

# DEMOGRAPHIC VARIABLES: A PREDICTOR OF CONSUMER BUYING BEHAVIOUR IN RETAIL OUTLETS IN SOUTH-WEST NIGERIA

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## **Abstract**

*Retailers in informal and formal retail outlets with insufficient information and lack of in-depth understanding of the varying factors that affects the buying behaviour of consumers encounter difficulties in satisfying their customers. The study examined the effects of demographic variables as a predictor of consumer buying behaviour in retail outlets in Nigeria. Primary data was employed. 1,000 respondents were selected through convenience sampling technique and regression analysis was used. The study findings revealed that in informal retail outlet, marital status and health have positive effects at 5% significance level and LR-stat (52.79) with sig (0.000) while educational level, income and gender have negative effects. In the formal retail outlet, age, price level, income, gender and health have positive effects at 5% significance level and LR-stat (103.42) with sig (0.000) while variables such as marital status and saving have negative effect on the buying behaviour of consumers. The study concludes that in formal retail outlets, demographic variables have a significance in informal retail outlet as well as formal retail outlet. The study recommends that retailers in informal and formal retail outlets should study and understand all the demographic variables as it has either positive or negative effects at different levels of significance.*

**Keywords:** *Demographic Variables; Consumer; Consumer Behaviour; Retail Outlets; Consumer Decision Making Process.*

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## **Introduction**

Understanding the behaviour of consumers is a key to the success of business organisations. Marketing personnel are constantly analysing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how people buy, when they buy, what they purchase and why they buy those products. Consumer behaviour is believed to be the most important component of selling a product and we always need to understand consumers' intention on immediate purchase (Kalla & Arora, 2011; Azad & Hashemi, 2013). When consumers change their behaviour, product elasticity will reduce and price has to decrease, accordingly (Rook, 1987; Bea Hu & Ferrell, 1998; Azad & Hashemi, 2013). Therefore, offering a product with appropriate characteristics helps people become competitive on the market. The advances in technology around the world have become a single market and consumers have been bombarded with thousands of choices. The seller's market has disappeared and buyers' market has come up. This has led to paradigm shift of the manufacturer's attention from product to consumer and more so, on the consumer's behaviour. The customer is therefore the sole reason why organisations exist (Cochran, 2006).

Marketing starts with identifying the needs of the consumers and ends with the satisfaction of such needs (Olujide & Aremu, 2004). Thus, a firm needs to analyse the buying behaviour for consumer's reactions to a firm's marketing strategy, to know the perfect marketing mix and the responses of the consumers towards their marketing strategies. As the consumers are available with so many choices so it makes the purchasing process a complicated set of processes that moves from five stages of problem recognition to information search, evaluation of alternatives, purchase decision and post purchase behaviour. There are several factors that influence the buying process of the consumers that includes the buyer's characteristics, psychological factors, demographic factor, social cultural factors and especially demographic factors. The demographic factors are the most vital statistics that best describes population which marketers make use. These demographic factors are important to retailers because they are closely related to the demand for many products and changes in demographic factors signal the rise of new markets and the elimination of others.

In the modern world, customers become much more important for the firms. Jobber, (2009) posits that consumer decision-making involves not only the choice of product and brand but also the choice of retail outlet. Extant literature confirms the evolving state of retailing as it can take both formal and

informal forms. Most retailing is conducted in formal stores such as supermarkets, departmental stores and in developing countries. Despite the trend of this expansion, the Nigerian retailing sector is still dominated by informal retail outlets such as open markets, street markets and a host of others where different items are sold ranging from foodstuffs, clothing to electronics, jewelry and many more which are being highly patronised and still contribute immensely to the Nigerian economy. Thus, this study is focused on comparative analysis of demographic variables as a predictor of consumer buying behaviour in both formal and informal retail outlets in South-West Nigeria.

Kotler, Armstrong, Wong and Saunders (2008) identified several factors that could influence consumer buying behaviour ranging from cultural factors to social factors, personal factors and psychological factors but argued that consumer purchases are influenced strongly by demographic (personal) factors. However, the study does not capture the influence of some key variables such as health status of consumers, level of income, employment status, marital status and price level of goods. Thus, in order to fill these gaps, this paper looks at effects of demographic variables on consumer buying behaviour from the perspective of the afore mentioned variables including those identified by Kotler and Armstrong (2005)- age, occupation, lifestyle, personality and economic situation in order to develop an appropriate model that conform to the Nigerian environment. The objective of this study is to examine demographic variables as a predictor of consumer buying behaviour in retail outlets in South-West Nigeria.

