



## The effect of Cultural factors on Consumer Buying Habits of Dry Gin in Sango Ota, Ogun State.

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### Abstract

*The study examined cultural factors and their effect on consumer buying habits of alcoholic drinks in Sango Ota, Ogun State, Nigeria. The objective was to determine the relationship between religion, language and beliefs on consumer buying habits. The researchers adopted descriptive research design and the population is the entire customer of intercontinental Distilleries in Sango Ota, Ogun State. Being an infinite population, Cochran (z-formula) was used to derive the sample size of 380. The respondents were reached via a stratified sampling technique having adopted six point Likert scaled structured questionnaire. The study made use of Cronbach's Alpha to ascertain the reliability of the instrument. The study adopted both descriptive and inferential statistical tools; graphs and tables while correlation analysis was used to test the hypotheses. The study revealed the independent variables (language and beliefs) have a positive relationship with consumers' buying habit while religion does not. The study therefore recommended that manufacturers of gin in Ogun State and environ should improve or consolidate on their language attachments to labeling and advertising as it significantly influences buying habits, an enlightenment campaign should be carried out to re-orientate consumers on their beliefs as this positively impacts on consumer buying habits and it is advised that other variables should be worked upon as religion does not show any positive relationship with consumer buying habits.*

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### Introduction

Nigeria is a multi-ethnic and cultural setting that has different beliefs and ideologies which influence their patronage and consumption of product in varying degrees. Marketers now need to comprehend cross-cultural consumer behavior in an increasingly globalized world. Variations in customer preferences, purchasing motivations, and product ratings might result from cultural differences between nations or regions. Culture is learned, shared, compelling,

interrelated set of symbols whose meaning provides a set of orientations for members of a society (Shah & Tandon 2020). It has deliberately changed people's behavioral patterns. Thus, it makes sense to say that it is the primary factor influencing a person's desires and, in turn, his behavior (Durmaz, 2020).

The purchasing habits of consumers are shaped by a multitude of factors, including cultural norms. People's actions and consumption habits are greatly influenced by their culture, which is defined as the common ideas, values, conventions, and practices of a community

(Maheswaran & Shavitt, 2021). Consumer behavior and buying decisions are also influenced by rituals related to consuming, such as gift-giving customs, religious rites, and festivals (Foscht et al., 2021). Due to cultural, religious, and health-related factors, there are substantial obstacles and ethical considerations in the marketing of alcoholic drinks in Nigeria. It is critical to strike a balance between business interests and public health concerns. To solve these issues in the marketing domain, it is critical to create various marketing tactics. This makes it necessary to look into how cultural influences affect customer purchasing decisions.

### **Research Hypotheses**

H<sub>1</sub>: There is no significant relationship between religion and consumer purchasing habits of dry gin in Sango Ota, Ogun State.

H<sub>2</sub>: There is no significant relationship between language and consumer purchasing habits of dry gin in Sango Ota, Ogun State.

H<sub>3</sub>: There is no significant relationship between beliefs and consumer purchasing habits of dry gin in Sango Ota, Ogun State.

### **Concept of Culture**

A group or society's common patterns of ideas, values, practices, behaviors, and artifacts are referred to as its culture (Hofstede, 2019). It includes language, customs, symbols, norms, and worldview, among other learnt and socially transmitted facets of human existence (Kroeber & Kluckhohn, 2019). According to Triandis (2020), culture influences people's views, attitudes, and behaviors by giving them a framework for understanding and interacting with the environment.

Hofstede (2019) asserts that culture functions as a communal mental programming that shapes people's thoughts, emotions, and behaviors. It offers a system of rules and accepted interpretations that direct people's actions and choices. Individuals use cultural norms and values as a point of reference to determine what is proper or wrong in a certain situation (Triandis, 2020). These deeply rooted cultural norms and values can

differ between nations and even within subcultures (Hofstede, 2019).

According to Kroeber & Kluckhohn (2019), culture is a dynamic and ever-evolving system that is continuously impacted by a variety of elements, such as historical events, social interactions, technical breakthroughs, and globalization. It affects people's communication methods, social connections, aesthetics, health and well-being, and consumption habits, among other facets of their existence (Triandis, 2020). Consumer behavior is also greatly influenced by cultural characteristics, which have an impact on marketing techniques, decision-making procedures, and product preferences (Usunier & Lee, 2022).

