

Value and Lifestyle Segmentation Strategies and Customer Patronage of Food and Beverage Firms in Rivers State

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Abstract

This study investigated the relationship between value and lifestyle segmentation strategies and customer patronage of food and beverage firms in Rivers State. Specifically, the objectives of the study were to determine the extent to which status-oriented consumers and principle-oriented consumers relate with sales volume growth and market share growth of food and beverage firms in Rivers State. The chosen population for this study was twenty-nine (29) registered food and beverage firms in Rivers State. The census approach was adopted to select respondents for the study. The study purposively selected two hundred and ninety (290) respondents, however only two hundred and forty (240) respondents provided information for the analysis of the data. Kendall' tab-u was used to test four hypotheses. From results of the analysis, it was revealed that status-oriented consumer and principle-oriented consumers which are the dimensions of VAL segmentation strategies positively and significantly relate with sales volume growth and market share growth (measures of customer patronage) of food and beverage firms in Rivers State. Based on these findings, it was concluded that there are number of ways in which a market can be segmented. An organization will need to use the right strategy that is best for its products or services. Often, the best choice arises from using various strategies. The perception of cultural differences in today's global market could be the key for any organization's success. Therefore, the study recommended that Marketers should use value and lifestyle segmentation strategy to reach target audience by being careful at their status and principles.

Keywords: Value and lifestyle segmentation, Customer Patronage, Status, Principle & Market.

Introduction

Understanding the relationship between consumer values, lifestyle segmentation, and patronage behaviors is crucial for businesses operating in the food and beverage industry. As consumer behavior continues to evolve, particularly influenced by socio-economic factors and cultural dynamics, exploring these dimensions becomes pivotal for firms seeking competitive advantage (Lee *et al*, 2021).

Consumer values, defined as "enduring beliefs about preferable modes of conduct or end-states of existence" (Schwartz, 2012), play a significant role in shaping consumption patterns. In the context of the food and beverage industry, values such as health consciousness, environmental sustainability, and convenience are increasingly influencing consumer choices (Chrysochou *et al*, 2020). These values are often intertwined with consumers' lifestyles, which encompass their habits, preferences, and social identities (Szmigin *et al*, 2012). Lifestyle segmentation categorizes consumers based on shared characteristics such as activities, interests, and opinions (AIOs), providing deeper insights into their consumption behaviors (Moschis, 2012).

Rivers State, located in southern Nigeria, presents a unique socio-cultural landscape where traditional values coexist with modern influences. This diversity offers a rich context to explore how consumer segments within the state perceive and interact with food and beverage firms. Understanding these dynamics is essential for firms aiming to tailor their marketing strategies

effectively (Eze *et al.*, 2020). By aligning products and services with the values and lifestyles of target segments, firms can enhance customer satisfaction and loyalty (Homburg *et al.*, 2012).

The patronage of food and beverage firms reflects consumers' responses to marketing stimuli and their perceived value propositions. Factors influencing patronage include product quality, price sensitivity, service delivery, and brand reputation (Kotler & Keller, 2020). In Rivers State, the patronage behavior of consumers may vary significantly across different demographic and psychographic segments, necessitating a nuanced understanding of these dynamics (Ogundele & Akanbi, 2019). This study seeks to uncover such variations and provide actionable insights for firms operating in this competitive market.

This study seeks to address several critical gaps in the current literature concerning the relationship between consumer values, lifestyle segmentation, and patronage behaviors within the food and beverage industry in Rivers State, Nigeria. Despite the growing body of research on consumer behavior and market segmentation globally, there remains a scarcity of studies focusing specifically on emerging markets like Rivers State, where socio-cultural dynamics significantly influence consumer preferences and purchasing decisions (Lee *et al.*, 2021). Furthermore, while studies in developed economies have explored the impact of values and lifestyles on consumer behavior, there is a dearth of recent empirical research that specifically examines these factors within the context of the rapidly evolving Nigerian market (Chrysochou *et al.*, 2020).

The research aims to analyze how value and lifestyle segmentation strategies relates with customer patronage of food and beverage firms in Rivers State. By addressing these research gaps, the study intends to provide actionable insights for firms operating in Rivers State, enabling them to tailor their marketing strategies effectively and enhance their competitive positioning in the dynamic food and beverage market.

