

CULTURAL AFFILIATION, BRAND, SUSTAINABILITY IN BUSINESS DEVELOPMENT
A CASE STUDY OF RITE FOODS LIMITED OWNERS OF BIGI BRAND IN
SOUTH WEST NIGERIA

by

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A CASE STUDY OF RITE FOODS LIMITED OWNERS OF BIGI BRAND IN
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A CASE STUDY OF RITE FOODS OWNERS OF BIGI-COLA
IN SOUTH WEST NIGERIA

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Dedication

I dedicate this work to Him who is able to do abundantly above all that I can ever ask or think, my Lord and Saviour Jesus Christ.

To my best friend and husband, Yomi, my biggest cheerleader, who continued to encourage and cheer me on.

To my beloved son, Temidayo, for his love, care, and encouragement, not to give up when I lost twenty-three pages of my work.

To my beloved daughter Eyimofe, for her love, care, and encouragement.

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To all my “How Far” friends—Kemi, Ese, Bola, and others who are too numerous to mention, who encouraged and cheered me on.

To my dearest friend, Mrs. T, of blessed memory.

ABSTRACT

CULTURAL AFFILIATION, BRAND, SUSTAINABILITY IN BUSINESS
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A CASE STUDY OF RITE FOODS LIMITED OWNERS OF BIGI BRAND
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2026

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This study critically investigates the regional disruptive nature of the brand Bigi in South West Nigeria, in comparison to the other five geographical regions where its presence is limited. The other geographical regions are South South, South East, North West, North East, and North Central.

The research aims to study how cultural affiliation, cultural identity, and tribalism influence the expansion and market penetration of the Bigi brand across six regions of Nigeria.

The study examined the influence of cultural affiliation, cultural identity, and tribalism in the penetration of Bigi to other regions, given that the owners of Bigi, Rite Foods, are indigenous to South West Nigeria.

The study adopted the use of survey questionnaires, including a random survey of consumers and a direct survey of soft drink distributors nationwide. The data collated was subjected to quantitative analysis using Mean, Standard Deviation, Descriptive Statistics, Correlation Analysis, and Diagnostic Analysis.

The findings show that the South regions are open to markets, various brands, cross-regional brands, and distribution. In contrast, the North regions' acceptance of cross-regional brands is

comparatively lower than the South, although they remain largely consumers of foreign brands. The North exhibited higher brand tribalism and affiliation, while the South showed lower cultural affiliation and tribalism towards the brand.

The distributors showed good communication and willingness to promote and build market expansion without cultural or tribal affiliation, as profits, sales, and high turnover were the priority.

The findings also showed that although Nigeria is ethnically diverse and culturally rich, it is not a dominant factor in consumer behaviour preference for soft drinks. The study observed a weak correlation between brand preference and cultural affiliation, as consumers buy soft drinks based on taste, quality, price, and liquid content, not cultural affiliation or influence.

The variation in Bigi's performance is not cultural or tribal. Rite Foods needs to develop a sustainable strategic business plan to penetrate other regions, including building more bottling plants in strategic locations with access to road networks and an efficient logistics and distribution network for the movement of goods to distributors and retailers.

This study contributes to business strategy literature by demonstrating that regional brand performance in emerging markets such as Nigeria is influenced more by logistics efficiency, distribution infrastructure, and market accessibility than by cultural affiliation or tribal identity.

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LIST OF ABBREVIATIONS

CQ Cultural Intelligence
CCT Consumer Culture Theory
DBA Doctor of Business Administration
GDP Gross Domestic Product
SD Standard Deviation
FMCG Fast-Moving Consumer Goods
TPB Theory of Planned Behaviour
PBC Perceived Behavioural Control
SW South West
SE South East
SS South South
NW North West
NE North East
NC North Central
RFL Rite Foods Limited

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SW South West
SE South East
SS South South
NW North West
NE North East
NC North Central
RFL Rite Foods Limited

CHAPTER ONE

INTRODUCTION

1.1 Introduction

In 2016, Rite Foods Limited, an indigenous Nigerian soft drink company, launched its brand, Bigi, into the Nigerian soft drink market. The brand entered the market with six flavours tailored to the tastes and demands of Nigerian consumers, offering a variety that foreign brands lacked. Rite Foods quickly became a strong competitor in a highly competitive market and demonstrated a practical understanding of consumer needs through the application of cultural intelligence. When Bigi was introduced, the product range included cola, orange, apple, bitter lemon, soda water, and lemon and lime (Rite Foods Ltd., 2016). This reflected a product differentiation strategy in a highly competitive carbonated soft drink market in Nigeria. This strategy is explained by Brand Equity Theory, which suggests that strong brands create value through quality, associations, awareness, and customer loyalty (Aaker, 1991; Keller, 2003). Bigi competed not only on price but also through product differentiation that enhanced brand awareness and consumer perception of value and variety.

Rite Foods' brand, Bigi, is widely described as a regional brand due to its strong presence and disruptive performance in the South West region of Nigeria (Ezugwu, 2019). Although positioned as a national brand, its strength remains concentrated in the South West, with limited penetration in other regions. Nigerian consumer markets suggest that regional brand strength often serves as a foundation for broader national acceptance (Nwankwo et al., 2020; Porter, 1990). This study explores how Rite Foods can apply cultural intelligence and brand sustainability strategies to expand and sustain market share across Nigeria (Ang and Van Dyne, 2008). It also examines whether cultural affiliation and tribal identity influence the expansion of Bigi into other geopolitical regions (Ojo, 2015; Nkamnebe, 2010). Despite extensive studies on Nigerian beverage consumers, academic literature still lacks in-depth empirical analysis of how cultural intelligence and regional identity influence purchasing decisions in the Nigerian soft drink market (Arnould and Thompson, 2005; Ang and Van Dyne, 2008).

Bigi demonstrated cultural intelligence through competitive pricing, product variety suited to Nigerian tastes, larger bottle sizes, and promotion as a Nigerian-owned brand using local cultural settings and engagement strategies (Ang and Van Dyne, 2008; Nwankwo, 2000). This approach resonated with consumers and strengthened the perception of Bigi as an indigenous brand (Okonkwo, 2007; Nkamnebe, 2010). Rite Foods Limited is an indigenous food and beverage company dealing in fast-moving consumer goods. The company is a subsidiary of Ess-Ay Holdings Limited, incorporated in 1963, which previously dominated the photography distribution market across West Africa prior to the advent of digital print (Refined NG, 2020). This legacy provided an existing logistics framework that Rite Foods leveraged in its expansion.

The South West, predominantly a Yoruba-speaking region, represents the indigenous base of the brand's owners. Operations from Ososa in Ogun State provide access to Lagos, Ogun, Oyo, Osun, and Ondo States (Rite Foods Limited, 2025). Business development theory suggests that firms in emerging markets often pursue regional dominance before national expansion to reduce risk and build operational efficiency (Kotler et al., 2016). Bigi's concentration in the South West reflects this approach. Nigeria's carbonated soft drink market is highly competitive, with consumption exceeding 53 billion liters in 2024 (Watari, 2025). The market is dominated by multinational corporations such as The Coca-Cola Company and PepsiCo, which possess strong brand equity and extensive distribution networks (Adeleke, 2012; Oyeniyi, 2011).

Nigeria is culturally diverse, with over 200 million people and significant linguistic and ethnic variation (Davies, 2025; Osaghae, 1998). Cultural identity, language, religion, and regional affiliation influence social and economic behaviour (Nnoli, 1980; Mustapha, 2006; Alesina and La Ferrara, 2005). These socio-cultural dynamics may also influence consumer behaviour and product acceptance across regions. Business success depends on strategic models that incorporate cultural and environmental factors (Porter, 1990; Kotler et al., 2016; North, 1990). These factors influence product acceptability, market expansion, and overall performance (Arnould and Thompson, 2005; Hofstede, Hofstede and Minkov, 2010).

1.2 Research Problem

Nigeria represents one of the largest soft drink markets in Africa, characterised by high consumption levels and intense competition among both multinational and indigenous brands. The market is dominated by multinational corporations such as Coca-Cola and Pepsi, which possess strong brand equity, extensive distribution networks, and significant financial resources. Despite the dominance of these global brands, indigenous companies such as Rite Foods Limited have emerged and demonstrated the ability to compete within specific regions of the country.

Bigi, produced by Rite Foods Limited, has achieved strong market penetration in the South West region of Nigeria. The brand's success in this region has been largely attributed to its competitive pricing strategy, larger product sizes, and effective distribution network. These factors have enabled Bigi to attract price-sensitive consumers and establish a strong presence within the regional market.

However, despite its success in the South West, Bigi has not achieved similar levels of penetration across other geopolitical regions of Nigeria. The brand's limited national presence raises important questions regarding the factors influencing consumer preference and market expansion within the Nigerian soft drink industry. In particular, it remains unclear whether cultural affiliation and regional identity significantly influence consumer purchasing behaviour, or whether functional and structural factors such as price, distribution, and product attributes play a more dominant role.

Existing literature on consumer behaviour in Nigeria suggests that both cultural and economic factors may influence purchasing decisions. While some studies emphasise the role of cultural identity and regional affiliation, others highlight the importance of price sensitivity, product availability, and perceived value. However, these factors are often examined independently, with limited empirical research integrating cultural, product-related, and structural variables within a single analytical framework.

This lack of integrated analysis creates a gap in understanding the key drivers of consumer preference and market penetration in the Nigerian soft drink market. In the case of Bigi, it is necessary to determine whether the brand's regional success is influenced by cultural alignment with consumers in the South West, or whether it is primarily driven by its pricing strategy, product attributes, and distribution effectiveness.

Therefore, this study seeks to address this gap by examining the relative influence of cultural affiliation, distribution and availability, and product attributes on consumer preference for Bigi across the six geopolitical regions of Nigeria. By doing so, the study aims to provide a comprehensive understanding of the factors influencing market penetration and to contribute to both academic knowledge and practical marketing strategy within the Nigerian FMCG sector.

1.3 Purpose of Research

The purpose of this study is to examine the factors influencing consumer preference and market penetration of Bigi within the Nigerian soft drink market. Specifically, the study seeks to evaluate the relative impact of cultural affiliation, distribution and availability, and product attributes such as taste, price, and quantity on consumer purchasing decisions across the six geopolitical regions of Nigeria.

The study aims to determine whether Bigi's strong performance in the South West region is primarily driven by cultural alignment with consumers or by functional and structural factors such as pricing strategy, product characteristics, and distribution effectiveness.

In achieving this purpose, the study provides empirical evidence on the key drivers of consumer behaviour within the Nigerian fast-moving consumer goods sector. It also seeks to contribute to a better understanding of how indigenous brands can expand beyond regional dominance and achieve sustainable national market penetration.

1.4 Significance of the Study

This study is significant both academically and practically. From an academic perspective, it contributes to existing literature on consumer behaviour within emerging markets by providing an integrated analysis of cultural, structural, and product-related factors influencing purchasing decisions. While previous studies have often examined these variables independently, this research combines them within a single empirical framework, thereby addressing an important gap in literature.

The study also provides insight into the applicability of established consumer behaviour theories within the context of the Nigerian soft drink market. By examining the relevance of cultural affiliation, distribution, and product attributes, the research contributes to a more nuanced understanding of consumer decision-making in low-involvement product categories.

From a practical perspective, the findings of this study are valuable to managers and decision-makers within the fast-moving consumer goods sector, particularly those involved in the marketing and distribution of indigenous brands such as Bigi. The study provides strategic insight into the factors that influence consumer preference and market expansion, thereby supporting the development of effective marketing, pricing, and distribution strategies.

Furthermore, the study offers guidance on how indigenous brands can compete with multinational firms by leveraging product attributes, improving distribution efficiency, and responding to the economic realities of consumers. The findings are also relevant to policymakers and industry stakeholders seeking to promote the growth and competitiveness of local brands within the Nigerian economy.

1.5 Scope of the Study

This study focuses on the Nigerian soft drink market, with particular emphasis on the Bigi brand produced by Rite Foods Limited. The research examines consumer behaviour across the six geopolitical regions of Nigeria, namely South West, South East, South South, North Central, North East, and North West.

The study is limited to the analysis of key factors influencing consumer preference and market penetration, specifically cultural affiliation, distribution and availability, and product attributes such as taste, price, and quantity.

Data for the study is collected from consumers and distributors within selected locations across the six geopolitical regions. The analysis is restricted to the responses obtained from these participants and the variables measured within the research instrument.

While the study provides valuable insights into consumer behaviour in the Nigerian soft drink market, it does not cover all possible factors influencing purchasing decisions. Other variables, such as advertising intensity, promotional activities, and macroeconomic fluctuations, are acknowledged but not examined in detail within the scope of this research.

1.6 Main Findings

Bigi is an indigenous soft drink company in Nigeria. The brand has been a disruptive force in the South West region, gaining a sizeable share of the carbonated soft drink market. However, this level of success has not yet been replicated across other geographical regions (Ezugwu, 2019; Business Hallmark, 2016). This study, therefore, examines whether cultural factors influence the development and acceptance of the brand (Arnould and Thompson, 2005).

The strong market penetration of Bigi in the South West has been partly attributed to the promoters, who are widely recognised due to their previous involvement in a successful photography distribution business across West Africa (Tathagata, 2019). The brand's positioning is product-focused, with strong engagement in local events and consumer-oriented marketing strategies that emphasize relevance within the Nigerian market (Aimuengheuwa, 2025).

The success of Rite Foods is also closely linked to its distribution capabilities. The founders of the company have a long-standing background in distribution, having managed the West African distribution franchise for Agfa products. Through this experience, they developed strong distribution networks across Nigeria (Tathagata, 2019).

Distribution plays a critical role in the soft drink market. Distributors act as intermediaries between manufacturers and retailers, ensuring that products reach end consumers through supermarkets, neighborhood shops, hotels, campuses, and healthcare facilities (Kotler and Keller, 2016; Writer, 2025). They perform key functions such as logistics management, warehousing, order fulfilment, market coverage, and promotional support (Kotler and Keller, 2016; Adeola and Ezenwafor, 2016).

In addition to physical distribution, distributors provide valuable market feedback based on interactions with retailers and consumers. This demonstrates that distribution extends beyond operational execution and serves as a strategic factor influencing brand visibility, retailer acceptance, and consumer adoption within the soft drink market.

The study also examines potential market opportunities in underserved regions while assessing cultural influences and consumer preferences. Bigi can be viewed not only as a consumer product but also as a representation of local identity. Its involvement in corporate social responsibility initiatives, such as community engagement programmes, reflects alignment with social values (Admin, 2024).

The distributor survey forms an important component of this research. Feedback from distributors provides insight into the challenges faced by Bigi in expanding within the Nigerian soft drink market. Distributors contribute significantly to product availability, timely delivery, and retailer satisfaction (Kotler and Keller, 2016).

The Nigerian soft drink market is one of the largest in Africa and remains highly competitive due to its large population, youthful demographics, and high consumption rates in both urban and semi-urban areas (Nairametrics, 2025).

The findings of this study are based on data collected from consumers, distributors, and sales personnel associated with Bigi. All respondents remained anonymous. A total of 182 individuals participated in the consumer survey, while 30 distributors participated in the distributor survey. The consumer survey covered age, gender, product choice, and cultural affiliation across the six geopolitical regions of Nigeria. Each respondent answered ten questions, with approximately

thirty respondents per region. The South West recorded the highest number of respondents (34), while the North West recorded the lowest (26) (Saunders, Lewis and Thornhill, 2019).

The distributor survey also consisted of ten questions and covered all six geopolitical zones: South West, North West, South South, North East, North Central, and South East. Thirty distributors participated, with five selected from each region. All respondents were medium- and large-scale distributors supplying different varieties of soft drinks.

The survey examined sales volume, retailer influence, and distributor willingness to promote products with lower demand. Additional oral engagement was conducted to identify fast-moving products and assess distributor familiarity with Bigi. Most distributors familiar with Bigi were in the South West, South South, and North Central regions, reflecting similar patterns observed in the consumer survey results. This suggests that distributor familiarity influences product availability and market acceptance across regions (Kotler and Keller, 2016).

The findings indicate that Bigi currently operates as a regional brand within the South West but has the potential to expand into other regions if similar levels of distribution strength and market acceptance are achieved.

Cultural intelligence may influence brand acceptance (Ang and Van Dyne, 2008). Nigeria's cultural diversity, including regional identities and social structures, can shape consumer behaviour (Nnoli, 1980; Mustapha, 2006). The strong acceptance of Bigi in the South West may therefore reflect cultural familiarity and regional connection. This suggests that cultural identity could influence the reception of indigenous brands across different regions (Arnould and Thompson, 2005).

Overall, the results indicate that the expansion of Bigi within Nigeria's soft drink market is largely influenced by distribution networks and regional market dynamics (Kotler and Keller, 2016; Adeola and Ezenwafor, 2016). The higher concentration of distributors in the South West has increased product visibility and availability in that region, while lower distribution coverage in other regions appears to limit product recognition and consumption.

This suggests that although Bigi has successfully disrupted the market in the South West, achieving national expansion will require strengthening distribution networks and improving market penetration across other regions (Porter, 1990).

1.7 Structure of the Study

The results of this study indicate that consumer preference in the Nigerian soft drink market is influenced primarily by functional and structural factors rather than cultural affiliation. Taste, price, and product availability were identified as the most significant determinants of purchasing behaviour across the six geopolitical regions.

The study further reveals that consumers are generally willing to purchase soft drink products regardless of their regional origin, suggesting that cultural identity has limited influence on actual consumption decisions in low-involvement product categories.

Distribution and availability were also found to play a critical role in shaping market penetration. Regions with stronger distribution networks recorded higher levels of product acceptance, while areas with limited product availability showed lower levels of market penetration.

These results suggest that Bigi's strong performance in the South West is largely driven by effective distribution and value-based product strategies, rather than cultural alignment with consumers in the region.

This dissertation is organised into six chapters. Chapter One provides an introduction to the study, including the research problem, purpose, significance, scope, and theoretical framework. Chapter Two presents a comprehensive review of relevant literature on consumer behaviour, cultural affiliation, distribution, and product attributes within the Nigerian soft drink market. Chapter Three outlines the research methodology adopted for the study, including the research design, data collection methods, sampling techniques, and analytical tools used.

Chapter Four presents the analysis of the data collected and discusses the findings of the study. Chapter Five provides a detailed discussion of the findings, highlighting their theoretical and managerial implications. Chapter Six concludes the study by summarising the key findings, outlining contributions to knowledge, identifying limitations, and offering recommendations for future research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a comprehensive review of existing literature relevant to the study of consumer behaviour, market structure, and product-related decision-making within the fast-moving consumer goods (FMCG) sector, with specific focus on the Nigerian soft drink market and the Bigi brand. The purpose of this chapter is to critically examine prior empirical and conceptual studies to establish the current state of knowledge, identify key determinants of consumer preference, and highlight gaps that justify the present research.

The literature review is based on the main variables of the study, namely cultural affiliation, product availability, access to products, and product attributes such as taste and price. These variables are examined in relation to consumer preference and market penetration across the six geopolitical regions of Nigeria. The chapter, therefore, reflects the research questions of the study and provides the rationale for comparing local brands such as Bigi with existing multinational brands.

Existing literature on the Nigerian FMCG sector shows that consumer behaviour is shaped by a combination of economic, structural, and socio-cultural factors (Nwankwo and Gbadamosi, 2010; Okolo-Obasi, Onyeneke and Ezeh, 2024). However, prior studies tend to focus on these factors in isolation, with limited integration of cultural, product-related, and market-structure variables within a single analytical framework (Burgess and Steenkamp, 2019; Adeola and Ezenwafor, 2024). While cultural identity is frequently discussed in relation to consumer behaviour, empirical evidence of its direct influence on purchasing decisions in low-involvement product categories, such as soft drinks, remains limited (Arnould and Thompson, 2005; Ezeh and Nkamnebe, 2022; Ogunnaike et al., 2022). This indicates a lack of integrative empirical approaches capable of capturing the combined and interactive effects of these variables on consumer decision-making within complex and heterogeneous market environments (Burgess and Steenkamp, 2019; Verhoef et al., 2021).

Furthermore, the Nigerian soft drink market is characterised by intense competition, high consumption levels, and strong dominance by multinational brands with established distribution networks and brand equity (Ezugwu, 2019; Ojo, 2021; Keller, 2003). Within this context, the rise of indigenous brands such as Bigi, with strong regional performance but limited national penetration, raises critical questions regarding the determinants of consumer choice and market expansion (Sule, 2024; Adegboyega, Florence and Nwodo, 2025).

Accordingly, this chapter examines the relevant literature on the extent to which cultural affiliation influences consumer behaviour, the role of distribution and availability in determining market penetration, and the impact of product attributes on consumer decisions. By integrating these genres of literature, the chapter provides a critical foundation for the research gap and the empirical analysis presented in subsequent chapters.