Consumer behavior, taste preferences, and group representations are greatly influenced by culture, which also has a major impact on food choices, attitudes, and beliefs (Gómez-Corona & Valentin, 2019). Customers' cultural backgrounds have an impact on how they view food, which influences how they use and accept various foods (Laaksonen et al., 2020). Cultural context affects how people form their views about food, including those who suffer from anosmia (loss of smell) (Pellegrino et al., 2020). To properly understand consumers' behavior, we must therefore improve our comprehension of how cultural differences in perception, knowledge, and attitudes affect consumers' acceptance of food (de Albuquerque *et al.*, 2019).

### **Consumer Buying Habits**

The process by which individuals or groups of consumers look for, assess, choose, buy, and use goods and services to fulfill their needs and aspirations is referred to as consumer buying behavior (Solomon, 2019). It includes a broad spectrum of psychological, social, and economic elements that impact the choice-making process and the results of the purchase (Kotler & Armstrong 2021). The study of consumer purchasing behavior is a dynamic and intricate subject that takes into account emotional reactions, social effects, cognitive processes, and cultural considerations (Schiffman *et al.*, 2020). To create tactics that are effective and in line with consumer preferences,

motives, and decision-making processes, marketers must have a thorough understanding of consumer buying behavior (Dholakia et al., 2021).

A number of things affect the purchasing decisions made by customers. Perception, motivation, learning, and attitudes are among the psychological variables that are important (Solomon, 2019). People's purchasing decisions may be influenced, for instance, by their assessment of the quality of a product or their desire to satisfy particular needs. Consumer behavior is also influenced by social factors, including family, socioeconomic class, and peer groups (Schiffman et al., 2020).

#### **Language and Consumer Buying Habit**

The language employed in marketing communications has a big influence on what customers buy (Gawronski et al., 2019). Word choice, language style, and tone can affect how customers view a brand, how they feel about things, and whether or not they plan to buy. Customers' views and purchasing decisions, for instance, can be influenced by persuasive language, storytelling, and emotional appeals in commercials (Escalas & Bettman, 2021). Furthermore, customers' comprehension of the features and advantages of a product can be influenced by the lucidity and readability of the language used in labels,

advertisements, and product descriptions (Kim & Lee, 2020).

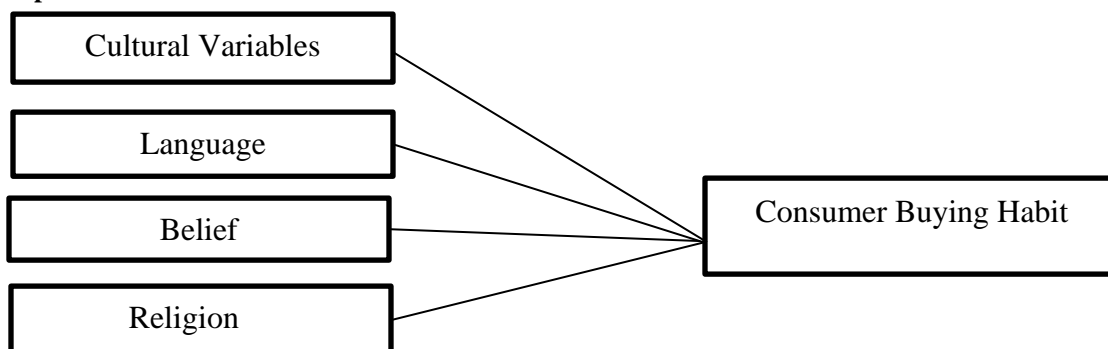
#### **Religion and Consumer Buying Habit**

One of the most important aspects of modern life is one's religious orientation, whether it be Christian or Muslim. Religion has a big influence on how people behave and how they live their lives in terms of their attitudes, beliefs, and social standards both within and outside of their communities (Daniela et al., 2019). Nigeria is one of the African nations where people practice both Islam and Christianity, according to the study mentioned above. As a result, both religions have a big impact on people's lives (Tayed, 2020).

