



Sociological Marketing Factors and Consumer Buying Behaviour of Departmental Stores in South-South, Nigeria

EDEME, Nelson Chidi

Department of Marketing and Entrepreneurship,
Faculty of Management Sciences,
Delta State University Abraka, Nigeria
nelvas14@yahoo.com

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Abstract

This study focused on sociological marketing factors and consumer buying behaviour of Departmental Stores in South-South, Nigeria. The specific objectives were to; determine the effect of social product, Social price and social promotion on consumer buying behaviour of Departmental Stores in South-South Nigeria. Several literatures were reviewed and cited in this study for better understanding. This study adopted cross sectional survey research design method: The data collected from the respondents through the use of closed ended questionnaire were presented and analyzed using simple descriptive statistics such as frequency distribution tables, percentages and arithmetic mean score. The mean cut-off point of 2.50 bench mark was adopted to determine acceptance and rejection of each item in the questionnaire. The hypotheses were tested with t-test statistical techniques. The findings revealed that, there is a significance relationship between sociological marketing factors and consumer buying behaviour of Department stores in South-South, Nigeria. It was concluded that to compete in the highly competitive business environment, managers of Departmental Stores need to concentrate their e-marketing approach by enhancing customer's trust to stimulate the buying behaviour of customers. The study recommended that, it is pertinent for managers to understand changing consumer needs, wants, and motivations and thereby devise the most appropriate mix for his market. Then, to the marketer the dynamic nature of consumer behavior implies rapid product development, changing communications, and distribution strategies in order to be more effective. While some outcomes may be significant to marketing practice the overall goal of such research endeavor is to achieve better understanding of consumer behaviour

Key Words: *Sociological Marketing, Consumer Buying Behaviour, Social Product, Social Price, Social Promotion and Departmental Stores*

Introduction

The Nigerian retail industry has developed significantly over the years, changing gradually from traditional to more modern systems; such that from buying and selling at open air markets in both urban and rural areas, Nigerians are increasingly patronizing convenience stores, supermarkets and online shops (Philips Consulting Limited, 2024). Since the introduction of the concept of social class into the marketing literature, it has been an interesting aspect of study for marketing scholars and practitioners (Mihic & Culina, 2022). The decision consumers make with respect to acquisition of products is of special interest, especially as it relates to the social class category to which a person belongs. It is very important to note that social class as a context is rooted both in an individual's substance of social life such as wealth, education, work and also individuals'

material resources as well as perceptions of rank in relation to others in society, with a proportionate influence on behaviour (Kraus, Piff, & Mendoza-Denton, 2022).

Sociological marketing cannot be successful if it ends when it develops a product that has the right target audience and with the notion of selling at the appropriate price (Global Research Society, 2021). The products must be distributed to the right place where the target audience can locate them with ease through the right channel and at the appropriate time. Social place is critical since it impacts the organization's sales turnover and profit margins. An organization can lose its competitive advantage and customers due to delayed delivery. The effectiveness of an organization depends greatly on the management of its distribution strategy effectiveness to move its final products to the final

users because a product, no matter how good it may be if it did not leave the factory, is of no benefit to both the producer and the consumers. For this reason, the adoption of supply chain management to cut costs, increase market share and sales, and establish solid customer relations are increasing rapidly (Ferguson, 2020).

The core purpose of this study is to study the impact of different sociological marketing factors on consumer buying behaviour. Hence, the Research on sociological marketing factors is certainly vital to recognize the most influencing tools to compete with its competitors. The purpose of research is to study closely the fondness of customers on a variety of sociological marketing factors. With the help of this information, the marketer and retailers could well plan their resources to get the highest profit. This research aims to examine the partiality of consumer on different sociological marketing factors, marketers and retailers will be able to be conscious of the consumer buying behaviour, so that they can make use of the right and the most successful sociological marketing factors to catch the attention of the customer.

