

Culture and Consumption of Consumer Products in Cross River State, Nigeria.

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ABSTRACT

This study examined the effect of culture on consumption of consumer products in Cross River State. Consumer products were measured in terms of traditional attires, festive activities, African delicacies, and Nigerian films. The ecological theory was adopted as the underpinning theory for the study. It identifies the consideration of environmental factors (culture) as the most important for organizational success. Cross sectional survey research design was adopted for the study. A structure questionnaire was used to obtain primary data for the study with a sample data of 357. The data were analyzed using multiple regression analysis. Findings from the study revealed that cultural value, cultural norms and traditional beliefs had significant effect on the consumption of consumer products in Cross River State. The study concluded that businesses must familiarize with the culture of people to ensure successful marketing efforts. It was recommended that organizations must be committed to the market, and it associated culture to establish a lasting relationship between themselves and the consumers to enhance the consumption of their products. Also, companies should produce products with cultural appeals to encourage the patronage of made-in-Nigeria products that would effectively compete with foreign made products.

Keywords: *Cultural, cultural value, cultural norms, traditional beliefs, consumer products.*

INTRODUCTION

The consumption behaviour of consumers is a multifaceted phenomenon in marketing. This is because it can be influenced and shaped by a torrent of internal and external factors in the marketing environment (Cheung & Lee, 2017). Culture is a fundamental part of every human society, and it determines approvable behavioural standards of inhabitants of such societies (Oyewunmi & Iweka, 2020). In the Nigerian marketing environment, culture is believed to be a potent determinant of consumer purchase behaviour (Igwe & Onuekwusi, 2022). This reflects the rich and diverse cultural tapestry that characterizes the Nigerian populace. With over 250 distinct ethnic groups and various languages, Nigeria stands as one of the most culturally diverse countries in the world. Each of these groups possesses its unique customs, traditions, languages, and consumption habits. At the recognition of this basic reality, marketers in contemporary times are becoming more observant of consumers' cultures, especially in diverse, multi-cultural societies by striving to ensure that their marketing mix

strategies do not denigrate or undermine the cultural norms of consumers (Okamgba & Aguocha, 2020).

In the Nigerian marketing environment, although culture has been observed to play an enormous role in consumer purchase behaviour, most marketing organizations have not fully prioritized the importance of culture in their marketing operations (Onourah, 2022). This is often manifested by products and promotional contents that do not appeal to the cultural diversity of Nigerian consumers, thereby stoking cases of cultural insensitivity leveled against marketing organizations, especially multinational companies. One of the most concerning aspects of this oversight is the issue of cultural insensitivity, especially as it pertains to multinational and some local firms (eateries, manufacturing, clothing stores, etc.) operating in Nigeria. These organizations, often with a global outlook, may inadvertently overlook the intricacies of Nigerian culture, opting for a one-size-fits-all approach that doesn't resonate with the diverse Nigerian consumer base (Asuquo et al, 2024). This lack of cultural alignment not only hinders effective marketing efforts but also risks alienating potential customers. It can lead to missed opportunities for market penetration and can even have reputational consequences for companies that are perceived as culturally insensitive.

To address this challenge, there is therefore need for market research to generate adequate information that underscores the importance of culture in a multi-cultural and diverse country like Nigeria. With such information, marketers can better align their marketing programmes and campaigns to appeal to the cultural norms of consumers and enhance campaign effectiveness. Against this backdrop, this study was designed to bridge this gap by examining the effects of cultural values, cultural norms and traditional belief on the consumption of consumer's products (traditional attires, festival activities, African delicacies, Nigerian films) in Cross Rivers State.

Theory and hypotheses

The ecological theory

The ecological theory was postulated by Aldrich in 1990. The theory is concerned with the influence of the environment on people's behavioral patterns. It identifies the consideration of environmental factors as the most important for entrepreneurial success (Aldrich, 1990). The basic assumptions of this theory are that people's behavioural patterns are influenced by the environment. That the birth and emergence of an organization can be influenced by situational constraints of the environment, and, that organizations that are well adapted to their environment will survive, while those that are not, will die. However, a number of questions have not been answered by the ecological theory: How do we predict environmental circumstances that would lead to the founding and growth of firms? And to what extent do environment, rather than skills, ingenuity and decision of a marketer, determine successes? Among others (Amit, Glosten, & Muller, 1993). In the context of this work, the ecological theory proposes that cultural values, cultural norms and traditional belief plays important role in determining the behavioral patterns of the people. This entails that environmental factors such as culture values, cultural norms and traditional beliefs are critical for entrepreneurial success.

