



THE EFFECT OF SOCIO-CULTURAL VARIABLES ON CONSUMER PATRONAGE OF HONEYWELL PRODUCTS IN ILARO, OGUN STATE.

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ABSTRACT

The study examined the influence of socio-cultural variables on consumers' patronage of edible products from the stable of Honeywell Nig. Ltd in Ilaro, Ogun State. The objective of the study was basically to ascertain the significant impact of lifestyle, attitude and family size on consumer patronage of Honeywell edible products. The study adopted a descriptive research design owing to the fact that the researchers intend to compare consumers' attitudinal behaviors. The population of the study comprised of distributors and the entire customers of the company's products in Ilaro, Ogun State. Stratified random sampling technique was used through the administration of questionnaire to some selected households and personal interviews to selected distributors.(20 retailers cum distributors and 80 households (majorly lecturers, teachers and Dangote workers)to arrive at the sample for the study. Analysis was done using simple linear regression with the aid of Statistical Package for Social Sciences (SPSS v 20). With the P- value of the three hypotheses tested with a maximum 0.007 which is lower than α at 5% level of significance; it clearly showed that socio- cultural variables (lifestyle, attitude and family size) significantly influence consumer patronage of Honeywell edible products in the locality under review. Therefore, the study recommended that marketing managers should stimulate opinions of leadership in some key members of the family, take cognizance of people's culture and ensure that their products are of good quality so as to protect their goodwill and thereby attracting greater patronage.

Keywords: Lifestyle, Attitude, Family size, Consumer patronage and Edible Products.

INTRODUCTION

The phenomenon of globalization has changed the way people think, behave and do business. Therefore, to achieve successful outcomes in their marketing strategies, marketers should carefully analyze the intrinsic reasons that motivate consumers to respond positively to these marketing stimuli, and how they make choices. Although consumer decision-making style represents a relatively consistent pattern of cognitive and affective responses, national culture has been proved to impact significantly on individual values and attitudes (Hofstede, 1984), and to have a significant influence on consumer decision-making style (Leo, Bennet, & Hartel, 2005). Sustainable food consumption is an important aspect of sustainable development. When adopting a sustainable food lifestyle, consumers are confronted with complex choices which could make or mar their purchasing habits. As the socio-cultural challenges expand over the globe, eroding socio-cultural systems, the quest for its effects on consumers' buying habits becomes more pertinent. (Flora & Lin 2018) We acquire our worldviews or behavior as a people by learning through socialization and social interaction (Rosner 1995). Thus, our attitude personality are socially constructed and constantly reinforced by the culture of our society (Olsen, Lodwick, and Dunlap 1992), making them hard and slow to change and thereby influencing our buying habits. (Gladwin, Kennelly & Krause 1995; Rosner 1995; Meadows 2009)

Consumer patronage and Consumption have traditionally been taught in advertisement and economics, where the focus primarily is on how to *increase* consumption which may not happen unless consumers patronize a company's products. Within sociology, the topic of patronage and consumption have been explored mostly within areas of environmental sociology

and sociology of culture but have been ignored within mainstream sociology (Ritzer 2000, 2001) until very recently (in 2011, the American Sociological Association [ASA] approved the Section on Consumers and Consumption as an ASA section in formation). Although the issue has expanded somewhat into other areas, such as popular culture and sociology of food, historically, there has been limited sociological interest in understanding the nature and effects of consumption patterns, despite its obvious importance to the planet and its potential to enhance students' sociological imaginations. Culture and consumer patronage are transcending challenges for the 21st century that is stimulating research on multiple pathways required to deliver a more economically sustainable future. Lifestyle has emerged from the marketing and communications fields of research as a means by which the behaviour changes. (Lawrence, Friel, Wingrove, James & Candy 2015). It refers to a distinctive pattern of a person's social life that straddles notions of individual identity, on the one hand, and community/sociality, on the other, —embodying notions of choice and self-actualization alongside opportunities for collectivity and attachment. It is a broad based concept that incorporates everyday facets of individual lives, including their attitudes, opinions, values, feelings, intentions, habits and social contexts (Monteiro, Cannon, Moubarac, Martins, Martins, Garzillo, Canella, Baraldi, Barciotte, da Costa Louzada, et al 2015).