Statement of the Problem

During the previous few decades, doing business has been highly competitive globally including departmental stores in Nigeria; the customers have a great deal of diverse selections and options to decide on. Customers play an important role as they are the ones who are directly involved in the final buying of products or services. Majority of customers today are more informed, more knowledgeable, more demanding, more perceptive than ever before. In Nigerian retail sector, for example, companies thus have forced to find their consumer's needs and wants by learning and understanding their consumer behaviour in order to make them buy so as to earn revenue and to survive in the market. As a result, the understanding of consumer behaviour is vital to succeed in the business. The better the company understand the consumer's behaviour, the more sales it can generate. In contrast, vague understanding of consumer habit makes the company hardly compete with other rivals and this occurrence might force company to withdraw from the market.

The consumer buying process reveals a series of stages that individuals undergo as they make purchase decisions. From the very first stage of identifying a problem i.e. an existing need, to the point of evaluating alternatives, psychological influences are evident; however, the stage where customers initiate a purchase action captures the consumer's actual behaviour, which is definitely a function of the preceding phases. Consumer's behaviour which involves how they acquire products reveals very striking differences with respect to shopping styles and purchase patterns

existing among different consumer categories. The existence of sociological marketing factors raises issues as to whether all consumers shop alike in reality. In actual fact, different shopping styles exist; and consumer decision making is not only concerned about product and brand features but also on other criteria such as choice of departmental outlets in South-South Nigeria.

The truism of this opinion is what this study is set out to investigate. It is therefore, based on this premise that this study seeks to investigate critically into sociological marketing factors and consumer buying behaviour of departmental stores in South-South Nigeria. Specifically, with the existence of different shopping options available to the present Nigerian consumers such as online shopping, instore shopping (departmental stores, multiple chain stores, convenience stores), open-air markets, roadside kiosks and shops; this study seeks to critically examine the various shopping styles, organizations and patterns among different consumer categories in a bid to discover the influence of sociological peculiarities on their choices

Objectives of the Study

The focus of this study is to examine the effect of sociological marketing factors on consumer buying behaviour of departmental stores in South-South Nigeria. The specific objectives are to:

- i. determine the effect of social product on consumer buying behaviour of departmental stores in South-South Nigeria
- ii. evaluate the impact of social price on consumer buying behaviour of departmental stores in South-South Nigeria
- iii. examine the effect of social promotion on consumer buying behaviour of departmental stores in South-South Nigeria

Review of Related Literature

Social Marketing Factors

The societal marketing concept emerged in the 1970s and has since overlapped with the marketing philosophy. The concept assumes that there is a conflict between consumer short-term wants and society's long-run interest and that organizations should focus on a practice that ensures long run consumer and societal welfare. Kotler and Armstrong (2010) consider the societal marketing orientation to be the best business philosophy for organizations. They said that community marketing: "represents a new concept and an attempt to align business goals with sometimes conflicting goals of society". They conclude: the organization's task is to determine the needs, wants and interest of target markets and to deliver the desired satisfactions more effectively and efficiently than

competitors in a way that preserves or enhances the consumer's and society's well-being". It is understandable why this concept did not emerge until around the 1970s.

The appropriateness of societal marketing philosophy is deduced from the fact that it supports the socially responsible behaviour of the organization. It thus challenges the earlier assertion that "the social responsibility of business is to make a profit". Organizations will still need to adopt this business philosophy to be able to deal with the cultural and regulatory aspects of the business environment. This means adoption of the societal marketing philosophy generates some factors of market orientation that foster business performance. The societal marketing concept is considered a separate business philosophy; however, the concept could be better looked at as complimentary. It should be complementary business thinking to the adoption of other business philosophies, particularly, the marketing philosophy (Andrianova & Yeletskikh, 2022). Thus, whether a business is production, product, selling, or marketing oriented, the interest of the society must still be given its rightful place because society is a key stakeholder in every business. Multiple studies have found that social marketing approaches can effectively change social norms and behaviour.