Concept of culture

Culture is the fundamental determinant of a person's wants and behaviour (Ahmed & Elzayyat, 2019). According to Mooij (2004), culture differs in demographics, language, cultural norms and cultural values. Due to these differences, consumer behaviour changes dramatically across cultures. He defines culture as a whole that includes; knowledge, traditional beliefs, morals, customs, and any other capabilities, and habits acquires by the

humans as members of society. Culture is a comprehensive concept, and it includes almost everything that influences and individuals' thought process and behaviours. It not only influences preferences, but also the way people make decisions and people perceive the world around them (Cheung & Lee, 2017). Culture is acquired, learned and does not include inherited responses and predispositions. Culture operates primarily by setting boundaries for individual behaviours and by influencing the functioning of each institution as the family and mass media (Aydin and Kaya, 2018; Woldegiorgis & Akalu, 2018; Agyeman & Pee, 2019; Sadek & El-Gohary, 2019; Igwe & Onuekwusi, 2022)

Cultural values

Cultural value is a distinctive conception of an individual or characteristics of a group, of the desirable which influences the selection from available modes and ends of action (Dzorvakpor & Akpokodje, 2019). A value exists mainly at the individual level. But when a value is substantially shared throughout a society, it becomes a cultural value. Cultural value indeed affects individual thought pattern and behavior. These cultural values may be given to an individual by family, or society, right birth, and consequently much of everyday behavior are directed towards achieving these cultural values. Things like; social recognition, achievement, success, hard work, love, and beauty are all cultural values directed towards some desired social objectives.

As noted by Eymard and Martinelli (2021) cultural values have been found to influence consumer behavior, just like lifestyle, personality and social class, including specific marketing variables like: prompt service, reliable advert claim, responsiveness to customer needs, courteous salesmen, convenient store location and free after sales service. Cultural values are more likely to influence broad purchasing patterns even though a better understanding of the motive behind brand purchases can be gained by understanding culturally induced purchasing habits. Thus, this study hypothesizes that:

H₀₁: Cultural values do not have significant effect on the consumption of consumer products in Cross River State.

Cultural norms

Cultural norm is a normative part of culture which comprises principles, or rules of "right action" that serves to guide, control and regulate acceptable behaviour among members of a society. Cultural norms cover a wide range of behavior standards and define as it were, what people should or should not do in a given situation. Invariably, this will include what and what not to consume. That is to say, that cultural norm also impacts on consumption pattern and behaviour (Focacci & Hofer, 2018). Cultural norms shared by large segment of society supersede the internalized cultural norms of individuals, families or social groups (Harun & Chujiter, 2021). Thus, this study conjectures that:

H₀₂: Cultural norms do not have significant effect on the consumption of consumer products in Cross River State.

Traditional beliefs

Traditional beliefs are customs, methods, or beliefs that have remained unchanged for a long time (Ndemanu, 2018) Customer possesses specific traditional belief and attitude towards various products. Since such traditional beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the traditional beliefs and attitudes of customers by launching special campaigns in this

regard. Thus, this study hypothesizes that:

H₀₃: Traditional belief do not have significant effect on the consumption of consumer products in Cross River State.

Marketing of consumer products

Consumer products are goods and services bought and sold in a consumer market for personal, family, or household consumption. The product form is not subject to change or further commercial processing. Consumers' products may be classified into four categories based on the amount of shopping effort consumers expend in buying these products. These categories include convenience goods, shopping goods, specialty goods and unsought goods (Ebitu, 2019; Etuk, 2024). Convenience products are low-priced products, purchased frequently, in small quantities, their purchase involves a minimum shopping effort and is usually available in many retail outlets. Examples of these product include minerals, beer, chewing gums, and many food items. Shopping products are purchase less frequently and is done after the consumer compares several alternatives in terms of quality, colour, price, value, style, and suitability, often in several stores. Examples are clothing, appliances, automobiles, and furniture.

