# Socio-Cultural Factors and Brand Patronage of TECNO Products in Uyo Metropolis, Akwa Ibom State

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**ABSTRACT**
This study examined the influence of socio-cultural factors on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State. Socio-cultural factors were measured in terms of peer group influence, social norms and customs and family affiliations. The Vygotsky's socio-cultural theory was adopted as the underpinning theory for the study. Cross sectional survey research method was adopted for the study. A structure questionnaire was used to obtain primary data for the study with a sample data of 294 respondents. Simple sampling technique was employed in selecting the respondents. Data were analysed using simple linear regression analysis, while the hypotheses were tested with the help of Statistical Package for Social Sciences (SPSS) Version 25. Findings from the study revealed that peer group influence, social norms and customs and family affiliations all had significant positive influence on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State. The study concluded that there is a significant influence of socio-cultural factors on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State. It was recommended that TECNO companies should conduct research on the influence of peer group influence on brand patronage of their products in Uyo metropolis, Akwa Ibom state. Also, TECNO companies should take into consideration normative values, shared beliefs as well as customs of the people when producing their products.
***Keywords****: Socio-cultural factors, Peer group influence, Social norms and customs, Family affiliation, Brand patronage and TECNO.*

## 1. INTRODUCTION

Consumer markets are social as well as economic environments. Consumers' purchasing decisions may be influenced by advice from family members and peers, shared social expectations, cultural values, and the symbolic meanings associated with products and brands (Kotler et al., 2022; OpenStax, 2023).

Erikav,(2026) stated that consumers' patronage is the tendency of consumers to repeatedly purchase or support a particular brand or product due to their positive perceptions, satisfaction, or trust developed over time. Researches on consumer behaviour have shown amongst others that brand attributes such as prestige, reliability, and reputation play significant roles in influencing consumers' purchase decision.

According to Awah et al., (2024), TECNO is a smartphone brand marketed in Nigeria and competes in a price-sensitive market where buyers compare device features, perceived value, reliability, service access and recommendations. Research on smartphone patronage in Akwa Ibom has identified brand benefits and reputation as relevant considerations.

This study therefore, seek to investigate the influence of socio-cultural factors: peer group influence, social norms and customs, and family affiliation on brand patronage of TECNO products in Uyo metropolis of Akwa Ibom State.

**Statement of the Problem**

Smartphone users face many competing brands and models. Promotional messages may highlight camera quality, battery capacity, storage, design, price and warranty, but consumers also receive informal information from friends, colleagues, classmates, relatives and community members.

In Uyo metropolis of Akwa Ibom State, buying decisions happen within different households, friendship networks, workplaces, educational settings, religious and community associations, and cultural contexts. However, while TECNO products enjoy a prestigious brand image, the extent which actually influence social-cultural factors influence patronage particularly among users in Uyo metropolis, of Akwa Ibom State, has not been given much attention.

Many studies have been carried out on consumers' patronage of smartphones but most of these studies did not focus on users of TECNO products in Uyo metropolis of Akwa Ibom State. This study intends to fill the gap that has been created in understanding how social-cultural factors of peer group influence, social norms and customs, and family affiliation affect users' decisions and patronage of TECNO products in Uyo metropolis of Akwa Ibom State (Erikav, 2026).

**Objectives of the Study**

The overall objective of the study was to examine the influence of socio-cultural factors on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

The specific objectives are to:

i. determine the influence of peer group influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

ii. examine the influence of social norms and customs on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

iii. assess the influence of family affiliation on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

**Research Hypotheses**

The following null hypotheses were formulated and tested in the study:

**$H0_1$:** Peer group influence has no significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

**$H0_2$:** Social norms and customs have no significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

**$H0_3$:** Family affiliation has no significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

## 2. LITERATURE REVIEW

### Conceptual framework

This model was constructed to show the relationship between the independent variables of socio-cultural factors (peer group influence, social norms and customs, and family affiliation) and the dependent variable (brand patronage).