Conceptual Framework

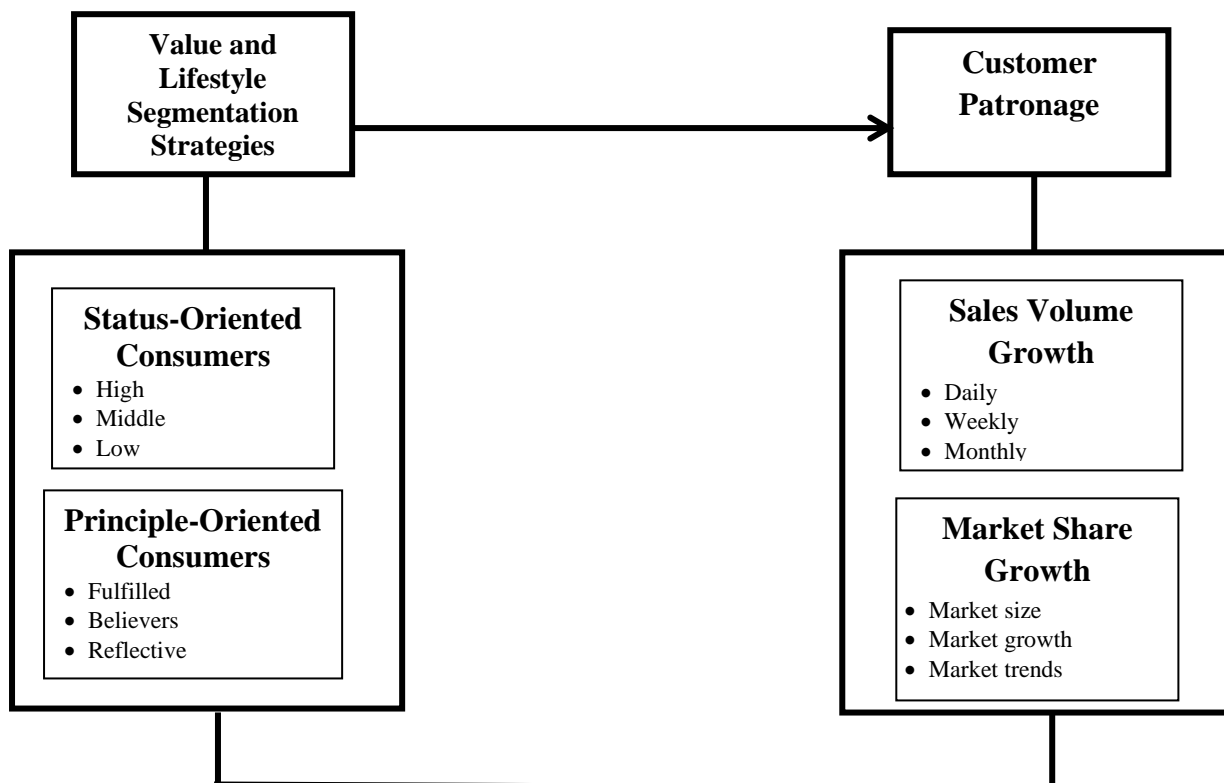


Figure 1. The conceptual framework showing the predictor variable and its dimensions, criterion variable and its measures.

Source: Ogundele & Akanbi (2019)

Research Questions

This study was guided by the following research questions:

- i. To what extent does status-oriented consumers relate to sales volume growth of food and beverage firms in Rivers State?
- ii. To what extent does status-oriented consumers relate to market share growth of food and beverage firms in Rivers State?
- iii. To what extent does principle-oriented consumers relate to sales volume growth of food and beverage firms in Rivers State?
- iv. To what extent does principle-oriented consumers relate to market share growth of food and beverage firms in Rivers State?

Research Hypotheses

The following null hypotheses were tested using 0.05 level of significance as a threshold:

H₀₁: There is no significant relationship between status-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

H₀₂: There is no significant relationship between status-oriented consumers and market share growth of food and beverage firms in Rivers State.

H₀₃: There is no significant relationship between principle-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

H₀₄: There is no significant relationship between principle-oriented consumers and market share growth of food and beverage firms in Rivers State.