## **Literature review**

### **Conceptual Review**

A consumer can be referred to as the end user, and not necessarily a purchaser, in the distribution chain of a good or service. Consumer is an individual or group who pays to consume a products and/or services for personal use produced by a seller (i.e., company, organisation). Consumer can also be seen as someone who can make the decision whether to buy or not to purchase an item and is also someone who can be influenced by advertisements (Chen, 2013). A consumer is anyone who considers purchasing (pre-purchase) and/or actually buys, uses and disposes of (post-purchase) goods and services generated in the formal economy, doing so for personal use, ownership and gain. Thus, consumer is an individual who desires, wants and requires goods or services in their ability as buyers.

Consumer behaviour indicates how consumer decisions are made, how the goods or services are used (Mc Daniel, 2003). The term of consumer is a broader term which emphasises not only the actual buyer

or customer, but also its users (consumers). Sometimes, a product is purchased by the head of the family and used by the whole family (Khan, 2006). Consumer buyer behaviour refers to the buying behaviour of final consumer's individuals and households who buy goods and services for personal consumption (Kotler & Armstrong, 2008).

### **Types of Consumer Buying Behaviour**

- Aremu, Olaniyan and Aremu (2015), citing Rani, (2014), identified four types of consumer buying behaviour.
- Routine response/Programmed Behaviour: this involves low level of involvement of customers which involves frequently purchased items of low cost. Little search and decision efforts are needed here and purchases are made almost immediately.
- Limited decision making: information search is needed here when brands to be bought are unfamiliar. This requires a moderate amount of time for information gathering.
- Complex/high level of involvement: the products here are unfamiliar and expensive and also infrequently bought. Consumers spend a lot of time in seeking and searching for information before deciding on what to buy.
- Impulse buying: This buying pattern does not involve consumers making any pre-purchase plans. Examples of goods are toothpaste, sugar salt etc.

### **Effects of Demographic Factors on Consumer Buying Behaviour**

#### **Demographic Factors**

The demographic factors that affect consumers according to Kotler and Armstrong, (2008) include those factors which have influence on consumer's buying behaviour such as age, gender, occupation, marital status, income, employment status, health status, educational level, inflation rate, and savings.

#### **Age**

In today's competitive environment, marketers are often targeting products for similar age groups. Consumers within the same age group tend to have similarities in their buying behaviour as the experienced related understanding of events and development (Solomon, Marshall & Stuart, 2008). Consumer behaviour change therefore came from ages (Dorota, 2013). The older the person the more

purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed.

### **Gender**

Gender differentiates consumption behavior. According to Dorota (2013) women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Marketing strategies differentiates gender buying behaviour thus, females are more emotional and easily be attracted by advertisements compared to male (Imam, 2013). Another study also shows that females are the ones who have more PLBS shopping experience than males (Irin, 2012).

### **Occupation**

However, many households differ from the traditional life cycle and are targeted differently by marketers. Occupation of the individual affects one's consumer behaviour. Identifying customers' target groups based on their occupation offers companies the possibility of designing and tailoring the product according to customers' needs. Occupation also defines the level of personal income, which influences the preference of brands and interest in certain services (Kotler, 2000).

### **Employment Status and Income**

The employment status of consumers determines their income and invariably their purchasing power and place of purchase. Income is a superior determinant of purchasing behaviour (Dorota, 2013). The level of income affects the life style and attitude of a consumer. A person with a high income purchases expensive products while those with low income prefer to buy products with lower prices. Thus, distribution of wealth according to Solomon, (2006) is in focus as it has importance in determining buying power and market potential of consumers who are the target.

### **Marital status**

The status of individual in a family and the roles they play can strongly influence buyer behaviour. The family is the most important consumer buying organisation in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services. Buying roles change with evolving consumer lifestyles.

Thus, family is considered as a fundamental structure of initial reference group which have great impact on purchase behaviour (Thomson, 2007).