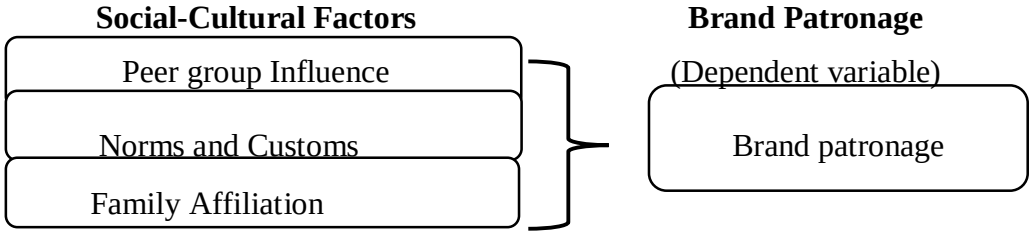



**Fig 2.1**: **The Conceptual model of Social-cultural factors and Brand Patronage**

**Source**: Researcher's Compilation (2026)

### Concept of Socio-Cultural Factors

According to Gbadamosi, (2024); Kotler et al., (2022), socio-cultural factors refer to the social relationships, shared values, beliefs, expectations, customs and group affiliations that may affect individuals' attitudes and behaviour. These factors include reference groups, family, social class, culture, subculture, social roles, customs and word-of-mouth communication. These influences help explain how consumers develop preferences, evaluate products and choose brands within their social environments.

Socio-cultural factors are measured through three specific variables namely peer group influence, social norms and customs, and family affiliation in this study. Peer group influence refers to the perceived effect of friends, colleagues, classmates and other groups with whom consumers share age, interests or social experiences. Such groups may influence consumers' product evaluations and brand choices through recommendations, shared experiences and the desire to associate with particular groups (Otterbring ,2021).

### Peer Group Influence

A peer group refers to a collection of individuals with whom a consumer shares social relationships, comparable experiences or common interests. Such groups may include friends, colleagues, classmates and members of social or professional associations. Peer groups can influence consumers' product evaluations and purchasing decisions by providing information, recommendations and examples of other people's brand choices (Mishra & Maity, 2021; Otterbring, 2021).

Smartphones are visible consumer products whose features and brands can be observed and discussed in everyday social interactions. Consumers may compare camera quality, battery performance, design, operating systems and general user experiences before choosing a device. Information obtained from friends and other consumers can serve as a foundation for evaluating competing brands (Awah et al., 2024).

**Social Norms and Customs**

Jia et al (2023) affirmed that social norms are shared expectations about how members of a group or society should behave, while customs are laid down practices that are passed on and maintained within a community. These influences may affect the products people consider acceptable, the brands they prefer to use and the purchasing decisions they make. Jia et al. (2023) also found that social norms influenced consumers' intentions to purchase domestic products, partly through consumer ethnocentrism and evaluations of domestic products.

These may be reflected in expectations concerning the type of phone a person should use, the perceived suitability of particular brands for different social occasions, or shared beliefs about which brands offer acceptable quality and value. For example, a consumer may favour a particular brand because its use is common within the consumer's community or because members of a valued social group regard it positively (Jia et al. 2023)

**Family Affiliation**

Family affiliation refers to the relationships, shared experiences and sense of belonging that connect an individual to members of a household or wider family network. In consumer behaviour, family members can act as sources of information, advice, financial support and influence during purchasing decisions (Mishra & Maity, 2021).

Family influence as affirmed by Fang and Liu (2023) is not always direct or uniform. An adult consumer may value relatives' advice but retain the final decision. A household may share financial burdens without sharing brand preferences.

**Brand Patronage**

Brand patronage can be understood in terms of consumers' choices and purchasing responses towards a brand, which may be affected by brand awareness, brand image and other factors that shape consumer choices. Udo et al. (2024) found that brand awareness and brand image significantly affect customer patronage.

Uford (2021) also found that customer-based brand equity significantly influenced brand preference and repurchase intention in the Nigerian banking industry. These findings give the foundation for evaluating brand patronage through consumers' brand choices, purchasing behaviour and intentions to repurchase.

**Socio-Cultural Factors and Brand Patronage**

Socio-cultural factors may influence brand patronage through information sharing, social learning and group expectations. Friends and peers can recommend brands and share product experiences, helping consumers evaluate alternatives and reduce uncertainty when choosing smartphones (Otterbring 2021; Mishra & Maity, 2021).

Social norms and customs shape consumers' perceptions of acceptable or popular brands, while family affiliation influences brand choices through recommendations, shared experiences and household purchasing decisions. These relationships provide a basis for examining how peer influence, social norms and family affiliation relate to TECNO brand patronage in Uyo metropolis (Jia et al., 2023; Mishra & Maity, 2021).