Review of Related Literatures

Concept of Value and Lifestyle Segmentation

Value and lifestyle segmentation are crucial concepts in consumer behavior analysis, helping businesses understand and target specific groups of consumers based on shared values, attitudes, and behaviors. Consumer values refer to enduring beliefs about what is important in life, influencing their preferences and decision-making processes (Schwartz, 2012). These values can include environmental sustainability, health consciousness, convenience, and social responsibility, among others. Understanding these values allows businesses to align their products, services, and marketing strategies with consumer preferences, thereby enhancing customer satisfaction and loyalty (Chrysochou *et al.*, 2020).

Lifestyle segmentation complements value segmentation by categorizing consumers based on their activities, interests, and opinions (AIOs), which collectively define their lifestyle patterns (Moschis, 2012). Lifestyles encompass how individuals spend their time and money, their hobbies, social interactions, and overall consumption habits. For instance, consumers with an active lifestyle may prefer convenience-oriented food and beverage options that fit their on-the-go routines, while environmentally conscious consumers may seek out sustainable and ethically sourced products (Szmigin *et al.*, 2012).

Recent studies underscore the importance of integrating both value and lifestyle segmentation strategies to gain deeper insights into consumer behavior. For example, research has shown that consumers increasingly prioritize brands and products that align with their personal values and lifestyles, driving purchasing decisions and brand loyalty (Homburg *et al.*, 2012). This approach not only enhances customer engagement but also enables businesses to differentiate themselves in competitive markets by offering tailored solutions that resonate with specific consumer segments. As consumer preferences continue to evolve, adopting a nuanced understanding of value and lifestyle segmentation becomes essential for businesses aiming to sustain growth and relevance in today's dynamic marketplace (Lee *et al.*, 2021).

Dimensions of VALS Segmentation Strategies

Status-Oriented Consumers

Status-oriented consumers are individuals who place significant emphasis on the symbolic meaning and social status associated with their purchases. This consumer segment values products and brands that signal wealth, success, and social standing (Kastanakis & Balabanis, 2012). These consumers often seek out luxury goods, exclusive experiences, and prestigious brands as a means of expressing their status and distinguishing themselves within their social circles (Han *et al.*, 2010). For example, purchasing a luxury car or wearing designer clothing can serve as visible markers of status, influencing how these consumers are perceived by others and how they perceive themselves.

Recent research highlights the nuanced motivations and behaviors of status-oriented consumers in contemporary markets. Studies indicate that while traditional luxury markets catered to affluent elites, there is a growing segment of aspirational consumers who desire status symbols but may not belong to the highest income brackets (Dubois & Paternault, 1995). This phenomenon has led to the democratization of luxury, with brands adapting their strategies to appeal to a broader range of consumers seeking to enhance their social status through consumption. Understanding the mindset and preferences of status-oriented consumers is crucial for brands aiming to effectively target this lucrative segment and cultivate brand loyalty through perceived exclusivity and prestige (Hennigs *et al.*, 2016).

Principle-Oriented Consumers

Principle-oriented consumers are characterized by their strong adherence to ethical principles and values when making purchasing decisions. These consumers prioritize factors such as sustainability, environmental responsibility, fair trade practices, and social justice in their consumption choices (Sheth *et al.*, 2011). They actively seek out products and brands that align with their ethical beliefs, aiming to contribute positively to society and minimize negative impacts on the environment and communities. Principle-oriented consumers are often motivated by a sense of responsibility and a desire to support companies that demonstrate ethical behavior throughout their supply chains (Auger *et al.*, 2013).

Recent research underscores the increasing significance of principle-oriented consumers in influencing market trends and business strategies. Studies have shown that a growing number of consumers globally are placing greater importance on ethical considerations when purchasing goods and services (Peattie, 2010). This shift in consumer behavior has prompted businesses to adopt sustainable practices, enhance transparency, and engage in corporate social responsibility initiatives to appeal to this conscientious consumer segment (Kim & Choi, 2017). Understanding the values and preferences of principle-oriented consumers is therefore crucial for companies seeking to build trust, loyalty, and competitive advantage in today's socially conscious marketplace

Customer Patronage

Customer patronage refers to the behaviors and decisions consumers make regarding their repeated purchasing from a particular business or brand. It encompasses the loyalty and commitment consumers exhibit towards a company's products or services over time (Kotler & Keller, 2020). Patronage behavior is influenced by various factors including product quality, price competitiveness, customer service experience, brand reputation, and perceived value (Kotler & Keller, 2020). Recent studies emphasize the dynamic nature of patronage, highlighting how consumer preferences and expectations evolve in response to changing market conditions and competitive offerings (Zhang *et al.*, 2021).