Specialty products are goods usually high price, with unique features such as durability, quality, prestige and are perceived as having no reasonable substitute. Relatively, few outlets carry specialty products and consumers make deliberate efforts to buy them. Examples are luxury cars, expensive jewelry, and state-of-the-art stereo equipment. On the other hand, unsought products are products that the consumer does not know about or know about when only there is extreme or urgent need for them. Examples include life insurance, cemetery plots, caskets, gravestone and so on. The Nigerian consumer market is very large and has great potentials for presents and intending marketers of consumer goods such as traditional attires, festive activities, African delicacies, and Nigerian films.

METHODOLOGY

This study adopted cross sectional survey research design, which enabled the survey of respondents on a one-time basis within a short time period, to accelerate the research process. The study was carried out in Cross River State. The target population of the study comprised consumers of selected products such as traditional attires, festive activities, African delicacies, and Nigerian films in Cross Rivers State (Calabar, Ugep and Obudu). These commodities were selected based on their demand and popularity among the target consumers in the study area.

Since the population of the study was numerically unknown or infinite, the researcher relied on the Topman sample size determination procedure to statistically determine the sample size of the study. This procedure was based on the Topman formula which states thus:

$$n = \frac{Z^2Pq}{e^2}$$

Where n: Sample size required.
Z: Tabular statistical unit (1.96)
P: Probability of positive response (0.44)
q: Probability of negative response (0.56)
e: Margin of error (5 percent)

To obtain the probabilities of positive and negative responses (P and q respectively), the researcher conducted a pilot survey in prior to the actual survey by interviewing a random

selection of 50 respondents in Calabar South Local Government Area of Cross River State. These respondents were asked to identify whether or not they consumed products such as traditional attires, festive activities, African delicacies and Nigerian films. Out of the 50 respondents interviewed, 22 respondents or 44 percent said that they consume such products, while 28 respondents or 56 percent said that they do not consume them. From the result of the pilot survey above, the Probability of Positive Responses (P) is 0.44, while the Probability of Negative Responses is 0.56. By simple substitution, the Topman formula was applied thus:

$$\begin{aligned}n &= \frac{1.96^2 (0.44 \times 0.56)}{0.05^2} \\&= \frac{3.8416 (0.2464)}{0.0025} \\&= \frac{0.9466}{0.0025} \\&= 378.64\end{aligned}$$

$$n = 379 \text{ consumers}$$

This study adopted cluster random sampling and judgmental sampling techniques to include respondents into the sampling frame. In applying cluster sampling, the study area (Cross River State) was split into three distinct senatorial districts – Cross River Southern Senatorial District, Central Senatorial District and Northern Senatorial District. From these three senatorial districts, three LGAs were judgmentally selected for the study – Calabar (Calabar carnival), Ugep (Leboku new yam festival) and Obudu (Obudu mountain race). These LGAs were selected on the basis of the researcher’s judgment that they play host to popular cultural events in the state, thereby making them suitable for inclusion in the survey. Using a 3-member team of enumerators, the researcher administered copies of the questionnaire to respondents in these LGAs as follows: Calabar (129 copies); Ugep (125 copies); and Obudu (125 copies). These respondents were chosen using the researcher’s judgement that Calabar being the capital of the state has higher population than the other two local governments. In this way, cluster random sampling enabled the researcher to study the large geographical area without deliberately excluding some members of the sample. Similarly, judgmental sampling enabled the selection and inclusion of LGAs that were closely relevant to the subject of investigation, thereby improving the propensity of arriving at a representative sample for the survey.

This study was based on primary data obtained from consumers of consumer products in Cross River State, with the aid of a structured questionnaire. The questionnaire was adopted from Agyeman and Pee (2019) - cultural norms and belief as cultural determinants of consumer behaviour in Ghana as well as Igwe and Onuekwusi (2022) – cultural values as key determinants of consumer purchase behaviour and modified to suit the variables of the study. The questionnaire was titled “Culture and consumption of consumer products questionnaire”. The questionnaire was categorized into two sections. Section A covers respondents’ age, gender, marital status, and highest educational qualifications obtained. Similarly, Sections B include statements drawn from the study variables (cultural values, cultural norms and traditional beliefs). The responses of participants were measured using a 5-Point Likert scale, comprising the following: Strongly Agree (5 points), agree (4 points), undecided (3 points), disagree (2 points) and strongly Disagree (1 point).