#### **Beliefs and Consumer Buying Habit**

The acknowledged truths, ideals, and ideologies that people or groups within a culture hold are called beliefs. They mold people's perceptions of reality, direct their actions, and impact their attitudes and ways of making decisions. Attitudes and beliefs are learned via doing and experiencing. Marketers should take into account the fact that attitudes and beliefs can have a small but significant impact on consumer behavior (Sarpong, 2019). Individuals' choices of goods and services are influenced by their attitudes and behaviors, which they pick up from their families and social circles. Beliefs are the foundation for cultural norms and practices. They might be religious, moral, social, or political views (Kroeber & Kluckhohn, 2019).

#### **Conceptual Model**



**Fig. 1:** Conceptual Model

**Theoretical Framework**

**Theory of Planned Behavior**

This is the fundamental theory that contends that a person's views, subjective norms, and sense of behavioral control all influence their purchasing decisions. It highlights how social factors and attitudes shape consumers' intentions and actual behavior (Ajzen, 1991). Human behavior and decision-making are explained by the well-known social psychological theory known as the Theory of Planned Behavior (TPB). The theory, which was developed by Icek Ajzen, suggests that three main factors—attitudes toward the conduct, subjective standards, and perceived behavioral control—have an impact on behavioral intentions (Ajzen, 1991).

**Hofstede's Cultural Dimensions Theory**

Geert Hofstede's thesis delineates six cultural factors that impact consumer behavior: power distance, individuality against collectivism, masculinity versus femininity, uncertainty avoidance, long-term versus short-term orientation, and indulgence versus restraint. It implies that cultural values influence people's choices, attitudes, and behaviors—including what they purchase. This theory underpins the study because it touches cultural variables and how it influences consumer buying behavior.

**Empirical Review**

A study on Christian consumers in Hong Kong by Leung, & Chan, (2020) explored the influence of religious beliefs on consumer decision-making among Christian consumers in Hong Kong, examining how religious factors shape their preferences and choices. It is related to this in examining how religion, language and belief affect consumption of alcoholic drinks in Ota, Ogun State, Nigeria.

A research by Huang, Ma, & Ding, (2020) explores the influence of religious beliefs on consumers' green

consumption intention and examines the mediating role of environmental concern. The researchers investigate how religious beliefs shape consumers' attitudes towards the environment and influence their intention to engage in green consumption behaviors. The study provides insights into the relationship between religious beliefs and consumers' inclination to adopt environmentally friendly consumption practices.

**Methodology**

The study x-rayed the effect of cultural variables on consumers buying habits of Intercontinental Distilleries Ota, Ogun State. The study employed a descriptive research design to ascertain the relationships between the independent variable construct and the dependent variable. Population of the study comprised the entire customers of alcoholic drinks produced by the company in Ota. Cochran (Z-Score formula) was utilized by the researchers to ascertain a sample size of 380 at a 95% confidence level because customers are infinite and unknown. Stratified sampling technique was adopted to reach the respondents.

The study assumes the maximum variability to be 50% ( $p = 0.5$ ) and taking a 95% (0.05) confidence level with  $\pm 5\%$  precision, the calculation for the required sample size will be as follows;

$$p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; e = 0.05; z = 1.95$$

So,

$$n = \frac{(1.95)^2(0.5)(0.5)}{(0.05)^2}$$

$$n = 380.25$$

$$= 380$$

**Table 1: Instrument Reliability Table**

<i>Variables</i>	<i>Cronbach Alpha Value</i>	<i>Number of Item</i>
1. Religion	0.785	5
2. Language	0.881	5
3. Beliefs	0.769	5
4. Consumer Buying Habits	0.776	5

*Source: Author's Computation, 2023.*

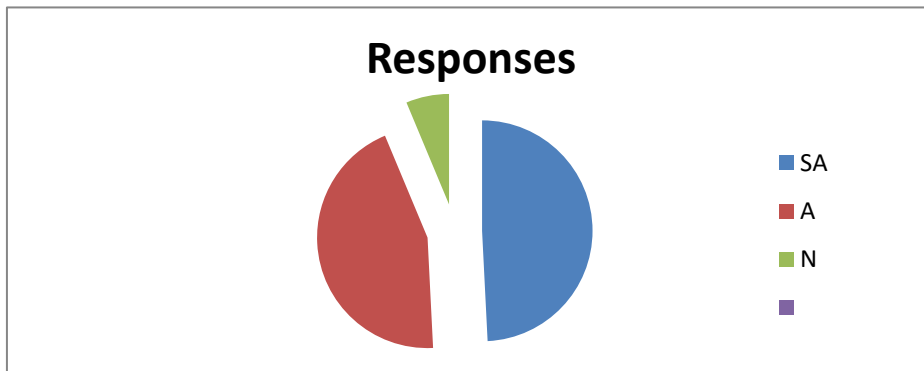
The hypotheses were tested using regression with the aid of SPSS (Version 23)