Social Product

It is essential to have a clear description of the product in a social marketing campaign, at the core, actual, and augmented levels. A core product comprises the benefits that the target audience will experience or expect in exchange for performing the targeted behaviour, or that will be highlighted in a social marketing campaign (e.g., healthier life and the reduction in the risk of becoming obese or overweight). An actual product is the desired behaviour, often embodied by its major features and described in specific terms (such as healthy foods or beverages available at vending machines). An augmented product refers to any additional tangible objects and/or services that will be included in the offer and promoted to the target market. An augmented product helps perform the targeted behaviour or increase its appeal (e.g., information on healthy products available in vending machines) (Gordon, 2022). The most important aspect of the marketing mix is the offer or the product. Social marketers seek to influence the behaviour (actual product) of a specific priority population or target audience by offering them a bundle of benefits (core product) while minimizing associated costs—the personal or monetary things that must be exchanged or given up in pursuit of the desired behaviour. It is critical to understand the consumer's wants, desires, aspirations, and needs and not merely their behaviours, attitudes, and knowledge (SheauTing, Mohammed &

Weng-Wai, 2023). To have a viable product, people must first perceive that they have a genuine problem and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perceptions of the problem and the product and to determine how important they feel it is to take action against the problem.

Social Price

Social price sums up the costs that the target audience will "pay" for adopting the desired behaviour that leads to the promised benefits. These costs could be monetary in the real sense, such as those for tangible goods and services. Most of the time, however, social marketers sell behaviours that require something else in exchange: time, effort, energy, psychological costs, and/or physical discomfort. A sensible price strategy is aimed at minimizing these costs by maximizing incentives (monetary and nonmonetary alike) to reward desired behaviours (again, monetary or nonmonetary) or to discourage competing, undesirable behaviours (Hamza, 2024).

Social Price refers to what the consumer must do to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval (Kotler et al., 2021). If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, the chances of trial and adoption of the product are much greater. The price in social marketing campaigns usually involves inconvenience, risk, or lifestyle changes. To make the change more desirable, it is important to minimize the price that the target audience expects to pay. In a campaign to promote better nutrition, the price might be the expectation that the adopter must give up his favorite foods. Minimizing this price by teaching moderation rather than complete abstinence decreases the price and increases the chances of participation in change. Social marketers must balance these considerations, and often end up charging at least a nominal fee to increase perceptions of quality and to confer a sense of dignity to the transaction. These perceptions of costs and benefits can be determined through research and used in positioning the product (Menegaki, 2022).

Social Promotion

Social promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling, and entertainment vehicles. The focus is on creating and sustaining demand for the product. Research is crucial to determine the most effective and efficient vehicles to reach the target

audience and increase demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories (Sheau-Ting et al., 2023). Information on product benefits and features, fair price, and easy accessibility need effective and efficient communications to bring to the target audience and inspire action. A promotion strategy is needed to maximize the success of the communications. The development of these communications is a process that begins with the determination of key messages, continues with the selection of messengers and communication formats and channels, moves on to the creation of communication elements, and ends up with the implementation of those communications. The determination of key messages needs to be aligned with marketing objectives because they determine what a social marketing campaign wants its target audience to know, to believe, and to do. Information on barriers, benefits, competitors, and influencers will help shape message choices. Messengers are those who deliver the messages. Credibility, expertise, and likability are some key considerations for selecting messengers. Messages are delivered through various communication channels (including media channels), such as advertising (including PSA), public relations, events, sponsorships, and personal selling, and word of mouth. As far as media channels are concerned, they can be online or offline, or both. Online media range from an e-mail, Web sites, and “smart” mobile phones to blogs, podcasts, and tweets, but by no means are limited to these options. Offline media include newspapers, magazines, radio, and television, as well as direct mail, billboards, transit (e.g., buses, taxes, and subways), and kiosks (Kotler et al., 2016). Because different communication channels have different characteristics, it could be more effective and efficient to have a good idea of the media budget and media options that a social marketing campaign could have before communication elements are created. Creative elements translate the content of intended, desired messages into specific communication elements, which include copy, graphic images, and typeface for traditional print media, and interactive features and audio and/or video streams for online media (Gordon, 2022).

