Although the sample size determined for the study was 384 respondents, a total of 400 questionnaires were distributed to account for possible non-responses or invalid entries. Fortunately, all 400 questionnaires were retrieved and found usable, bringing the total number of responses analyzed to 400. The chapter presents the demographic characteristics of the respondents, followed by detailed analyses of the major variables of the study. Thereafter, correlation and regression analyses are presented to establish the relationships between the variables and to test the formulated hypotheses.

## 4.1 Descriptive Statistics on Each Section

### 4.1.1 Section A: Demographic Information

The demographic profile of the respondents provides useful background information about those who participated in the study. These characteristics help to establish the diversity of the sample and the social context within which consumer behavior occurs.

**Table 4.1 Age Distribution of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18 – 25	364	91.0
26 – 35	24	6.0
36 – 45	2	0.5
46 – 55	2	0.5
56 and above	3	0.8
Non Response	5	1.3
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author's Fieldwork (2025)*

From the results in Table 4.1, it can be seen that respondents within the age range of 18 to 25 years dominated the study with 91 percent. This finding indicates that the majority of consumers in the food and beverage industry in Benin City are young adults who are very active in the marketplace. Their dominance also reflects the demographic reality of the city, where young people make up a significant proportion of the consuming public. Respondents aged 26 to 35

years constituted 6 percent, while only a very small number were within the 36 to 45 and 46 to 55 age brackets, each representing 0.5 percent. Those aged 56 and above accounted for 0.8 percent, while 1.3 percent did not indicate their age. This structure reveals that the industry’s consumer base is primarily driven by youth and young adults whose lifestyle, social interactions, and exposure to modern influences may strongly affect their buying decisions.

**Table 4.2 Gender Distribution of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	189	47.3
Female	206	51.5
Non Response	5	1.3
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author’s Fieldwork (2025)*

Table 4.2 presents the gender distribution of the respondents. Out of the 400 respondents, 47.3 percent were male while 51.5 percent were female, with 1.3 percent not indicating their gender. This distribution shows a near balance between male and female participants, with a slight dominance of females. This suggests that both genders are actively involved in food and beverage consumption in Benin City, though women may be slightly more engaged, possibly due to their traditional role in food-related decisions and household purchases.

**Table 4.3 Marital Status Distribution of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Single	371	92.8
Married	20	5.0
Divorced	3	0.8
Widowed	0	0
Non Response	6	1.5
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author's Fieldwork (2025)*

In Table 4.3, the marital status of the respondents is presented. It shows that 92.8 percent of respondents were single, while only 5 percent were married. Small percentages, 0.8 percent, were divorced, and none of the respondents were widowed. About 1.5 percent failed to indicate their marital status. This finding reinforces the earlier observation that young, single individuals dominate the sample population, which also suggests that many consumption decisions in this segment may be individually made rather than jointly influenced by spouses.

**Table 4.4 Educational Level of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
No Formal Education	12	3.0
Primary Education	3	0.8
Secondary Education	11	2.8
Tertiary Education	368	92.0
Non Response	6	1.5
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author's Fieldwork (2025)*

Table 4.4 shows the educational distribution of respondents. The majority of the participants, 92 percent, possess tertiary education, 2.8 percent have secondary education, 0.8 percent have primary education, and 3 percent have no formal education. The dominance of tertiary-educated respondents implies that most of the participants are literate, exposed, and likely to make informed decisions about the products they consume. Educated consumers also tend to be more conscious of brand image, quality, and cultural trends, which makes their opinions highly relevant to this study.

**Table 4.5 Monthly Income Distributions of Respondents**

<b>Options</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Below #30,000	146	36.5
#30,000 - #59,999	109	27.3
#60,000 - #99,999	30	7.5
#100,000 and above	65	16.3
Non Response	50	12.5
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source; Author's Fieldwork (2025)*

Table 4.5 reveals the income distribution of respondents. It shows that 36.5 percent earn below ₦30,000 per month, while 27.3 percent earn between ₦30,000 and ₦59,999. Another 7.5 percent earn between ₦60,000 and ₦99,999, while 16.3 percent earn ₦100,000 and above. A total of 12.5 percent did not disclose their monthly income. The income pattern suggests that most consumers in the food and beverage sector in Benin City fall within the low-to-middle income bracket. This finding has a strong implication for consumer behaviour since individuals with limited income are likely to be more sensitive to price changes and promotions. It also implies that marketers need to consider affordability and value in designing and pricing their products.