## Theoretical Framework

### Lev Vygotsky's Sociocultural Theory

Lev Vygotsky's Sociocultural Theory was developed in the early 1930s. The theory holds that human thinking and behaviour are shaped by social interaction, cultural values, language and shared experiences. It traces that individuals learn and develop through interactions with other people and the social environment in which they live (Vygotsky, 1978).

The theory is relevant to the present study because consumers do not always make brand choices independently of their social environment. Friends, colleagues and family members may influence consumers' knowledge, perceptions and preferences through recommendations, shared experiences and established social practices.

## Empirical Review

Jamal, Islam and Barua (2016) analysed factors that affect green purchase behaviour in Bangladesh. Four factors were measured on consumer purchase behaviour namely attitude, local environmental awareness, peer influence and knowledge. Findings revealed that peer influence had the strongest impact on consumer purchase behaviour.

Erikav (2026) studied brand management and consumers' patronage of iPhone among users in tertiary institutions in Cross River State, Nigeria. Survey research design was adopted for the study with 384 respondents using multi-Stage sampling technique. Factors such as brand awareness, social norms and brand image, brand experience, continuous innovation, product design, social influence, self-expression and hedonism. significantly influence consumers' patronage of the iPhone brand.

Bravo, Fraj and Martinez (2017) analyse the role played by the family on consumer-based brand equity. An empirical study was conducted in young adults (18-35) with structural equations model. Results reveal that positive brand information provided by the family has effects on the formation of brand awareness-associations and perceived quality, and this may lead in turn, to brand patronage.

Awah et al. (2024) investigated brand associations and smartphone patronage in Akwa Ibom State. Using a survey and 384 respondents, with 369 usable questionnaires, they tested brand benefits and brand reputation and reported significant effects on smartphone patronage.

Ukeme et al. (2024) studied brand image and patronage of UNIUYO table water in Uyo metropolis. Their findings linked brand-image dimensions to patronage. The product category differs from smartphones, but the study reinforces the relevance of brand-related behaviour in the local market.

Previous studies differ in the socio-cultural factors, product categories and geographical areas examined. This study addresses this gap by examining the relationship between peer group influence, social norms and customs, family affiliation, and TECNO brand patronage in Uyo metropolis, Akwa Ibom State.

## 3. RESEARCH METHODOLOGY

### Research Design

The cross-sectional survey research method was adopted as a research design for the study. According to Akpan, et al (2022), this method also allows researchers to study people, and the entire situation directly.

**Population of the Study**

The target population of this study comprised adult residents, workers, students, traders and other groups in Uyo metropolis, Akwa Ibom State, who are users of Techno products.

**Sample Size Determination**

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 which was put at 294 TECNO Users.

**Sampling Technique:**

The simple random sampling technique which is a non- probability sampling design was used to collect data from these 294 respondents. This sampling procedure is the basic sampling technique where the researcher selects a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample.

**Methods of Data Collection**

Structured questionnaire were used to collect data. It was divided into two parts A and B. Part A focused on respondents' demographics data aimed at identifying respondents and their characteristics. While part B focused on the independent and dependent variables of the study. Thus, statements that measured these variables were made and the respondents given options to choose from an adjusted five point Likert rating scale.

**Reliability of the Instrument**

The research instrument was subjected to Cronbach Alpha reliability to test the level of reliability of the research instrument. The result was substantially high enough to justify the use of the research instrument as shown below.

**Table: 3.1: Cronbach Alpha Pre-test Result**

| S/N | Variables | No of Items | Coefficient |
|---|---|---|---|
| 1 | Peer group influence | 5 | 0.634 |
| 2 | Norms and customs | 5 | 0.577 |
| 3 | Family affiliation | 5 | 0.599 |
| 4 | Brand patronage | 5 | 0.501 |

**Source: The Researcher's Computation (2026).**

The resulting Cronbach coefficients for each item were 0.5 above, showing the reliability, or internal consistency, of the tested items**.**

**Method of Data Analysis**

The statistical methods adopted for data analysis based on the nature of data collected was multiple regression analysis which was used for testing the hypotheses to determine the relationship that exists between the identified variables. The data were analysed with the help of a statistical tool using Statistical Package for Social Sciences (SPSS, Version 23).