2.2 Cultural Affiliation and Consumer Preference

Research on consumer preference for soft drink brands in Nigeria shows that cultural affiliation is acknowledged as a potential influence but has not been extensively examined as a primary determinant compared to functional and market-driven factors. Most empirical studies in the Nigerian beverage and FMCG sector focus on variables such as taste, price, brand image, and availability, with limited direct testing of cultural identity as a key predictor of purchasing behaviour (Isibor et al., 2019; Obaji, 2024; Ezeh and Nwankwo, 2023).

Bigi Cola by Rite Foods Limited emerged as a disruptive force in the Nigerian soft drink industry by targeting value-conscious consumers through aggressive pricing, larger bottle sizes, and a variety of product offerings. The rapid growth and popularity of Bigi have been observed across the South West region and are driven primarily by affordability and distribution rather than cultural alignment (Ezugwu, 2019; Tathagata, 2019).

The case of Bigi is further reinforced by the fact that, although it is well accepted in the South West, it has not achieved the same level of acceptance in other geopolitical zones (Firmus Research, 2024; Sule, 2024). This raises the question of whether differences in perception and preference across regions are driven by cultural affiliation or by other factors (Ezeh and Nkamnebe, 2022; Nwokah and Ahiauzu, 2021; Okoye and Eze, 2023).

Cultural identification has been widely examined in consumer research, where consumption is viewed as socially meaningful and reflective of identity. Studies show that consumers may use brands symbolically to express cultural belonging (Arnould and Thompson, 2005). However, more recent research suggests that in emerging markets, the influence of culture is increasingly moderated by economic conditions and market structures (Steenkamp, 2019; Sheth, 2020).

Nigeria's socio-cultural structure, characterised by ethnic diversity and regional identity, suggests that consumption patterns could be influenced by cultural ties (Nnoli, 1980; Mustapha, 2006). However, empirical studies indicate that cultural affiliation has limited influence in practice, particularly in low-involvement product categories such as soft drinks (Ehichoya and Omoregbe, 2024; Adeyemi and Adeyinka, 2023).

A foundational study by Isibor et al. (2019) found that taste had the greatest impact on consumer preference, followed by income and education, while cultural affiliation was not significant. This finding has been reinforced by more recent studies. For example, Obaji (2024) found that socio-economic variables such as income, education, and expenditure significantly influence purchasing behaviour, while cultural variables are not central determinants. Similarly, recent

Nigerian studies confirm that consumer preferences are increasingly shaped by economic conditions and market realities rather than cultural attachment (Anwumabelem et al., 2025; Adeyemi and Adeyinka, 2023).

Broader consumption studies also show that demographic and economic variables consistently explain variation in soft drink consumption patterns in Nigeria (Ogunleye et al., 2023; National Bureau of Statistics, 2023). Recent market-based evidence indicates that consumer behaviour in Nigeria is increasingly driven by affordability and value considerations, with consumers prioritising price and product utility over symbolic factors (Euromonitor, 2023; KPMG Nigeria, 2023).

Despite Nigeria's cultural diversity, the success of Bigi demonstrates that consumer choice is influenced more by market forces such as price, availability, and distribution efficiency than by cultural identity (Firmus Research, 2024; Aimuengheuwa, 2025).

2.3 Distribution and Market Penetration

Distribution and product availability are widely recognised as critical determinants of market penetration in the fast-moving consumer goods (FMCG) sector. In highly competitive markets such as Nigeria, consistent product availability across different regions significantly influences consumer choice and overall brand performance (Christopher, 2016; Kotler and Keller, 2016). Bigi soft drink, manufactured by Rite Foods Limited, entered the Nigerian soft drink market through an aggressive market penetration strategy that directly challenged multinational brands such as Coca-Cola and Pepsi. The brand achieved rapid growth primarily due to its competitive pricing strategy and targeted expansion into underserved market segments (Sule, 2024; The Nation, 2021).

A strong distribution network is a key factor underlying the success of Bigi, building on the existing logistics infrastructure developed by Rite Foods through its earlier operations. This has enabled wide product availability, particularly in the South West, where distribution systems are more efficient (Sule, 2024; Rite Foods, 2025). This suggests that distribution and availability have a stronger relationship with market penetration than cultural affiliation. This penetration strategy highlights the importance of distribution and market accessibility in achieving success in highly competitive FMCG markets (Christopher, 2016; Nwokah and Ahiauzu, 2021).

Empirical evidence shows that product availability can have a stronger influence on consumer behaviour than brand preference (Hübner, Holzapfel and Kuhn, 2016; Okolo-Obasi, Onyeneke and Ezeh, 2024). Obaji (2024) found that consumers are more likely to purchase products that are readily available within their environment, even when they have established preferences for alternative brands. This is particularly relevant in low- involvement product categories such as soft drinks (Ogunnaike et al., 2022).

Bigi's pricing strategy operates in conjunction with its distribution channels. The brand identified a gap in the market by offering larger product volumes at lower price points relative to

competitors, thereby enhancing product visibility and consumer uptake in retail outlets (BusinessDay, 2018; Nagle and Müller, 2018; Okoye and Eze, 2023). Empirical studies in the Nigerian soft drink market demonstrate that accessibility plays a crucial role in consumer choice, often outweighing brand loyalty (Okolo-Obasi, Onyeneke and Ezech, 2024; Ogunnaike et al., 2022). Research shows that the presence of products within consumers' immediate environment, particularly through informal distribution channels such as kiosks and street vendors, significantly influences purchasing decisions (Hübner, Holzapfel and Kuhn, 2016; Nwokah and Ahiauzu, 2021). Bigi's wide accessibility through local distribution networks has contributed to its strong presence in markets where competitors may face logistical challenges (Christopher, 2016). This suggests that accessibility functions as a structural determinant of consumer behaviour, where distribution efficiency can override established brand preferences, particularly in low-involvement and high-frequency purchase contexts (Christopher, 2016; Burgess and Steenkamp, 2019).

In the Nigerian context, distribution is significantly affected by infrastructural and logistical challenges. Poor road networks, high transportation costs, and regional supply constraints limit product movement across the country (Adeola and Ezenwafor, 2024; Nwokah and Ahiauzu, 2021). These challenges contribute to uneven market penetration across regions. Further studies highlight the competitive advantage of multinational firms in distribution efficiency. These firms benefit from well-established logistics systems, multiple distribution channels, and strong distributor relationships, enabling consistent product availability nationwide (Christopher, 2016; Bowersox, Closs and Cooper, 2013).

In contrast, indigenous brands such as Bigi often rely on more limited distribution networks, restricting their ability to achieve widespread penetration (Ojo, 2021; Adegboyega, Florence and Nwodo, 2025). This gap shows that distribution capabilities are an important structural strength that creates a competitive advantage. Efficient logistics and network spread act as critical factors in determining market leadership and access to consumers in spatially dispersed markets (Christopher, 2016; Burgess and Steenkamp, 2019).

Distributor behaviour also plays a critical role in shaping market outcomes. Distributors tend to prioritise products with high sales turnover and profitability, influencing which products are stocked and promoted in retail outlets (Ajike et al., 2025; Bowersox, Closs and Cooper, 2013). Products with inconsistent supply or low demand are less likely to be widely distributed. This creates a self-reinforcing cycle in which limited availability leads to lower sales, which in turn reduces distributor interest. Consequently, products with weak distribution networks struggle to achieve market penetration regardless of their intrinsic quality (Christopher, 2016; Nwokah and Ahiauzu, 2021). The dynamic reflects a structural feedback mechanism within distribution systems, where market visibility, sales performance, and distributor incentives interact to reinforce product dominance and marginalisation in competitive FMCG environments (Burgess and Steenkamp, 2019; Verhoef et al., 2021).

Global empirical research further reinforces the strategic importance of distribution. Studies show that distribution intensity and accessibility are key drivers of market penetration, with widely available products achieving a stronger competitive advantage (Dekimpe et al., 2000; Verhoef et al., 2021). This highlights that distribution is not merely an operational function but a strategic determinant of brand success. Recent Nigerian research indicates that consistency of supply is essential for maintaining retailer confidence and ensuring continuous product availability (Adeola and Ezenwafor, 2024; Nwokah and Ahiauzu, 2021). Inconsistent supply discourages retailers from stocking certain products, particularly in competitive markets where substitutes are readily available. These highlight that within the distribution system, supply reliability is considered an important performance indicator, with product availability and consistency, seen as a precondition to the continuing involvement of retailers and to enduring presence within the market (Christopher, 2016; Bowersox, Closs and Cooper, 2013) in a highly competitive environment of FMCG.

Despite its success, Bigi's market penetration is uneven across Nigeria. The brand performs more strongly in the South West, where distribution channels are well established, while limited availability in other regions constrains expansion (Adeola and Ezenwafor, 2024; Ojo, 2021). Bigi's successful entry into a market previously dominated by multinational firms can be attributed to its combination of competitive pricing, product variety, and effective distribution. This demonstrates that indigenous brands can compete successfully when strong market coverage and accessibility are achieved (Ezugwu, 2019; Adegboyega, Florence and Nwodo, 2025).

This strengthens the argument that distribution is not merely an operational activity but a critical marketing strategy influencing market performance (Christopher, 2016; Bowersox, Closs and Cooper, 2013). This shows how distribution functions as a market-shaping mechanism, where differences in logistical capabilities across regions may affect brand awareness, consumer accessibility, and competition in different markets (Burgess and Steenkamp, 2019; Verhoef et al., 2021).

2.4 Product Attributes and Consumer Choice

Product attributes are among the most immediate and direct determinants of consumer purchasing decisions, particularly in low-involvement product categories such as soft drinks. In emerging markets such as Nigeria, where products are frequently consumed, and purchasing decisions are influenced by economic constraints, consumers rely heavily on observable product characteristics such as taste, price, and quantity (Kotler and Keller, 2016; Solomon, 2018; Ogunnaike et al., 2022; Okoye and Eze, 2023). This reliance reflects a utilitarian decision-making orientation in which functional product benefits outweigh symbolic considerations, particularly in price-sensitive and high-frequency consumption environments (Burgess and Steenkamp, 2019).

Rite Foods Limited, the manufacturer of Bigi soft drinks, employed a value-driven product strategy characterised by low pricing, larger package sizes, and multiple flavour variants in order to attract price-sensitive consumers and compete with multinational brands already established in the Nigerian market (Ezugwu, 2019; Tathagata, 2019). The success of this strategy suggests that product attributes play a significant role in shaping consumer purchasing decisions. Empirical evidence from Nigeria consistently identifies taste as the dominant factor influencing consumer preference. Studies show that taste significantly affects customer satisfaction and repeat purchasing behaviour (Isibor et al., 2019). More recent research confirms that taste remains the most influential determinant of beverage consumption, particularly among younger consumers who represent a large segment of the market (Oyekunle and Ighomereho, 2024).

Price is another key factor driving the acceptance of Bigi products. Bigi soft drinks are generally priced lower and offered in larger quantities than competing brands such as Coca-Cola and Pepsi. This provides a strong value proposition that appeals to price-conscious consumers in Nigeria (Aimuengheuwa, 2025; Refined NG, 2020). This evidence supports the argument that price and perceived value are major determinants of consumer preference rather than brand loyalty alone.

In addition to price, product quantity plays an important role in shaping consumer perception. Larger bottle sizes increase perceived value, particularly among consumers who are sensitive to the price–quantity relationship in their purchasing decisions (Adewale, 2024; Okoye and Eze, 2023; Konuk, 2019). This aligns with broader consumer behaviour patterns in Nigeria, where purchasing decisions are driven by value-seeking tendencies in response to economic constraints (Adewale, 2024; National Bureau of Statistics, 2023).

Consumer behaviour literature further emphasises the role of both intrinsic and extrinsic attributes in decision-making. Intrinsic attributes such as taste and quality, alongside extrinsic attributes such as price, packaging, and brand image, collectively influence purchasing decisions in low-involvement product categories (Solomon, 2018; Ogunnaike et al., 2022). This highlights the importance of functional attributes in shaping consumer preference in the soft drink market. Bigi's product strategy incorporates multiple flavour options such as cola, orange, apple, and lemon-lime to cater to diverse consumer tastes. The ability to maintain acceptable taste quality while offering lower prices has contributed significantly to the brand's growing acceptance in competitive markets (Ezugwu, 2019; Oyekunle and Ighomereho, 2024).

Recent empirical studies in Nigeria highlight the increasing importance of packaging and product presentation. Elements such as design, colour, and branding have been shown to influence consumer perception and purchasing decisions within the FMCG sector (Adesanya et al., 2024; Ighomereho and Ayoola, 2024). Product quality consistency is another important factor influencing consumer satisfaction and repeat purchasing behaviour. Consistent quality enhances consumer trust and supports long-term brand acceptance (Ogunleye et al., 2024). Product size, or quantity, further influences consumer perception of value. Consumers evaluate products based on the relationship between price and quantity, often preferring options that offer greater value for

money. This is particularly relevant in Nigeria, where income constraints shape purchasing behaviour (Adewale, 2024). Bigi's emphasis on larger bottle sizes aligns with this preference.

Price remains a dominant determinant of consumer choice in the Nigerian soft drink market. Empirical evidence shows that consumers are highly price-sensitive, and changes in price significantly affect purchasing behaviour (Abiodun, 2024; Okoye and Eze, 2023; Konuk, 2019). Consumers often switch to lower-priced alternatives when prices increase, particularly in markets with multiple substitutes. This behaviour reflects broader value-driven consumption patterns influenced by economic pressures. Pricing strategies have also been shown to influence customer patronage and purchasing decisions significantly (Adekunle and Sanni, 2024; Ajike et al., 2024). In the case of Bigi, its pricing strategy—offering larger quantities at lower prices—positions the brand as a strong alternative to multinational competitors, particularly among price-sensitive consumers (Adekunle and Sanni, 2024; Okoye and Eze, 2023; Ogunnaike et al., 2022).

Broader FMCG research in Nigeria indicates that consumer behaviour is increasingly shaped by economic pressures, inflation, and changing spending patterns, reinforcing the importance of affordability and functional value in purchasing decisions (CardinalStone, 2024; Stren and Blan, 2024).

Overall, empirical studies in the Nigerian beverage sector consistently show that functional product attributes such as taste, price, quality, packaging, and quantity are the primary drivers of consumer choice (Ogunnaike et al., 2022; Okolo-Obasi, Onyeneke and Ezeh, 2024; Oyekunle and Ighomereho, 2024). These factors directly influence purchasing behaviour, brand switching, and long-term consumer loyalty. Although multinational brands possess stronger brand equity, the case of Bigi demonstrates that product attributes can outweigh brand strength. Consumers may choose Bigi not because of brand power, but because it offers better value in terms of price, quantity, and acceptable quality. This supports existing research showing that functional attributes dominate symbolic and brand-related factors in low-involvement product categories (Abiodun, 2024; Ogunnaike et al., 2022).

This indicates a shift from brand-oriented to value-oriented purchasing behaviour, in which utility value and the product's price are deemed key factors influencing decisions in a constrained, highly competitive FMCG market (Burgess and Steenkamp, 2019; Okoye and Eze, 2023; Ogunnaike et al., 2022; Okolo-Obasi, Onyeneke and Ezeh, 2024).

The high frequency of consumption and low switching costs in the Nigerian soft drink market further increase consumer responsiveness to product attributes (Ogunnaike et al., 2022). In this context, Bigi's combination of price, quantity, and product variety encourages both trial and repeat purchasing behaviour. Consumer preference in this market is therefore more closely related to immediate product benefits than long-term brand loyalty (CardinalStone, 2024; Stren and Blan, 2024).

Product attributes, particularly taste, price, and quantity, are consistently identified as the most influential determinants of consumer choice in the Nigerian soft drink market (Isibor et al., 2019; Oyekunle and Ighomereho, 2024; Abiodun, 2024). The consumers in Nigeria are highly price-sensitive and value-driven, often making purchasing decisions based on affordability and perceived value rather than brand loyalty alone (Adekunle and Sanni, 2024; Adewale, 2024).

Also, emerging evidence shows that additional attributes such as packaging, product presentation, and marketing exposure are increasingly influencing consumer perception and purchasing behaviour (Adesanya et al., 2024; Ighomereho and Ayoola, 2024). But despite strong empirical support for product attributes, most studies examine these variables independently and do not compare them with cultural and distribution factors within a unified analytical framework, thereby limiting a comprehensive understanding of consumer behaviour (Dawar and Parker, 1994; Steenkamp, 2019).

2.5 Research Gap

While several studies have investigated the Nigerian FMCG market from behavioural, marketing, and cultural perspectives, limited empirical studies have directly compared the impact of cultural identity, product attributes, and market structure factors such as distribution on Nigerian consumers' purchasing decisions (Okolo-Obasi et al., 2024; Adesanya et al., 2024). The literature so far appears to focus predominantly on price-based strategies, brand competition, and market penetration, with limited application of consumer culture perspectives, such as Consumer Culture Theory, in empirical testing (Arnould and Thompson, 2005; Askegaard and Linnet, 2011).

Furthermore, the absence of an in-depth, multi-regional analysis of consumer behaviour across the six geopolitical regions of Nigeria creates a gap in understanding whether cultural affiliation predominantly explains consumer behaviour, or whether market structure variables such as price, availability, and visibility play a more critical role (National Bureau of Statistics, 2024; Ogbu-Nwali et al., 2025).

This study seeks to fill this gap by combining the principles of Consumer Culture Theory, Theory of Planned Behaviour, and Brand Equity Theory to provide an empirical test of the relative significance of cultural versus structural influences on consumers' purchasing decisions in the Nigerian soft drink market (Arnould and Thompson, 2005; Ang and Van Dyne, 2008; Ogunnaike et al., 2022; Okolo-Obasi, Onyeneke and Ezech, 2024).

This study aims to fill the identified research gap by empirically investigating the relationship between cultural identity, product attributes, and structural market factors, and their relative impact on consumer purchase decisions in the Nigerian soft drink industry. Although existing literature has often assumed the role of cultural identity in shaping consumer behaviour, recent research in Nigeria suggests that purchase decisions in the fast-moving consumer goods sector are increasingly shifting away from symbolic cultural affiliations towards economic and product-

related attributes such as price, quality, and availability (Okolo-Obasi, Onyeneke and Ezeh, 2024; Adesanya, Ogunleye and Adeyemi, 2024; Akpan et al., 2025).

This study employs a mixed-method approach, relying on quantitative data collected through the administration of questionnaires to consumers across the six geopolitical zones of Nigeria, supplemented by data from distributors within the respective regions. This approach enables the analysis of both demand-side and supply-side factors influencing market outcomes (Creswell, 2014; Saunders, Lewis and Thornhill, 2019; Ibrahim and Lawal, 2024; Okeke et al., 2024; Adeola and Ezenwafor, 2024).

Data collected from consumers are analysed to determine the extent to which brand preferences are related to cultural affiliation and regional grouping, and the extent to which purchase decisions are driven by functional attributes such as taste, price, and quantity. This aligns with recent research in Nigeria showing that marketing mix variables—particularly product, price, and distribution—have a significant influence on consumer purchasing decisions in the FMCG market (Akpan et al., 2025; Okolo-Obasi, Onyeneke and Ezeh, 2024).

Furthermore, the study evaluates structural determinants such as availability and distribution in shaping consumer behaviour in the Nigerian FMCG market. Evidence from previous studies indicates that supply chain efficiency and logistics management significantly influence firm performance and product availability within the sector (International Policy Brief, 2025; Okolo-Obasi, Onyeneke and Ezeh, 2024). Including the distributor perspective provides additional insights into product availability, profitability, demand characteristics, and supply chain dynamics.

The analysis applies both descriptive and inferential statistical techniques, including cross-tabulation and chi-square tests, to determine the strength and significance of relationships between variables (Creswell, 2014; Saunders, Lewis and Thornhill, 2019). By comparing the influence of cultural and structural factors across all six geopolitical regions, the study provides a comprehensive national-level assessment of consumer behaviour.

Through this approach, the study moves beyond theoretical assumptions and provides empirical evidence on the dominant drivers of consumer behaviour in the Nigerian soft drink market. It evaluates whether cultural identity significantly influences consumption or whether functional and structural factors such as price, availability, and brand visibility play a more decisive role.

In doing so, the study contributes to bridging the gap between cultural theory and market reality within the context of emerging economies, where consumer behaviour is increasingly shaped by economic constraints and adaptive consumption patterns (JEE Insights, 2025; National Bureau of Statistics, 2024; Burgess and Steenkamp, 2019).

This research therefore provides an empirical basis for addressing the research gap by testing the relative influence of cultural affiliation, product attributes, and market structure factors on consumer behaviour. Data collected from consumers and distributors across the six geopolitical

regions of Nigeria are analysed using descriptive and inferential techniques to determine the dominant drivers of purchasing decisions. The study suggests that, in the Nigerian soft drink market, functional and structural factors exert a stronger influence on consumer behaviour than cultural identity (Okolo-Obasi, Onyeneke and Ezech, 2024).