#### 4.1.2 SECTION B: Relevant Variables

**Table 4.6 Descriptive Statistics on Consumer Buying Behavior**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
6.	I regularly purchase local food and beverage products in Benin City.	202 (50.5)	106 (26.5)	52 (13.0)	15 (3.8)	25 (6.3)	4.11
7.	I tend to be loyal to specific food and beverage brands.	137 (34.3)	131 (32.8)	58 (14.5)	40 (10.0)	31 (7.8)	3.76
8.	Price is a major factor in my decision to purchase food and beverage products.	216 (54.0)	101 (25.3)	46 (11.5)	21 (5.3)	14 (3.5)	4.22
9.	I am influenced by cultural factors when choosing food and beverages.	71 (17.8)	75 (18.8)	105 (26.3)	73 (18.3)	74 (18.5)	2.99
10.	I often change food or beverage brands based on promotions or availability.	94 (23.5)	112 (28.0)	98 (24.5)	54 (13.5)	30 (7.5)	3.48
	<b>AVERAGE</b>	<b>144(36.02)</b>	<b>105(26.28)</b>	<b>71.8(17.96)</b>	<b>40.6(10.18)</b>	<b>34.8(8.72)</b>	<b>3.71</b>

*Source; Author's Fieldwork (2025)*

Table 4.6 presents the descriptive statistics for consumer buying behavior. The overall mean score of 3.71 indicates that respondents generally show a positive orientation toward buying food and beverage products. The statement with the highest mean score was “Price is a major factor in my decision to purchase food and beverage products” with a mean of 4.22. This implies that price remains a key determinant of consumer buying behavior in the food and beverage industry. Respondents also indicated a high tendency to regularly purchase local food and beverage products (mean = 4.11), which reflects growing support for locally produced brands and possibly a perception of freshness, availability, and affordability associated with them. The mean score of 3.76 for the statement “I tend to be loyal to specific food and beverage brands” indicates moderate brand loyalty among consumers, suggesting that while some consumers stick to familiar brands, others remain flexible depending on circumstances. However, the mean score of 2.99 for cultural influence suggests that many consumers are indifferent to cultural factors when making food and beverage purchases. Overall, the descriptive results imply that consumer buying behavior in Benin City is largely driven by price, availability, and habitual loyalty rather than strong cultural attachment.

**Table 4.7 Descriptive Statistics on Social Group Influence**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
11.	I seek advice from family members before purchasing food and beverage products.	80 (20.0)	80 (20.0)	75 (18.8)	67 (16.8)	95 (23.8)	2.96
12.	Recommendations from friends influence my choice of food and beverage brands.	87 (21.8)	144 (36.0)	76 (19.0)	39 (9.8)	54 (13.5)	3.48
13.	My social group's food preferences affect what I buy.	62 (15.5)	82 (20.5)	91 (22.8)	100 (25.0)	63 (15.8)	2.95
14.	Eating habits shared within my peer group affect my purchasing decisions.	69 (17.3)	88 (22.0)	66 (16.5)	112 (28.0)	62 (15.5)	2.97
15.	I participate in social events where specific foods or beverages are consumed.	69 (17.3)	61 (15.3)	104 (26.0)	69 (17.3)	93 (23.3)	2.86

	<b>AVERAGE</b>	<b>73.4(18.38)</b>	<b>91(22.76)</b>	<b>82.4(20.62)</b>	<b>77.4(19.38)</b>	<b>73.4(18.38)</b>	<b>3.04</b>
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*Source; Author's Fieldwork (2025)*

Table 4.7 addresses the influence of social groups. The average mean of 3.04 indicates a moderate level of influence. Many respondents agreed that recommendations from friends influence their choice of food and beverage brands (mean = 3.48), showing that word-of-mouth and peer endorsement play a meaningful role in shaping consumer preferences. However, the relatively lower mean of 2.96 for family advice and 2.95 for social group preferences suggests that while peer recommendations matter, people do not always conform entirely to group norms when deciding what to purchase. This pattern shows that consumers value social input but still maintain individual autonomy in making final buying decisions.

**Table 4.8 Descriptive Statistics on Household Influence**

<b>S/N</b>	<b>Statements</b>	<b>SA 5 f/(%)</b>	<b>A 4 f/(%)</b>	<b>N 3 f/(%)</b>	<b>D 2 f/(%)</b>	<b>SD 1 f/(%)</b>	<b>Mean (x)</b>
16.	Decisions about food and beverage purchases in my household are made collectively.	104 (26.0)	140 (35.0)	85 (21.3)	47 (11.8)	24 (6.0)	3.63
17.	A particular family member						

	usually decides what food and beverages are bought.	105 (26.3)	95 (23.8)	82 (20.5)	53 (13.3)	62 (15.5)	3.32
18.	Budget constraints in my household influence what food and beverages I purchase.	131 (32.8)	123 (30.8)	70 (17.5)	33 (8.3)	41 (10.3)	3.68
19.	Household preferences strongly guide my food and beverage choices.	117 (29.3)	148 (37.0)	70 (17.5)	24 (6.0)	33 (8.3)	3.74
20.	Special occasions in my household affect food and beverage buying patterns.	140 (35.0)	102 (25.5)	95 (23.8)	33 (8.3)	27 (6.8)	3.74
		<b>119.4(29.88)</b>	<b>121.6(30.42)</b>	<b>80.4(20.12)</b>	<b>38(9.54)</b>	<b>37.4(9.38)</b>	<b>3.62</b>