Understanding customer patronage is essential for businesses aiming to cultivate long-term relationships with their consumer base. Research indicates that loyal customers not only generate repeat business but also serve as advocates who positively influence others' purchasing decisions through word-of-mouth and online reviews (Ngobo, 2018). Therefore, businesses strategically invest in customer relationship management (CRM) strategies and personalized marketing approaches to enhance patronage and foster customer loyalty in competitive markets (Ngobo, 2018).

Recent trends in consumer behavior, influenced by digital transformation and increased connectivity, have also reshaped the dynamics of customer patronage. The advent of e-commerce platforms and social media has provided consumers with more choices and access to information, enabling them to compare offerings and make informed decisions. Consequently, businesses must adapt their strategies to effectively engage with customers across multiple channels, deliver personalized experiences, and build trust to secure sustained patronage (Homburg *et al.*, 2021).

Measures of Customer Patronage

There are various ways of determining customers patronage of products or services. Basically, they include;

Sales Volume Growth

Sales volume growth is a critical metric that reflects the increase in the quantity of goods or services sold by a business within a given period. It serves as a key indicator of market demand, business expansion, and overall financial health. Recent studies underscore the multifaceted drivers behind sales volume growth, emphasizing factors such as strategic marketing efforts, product innovation, operational efficiencies, and customer relationship management (Kotler & Keller, 2020). These elements collectively contribute to expanding market share and enhancing revenue generation for businesses across various industries.

In today's dynamic business environment, digital transformation plays a pivotal role in driving sales volume growth. Recent research highlights the impact of e-commerce platforms, digital marketing strategies, and data analytics in optimizing sales performance (Chaffey & Ellis-Chadwick, 2019). By leveraging advanced technologies such as artificial intelligence (AI) and machine learning, businesses can gain deeper insights into consumer behavior, personalize customer experiences, and improve targeting accuracy, thereby boosting sales volumes (Li & Zhang, 2021). Moreover, the integration of omnichannel strategies enables companies to seamlessly connect with customers across multiple touchpoints, enhancing convenience and accessibility, which are critical factors in stimulating sales growth in competitive markets.

Furthermore, global economic trends and consumer behavior shifts also influence sales volume growth trajectories. Recent studies highlight the impact of socio-economic factors, market

dynamics, and changing consumer preferences on purchasing decisions (Lee *et al.*, 2022). Businesses must adapt their strategies to align with evolving consumer expectations, such as sustainability concerns and ethical considerations, which increasingly influence purchase decisions and brand loyalty (Auger *et al.*, 2013). By addressing these trends proactively and innovatively, businesses can capitalize on growth opportunities and sustain competitive advantage in the marketplace.

Market Share Growth

Market share growth refers to the increase in the portion or percentage of total sales or revenue that a company captures within its industry or market segment over time. It is a critical metric for assessing a company's competitive position and performance relative to its peers. Recent studies highlight various strategies and factors that contribute to market share growth. Effective market segmentation and targeting enable businesses to identify and prioritize high-potential customer segments, tailoring their products, services, and marketing efforts to meet specific consumer needs (Kotler & Keller, 2020). By focusing on segments where they can deliver superior value and differentiation, companies can expand their market share.

Innovative product development and differentiation strategies also play a crucial role in driving market share growth. Recent research emphasizes the importance of continuous innovation in product offerings, technological advancements, and customer experience enhancements (Chaffey & Ellis-Chadwick, 2019). Companies that introduce unique features, superior quality, or disruptive innovations often gain a competitive edge and attract a larger share of the market. Furthermore, effective pricing strategies that balance competitiveness with profitability can stimulate demand and facilitate market share expansion (Li & Zhang, 2021).