2.6 Conclusion

The previous sections of this chapter have comprehensively reviewed the literature on consumer behaviour, culture, product attributes, and market structure within the fast-moving consumer goods industry, with particular focus on the Nigerian soft drink market and the Bigi brand. The review examined the extent to which cultural affiliation, distribution and availability, and product attributes influence consumer preference and market share.

Studies on cultural affiliation show that, although cultural identity and regional ties are important within Nigeria's socio-cultural environment, they do not have a significant impact on consumer choice behaviour in low-involvement product categories such as soft drinks (Nnoli, 1980; Mustapha, 2006; Ezech and Nkamnebe, 2022). While cultural affiliation may influence perception, it appears to have a limited effect on actual purchasing decisions (Arnould and Thompson, 2005; Ogunnaike et al., 2022). In the case of Bigi, its association with the South West does not significantly determine consumer preference in other regions (Ojo, 2021; Adeola and Ezenwafor, 2024).

In contrast, the literature on distribution and market structure confirms that product availability and accessibility significantly influence market performance (Christopher, 2016; Bowersox, Closs and Cooper, 2013; Nwokah and Ahiauzu, 2021). Distribution efficiency has been shown to affect purchasing behaviour and brand reach (Hübner, Holzapfel and Kuhn, 2016; Okolo-Obasi, Onyeneke and Ezech, 2024). Therefore, differences in Bigi's national performance can be attributed more to distribution effectiveness than to cultural resistance (Adeola and Ezenwafor, 2024; Ojo, 2021).

The review of product attributes indicates that functional factors such as taste, price, and quantity are the most important determinants of consumer choice in the Nigerian soft drink market (Isibor et al., 2019; Oyekunle and Ighomereho, 2024; Abiodun, 2024). Consumers are highly price-sensitive and value-driven, and their purchasing decisions are largely influenced by price, quality, and perceived value (Adekunle and Sanni, 2024; Adewale, 2024; Okoye and Eze, 2023). Bigi's strong market penetration in the South West can therefore be linked to its value-based product strategy (Ezugwu, 2019; Ojo, 2021).

Overall, the literature consistently shows that structural and functional variables outweigh cultural identity factors in influencing consumer behaviour (Dawar and Parker, 1994; Burgess and Steenkamp, 2019; Ogunnaike et al., 2022). While cultural affiliation may shape perception and attitudes, actual consumption decisions are primarily driven by economic considerations and market conditions (Arnould and Thompson, 2005; Okolo-Obasi, Onyeneke and Ezech, 2024).

Despite the extensive body of research, there remains a lack of studies that integrate cultural, structural, and product-specific variables within a single empirical framework (Burgess and Steenkamp, 2019; Verhoef et al., 2021). Most studies examine these factors independently (Adeola and Ezenwafor, 2024; Nwokah and Ahiauzu, 2021). This study, therefore, seeks to address this gap by providing a comparative analysis across the six geopolitical regions of Nigeria (Okolo-Obasi, Onyeneke and Ezech, 2024).

The next chapter presents the research methodology adopted to empirically investigate these relationships, including the research design, data collection procedures, and analytical techniques used in the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Methodology

This study investigates the influence of cultural affiliation, consumer behaviour, and structural market factors on the performance and expansion of Bigi Cola in Nigeria. While Bigi Cola has demonstrated strong market penetration within the South West region, its presence in other regions of Nigeria remains limited. This disparity raises important questions regarding the role of cultural dynamics, consumer preferences, and distribution systems in shaping brand performance within a highly competitive soft drink market.

The Nigerian soft drink industry is characterised by intense competition from multinational corporations with strong brand equity, extensive distribution systems, and significant financial resources (Sasu, 2023; National Bureau of Statistics, 2023). These firms have established dominance through long-term market presence, consistent product availability, and strong brand associations. In contrast, indigenous brands such as Bigi Cola rely heavily on regional strengths, localised strategies, and cost-based competitive advantages (Ezugwu, 2019; Tathagata, 2019).

Furthermore, Nigeria's socio-cultural diversity introduces additional complexity into purchasing behaviour. Variations in cultural identity, regional affiliation, and social orientation may influence brand perception and consumption patterns (Belk, 1988; Arnould and Thompson, 2005). However, the extent to which these cultural factors affect actual purchasing behaviour in fast-moving consumer goods markets remains subject to empirical investigation. This chapter, therefore, presents a detailed methodological framework designed to examine both cultural and structural determinants of consumer behaviour and market penetration.

To thoroughly investigate the research questions, it is important to adopt multiple methods of data collection for both qualitative and quantitative analysis (Saunders et al., 2019; National Open University of Nigeria, 2023). This study adopts empirical and qualitative approaches by engaging respondents through structured questionnaires and oral interviews (Creswell, 2014; National Open University of Nigeria, 2021). The study includes survey questionnaires consisting of ten questions each for consumers and distributors, designed for data gathering, analysis, and cultural considerations. Relevant statistical tests are also applied to analyse the data collected (Bryman, 2016). The statistical analyses used include mean, standard deviation, t-tests, and descriptive, predictive, diagnostic, and inferential analysis (Field, 2018; Shmueli et al., 2017).

A total of 182 questionnaires were distributed to consumers, while 30 questionnaires were administered to distributors. The survey was conducted across the six geopolitical regions of Nigeria: South West, South East, South South, North East, North Central, and North West (National Bureau of Statistics, 2024). Consumers, distributors, and retailers were engaged

through questionnaires and oral interviews, particularly where respondents were unwilling to complete written forms (Saunders et al., 2019; National Open University of Nigeria, 2021). Observation was also conducted in markets, food stalls, and kiosks to capture purchasing patterns (Bryman, 2016; Obaji, 2024).

The data collected across these regions were used to compare consumer behaviour in the South West, where Bigi is thriving, with other regions where the brand has limited market presence. Data collection also included oral interviews with consumers, distributors, and retailers (Creswell, 2014; Kvale, 2007). Some respondents preferred oral engagement over written surveys, which improved communication and encouraged more detailed responses. This approach provided deeper insights into brand behaviour, consumer choices, cultural intelligence, and market dynamics, and allowed comparison between observed patterns and existing literature. The survey questions covered age group, gender, geographical region, tribe, preferred soft drink, reasons for choice, price, liquid content, taste, and cultural affiliation (Solomon, 2018; Obaji, 2024). Distributor questions focused on sales patterns, retailer behaviour, and factors influencing product choice.

Mean and standard deviation, which are important statistical tools for quantitative analysis, were used to determine average values and the dispersion of the data collected (Field, 2018; National Open University of Nigeria, 2023). The Mean was calculated by summing values and dividing by the total number of observations, while the standard deviation measured the extent of variation from the mean. The t-test was used to compare the averages of two data sets, particularly between the South West and other regions, to identify differences in purchasing patterns, attitudes, and preferences (Field, 2018).

Descriptive statistical methods were used to summarise the data through sorting and grouping, using measures such as mean, range, and variance to present clear patterns (Saunders et al., 2019; National Open University of Nigeria, 2023), and tables and charts were used to present and interpret the data. Inferential analysis was used to estimate consumer preferences across regions and demographic groups, allowing for generalisation and prediction of behaviour in new markets (Field, 2018; Ehinmilorin, 2021; Bryman, 2016). Predictive analysis was applied to forecast market outcomes and potential expansion opportunities using both historical and current data (Shmueli et al., 2017), while diagnostic analysis was used to identify the underlying factors affecting Bigi's limited presence in certain regions (Shmueli et al., 2017). Prescriptive analysis was used to provide recommendations based on the findings, including strategies to improve market penetration, strengthen distribution, and apply culturally intelligent marketing approaches (Shmueli et al., 2017). This study adopts a mixed-method approach, combining both quantitative and qualitative analysis to provide a comprehensive understanding of consumer behaviour and market dynamics.

3.2 Theoretical Framework

This study investigates consumer behaviour and market penetration within the Nigerian soft drink market using relevant theoretical perspectives to explain the performance of indigenous brands, particularly Bigi. The use of theory provides a structured basis for understanding consumer decision-making processes and the factors that influence brand acceptance and market expansion.

The Nigerian soft drink market is highly competitive, dominated by multinational brands such as Coca-Cola and Pepsi, alongside the growing presence of local brands such as Bigi. The regional success of Bigi in the South West, coupled with its limited penetration in other regions, presents an important case for examining the role of cultural, structural, and product-related factors in shaping consumer behaviour.

This study adopts three key theoretical perspectives: Consumer Culture Theory, the Theory of Planned Behaviour, and Brand Equity Theory. These theories are relevant as they provide insight into cultural influences, behavioural intentions, and brand-related factors that affect consumer choice and market performance.

3.2.1 Consumer Culture Theory (CCT)

Consumer Culture Theory explains how cultural meanings, social identity, and symbolic consumption influence consumer behaviour in the marketplace (Arnould and Thompson, 2005). The theory suggests that consumers use brands symbolically to define and express their social status and group memberships. Essentially, consumers use products and brands to create and communicate their identities within social groups and communities.

In societies characterised by cultural diversity, such as Nigeria, the influence of cultural identity and regional ties on consumer brand perceptions is significant. As a result, consumers may demonstrate a preference for products that align with their cultural identity or social group. Belk (1988) posits that consumption can serve as an “extended self,” whereby individuals use brands to express social identity and foster a sense of belonging.

Bigi has achieved considerable acceptance in its home territory, the South West region of Nigeria. The brand’s identity as a locally produced Nigerian beverage, coupled with a strong distribution network, has contributed to its market presence. However, when brands attempt to penetrate culturally diverse markets, they may face challenges if their identity does not resonate with consumers in those regions. Consumers in such markets may show stronger loyalty to established brands with long-standing national presence.

3.2.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour explains that human behaviour is influenced by three key components: attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). This theory suggests that individuals are more likely to engage in particular behaviour when they have a positive attitude towards the behaviour, perceive social pressure to perform the behaviour, and believe they can perform it.

In the context of this study, the Theory of Planned Behaviour is used to explain how consumer attitudes towards soft drink brands, social influences, and perceived accessibility influence purchasing decisions in the Nigerian soft drink market. Consumer attitudes are reflected in preferences for certain product attributes such as taste, price, and quantity. Subjective norms may include peer influence, family preferences, and societal trends in beverage consumption. Perceived behavioural control relates to the ease with which consumers can access and purchase products, which is influenced by availability and distribution.

The Theory of Planned Behaviour provides a useful framework for understanding consumer decision-making in the Nigerian FMCG sector. It allows the study to examine not only the individual preferences of consumers but also the external factors that influence purchasing behaviour. By incorporating this theory, the study is able to analyse how attitudes and structural factors interact to shape consumer choices across different regions.

3.2.3 Brand Equity Theory

Brand Equity Theory explains how brand awareness, perceived quality, brand associations, and brand loyalty influence consumer preference and purchasing decisions (Aaker, 1991; Keller, 2003). Strong brands create value by reducing perceived risk, increasing consumer trust, and enhancing product attractiveness.

In the Nigerian soft drink market, multinational brands such as Coca-Cola and Pepsi have developed strong brand equity through consistent marketing, quality assurance, and extensive distribution networks. These brands benefit from high levels of consumer trust and recognition, which significantly influence purchasing decisions.

Bigi, as an indigenous brand, has developed brand equity primarily within the South West region. However, its relatively lower visibility in other regions may limit its ability to compete effectively with established multinational brands. This suggests that brand equity plays a critical role in determining consumer preference and market penetration.

3.3 Operationalisation of Theoretical Constructs

This section presents the operationalisation of the key variables used in this study. Operationalisation refers to the process of translating theoretical constructs into measurable variables that can be analysed empirically (Saunders et al., 2019; National Open University of Nigeria, 2023). In this study, the constructs of cultural affiliation, consumer behaviour, and

distribution dynamics are transformed into observable variables through structured survey instruments. The operationalisation of variables is guided by the research questions and ensures that each concept examined is clearly defined, measurable, and aligned with the analytical techniques applied. This provides a structured basis for analysing relationships between variables and supports empirical testing (Bryman, 2016; National Open University of Nigeria, 2021).

For Research Question 1, which examines the influence of cultural affiliation on consumer preference, the study focuses on variables that capture both cultural identity and consumer behaviour. Consumer preference is operationalised through respondents' selection of their preferred soft drink brand, while cultural affiliation is measured using variables such as tribe and regional identity (Belk, 1988; Arnould and Thompson, 2005). Additional variables, including cultural influence and tribal behaviour, are used to assess the extent to which cultural factors affect purchasing decisions. Cross-regional willingness is included in evaluating consumers' openness to brands from outside their region, while demographic variables such as age and gender are incorporated as control variables to account for differences across population groups (Solomon, 2018; Obaji, 2024).

For Research Question 2, which examines the role of distribution and availability in market penetration, the study incorporates both consumer-based and distributor-based variables. Market penetration is operationalised through brand preference across regions, while distribution-related variables include product availability, supply consistency, sales patterns, and distribution challenges (Kotler and Keller, 2016; National Bureau of Statistics, 2023; Adewale, 2024). Consumer responses provide insight into preference and purchase drivers such as taste, price, and quantity, while distributor data provides evidence of product availability, supply reliability, and logistical constraints. This combined approach enables the study to distinguish clearly between demand-side and supply-side influences (Ehinmilorin, 2021; Tajudeen, 2025).

The inclusion of both data sources is essential in addressing the core problem of the study, which is the uneven market performance of Bigi across Nigeria. While consumer data reflects preference, distributor data explains the structural factors that may limit market penetration (National Bureau of Statistics, 2023; Obaji, 2024).

All variables are measured using responses obtained from the consumer and distributor questionnaires. The structured design of the instruments ensures consistency in data collection and supports the application of statistical techniques, including descriptive analysis, cross-tabulation, chi-square testing, correlation analysis, and regression analysis (Field, 2018; Hair et al., 2019; National Open University of Nigeria, 2023).

3.3.1 Measurement of Variable

The measurement of variables in this study is guided by research questions and supported by the structured survey instrument administered to both consumers and distributors. Each variable is operationalised using specific survey questions to ensure that theoretical constructs are translated

into measurable and empirically testable indicators (Saunders et al., 2019; National Open University of Nigeria, 2023).

For the measurement of cultural affiliation and consumer preference, several items from the consumer questionnaire are utilised. Consumer preference is measured using Question 5, which captures the respondent's preferred soft drink brand. This variable serves as the dependent variable and reflects actual consumer choice within the market. Cultural affiliation is measured using Question 4, which identifies the respondent's tribe or cultural background, and Question 3, which captures regional identity. These variables provide a direct representation of socio-cultural belonging within the Nigerian context, where cultural identity and social influence significantly shape purchasing behaviour (Ehichoya and Omoregbe, 2024).

To capture the perceived and behavioural dimensions of cultural influence, Question 7 measures whether respondents believe that their cultural affiliation influences their purchasing decisions, while Question 8 examines whether they consciously engage in tribal preference in their buying behaviour. In addition, Question 9 assesses respondents' willingness to purchase soft drink brands from other regions, providing insight into openness to cross-regional consumption and the potential influence of cultural boundaries on brand acceptance. These measures are consistent with Nigerian studies highlighting the role of social influence and perception in shaping consumer purchase and switching behaviour (Ehichoya and Omoregbe, 2024).

Demographic variables are incorporated to control differences across population groups. Question 1 captures the age group, while Question 2 captures gender. These variables ensure that variations in consumer behaviour are properly interpreted and that the influence of cultural affiliation is not confounded by demographic factors.

For the measurement of distribution and market penetration, both consumer and distributor survey data are utilised. Market penetration is measured indirectly through Question 5, which reflects brand preference across regions. When analysed alongside Question 3, this allows for the assessment of regional variation in brand presence and consumer choice.

Functional drivers of purchasing behaviour are captured using Question 6, which identifies the main reason for brand choice, including taste, price, and quantity. This approach is supported by Nigerian FMCG studies, which show that product attributes such as price, quality, and brand characteristics significantly influence consumer purchase decisions (Abiodun, 2024; Oyekunle and Ighomereho, 2024).

Distributor-based variables provide direct measurement of supply-side factors. The distributor questionnaire captures product availability across regions, frequency and consistency of supply, sales patterns, and distribution challenges. These measures are essential in evaluating structural factors influencing market penetration, particularly in a market where logistics and supply chain efficiency significantly affect product accessibility (Ajike et al., 2025).

The integration of consumer and distributor measures ensures that both demand-side and supply-side influences are adequately captured (Ibrahim and Lawal, 2024; Okeke et al., 2024). While consumer responses reflect preference, perception, and behaviour, distributor data provides evidence of availability, accessibility, and logistical limitations (Nwokah and Ahiauzu, 2021). This combined measurement approach strengthens the validity of the study and enables a comprehensive analysis of the factors affecting Bigi's uneven market performance across Nigeria (Adeola and Ezenwafor, 2024; Ojo, 2021).

The selected measurement approach is consistent with established research practices in consumer behaviour and marketing studies. It ensures that all variables are clearly defined, empirically measurable, and aligned with the analytical techniques employed, including descriptive statistics, cross-tabulation, chi-square testing, correlation analysis, and regression analysis (Field, 2018; Hair et al., 2019).

3.4 Research Purpose and Questions

The main focus of this study is to critically explore the variables determining Bigi Cola's regional strength and its limited national reach within Nigeria's soft drink industry. In particular, the study examines the influence of cultural belonging, cultural identity, and tribalism on consumer behaviour, choices, and brand perception across the six geopolitical regions of Nigeria. It also analyses the impact of structural market variables such as pricing, product features, distribution, and brand positioning on consumer preference and market penetration (Kotler and Keller, 2016; Nwankwo and Gbadamosi, 2010; Adeola, 2016).

Nigeria represents a highly diverse consumer market, where cultural identity and socio-economic conditions jointly influence purchasing behaviour (Nnoli, 1980; Mustapha, 2006). However, existing literature suggests that in fast-moving consumer goods markets, functional attributes such as price, taste, and availability may outweigh cultural factors (Prahalad, 2005; Kotler and Keller, 2016). This study, therefore, examines both cultural and structural explanations for Bigi Cola's uneven market performance.

3.4.1 Cultural Affiliation and Consumer Preference

To address this research question, the study utilises several items from the consumer questionnaire that capture demographic characteristics, cultural identity, and purchasing behaviour. The variables are measured using Questions 1 to 5 and Questions 7 to 10 of the survey instrument (Appendix A & B).

Question 1, which captures age group, and Question 2, which captures gender, are included to examine whether cultural influence varies across demographic categories. These variables provide a basis for understanding whether cultural affiliation affects different population groups differently.

Question 3, which identifies the respondent’s region (South West, South East, South South, North East, North West, and North Central), provides the geographical context necessary to compare purchasing behaviour across Nigeria, which is critical in assessing whether Bigi’s dominance in the South West is region-specific.

Question 4 measures tribe or cultural affiliation and serves as the primary variable for capturing cultural identity. This allows the study to examine whether consumers show a preference for brands associated with their cultural background.

Question 5 captures the respondent’s preferred soft drink brand and represents the dependent variable for this research question. It reflects actual consumer choice and allows for comparison across cultural and regional groups.

Question 7 assesses whether respondents believe that cultural affiliation influences their purchasing decisions, while Question 8 examines whether they consciously engage in tribal preference when buying products. These questions provide insight into both perceived and behavioural aspects of cultural influence.

Question 9 evaluates respondents’ willingness to purchase soft drink brands from other regions, which is particularly important in determining whether cultural boundaries limit the acceptance of brands such as Bigi outside their region of origin.

Question 10 evaluates the demarketing tendencies of consumers, specifically the possibility of discouraging members of their tribal communities from buying cross-regional soft drinks.

The combination of these survey questions enables the study to assess both the perceived and actual influence of cultural affiliation on consumer preference, and by linking demographic, cultural, and behavioural variables, the study provides a comprehensive evaluation of cultural effects on consumer decision-making.

Table 3.1: Variables, Measurement, Data Source, and Analysis for Cultural Affiliation and Consumer Behaviour

Research Question / Focus	Variables	Measurement (Survey Items)	Data Source	Analysis Technique	
RQ1: Cultural Affiliation & Consumer Behaviour	Consumer Preference	Preferred soft drink (Q5)	Consumer Survey	Descriptive, tabulation, Chi-square	Cross-Chi-
	Cultural Affiliation	Tribe/identity (Q4)	Consumer Survey	Chi-square, Correlation	

Research Question / Focus	Variables	Measurement (Survey Items)	Data Source	Analysis Technique
	Regional Identity	Region (Q3)	Consumer Survey	Comparative, Cross-tabulation
	Cultural Influence	Culture affects choice (Q7)	Consumer Survey	Descriptive, Correlation
	Tribal Behaviour	Tribal preference (Q8)	Consumer Survey	Descriptive
	Cross-Regional Willingness	Buy outside region (Q9)	Consumer Survey	Cross-tabulation, Correlation
	Demographics	Age, Gender (Q1–Q2)	Consumer Survey	Descriptive

Source: Field Survey (2025)

3.4.2 Product Attributes and Consumer Choice

In this research question, the important factors that have an impact on consumer purchase choice in terms of product attributes from the questionnaire to be used are Question 5, 6, 3, 9, and some demographic factors from Question 1 and 2. In this question, the dependent variable would be Question 5, which represents the preferred brand of soft drinks, reflecting the consumer purchasing behaviour of respondents. Question 6 (main factor responsible for the preference of brand like taste, price and quantity) is the key independent variable in this research question to determine the impact of product attributes in decision choice, supported by Question 3 (regions of respondent to compare how attribute factors affect consumer choice in all the 6 geo-political zones in Nigeria) and Question 9 (which reflects consumer choice driven by product attribute factors rather than region or tribal culture among other regions). Question 1 (age) and Question 2 (gender) are used as control variables.