Face and content validity were utilized to confirm the validity of the structured questionnaire

that was used to gather data in this study. To ensure the reliability of the research instrument, the survey questionnaire was tested using the Cronbach's alpha analysis ranging from .742 to .812. The data were analyzed using multiple linear regression analysis.

The linear regression model was given as

$$Y = \alpha + \beta_1 X_1 + \varepsilon \dots\dots\dots (1)$$

The multiple regression model was given as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \sum \dots\dots\dots (2)$$

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots\dots\dots \sum$$

Where $\beta_1, \beta_2, \beta_3$ are the regression coefficient

Where

Y = Consumption of consumer's goods (traditional attires, festive activities, African delicacies and Nigerian films)

X₁ = Cultural value

X₂ = Cultural norms

X₃ = Traditional belief

\sum = Error

β = Slope

α = Constant

DATA ANALYSIS AND RESULTS

Table 1

Descriptive statistics of research variables

	Questionnaire Items	N	Strongly Agree (SA)	Agree (A)	Undecided (U)	Disagree (D)	Strongly Disagree (SD)
<i>Cultural value</i>							
1	Statement 1	357	198 (55.5%)	46 (12.9%)	53 (14.8%)	46 (12.9%)	14 (3.9%)
2	Statement 2	357	105 (29.4%)	133 (37.3%)	42 (11.8%)	43 (12.0%)	34 (9.5%)
3	Statement 3	357	162(45.4 %)	72 (20.2 %)	29 (8.1%)	46 (12.9%)	48 (13.4%)
4	Statement 4	357	110 (30.8%)	99 (27.7%)	48 (13.4%)	58 (16.2%)	42 (11.8%)
5	Statement 5	357	54 (15.1%)	156 (43.7%)	56 (15.7%)	43 (12.0%)	48 (13.4%)
<i>Cultural norms</i>							
6	Statement 6	357	131 (36.7%)	52 (14.6%)	35 (9.8%)	116 (32.5%)	23 (6.4%)
7	Statement 7	357	121 (33.9 %)	78 (21.8 %)	86 (24.1%)	29 (8.1%)	43 (12.0%)
8	Statement 8	357	89 (24.9%)	153 (42.9%)	53 (14.8%)	32 (9.0%)	30 (8.4%)
9	Statement 9	357	87 (24.4%)	150 (42.0%)	29 (8.1%)	59 (16.5%)	32 (9.0%)
10	Statement 10	357	123 (34.5%)	104 (29.1%)	73 (20.4%)	34 (9.5%)	23 (6.4%)
<i>Traditional belief</i>							
11	Statement 11	357	75 (21.0%)	124 (34.7%)	32 (9.0%)	105 (29.4%)	21 (5.9%)
12	Statement 12	357	90 (25.2%)	150 (42.0%)	15 (4.2%)	48 (13.4%)	54 (15.1%)
13	Statement 13	357	114 (31.9%)	76 (21.3%)	37 (10.4%)	81 (22.7%)	49 (13.7%)
14	Statement 14	357	118 (33.1%)	44 (12.3%)	36 (10.1%)	66 (18.5%)	93 (26.1%)
15	Statement 15	357	159 (44.5%)	87 (24.4%)	44 (12.3%)	33 (9.2%)	34 (9.5%)
<i>Consumption of consumer products</i>							
16	Statement 16	357	45 (12.6%)	134 (37.5%)	62 (17.4%)	62 (17.4%)	54 (15.1%)
17	Statement 17	357	35 (9.8%)	232 (65.0%)	42 (11.8%)	14 (3.9%)	34 (9.5%)
18	Statement 18	357	106 (29.7%)	70 (19.6%)	66 (18.5%)	83 (23.2%)	32 (9.0%)
19	Statement 19	357	120 (33.6%)	99 (27.7%)	71 (19.9%)	38 (10.6%)	29 (8.1%)
20	Statement 20	357	93 (26.1%)	80 (22.4%)	92 (25.8%)	64 (17.9%)	28 (7.8%)

Source: Author's Analysis via SPSS 2023

Test of hypotheses

Hypothesis one

Ho: Cultural value does not have significant effect on the consumption of consumer products in Cross River State.