Consumer Buying Behaviour

Consumer buying behaviour is the study of individuals and organizations and how they select and use products and services. It is mainly concerned with psychology, motivations, and behaviour. The study of consumer behaviour includes: how consumers think and feel about different alternatives (brands, products, services, and retailers), how consumers reason and select between different alternatives, the behaviour of

consumers while researching and shopping, how consumer behaviour is influenced by their environment (peers, culture, media), and how marketing campaigns can be adapted and improved to more effectively influence the consumer (Mothersbaugh & Hawkins, 2021). Consumer buying behaviour is the study of consumption. It aims to have a better understanding of consumer actions and processes used in their purchase decisions, as well as the usage of products and services and how they are disposed of. Exploring how the consumer's emotions, attitudes, and preferences affect buying behaviour, consumer behaviour draws upon ideas from several fields including psychology, sociology, anthropology, biology, marketing, and economics. Consumer behaviour plays an important role in marketing management. It provides information to the marketer based on which the marketer can design its marketing mix strategies and modify them in the future as per the situation. For the marketer, it is important to know how consumers will react to the marketing program to serve them effectively (Kotler & Armstrong, 2018). Modern marketing philosophies include identifying consumers' needs and satisfying them more effectively than the competitors. Thus modern marketing needs to understand consumer behaviour. The key to the company's survival, profitability, and growth in a highly competitive marketing environment is its ability to identify and satisfy consumers' unfulfilled needs better and sooner than the competitors. Thus, consumer behaviour helps in achieving marketing goals (Kim & Tang, 2020).

Theoretical Framework

This study is anchored on theory of reasoned action. The theory of reasoned action might have explained the influence of socio-economic factors on consumer behavior towards buying goods, a few other theories have taken a different perspective and opinion about different factors that could influence consumer behavior at a given period. The theory of buyer behavior according to Engel Kellet Blackwell believed that consumers' decisions to buy goods are based on some processes that work in four phases. The four phases according to the theory are the input, the processing information, decision stage and the variables stage. The theory argues that consumer behavior is influenced by the frequent marketing promotions that catch the consumer's attention at a given time such as online advertisements, billboards advertisement among others. Abraham Maslow's hierarchy of needs through motivation-need theory opined that consumers' behavior is fashioned after the need to satisfy and fulfil certain prioritized needs in their lives. The theory believes that an individual consumer will want to fulfil its physiological needs, ensuring more safety, love, esteem and the self-

actualization needs. In explaining the influence of socio-economic factors on consumer behavior toward purchasing products at a given period, the theory of reasoned action is relevant in these ways. The theory is helpful in explaining the processes that ensued when a consumer is faced with a challenge of making decision about a product. The theory also unveils the possibility of rationalization consumers pass through in their decision making producers, manufacturers, and marketers can always apply the theory in knowing the quantity of goods to be produced or promoted at a given time and the category of people.

Empirical Review

Imouokhome (2025), examined distribution strategies and consumer satisfaction in manufacturing firms; A Study of Unilorin Bakery. The study's objective is to determine the effect of selective distribution on customer satisfaction among students towards the University of Ilorin Bakery. The study used a survey research design. The study covered the students of the University of Ilorin, Ilorin, Kwara State; the population for the study was 49,153. Taro Yamane's method of determining sample size was used to arrive at 396 sample size. Simple linear regression was used in testing the hypotheses at a 0.05 significant level. The study's results show that selective distribution has a significant impact on customer satisfaction among students towards the University of Ilorin Bakery, with a significant level of 0.001, which is less than 0.05 alpha values. The study concluded that distribution strategies have a significant effect on customer satisfaction among students towards Unilorin Bakery. Therefore, the study recommended that Unilorin Bakery concentrate its efforts on brand promotion through a selective distribution strategy since it allows customers to make more informed purchasing decisions that can result in higher satisfaction with their choices and ultimately bring about customer satisfaction.

Suraj (2025), offered insights to both researchers and policymakers to address major societal issues through the lens of social marketing and consumer behavior research from the Web of Science relevant empirical evidence that may aid in planning interventions in the future. The publication, leveraging bibliometric analysis using R-Biblioshiny, examines research design parameters, techniques to gather data, means of analysis, visualization, and interpretation frameworks. Using Bradford and Lotka's laws as well as intellectual, social, and conceptual structure analyses, the study illustrates the significance of the previous literature in sharing impactful research. Results suggest that social marketing and consumer behavior research, which was originally developed in the USA, has gained traction internationally through increasing levels of collaboration and citation activity. Features covering

wellness, ecology, accident prevention, and community development show how the industry has the potential to address some important issues for society. This study identifies leading authors, publications, and gaps in the literature providing a roadmap for academics and practitioners alike on the direction of future research and policies, thus enhancing the understanding and use of social marketing and consumer behaviour.