Market dynamics and competitive positioning are critical considerations in achieving sustainable market share growth. Recent trends indicate that businesses must navigate evolving consumer preferences, regulatory changes, and technological disruptions to maintain and enhance their market position (Lee *et al.*, 2022). Strategic alliances, mergers, and acquisitions also present opportunities for companies to consolidate market share and expand into new markets or geographic regions (Auger *et al.*, 2013). By adopting a proactive approach to market analysis, strategic planning, and execution, businesses can effectively drive market share growth and achieve long-term success in competitive industries

Theoretical Framework

This paper is anchored on the expectation confirmation theory.

Expectation Confirmation Theory

Expectation Confirmation Theory (ECT) posits that customer satisfaction and subsequent patronage behavior are influenced by the alignment between consumers' pre-purchase expectations and their actual post-purchase experiences (Oliver, 1980). According to ECT, when consumers perceive that a product or service meets or exceeds their expectations, they are more likely to be satisfied and exhibit repeat patronage behaviors. Conversely, if their expectations are not met, dissatisfaction may ensue, leading to reduced patronage or even negative word-of-mouth. Recent research has continued to validate ECT's relevance in understanding consumer behavior, emphasizing the importance of managing and aligning customer expectations to foster loyalty and satisfaction (Cheung & To, 2017).

In the context of the study on value and lifestyle segmentation and customer patronage in Rivers State, ECT provides a theoretical framework to examine how consumers' values and lifestyles shape their expectations and subsequent satisfaction with food and beverage firms.

For instance, consumers who prioritize health-conscious lifestyles may expect products that emphasize nutritional benefits and organic ingredients. If a firm successfully meets these expectations through its offerings, it is likely to reinforce customer satisfaction and loyalty within this segment (Szmigin *et al.*, 2012). Conversely, failing to align with these expectations could lead to dissatisfaction and diminished patronage. Thus, integrating ECT into the study allows for a nuanced exploration of how value and lifestyle segmentation influence consumer expectations, satisfaction levels, and ultimately, patronage behaviors in a diverse market like Rivers State.

Empirical Review

Maina (2015) carried out a study on the impact of market segmentation on the sales volume of a company's product or service using survey as its design. Findings from the study revealed that once products or services were tailored to suit various types of consumer segments, then requirements would be met; thus satisfaction, therefore increasing the level of demand of that product or service.

Bayer (2020) examined impacts of customer segmentation on the telecommunications industry. The study employed four segmentation schemes, namely: customer value segmentation, customer behaviour segmentation, customer life cycle segmentation and customer migration segmentation. Findings of the study reveal that advanced use of segmentation strategy allows each customer to be part of a micro-segment which allows for precise targeting, with knowledge of what the retention and value drivers are for each customer. The end result was higher retention and growth, with the parallel benefit of enhanced business planning and retention targets may be assigned to each segment.

Also, Aheleroff (2018) examined customer segmentation for a mobile telecommunications company based on service usage behaviour. The study discussed how to cluster mobile customers by billing systems and call details records, and analyse their customer behaviours. The study reveals that customer life cycle segmentation effectively captured the subscribers into four loyal groups.

In the same vein, Daudi (2019) on the marketing strategy based on customer behaviour and marketing segmentation on telecoms in Tanzania examined marketing segmentation in telecommunications companies such as VODACOM, AIRTEL, TIGO, TTC and ZANTEL. Findings from the cross-sectional study revealed the possibility of explaining customers' buying behaviour and satisfaction through the market segment, attitudes towards telecoms companies and services provided by the companies.

Kasadha (2018) in his study titled *Market Segmentation and Customer Service at Orange Telecom-Uganda* employed the cross-sectional research design and collected primary data using self-administered questionnaire. Kasadha drew on four main dimensions of market segmentations; namely: geographic, demographic, psychographic and behavioural segmentations. Findings from the study revealed that Orange telecom has segmented its market according to population, age groups, gender, time, level of use, attitude though some respondents disagreed with the assertion that orange telecom segments its customers according to their level of income and earnings.

AtebohBriggs (2014) also carried out a study on *Market Segmentation and Customer Loyalty in Deposit Banks in Port Harcourt, Nigeria*. Survey research design approach was adopted for the study. Findings revealed that the application of marketing segmentation strategies is associated with the loyalty displayed by customers.