## 4. DATA PRESENTATION AND ANALYSIS

This section reveals the analysis of data collected from 294 respondents, who were adult residents, workers, students, traders and other groups in Uyo metropolis, Akwa Ibom State

using of TECNO products. The essence was to ascertain the influence of socio-cultural factors of peer group influence, social norms and culture, and family affiliation on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State, using multiple regression analysis to test the hypotheses.

**$H0_1$: Peer group influence has no significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State**.

**Table 4.1:** Summary of simple linear regression model showing the influence of peer group influence on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State.

| | **B1** | **SE** | **B2** | **t-value** | **Significant (2- tailed)** |
|---|---|---|---|---|---|
| Constant | 3.632 | 0.168 | | 21.56 | 0.000 |
| Peer group influence | 0.129 | 0.044 | 2.92 | 2.634 | 0.000 |
| Dependent variable: Brand patronage | | | | | |
| R = | 0.334 | | | | |
| $R^2$ = | 0.335 | | | | |
| Adjusted R Square = | 0.290 | | | | |
| Std. Error of Estimate | 1.24991 | | | | |
| F- Statistics | 32.031 | | | | |
| Probability (Significance p-value= | 0.000 | | | | |

Significant at 5% (P< 0.05). B1= Unstandardized beta, B2= standard beta, SE= standard error.

**Source:** Researcher's Computation (2026)

**From table 4.1,** the summary table reveals that regression coefficient R-value is (0.334) which shows a positive relationship existing between peer group influence and brand patronage. The R-square (0.335) is the coefficient of determination. This means that 33.5 percent of the changes on brand patronage can be explained from peer group influence. The constant value is 3.632 shows that keeping peer group influence constant, brand patronage will be at 3.632. The coefficient of peer group influence was 0.129 which implies that a unit change in peer group influence will lead to 12.9 increase in brand patronage. The regression analysis table establishes the significance of the regression model from which F-ratio value (32.031) reveals statistically significant at 0.000 because it is less than 0.05 level of significance. Since the probability value (that is p-v 0.000<0.05). We reject the null hypothesis and accept that there is statistically significant influence of peer group influence on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State.

**$H0_2$: Social norms and customs has no significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State**.

**Table 4.2:** Summary of simple linear regression model showing the influence of social norms and customs on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State.

| | **B1** | **SE** | **B2** | **t-value** | **Significant (2- tailed)** |
|---|---|---|---|---|---|
| Constant | 3.583 | 0.179 | | 20.06 | 0.000 |
| Norms and customs | 0.147 | 0.047 | 2.82 | 3.121 | 0.000 |

| | |
|---|---|
| Dependent variable: Brand patronage | |
| R = | 0.038 |
| $R^2$ = | 0.037 |
| Adjusted R Square = | 0.024 |
| Std. Error of Estimate | 1.13881 |
| F- Statistics | 9.743 |
| Probability (Significance p-value= | 0.000 |

Significant at 5% (P< 0.05). B1= Unstandardized beta, B2= standard beta, SE= standard error.

**Source:** Researcher's Computation (2026)

**From table 4.2,** the summary table reveals that regression coefficient R-value is (0.038) which shows a positive relationship existing between social norms and culture and brand patronage. The R-square (0.037) is the coefficient of determination. This means that 3.7 percent of the changes on brand patronage can be explained from social norms and culture. The constant value is 3.583 shows that keeping social norms and culture constant, brand patronage will be at 3.583. The coefficient of social norms and culture was 0.1465 which implies that a unit change in social norms and culture will lead to 1.46 increase in brand patronage. The regression analysis table establishes the significance of the regression model from which F-ratio value (9.743) reveals statistically significant at 0.000 because it is less than 0.05 level of significance. Since the probability value (that is p-v 0.000<0.05). We reject the null hypothesis and accept that there is statistically significant influence of social norms and culture on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State.