Nwiginaka and Ofori (2024), examined the relationship between selective distribution strategy and customer satisfaction of soft drinks distributors in Rivers State. The objectives of the study were to determine the extent to which selective distribution strategy relate with customer satisfaction of soft drinks distributors in Rivers State. The study adopted cross-sectional research design. The population of the study was twenty (20) soft drink distributors in Rivers State as obtained from Nigeria Directory (2023). The researcher adopted a census study because of the small size of the study population, hence, there was no need for sampling. However, 3 managers were drawn from each of the twenty (20) soft drink distributors that constituted the study population. In all, sixty (60) managers constituted the respondents for the study. Data were collected through semi-structured questionnaire that was designed in the Likert 5-point scale of very low extent to very high extent. Data were analyzed using descriptive statistics of mean, standard deviation frequency distribution, and bar chart. Inferential statistics of Pearson Product Moment Correlation (PPMC) was used to test the six hypotheses. Similarly, multiple regression analysis was used in testing the combined effect of all dimensions on each measure of criterion variable and aided with the aid of the Statistical Package for Social Sciences (SPSS version 23.0). From the data analysis, it was revealed that, a selective distribution strategy has positive and significantly relationship with customer satisfaction of soft drink distributors in Rivers State. Based on these findings, the study concluded that there is a significant and positive relationship between selective distribution strategy and customer satisfaction. This result corroborated the findings of previous studies. Therefore, recommend that soft drinks distributors in Rivers State should stay tuned to selective distribution strategy in order to embrace cost efficient and high the levels of satisfaction.

Methodology

The study adopted a cross sectional research approach to establish effect of sociological marketing factors on consumer buying behaviour among departmental stores in South-South, Nigeria. The population of the study cut across selected Departmental Stores operating across various cities in South-South Nigeria. It encompassed a broad spectrum of SMEs, spanning

diverse industries, including retail, services, and manufacturing. From the population of one hundred and twenty seven (127) members and a workable sample of ninety six (96) members is derived using the sample size determination formula cited in Taro Yamani's book (1993). The adoption of stratified random sampling technique involved the selected departmental stores with relevant experience and insights into the impact of sociological marketing factors on consumer buying behaviour. The data using a five point Liker Scaled questionnaire closed ended was preferred because it had a high response rate and only be required to be distributed to respondents to

complete and thus requires less time to be administered, offers the possibility of anonymity and data collected is first hand. To test the quality of the research instrument test-retest system was utilized with a coefficient above 0.7. The data collected from the respondents was presented and analyzed using simple descriptive statistics such as frequency distribution tables, percentages and arithmetic mean score. The mean cut-off point of 2.50 bench mark was adopted to determine acceptance and rejection of each item in the questionnaire. The hypotheses were tested with t-test statistical techniques.

Results and Discussion

Analysis of Respondents Profile

Table 1: Demographic Characteristics of the Respondents as (N=75)

| S/N | Options | Variable | Frequency | Percentage (%) |
|-----|---------------------------|---------------|-----------|----------------|
| 1 | Gender | Male | 41 | 58.6 |
| | | Female | 34 | 41.4 |
| | | | 75 | 100 |
| 2 | Age | 20-30 | 23 | 32.8 |
| | | 31-40 | 39 | 48.5 |
| | | 41 and above | 13 | 18.5 |
| | | | 75 | 100 |
| 3 | Marital Status | Single | 33 | 40 |
| | | Married | 42 | 60 |
| | | | 75 | 100 |
| 4 | Educational Qualification | WAEC/NECO/GCE | 9 | 12.9 |
| | | OND | 28 | 40 |
| | | HND/B.Sc. | 21 | 22.8 |
| | | M.Sc./MBA | 10 | 14.2 |
| | | Others | 7 | 10 |
| | | | 75 | 100 |

Source: Analysis of field survey, 2025.