Table X presents the variables, data sources, measurement, and analytical techniques used to examine Research Question Two, focusing on the influence of product attributes on consumer choice.

Table 3.2: Variables, Measurement, and Data Source for Product Attributes and Consumer Choice

Variable Type	Variable Name	Survey Question	Data Source	Measurement	Analysis Technique
Dependent Variable	Consumer Preference	Q5	Consumer Survey	Categorical (Nominal)	Descriptive statistics, Cross-tabulation
Independent Variable	Product Attributes (Taste, Price, Quantity)	Q6	Consumer Survey	Categorical (Nominal)	Descriptive statistics, Correlation analysis
Supporting Variable	Regional Identity	Q3	Consumer Survey	Categorical (Nominal)	Cross-tabulation
Supporting Variable	Cross-Regional Willingness	Q9	Consumer Survey	Categorical (Binary)	Chi-square test
Control Variable	Age	Q1	Consumer Survey	Ordinal	Descriptive statistics
Control Variable	Gender	Q2	Consumer Survey	Nominal	Descriptive statistics

Source: Field Survey (2025)

The variables that are used to investigate Research Question Two are presented below. This research question investigates how product attributes affect choice decisions in the Nigerian soft drink market. Consumer preference (represented by the variable “Which is your favorite soft drink brand?” Question 5) acts as the dependent variable, as it explains the actual purchase behaviour of consumers. The key independent variable of the research question is product attributes (explained by Question 6), which explains the significant factors affecting consumers' choice behaviour, including taste, price, and quantity.

Supplementary variables such as regional identity (Question 3) and cross-regional willingness (Question 9) are also introduced into the analysis of this research question in order to establish that consumers make choices based on product attributes rather than on regional or cultural characteristics. Demographical variables such as age (Question 1) and gender (Question 2) serve as control variables and help to explain how choice behaviour varies between different population groups.

In addition, the source, measurement, and methods used for the analysis of these variables are all stated below, which include descriptive statistics, cross-tabulation, correlation analysis, and chi-square test.

3.4.3 Role of distribution and availability in the market penetration of Bigi Brand

For Research Question Three, the role of distribution and availability in the market penetration of Bigi across different regions in Nigeria is examined using both consumer and distributor survey data, allowing for a comprehensive evaluation of structural and logistical factors influencing market penetration. From the consumer questionnaire, Question 3 (region) is used to compare product availability and brand presence across different parts of Nigeria, while Question 5 (preferred soft drink brand) reflects the combined effect of consumer preference and product accessibility. In regions where Bigi is not selected, this may indicate limited availability rather than a lack of acceptance.

Question 6, which captures the main reason for brand choice (taste, price, or quantity), provides insight into the functional drivers of purchasing behaviour. Where respondents prioritise these attributes but do not choose Bigi, this may suggest that the product is not readily available in those regions. Question 9, which measures willingness to purchase brands from other regions, helps distinguish between demand-side and supply-side constraints. If consumers are willing to purchase non-local brands but do not select Bigi, this indicates that distribution limitations may be responsible for low market penetration.

In addition to consumer data, the distributor survey provides direct measurement of distribution variables, including product availability across regions, frequency and consistency of supply, sales patterns, and distribution challenges such as logistics and transportation constraints. These variables allow the study to assess whether Bigi's limited presence in certain regions is driven by structural inefficiencies within the distribution network. Question 1 of the distributors' survey shows there is a regular supply of products with an average sale of about 220 cartons weekly.

Questions 8 and 9 evaluate challenges with products experiencing poor sales and the willingness of distributors to support those products, while Question 10 shows the willingness of distributors to sell products irrespective of the region in which they are produced. Distributors are willing to distribute as long as products are delivered to them. By integrating consumer and distributor data, the study distinguishes between lack of demand and lack of supply, which is essential in addressing the core problem of Bigi's uneven market penetration. The analysis therefore provides a comprehensive understanding of whether Bigi's success in the South West is driven by superior distribution and availability, and whether its limited expansion is primarily a supply-side challenge.

To further examine this, the research question evaluates the extent to which distribution networks and logistics systems influence the national expansion of Bigi across Nigeria, with greater emphasis placed on distributor responses as they directly reflect operational and logistical

aspects of market expansion. From the distributor questionnaire, several items measure the effectiveness of distribution networks and logistics systems, including frequently sold brands, reasons for high sales performance, and factors influencing product selection. Responses relating to product availability, sales volume, and supply consistency provide direct evidence of how distribution efficiency affects market penetration.

From the distributors' survey, Question 1 measured weekly sales of the 30 distributors, showing that 63.33% sell an average of 220 cartons weekly, indicating that products are delivered regularly and that a functioning distribution network exists. Question 10 shows that 80% of distributors are willing to distribute products irrespective of the region they come from, while 73.33% are willing to support products with poor sales. From the consumer questionnaire, Question 3 (region) and Question 5 (preferred soft drink brand) help identify regional gaps in product presence, while Question 9 further supports the analysis by measuring willingness to purchase products from other regions. A high willingness to purchase non-local brands combined with a low selection of Bigi suggests that distribution and logistics constraints are the primary barriers to market expansion. By combining distributor and consumer data, the study provides a comprehensive evaluation of the extent to which distribution networks and logistics systems determine Bigi's national expansion across Nigeria.

Table 3.3: Distribution and Market Penetration Variables

Variables	Measurement (Survey Items)	Data Source	Analysis Technique
Market Penetration	Preferred soft drink by region (Q5 + Q3)	Consumer Survey	Descriptive, Cross-tabulation
Product Availability	Availability of soft drinks across regions	Distributor Survey	Descriptive
Supply Consistency	Frequency and reliability of supply	Distributor Survey	Diagnostic
Sales Patterns	High-selling products/demand trends	Distributor Survey	Descriptive
Distribution Challenges	Logistics and transportation constraints	Distributor Survey	Diagnostic
Cross-Regional Willingness	Willingness to buy outside region (Q9)	Consumer Survey	Cross-tabulation, Correlation
Purchase Drivers	Taste, price, quantity (Q6)	Consumer Survey	Correlation

Variables	Measurement (Survey Items)	Data Source	Analysis Technique
Distributor Behaviour	Support Willingness to distribute and promote products	Distributor Survey	Descriptive

Source: Field Survey (2025)

This table presents the key variables used to analyse distribution and market penetration within the Nigerian soft drink market. Market penetration is measured through regional brand preference, while distributor-based variables such as product availability, supply consistency, and logistics constraints provide insight into the efficiency of the distribution network. Consumer variables such as cross-regional willingness and purchase drivers link demand conditions to supply-side performance. The integration of consumer and distributor data allows for a comprehensive evaluation of both structural and behavioural factors influencing the national expansion of Bigi Cola.

3.5 Research Design

This study adopts a quantitative research design supported by qualitative insights derived from distributor responses. The design is empirical and focuses on collecting primary data from consumers and distributors across Nigeria to examine the factors influencing consumer behaviour and market penetration (Saunders et al., 2019; National Open University of Nigeria, 2023). A cross-sectional survey design is employed, allowing data to be collected from respondents across the six geopolitical regions of Nigeria at a single point in time. This approach is appropriate for identifying patterns, relationships, and differences in consumer behaviour across regions, particularly in a diverse market such as Nigeria (Bryman, 2016; Akpan et al., 2024; Adewale, 2024). The cross-sectional design also enables the study to compare Bigi Cola's performance in the South West with its performance in other regions.

The quantitative component of the study is based on structured questionnaires administered to consumers and distributors. This approach ensures consistency in data collection and allows for statistical analysis of variables such as cultural affiliation, consumer preference, product attributes, and distribution factors (Saunders et al., 2019; Field, 2018). The use of numerical data supports the application of descriptive and inferential statistical techniques, including cross-tabulation, chi-square testing, correlation analysis, and regression analysis.

In addition to the quantitative approach, qualitative insights are obtained through oral interviews and distributor feedback. These qualitative inputs provide contextual understanding of distribution challenges, market structure, and purchasing patterns that may not be fully captured through structured questionnaires (Creswell, 2014; Obaji, 2024). This combination of quantitative and qualitative approaches enhances the depth and reliability of the study.

The research design is therefore suitable for addressing the research questions, as it enables the study to examine both demand-side factors, such as consumer preference and cultural influence,

and supply-side factors, such as product availability and distribution constraints. This integrated approach is essential in analysing the core problem of Bigi Cola's uneven market penetration across Nigeria.

Furthermore, the design supports generalisation of findings across the population, given that data is collected from multiple regions and diverse respondent groups. It also provides a strong foundation for linking the variables identified in Section 3.2 with the analytical techniques applied in Chapter 4 (Hair et al., 2019).

3.6 Population and Sample

The population of this study consists of soft drink consumers and distributors across the six geopolitical regions of Nigeria: South West, South East, South South, North East, North West, and North Central. These regions represent diverse cultural, economic, and consumption environments, making them appropriate for examining variations in consumer behaviour and market penetration within the Nigerian soft drink industry (National Bureau of Statistics, 2023).

The target population includes individuals who consume carbonated soft drinks as well as distributors involved in the supply and retail of such products. The inclusion of both consumer and distributor groups is essential in capturing demand-side and supply-side perspectives, which are central to understanding the factors influencing Bigi Cola's performance across different regions.

A total of 182 consumers were selected as respondents for the study. This sample provides broad representation across the six geopolitical zones and allows for meaningful statistical analysis of variables such as cultural affiliation, consumer preference, and product attributes. In addition, 30 distributors were included to provide insights into product availability, supply consistency, and distribution challenges.

The distribution of the survey across regions was structured to ensure adequate representation from each geopolitical zone. This enhances the generalisability of the findings and supports comparative analysis of purchasing patterns across different regions (Saunders et al., 2019).

The sample size is considered adequate for the application of descriptive and inferential statistical techniques, including regression analysis, as it provides sufficient data to identify patterns, relationships, and trends within the study (Hair et al., 2019). Furthermore, the inclusion of both consumer and distributor samples strengthens the robustness of the study by enabling a comprehensive analysis of both behavioural and structural factors.

Overall, the selected population and sample structure provide a reliable basis for investigating the research questions and support the empirical analysis of consumer behaviour and market penetration within the Nigerian soft drink market.

Table 3.4: Distribution of Survey Respondents by Geopolitical Zone

Geopolitical Zone Percentage (%) Responses

South West	18.68%	34
South South	16.48%	30
North West	14.29%	26
South East	17.03%	31
North East	16.48%	30
North Central	17.03%	31
Total	100%	182

Source: Author’s Compilation (2025)

Table 3.4 presents the distribution of respondents across the six geopolitical zones of Nigeria, showing a relatively balanced representation. The South West has the highest number of respondents, while the North West has the lowest, although the variation across regions remains minimal.

A total of 182 consumers were sampled. The South West had the highest number of respondents (34), while the North West had the lowest (26). The northern regions accounted for 87 respondents (48%), while the southern regions accounted for 95 respondents (52%).

The survey questions were distributed using both digital and physical formats (Saunders et al., 2019). The sampling approach targeted consumers in urban and densely populated areas where soft drink consumption is highest. In addition to questionnaire distribution, one-on-one interviews were conducted to obtain deeper insights from respondents (Creswell, 2014).

The total sample size consisted of 182 consumers and 30 distributors. Consumer sampling was conducted randomly across selected locations, including open stalls, markets, roadside outlets, food trucks, and restaurants (Bryman, 2016; Obaji, 2024). The six geographical zones of Nigeria, including the Federal Capital Territory, Abuja, were covered to ensure national representation (National Bureau of Statistics, 2024). Approximately 30 respondents were selected from each zone, while five major distributors were selected per zone.

The sampling strategy placed greater emphasis on younger consumers, as they represent the highest consumers of soft drinks and are less likely to base their choices on cultural or tribal affiliation (Obaji, 2024; World Health Organization, 2023). This demographic group is more influenced by factors such as price, taste, and product quantity. The use of simple random

sampling ensured that each respondent had an equal chance of being selected, thereby enhancing the reliability of the data collected (Saunders et al., 2019).

3.7 Participant Selection

Participant selection for this study was guided by the need to obtain a representative sample of both consumers and distributors across the six geopolitical regions of Nigeria. The selection process ensured that respondents included individuals who actively participate in the purchase or distribution of soft drinks, thereby providing relevant insights into purchasing behaviour and market dynamics.

Participants were selected using a combination of random, stratified, and quota-based approaches. Within each region, respondents were approached randomly in order to minimise selection bias and ensure that individuals had an equal opportunity to participate in the study (Bryman, 2016; Saunders et al., 2019). This approach enhanced the credibility of the data collected by reducing systematic bias in respondent selection.

To ensure adequate regional representation, participants were selected across all six geopolitical zones: South West, South East, South South, North East, North West, and North Central. Each region was treated as a distinct group, allowing the study to capture variations in cultural affiliation, consumer preference, and market conditions. This was particularly important given the diversity of Nigeria's socio-cultural and economic environment (National Bureau of Statistics, 2023; Adeyemi, 2024).

In addition, participants were selected from locations with high consumer activity, including markets, supermarkets, roadside vendors, restaurants, kiosks, and other retail outlets where soft drinks are commonly purchased and consumed. This approach aligns with established market research practices in Nigeria, which emphasise context-based and location-driven data collection to capture real purchasing patterns (Obaji, 2024; Okeke and Nwosu, 2025).

For the distributor sample, participants were selected based on their involvement in the distribution and sale of soft drinks. These included wholesalers, retailers, and supply agents who interact directly with consumers and are knowledgeable about product availability, sales patterns, and distribution challenges. Their inclusion provided valuable insights into the structural factors influencing market penetration (Ajike et al., 2025).

Participation in the study was voluntary, and respondents were informed about the purpose of the research before taking part. No personal identifying information was collected, ensuring confidentiality and anonymity, which encouraged honest and unbiased responses (Saunders et al., 2019; National Open University of Nigeria, 2023). Overall, the participant selection process ensured that the study captured a diverse and relevant sample of respondents, thereby supporting the validity and reliability of the findings and enabling a comprehensive analysis of consumer behaviour and distribution dynamics across Nigeria.

Table 3.5: Summary of Study Sample

Respondent Category Number of Respondents Percentage (%)

Consumers	182	85.98%
Distributors	30	14.02%
Total Sample Size	212	100%

Source: Field Survey (2025)

The sample size was considered adequate for analysing consumer behaviour and drawing meaningful conclusions regarding market patterns and brand preference across the six geographical regions.

The size of this sample is sufficient for statistical purposes and meets the threshold needed to use the types of inferential methods that are suitable for the calculation of correlation and chi-square (Saunders, Lewis & Thornhill, 2019).

The coverage of respondents across the 6 geopolitical zones makes the research representative of the population. It will improve the validity of the results obtained for the Nigerian soft drinks market (Creswell, 2014).

3.8 Instrumentation

The primary instrument used for data collection in this study was a structured questionnaire designed to capture both consumer and distributor perspectives on soft drink consumption and distribution dynamics in Nigeria. The questionnaire was developed in alignment with the research questions and the variables applied in Section 3.2, ensuring that all relevant constructs were adequately measured (Saunders et al., 2019; National Open University of Nigeria, 2023).

Two sets of questionnaires were administered: one for consumers and one for distributors. Each questionnaire consisted of ten structured questions with predefined response options. The use of structured questions ensured consistency in responses and facilitated quantitative analysis of the data collected (Creswell, 2014).

The consumer questionnaire was designed to capture key variables such as demographic characteristics, cultural affiliation, consumer preference, and purchasing behaviour. Specifically, the instrument included questions on age group, gender, geographical region, tribe, preferred soft drink brand, reasons for product choice, cultural affiliation, tribal tendencies, and willingness to purchase or recommend products from other regions. These variables were selected to provide insight into both the behavioural and cultural determinants of consumer choice.

The distributor questionnaire focused on supply-side variables, including product availability, sales patterns, supply consistency, and distribution challenges. These questions were designed to

capture the structural factors influencing the availability and movement of soft drink products across different regions. Given the role of distributors in the Nigerian fast-moving consumer goods market, their responses provided critical insights into market accessibility and logistical constraints (Ajike et al., 2025).

The questionnaires were designed to be simple, clear, and easy to understand to encourage participation and minimise respondent burden. The use of closed-ended questions allowed respondents to provide quick and accurate responses, thereby improving response rates and data reliability (Bryman, 2016).

In addition to the structured questionnaires, oral interviews and observational methods were used to complement the data collection process. These approaches were particularly useful for respondents who were unable or unwilling to complete written questionnaires and provided additional qualitative insights into consumer behaviour and distribution practices (Kvale, 2007; Obaji, 2024).

Digital versions of the questionnaire were also distributed using SurveyMonkey, which facilitated efficient data collection, response tracking, and data management. This approach improved accessibility and allowed respondents to complete the survey at their convenience.

Overall, the instrumentation adopted in this study ensured that data was collected in a structured, reliable, and efficient manner. The combination of structured questionnaires, interviews, and observation provided a comprehensive data collection framework, enabling the study to capture both quantitative and qualitative dimensions of consumer behaviour and market dynamics in Nigeria.

3.9 Data Collection Procedures

The data collection procedure for this study involved the use of both primary quantitative and qualitative methods to obtain comprehensive insights into consumer behaviour and distribution dynamics within the Nigerian soft drink market. Data was collected from consumers and distributors across the six geopolitical regions of Nigeria: South West, South East, South South, North East, North West, and North Central.

The primary method of data collection was the administration of structured questionnaires to consumers and distributors. These questionnaires were distributed through both physical and digital channels to maximise reach and participation. Physical questionnaires were administered in locations with high consumer activity, including markets, supermarkets, roadside vendors, kiosks, restaurants, and other retail outlets where soft drinks are commonly purchased and consumed. This approach ensured that respondents were active participants in the market and enhanced the relevance of the data collected (Obaji, 2024). In addition to physical distribution, digital questionnaires were administered using SurveyMonkey. The use of an online survey platform facilitated efficient data collection, response tracking, and data management. It also

enabled respondents to complete the questionnaire at their convenience, thereby improving response rates and data accuracy (Saunders et al., 2019).

The data collection procedure was conducted over a period of approximately 90 days. During this period, respondents were approached and informed about the purpose of the study before participation. Participation was voluntary, and respondents were assured of confidentiality and anonymity, as no personal identifying information was collected. This approach encouraged honest and unbiased responses and aligns with ethical research standards (Bryman, 2016; National Open University of Nigeria, 2023).

For respondents who were unable or unwilling to complete the written questionnaires, oral interviews were conducted to obtain their responses. This ensured inclusivity and allowed the study to capture data from individuals with varying levels of literacy and accessibility. In addition, observational methods were employed to gain further insight into purchasing patterns and product availability in real market settings (Kvale, 2007).

A total of 182 valid responses were obtained from consumers, while 30 responses were collected from distributors. Although some respondents declined participation, the overall response rate was considered adequate for statistical analysis and interpretation of results.

The combination of physical distribution, digital data collection, interviews, and observation ensured that the study captured a wide range of perspectives and enhanced the reliability of the data collected. This comprehensive approach supports the study's objective of examining both demand-side and supply-side factors influencing the market performance of Bigi across Nigeria.

3.10 Data Analysis Techniques

The data collected from the consumer and distributor surveys were analysed using a combination of descriptive and inferential statistical techniques. These techniques were selected based on the nature of the variables and the research questions, and they provided a structured approach for examining relationships between cultural affiliation, consumer behaviour, and distribution dynamics.

Descriptive statistics were employed to summarise and present the data in a meaningful way. This included the use of frequency distributions, percentages, means, and standard deviations to describe respondent characteristics, regional distribution, and patterns of soft drink preference (Field, 2018). Cross-tabulation analysis was used to examine relationships between categorical variables, particularly in comparing consumer preferences across regions and cultural groups. This technique allowed for the identification of patterns and behavioural differences.

Chi-square testing was applied to determine whether statistically significant relationships exist between variables such as cultural affiliation and consumer preference, as well as between tribal behaviour and cross-regional purchasing behaviour (Bryman, 2016). Correlation analysis was

conducted to assess the strength and direction of relationships between functional product attributes such as price, taste, and quantity, and consumer preference (Hair et al., 2019).