Interestingly, consumer behaviour theorists suggest that the consumption patterns of a society (food, fashion, personal grooming, gifting, etc.) are determined by its culture (Schiffman, Wisenbilt & Kumar, 2016). The members of any society or culture learn its shared beliefs, practices and core

values through a process known as enculturation. Kumar and Murthy (1996) exemplify how even well-known and established brands can fail in a market if they are pitched against the culture, as they get rejected by the masses. Thus, culture has been acknowledged in consumer behavior literature as amongst the important factors needed to be addressed by marketers to enter, compete and survive in any given market segment. Nowadays, the cultural inheritances of Nigerians are gradually eroding from observation; consumer attitude has geared towards the consumption continental dishes other than our locally inclined products like Pando yam. Consumers lifestyles, ranging from their jobs and exposure coupled with family size as a result of learning and other related issues contribute to the apathy in consumption of some certain edible consumer goods. This study tends to provide/consider some of those imminent problems and possible proper solution. This study takes special reference to edible products of Honeywell Nigeria Limited's like noodles, pasta, and floor with consideration to their patronage and consumption level among the dwellers of Ilaro in Ogun State, Nigeria.

LITERATURE REVIEW

Conceptual Framework

Culture is a ubiquitous concept and various sociologists, psychologists, anthropologists, political scientists, behavioural scientists and so on have all attempted to define culture. There are many documented definitions of culture. However, there is no agreement between researchers on which is the right definition (Lebrón, 2013). According to Kroeber and Kluckhohn (1952, cited by Adler, 1997): Culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive

achievements of human groups, including their embodiment in artefacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditional elements of future action. One of the often - quoted definitions of culture was put forth by Hofstede (1980) who defined culture as the collective programming of the mind which distinguishes the members of one group from another. Cultural influence has a significant impact on consumer patronage. Cultural influence, culture, subculture and social class are to be examined (Durmaz & Jablonsiki, 2012). Culture is the essential character of a society that distinguishes it from other cultural groups. The underlying elements of every culture are the values, language, myths, customs, rituals, laws and the artifacts or product that are transmitted from one generation to the next (Lamb, Itair & Daniel, 2011).

The concept of culture can be viewed as that which guides and directs human behavior in a given context. Kotler, Bowen and Makens (2010) view culture as the most basic determinant of a person wants and behavior. They outline the composition of culture to include values, perceptions, want and behaviours that a person learns consciously in a society. Tylor's definition of culture is that complex whole which include knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society.. The current research embraces Speiers, Gundala and Sing (2014) perception of cultural influences and consumer patronage which focuses on the effects of attitude, Lifestyle and family size on consumer patronage of Honeywell edible products.

Attitude

Attitudes, or people's overall evaluations of the objects in the environment, have garnered a tremendous amount of scholarly attention across the social sciences. The fields of sociology, political science, economics, anthropology, and social and political philosophy are just some of the many disciplines that have taken an interest in human likes and dislikes. For social psychologists, however, the attitudes have famously been referred to as 'the most distinctive and indispensable concept' in the field of social psychology (All Port, 2005) One of the reasons that attitudes are practically and theoretically important to social psychologists is because they have predictable and very powerful effects on behavior (GreenWald, 2008). However, determining which attitudes most accurately predict which behavior under what circumstances turned out to be a high complex enterprise, stimulating social psychological research for more than half a century. Rholes and Bailey, (2003); Zanna, Olson and Fazio (2009) revealed that some kinds of individuals are more likely than others to act on their attitudes in relations to their buying habits. In addition, some kinds of situations are more likely than others to promote attitude-congruent behaviors and patronage of consumers (Carver, 2005, Jamieson & Zanna, 2009)