From table 1, the gender distribution of respondents indicated that 58.6% (41) of the respondents were male while 41.4% (29) were female. The male respondents are therefore more represented in the sample. From the table above, showing the age distribution of respondents, it was observed that 32.8(23) of respondents were within 20-30 years, 48.5(34) were between 31-40 years and 18.5%(13) respondents were above 41 years. Thus, age bracket of less than 31-40 years are more represented in the sample. From the

table above showed the marital status of respondents. A total 40%(28) respondents were single, while 60&(42) respondents were married. From the table above showing the educational qualification of the respondents, it was observed that 12.9%(9) respondents have had WAEC/NECO/GCE qualifications, 40%(28) respondents has OND qualifications, 22.8%(16) respondents has HND/B.Sc. qualifications, 14.2%(10) respondents has M.Sc./M,BA qualifications, and 10%(7) respondents had other qualifications

Analyses of Research Data

Table 2: Social Product and Consumer Buying Behaviour

Mean (x) and Standard Deviation Responses to Social Product

| S/No. | Item | Mean (x) — | SD | Remark |
|-------|--|------------|------|----------|
| 1 | The Products and Services Offered meets the various needs of the customers | 3.04 | 1.10 | Accepted |
| 2 | The benefits offered by the company matches customers' desires | 2.81 | 0.87 | Accepted |

| | | | | |
|---------------------------------------|--|------|------|----------|
| 3 | The company delivers the articulated value as promoted | 3.80 | 0.52 | Accepted |
| 4 | We delivered promises consider the customer experiences | 3.77 | 0.53 | Accepted |
| 5 | The company communication makes customers aware about the new products | 3.68 | 0.71 | Accepted |
| Grand Mean (x) and Standard Deviation | | | 3.42 | 0.74 |

Source: Field Work 2025.

From Table 2, all the items have means (x) between 2.81 to 3.80 and a Standard Deviation of within 0.52 to 1.10. They were accepted because their means (x) were above the bench mark value of 2.50. Based on the result in Table 4.2, the grand means (x) response

regarding in which social product and consumer buying behaviour of selected departmental stores in South-South Nigeria is 3.42 with a Standard Deviation of 0.74. From the analysis, it was shown that the majority of the respondents agreed to items social product.

Table 3: Social Price and Consumer Buying Behaviour
Mean (x) and Standard Deviation on the Responses to social price

| S/No. | Item | Mean (x) | SD | Remark |
|---------------------------------------|---|----------|------|----------|
| 6 | Customers Compare the Prices in Several Stores before Purchasing a Product in the Mall | 3.57 | 0.79 | Accepted |
| 7 | Customers expect seasonal discounts as part of the annual retail calendar | 3.52 | 0.82 | Accepted |
| 8 | Retailers use a seasonal discount to lure customers to buy their products/ services | 3.35 | 0.96 | Accepted |
| 9 | High price discount shows consumers that they are receiving low-quality products or service | 3.32 | 0.99 | Accepted |
| 10 | When consumers see a discount, they worry about the product they want to buy | 3.04 | 1.10 | Accepted |
| Grand Mean (x) and Standard Deviation | | | 3.36 | 0.93 |

Source: Field Work 2025.

From Table 3, all the items have means (x) between 3.04 to 3.57 and a Standard deviation between 0.79 to 1.10. They were accepted because their means (x) were above the bench mark value of 2.50. Based on the result in Table 4.3, the grand means (x) response

regarding on social price influence consumer buying behaviour is 3.36 with a Standard Deviation of 0.93. From the analysis, it was shown that all the respondents agreed to the items on social price and consumer buying behaviour.

Table 4: Social Promotion and Consumer Buying Behaviour
Mean (x) and Standard Deviation on the Responses to Social Promotion

| S/No. | Item | Mean (x) | SD | Remark |
|---------------------------------------|---|----------|------|----------|
| 16 | Customers prefer promotional offerings that could be converted into monetary terms compared to freebies | 3.66 | 0.61 | Accepted |
| 17 | Sales promotion influences the purchase decision of consumers | 3.81 | 0.39 | Accepted |
| 18 | Promotional discounts may lead to increased traffic, but lower sales per transaction | 3.48 | 0.79 | Accepted |
| 19 | Consumers are more likely making purchase if I know that there is Buy and get one free+ | 3.56 | 0.80 | Accepted |
| 20 | Consumers are willing to switch brands if under the crown prize is offered by the competing brands. | 3.65 | 0.70 | Accepted |
| Grand Mean (x) and Standard Deviation | | | 3.63 | 0.65 |

Source: Field Work 2025.