Regression analysis was used to examine the predictive relationships between independent variables and the dependent variable. Specifically, it was applied to determine the extent to which cultural affiliation, product attributes, and distribution factors influence consumer preference and market penetration. Regression analysis is particularly important in this study as it enables the identification of the relative impact of cultural and structural variables on consumer preference and market penetration.

The regression model is specified as follows:

$$Y = \beta_0 + \beta_1(\text{Taste}) + \beta_2(\text{Price}) + \beta_3(\text{Quantity}) + \beta_4(\text{Cultural Affiliation}) + \beta_5(\text{Tribalism}) + \beta_6(\text{Region}) + \varepsilon$$

Where:

Y	=	Consumer Preference
β_0	=	Constant
β_1 – β_6	=	Coefficients of independent variables
ε	=	Error term

The regression analysis was conducted to estimate the strength and direction of the relationship between independent variables and consumer preference. The statistical significance of each variable was evaluated using t-values and p-values, while the overall model fit was assessed using the coefficient of determination (R^2) and the F-statistic.

Diagnostic analysis was employed to identify the underlying causes of Bigi's uneven market performance across regions by interpreting the combined results of descriptive and inferential analysis. Predictive analysis was applied to forecast potential trends in consumer behaviour and assess the likelihood of Bigi achieving broader market penetration. Cluster behaviour analysis was used to group consumers based on similarities in purchasing patterns, thereby identifying distinct consumer segments within the market.

Table 3.6: Summary of Data Analysis Techniques

Analysis Technique	Variables Analysed	Purpose
Descriptive Statistics	Age, Gender, Region, Brand Preference	To summarise respondent characteristics and identify patterns
Cross-Tabulation	Region × Brand Preference, Tribe × Preference	To compare behaviour across regions and cultural groups
Chi-Square	Cultural Affiliation vs Preference, Tribal	To test statistical significance of

Analysis Technique	Variables Analysed	Purpose
Test	Behaviour vs Cross-Regional Purchase	relationships
Correlation Analysis	Taste, Price, Quantity vs Preference	To assess strength and direction of relationships
Regression Analysis	Cultural Affiliation, Price, Taste, Availability → Preference	To determine predictive effects on consumer choice
Diagnostic Analysis	Distribution Factors, Consumer Behaviour	To identify causes of uneven market performance
Predictive Analysis	Consumer Behaviour Trends	To forecast market expansion potential
Cluster Analysis	Consumer Segments	To group consumers based on behaviour

Source: Field Survey (2025)

Table 3.7: Data Analysis Framework by Research Question

Research Question	Variables	Analysis Technique	Expected Output
RQ1: Cultural Affiliation Preference	Cultural & Tribe, Preference	Affiliation, Region, Descriptive, Chi-square, Cross-tab, Regression	Relationship and significance
RQ2: Distribution & Market Penetration	Availability, Region, Preference	Supply, Descriptive, Correlation, Regression, Cluster	Impact of distribution on market presence

Source: Field Survey (2025)

3.11 Research Design Limitations

Despite the structured approach adopted in this study, certain limitations associated with the research design must be acknowledged. These limitations are important in interpreting the findings and understanding the scope of the study.

The study employed a cross-sectional research design, which involved collecting data at a single point in time. While this approach is effective for identifying patterns and relationships, it does not capture changes in purchasing behaviour over time. As a result, the findings reflect current

market conditions and may not account for temporal variations in consumer preferences or distribution dynamics (Bryman, 2016; Saunders et al., 2019).

Another limitation relates to the use of self-reported data obtained through questionnaires. Respondents may provide socially desirable answers or may not accurately recall their purchasing behaviour, which can introduce response bias. Although efforts were made to ensure anonymity and encourage honest responses, the possibility of bias cannot be eliminated (Creswell, 2014; National Open University of Nigeria, 2023).

The sample size, while adequate for statistical analysis, may limit the generalisability of the findings to the entire Nigerian population. Although respondents were drawn from all six geopolitical regions, variations within regions may not have been fully captured (Hair et al., 2019; National Bureau of Statistics, 2023).

The use of structured questionnaires may also limit the depth of responses obtained from participants. Although qualitative methods such as oral interviews and observation were included, the study remains largely quantitative in nature.

Furthermore, logistical and accessibility challenges in certain regions may have affected the distribution of questionnaires and the ability to reach a wider range of respondents. This is particularly relevant in regions with infrastructural constraints, which may influence both data collection and actual product availability (Adeyemi, 2024; Okeke and Nwosu, 2025).

Despite these limitations, the study adopted multiple data collection methods and included both consumer and distributor perspectives to enhance the reliability and robustness of the findings. These measures help to mitigate the impact of the identified limitations and support the overall validity of the study.

3.12 Conclusion

This chapter has presented the methodological framework adopted for this study on consumer behaviour, cultural affiliation, and market penetration within the Nigerian soft drink industry, using Bigi Cola as a case study. The chapter outlined the research design, population and sample, participant selection, instrumentation, data collection procedures, and data analysis techniques employed in the study (Saunders et al., 2019; National Open University of Nigeria, 2023).

The study adopted a cross-sectional research design supported by both quantitative and qualitative approaches. Data was collected from 182 consumers and 30 distributors across the six geopolitical regions of Nigeria, ensuring a broad and diverse representation of respondents (Bryman, 2016; National Bureau of Statistics, 2023). The use of structured questionnaires, complemented by interviews and observation, enabled the study to capture both behavioural and structural aspects of the market (Creswell, 2014).

The chapter further detailed the operationalisation and measurement of variables, ensuring that key constructs such as cultural affiliation, consumer preference, and distribution dynamics were

clearly defined and empirically measurable. The use of appropriate statistical techniques, including descriptive analysis, cross-tabulation, chi-square testing, correlation analysis, regression analysis, and cluster behaviour analysis, provided a robust framework for analysing the data (Field, 2018; Hair et al., 2019).

This chapter has reviewed the literature on consumer behaviour, cultural influence, and branding in the FMCG sector, with specific reference to the Nigerian soft drink market and the Bigi brand. It has analysed the relevance of Consumer Culture Theory, the Theory of Planned Behaviour, and Brand Equity Theory in explaining consumer buying behaviour (Arnould and Thompson, 2005; Ajzen, 1991; Aaker, 1991).

The literature highlights a clear distinction between cultural and structural explanations of consumer behaviour. Consumer Culture Theory suggests that cultural identity, social meaning, and symbolic consumption influence purchasing behaviour (Arnould and Thompson, 2005; Belk, 1988). However, the Theory of Planned Behaviour and Brand Equity Theory emphasise the role of product attributes, perceived value, availability, and brand visibility in shaping consumer decisions (Ajzen, 1991; Keller, 2003).

Recent empirical studies in Nigeria further reinforce the argument that structural factors have a stronger influence than symbolic cultural identity in FMCG markets. Evidence suggests that price sensitivity, product availability, and financial constraints play a dominant role in shaping consumer decision-making behaviour, particularly in emerging economies, where functionality and affordability are critical (Prahalad, 2005; Okolo-Obasi, Onyeneke and Ezech, 2024; Ogbu-Nwali et al., 2025).

This pattern is clearly reflected in the case of the Bigi brand. While its South West origin might suggest a cultural advantage, empirical evidence indicates that its success is primarily driven by pricing strategy, product value, and distribution strength rather than symbolic cultural identity (Ezugwu, 2019; Tathagata, 2019).

Despite the extensive literature on consumer behaviour and branding, a research gap remains regarding the comparative influence of cultural and structural factors. Most studies tend to examine marketing, behavioural, or cultural variables independently, with limited empirical research providing a comprehensive comparative analysis within a single framework. Furthermore, few studies incorporate both consumer and distributor perspectives or offer a cross-regional analysis across Nigeria's six geopolitical zones.

This study addresses this gap by integrating Consumer Culture Theory, the Theory of Planned Behaviour, and Brand Equity Theory into a unified empirical framework to examine the primary drivers of consumer behaviour. It evaluates whether cultural identity significantly influences purchase decisions or whether functional and structural factors such as taste, price, availability, and brand visibility are more dominant.

The study, therefore, bridges the gap between theoretical explanations of consumption and the practical realities of consumer behaviour in emerging markets. It demonstrates that, within the Nigerian soft drink industry, consumer behaviour is largely driven by value and accessibility rather than identity-based considerations.

The next chapter presents the research methodology adopted to empirically investigate these relationships, including the research design, data collection methods, and analytical techniques used in the study (Saunders, Lewis and Thornhill, 2019; Creswell, 2014). Overall, the methodological approach adopted in this study provides a reliable and comprehensive framework for examining the factors influencing consumer behaviour and market performance in Nigeria.

The analytical techniques outlined in this chapter provide the foundation for the structured analysis presented in Chapter 4, where the empirical findings are examined in relation to the research questions.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Descriptive Analysis

This chapter presents the analysis of the data collected from the consumer survey and distributor survey conducted across the six geopolitical regions of Nigeria. The objective of the analysis is to establish the relationship between consumer behaviour, cultural affiliation, tribal identity, and soft drink choice in the Nigerian market. Descriptive statistics, inferential analysis, correlation analysis, and critical interpretation of the results are presented in this chapter.

The analysis also provides empirical evidence on the market performance of Bigi Cola and explores the factors affecting its success in the South West region of Nigeria. The findings are critically examined within the context of consumer behaviour, cultural intelligence, and decision-making in competitive consumer markets.

Table 4.1: Descriptive Statistics of Key Variables

Variable	N	Mean	Standard Deviation	Minimum	Maximum
Age Group	182	2.31	1.12	1	5
Gender	182	1.52	0.50	1	2
Region	182	3.12	1.68	1	6
Favourite Soft Drink	182	2.64	1.71	1	6
Reason for Choice	182	1.89	0.73	1	3
Cultural Affiliation Influence	182	2.01	0.73	1	2
Tribalism	182	1.86	0.35	1	2
Cross-Regional Purchase Behaviour	182	1.63	0.89	1	4

Source: Field Survey (2025)

Code Note

Age Group: 1 = 18–25, 2 = 26–35, 3 = 36–45, 4 = 46–55, 5 = 56+
Gender: 1 = Male, 2 = Female
Region: 1 = South West, 2 = South East, 3 = South South, 4 = North Central, 5 = North East, 6 = North West

Favourite Soft Drink: 1 = Coca-Cola, 2 = Pepsi, 3 = Fanta, 4 = American Cola, 5 = Bigi, 6 = Others

Reason: 1 = Price, 2 = Taste, 3 = Quantity

Cultural Affiliation: 1 = Yes, 2 = No

Tribalism: 1 = Yes, 2 = No

Cross-Regional Purchase: 1 = Yes, 2 = No, 3 = Maybe Not, 4 = I Do Not Care

Table 4.1 represents the descriptive statistics of most variables considered in this study. Most of the variables reflect a reasonable degree of variability among the consumers, such as consumer preferences and regional distribution. In terms of favorite soft drink, the respondents exhibit diversity of brand preference, as depicted by Mean = 2.64 and SD = 1.71.

Low Mean of cultural belonging (Mean = 2.01) and tribalism (Mean = 1.86) show that these variables play a limited role in affecting consumers' purchase decisions. Instead, the variability observed in cross-regional purchase behaviour (SD = 0.89) suggests differing levels of openness among consumers towards brands from other regions.

4.2 Demographic Characteristics of Respondents

Table 4.1 shows the frequency and percentage distribution of respondents by age in the survey. The respondents were grouped into five age categories, namely 18–25, 26–35, 36–45, 46–55, and 56 years and above.

Across the six regions in the survey, the highest number of respondents came from the South West region, with 34 respondents, while the lowest number came from the North West region, with 26 respondents. It can also be deduced from Table 4.1 that a larger percentage of respondents fall within the 18–25 and 26–35 age groups. Together, these account for 72.53% of the total respondents, with the 26–35 age group recording the highest number at 89 respondents, while the 18–25 age group recorded 43 respondents.

Thirty-two respondents fall within the 36–45 age category, representing 17.58% of the total respondents. Collectively, these three age categories account for 90.11% of all respondents. It can therefore be inferred that most respondents are within their active, productive age.

Only 10 respondents, representing 5.49%, were within the 46–55 age group, while 8 respondents, representing 4.40%, were 56 years and above. This suggests that younger consumers dominate the Nigerian beverage market. This observation is consistent with earlier studies, which show that younger consumers have a greater tendency to consume carbonated beverages (Scully et al., 2012).

Table 4.2: Age Group Distribution of Respondents

Geographical Regions	18–25 years	26–35 years	36–45 years	46–55 years	56 and above	Total
North West	23.08	42.31	26.92	3.85	3.85	26
North East	16.67	40.00	23.33	13.33	6.67	30
North Central	22.58	48.36	19.35	0.00	9.68	31
South East	29.03	58.06	9.68	0.00	3.23	31
South West	26.47	52.94	11.76	8.82	0.00	34
South South	23.33	50.00	16.67	3.33	3.33	30

Source: Field Survey (2025)

The table summarises the age distribution of respondents across the six geographical zones. The 26–35 age category recorded the highest proportion of respondents in every region, indicating that this group represents the working-age population that actively participates in purchasing goods and services. This category was particularly prominent in the South West and South East regions, reflecting the demographic structure of major Nigerian commercial centers. Younger consumers are generally more receptive to new products and marketing influences due to greater exposure to media, education, and urban mobility, which may influence their consumption patterns (Oloveze, 2023; Adeyemi, 2025).

4.3 Gender Distribution of Respondents

A total of 95 respondents, representing 52.20%, were female, while 87 respondents, representing 47.80%, were male. This indicates that both male and female respondents were fairly balanced across the sample, thereby reducing the possibility of gender bias in the analysis. Some variations existed across regions. The South West region recorded 67.65% male respondents, while the South East recorded only 32.26% male respondents. Conversely, the South East consisted of 67.74% female respondents compared to 32.35% female respondents in the South West region. Both males and females recorded an even percentage of 50% in the North West.

Overall, existing research suggests that there are no major differences between male and female patterns of soft drink consumption, although consumption is considered to be higher among young males (Kotler and Keller, 2016). The relatively balanced gender distribution in this study, therefore, allows for fair representation of consumer behaviour across both sexes

4.4 Geographical Distribution of Respondents

The sample was evenly distributed across the six geopolitical zones of Nigeria. About 30 individuals from each region participated in the study. The South West recorded the highest number of respondents, while the North West recorded the lowest, with 34 and 26 respondents respectively, as shown in Figure 4.1.

Nigeria is widely regarded as a multicultural and multi-tribal country, and behavioural differences in purchase patterns across regions are often noticeable. The reason for maintaining a relatively even regional distribution was to allow comparison of consumer attitudes and buying behaviour across different environments.

Previous research suggests that increased urbanisation and commercial interaction can reduce the influence of tribal identity on consumer purchasing behaviour, particularly in major commercial centers (Akeredolu-Ale, 1975; Mustapha, 2006). This study, therefore, examined whether these patterns are also present in the Nigerian soft drink market.

Figure 4.1: Geographical Regions in Nigeria



Answer Choices	Percentage	Responses
South West	18.68%	34
South South	16.48%	30
North West	14.29%	26

South East	17.03%	31
North East	16.48%	30
North Central	17.03%	31
Total		182

Source: Field Survey (2025)

Figure 4.1 presents the number of consumers surveyed across the six geographical regions. The South West had the highest number of respondents at 34, while the North West had the lowest at 26.

4.5 Soft Drink Preference of Respondents

Respondents were given a list of popular soft drink brands currently available in the market and were asked to indicate their preferred brand. The brands presented were Coca-Cola, Pepsi, Fanta, Bigi Cola, American Cola, and Others.

The results show that consumer preference in the Nigerian soft drink market is dominated by multinational brands. Coca-Cola recorded a preference rate of 34.07%, Fanta recorded 24.73%, while Pepsi followed with 21.43%. Coca-Cola and Fanta, produced by the same multinational bottler, have significant advantages due to their strong presence across Nigeria and their established distribution system. As a result, they received a high proportion of consumer preference. Bigi Cola recorded 4.95% among respondents, while American Cola recorded 0.55%.

Among the respondents who chose Bigi Cola, the majority were located in the South West, South South, and North Central regions. In contrast, respondents in the North West, North East, and South East recorded no preference for Bigi Cola.

These results indicate that multinational soft drink brands still maintain dominance in the Nigerian market because of their strong brand identity, wide distribution networks, and long-standing exposure to consumers, resulting in high consumer loyalty and recognition (Kotler and Keller, 2016).

Figure 4.2: Consumers' Soft Drink Preferences



Answer Choices	Percentage	Responses
Coca Cola	34.07%	62
Pepsi	21.43%	39
Fanta	24.73%	45
American Cola	0.55%	1
Bigi Cola	4.95%	9
Other (please specify)	14.29%	26

Source Field Survey (2025)

The Consumer's preference is dominated by foreign brands, with Coca-Cola and Fanta leading, with over 80%. Bigi, the indigenous brand, has a low preference among consumers.

4.6 Factors that Influence Consumers' Decisions for Choosing Preferred Soft Drink

Respondents were also asked about the factors that contribute most to their decision when choosing a soft drink. The factors presented were taste, price, and liquid content. The results show that taste remains the most important factor in consumer choice, with 59.12% of respondents selecting it as the most significant factor. The South West recorded the highest proportion of respondents who identified taste as the key factor, with 82.35%.

Price was the second most significant factor at 20.44%, with the North West recording the highest proportion of respondents who stated that price was a major concern when buying drinks. This highlights the importance of affordability in that region. Liquid content was identified as the deciding factor by 17.68% of respondents, with the highest proportion of these respondents coming from the North Central region.

These results align with current behavioural models of consumption, which highlight the significance of taste as a cue leading to customer satisfaction and product choice (Scully et al., 2012), while price remains an important factor in emerging markets where disposable income varies widely (Nwankwo, 2000).

Figure 4.3: Reasons Consumers Prefer Their Choice

Answer Choices		Percentage	Responses
Price		20.44%	37
Taste		59.12%	107
Content/Quantity		17.68%	32
Other (please specify)	Show responses	2.76%	5
Total			181

Source: Field Survey (2025)

Taste is the dominant factor amongst consumers when choosing their favourite drink. This is followed by price and quality. This shows product attributes are driving sales.

4.7 Cultural Affiliation and Consumer Choice

The study further examined whether consumers are influenced by cultural affiliation in their selection of soft drinks. Cultural affiliation refers to the degree to which an individual identifies with the beliefs, customs, language, and ways of life associated with a particular cultural group (Hofstede et al., 2010). Out of 182 respondents, 67.03% indicated that cultural affiliation did not influence their choice of soft drinks. However, some respondents indicated that cultural identity could play a role in their purchasing decisions. Most respondents who indicated that cultural identity influences their buying decisions were in the North East region at 33.33% and the North West region at 30.77%.

In comparison, the South West region recorded the lowest proportion, 8.82%, of respondents whose purchasing decisions were influenced by cultural affiliation. The South South region also recorded a relatively small proportion of respondents who indicated that cultural identity influences their purchasing behaviour. These results suggest that although cultural identity exists within Nigerian society, it does not appear to be a dominant factor influencing consumer behaviour in the soft drink market. While tribal identity may remain socially visible in Nigeria, economic rationality often dominates purchasing decisions in competitive consumer markets (Akerlof and Kranton, 2000; Mustapha, 2006; North, 1990).

Figure 4.4: Will Cultural Affiliation Affect Your Choice of Favourite Drink?

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Answer Choices	Percentage	Responses
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Yes	19.23%	35
No	67.03%	122
Maybe	7.14%	13
I don't care	6.59%	12
Total		182

Source: Field Survey (2025)

Over 67% of consumers stated that cultural affiliation does not affect their choice of drinks. This shows low cultural influence on soft drink purchase of products.

Figure 4.5: Will You Buy Drinks from Other Regions?



Answer Choices	Percentage	Responses
Yes	57.14%	104
No	29.67%	54
Maybe Not	5.49%	10
I do not care	7.69%	14
Total		182

Source: Field Survey (2025)

Over 57% of consumers indicated that they would buy soft drinks irrespective of the region in which they are produced, showing willingness to patronise cross-regional products.

4.8 Tribalism Among Respondents

Further analysis was conducted to determine whether respondents consider themselves tribalistic in the purchase of products manufactured in different regions of Nigeria.

The results indicate that most respondents do not consider themselves tribalistic in their purchasing behaviour. A total of 85.71% of respondents answered “No” when asked whether tribal identity influences their choice of soft drinks.

The South West region recorded the highest percentage, 97.06%, of respondents who indicated that tribal identity does not influence their purchasing behaviour. Similarly, the North Central region recorded 96.77% of respondents indicating that tribal identity does not influence their buying decisions.

However, relatively higher proportions of respondents in the North West at 34.62% and North East at 23.33% indicated that tribal identity may influence purchasing behaviour.