*Source; Author's Fieldwork (2025)*

Table 4.8, which focus on household influence, reveals an average mean of 3.62, indicating a strong influence. Respondents agreed that household preferences strongly guide their food and beverage choices (mean = 3.74) and that budget constraints within the household influence what

is purchased (mean = 3.68). The high mean values show that food-related decisions are often made collectively within households and that budgetary considerations are crucial. This means that food and beverage purchases are rarely isolated individual decisions; they are embedded in a social and economic unit that considers the tastes and financial realities of all members. The implication is that marketing strategies in this industry must appeal not just to individual consumers but to entire households.

**Table 4.9 Descriptive Statistics on Social Conformity**

<b>S/N</b>	<b>Statements</b>	<b>SA 5 f/(%)</b>	<b>A 4 f/(%)</b>	<b>N 3 f/(%)</b>	<b>D 2 f/(%)</b>	<b>SD 1 f/(%)</b>	<b>Mean (x)</b>
21.	I try to buy foods and beverages that are popular in my community.	84 (21.0)	89 (22.3)	111 (27.8)	60 (15.0)	56 (14.0)	3.21
22.	Trends on social media influence my food and beverage purchasing decisions.	67 (16.8)	78 (19.5)	95 (23.8)	85 (21.3)	75 (18.8)	2.94
23.	I feel pressure to conform to the food choices of my friends or colleagues.	69 (17.3)	48 (12.0)	75 (18.8)	91 (22.8)	117 (29.3)	2.65

24.	I purchase food and beverage items to fit in with social expectations.	48 (12.0)	78 (19.5)	60 (15.0)	78 (19.5)	136 (34.0)	2.56
25.	I avoid foods that are not accepted by my social groups.	49 (12.3)	54 (13.5)	81 (20.3)	66 (16.5)	147 (36.8)	2.48
	<b>AVERAGE</b>	<b>63.4(15.88)</b>	<b>69.4(17.36)</b>	<b>84.4(21.14)</b>	<b>76(19.02)</b>	<b>106.2(26.58)</b>	<b>2.77</b>

*Source; Author's Fieldwork (2025)*

Table 4.9 examines social conformity. The overall mean of 2.77 indicates that conformity exerts a low-to-moderate influence on consumer behaviour. Although some respondents admitted that they try to buy foods popular in their community (mean = 3.21), the majority disagreed with statements indicating pressure to conform to friends' choices (mean = 2.65) or to fit into social expectations (mean = 2.56). This pattern suggests that while trends and popularity may affect awareness, they do not necessarily dictate purchase decisions. Consumers appear to prefer making choices based on personal preferences and affordability rather than pressure to align with others.

**Table 4.10 Descriptive Statistics on Religious Factors**

S/N	Statements	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
26.	My religion impacts the types of food and beverages I purchase.	82 (20.5)	51 (12.8)	68 (17.0)	64 (16.0)	133 (33.3)	2.71
27.	I avoid foods and beverages prohibited by my religious beliefs.	93 (23.3)	60 (15.0)	65 (16.3)	75 (18.8)	104 (26.0)	2.91
28.	Religious fasting or feasting periods influence my buying behavior.	99 (24.8)	109 (27.3)	87 (21.8)	53 (13.3)	52 (13.0)	3.38
29.	I prefer to buy from brands that respect religious dietary rules.	75 (18.8)	66 (16.5)	68 (17.0)	76 (19.0)	112 (28.0)	2.79
30.	Religious events and festivals increase my food and beverage consumption.	119 (29.8)	75 (18.8)	68 (17.0)	51 (12.8)	87 (21.8)	3.22
	<b>AVERAGE</b>	<b>93.6(23.44)</b>	<b>72.2(18.08)</b>	<b>71.2(17.82)</b>	<b>63.8(15.98)</b>	<b>97.6(24.42)</b>	<b>3.002</b>

*Source; Author's Fieldwork (2025)*

Table 4.10 presents the descriptive results on religious factors. The overall mean score of 3.00 shows a moderate influence. Many respondents indicated that fasting and feasting periods associated with religion affect their consumption (mean = 3.38), showing that religion may influence buying behavior at certain times of the year. However, the relatively lower means for other items, such as avoiding foods prohibited by religion (2.91) and buying from brands that respect religious dietary rules (2.79), show that religion’s impact is situational rather than constant. Hence, while religious practices occasionally shape consumption, daily purchasing decisions are less affected by religion in Benin City’s food and beverage market.