### **Price level and Savings**

A person's economic situation will affect product choice. A person's economic situation affects product choice and marketers of income-sensitive goods should monitor trends in personal income, savings and interest rates (Furaiji, Latuszynska & Wawrzyniak, 2012). This is because some marketers target consumers who have lots of money and resources charging prices to match their income. A country's price level affects the savings of consumers which affect the life style and attitude of the consumer. Thus, a country with high price level would have consumers with low savings and therefore patronise commodities of lower price and vice versa.

### **Health Status**

There is a common belief that goods sold at the formal retail outlets are healthier, safer and of higher quality than those sold at the informal retail outlets. The health status of consumers determines what they buy and especially where they make their purchase. Thus, health consciousness is considered to be a major motivation for purchase and consumption. Therefore, health concern is directly and positively associated with the buying decision-making process.

### **Educational Qualification**

Education has a significant impact on income. Income, invariable determines the quantity and quality of goods consumers will buy and the retail outlets they would patronise. Besides, education determines the extent of consumer's exposure which will also determine their shopping behaviour thus, Margetts (1997) suggested that the level of education is the strongest factor influencing perceptions of a healthy diet.

### **Theoretical Review**

This underlying theory that forms the basis of this study is the learning theory. The learning theory explains how individuals or people respond to information, the ways in which different types of behaviours are exhibited and how information is learned. The essence of learning theories lies in the fact that people learn from experience and the results of experience will modify their actions on future occasions. When consumers use a product or enjoy a service, they accumulate experience with that brand

and also their place of purchase. These experiences have a great impact on what consumers have learnt which will determine their future actions. The learning theory examines the ways in which people respond to information and the ways in which different types of behaviours are grouped or separated.

### **Empirical Review**

In the research study conducted by Dipin, Apeksha and Manjor (2013) on the evaluating factors affecting consumer behaviour, the study aims at investigating the influence of demographics variables on consumer buying behaviour. The research design used is descriptive method, bearing in mind the objective of the study and secondary data analysis, the research was carried out with a close ended questionnaire. The respondents were selected through simple stratified sampling method and the method of data analysis used for this research study was regression analysis to test hypothesis. Also, questionnaires were distributed and self-administered to 400 respondents. Descriptive analyses, factors analysis, test of reliability, correlation test were also used in this study. The study results demonstrated that there is a positive and significant relationship between demographic factors such as age, marital status; level of income, education level and gender have on purchasing decision.

In the survey research conducted by Richa (2012) on the impact of demographic factors on consumer behaviour in selecting of beverage in New Delhi, India, a one sample T-test was used to test the hypotheses of this study. The five point likert scale was used to know the consumer's behaviour towards beverage product and ANOVA variance was used as a method of data analysis to test the hypothesis stated for the study. The study used 60 consumers who filled the questionnaire. The research study conclude that element of demographic variables have significant influence on consumer buying behaviour of beverage product in India.

### **Methodology**

The population of the study is the totality of customers from both informal and formal retail outlets in South-western Nigeria. South-western Nigeria was selected because it is the heart of most commercial activities in the country. Primary data was employed in order to ensure active participation of the respondents and to give credibility to the study. For the purpose of this study, 1,000 respondents were selected from the two states to carry out the research in Oyo and Lagos. This is because the selected formal retail outlet (shoprite) has branches in these state capitals- Ibadan and Ikeja respectively. Thus,

Shoprite was selected as it has branches in the residential settlements while convenience sampling technique was used to select one main market to represent the informal retail outlet. The numbers of consumers that patronise the informal retail outlet and formal retail outlets are numerous; however, to select an accurate sample that would be representative, convenience sampling technique was adopted. Probability regression analysis (Probit) was used to establish the comparative differences in the demographic factors affecting consumer buying behaviour in informal and formal retail outlets.

### Research Hypothesis

Ho<sub>1</sub>- There is no significant differences in the demographic variables as a predictor of consumer buying behaviour in retail outlets in South-West Nigeria.