**Data presentation**

**Table 2: Religious background plays a role in influencing my purchasing decisions.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	187	49.2	49.2	49.2
	Agree	169	44.5	44.5	93.7
	Neutral	24	6.3	6.3	100.0
	Total	380	100.0	100.0	

Source: *Field Survey, 2023*



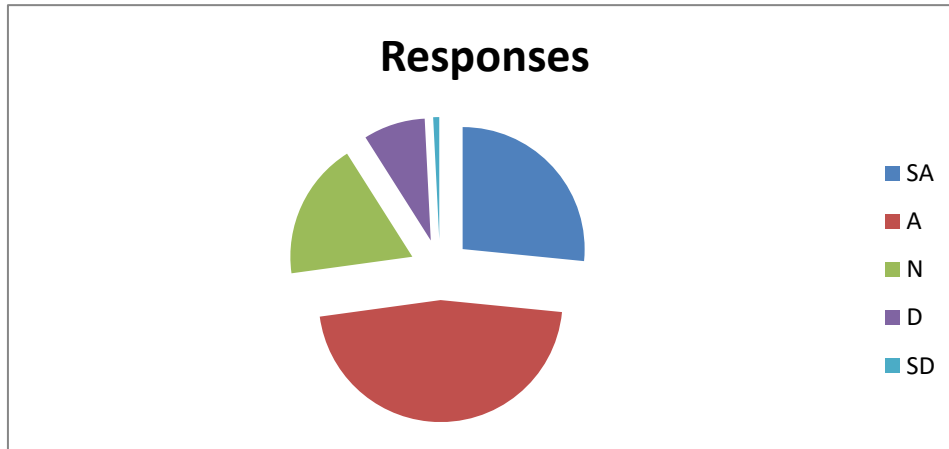
From the above analysis, it shows that 49.2% representing 187 respondents strongly agreed, 44.5% representing 169 respondents agreed to the statement,

while 6.3% representing 24 respondents were neutral about the statement. No one disagreed with the statement.

**Table 3: My likelihood to buy a product is greatly influenced by understanding the language used in advertisements.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	101	26.6	26.6	26.6
	Agree	176	46.3	46.3	72.9
	Neutral	69	18.2	18.2	91.1
	Disagree	31	8.2	8.2	99.2
	Strongly Disagree	3	.8	.8	100.0
	Total	380	100.0	100.0	

Source: *Field Survey, 2023*



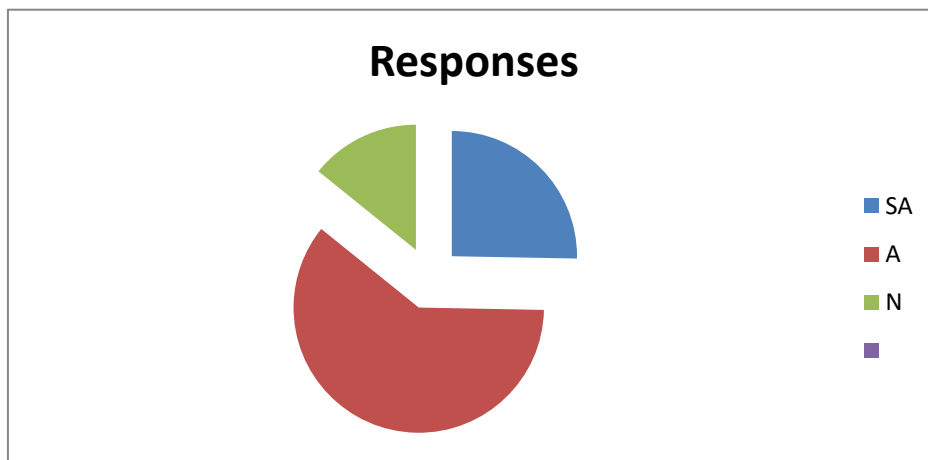
From the above analysis, the table shows that 26.6% representing 101 respondents strongly agreed, 46.3% representing 176 respondents agreed to the statement, 18.2% representing 69 respondents were neutral, 8.2%

representing 31 respondents disagreed while 0.8% representing 3 respondents strongly disagreed with the statement.