## 4.2 Correlations on Study Variables

**Table 4.11 Correlation Analysis**

		Consumer Buying Behaviour	Social Group Influence	Household Influence	Soci al Conf ormi ty	Religi ous Facto rs
Consumer Buying Behaviour	Pearson Correlation	1	.332**	.337**	.231**	.245**
	Sig. (2-tailed)		.000	.000	.000	.000
	Sum of Squares and Cross-products	201.603	88.227	78.482	68.583	76.305
	Covariance	.505	.221	.197	.172	.192
	N	400	400	400	400	399
Social Group Influence	Pearson Correlation	.332**	1	.348**	.547**	.533**
	Sig. (2-tailed)	.000		.000	.000	.000

	Sum of Squares and Cross-products	88.227	349.236	106.694	214.038	217.360
	Covariance	.221	.875	.267	.536	.546
	N	400	400	400	400	399
Household Influence	Pearson Correlation	.337**	.348**	1	.336**	.318**
	Sig. (2-tailed)	.000	.000		.000	.000
	Sum of Squares and Cross-products	78.482	106.694	269.308	115.250	113.974
	Covariance	.197	.267	.675	.289	.286
	N	400	400	400	400	399
Social Conformity	Pearson Correlation	.231**	.547**	.336**	1	.471**
	Sig. (2-tailed)	.000	.000	.000		.000
	Sum of Squares and Cross-products	68.583	214.038	115.250	437.912	215.286
	Covariance	.172	.536	.289	1.098	.541
	N	400	400	400	400	399
Religious Factors	Pearson Correlation	.245**	.533**	.318**	.471**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	Sum of Squares and Cross-products	76.305	217.360	113.974	215.286	481.444
	Covariance	.192	.546	.286	.541	1.210
	N	399	399	399	399	399

\*\* Correlation is significant at the 0.01 level (2-tailed).

*Source; Author's Fieldwork (2025)*

Table 4.11 presents the correlation analysis showing the strength and direction of the relationships between consumer buying behaviour and the four cultural variables; social group

influence, household influence, social conformity, and religious factors. The results reveal that all the independent variables are positively correlated with consumer buying behaviour, and these relationships are statistically significant at the 0.01 level (2-tailed).

Specifically, the correlation coefficients show that household influence ( $r = 0.337$ ) and social group influence ( $r = 0.332$ ) have the strongest positive associations with consumer buying behavior. This implies that consumers' purchase decisions are most strongly shaped by household dynamics and peer interactions. In essence, consumers tend to rely heavily on their families and social circles when making decisions about food and beverage products.

Social conformity ( $r = 0.231$ ) and religious factors ( $r = 0.245$ ) also show positive but weaker correlations with consumer buying behaviour, suggesting that while these factors play some role in influencing decisions, their effects are not as strong as those of household and peer influences. This indicates that consumers in Benin City may acknowledge social norms and religious values but do not allow them to dominate their daily consumption choices.

Overall, the results imply that cultural factors are interrelated and together contribute meaningfully to consumer behaviour. However, the relatively higher correlation values of household and social group influences reaffirm that food and beverage buying patterns in Benin City are largely driven by social interactions and collective decision-making rather than conformity or religious restrictions.

### 4.3 Diagnostics Test

	Collinearity Statistics	
	Tolerance	VIF
Social Group Influence	.594	1.684
Household Influence	.839	1.192
Social Conformity	.645	1.550
Religious Factors	.658	1.520

*Source; Author's Fieldwork (2025)*

Table 4.12 presents the diagnostic test for multicollinearity among the independent variables; social group influence, household influence, social conformity, and religious factors. The Variance Inflation Factor (VIF) and Tolerance values are used to assess whether any of the predictors are excessively correlated with one another, which could distort the regression results.

The results indicate that all the variables fall within acceptable thresholds. The Tolerance values range from 0.594 to 0.839, and the corresponding VIF values range from 1.192 to 1.684. Since all VIF values are below 5 and all Tolerance values are above 0.10, there is no evidence of multicollinearity among the variables.