From Table 4, all the items have means (x) between 3.48 to 3.81 and a Standard Deviation between 0.39 to 0.80. They were accepted because their means (x) were above the bench mark value 2.50. Based on the result in Table 4.5, the grand mean (x) response regarding the

How social promotion stimulates the consumer buying behaviour of consumers. Thus, 3.63 with a Standard Deviation of 0.65. From the analysis, it showed that most of the respondent agreed that social promotion stimulates the consumer buying behaviour.

Testing of Hypotheses

Hypotheses One

Ho₁: social product has no significant effect on consumer buying behaviour of departmental stores in South-South, Nigeria

Table 5: T-test Table Showing Significant effect between Social product and Consumer Buying Behaviour of Departmental Stores in South-South, Nigeria

| Items | N | Mean (x) | SD | DF | t _{cal} | t _{crit} | Level of significance | Decision |
|----------------|----|----------|------|----|------------------|-------------------|-----------------------|----------|
| Social Product | 53 | 3.80 | 1.10 | | 73 | 0.53 | 2.013 | 0.05 |
| | 22 | 2.81 | 0.52 | | | | | Accepted |

Table 7, t_{cal} (0.53) less than t_{crit} (2.013) at degree of freedom 73 and 0.05 level of significance. Therefore, the null hypothesis is rejected. This means that there is a significance relationship between social product and on consumer buying behaviour of departmental stores in South-South, Nigeria

Ho₂: social price has no significant effect on consumer buying behaviour of departmental stores in South-South, Nigeria.

Table 6: T-test Table Showing significant effect between social price and consumer buying behaviour of departmental stores in South-South, Nigeria

Hypothesis Two

| Items | N | Mean (x) | SD | DF | t _{cal} | t _{crit} | Level of significance | Decision |
|--------------|----|----------|------|----|------------------|-------------------|-----------------------|----------|
| Social Price | 53 | 3.57 | 1.10 | | 73 | 0.058 | 2.013 | 0.05 |
| | 22 | 3.04 | 0.79 | | | | | Accepted |

Table 6, shows t_{cal} (0.058) is less than t_{crit} (2.013) at degree of freedom 73 and 0.05 level of significance. This means that the null hypothesis is rejected meaning that there is a significance relationship between social price and on consumer buying behaviour of departmental stores in South-South, Nigeria

Ho₃: social promotion has no significant effect on consumer buying behaviour of departmental stores in South-South, Nigeria..

Table 7: T-test Table Showing Significant effect between Social Promotion and Consumer Buying Behaviour of Departmental Stores in South-South, Nigeria

Hypotheses Three

| Items | N | Mean (x) | SD | DF | t _{cal} | t _{crit} | Level of significance | Decision |
|------------------|----|----------|------|----|------------------|-------------------|-----------------------|----------|
| Social Promotion | 53 | 3.81 | 0.80 | | 73 | 0.52 | 2.013 | 0.05 |
| | 22 | 3.48 | 0.39 | | | | | Accepted |

Table 8, t_{cal} (0.52) less than t_{crit} (2.013) at degree of freedom 73 and 0.05 level of significance. Therefore, the null hypothesis is rejected. This means that there is a significant relationship between social promotion and on consumer buying behaviour of departmental stores in South-South, Nigeria

on the relevance of the marketing and societal marketing philosophies to contemporary practices, asserting that modern marketing prioritizes consumer needs and long-term societal welfare.

Discussion of Findings

Social Product and Customer Buying Behaviour

The finding in Research question 1 shows that majority of the respondents agreed that social product increase customer buying behaviour of selected departmental stores in South-South Nigeria. This is supported by Rotimi (2024), examined the link between consumer behavior and modern marketing by analyzing the evolution of marketing philosophies, including production, product, selling, marketing, and societal marketing philosophies. Where the study emphasized

Social Price and Customer Buying Behaviour

The finding in Research question 2 shows that majority of the respondents agreed that social price increase customer buying behaviour of selected departmental stores in South-South Nigeria. This is in line with Parag (2024) measured the impact of multiple pricing strategy on channel selection by consumers, to measure the satisfaction level of consumers while shopping on multiple channels at multiple prices and to measure influence of consumer shopping orientation on cross channel usage. Buyers are strongly influenced by product prices, with customer satisfaction serving as a moderating factor.