**Table 4: Personal beliefs and values hold significant sway over my purchasing decisions.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	96	25.3	25.3	25.3
	Agree	230	60.5	60.5	85.8
	Neutral	54	14.2	14.2	100.0
	Total	380	100.0	100.0	

Source: *Field Survey, 2023*



From the above analysis, it shows that 25.3% representing 96 respondents strongly agreed, 60.5% representing 230 respondents agreed to the statement,

14.2% representing 27 respondents were undecided with the statement.

**Hypotheses Testing and Discussion**

**Table 5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 <sup>a</sup>	.502	.497	.43059

a. Predictors: (Constant), Religion, Language, Belief

The result of the findings (table 5) shows that there exists strong positive relationship between consumer behaviour and the independent variables (religion, language and beliefs) with correlation coefficient of 0.709 and about 50.2% variation in consumer behaviour could be attributed to religion, language and beliefs. Furthermore, the standard error of the estimate is 0.43059.

**Table 6: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.119	4	17.530	94.546	.000 <sup>b</sup>
	Residual	69.529	375	.185		
	Total	139.647	379			

\*\*\*  $p < .01$ , \*\*  $p < .05$ , \*  $p < .1$

a. Dependent Variable: Consumer Behavior  
 b. Predictors: (Constant) Religion, Language, Beliefs

The F statistic tables reveals the overall significance of the model, the probability value of 0.000 which is below the level of significance indicate that we reject

null hypothesis and conclude that Religion, Language, Beliefs have significant impact on consumer buying habits.

**Table 7: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.055	.112		-.494	.621
	Religion	.096	.061	.076	1.590	.113
	Language	.162	.060	.135	2.715	.007
	Beliefs	.177	.061	.169	2.915	.004

a. Dependent Variable: Consumer Buying Behavior

## Interpretation of Results

### Test of Hypotheses

**H<sub>01</sub>:** There is no significant effect of religion on consumer buying behaviour.

**H<sub>02</sub>:** There is no significant effect of language on consumer buying behaviour.

**H<sub>03</sub>:** There is no significant effect of beliefs on consumer buying behaviour.

## Discussion of Findings

The F-statistics (table 6) indicates F-value of 94.546 and the p-value is 0.000 which is less than the 5% significance level. The result indicates that the model is adequate and sufficient in relating the independent and the dependent variables.

Lastly, in the absence of the independent variables for the study (religion, language and beliefs) the constant value stands as negative 0.055 which is an indication that there will be no consumer buying behavior in the absence of these independent variables.

However, a unit increase in religion belief resulted in about 0.096 unit increase in consumer buying behavior with standard error of 0.061 and the t-value 1.590.

Similarly, a unit increase in language belief resulted in about 0.162 unit increase in consumer buying behavior with standard error of 0.60 and the t-value of 2.715.

Lastly, a unit increase in beliefs resulted in about 0.177 unit increase in consumer buying behavior with standard error of 0,061.

In addition, only language and beliefs have significant effect on consumer buying behavior with p-values less than the 5% significance level. Hence, alternative hypothesis is accepted for language and beliefs while religion is not significant.

## Conclusion

In the final analysis, the study's findings show that a number of cultural elements, such as language, belief significantly influence the purchasing decisions made by consumers. Strong positive relationships between these cultural factors and consumer purchasing behavior were shown by the results while religion does not influence consumer buying habits.

## Recommendations

- i. It is therefore recommended that manufacturers of gin in Ogun State and environ should improve or consolidate on their language attachments to labeling and advertising as it significantly influences buying habits.
- ii. An enlightenment campaign should be carried out to re-oriented consumers on their beliefs as this positively impacts on consumer buying habits.
- iii. It is advised that other variables should be worked upon as religion does not show any positive relationship with consumer buying habits.

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