This finding confirms that each of the cultural factors; social group influence, household influence, social conformity, and religious factors; measures distinct dimensions of cultural influence without overlapping excessively. Therefore, the regression analysis can be considered

reliable and valid, as the independent variables contribute unique explanatory power to predicting consumer buying behavior in the food and beverage industry in Benin City.

**Table 4.13 Cultural Influence Factors and Consumer Buying Behaviour**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.327	.161		14.44	.000
	Social Group Influence	.170	.045	.222	3.735	.000
	Household Influence	.213	.043	.245	4.898	.000
	Social Conformity	.007	.039	.011	.185	.853
	Religious Factors	.028	.037	.043	.769	.443

a. Dependent Variable: Consumer Buying Behaviour

**Model Summary<sup>b</sup>**

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.413 <sup>a</sup>	.171	.65137	1.747

a. Predictors: (Constant), Religious Factors, Household Influence, Social Conformity, Social Group Influence

b. Dependent Variable: Consumer Buying Behaviour

*Source; Author's Fieldwork (2025)*

Table 4.13 presents the regression coefficients, which show the individual contributions of each independent variable; social group influence, household influence, social conformity, and

religious factors, to consumer buying behaviour in the food and beverage industry in Benin City. The table provides the unstandardized coefficients (B), standardized coefficients (Beta), t-values, and significance levels (p-values), which together indicate both the strength and statistical importance of each variable in predicting consumer behavior.

From the results, the standardized beta coefficients reveal that household influence ( $\beta = 0.245$ ) has the highest positive impact on consumer buying behavior, followed closely by social group influence ( $\beta = 0.222$ ). Both variables are statistically significant at  $p < 0.05$ , which means they make meaningful and independent contributions to explaining variations in consumer behavior. This implies that households and peer networks remain the strongest cultural forces affecting what consumers buy, how they buy, and which brands they choose in the food and beverage sector.

In contrast, social conformity ( $\beta = 0.011$ ,  $p = 0.853$ ) and religious factors ( $\beta = 0.043$ ,  $p = 0.443$ ) show very weak and statistically insignificant effects on consumer buying behaviour. These results suggest that consumers in Benin City are not strongly influenced by pressure to conform to social expectations or by religious doctrines when making food and beverage purchases. Rather, they rely more on the opinions of family members and friends who shape their perceptions of quality, affordability, and brand trust.

The overall regression model remains statistically significant, as indicated by the F-statistic value ( $F = 20.283$ ,  $p = 0.000$ ) and the coefficient of determination ( $R^2 = 0.171$ ), showing that about 17.1 percent of the total variation in consumer buying behavior can be explained by the combined effects of the four cultural factors. This indicates that, while culture is an important predictor of consumer behavior, other factors such as price sensitivity, marketing communication, taste, and brand image may account for the remaining unexplained variation.

In summary, the results from Table 4.13 confirm that among all the cultural factors considered, household and social group influences are the most powerful predictors of consumer buying behavior in the food and beverage industry in Benin City, whereas social conformity and religious factors exert minimal influence. This finding reinforces the notion that consumption in this industry is primarily shaped by family dynamics and peer relationships rather than by rigid cultural or religious conformity.

## 4.4 Test of Hypothesis

### Hypothesis One

*H<sub>1</sub>: Social groups do not have a significant influence on consumer buying behavior in the food and beverage industry in Benin City.*

**Result of analysis:** In the regression, Social Group Influence has  $B = 0.170$ , standardized Beta =  $0.222$ ,  $p = 0.000$ . In bivariate analysis it correlates with consumer buying behavior at  $r = 0.332$ ,  $p < .001$ .

**Decision & rationale:** Reject H<sub>1</sub>. Social group influence has a statistically significant and positive effect on consumer buying behavior. The p-value (0.000) is well below the usual 0.05 threshold, and the standardized beta indicates a meaningful effect size relative to other predictors. Practically, peer recommendations and group norms increase the likelihood of purchase or brand choice.

### Hypothesis Two

*H<sub>2</sub>: Household influences do not have a significant relationship with consumer buying behavior in the food and beverage industry in Benin City.*

**Result of analysis:** Household Influence in the regression:  $B = 0.213$ , standardized Beta =  $0.245$ ,  $p = 0.000$ . Bivariate correlation  $r = 0.337$ ,  $p < .001$ .

**Decision & rationale:** Reject H2. Household influence is a statistically significant predictor of consumer buying behavior. It is in fact the single strongest independent predictor in the model (highest standardized Beta), indicating household decision dynamics and budget constraints are central determinants of purchase choices.

### **Hypothesis Three**

*H<sub>3</sub>: Social conformity does not significantly impact consumer buying behavior in the food and beverage industry in Benin City.*

**Result of analysis:** Social Conformity coefficient  $B = 0.007$ , standardized Beta = 0.011,  $p = 0.853$ ; bivariate correlation  $r = 0.231$ ,  $p < .001$ .