Research Methodology

A cross-sectional survey was selected for this study because it was easy to embark on with the result from the sample being extrapolated to the larger population. The study adopted the correlational survey design to determine the extent of the relationship between value and lifestyle segmentation strategy and customer patronage of food and beverage firms in Rivers State. The population of the study comprised of the twenty-nine (29) registered food and beverage firms in Rivers State. Since the population of the study which is twenty-nine (29) registered food and beverage firms in Rivers State, the study adopted a census approach. The census approach enabled the researcher to study the entire population with a focus on the managerial staff (production manager, business development manager, marketing manager, relationship manager and sales manager). To generate data for the study, the questionnaire was distributed in the frame of ten (10) copies per firm. A total of Two hundred and ninety (290) respondents were used as the study subjects. The primary data source was utilized for the study. At the primary level, the study employed the use of simple percentage, frequency tables, and other descriptive statistical tools to present the data that were generated, while the hypotheses were tested using the Kendall's tau_b with the help of SPSS (Statistical Package for Social Science).

Data Analysis

The study distributed 265 copies of the questionnaire produced, however only 240 respondents properly filled and returned their questionnaire, thus, only 240 responses were coded and used for the analysis of the study.

Table1: Age Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25 years	40	16.7	16.7	16.7
25-30 years	76	31.7	31.7	48.3
30-35 years	87	36.3	36.3	84.6
35 & above	37	15.4	15.4	100.0
Total	240	100.0	100.0	

Source: Field Survey, 2024.

Table 1 showed the age distribution of managers and employees of food and beverage firms in Rivers State that attended to the study questionnaire. As shown in the result, 40 respondents i.e. 16.7% of the respondents were between the ages of 20 and 25; 76 respondents (i.e. 31.7%) were between the ages of 25 and 30; 87 respondents i.e. 36.3% of the respondents were between the ages of 30 and 35; 37 respondents i.e. 15.4% of the respondents were between the ages of 36 and above. The analysis shows that most staff that responded to the questionnaire were between the ages of 30 and 35 years.

Table 2: Gender Distribution

		Gender		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Male	140	58.3	58.3	58.3
	Female	100	41.7	41.7	100.0
	Total	240	100.0	100.0	

Source: Field Survey, 2024.

Analysis of data in Table 2 shows that most respondents were male staff. It indicates that though, it was not intentional, the study was able to reach more male staff than females in the distribution of the research instrument.

Table3: Educational Qualification

		Educational Qualification		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	WAEC/SSCE	21	8.8	8.8	8.8
	B.Sc/HND/B.Tech	65	27.1	27.1	35.8
	Msc/PhD	104	43.3	43.3	79.2
	Others	50	20.8	20.8	100.0
	Total	240	100.0	100.0	

Source: Field Survey, 2024.

Table 3 revealed that 21 respondents (i.e. 8.8%) were S.S.C.E/W.A.E.C holders; 65 respondents (i.e. 27.1%) were B.SC/HND/B.TECH holders; 104 respondents (i.e. 43.3%) were holders of Masters/PHD degree; and 50 respondents (i.e. 20.8%) were holders of other degrees/certifications. This analysis indicates that most staff were holders of MSC/PHD degrees and the least responses were obtained from WAEC/SSCE holders.

Testing of Hypotheses

Research Question One: To what extent does status-oriented consumers relate to sales volume growth of food and beverage firms in Rivers State?

Hypothesis One: There is no significant relationship between status-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

Table 4: Kendall’s tau_b Tests Output relationship between status-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

Correlations

		Status-Oriented Consumers	Sales Volume Growth
Kendall's tau_b	Status-Oriented Consumers	1.000	.751**
			.000
		240	240
Kendall's tau_b	Sales Volume Growth	.751**	1.000
		.000	
		240	240

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field survey, 2024

From the result of the above table, the correlation coefficient ($r = 0.751$) between status-oriented consumers and sales volume growth of food and beverage firms in Rivers State is strong and positive. The coefficient of determination ($r^2 = 0.75$) indicates that 75% of change in sales volume growth can be explained through status-oriented consumers. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between status-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

Research Question Two: To what extent does status-oriented consumers relate to market share growth of food and beverage firms in Rivers State?