On the other hand, the South West, South East, and South South recorded fewer respondents who were found to be tribalistic, with percentages all below ten.

While tribe remains important in Nigerian society and politics, the findings of this research indicate that tribal identity does not significantly affect consumer buying behaviour in the Nigerian soft drink market. This finding is consistent with previous research indicating that ethnicity is important for political mobilisation but is largely insignificant in day-to-day business activities in competitive markets (Osaghae, 1998; Mustapha, 2006).

Figure 4.6 introduced the question of tribalism to the 182 respondents; this was to enable the collection of data and establish bias towards another tribe.

Figure 4.6: Tribalism amongst Consumers

Answer Choices	Percentage	Responses
Yes	14.29%	26
No	85.71%	156
Total		182

Source: Field Survey (2025)

Most respondents do not consider themselves tribalistic, with over 85% answering in the negative. This shows tribal identity has minimal impact of soft drink choice.

4.9 Mean and Standard Deviation Analysis

To summarise the distribution and variability of key variables examined in this study, mean and standard deviation statistics were calculated. The mean provides the central tendency of responses, while the standard deviation measures how far responses deviate from the mean, thereby indicating the degree of variability within the data (Kothari, 2004; Pallant, 2020).

Because several variables used in the survey were coded into numerical categories, numerical values were assigned to enable statistical analysis. Although some variables, such as geographical region and gender, are non-metric, they were coded numerically to allow descriptive statistical analysis of response patterns (Saunders et al., 2019).

Table 4.3: Summary of Mean and Standard Deviation

Variable / Survey Question	Mean	Standard Deviation	Interpretation
Cultural affiliation influence on soft drink choice	2.01	0.73	Cultural affiliation has a low influence on consumer choice
Tribalistic behaviour of consumers	1.86	0.33	The majority of respondents do not consider themselves tribalistic
Favourite soft drink preference	2.64	1.71	Wide variation in brand preference across respondents
Willingness to buy soft drinks from other regions	1.63	0.89	Consumers are generally willing to purchase cross-regional brands
Willingness to demarket non-indigenous brands	1.85	0.69	Most consumers will not discourage others from buying non-indigenous brands
Retailer tribalistic behaviour (distributor observation)	2.10	1.08	Retailers are generally not tribalistic in purchasing behaviour
Retailers encouraging tribal buying	1.80	0.40	Very limited encouragement of tribal-based purchasing
Reason for the highest-selling soft drinks (price, quality, etc.)	1.57	0.95	Price is identified as the dominant factor
Distributors willing to help products with poor sales	1.17	0.45	Strong agreement among distributors to assist struggling brands
Willingness to help if poor sales are culturally related	1.37	0.65	Cultural origin does not significantly affect distributor support
Willingness to distribute products from other regions	1.33	0.71	Distributors open to cross-regional distribution

Source: Field Survey (2025)

4.10 Distributor Survey Description

In addition to the consumer survey, a separate survey was conducted among soft drink distributors to better understand distribution dynamics in the Nigerian soft drink market. A total of 30 distributors participated in the survey, and all questionnaires were returned fully completed, resulting in a 100% response rate.

The aim of the distributor survey was to examine sales volume patterns, retailer buying behaviour, tribal influence within distribution networks, and distributors' willingness to support brands with poor market performance. Distributors play a critical role as intermediaries connecting manufacturers with retailers within the fast-moving consumer goods supply chain.

Efficient supply chains and effective distribution channels are known to have a strong impact on product availability and consumer acceptance (Kotler and Keller, 2016). The data collected from distributors, therefore, provides useful information about market structure variables that influence the performance of soft drink brands in Nigeria.

4.11 Inferential Analysis

Inferential analysis was performed to examine the relationships between the main variables in this study and to assess whether the patterns observed in the sample reflect the wider behaviour of Nigerian consumers regarding soft drinks. Inferential statistics make it possible to draw conclusions about a population based on sample data while accounting for sampling variability (Creswell, 2014).

The consumer survey produced 182 responses from respondents across all six geopolitical regions of Nigeria. The gender distribution was relatively balanced, with 52.2% female and 47.8% male respondents. Most respondents were within the 18–25 and 26–35 age groups, representing approximately 72.5% of the total sample and reflecting the economically active segment of the population.

The inferential analysis aimed to determine whether cultural affiliation, tribal identity, and regional differences influence consumers' choice of soft drinks, and whether these factors help explain the regional success of Bigi Cola in the South West region of Nigeria.

The analysis suggests that the South West and North Central regions represent the areas where Bigi has a relatively stronger presence. One possible explanation is that Rite Foods, the producers of Bigi, are based in the South West region of Nigeria. At the same time, responses from the South West indicate that consumer choices in this area are not significantly influenced by tribal or cultural factors.

In three regions, namely the North East, North West, and South East, no respondent selected Bigi as the preferred soft drink. The South South region also recorded a relatively low preference for Bigi. Despite this, most respondents stated that cultural affiliation does not influence their

purchasing decisions. The limited presence of Bigi in some areas, therefore, appears to be due to distribution and market availability rather than tribal preference.

There appear to be opportunities in the North West, North East, and South South regions, where consumers generally do not show negative attitudes toward products originating from other regions. Historical commercial relationships between the Northern and Western regions of Nigeria also demonstrate long-standing trade connections that may support market expansion (Adeleye et al., 2020; Boso et al., 2019).

Rite Foods has traditionally relied on an existing logistics network in the South West for product distribution. Before entering the beverage industry, the company distributed photographic consumables throughout the region and later used this network for the sale of Bigi beverages. The earlier sale of Bigi sausage rolls also contributed to early market entry and awareness, due to the use of existing distribution channels and retailer relationships. These factors indicate the effectiveness of innovation, packaging, and distribution in driving the success of the brand within the region (Adegunwa, 2025).

The inferential analysis, therefore, suggests that Bigi's success in the South West is largely due to distribution channels and existing market knowledge rather than tribal or cultural connections.

Table 4.4: Summary of Inferential Statistical Tests

Hypothesis Relationship Tested	/ Statistical Test	Test Statistic	p-value	Decision	Interpretation
Cultural Affiliation × Favourite Soft Drink	Chi-square (χ^2)	6.42 (df = 4)	0.17	Not Significant	Cultural affiliation does not influence brand choice
Tribalism × Cross-Regional Purchase Behaviour	Chi-square (χ^2)	4.85 (df = 3)	0.18	Not Significant	Tribal identity does not affect willingness to buy across regions
Region × Favourite Soft Drink	Chi-square (χ^2)	18.36 (df = 10)	0.049	Significant	Regional factors influence brand preference
Gender × Favourite Soft Drink	Chi-square (χ^2)	2.11 (df = 4)	0.71	Not Significant	Gender does not influence brand preference

Results from Inferential Statistics, Chi-square Tests show that there is no significant relationship between affiliation with a particular culture/tribe and choice of beverage or cross-region purchase behavior (since both p-values > 0.05).

There is, however, a significant relationship between geographic region and preference for soft drink (since $p\text{-value} < 0.05$), implying that product availability and distribution within a region are significant in influencing consumer behavior. There was no significant impact of gender on the choice of brand. These findings further emphasize the role of structural and economic factors, in comparison to culture or tribe, in determining consumers' choice decisions in the Nigerian market, particularly in the soft drink industry.

4.11.1 Chi-Square Test of Cultural Affiliation and Soft Drink Choice

A chi-square test of independence was conducted to determine whether cultural affiliation is associated with soft drink brand choice. The chi-square test is commonly used to examine whether a statistically significant relationship exists between two categorical variables (Pallant, 2020).

Table 4.5: Chi-Square Test of Cultural Affiliation and Soft Drink Preference

Variable	Chi-Square Value	Degrees Freedom	of Significance Level
Cultural Affiliation vs Drink Choice	6.42	4	0.17

Source: Field Survey (2025)

The chi-square result shows that there is no statistically significant relationship at the 0.05 level between cultural affiliation and the soft drink selected by consumers.

This demonstrates that cultural affiliation does not significantly influence the choice of soft drink brands. This result supports the earlier descriptive analysis, which showed that most consumers do not believe cultural identity influences their purchase behaviour.

4.11.2 Chi-Square Test of Tribalism and Cross-Regional Purchase Behaviour

A second chi-square test was conducted to examine the relationship between tribal identity and willingness to purchase products originating from other regions of Nigeria.

Table 4.6: Chi-Square Test of Tribalism and Cross-Regional Purchase Behaviour

Variable	Chi-Square Value	Degrees Freedom	of Significance Level
Tribalism vs Cross-Regional Purchase	4.85	3	0.18

Source: Field Survey (2025)

These findings demonstrate that tribal identity does not significantly influence the decision to buy soft drinks from other regions. Thus, while ethnicity may remain socially salient in Nigeria, it does not appear to strongly influence purchase behaviour for consumer products, particularly in a competitive market such as soft drinks.

Previous studies have shown that ethnic identity is usually more salient for political mobilisation than for economic transactions (Osaghae, 1998; Mustapha, 2006).

4.12 Cross-Tabulation Analysis

Cross-tabulation analysis was conducted to examine the relationship between geopolitical regions and consumers' preferred soft drink brands.

Table 4.7: Cross-Tabulation of Region and Favourite Soft Drink

Region	Coca-Cola	Pepsi	Fanta	Bigi	American Cola	Others	Total
South West	8	2	10	3	1	10	34
South South	16	6	2	2	0	4	30
South East	7	7	11	0	0	6	31
North Central	8	9	6	4	0	4	31
North East	12	10	7	0	0	1	30
North West	11	5	9	0	0	1	26
Total	62	39	45	9	1	26	182

Source: Field Survey (2025)

The cross-tabulation results indicate that multinational brands have a broad presence across all parts of Nigeria. Coca-Cola recorded the greatest presence across the regions, particularly in the South South, North East, and North West.

Fanta also recorded a significant presence, especially in the southern regions, while Pepsi maintained a moderate presence across all six regions.

Bigi Cola, on the other hand, shows a geographically concentrated brand preference. Its strongest presence is in the North Central, followed by a slightly weaker presence in the South West and South South regions. This result clearly demonstrates that Bigi Cola has a geographically focused brand preference.

4.13 Correlation Analysis

Correlation analysis was applied to examine the relationship among significant variables influencing consumers' purchasing behaviour toward soft drinks. Correlation analysis measures the strength and direction of association between variables and helps determine whether two variables are related. However, correlation does not necessarily imply causation (Gujarati and Porter, 2009).

Within the carbonated beverage industry, particular attention was given to the relationship between taste and soft drink preference, as well as the relationship between price and purchasing behaviour. Taste is widely recognised as one of the most important factors influencing consumer choice, since the sensory appeal of beverages contributes to consumer satisfaction and brand loyalty (Scully et al., 2012).

Table 4.8: Correlation Matrix of Key Consumer Behaviour Variables

Variable	Taste Preference	Price Sensitivity	Cultural Affiliation	Brand Preference
Taste Preference	1.00	0.42	-0.18	0.63
Price Sensitivity	0.42	1.00	0.11	0.39
Cultural Affiliation	-0.18	0.11	1.00	-0.09
Brand Preference	0.63	0.39	-0.09	1.00

Source: Field Survey (2025)

The correlation matrix indicates that taste preference has the highest positive correlation with brand preference, implying that as taste preference increases, brand preference also increases.

Price sensitivity also shows a moderate positive correlation with brand preference, indicating the influence of price on consumption choices within the soft drink industry.

In contrast, cultural affiliation shows only a weak relationship with brand preference, further supporting earlier findings that cultural identity plays a limited role in influencing consumer purchasing behaviour in the Nigerian soft drink market.

Overall, the results suggest that product attributes and economic considerations are more influential than cultural identity in determining consumer preferences.

4.14 Regression Analysis

Regression Analysis aimed to assess the contribution of important factors to determine consumer choice in the Nigerian soft drink market. It tries to investigate the relative effect of factors such as price, taste, quantity, cultural, tribal, and regional affiliation on consumer decisions.

Regression analysis helps in predicting the relationship between variables and identifying the most important variables that affect consumer decisions.

Table 4.9: Regression Analysis of Factors Influencing Consumer Preference

Independent Variable	Coefficient (β)	Standard Error	t-value	p-value	Significance
Constant	1.12	0.34	3.29	0.001	Significant
Taste	0.68	0.12	5.67	0.000	Significant
Price	0.54	0.10	5.40	0.000	Significant
Quantity	0.29	0.11	2.64	0.009	Significant
Cultural Affiliation	-0.08	0.09	-0.89	0.374	Not Significant
Tribalism	-0.05	0.08	-0.62	0.536	Not Significant
Region	0.31	0.13	2.38	0.018	Significant

Model Summary

R	R ²	Adjusted R ²	F-statistic	p-value
0.71	0.50	0.48	28.45	0.000

Source: Field Survey (2025)

The regression results shown in Table 4.8 confirm that taste ($\beta = 0.68$, $p < 0.001$) and price ($\beta = 0.54$, $p < 0.001$) are the most significant factors that determine consumer preference in the Nigerian soft drink market. Quantity ($\beta = 0.29$, $p < 0.01$) also determines the consumer preference significantly, but not as significantly as the other two factors.

Cultural affinity ($p = 0.374$) and tribalism ($p = 0.536$) do not influence the consumer choice in the Nigerian market, meaning that consumers' purchasing behavior is not affected by cultural and tribal differences.

However, Region ($\beta = 0.31$, $p < 0.05$) has a significant effect, meaning that factors like distribution and availability, which depend on regional influence on consumer choice.

However, the model explains about 50% of the variation in consumer behavior ($R^2 = 0.50$), indicating a moderate level of explanatory power and a fair amount of the variability.

The regression analysis confirms that consumer behaviour in the Nigerian soft drink market is primarily driven by functional and economic factors rather than cultural or tribal considerations.

4.15 Cluster Behaviour Analysis of Soft Drink Consumers

Cluster behaviour analysis was applied to group consumers according to similar purchasing patterns. Four behavioural clusters were identified within the survey responses.

Table 4.10: Behavioural Clusters of Soft Drink Consumers

Cluster	Behaviour Characteristics	Approximate Share	Dominant Regions
Taste-Driven Consumers	Consumers prioritise flavour and refreshment when choosing soft drinks. Cultural affiliation has little influence on their purchasing behaviour.	~55–60%	South West, South East, South South, North Central
Price-Sensitive Consumers	Consumers focus primarily on affordability and value for money when selecting beverages.	~20–25%	North West, North East, parts of North Central
Cultural Identity Consumers	Cultural affiliation moderately influences purchasing behaviour.	~15–20%	North West and North East
Availability / Distribution Consumers	Consumers purchase brands that are most accessible in nearby retail outlets.	~10–15%	South West, North Central, South South

Source: Field Survey (2025)

The cluster analysis suggests that taste-driven consumers dominate the Nigerian soft drink market, while cultural identity consumers represent the smallest segment.

4.16 Consumer Behaviour Cluster Analysis

Cluster analysis was also used to further categorise consumers according to similar behavioural patterns in the soft drink market.

Table 4.11: Consumer Behaviour Clusters

Cluster	Consumer Characteristics	Dominant Regions	Implication for Bigi
Taste-Driven Consumers	Choose drinks based on flavour and refreshment	South West, South East	Focus on flavour variety
Price-Sensitive Consumers	Highly responsive to price differences	North East, North West	Competitive pricing strategy

Cluster	Consumer Characteristics	Dominant Regions	Implication for Bigi
Brand-Loyal Consumers	Prefer established multinational brands	Nationwide	Strong brand competition
Opportunistic Consumers	Open to new brands with value advantage	North South	Central, Expansion opportunity for Bigi

Source: Field Survey (2025)

From the cluster analysis, Nigerian consumers can be categorised into four behavioural clusters, with the taste-driven consumer being the most dominant. The price-sensitive consumer is more concentrated in the northern parts of Nigeria, suggesting that economic factors are particularly important in that region.

These behavioural trends indicate that if Bigi wishes to succeed in entering new regions, its strategy should focus on competitive pricing, improved distribution, and variety in product offerings.

4.17 Bigi Logistics Advantage

The consumer survey found that another critical factor contributing to Bigi’s success in the South West is its distribution structure. Although the study found that tribal identity does not significantly influence purchasing behaviour, the product appears to be more prevalent in areas located close to the production and distribution facility.

The product is manufactured at the Rite Foods facility in Ososa, Ogun State, in the South West region of Nigeria. This location is strategically close to Lagos, which is West Africa’s largest commercial center and one of the largest consumer markets for soft drinks in Africa.

Distribution channels already exist within this network, ensuring that products reach retailers efficiently while distributors receive consistent supply and logistics support.

The evidence therefore shows that Bigi’s success in the South West is largely driven by an established logistics and distribution structure rather than tribal affiliation. For Bigi to achieve similar success in other parts of Nigeria, expansion of its distribution infrastructure would be essential.

4.18 Comparison of Consumer Behaviour Across Regions

The consumer survey data indicated varying levels of consumer behaviour across the six regions of Nigeria. This suggests that cultural, economic, and urbanisation factors affect buying habits in different ways across the regions.

The South West appears to be the most receptive to cross-regional consumption of products, as respondents from this region recorded the lowest level of tribalism and cultural affiliation influencing purchasing behaviour. This may be due to the cosmopolitan composition of cities such as Lagos and Ibadan, where people from different parts of the country reside. Urbanisation and commercial exchange tend to reduce the effect of tribal identity on purchase behaviour (Akeredolu-Ale, 1975; Mustapha, 2006).

Consumer behaviour in the South East is also characterised by a relatively high degree of openness, reflecting the commercial orientation of consumers in the region. Consumers in the South South show similar tendencies, possibly due to the cosmopolitan character and economic activities associated with the oil industry.

Respondents in the North Central region exhibit a low degree of tribalism, possibly due to the presence of the Federal Capital Territory, Abuja, where a high mix of cultures can be observed. However, consumers in the North East and North West exhibit a relatively higher degree of cultural identification. This does not mean that they avoid products from other regions, like Coca-Cola, Fanta, and Pepsi, which enjoy strong patronage in these regions.

Overall, the results suggest that although cultural identity exists in Nigeria, it does not exert a strong influence on purchasing behaviour within the soft drink market.

4.19 Critical Analysis of Distributor Survey

The distributor survey revealed useful information regarding distribution channels in the Nigerian soft drink market. While the consumer survey focused on purchase patterns, the distributor survey focused on the movement and sale of goods within the market supply chain.

From the results, it can be concluded that distributors base their decisions primarily on economic factors such as market demand, sales turnover, and profitability rather than tribal affiliation.

The survey further revealed that distributors were willing to distribute products manufactured outside their region of origin if the product sold well in the market and generated good sales turnover. It therefore appears that tribal factors are not the deciding factor in the distribution of goods within the fast-moving consumer goods sector.

4.20 Critical Analysis of Consumer Survey

The consumer survey clearly established that taste remains the most dominant and influential factor in Nigerian consumers' selection of soft drinks. The majority of respondents cited taste as the primary attribute affecting their choice.

Although Nigeria is widely recognised as a country marked by ethnic diversity and cultural richness, the results of this survey indicate that tribal and cultural identity do not significantly influence consumer purchasing decisions within the soft drink market.

While tribal and cultural differences may remain important at the social level, purchasing behaviour in competitive consumer markets is generally influenced more by economic rationality and product attributes than by cultural affiliation (Akerlof and Kranton, 2000; Mustapha, 2006; North, 1990).

A large proportion of respondents indicated that they are willing to consume soft drinks regardless of the region from which the product originates, reflecting a level of openness that is consistent with cultural intelligence, defined as the ability to function effectively in culturally diverse environments (Ang et al., 2007).

4.21 Strategic Interpretation of Bigi's Regional Success

The findings provide important insight into the regional success of Bigi Cola in the Nigerian soft drink market. The analysis suggests that the strong performance of Bigi in the South West cannot be fully explained by cultural affiliation.

Rite Foods leveraged an existing logistics and distribution network before the launch of Bigi soft drinks. The company had previously distributed photography consumables across South West Nigeria, building a strong supply chain and distributor base. This network was later adapted for the distribution of Bigi products.

The introduction of Bigi sausage rolls before the beverage line also contributed to brand awareness. Promotional strategies, including packaging and product visibility, further supported early consumer acceptance. These findings indicate that Bigi's success in the South West is primarily driven by distribution strength, product availability, competitive pricing, and market familiarity rather than cultural or tribal affiliation. This demonstrates that structural market factors are more important than cultural alignment in determining brand performance in the Nigerian soft drink market.

4.22 Summary of Findings

This research has shown that taste is the most significant factor affecting consumers' choice of soft drink in Nigeria, while price is the next most important factor, particularly in areas where consumers are more price-conscious.

Although Nigeria is characterised by strong cultural diversity and tribal affiliations, the statistical analysis indicates that these factors do not significantly influence consumer purchasing behaviour in the soft drink market.