**$H0_3$: Family affiliation has no significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State**.

**Table 4.3:** Summary of simple linear regression model showing the influence of family affiliation on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State.

| | **B1** | **SE** | **B2** | **t-value** | **Significant (2- tailed)** |
|---|---|---|---|---|---|
| Constant | 3.723 | 0.163 | | 22.88 | 0.000 |
| Family affiliation | 0.101 | 0.427 | 2.72 | 2.381 | 0.000 |
| Dependent variable: Brand patronage | | | | | |
| R = | 0.023 | | | | |
| $R^2$ = | 0.022 | | | | |
| Adjusted R Square = | 0.014 | | | | |
| Std. Error of Estimate | 1.12881 | | | | |
| F- Statistics | 5.6728 | | | | |
| Probability (Significance p-value= | 0.000 | | | | |

Significant at 5% (P< 0.05). B1= Unstandardized beta, B2= standard beta, SE= standard error.

**Source:** Researcher's Computation (2026)

From table 4.3, the summary table reveals that regression coefficient R-value is (0.023) which shows a positive relationship existing between family affiliation and brand patronage. The R-square (0.022) is the coefficient of determination. This means that 0.2 percent of the variation on brand patronage can be explained from family affiliation. The constant value is

3.723 shows that keeping family affiliation constant, brand patronage will be at 3.723. The coefficient of family affiliation was 0.102 which implies that a unit change in family affiliation will lead to 1.02 increase in brand patronage. The regression analysis table establishes the significance of the regression model from which F-ratio value (5.672) reveals statistically significant at 0.000 because it is less than 0.05 level of significance. Since the probability value (that is p-v 0.000<0.05). We reject the null hypothesis and accept that there is statistically significant influence of family affiliation on brand patronage of TECNO products in Uyo Metropolis, Akwa Ibom State.

**Discussion of Findings**

Findings of the study revealed a significant influence on the three constructs of socio-cultural factors (peer group influence, social norms and customs, and family affiliation) and brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State. However, the result of the first hypothesis shows that the calculated probability (Sig.) of 0.000 in table 4.1 was less than the p-value of 0.05, we concluded that there is a significant influence of peer group influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State This finding is consistent with the findings of Jamal et al., (2016) who revealed that peer influence strongest predictor in understanding green purchase behaviour eco-friendly products in Bangladeshi.

The result of the second hypothesis indicates that the calculated probability (Sig.) of 0.000 in table 4.2 was less than the p-value of 0.05, which states that there is a significant influence of social norms and customs on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State This result is also in line with that of Erikav (2026) who found out that social norms significantly influence consumers' patronage of the iPhone brand.

The third hypothesis reveals that the calculated probability (Sig.) of 0.000 in table 4.3 was less than the p-value of 0.05, which shows that there is a significant influence of family affiliation on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State This result is in line with the work of Bravo et al., (2017) who found that positive brand information provided by the family has effects on the formation of brand awareness-associations and perceived quality, and this may lead in turn, to brand patronage.

## 5. CONCLUDING REMARKS

**Summary of Findings**

Based on the objectives of the study earlier formulated, the following were the major findins of this study:

i. There is a significant influence of peer group influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom state.
ii. There is a significant influence of social norms and customs on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.
iii. There is a significant influence of family affiliations on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State.

**Conclusion**

This study investigated the influence of socio-cultural factors on brand patronage of TECNO products in Uyo metropolis. It was found that peer group influence, social norms and culture, and family affiliations all have positive and significant influence on brand patronage of TECNO products in Uyo metropolis, Akwa Ibom State. Based on the findings,

**Recommendations**

i. TECNO should conduct research on the influence of peer group influence on brand patronage of their products in Uyo metropolis, Akwa Ibom state.

ii. Normative values, shared beliefs as well as social norms and customs should be taken into consideration when producing TECNO brands in Uyo metropolis, Akwa Ibom state.

iii. TECNO company should study family affiliations and nuclear families before introducing a product in Uyo metropolis, Akwa Ibom State.

**Contributions of the Study to Knowledge**

Firstly, the research improves on knowledge by emphasizing the relevance of socio-cultural factors on the patronage of TECNO products, thus explaining the need for TECNO products to consider culture and sub-cultural values in their marketing strategies.

Secondly, the research adds to knowledge by discovering the role of peer group influence, social norms and family affiliations in persuading consumers to purchase products. Previous research noted the use of language, religion and other subcultural proxies in communicating, connecting, and integrating consumers with brands, this research notes the importance of culture in persuading consumers to buy.

Thirdly, the research discovers that brands can exploit gaps in existing cultures, norms, and values and create a unique personality that resonates with the particular society. This creates strong acceptability of the company amongst consumers.

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