**Decision & rationale:** Accept H3. Although social conformity shows a positive bivariate correlation with purchasing behavior, it does not exert a statistically significant independent effect when social group and household influences are controlled for ( $p = 0.853$ ). This suggests that conformity effects observed in simple correlations are likely shared variance with social group/household constructs, and not a distinct predictor.

### **Hypothesis Four**

*H<sub>4</sub>: Religious factors do not have a significant relationship with consumer buying behavior in the food and beverage industry in Benin City.*

**Result of analysis:** Religious Factors regression coefficient  $B = 0.028$ , standardized Beta =  $0.043$ ,  $p = 0.443$ ; bivariate  $r = 0.245$ ,  $p < .001$ .

**Decision & rationale:** Accept H4. Religious factors are correlated with buying behavior but are not a significant independent predictor in the multivariate model ( $p = 0.443$ ). This implies that religion's apparent influence may be situational (e.g., during feasts/fasts) and overlaps with other social/household dynamics rather than exerting pervasive independent influence on daily consumer choices.

#### **4.5 Discussion of Findings**

The findings from this study show that cultural influence plays an important but varied role in shaping consumer buying behaviour in the food and beverage industry in Benin City. The analysis reveals that household and social group influences are the most significant cultural determinants of consumer behavior. This means that family members and peers are instrumental in shaping what consumers buy, how often they buy, and which brands they prefer. Households, especially, serve as the fundamental social unit where food consumption decisions are negotiated, influenced by shared preferences, budget constraints, and collective choices. The strong household effect suggests that consumers rarely make independent decisions in isolation; rather, they are guided by family priorities and circumstances.

The significant impact of social groups indicates that friends and peers play a major role in shaping brand perception and product acceptance. This is especially true among young consumers who are often influenced by what their peers recommend or are seen consuming. Social influence thus acts as a form of social proof that reinforces buying confidence and encourages brand switching when peers endorse alternative products.

On the other hand, the results show that social conformity and religious factors do not exert significant independent influence on consumer buying behaviour. This finding may be attributed to the modernization and urbanization of Benin City, where traditional and religious norms are gradually giving way to individual preferences, lifestyle choices, and price considerations. Consumers appear to rely more on practical and social cues rather than strict conformity to norms or religious doctrines when making purchasing decisions.

Overall, the regression results confirm that cultural factors are relevant but not the sole determinants of consumer buying behavior. The model explains 17.1 percent of the variation, meaning other factors such as price, promotions, taste, and quality also plays vital roles. Nonetheless, the significant influence of social and household factors highlights the importance of cultural context in understanding and predicting consumer behaviour in the food and beverage industry.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION**

#### **5.0 Introduction**

This chapter presents the summary of the major findings of the study, the conclusions drawn from those findings, and the recommendations that emerged based on the data analysis and interpretations made in the preceding chapter. The study examined cultural influence and consumer buying behavior in the food and beverage industry in Benin City with a focus on how social group influence, household influence, social conformity, and religious factors affect consumers' purchase decisions. The chapter concludes by highlighting the implications of the study and suggesting possible areas for future research.

#### **5.1 Summary of Findings**

Based on the data collected, analyzed, and interpreted in Chapter Four, the following key findings were established:

The study revealed that the majority of consumers in the food and beverage industry in Benin City are young adults between the ages of 18 and 25 years. This indicates that the industry is largely driven by youths who are active, socially connected, and exposed to changing consumer trends. Most respondents were single, educated, and within the low-to-middle income bracket,

implying that purchasing decisions are largely influenced by affordability, peer interactions, and lifestyle preferences.

The analysis of consumer buying behaviour showed a high level of purchasing activity, particularly towards locally produced food and beverage products. Respondents indicated that they buy such products frequently and are very sensitive to price changes. Price emerged as the most significant determinant of consumer buying behaviour, followed by product availability and moderate brand loyalty. This shows that although consumers exhibit some degree of brand preference, their loyalty is easily influenced by changes in price and promotional offers.

The study found that social group influence plays a significant role in shaping consumer buying behaviour. Many respondents admitted that they are influenced by recommendations from friends and peers when making purchase decisions. This finding means that word-of-mouth communication and social interactions among friends and colleagues greatly influence the acceptance of certain brands and products in the food and beverage industry. Peer endorsement and shared consumption habits strengthen brand trust and purchasing confidence among consumers.