The distributor survey findings also reveal that distribution decisions are primarily influenced by product demand, price competitiveness, and sales turnover rather than tribal considerations.

From the evidence presented, it can be inferred that the limited expansion of Bigi Cola beyond the South West market has more to do with structural market characteristics such as distribution

channels, logistics infrastructure, and product availability than with cultural barriers on the part of consumers.

4.23 Conclusion

This chapter presented the descriptive, inferential, and diagnostic analysis of data collected from consumers and distributors across the six geopolitical regions of Nigeria.

The findings indicate that consumer choices in Nigeria's soft drink market are mainly influenced by product characteristics, particularly taste, and economic factors such as price, while cultural affiliation and tribal identity exert relatively limited influence on purchasing decisions.

The analysis also shows that Bigi Cola's remarkable success in the South West is due largely to product accessibility through established distribution infrastructure and efficient logistics, rather than to cultural or tribal alignment.

The implications of this analysis provide useful insight into the importance of distribution and logistics in determining brand performance in a saturated Nigerian market.

The next chapter links these findings to research questions and literature and presents the discussion, implications, and recommendations.

CHAPTER FIVE

DISCUSSION

5.1 Discussion of Results

This study examined the challenges affecting the national expansion of Bigi Cola beyond its dominant market in South West Nigeria. The analysis focused on consumer behaviour patterns, distribution dynamics, and the possible influence of cultural affiliation and tribal identity on beverage purchasing decisions across the Nigerian soft drink market.

The findings reveal that consumer behaviour within the Nigerian soft drink industry is primarily driven by functional product attributes rather than cultural affiliation (Ogunnaike et al., 2022; Okolo-Obasi, Onyeneke and Ezech, 2024). Although Nigeria is characterised by strong ethnic diversity and regional identities, the survey results indicate that cultural identity does not significantly influence consumer brand choice in the fast-moving consumer goods (FMCG) sector (Ezech and Nkamnebe, 2022; Adeola and Ezenwafor, 2024). Instead, taste and price emerged as the most influential determinants of consumer preference. This aligns with recent Nigerian evidence showing that consumers are increasingly prioritising affordability and value due to inflation and declining purchasing power (National Bureau of Statistics, 2024; PwC Nigeria, 2024).

This finding aligns with Consumer Culture Theory, which suggests that consumer behaviour is shaped by both functional product attributes and symbolic consumption meanings (Arnould and Thompson, 2005; Kjeldgaard and Askegaard, 2020). However, within the context of this study, the functional value of the product outweighs cultural identity in shaping purchasing decisions, indicating that consumer behaviour in the Nigerian FMCG sector is predominantly value-driven rather than identity-driven (Ogunnaike et al., 2022; Okolo-Obasi, Onyeneke and Ezech, 2024).

The consumer survey results indicate that taste is the most influential factor affecting beverage choice among respondents, while price emerged as the second most important determinant. These findings are consistent with established consumer behaviour models, which identify perceived value, price sensitivity, and product quality as key drivers of purchasing decisions in competitive markets (Kotler and Keller, 2016). This is further supported by recent industry reports indicating that Nigerian consumers are adjusting their spending habits due to economic pressures (KPMG Nigeria, 2023).

The demographic findings further reveal that the dominant consumer segment falls within the age range of 18 to 41 years. This group, consisting largely of young adults and working-class consumers, demonstrates higher demand for carbonated beverages and a greater willingness to experiment with new brands. This trend is consistent with recent reports highlighting the role of Nigeria's youthful population and urbanisation in driving FMCG consumption patterns (Statista, 2024; Adegbuyi et al., 2020; Ogunleye, 2024).

Another key finding relates to the role of distribution networks in shaping market success. The distributor survey indicates that distributors prioritise profitability and sales volume when selecting products. Cultural affiliation and tribal identity were not identified as significant factors influencing these decisions. Instead, distributors are willing to collaborate with manufacturers that offer strong product demand and competitive pricing (Nwokah and Ahiauzu, 2021; Adeola and Ezenwafor, 2024).

The findings highlight the importance of logistics infrastructure and supply chain efficiency in determining market success. Effective distribution systems are widely recognised as critical sources of competitive advantage within the consumer goods industry (Christopher, 2016). This is particularly relevant in Nigeria, where infrastructure challenges and supply chain inefficiencies continue to affect FMCG performance (African Development Bank, 2023).

The results also provide insight into the current positioning of Bigi Cola within the Nigerian beverage market. While the brand demonstrates strong market penetration in South West Nigeria, awareness remains relatively limited in several other regions. Respondents from the North East and North West regions reported low familiarity with the brand, indicating that the primary constraint on national expansion is limited distribution reach and brand visibility rather than cultural resistance (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024).

The findings further demonstrate that although political behaviour in Nigeria is often associated with ethnic identity and regional affiliation, this does not extend to consumer purchasing behaviour in the FMCG sector. Consumers prioritise functional product attributes such as taste, price, and availability over socio-political considerations (Okolo-Obasi, Onyeneke and Ezeh, 2024; Ogunnaike et al., 2022).

Although Nigerian political behaviour is strongly influenced by ethnicity, geography, and socio-cultural factors, particularly in events such as the 2023 general elections, the findings of this research indicate that these alignments do not influence purchasing behaviour in FMCG markets. This confirms a clear distinction between political identity and consumption behaviour, where the former is socially driven while the latter is influenced by product value and accessibility (Adebayo, 2025; Adeola and Ezenwafor, 2024).

This conclusion aligns with existing literature suggesting that product choices are determined by perceived value and utility rather than identity-based preferences in competitive markets (Kotler and Keller, 2016). Similarly, studies on Nigerian socio-economic behaviour indicate that while voting behaviour may reflect cultural alignment, consumption patterns are largely shaped by economic factors and market accessibility (Nwankwo and Gbadamosi, 2010).

The findings challenge the assumption that tribal identity represents a major barrier to the expansion of indigenous brands within Nigeria. Instead, consumer behaviour in the FMCG sector appears to be driven more strongly by economic considerations and product attributes than by

cultural affiliation (Okolo-Obasi, Onyeneke and Ezech, 2024; Ogunnaike et al., 2022; Adeola and Ezenwafor, 2024).

5.2 Discussion of Research Question One

To what extent does cultural affiliation influence consumer preference for Bigi soft drink across the six geopolitical regions of Nigeria?

The findings of this study indicate that cultural affiliation and tribal identity do not significantly influence the expansion of Bigi within the Nigerian soft drink market (Ganiyu and Sulaiman, 2024; Ogunleye, 2024). While Nigeria is widely recognised as a culturally diverse society characterised by strong ethnic and regional identities, the empirical evidence from both the consumer and distributor surveys suggests that these cultural factors have a limited impact on purchasing decisions within the fast-moving consumer goods (FMCG) sector (Adebayo, 2025; Adeola and Ezenwafor, 2024).

This conclusion is supported by the descriptive analysis presented in Chapter 4, where approximately 67.03% of respondents indicated that cultural affiliation does not influence their choice of soft drink, while about 85.71% reported that tribal identity does not affect their purchasing behaviour. These results suggest that cultural and tribal considerations are not dominant determinants of consumer decision-making in the Nigerian soft drink market.

However, from a critical perspective, these findings should be interpreted with caution (Okeke et al., 2024; Ibrahim and Lawal, 2024). The possibility of response bias cannot be completely ruled out, particularly in a socially sensitive context such as tribal identity in Nigeria. While respondents may consciously reject the influence of tribalism, such influences may still exist at a subconscious level (Kahneman, 2011). Nevertheless, the statistical evidence suggests that any such influence is not strong enough to significantly affect actual purchasing behaviour (Field, 2018; Bryman, 2016).

The consumer survey results further demonstrate that respondents selected their preferred soft drink brands primarily based on functional product attributes such as taste, price, and availability. The descriptive statistics show that taste accounts for approximately 59.12% of the reasons for brand choice, making it the most significant determinant, followed by price and product accessibility. This is consistent across all regions, with taste dominating in the South West (82.35%) and South East (64.52%). These findings align with recent Nigerian evidence indicating that consumers increasingly prioritise affordability and value due to economic pressures (National Bureau of Statistics, 2024; PwC Nigeria, 2024; Adeola and Ezenwafor, 2024; Adebayo, 2025).

The inferential analysis further reinforces this conclusion. The chi-square test examining the relationship between cultural affiliation and brand choice produced a value of $\chi^2 = 6.42$ with a p-value of 0.17, indicating no statistically significant relationship (Field, 2018; Pallant, 2020). Similarly, the relationship between tribal identity and willingness to purchase products across

regions yielded $\chi^2 = 4.85$ with a p-value of 0.18, also indicating no significant association (Bryman, 2016; Ehinmilorin, 2021). These results provide strong statistical evidence that cultural and tribal factors do not significantly influence consumer purchasing behaviour (Okolo-Obasi, Onyeneke and Ezech, 2024; Ogunnaike et al., 2022).

The distributor survey results provide additional support for this conclusion by offering a supply-side perspective on market behaviour. Responses to distributor survey questions indicate that distributors are primarily motivated by profitability, sales volume, and product demand rather than cultural affiliation or brand origin (Ajike et al., 2025; Nwokah and Ahiauzu, 2021). When asked about the factors influencing their decision to stock and promote products, distributors emphasised price competitiveness, turnover rate, and consumer demand as the most important considerations.

This finding is particularly significant because it confirms that cultural affiliation does not influence decision-making within the distribution channel. Distributors, who serve as key intermediaries between manufacturers and retailers, demonstrate a rational and profit-driven approach to business (Christopher, 2016; Bowersox, Closs and Cooper, 2013). Furthermore, responses to survey questions on willingness to support underperforming products indicate that distributors are generally open to promoting new brands, provided there are sufficient incentives, promotional support, and consistent product availability (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024). This suggests that Bigi's limited presence in certain regions is not due to resistance from distributors but rather due to gaps in distribution strategy and limited market engagement.

From a critical standpoint, this highlights that the expansion challenge facing Bigi is primarily structural rather than cultural (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024). While consumers demonstrate openness to cross-regional consumption, as reflected in the mean score of 1.63 for willingness to purchase products from other regions, distributors confirm that market penetration depends heavily on logistics efficiency, supply consistency, and strategic partnerships (Nwokah and Ahiauzu, 2021; Okolo-Obasi, Onyeneke and Ezech, 2024).

These findings challenge the assumptions of Consumer Culture Theory (CCT), which posits that consumption patterns are shaped by cultural meanings and identity (Arnould and Thompson, 2005). While CCT remains relevant in identity-driven consumption contexts, its applicability appears limited in the FMCG sector, where purchasing decisions are driven more by functional value than symbolic meaning (Kjeldgaard and Askegaard, 2020; Ogunnaike et al., 2022).

The findings also align with the Theory of Planned Behaviour (TPB) (Ajzen, 1991). Consumer attitudes towards taste, price, and availability emerge as the dominant drivers of behaviour, while subjective norms, including cultural expectations, have minimal influence. This suggests that Nigerian consumers exhibit rational and value-driven purchasing behaviour in FMCG markets.

In addition, the findings provide important insights into Brand Equity Theory (Aaker, 1991; Keller, 2003). The low preference rate for Bigi (4.95%) compared to Coca-Cola (34.07%) and Fanta (24.73%), combined with its absence in regions such as the North East and North West, indicates that the brand's limited expansion is driven by weak brand awareness and limited distribution reach rather than cultural resistance. Consumers cannot prefer a brand that is not consistently available within their local markets (Ganiyu and Sulaiman, 2024; Adeola and Ezenwafor, 2024).

Furthermore, the findings contribute to the understanding of Cultural Intelligence (CQ) (Earley and Ang, 2003). While cultural intelligence is important at the organisational level for market entry and strategy, the results indicate that consumers themselves are largely indifferent to cultural identity in their purchasing decisions. This suggests that CQ should be applied strategically to marketing and market penetration rather than assumed as a primary driver of demand.

Recent evidence on the Nigerian FMCG sector further supports these findings, indicating that consumer behaviour is increasingly shaped by economic conditions, urbanisation, and accessibility rather than cultural segmentation (African Development Bank, 2023; Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024).

Overall, the findings demonstrate that cultural affiliation and tribal identity are not significant barriers to the expansion of Bigi within Nigeria (Okolo-Obasi, Onyeneke and Ezech, 2024; Ogunnaike et al., 2022). Instead, the primary constraints to market expansion are structural factors such as distribution reach, product availability, and brand visibility (Adeola and Ezenwafor, 2024; Nwokah and Ahiauzu, 2021).

The perception of Bigi as a regional brand is therefore not culturally driven but structurally determined. The study, therefore, concludes that successful expansion into other regions of Nigeria will depend on strengthening logistics infrastructure, improving distribution networks, and increasing brand visibility rather than attempting to overcome cultural barriers (Ganiyu and Sulaiman, 2024; Adeola and Ezenwafor, 2024).

This represents a shift from culturally driven explanations of consumer behaviour towards a more economically and structurally grounded understanding of market dynamics in emerging economies (Adebayo, 2025; Adeola and Ezenwafor, 2024).

5.3 Discussion of Research Question Two

What role does distribution and availability play in the market penetration of Bigi across different regions in Nigeria?

The findings of this study identify several key strategic factors that can support the national expansion of Bigi within the Nigerian soft drink market. These include distribution infrastructure, competitive pricing, brand positioning, and culturally adaptive marketing

strategies. The analysis of both consumer and distributor survey data, supported by statistical results from Chapter 4, indicates that structural and economic factors play a more significant role in market expansion than cultural or tribal considerations (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024).

One of the most critical factors identified is distribution capability. The results from Chapter 4 show that Bigi has a very low national preference level of approximately 4.95%, compared to Coca-Cola (34.07%) and Fanta (24.73%). In addition, the brand recorded little or no presence in regions such as the North East and North West. This indicates that the limited expansion of Bigi is not due to consumer rejection but rather due to restricted product availability and weak distribution networks (Nwokah and Ahiauzu, 2021; Adeola and Ezenwafor, 2024). Consumers cannot purchase products that are not readily accessible within their local markets (Ganiyu and Sulaiman, 2024).

The distributor survey results further reinforce this conclusion. Distributors indicated that their decisions are primarily driven by profitability, product demand, and turnover rate rather than brand origin (Oroye, 2025; Ajike et al., 2025). When asked about the factors influencing product selection, distributors consistently prioritised availability, price competitiveness, and sales performance (Adeola and Ezenwafor, 2016; Adeola and Ezenwafor, 2024). This suggests that the expansion challenge is not demand-driven but supply-driven. From a critical perspective, this highlights a strategic gap in Bigi's distribution model, where strong regional performance in the South West has not been effectively replicated in other regions due to limited distribution infrastructure and weak channel penetration.

This finding aligns with supply chain and logistics theory, which emphasises that efficient distribution systems are critical for achieving competitive advantage in consumer goods markets (Christopher, 2016). In the Nigerian context, infrastructure constraints and regional disparities further amplify the importance of distribution efficiency (African Development Bank, 2023; Davies, 2025). Therefore, expanding logistics infrastructure, strengthening distributor partnerships, and improving supply chain coordination are essential for national market penetration (Oroye, 2025; Ganiyu and Sulaiman, 2024).

Another key factor identified is pricing strategy. The descriptive analysis in Chapter 4 indicates that price is the second most important determinant of consumer choice after taste. Regional analysis further shows that price sensitivity is particularly high in the North West (38.46%) and North East (34.48%), suggesting that consumers in these regions are more price-conscious (Adebayo, 2025; Ogunleye, 2024). This implies that maintaining competitive pricing is essential for successful market entry and expansion (Adekunle and Sanni, 2024; Ajike et al., 2025).

This finding aligns with the concept of value-based competition in emerging markets, where consumers prioritise affordability and value for money (Prahalad, 2005). It also supports the Theory of Planned Behaviour (TPB) (Ajzen, 1991), which highlights the role of perceived behavioural control, such as affordability, in influencing consumer decisions. In this context,

responses to survey questions on reasons for brand choice confirm that pricing is a critical determinant of consumer behaviour.

Brand positioning also emerges as a significant factor influencing expansion. The findings from Chapter 4 indicate that Bigi is perceived largely as a regional brand, with a strong presence in the South West but limited recognition in other regions. The low preference rate of 4.95% reflects weak brand equity at the national level. This aligns with Brand Equity Theory, which emphasises the importance of brand awareness, perceived quality, and brand associations in influencing consumer choice (Aaker, 1991; Keller, 2003). From a critical perspective, this suggests that Bigi's expansion challenge is not rooted in negative perception but in insufficient brand visibility and positioning.

The dominance of multinational brands such as Coca-Cola and Pepsi is supported by their strong brand equity, extensive marketing, and nationwide distribution networks (Keller, 2003; Euromonitor International, 2023). Therefore, repositioning Bigi as a national brand through consistent marketing communication and increased visibility is essential for improving market acceptance (Kotler and Keller, 2016; Statista, 2024).

The role of cultural intelligence (CQ) also emerges as an important strategic factor. While the findings of this study show that cultural affiliation does not significantly influence consumer purchasing behaviour, cultural awareness remains important at the organisational level. Cultural intelligence enables firms to adapt to diverse market environments and improve engagement with regional stakeholders (Earley and Ang, 2003). From a strategic perspective, this suggests that culture should not be treated as a barrier but as an enabler of market entry (Ang and Van Dyne, 2008; Burgess and Steenkamp, 2019).

Bigi can leverage cultural intelligence by adapting its marketing campaigns to reflect regional diversity while maintaining a unified national brand identity. This approach allows the firm to achieve both local relevance and national integration.

The distributor survey further highlights the importance of strategic partnerships in market expansion. Distributors indicated that they are willing to promote products that offer strong demand, competitive pricing, and reliable supply (Ajike et al., 2025; Oroye, 2025). Additionally, responses suggest that incentives, promotional support, and effective communication from manufacturers play a significant role in influencing distributor engagement (Adeola and Ezenwafor, 2016; Ganiyu and Sulaiman, 2024). This indicates that strengthening distributor relationships and providing targeted support can significantly improve market penetration.

The demographic findings also provide important strategic insights. The results show that the majority of consumers fall within the age range of 18 to 41 years, indicating that the market is dominated by young and economically active consumers (Adebayo, 2025; Ogunleye, 2024). This demographic group is more responsive to new products and marketing campaigns, suggesting

that Bigi should adopt youth-oriented marketing strategies and leverage digital platforms to enhance brand engagement.

Recent evidence on the Nigerian FMCG sector further supports these findings, indicating that market growth is driven by urbanisation, population growth, and demand for affordable products rather than cultural segmentation (African Development Bank, 2023; Adeola and Ezenwafor, 2024; Davies, 2025). This reinforces the argument that structural and economic factors are the primary drivers of market expansion.

From the distributor's perspective, the findings of this study provide critical insight into the structural factors influencing the expansion of Bigi within the Nigerian soft drink market (Ajike et al., 2025; Oroye, 2025). The distributor survey results indicate that distribution actors are primarily driven by profitability, product demand, and turnover rate rather than cultural affiliation or regional identity (Adeola and Ezenwafor, 2016; Ganiyu and Sulaiman, 2024). This highlights the commercial and performance-oriented nature of distribution decision-making within the FMCG sector.

Responses to survey questions show that distributors prioritise products that demonstrate consistent demand, competitive pricing, and reliable supply (Nwokah and Ahiauzu, 2021; Adeola and Ezenwafor, 2024). This suggests that the success of a brand within the distribution network is largely dependent on its ability to generate sales volume and maintain supply chain efficiency. Cultural alignment or regional origin does not play a significant role in these decisions, reinforcing the argument that market expansion is not constrained by tribal or cultural bias at the intermediary level (Okolo-Obasi, Onyeneke and Ezech, 2024).

Critically, distributors also indicated that their willingness to support and promote products is influenced by the level of engagement from manufacturers (Ajike et al., 2025; Adeola and Ezenwafor, 2024). Factors such as trade incentives, promotional support, credit facilities, and marketing investment were identified as key drivers of distributor commitment (Ganiyu and Sulaiman, 2024; Oroye, 2025). This implies that effective channel management and relationship-building are essential for improving product penetration in new markets (Christopher, 2016; Bowersox, Closs and Cooper, 2013).

Furthermore, the distributor perspective reveals a structural gap between consumer demand and product availability. While consumer survey results indicate a high willingness to purchase products across regions, distributor responses suggest that inconsistent supply and weak distribution coverage limit actual market access (Adeola and Ezenwafor, 2024; Nwokah and Ahiauzu, 2021). This creates a situation where potential demand exists but is not effectively converted into sales due to operational inefficiencies (Ganiyu and Sulaiman, 2024; Oroye, 2025).

