



ENVIRONMENT, VALUES AND POLICIES IN NIGERIA

A Book of Readings

**A Publication of:
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ASSOCIATION OF NIGERIA (EBAN)**

Edited by:
Prof. B. A. Folarin Ph.D
O. J. K. Ogundele Ph.D
N. S. Alaka

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And

N. S. ALAKA

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ACHIEVING OPTIMAL SALES VOLUME THROUGH UNDERSTANDING BEHAVIOURS AND CULTURAL VALUES OF CONSUMERS

Ibidunni Olanrewaju Samson

ABSTRACT

The understanding of behaviours and cultural values of consumers by marketers would enable them to develop the desired food products for consumers in the six geo-political zones in Nigeria. Also marketing mixes and strategies would be fashioned to continually woo the consumers to achieve brand loyalty to the local brands of food products. Lisabi Mills Nigeria Ltd was judgmentally chosen as a case study. Literature was reviewed robustly. Survey method of research was used with questionnaire to tap information from ninety respondents at Covenant University, Ota. Regression analysis and correlation coefficient were used to ascertain 'r' and 't' respectively. 5 years operational period was adopted. The results showed 'r' = 0.92 and 't' = 4.11 which depicted high degree of significance and reliability respectively. Suffice to say that the high volume of sales was dependent on the marketers' understanding behaviours and cultural values of consumers. Conclusion were drawn and implications were propounded.

Ibidunni Olanrewaju Samson, Covenant University, Department of Business Studies, College of Business & Social Sciences, Canaanland, Ota.

INTRODUCTION

Within the environment are consumers, endowed with diverse behaviours and cultural values. Incidentally, while some of these behaviours and cultural values are picked from the family and community bases, quite a lot of them are developed as one is growing up in life from the macro environment. Nigerian enterprises in the food industry, undertaking the study of behaviours and cultural values of people making up the six homogeneous geo-political zones, will be able to appreciate the differences in the people's life style, culture and behaviours.

By this the desired food products would be designed, developed, priced, promoted, distributed and exchanged effectively at reasonably required profits to the sustainability of most of these indigeneous food companies. Suffice to say therefore that appropriate marketing and sales programmes and objectives are efficiently formulated while the marketing strategies by which to achieve the set targets are strategically used at all segments of the market.

OBJECTIVES OF STUDY

The objectives of this study are basically two:

- (A) To bring into light the elements of human behaviour and cultural values that make consumers in the six geographical zones purchase food products maximally from Nigerian small and medium food manufacturing and marketing companies.
- (B) To expose the companies to how to utilize the appropriate marketing tools on the people behaviours and values ensuring early adoption of their food products all through the year round.

SIGNIFICANCE OF STUDY:

Nigeria is an heterogeneous entity, the local food companies will be able to segment the market with the required types of food products giving the form, place, time and possession utilities to almost all consumers (Day, 1994).

Secondly, they will be able to tap the abundant natural and human resources available in the land for use in their production administration and marketing processes and operations.

Thirdly, with time, they will be able to compete favorably with the foreign multi-nationals in the industry both locally and internationally.

Lastly, they will be forces to reckon with in the industry, contributing to the growth of Nigeria Gross Domestic Product (GDP).

RESEARCH QUESTIONS:

The research questions reflected the following:

- (i) What elements of behaviours and Cultural values of consumers are relevant for the knowledge of marketing executives?
- (ii) How are the promotional elements to be utilized by marketing executives to ensure early adoption of the food products of the local enterprises?
- (iii) What marketing mix elements are required to ensure that consumers in the six geo-political zones of Nigeria patronize
- (iv) What marketing strategies are required to woo the different classes of people for the food products by local food enterprises?

HYPOTHESIS FOR TESTING

- Ho: Understanding behaviours and cultural values of consumers will not achieve optimal sales volume for indigeneous food organizations.
- H1: Understanding human behaviours and cultural values of consumers will achieve optimal sales volume for indigeneous food organizations.