Model specification:

$$CB = f(DMF) \dots\dots\dots i$$

DMF= AG, GD, MS, ICM, EMP, HLT, EDL, IFL and SVG

Therefore, equation i can be written as:

$$\text{Prob}(CB = j/x) = \alpha + \beta_1 AG + \beta_2 GD + \beta_3 MS + \beta_4 ICM + \beta_5 EMP + \beta_6 HLT + \beta_7 EDL + \beta_8 OCP + \beta_9 SVG + \mu_i \dots\dots\dots ii$$

Where:

$\alpha$  = Intercept

j = Order of response range 1 to 5

x = represent the independent variables in the models

$\beta_1 - \beta_9$  = Parameters of Estimate,

$\mu_i$  = Stochastic Error Term

CB= Consumer Behaviour

DMF= Demographic Factors including:

AG= Age which represents the age of consumers,



GD= Gender which can be either male or female,

MS= Marital Status which is proxied by being single, married or divorced

ICM= Income Level represents the salary or money earned by consumers on monthly basis,

EMP= Employment Status which indicates if a consumer is employed or unemployed,

HLT= Health Status which is shows if consumers are of sound health or not,

EDL= Educational Level shows the qualification of consumers,

SVG= Savings which represents the reserves of consumers

### **Explanation of Model**

Demographic factors include a combination of various variables which can be referred to as human personalities. They include age, gender, marital status, income level, employment status, health status, educational level, occupation, inflation rate and savings. Age of consumers dictates what they would buy and where they would buy from. Occupation and income level also affect the behaviour of consumers as high income earners tend to consider convenience, comfort, and quality over price while low income earners considers price as first factor during purchase. The economic situation such as inflation, savings and income of any country also strongly affects the buying behaviour of consumers. If the standard of living is high, consumers would prefer goods of high quality and vice versa. These variables need to be taken into consideration they influence the behaviour of consumers and this is supported by Yakup and Jablonski, (2014).

**Table 1: Reliability Test of Pilot study**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.956	33

*Source: Authors' field work, 2016*

The reliability of the scale used for the operational variables was determined using Cronbach's Alpha test, which indicates that there is an internal consistency in measuring 33 variable items at 0.956. Generally, Cronbach's alpha measures the average of measurable items and its correlation. The general consensus is that a coefficient of more than 50% suggests some degree of reliability and internal consistence. Therefore, since the coefficient obtained is close to 100%, we can say the data obtained for the study are anything to go by due to high reliability and internal consistency.

**Table 2: Validity Test of Pilot study**

Validity Tests				
Variables	KMO	Bartlett's Test of Sphericity		
		Chi-square	Df	P-value
Demographic factors	.766	279.523	36	.000

*Source: Authors' Fieldwork, 2016*

As regards the construct validity in term of convergent validity, confirmatory factor analysis was performed. Kaiser-Meyer-Olkin (KMO) and Bartlett's tests were performed. The KMO is a measure of sampling adequacy and ranges between 0 and 1. The Barlett's Test of Sphericity value should be significant (i.e. the Sig. value should be .05 or smaller) (Sanzo, Santos, Vazquez & Alvarez 2003). The results of this test are shown in table 2. This shows that all measurement items of each sample are significant at level 0.01 based on the Barlett's Test of Sphericity test. The KMO value of each construct is greater than 0.766. The implication of these results is that the measurement scales used in this study are valid and reliable.

## Result and analysis

**Table 3: Regression Analysis Results for Informal and Formal Retail Outlet**

	Informal retail outlets			Formal retail outlets		
Variables	dy/dx	Coefficient	Prob	dy/dx	Coefficient	Prob
Age (AG)	-0.0294	0.0836	0.005	-0.0190	0.0447	0.124
Occupation (OCP)	-0.2209	0.0627	0.099	-0.0448	0.1840	0.000
Price level (PL)	0.0243	0.0690	0.067	-0.0035	0.0144	0.697
Income level (ICL)	0.0354	-0.1004	0.006	-0.0058	0.0236	0.507
Marital status (MS)	-0.0131	0.0372	0.327	0.0481	-0.1974	0.000
Gender (GD)	0.0198	-0.0562	0.071	-0.0140	0.0575	0.053
Education (EDL)	0.0486	-1.3806	0.000	-0.0397	0.1628	0.000
Health (HLT)	-0.0202	0.0573	0.076	-0.0146	0.0598	0.059
Savings (SVG)	-0.0227	0.0645	0.045	0.0129	-0.0528	0.093
Pseudo R <sup>2</sup>		0.0193			0.0355	
LR – stat		52.79			103.42	
Prob (LR-stat)		0.0000			0.0000	

*Source: Authors' Computations, 2016*

Table 3 shows the linear relationship between demographic factors and consumer buying behaviour of informal and formal retail outlets in south- west Nigeria with the use of probability regression analysis (probit).