Lifestyle

Lifestyle refers to a distinctive pattern of a person's social life that straddles notions of individual identity, on the one hand, and community/sociality, on the other, —embodying notions of choice and self-actualization alongside opportunities for collectivity and attachment. It is a broad based concept that incorporates everyday facets of individual lives, including their attitudes, opinions, values, feelings,

intentions, habits and social contexts (Evans & Jackson 2007). Socio-demographic variables, such as age, income, family size and lifecycle stage were found to limit any attitude or lifestyle variables. For example, although young mothers are quite environmentally conscious consumers, this consciousness may not go as far as replacing their car with public transport, since the car might be very important in the daily family organisation. Here, the fact that there is a small child in the household will have a greater effect on the likelihood of sustainable consumer behaviour than the environmental orientations of the mother (Gust 2004). Various lifestyle choices are known to be a promoter of physical health, including engaging in sports or moderate to rigorous physical activity (Fogelholm 2010). Evidence indicates that such lifestyle factors as singing and playing also have a positive effect on the psychological lifestyle of consumers. Paying less attention to depression as well as anxiety increases life satisfaction (Headey et al 2013). Lifestyle behaviours are modifiable and usually established during youth or young adulthood.

Family Size

The size of the family is a matter of great importance not only for the country as a whole but also for the welfare and health of the individual, the family and the community. The choice of family size in Nigeria has been influenced and supported by various social cultural factors and beliefs. Marriage is still contracted at very early age resulting to large family size and in extension greater consumption level though the paradigm is shifting nowadays. (Nigeria Population Commission, 2006) In industrialized countries, large family size and the resultant high birth rates accompanied rapid population growth during the industrial revolution are mainly because of improved public health. Moore (2007) opines that

the declining birth rate has resulted in smaller families in Nigeria. The further states that in 1990, for example, an average had 3.4 children. Today, the size is almost halved. However, this is not the case with semi urban areas like Ilaro, so the family size in this locality is higher than what is obtainable in the urban areas.

Consumer Patronage

It could mean the act of being a regular customer to a shop. In a highly competitive industry, such as fast moving commodity goods as we have a case study, satisfying the customers should be the primary focus of firms that wish to sustain patronage (Johns & Tyas, 2006; Kivela, Inbakaran, & Reece, 2009; Sulels & Hensley, 2004). This predicting and individual's behavior with respect to a given object, requires not only knowing his or her attitude toward the object, but knowing the strength of that attitude as well. If the attitude is strong, it will be highly predictive of the individual's behavior, but if the attitude is weak, it will provide little leverage for predicting behavior. Thus, attitude as indicated above could have a positive effect on consumer patronage. (Krosnick & Petty, 2005). Notably, religion of most people in this locality is predominantly Muslims whose culture and religion do not support birth control and as a result would have large family size. It is important to note that purchase action by a consumer entails psychological and socio cultural principles that has been developed to harness an understanding of consumers' needs so that products can developed, designed, and communicated in a rightful manner that can reflect the relevant and important needs of consumers. Consumer decision making is a process consisting of five stage that people go through when deciding on what product or services to buy or patronize a series of five

progressive stage namely: need recognition, information search, evaluation of alternatives, purchase decision, and post purchase processes (Grewal & Levy, 2010). These could be aroused through a consumer's lifestyle, attitude or the number of his family members.

THEORETICAL FRAMEWORK

Hofstede's Four Cultural Dimensions

Hofstede (1984) characterized national culture into four cultural dimensions: Power Distance Index [PDI], Uncertainty Avoidance Index [UAI], Individualism Index [IDV], and Masculinity Index [MAS]. Those dimensions have been used by many marketing researchers to compare countries in terms of culture (Dawar & Parker, 1994; Lynn *et al.*, 1993; Roth, 1995).

Power Distance Index [PDI]: Power distance is defined as the extent to which the less powerful person in a society accepts inequality in power and considers it as normal. Inequality exists within any culture, but the degree of it that is tolerated varies among cultures (Hofstede, 1984). Hierarchy or unequal power distribution among elements of a society is more common in large power distance cultures.