OPERATIONALIZATION OF VARIABLES

Contrary to WAZOBIA learning before 1999, Nigeria came to term with the emergence of six geo-political zones whereby the people identified six homogeneous groups with distinct behaviours and cultures. Achieving optimal sales volume through understanding behaviours and cultural values of the people making the six groups will be operationalized Mathematically, we say $y = f(x)$

Where y = Dependent variable
 x = Independent variable

Achieving Optimal Sales Volume is a function of understanding human behaviours and Cultural values

That is AOSV = UHBCV

Where AOSV = Achieving Optimal Sales Volume

UHBCV = Understanding Human Behaviours and Cultural Vales

AOSV in itself is a variable with several components as:

AOSV or $Y = y_1 + y_2 + y_3 + y_4 + y_5 + \dots + y_n$

Where y_1 = Management of quality product

y_2 = Competitive prices and effective

y_3 = Effective promotional mix and usage

y_4 = Effective place (Distribution) management

y_5 = Efficient process, turning the inputs into outputs

- y6 = Modern physical facilities, equipment, machineries technology etc
- y7 = Relative target Market (People)
- F(UHBCV) = Understanding Human Behaviours and Cultural Values (Consumers)

Where UHBCV is a variable with many components

$$UHBCV = (x) = a + b + c + d + e + \dots + N.$$

- Where a = Attitude, the 1st antecedent of behavioural intention
- b = Responses via; Ignorance, Rejection, Acceptance Resistance, Answer.
- c = Human Communication
- d = Values, Norms, Beliefs
- e = Religion, Education, Language
- f = Individual and Group Employee Job Behaviour

LITERATURE REVIEW

It is paramount for marketers of indigeneous enterprises producing and marketing food products to study and understand the behaviours and cultural values of people in the six geo-political making up Nigeria. These are naturally distinct people who consume products and services based on their families and environmental background, life-styles, beliefs, culture and values. Each society as we can call it imposes regulatory constraints - more implicit than explicit-which inhibit the conduct of those who wish to continue to be members and to enjoy the benefits of that society. A Yoruba or a Hausa man wanting to take food drink will rather use bowl than small jug. An Ibo man may use a small jug instead. Solomon, Marshall and Stuart (2006) defined learning as a change in behaviour caused by information or experience. Learning about

products or services can occur deliberately as we set out to gather information. The information people gather in most cases emanate from marketers about their products and services. The ability of marketers to strategically use the elements of marketing mixes via; products, price, promotional elements and place (Distribution) will convince consumers to try their products.

Eventually learning turns to attitude formation.

Brand loyalty of the product is formed. An attitude is a lasting evaluation of a person, object or issue (Bassington and Peltih, 2003). From the loyalty point of consumers, marketers in indigeneous enterprises should be able to educate the people how to understand and undertake human communication relating to their products/businesses. They needed to be guided on the outlets via which the food products are being sold via the various channels of distribution and the value the customers will enjoy or receive from buying the products or services.

The cultural values of the people should be studied. These are the society's held beliefs about right and wrong ways to live. The norms are specify rules dictating what is right or wrong, acceptable or unacceptable. Cultural norms as claimed by Chisnall (2005) affect eating habits, and these may reflect the regional differences in living styles. Cultural beliefs and values intervene in the economic decisions made by individuals either as personal consumers or when they may be acting for an organization. Marketers should see the orientation of culture in a modern industrial society as tending towards achievement and the attainment of increasing level of satisfaction. The life-styles of people in the six geo-political zones should be studied. Life-style refers to the distinctive or characteristic ways of living adopted by certain communities or segments of communities. Smith (2006) claimed that life-style relates to the general attitudes and behaviour towards the allocation of time,

money and efforts in pursuit of objectives considered desirable by individuals.

The status of women in particular cultures may affect the consumption of food products. Example are the women in pудар in many Northern parts of Nigeria. Religion, education and languages are very strong socio-cultural variables that marketers in local food producing organizations should study. Cultural taboos that may inhibit the sales of particular food product types should be identified, and the marketing programmes and strategies by which to woo the right behaviours should be put in place.