Hypothesis Two: There is no significant relationship between status-oriented consumers and market share growth of food and beverage firms in Rivers State.

Table 5: Kendall’s tau_b Tests Output on the relationship between status-oriented consumers and market share growth of food and beverage firms in Rivers State.

Correlations

		Status-Oriented Consumers	Market Share Growth
Kendall's tau_b	Status-Oriented Consumers	1.000	.786**
			.000
		240	240
Kendall's tau_b	Market Share Growth	.786**	1.000
		.000	
		240	240

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field survey, 2024

From the result of the above table, the correlation coefficient ($r = 0.786$) between status-oriented consumers and market share growth of food and beverage firms in Rivers State is strong and positive. The coefficient of determination ($r^2 = 0.79$) indicates that 79% of change in market share growth can be explained through status-oriented consumers. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between status-oriented consumers and market share growth of food and beverage firms in Rivers State.

Research Question Three: To what extent does principle-oriented consumers relate to sales volume growth of food and beverage firms in Rivers State?

Hypothesis Three: There is no significant relationship between principle-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

Table 6: Kendall's tau_b Tests Output on the relationship between principle-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

			Principle-Oriented Consumers	Sales Volume Growth
Kendall's tau_b	Principle-Oriented Consumers	Correlation Coefficient	1.000	.365**
		Sig. (2-tailed)	.	.000
		N	240	240
	Sales Volume Growth	Correlation Coefficient	.365**	1.000
		Sig. (2-tailed)	.000	.
		N	240	240

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field survey, 2024

From the result of the above table, the correlation coefficient ($r = 0.365$) between principle-oriented consumers and sales volume growth of food and beverage firms in Rivers State is weak and positive. The coefficient of determination ($r^2 = 0.365$) indicates that 36% of change in sales volume growth can be explained through principle-oriented consumers. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between principle-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

Research Question Four: To what extent does principle-oriented consumers relate to market share growth of food and beverage firms in Rivers State?

Hypothesis Four: There is no significant relationship between principle-oriented consumers and market share growth of food and beverage firms in Rivers State.

Table 7: Kendall’s tau_b Tests Output on the relationship between principle-oriented consumers and sales volume growth of food and beverage firms in Rivers State.

Correlations

		Principle-Oriented Consumers	Market Share Growth
Kendall's tau_b	Correlation Coefficient	1.000	.565**
	Principle-Oriented Consumers		
	Sig. (2-tailed)	.	.000
	N	240	240
	Correlation Coefficient	.565**	1.000
	Market Share Growth		
	Sig. (2-tailed)	.000	.
	N	240	240

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field survey, 2024

From the result of the above table, the correlation coefficient ($r = 0.565$) between principle-oriented consumers and market share growth of food and beverage firms in Rivers State is moderate and positive. The coefficient of determination ($r^2 = 0.565$) indicates that 356% of change in market share growth can be explained through principle-oriented consumers. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a relationship between principle-oriented consumers and market share growth of food and beverage firms in Rivers State.

Conclusion

There are number of ways in which a market can be segmented. An organization will need to use the right strategy that is best for its products or services. Often, the best choice arises from using various strategies. The perception of cultural differences in today’s global market could be the key for any organization’s success. As a result, organizations will need to shape their marketing strategies to their consumers’ buying habits. In discussing these areas, it can be concluded that the market segmentation can influence consumer buying habits by following the market segmentation process and thus help a company to design an appropriate marketing strategy. It is therefore pertinent for companies especially the food and beverage firms to consider the values and lifestyle of different consumer segments in order to make products that will tailor to their needs.

Recommendations

This study recommends the following based on its findings;

- i. That policy makers in trying to win, site and manage food and beverage firms, should consider psychographic variables especially values and lifestyles as this is a very important aspect of market segmentation.
- ii. Marketers should use value and lifestyle segmentation strategy to reach target audience by being careful at their status and principles.
- iii. There should be a good understanding of decisions within the family; consumer behaviour starts in the family unit hence it impacts the buying decision a lot; and family acts as an interpreter of social and cultural values for the individuals. Marketers through market research must understand the components of sociocultural issues.

- iv. It is important for marketing practitioners and business owners to be careful when segmenting their market because some products due to religious belief, are restricted in some regions and hence cannot be consumed in those regions.

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