Uncertainty Avoidance Index [UAI]: This measures the degree of tolerance for uncertainty. Cultures with higher UAI are less tolerant of ambiguity and unexpected situations, therefore their societies are structured with stricter rules for social behavior, acting as planned in a very straightforward way.

Individualism [IDV]: This measures the degree to which individuals see themselves and make decisions based on 'I' rather than 'We' (Hofstede, 1991). In individualistic countries, individuals are mainly concerned about their own opinion, they value their personal time to spend on their personal activities, freedom to adjust their work schedule to better suit their lifestyle, and challenge in terms of achieving a personal goal.

Masculinity [MAS]: This measures the extent to which a culture has its social roles clearly distributed among its members. Masculine societies value more 'male characteristics' such as assertiveness, competitiveness, success, status.

Consumer Style Index [CSI]

Several studies on consumer decision process have concluded that consumers follow different styles or rules in making decisions when confronted with choices in the market (Dollinger & Danis, 1998), and suggested that external factors such as culture may influence the way consumers develop those styles. The most appropriate theory for this study is that of individualism which captures the freedom of a consumers to exercise his socio- cultural rights in buying decisions.

Empirical Framework

Yakup, (2014) examined the influence of cultural factors on consumer buying behaviour as application in Turkey. It stated that consumer behavior is influenced not only by consumer personalities and motivations, but also by the relationships within families. Family is a social group and it can be considered the cornerstone of consumers so it has a crucial place in the perception of marketing. Marketers are very

much interested in the study of family which changes and renews in course of time. It provides a tremendous advantage for marketers to know the family structure and its consumption characteristics (Durmaz and Zengin, 2011). In this study, the researchers investigate the effect of socio-cultural factors on consumer patronage of edible products in Ilaro, Ogun State Nigeria which has some form of similarity with the empirical evidence of Yakup. A survey was conducted on 1400 people from the different parts of Turkey. The information revealed that cultural factors influence consumer buying behavior. Akpan, (2016) examine the influence of cultural factors on consumer buying behaviour of pork in Nigeria. The study examined the impact of cultural factors and its effect on the purchase of pork in Nigeria. Data for the study were obtained through structured questionnaire administered by the researcher and some research assistants. A total of 82 questionnaires are administered out of which 70 are duly filled and returned. Findings revealed that cultural variables exert significant influences on the purchase and consumption of pork. The study also found that aside from the cultural factors, age and income also affect the quantity of pork purchased and consumed. Based on these findings the study concludes that cultural factors, age and income influence the quantity of pork purchased and consumed in Nigeria. The empirical evidence of Akpan is substantiated by this study as religion has a role to play in the formation of family size in Nigeria being a variable for this study.

Nyakweba, Justus and Bosire, (2015) examine the factors influencing consumer patronage for bar services by consumers in Kisii Town's Central Business District. The ever changing and competitive nature of bar services has led to flourishing

of some bars and closure of others that are unable to cope with the competition in Kisii town's CBD. The main objective of the study was to identify and analyze the factors that influence consumer patronage for a bar. This was a survey study of bars within the Kisii towns in Congo. The study revealed a person's family background and lifestyle could lead to constant patronage of the bar. This is related to this study owing to the fact that it studies behavior of edible product in a semi urban area like Ilaro, in Ogun State Nigeria.

METHODOLOGY

The study adopted a descriptive research design owing to the fact that the researchers intend to compare consumers' attitudinal behaviors. The population of the study comprised of distributors and the entire customers of the company's products in Ilaro, Ogun State. Stratified random sampling technique was used as the sample was distributed for different strata of the population to arrive at 100 respondents (20 retailers cum distributors and 80 households (majorly lecturers, teachers and Dangote workers). The justification of the sample size of 100 was derived from table calculation of population samples developed by Krejcie and Morgan as shown in the table below. The instrument was structured in two part parts of A and B, the Section A has questions on the demography of the respondents while the section B was prepared in a five point Likert Summation rating (5-Strongly Agree, 4-Agree, 3-Undecided, 2-Disagree, 1-Strongly Disagree). The respondents were reached through the administration of questionnaire to 80 selected households and personal interviews to 20 retailers and distributors within the vicinity. The demographics of the respondents were analyzed with aid of weighted average while the hypotheses

formulated were tested and analyzed using simple linear regression analysis with the aid of Statistical Package for Social Sciences (SPSS v 20).