Hypothesis two

Ho: Cultural norms does not have significant on the consumption of consumer products in Cross River State.

Hypothesis three

Ho: Traditional belief does not have significant effect on the consumption of consumer products in Cross River State.

Independent variables: Cultural value, cultural norms and traditional belief

Dependent variable: Consumption of consumer products

Test statistic: Multiple linear regression

Decision criteria: Accept the alternative hypothesis if ($P < .05$) and reject the null hypothesis, if otherwise.

Table 2

Model summary of the effect of culture on consumption of consumer products in Cross River State

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.386	.378	.45801

a. Predictors: (Constant), Cultural value, cultural norms and traditional belief

Table 3

ANOVA^a of the effect of culture on consumption of consumer products in Cross River State

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.341	3	15.447	73.557	.000 ^b
	Residual	73.632	351	.210		
	Total	119.973	354			

a. Dependent Variable: Consumption of consumer products

b. Predictors: (Constant), Cultural value, cultural norms and traditional belief

Table 4

Coefficients^a of the culture on consumption of consumer products in Cross River State

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	1.485	.110		13.480	.000		
	Cultural value	.109	.031	.169	3.508	.001	.378	2.644
	Cultural norms	.188	.039	.266	4.807	.000	.246	3.061
	Traditional belief	.185	.043	.229	4.286	.000	.692	1.444

a. Dependent Variable: Consumption of consumer products

The results on tables 1, 2 and 3 demonstrate the effect of culture on consumption of consumer products in Cross River State. The correlation coefficient ($R = 0.622$) in table 2 reveals that the relationship between culture and consumption of consumer products in Cross River State is 62.2 percent. This indicates a very high degree of relationship between the variables in the context of the study. The coefficient of determination ($R^2 = 0.386$) indicates that culture accounts for up to 38.6 percent of the variation in consumption of consumer products in Cross River State. This implies that if other factors remain unchanged, culture will affect the consumption of consumer products in Cross River State by up to 38.6 percent. Given that $F=73.557$ and $p=0.000$, as shown in table 3, it indicates that the effect of culture on the consumption of consumer products in Cross River State is statistically significant.

Furthermore, the collinearity statistics presented in table 3 indicate that the variables were devoid of multicollinearity because the tolerance cultural values generated exceeded 0.1 and the Variance Inflation Factors (VIF) generated were not greater than 5. This entails that the multicollinearity condition of regression analysis has been met under this circumstance. Also, from the standardized coefficients column in table 4, it has been revealed that with a beta coefficient of 0.266 or 26.6 percent, cultural norms had the highest contribution to the regression model. The second-highest contributor to the model is traditional belief, with a beta coefficient of 0.229 or 22.9 percent. Whereas the least contributing variable to the model is cultural value, with a beta coefficient of 0.169 or 16.9 percent. This entails that in order of relative importance, cultural norm, traditional belief and cultural value are the most relevant cultural variables capable of impacting the consumption of consumer products in Cross River State. In addition, table 4 also shows that the p-cultural values of all the dimensions tested were less than the error margin of 0.05 with positive t-test cultural values [(Cultural value: p-value = 0.001, $t = 3.508$); (cultural norms: p-value = 0.000, $t = 4.807$); and (traditional belief: p-value = 0.000, $t = 4.286$)]. This implies that cultural value, cultural norms and traditional belief have significant positive effects on the consumption of consumer products in Cross River State.

Discussion of findings

From the test of hypothesis one, it was revealed that cultural value has a significant positive effect on the consumption of consumer products in Cross River State. This implies that cultural values have the potential to influence the consumption of traditional attires, activities, African delicacies and Nigerian films in Cross River State. At a general level, this result is largely consistent with the results obtained by Agyeman and Pee (2019), in their study on culture and consumption pattern which was found that Cultures are shaped by mankind and people are born with a need to eat, but what, when, and where they eat, and the type of attire they patronize is learned from a particular culture; and that cultural values vary from culture to culture.