Household influence was found to be the strongest determinant of consumer buying behaviour among all the cultural variables studied. The data showed that decisions about food and beverage purchases are often made collectively within the household. Family preferences, budget

constraints, and special household occasions significantly shape what is bought, how much is bought, and when it is bought. This implies that marketing strategies that appeal to family needs and household decision-making patterns are likely to be more successful.

The study revealed that social conformity does not have a significant impact on consumer buying behaviour in Benin City. Most respondents disagreed with statements suggesting that they feel pressured to buy certain products to fit into social expectations. This finding indicates that consumers in Benin City make purchase decisions based on personal preferences, taste, and affordability rather than mere conformity to societal pressures. Modern consumers appear to have developed a more independent mindset in their buying patterns.

Religious factors were found to have a moderate but statistically insignificant relationship with consumer buying behaviour. Although religion influences buying behaviour during fasting, feasting, or festive periods, it does not play a major role in everyday consumption decisions. Consumers do not consistently consider religious restrictions when purchasing food and beverage products. This shows that the effect of religion on buying behaviour in Benin City is situational and not a major determinant in the industry.

The regression analysis revealed that social group influence and household influence significantly predict consumer buying behaviour, while social conformity and religious factors do not. The model explained 17.1 percent of the total variation in consumer buying behaviour,

which means that although cultural influences are important, other factors such as price, product quality, taste, and marketing strategies also play major roles in shaping consumer decisions.

From the hypotheses tested, the study rejected the first two null hypotheses which stated that social group and household influences do not have significant effects on consumer buying behaviour. These variables were found to significantly influence purchase decisions. However, the third and fourth null hypotheses, which stated that social conformity and religious factors do not significantly affect buying behaviour, were accepted. This confirms that only certain aspects of culture strongly influence consumer buying behaviour in the food and beverage industry.

## **5.2 Conclusion**

Based on the findings of this study, it can be concluded that cultural influence plays an important but selective role in determining consumer buying behavior in the food and beverage industry in Benin City. The most significant cultural factors are household and social group influences. This shows that the family remains the most powerful social institution guiding consumption decisions, while peers and friends also serve as important opinion leaders who shape preferences, brand choices, and buying frequency.

The study also concludes that social conformity and religious factors have minimal effects on buying behavior in the study area. Consumers no longer base their daily purchasing decisions on strict cultural or religious doctrines, but rather on practical considerations such as price,

convenience, and perceived value. This shift in behaviour can be attributed to modernization, urbanization, and the increasing exposure of consumers to global marketing trends.

In summary, the study establishes that cultural influence in Benin City's food and beverage market has evolved from rigid traditional patterns to a more flexible and socially interactive form where households and peer networks drive consumer choices more than conformity or religion.

### **5.3 Recommendations**

In view of the findings from this study, the following recommendations are made:

- i. The study revealed that social group influence significantly affects consumer buying behaviour, therefore, marketers and business operators in the food and beverage industry should harness the power of social networks and peer recommendations in their marketing strategies.
- ii. This study also recommends that producers and marketers should design family-oriented marketing strategies since findings showed that household influence has a strong positive relationship with consumer buying behaviour
- iii. The study discovered that social conformity does not significantly impact consumer buying behaviour, therefore, business operators should focus on marketing strategies that promote individuality, quality, and authenticity rather than mass conformity.

iv. This study also found out that religious factors do not have a strong or consistent influence on consumer buying behaviour, therefore, it is recommended that, although consumption tends to increase during religious festivals such as Christmas, Ramadan, and Easter. Based on this, business operators should design flexible marketing strategies that take advantage of these festive periods by introducing special product offers, discounted prices, and seasonal promotions. At the same time, marketers should ensure inclusivity and respect for all religious groups in their advertising and product communication.

#### **5.4 Suggestions for Further Studies**

Future researchers should consider extending this study to other cities and states in Nigeria to compare cultural influences across different regions. It would also be valuable to include other variables such as marketing mix factors, psychological motives, and lifestyle indicators to develop a more comprehensive understanding of consumer behavior. Additionally, qualitative approaches such as interviews and focus group discussions could be employed to explore deeper cultural meanings that quantitative data might not fully capture. Conducting a longitudinal study could also help to determine how cultural influences on buying behavior change over time.

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**APPENDIX I**

**DEPARTMENT OF MARKETING**

**FACULTY OF MANAGEMENT SCIENCE**

**UNIVERSITY OF BENIN**

**Dear Respondent,**

This questionnaire is designed to gather data for an academic research study titled “**Cultural Influence and Consumer Buying Behaviour in Food and Beverage Industry in Benin City**”

The purpose of my study is to evaluate the relationship between cultural influences and consumer buying behaviour, within the food and beverage industry in Benin City.