Table 1. Table for Determining Sample Size from a Given Population

N	S
10	10
15	14
20	19
25	24
30	28
45	40
50	44
55	48
60	52
75	63
80	66
85	70
95	76
100	80
110	86
120	92
130	92
140	103

N= Population size.

S = Sample size.

PRESENTATION AND DISCUSSION OF RESULT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	36	36.0	36.0	36.0
	Female	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey May, 2019

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The table above shows that number of respondent which 36(36.0%) of the respondent were male, while 64(64.0%) were female. From the result it was observed that Female respondent have the highest percentage with 64(64.0%)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	36	36.0	36.0	36.0
	26-45	49	49.0	49.0	85.0
	46-55	14	14.0	14.0	99.0
	56 and above	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey May, 2019

From the table above, it shows that 36(36.0%) of the respondent were between the age bracket 18-25 years, 49(49.0%) of the respondent were between the age bracket 26-45 years, 14(14.0%) of the respondent were between the age bracket 46-55 years, while 1(1.0%) of the respondent were between the age bracket 56 above. From the result above, it was observed that majority of the respondent were between the age bracket 26-45years with 49(49.0%).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE/GCE/O level	48	48.0	48.0	48.0
	HND/BSc	48	48.0	48.0	96.0
	MSc/MBA	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey May, 2019

The table above shows that 48(48.0%) of the respondent were SSCE/GCE/O'LEVEL holder, 48(48.0%) of the respondent were HND/B.sc holder while 4(4.0%) respondent

were MSC/MBA holder. From the table above it was observe that majority of the respondents were SSCE/GCE/O' Level and HND/Bsc holder.

Linear Regression

Hypothesis One

Ho1 Attitude has no significant effect on consumer patronage of Honeywell edible products in Ilaro, Ogun State.

Decision Rule

Reject H_0 if P-value is less than ($<$) the significant level at $\alpha = 0.05$

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.981 ^a	.867	.514	2.725	1.343
a. Predictors: (Constant), AT					
b. Dependent Variable: CP					

This table provides the R and R² values. The R value represents the simple correlation and is 0.981 (the "R" Column), which indicates a positive degree of correlation. The R² value (the "R Square" column) indicates how much of the total variation in the dependent variable that can be explained by independent variable (AT). In this case, 51.4% can be explained, which is very large. The standard error of the estimate = 2.725.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.338	1	2.338	.315	.007 ^b
	Residual	356.542	48	7.428		
	Total	358.880	49			
a. Dependent Variable: CP						
b. Predictors: (Constant), AT						

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From the table above it show F-ratio of 0.315 in the ANOVA table test the significance of all the predictor variables. Since the P-value is 0.577 which is greater than the $\alpha = 0.05$ level of significance, it means that Attitude has significant impact on consumer patronage of Honeywell edible product.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.849	1.530		5.784	.000
	AT	.088	.156	.081	.561	.007

a. Dependent Variable: CP

The **Coefficients** table provides us with the necessary information to predict OP from LEG, as well as determine whether CP and AT contributes statistically significantly to the model (by looking at the "**Sig.**" column). The standardized coefficient is 5.784 and 0.561 for CP and AT, and the p-value at 0.000 and 0.007 it shows that only one variable is significant at, 5% levels, signaling the fact that decreases and increases in CP significantly affect the AT.

To form the model, it gives: $CP = 8.849 + 0.088AT + \mu$

Hypothesis Two

Ho2 Lifestyle has no significant impact on consumer patronage of Honeywell edible products in Ilaro, Ogun State.