Furthermore, very good quality food products and other acceptable brands should be developed, well branded, packaged and labeled with the right trade mark to match. The pricing of the products should be based on the identified customers classes and strata in the various segments of the market. The products should be widely distributed with the appropriate distribution channels to ensure all targeted markets have access to the products. The appropriate promotional elements should be used at the right segment. Marketing strategies like cost leadership, differentiation, focus, offensive, defensive, vertical integrative and first-mover could be used by the indigeneous enterprises in the food industry.

METHODOLOGY

The study area was Nigeria, but Ota, Ogun State was focused on for the tight period of the study. Interviewing as a primary source of data was used. The research instrument used was questionnaire. 5-point Likert Scale was used with calibration of Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD). Values of 5,4,3,2 and 1 respectively were assigned in a descending order to each calibration in measuring the responses. Only ten questions were featured.

The population of the study comprised consumers of food products

consumers of food products, sixteen each representing every geo-political zone were chosen. The study was carried out among the students of Covenant University, Canaanland, Ota. Ninety questionnaires were eventually returned.

The place was used so as to enable me monitor the exercise and results closely. Survey method of research design was used because it is appropriate. The researcher and one other assistant carried out the administration of research instruments within four days by direct contact to the respondents. The hypothesis testing was carried out at 95% confidence level and $\alpha = 0.05$. Regression analysis and correlation coefficient were used respectively to ascertain the Degree of Significance, 'r' and Degree of reliability 't' respectively.

DISCUSSION ON FINDINGS:

Performances of 5 years operation period were taken. 'R', was found to be 0.92 or 92%, which implies that as z increases, y also tends to increase. 'T' was also found to be 4.11, which means a high degree of reliability, devoid of bias. See the Attached Appendix.

CONCLUSION

Majority of the respondents, 80 - 90% supported the claims that marketers should endeavour to learn the behaviours and cultural values of consumers in the six respective geo-political zones of Nigeria, hence, develop food products to suit the groups of consumers.

It is therefore recommended that:

- 1) Marketing research should be undertaken seriously and continually by every indigeneous food enterprise in Nigeria
- 2) Enough finance should be extended to SMEs in food industry by all the governments of the federation.
- 3) Nigerian enterprises should adopt modern marketing, its strategies and management practices now.
- 4) Most of them should aspire to be listed on Nigerian stock exchange for growth and sustainability.

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Achieving Optimal Sales Volume through understanding

APPENDIX

HYPOTHESIS TESTINGS

Ho: = O Versus H1: O with test statistics.

No of Years	1	2	3	4	5
UHBCV = X	60	70	80	90	90
Sales (₹m) 4	20	30	40	60	80

No of Years	1	2	3	4	5
1ST YEAR	60	20	3600	400	1200
2ND YEAR	70	30	4900	900	2100
3RD YEAR	80	40	6400	1600	3200
4TH YEAR	90	60	8100	3600	5400
5TH YEAR	90	80	8100	6400	7200
	390	230	31100	12900	19100

$$\begin{aligned}
 r &= \frac{N\sum XY - \sum X\sum Y}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}} \\
 &= \frac{(5 \times 19100) - (390 \times 230)}{\sqrt{[(5 \times 31100) - (390)^2][5 \times 12900 - (230)^2]}} \\
 &= \frac{95500 - 89700}{\sqrt{(155500 - 152100)(64500 - 52900)}}
 \end{aligned}$$

$$= \frac{5800}{6280}$$

$$\therefore r = 0.92 \text{ or } 92\%$$

This is a high positive correlation, which implies that as x increases, y also tends to increase.

Now to show how significant the calculated 'r' is

$$\begin{aligned} t &= r \sqrt{\frac{n-2}{1-r^2}} \\ &= 0.92 \sqrt{\frac{5-2}{1-(0.92)^2}} \\ &= 0.92 \sqrt{\frac{3}{1-0.85}} \\ &= 0.92 \sqrt{\frac{3}{0.15}} \end{aligned}$$

$$t = 0.92 \times 4.47 = 4.11$$

The implication of this is that as more of the usage of customers' behaviour and cultural values are being considered in the marketing operations, Lisabi Mills Nigeria Ltd and other indigeneous food enterprises are selling more of food products.