In terms of the signs of the coefficients which signify the effect demographic factors on consumer buying behaviour (CB) of informal and formal retail outlets in south- west Nigeria, it can be seen that:

In informal retail outlets variables savings (SVG), health (HLT), marital status (MS), age (AG), price level (PL) and job (OCP) concur *a priori* expectation with positive sign, this means that there is direct relation between SVG, HLT, MS, AG, OCP and CB. While variables education (EDL), gender (GD) and monthly income (ICM) do not concur with *a priori* expectation with negative sign, this implies that inverse relationship exist between EDL, GD, ICM and CB.

In the formal retail outlet variables price level (PL), health (HLT), education (EDL), gender (GD), monthly income (ICM), age (AG) and job (OCP) concur *a priori* expectation with positive sign, this means that there is a direct relation between PL, HLT, ED, GD, ICM, AG, OCP and CB. While variables marital status (MS) and savings (SVG) do not concur with *a priori* expectation with negative sign, this implies that inverse relationship exist between MS, SVG and CB.

In terms of the magnitude of the coefficients which signify the effect demographic factors on consumer buying behaviour of informal and formal retail outlet in south- west Nigeria, the result shows that:

Savings has significant effect on consumers buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0227) with prob (0.045) at 5% significance level, while in the formal retail outlet savings does not have a significant effect on consumer buying behaviour as indicated by marginal effect coefficient (0.0129) with prob (0.093) at 5% significance level. This implies that in the formal market if savings increase, there is probability that consumer buying behaviour will increase by 2.27% vice versa.

Health has no significant effect on consumer buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0573) with prob (0.076) at 5% significance level, as well as in the formal retail outlet. Health does not significantly affect consumers buying behaviour as indicated by marginal effect coefficient (0.0598) with prob (0.059) at 5% significance level.

Education level has significant effect on consumers buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0486) with prob (0.000) at 5% significance level and as well as in the formal retail outlets as indicated by coefficient (0.1628) with prob (0.000) at 5% significance level. This implies that in the informal market if the level of education changes, there is probability that consumer buying behaviour will change by 4.86% and also in the formal market if there is changes in education level, it will induce 16.28% changes in consumer buying behaviour.

Gender does not have a significant effect on consumer buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0198) with prob (0.071) at 5% significance level, as well as in the formal retail outlet as indicated by coefficient (0.0140) with prob (0.053) at 5% significance level.

Marital status does not have a significant effect on consumer buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0131) with prob (0.327) at 5% significance level, while in the formal retail outlet marital status significantly affects consumers buying behaviour as indicated by coefficient (0.1974) with prob (0.000) at 5% significance level. This implies that in the formal market marital status of the consumer will probably induce 19.74% changes in the consumer buying behaviour.

Monthly income has significant effects on consumer buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0354) with prob (0.006) at 5% significance level, while in the formal retail outlet monthly income does not have significant effect on consumers buying behaviour as indicated by marginal effect coefficient (0.0058) with prob (0.507) at 5% significance level. This implies that in the informal market if the level of income changes, it will induce 3.54% changes in the consumer buying behaviour.

Price level does not have a significant effect on consumer buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.2209) with prob (0.067) at 5% significance level, as well as in the formal retail outlet as indicated by marginal effect coefficient (0.0035) with prob (0.697) at 5% significance level.

Age level has a significant effect on consumer buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0294) and prob (0.005) at 5% significance level and while in the formal retail outlet, age does not have a significant effect on consumer buying behaviour as indicated by marginal effect coefficient (0.0109) and prob (0.124) at 5% significance level.

Occupation does not have significant effect on consumers buying behaviour in the informal retail outlet as indicated by marginal effect coefficient (0.0243) with prob (0.099) at 5% significance level, while in the formal retail outlet, occupation significantly affects consumer buying behaviour as indicated by coefficient (0.0448) with prob (0.000) at 5% significance level. This implies that consumer occupation will induce 4.48% changes in consumer buying behaviour. Overall, demography variables has

significant effect on consumer buying behaviour in informal and formal retail outlets as indicated by LR-stat (52.79 and 103.42) with Prob (0.000 and 0.000) at 5% significant level.