Model Summary ^b						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.764 ^a	.627	.457		2.697	1.266

a. Predictors: (Constant), LS
b. Dependent Variable: CP

This table provides the R and R² values. The R value represents the simple correlation and is 0.64 (the "R" Column), which indicates a positive degree of correlation. The R² value (the "R Square" column) indicates how much of the total variation in the dependent variable that be explained by independent variable (LS). In this case, 62.7% can be explained, which is very large. The standard error of the estimate = 2.697.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.693	1	9.693	1.332	.000 ^b
	Residual	349.187	48	7.275		
	Total	358.880	49			
a. Dependent Variable: CP						
b. Predictors: (Constant), LS						

From the table above it show F-ratio of 1.332 in the ANOVA table test the significance of all the predictor variables. Since the P-value is 0.000 which is greater than the $\alpha = 0.05$ level of significance, it means that Lifestyle has significant impact on consumer patronage of Honeywell edible products.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.792	1.679		4.641	.000
	LS	.199	.172	.164	1.154	.000
a. Dependent Variable: CP						

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The **Coefficients** table provides us with the necessary information to predict CP from LS, as well as determine whether CP and LS contributes statistically significantly to the model (by looking at the "**Sig.**" column). The standardized coefficient is 4.641 and 1.154 Q for CP and LS, and the p-value at 0.000 and 0.000 it shows that only one variable is significant at, 5% levels, signaling the fact that decreases and increases in CP significantly affect the LS.

To form the model, it gives: $CP = 7.792 + 0.199LS + \mu$

Hypothesis Three

Ho3 Family size has no significant impact on consumer patronage of Honeywell edible Products in Ilaro, Ogun State.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.529 ^a	.279	.264	2.321	1.305
a. Predictors: (Constant), FS					
b. Dependent Variable: CP					

This table provides the R and R² values. The R value represents the simple correlation and is 0.529 (the "R" Column), which indicates a positive degree of correlation. The R² value (the "R Square" column) indicates how much of the total variation in the dependent variable that be explained by independent variable (FS). In this case, 27.9% can be explained, which is very large. The standard error of the estimate = 2.321.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.288	1	100.288	18.616	.000 ^b
	Residual	258.592	48	5.387		
	Total	358.880	49			
a. Dependent Variable: CP						
b. Predictors: (Constant), FS						

From the table above it show F-ratio of 18.616 in the ANOVA table test the significance of all the predictor variables. Since the P-value is 0.000 which is less than the $\alpha = 0.05$ level of significance, it means that Family size has significant impact on consumer patronage of Honeywell of edible products.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.697	1.201		3.913	.000
	FS	.588	.136	.529	4.315	.000
a. Dependent Variable: CP						

The **Coefficients** table provides us with the necessary information to predict CP from FS, as well as determine whether CP and FS contribute statistically significantly to the model (by looking at the "**Sig.**" column). The standardized coefficient is 3.913 and 4.315 for CP and FS, and the p-value at 0.000 and 0.000 it shows that only one variable is

significant at 5% levels, signaling the fact that decreases and increases in CP significantly affect the LS.

CONCLUSION

The study examined the effect of socio-cultural variables on consumer patronage of Honeywell Limited edible products in Ilaro, Ogun State Nigeria.. The study revealed that socio-cultural variables like attitude, lifestyle and family size are known to have profound influences on consumer patronage in the locality under review. The study tested three hypotheses with P-values of 0.007, 0.000 and 0.000 which are less than the $\alpha = 0.05$ level of significance, it means that attitude, lifestyle and family size have significant impact on consumers patronage of Honeywell edible products.

RECOMMENDATIONS

Having stated the findings, the researchers therefore recommend as follows:

- 1) Marketing managers should stimulate opinions of leadership in some key members of the family as they serve as influencers and deciders in the buying choice of the family.
- 2) Management of Honeywell Limited should pay closer attention to their customers' cultural heritage as this is one of the most fundamental determinants of a person's want and behavior.
- 3) Management should maintain the tempo of quality as consumers taste change with time

There should be constant update of data as family size and cycle in a particular locality change with time.

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