Your honest and objective responses are critical to the success of this research study. Please be assured that all information provided will be treated with strict confidentiality and used solely for academic purposes. There is no right or wrong answers; your personal opinion is what matters.

Thank you for your valuable time and support.

**Marvellous Godday**

## SECTION A: Demographic Information

1. Age:  18-25;  26–35;  36 - 45;  44 - 55;  56 and above
2. Gender:  Male;  Female
3. Marital Status:  Single;  Married;  Divorced;  Widowed
4. Educational Level:  No formal education;  Primary education;  Secondary education;  Tertiary education (university, polytechnic)
5. Monthly Income (Naira):  Below 30,000;  30,000 – 59,999;  60,000 – 99,999;  100,000 and above

## INSTRUCTIONS

Please indicate your level of agreement with the following statements about your food and beverage purchasing habits, where 1 = Strongly Disagree and 5 = Strongly Agree.

## SECTION B: CONSUMER BUYING BEHAVIOUR

S/N	LIST	SA (5)	A (4)	N (3)	D (2)	SD (1)
6.	I regularly purchase local food and beverage products in Benin City.					
7.	I tend to be loyal to specific food and beverage brands.					
8.	Price is a major factor in my decision to purchase food and beverage products.					
9.	I am influenced by cultural factors when choosing food and beverages.					
10.	I often change food or beverage brands based on promotions or availability.					

	<b>SOCIAL GROUP INFLUENCE</b>					
11.	I seek advice from family members before purchasing food and beverage products.					
12.	Recommendations from friends influence my choice of food and beverage brands.					
13.	My social group's food preferences affect what I buy.					
14.	Eating habits shared within my peer group affect my purchasing decisions.					
15.	I participate in social events where specific foods or beverages are consumed.					
	<b>HOUSEHOLD INFLUENCE</b>					
16.	Decisions about food and beverage purchases in my household are made collectively.					
17.	A particular family member usually decides what food and beverages are bought.					
18.	Budget constraints in my household influence what food and beverages I purchase.					
19.	Household preferences strongly guide my food and beverage choices.					
20.	Special occasions in my household affect food and beverage buying patterns.					
	<b>SOCIAL CONFORMITY</b>					
21.	I try to buy foods and beverages that are popular in my community.					

22.	Trends on social media influence my food and beverage purchasing decisions.					
23.	I feel pressure to conform to the food choices of my friends or colleagues.					
24.	I purchase food and beverage items to fit in with social expectations.					
25.	I avoid foods that are not accepted by my social groups.					
	<b>RELIGIOUS FACTORS</b>					
26.	My religion impacts the types of food and beverages I purchase.					
27.	I avoid foods and beverages prohibited by my religious beliefs.					
28.	Religious fasting or feasting periods influence my buying behaviour.					
29.	I prefer to buy from brands that respect religious dietary rules.					
30.	Religious events and festivals increase my food and beverage consumption.					

**Thank You.**

## APPENDIX II

### RELIABILITY TEST

#### CONSUMER BUYING BEHAVIOUR

##### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.671	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	14.2000	7.537	-.042	.370
VAR00002	13.9500	7.313	.036	.299

VAR00003	13.7000	4.958	.456	-.117 <sup>a</sup>
VAR00004	14.5000	5.632	.366	.011
VAR00005	14.8500	6.661	-.044	.434

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

## SOCIAL GROUP INFLUENCE

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.688	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
VAR00006	13.1000	12.726	.272	.703
VAR00007	12.9000	11.568	.370	.669
VAR00008	12.9000	10.516	.521	.603
VAR00009	12.5500	9.629	.555	.583
VAR00010	12.1500	11.082	.506	.613

### HOUSEHOLD INFLUENCE

#### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items

.865	5
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### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
VAR00011	14.9000	16.411	.742	.835
VAR00012	15.4000	14.989	.575	.868
VAR00013	15.1000	14.305	.656	.846
VAR00014	15.0500	14.892	.789	.815
VAR00015	15.1500	13.187	.759	.818

## SOCIAL CONFORMITY

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
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.799	5
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### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
VAR00016	10.9000	17.147	.329	.828
VAR00017	11.5000	15.000	.643	.746
VAR00018	11.8500	14.766	.542	.772
VAR00019	12.3000	12.642	.750	.701
VAR00020	12.2500	12.303	.672	.730

## RELIGIOUS FACTORS

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.891	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00021	12.7000	20.432	.826	.846
VAR00022	12.6500	20.555	.772	.860
VAR00023	11.9000	23.568	.673	.881
VAR00024	12.9000	22.095	.815	.851
VAR00025	12.0500	24.576	.603	.895