Social Promotion and Customer Buying Behaviour

The finding in Research question 4 shows that majority of the respondents agreed that the adoption of social promotion on customer buying behaviour of selected departmental stores in South-South Nigeria. This is supported by Oliha and Obiaka (2024), created a multifaceted advertising model that assesses the effect of informativeness, entertainment, irritability, and credibility on the valueness of social media advertising and how these factors influence consumers' buying intentions. It adopted a covariance-based structural equation modelling approach where primary data was collected by administering questionnaires to a sample study of 364 selected participants, who were university students, employees, and entrepreneurs. The data gathered were analyzed using confirmatory factor analysis and structural equation modelling method were used to examine the correlation between the identified predictors and purchase intention while validating the model constructed. The results established that a strong correlation exists between the perceived value of informativeness and credibility of social media advertising and customer buying intention. The findings, while frowning that advertisements with overly entertaining content may irritate potential buyers, posited that perceived value is critical in the conversion of advertising engagement into purchase habit. The study significantly highlighted that perceived value is the key mediator in the proposed model with a very strong correlation that impacts consumers' buying intention; that is, consumers who perceive value in the ads are far more likely to express their buying intention. The study recommended that advertisers should focus on making their social media ads more valuable to positively affect customer perceptions

Summary, Conclusion and Recommendations

Summary of Findings

This study focused on sociological marketing and consumer buying behaviour of departmental stores in South-South, Nigeria. Four research questions were formulated to guide the study. Several literatures were reviewed and cited in this study for better understanding. This study adopted cross sectional survey research design method research design. The data collected from the respondents was presented and analyzed using simple descriptive statistics such as frequency distribution tables, percentages and arithmetic mean score. The mean cut-off point of 2.50 bench mark was adopted to determine acceptance and rejection of each item in the questionnaire. The hypotheses were tested with t-test statistical techniques. The findings revealed that:

social product has significant effect on consumer buying behaviour of departmental stores in South-South Nigeria

social price has significant impact on consumer buying behaviour of departmental stores in South-South Nigeria

social promotion has significant effect on consumer buying behaviour of departmental stores in South-South Nigeria

Conclusion

The study of consumer buying behaviour is gate way to success in market. Also, understanding, analyzing and keeping track of consumer behavior is very critical for a marketing department to retain their position successfully in the market place.

Sociological marketing factors such as social product, social price, social place and social promotion seemingly influence consumer buying behaviour by determining when, how, what, and why to buy a particular product at a given time. These factors are also applicable to consumers in South-South Nigeria. Marketing may be a strategy in influencing a consumer to consume a product or brand, factors that socially and economically dictate the processes and actions are naturally in existence to guide and direct such an individual. This is true in many societies where people must consider their sociological marketing factors in determining their behavior toward consuming a product. Based on these findings the study concludes that every departmental and retail stores needs to be aware and implement those factors that brings about positive experiences while their sociological marketing factors used by them, so as to bring about a positive and desired influence on consumer buying behaviour.

Recommendations

These recommendations were based on the analyzed results and conclusions:

retail outlets and departmental stores should focus on delivering personalized experiences by tailoring their messages, products, and services based on consumer behavior insights and marketers need to remain flexible and responsive to changes in consumer behavior, adapting their strategies to new trends, technologies, and shifts in market demand.

it is pertinent for managers to understand changing consumer needs, wants, and motivations and thereby devise the most appropriate mix for his market. Then, to the marketer the dynamic nature of consumer behavior implies rapid product development, changing communications, and distribution strategies in order to be more effective. While some outcomes may be significant to marketing practice the overall goal

- of such research endeavor is to achieve better understanding of consumer behaviour
- iii. marketers should place in social services reasonably priced product as most of customers get attraction to such products as they are price-sensitive

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