The test of hypothesis two revealed that cultural norms have a significant positive effect on the consumption of consumer products in Cross River State. This implies that a significant relationship exists between cultural norms and the marketing of traditional attires, festive activities, African delicacies and Nigerian films in Cross river state. This finding was supported by Njoroge and Kanyiri (2018) that cultural norms set standard pattern of behaviour of people which affect the festive activities they attend as well as the food they eat. Geff (2008) explain that Campbell (an American food store) offered its familiar red and white labelled cans of soup in Brazil and found cultural values too strong for this product to overcome, as Brazilian housewives apparently felt guilty using the prepared soups, since they believed that they would not be fulfilling their roles as homemakers if they served their

families a soup they could not call their own. This invariably made Campbell to withdraw the product. This scenario shows significant effect of cultural on products consumption. From the test of hypothesis three, it was revealed that traditional belief has a significant positive effect on the consumption of consumer products in Cross River State. This finding implies that people's traditional beliefs have a substantial capacity to influence their consumption of consumer products in Cross River State. The finding has support in the finding of Norsyuhada and Azmi (2021), who specified That people in different countries behave and react differently due to their distinct spiritual and for emotional sense of certainty and that understanding their cultural values and traditional beliefs is required for successful marketing efforts.

CONCLUSION AND LIMITATIONS

Summary of findings

1. Cultural value has a significant and positive effect on the consumption of consumer products in Cross River State.
2. Cultural norm has a significant and positive effect on the consumption of consumer products in Cross River State.
3. Traditional belief has a significant and positive effect on the consumption of consumer products in Cross River State.

Conclusion

A business that does not familiarize itself with the culture of a specific group, its marketing efforts may suffer. People in countries, states and towns behave and react differently due to their distinct spiritual and /or emotional sense of certainty. Knowledge of the cultural sector in terms of cultural values, cultural norms and traditional belief is crucial to marketing because culture influence the behaviour of most individuals' consumption situation and it usually intervenes in the economic decision process of the individual.

Culture influences what people eat, events they attend, what they put-on, programmes they patronize, film they watch; as specified in our findings that cultural values and cultural norms affect the marketing of traditional attires, activities, African delicacies and Nigerian films in Cross river state. This is because every individual is a product of his/her culture and everyday actions and decisions of all people are affected by this background. The understanding of consumer cultural values, cultural norms and traditional beliefs is crucial for successful marketing efforts. Culture represents unique marketing opportunity to the extent that their distinctive cultural values have marketing consequences, to be exploited by the marketer to increase sale volume and market shares.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Organizations must be committed to the market, and it associated culture to establish a lasting relationship between themselves and the consumers in order to enhance the consumption pattern of their products.
2. For marketers to successfully access the markets, they first need to have the right mindset, an entrepreneurial approach that drives them to be interested in finding . the cultural value and traditional belief of the markets they intend to serve.
3. Marketers should be persistently observant on the dynamics associated with the cultural disposition to know the strategy to adopt in taking advantage of the marketing.

4. The Nigerian manufacturing sector should produce products with cultural appeals to encourage the patronage of made-in Nigeria products that would effectively compete with foreign made products.

Practical implication of findings

The research results provide an in-depth knowledge on factors responsible for consumer buying behaviour as necessary foundation for any successful marketing programme in Nigeria.

Contributions to knowledge

This study contributes substantially to existing knowledge (literature and society) by generating empirically reliable evidence that demonstrate the cultural attributes (cultural value, cultural norm and traditional belief) effect on consumption of consumer products in Cross River State, Nigeria. Moreso, companies and marketers can now persistently observe the dynamics associated with the cultural disposition so as to know the strategy to adopt in taking advantage of the marketing environment.

Limitations

A study of this nature should ordinarily cover more local governments in the state and even beyond Cross River State. As a future research direction, the study could be extended to the entire country for proper generalization of findings on impact of culture on the consumption of goods and services. This study focused on cultural values, cultural norms and traditional beliefs. The above-mentioned cultural attributes may not only be factors that influenced consumption of consumer products in Calabar, Cross River State.

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