### **Discussion of findings**

The focus of this study is to examine the effects of demographic factors on consumer buying behaviour in informal and formal retail outlets in South-West Nigeria. The objective was achieved through probability regression analysis (Probit). The findings of the study reveal that:

Customers' savings has a positive significant effect on buying behaviour in informal market but not in the formal market. This implies that if the saving customers increase it will induce increase in their buying behaviour, but this does not apply to customers in the formal market. Also, the health status of consumers has no effect on consumer buying behaviour in the informal retail outlet. Thus, health concern is directly associated with the buying behaviour of consumers in informal retail outlet. This is supported by Chen 2007; Chinnici, Amico and Peorino, 2002; Lea and Worsley, 2005; Lockie, Lyons, Lawrence, and Mummery, 2002.

In addition, level of education has a negative effect on consumer buying behaviour in formal retail outlet and a positive effect in formal retail outlets. This implies if the level of education of the customers improves it will reduce their buying behaviour in the informal market, they will now increase their buying in formal retail outlet. This is in line with Margetts et al. (1997). Gender of the customers does not have a significant effect on buying behaviour, both in the informal and formal retail outlets. Marital status has a negative significant effect on customers buying behaviour in the formal retail outlet but not significant in the informal retail outlet. This implies that the more the customers are responsible, the less they will patronise the formal market.

Furthermore, monthly income of consumers has negative significant effects on buying behaviour in the informal market but is insignificant in the formal market. This means that as the income of the customers increase they will reduce the level they patronise the informal market. This is in line with the study carried out by Chen, (2013).

Additionally, price level has no significant effect on consumer buying behaviour in formal retail outlet and also in informal retail outlet. Thus this is not supported by Millock, (2004). Age has effects on

consumer buying behaviour in the informal outlet but not significant in the formal retail outlet. An increase in the level of education will lead to a positive effect on the buying behaviour of consumers in informal outlets. Nature of consumer's job has a positive effect on their buying behaviour in formal retail outlet but not significant in the informal retail outlet. Finally, demography variable has significant effect on consumer buying behaviour both in informal and formal retail outlets.

### **Conclusion and recommendations**

The study concludes that savings, education, income and age are the key demographic variables that affect consumer buying behaviour in informal retail outlet while the most important demographic variables that need to be taken into consideration by retailers of formal retail outlet are level of education, age and nature of job of consumers. Thus, these variables are germane as they have significant effects on the buying behaviour of consumers that patronise the formal retail outlet.

On health status, health is directly and positively associated with the buying behaviour of consumers in both retail outlets. Thus, this study provides evidence that consumers consider their health status as one of the most critical reasons that influence their buying behaviour.

Education appears to have a negative effect on the buying behaviour of consumers of informal retail outlet and positive effects on formal retail outlet. On the whole, the study concludes that educated respondents appeared to be more likely to patronise formal retail outlet as compared with the informal retail outlet.

The negativity but significance of monthly income has made this study to maintain some reservations on the importance of level of monthly income as an important demographic variable in consumer buying behaviour.

The study also concludes that high prices affects consumer buying behaviour as it reduces what the customer purchase irrespective of where they buy from.

It could be inferred that age is an important factor to be understood and taken into cognisance by informal retail outlets.

The study concluded that the nature of consumer's job is not only positive but had significant effects on their buying behaviour in formal retail outlets.

The study therefore recommended that:

- I. That owner of both informal and formal retail outlet should consider the health status of their customers before stocking up goods especially goods with preservatives should not be stocked up in large quantities.
- II. Owners of informal retail outlets should brace up their marketing activities to encourage the educated customers to patronise them also, owners of formal retail outlets should come down to the level of the uneducated customers in order for them to be aware of what they sell.
- III. The owners of both informal and formal retail outlets should not set high prices for their goods in order to encourage customer's patronage.
- IV. The owners of both retail outlets should stock up products that can be used by all age groups and finally,
- V. Owners of formal retail outlets should understand the nature of job of their customer's in order to know the type of goods they buy and also to know the time they can operate.



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