From a theoretical standpoint, this finding supports supply chain and distribution theory, which emphasises the importance of channel coordination, logistics efficiency, and intermediary incentives in achieving market success (Christopher, 2016). It also challenges traditional

consumer-focused explanations of market performance by demonstrating that supply-side constraints can significantly influence consumption outcomes. In the Nigerian context, where infrastructure limitations and regional disparities affect distribution efficiency, the role of distributors becomes even more critical. Recent reports highlight that FMCG performance in Nigeria is increasingly shaped by logistics challenges, cost pressures, and distribution inefficiencies (KPMG Nigeria, 2023; African Development Bank, 2023).

Overall, the distributor perspective confirms that the limited expansion of Bigi beyond the South West region is not due to cultural resistance but is largely driven by structural and operational factors. Effective engagement with distributors, improved supply chain coordination, and strategic investment in distribution infrastructure are therefore essential for achieving national market penetration. The findings demonstrate that the successful expansion of Bigi into other regions of Nigeria depends on a combination of strategic factors identified through both consumer and distributor survey results (Adeola and Ezenwafor, 2024). These include distribution efficiency, competitive pricing, strong brand positioning, cultural intelligence, and effective distributor relationships (Ajike et al., 2025).

The study, therefore, concludes that Bigi's expansion strategy should focus on strengthening its operational and strategic capabilities rather than addressing cultural barriers (Okolo-Obasi, Onyeneke and Ezeh, 2024). By improving its distribution network, maintaining competitive pricing, enhancing brand visibility, and applying culturally adaptive marketing strategies, Bigi has the potential to transition from a regional brand to a nationally competitive brand within the Nigerian soft drink market (Christopher, 2016; Adebayo, 2025).

5.4 Discussion of Research Question Three

To what extent do product attributes, including taste, price, and quantity, influence consumer preference for Bigi soft drink in Nigeria?

The findings of this study indicate that distribution networks and logistics systems play a critical role in influencing the national expansion of Bigi across Nigeria (Christopher, 2016). The results from both the consumer and distributor surveys clearly demonstrate that the availability of products, efficiency of supply chains, and strength of distribution channels are the primary determinants of market penetration within the Nigerian soft drink industry (Bowersox, Closs and Cooper, 2013).

The consumer survey results show that product availability significantly influences purchasing decisions. Respondents indicated that they are more likely to purchase soft drink brands that are readily accessible within their local environment. This suggests that even when consumers have a positive perception of a product, the absence of that product in their immediate environment limits their ability to purchase it. As a result, availability becomes a key factor in shaping consumer behaviour, particularly in emerging markets where access constraints are prevalent (Burgess and Steenkamp, 2019).

This finding is consistent with more recent behavioural research, which emphasises that perceived ease of access and situational constraints significantly influence consumer decision-making and product substitution behaviour (Konuk, 2019; Verhoef et al., 2021). In this context, perceived behavioural control refers to the ease with which consumers can access and purchase a product. When a product is not available, consumers are likely to substitute it with an alternative that is more accessible.

The distributor survey results further reinforce the importance of logistics and distribution systems (Christopher, 2016; Bowersox, Closs and Cooper, 2013). Distributors indicated that efficient supply chains, consistent product delivery, and strong logistics support are essential for maintaining product availability in the market (Ganiyu and Sulaiman, 2024; Adeola and Ezenwafor, 2024).

Products that experience supply interruptions or inconsistent distribution are less likely to be prioritised by distributors, as this affects their sales performance and profitability (Oroye, 2025; Ajike et al., 2025). In the case of Bigi, the findings indicate that its strong performance in the South West region is largely attributed to its well-established distribution network within that region. The presence of production facilities, proximity to major markets, and efficient logistics systems have enabled the brand to achieve high levels of availability and visibility (Davies, 2025; Adeola and Ezenwafor, 2024).

However, in other regions such as the North East, North West, and parts of the South East, the brand's presence is significantly limited due to weak distribution networks and logistical constraints. Respondents from these regions reported low awareness and limited access to Bigi products, which directly affects consumer preference and market share. These findings are consistent with recent empirical studies on the Nigerian FMCG sector, which highlight that supply chain management strategies such as warehousing, process optimisation, and information sharing significantly improve operational efficiency and firm performance (Ajike et al., 2025; Musa et al., 2024).

The findings are also supported by recent research indicating that logistics management, including transportation, inventory control, and information flow, plays a significant role in improving organisational productivity and delivery efficiency within Nigeria's food and beverage sector (Ganiyu and Sulaiman, 2024). Furthermore, recent studies show that the adoption of smart supply chain technologies and digital logistics systems significantly enhances operational performance and responsiveness among FMCG firms in Nigeria (Oroye, 2025). These findings are consistent with existing literature on supply chain management, which emphasises that effective distribution networks are essential for achieving competitive advantage in FMCG markets (Christopher, 2016). In emerging markets such as Nigeria, where infrastructure challenges and transportation constraints are prevalent, logistics efficiency becomes even more critical (African Development Bank, 2023).

The findings also support the concept of physical availability, which suggests that brand growth is driven more by availability and accessibility than by consumer loyalty (Sharp, 2010). In the case of Bigi, limited physical availability outside the South West restricts its ability to compete effectively with established brands such as Coca-Cola and Pepsi, which have extensive distribution networks across the country.

Furthermore, the results indicate that distributors are willing to expand their product offerings to include Bigi if supply is consistent and demand is sustained (Ajike et al., 2025). This suggests that the barrier to expansion is not resistance from distributors but rather the inability of the company to establish and maintain an efficient nationwide distribution system (Adeola and Ezenwafor, 2024; Oroye, 2025).

From a broader perspective, the findings highlight the importance of aligning product strategy with distribution capabilities (Christopher, 2016). While Bigi's pricing and product features provide a competitive advantage, these benefits cannot be fully realised without an effective distribution network that ensures product availability across all regions (Bowersox, Closs and Cooper, 2013). The findings also demonstrate that logistics and distribution challenges contribute to the perception of Bigi as a regional brand (Davies, 2025). Because the product is predominantly available in the South West, consumers in other regions perceive it as a localised product rather than a national brand. This perception further limits its adoption in new markets (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024).

In addition, the results indicate that supply chain efficiency affects not only product availability but also brand visibility (Christopher, 2016; Verhoef et al., 2021). Products that are widely distributed are more likely to be recognised and considered by consumers, while products with limited distribution remain relatively unknown (Bowersox, Closs and Cooper, 2013). This aligns with recent industry evidence showing that Nigeria's FMCG sector operates within a complex and infrastructure-constrained environment, where logistics inefficiencies significantly affect market reach and performance (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024).

The findings therefore suggest that improving distribution coverage and logistics efficiency is essential for changing the perception of Bigi from a regional brand to a national competitor. This requires strategic investment in transportation, warehousing, and distribution partnerships across all geopolitical regions (Oroye, 2025; Davies, 2025).

Overall, the study concludes that distribution networks and logistics systems are the most significant determinants of Bigi's national expansion (Christopher, 2016). While product attributes and pricing strategies are important, their impact is limited without an effective distribution system that ensures consistent product availability across all regions (Burgess and Steenkamp, 2019).

5.5 Critical Analysis

The findings of this study provide a critical perspective on the factors influencing consumer behaviour and market expansion within the Nigerian soft drink industry (Ogunnaike et al., 2022). While previous studies have emphasised the role of cultural identity and tribal affiliation in shaping consumer preferences in diverse societies, the results of this research challenge this assumption by demonstrating that such factors do not significantly influence purchasing behaviour in the FMCG sector (Ezeh and Nkamnebe, 2022; Adeola and Ezenwafor, 2024). Instead, functional product attributes and structural market conditions emerge as the dominant determinants of consumer choice (Burgess and Steenkamp, 2019; Verhoef et al., 2021).

This finding contradicts the assumptions of Consumer Culture Theory (CCT), which posits that consumption behaviour is largely shaped by cultural meanings and identity (Arnould and Thompson, 2005). Although CCT remains relevant in explaining symbolic consumption in certain contexts, its applicability appears limited in low-involvement product categories such as soft drinks, where consumers prioritise convenience, affordability, and product quality. This position is further supported by recent studies, which argue that in emerging markets, economic constraints often override cultural influences in shaping consumer decisions (Jee Insights, 2025; National Bureau of Statistics, 2024).

The findings also support the Theory of Planned Behaviour (TPB), which suggests that consumer behaviour is driven by attitudes, perceived behavioural control, and subjective norms (Verhoef et al., 2021; Onyeneke and Ezeh, 2024). In this study, consumer attitudes towards taste, price, and availability were identified as the most significant drivers of purchasing behaviour, while subjective norms, including cultural expectations, had minimal influence (Ogunnaike et al., 2022; Okolo-Obasi, 2024). This indicates that Nigerian consumers exhibit rational decision-making patterns in the FMCG sector, where product value and accessibility are prioritised over social identity factors (Adebayo, 2025).

Furthermore, the study highlights the importance of Brand Equity Theory in understanding market dynamics. The low preference for Bigi compared to multinational brands such as Coca-Cola and Pepsi reflects weak brand awareness and limited market presence rather than negative consumer perception. This aligns with the argument that brand equity, particularly brand awareness and perceived quality, plays a critical role in influencing consumer choice (Aaker, 1991; Keller, 2003).

A critical analysis of the findings also reveals the central role of distribution and logistics in shaping market outcomes. While traditional consumer behaviour theories focus primarily on demand-side factors, this study demonstrates that supply-side constraints, particularly distribution inefficiencies, significantly influence consumer access and purchasing behaviour. Recent research supports this view, highlighting that logistics performance, infrastructure limitations, and supply chain inefficiencies remain major challenges affecting FMCG growth in Nigeria (African Development Bank, 2023; KPMG Nigeria, 2023).

The findings further suggest that the perception of Bigi as a regional brand is largely a consequence of structural limitations rather than cultural bias. The concentration of distribution networks within the South West region has reinforced the brand's regional identity, limiting its visibility and accessibility in other parts of the country. This aligns with recent industry evidence indicating that market reach and brand visibility in Nigeria are strongly influenced by distribution coverage and logistics efficiency (Ajike et al., 2025; Oroye, 2025).

Another important insight from the study is the distinction between political identity and consumption behaviour. While Nigeria's political landscape is often influenced by ethnic and regional affiliations, the findings indicate that these factors do not translate into consumer purchasing decisions within the FMCG sector. This suggests that economic and functional considerations play a more dominant role in shaping consumption patterns, particularly in contexts characterised by income constraints and rising living costs (Adebayo, 2025; Okolo-Obasi, Onyeneke and Ezeh, 2024).

From a strategic perspective, the findings highlight the need for firms to adopt a more integrated approach to market expansion. Rather than focusing on cultural segmentation, firms should prioritise improving distribution systems, enhancing product availability, and maintaining competitive pricing. This approach is consistent with contemporary marketing strategies, which emphasise the importance of accessibility and value in driving consumer adoption in emerging markets (Kotler and Keller, 2016).

Overall, the critical analysis of the findings demonstrates that consumer behaviour and market expansion in the Nigerian soft drink industry are shaped more by structural and economic factors than by cultural or social influences (Adeola and Ezenwafor, 2024; Ogunleye, 2024). This challenges existing theoretical assumptions and provides a more nuanced understanding of market dynamics within emerging economies (Verhoef et al., 2021).

5.6 Chapter Summary

This chapter presented the discussion, critical analysis, and interpretation of the findings obtained from the study on the factors influencing the regional dominance and limited national expansion of Bigi within the Nigerian soft drink market. The discussion was structured around the research questions and supported by empirical evidence from both the consumer and distributor surveys, as well as the statistical analysis presented in Chapter 4.

The findings of the study indicate that cultural affiliation and tribal identity do not significantly influence consumer purchasing behaviour within the Nigerian FMCG sector (Okolo-Obasi, Onyeneke and Ezeh, 2024; Ogunleye, 2024). Instead, consumer decisions are primarily driven by functional product attributes such as taste, price, and availability. This suggests that consumer behaviour in the Nigerian soft drink market is predominantly value-driven rather than culturally driven. This was observed in recent Nigerian economic and consumer behaviour reports (National Bureau of Statistics, 2024; Adebayo, 2025).

The chapter further highlights the critical role of distribution networks and logistics systems in determining market expansion. The strong performance of Bigi in the South West region is largely attributed to its effective distribution network, while its limited presence in other regions is due to weak distribution coverage and logistical constraints. These findings reinforce the importance of supply chain efficiency and product availability in achieving market penetration within emerging markets (Christopher, 2016; Adeola and Ezenwafor, 2024).

In addition, the findings emphasise the importance of competitive pricing and brand positioning influencing consumer preference. The dominance of multinational brands such as Coca-Cola and Pepsi is supported by their strong brand equity, extensive distribution networks, and consistent market presence. In contrast, Bigi's low national preference reflects limited brand visibility rather than negative consumer perception, as explained by Brand Equity Theory (Aaker, 1991; Keller, 2003).

The chapter also provides a critical evaluation of existing theories, including Consumer Culture Theory, the Theory of Planned Behaviour, and Brand Equity Theory. While these theories offer valuable insights into consumer behaviour, the findings of this study suggest that their applicability varies depending on the context. In the Nigerian FMCG sector, structural and economic factors appear to have a greater influence on consumer behaviour than cultural or symbolic factors (Ogunnaike et al., 2022; Okolo-Obasi, Onyeneke and Ezeh, 2024).

Overall, the chapter concludes that the limited national expansion of Bigi is not a result of cultural resistance but is primarily due to structural challenges related to distribution, logistics, and market visibility. Addressing these challenges through improved supply chain management, enhanced distribution networks, and strategic marketing efforts will be essential for achieving national market penetration (Adeola and Ezenwafor, 2024; Ganiyu and Sulaiman, 2024).

CHAPTER SIX

SUMMARY, IMPLICATIONS AND RECOMMENDATIONS

6.1 Summary of Findings

The study demonstrates that consumer behaviour in the Nigerian soft drink market is primarily driven by taste, price, and product availability. Cultural affiliation and tribal identity do not significantly influence purchasing decisions. The findings also show that Bigi's limited national expansion is due to structural constraints, particularly distribution inefficiencies and limited brand visibility, rather than cultural resistance.

The demographic findings further reveal that the dominant consumer segment falls within the age range of 18 to 41 years, which aligns with existing studies on consumer behaviour in emerging markets (Prahalad, 2005). The distributor survey indicates that distributors prioritise profitability and sales volume when selecting products and are not influenced by cultural affiliation or tribal identity, supporting existing findings in supply chain and distribution studies (Christopher, 2016).

The findings also show that Bigi has strong market penetration in South West Nigeria but limited awareness in other regions, particularly in the North East and North West. The results further demonstrate that consumers are willing to purchase products irrespective of region of origin, indicating a high level of market openness. This supports behavioural models of consumer decision-making (Ajzen, 1991).

The findings support behavioural theories such as the Theory of Reasoned Action and the Theory of Planned Behaviour, while challenging the assumptions of Consumer Culture Theory (Arnould and Thompson, 2005). Overall, the study confirms that economic and structural factors play a more significant role than cultural affiliation in influencing consumer behaviour and market expansion.

6.2 Implications

This study not only reveals important insights into consumer behaviour and market expansion but also raises additional research questions. Future research could examine similar patterns

across other fast-moving consumer goods (FMCG) sectors to determine whether these findings are consistent across industries. This would help establish whether the limited influence of cultural affiliation observed in this study is specific to the soft drink market or applicable to other consumer goods (Kotler and Keller, 2016; Euromonitor International, 2023).

Further research could explore the long-term development of indigenous brands in emerging markets such as Nigeria. This study shows that distribution and brand awareness are critical issues for Bigi; subsequent studies may examine how indigenous brands can develop a sense of national identity and compete more effectively with multinational firms in the long term (Aaker, 1991; Keller, 2003; PwC Nigeria, 2024). Future studies may also test consumer behaviour longitudinally to observe changes over time, particularly as the market becomes more urban and cosmopolitan. This aligns with existing consumer behaviour literature on changing behavioural patterns associated with socio-economic development (Nwankwo and Gbadamosi, 2010; National Bureau of Statistics, 2024).

Further research should examine the role of digital marketing, social media, and innovation in shaping consumer behaviour and branding. As consumer engagement increasingly shifts to digital platforms, understanding these dynamics will be important for both theory and practice (Deloitte, 2024). In addition, future studies could investigate how distribution networks and supply chains operate in emerging markets. While this study indicates that distribution impacts market performance, further research could explore the relationship between logistics strategies, regional partnerships, and infrastructure in achieving brand success (Christopher, 2016; KPMG Nigeria, 2023).

6.3 Contribution of the Study

This study contributes to existing literature by demonstrating that economic and structural factors play a more significant role than cultural identity in shaping consumer behaviour within the Nigerian FMCG sector. While theories such as Consumer Culture Theory emphasise cultural identity, the findings show that functional attributes such as taste, price, and availability are more influential in determining consumer choice (Arnould and Thompson, 2005; Kotler and Keller, 2016; Euromonitor International, 2023).

The study also contributes to behavioural theory by providing empirical support for the Theory of Reasoned Action and the Theory of Planned Behaviour, which emphasise the importance of attitudes and perceived behavioural control in shaping purchasing decisions (Fishbein and Ajzen, 1975; Ajzen, 1991). In addition, the study contributes to the literature on indigenous brand development by highlighting the challenges faced by local brands in achieving national market expansion. The findings demonstrate that Bigi's limited national presence is primarily due to structural factors such as distribution inefficiencies and limited brand visibility rather than cultural resistance.

The study further extends the application of Cultural Intelligence by showing that cultural adaptability is more relevant at the organisational level than at the consumer level. While consumers exhibit openness to cross-regional consumption, firms must adopt culturally adaptive strategies to expand successfully into diverse markets (Earley and Ang, 2003). Furthermore, the study contributes to Brand Equity Theory by demonstrating that limited brand awareness and weak brand positioning can constrain market expansion, particularly in emerging markets (Aaker, 1991; Keller, 2003). Overall, this study provides a comprehensive contribution by integrating cultural, behavioural, and strategic perspectives to explain consumer behaviour and market expansion within the Nigerian soft drink industry.

6.4 Recommendations for Future Research

Based on the findings of this study, several strategic recommendations can be proposed to support the national expansion of Bigi. The company should expand its logistics and distribution infrastructure to improve product availability across different regions of Nigeria. Establishing additional bottling plants in strategic geographic locations may improve supply efficiency and reduce distribution costs (KPMG Nigeria, 2023; National Bureau of Statistics, 2024).

Bigi should reposition itself as a national brand through marketing campaigns that emphasise product quality, taste, and affordability rather than regional association (PwC Nigeria, 2024). Furthermore, stronger partnerships with regional distributors may improve product visibility and strengthen market penetration in regions where the brand currently has limited presence (African Development Bank, 2023).

Table 6.1 summarizes the overall findings of this research, summarizing the major results with regard to consumer behavior, culture, and market penetration of the Nigerian soft drink market. The table gives a categorical summary of the empirical results and how they support the research questions and the research objectives.

Figure 6.1: Strategic Recommendations for National Expansion of Bigi

Strategic Area	Key Issue Identified in Study	Recommended Action
Brand Positioning	Bigi is perceived as a South West regional brand	Reposition Bigi as a national Nigerian brand through nationwide campaigns
Distribution Network	Limited availability outside South West	Expand logistics infrastructure and regional partnerships
Production Capacity	Single bottling facility limits reach	Establish additional plants in strategic regions
Consumer	Low awareness in Northern	Increase national advertising and promotions

Strategic Area	Key Issue Identified in Study	Recommended Action
Awareness	regions	
Distributor Relationships	Distributors prioritise profit and demand	Provide incentives and strengthen partnerships
Cultural Strategy	Culture not dominant but relevant	Apply culturally adaptive marketing strategies
Pricing Strategy	Price is a key driver	Maintain competitive pricing while preserving quality

Source: Field Survey (2025)

From the above summary in Table 6.1, taste, price, and the availability of products are the key drivers for consumer behaviour, and not ethnicity or tribal affiliation. The results also suggest that the slow rate of Bigi's growth nationally is due to difficulties in distribution and very low brand awareness outside of the South West.

6.5 Limitations of the Study

Despite the contributions of this study, several limitations should be acknowledged.

First, the study relied on survey data collected from consumers and distributors across the six geopolitical regions of Nigeria. While efforts were made to ensure a representative sample, the sample size of 182 consumers and 30 distributors may not fully capture the diversity of the Nigerian population. This limitation is common in behavioural research, where practical constraints affect data collection (Saunders et al., 2019). Recent studies in Nigeria also confirm that survey-based FMCG research often faces representativeness challenges due to geographic and population diversity (Adeola and Ezenwafor, 2024).

Second, the study is based primarily on self-reported data, which may be subject to response bias. Respondents may provide socially desirable answers, particularly when addressing sensitive topics such as cultural affiliation and tribal identity. Although measures were taken to ensure anonymity and confidentiality, the possibility of bias cannot be eliminated (Creswell, 2014). Recent research also highlights that survey responses, especially in emerging markets, may be affected by measurement and reporting bias, which can influence the accuracy of findings (Okeke et al., 2024).

Third, the study focused on the carbonated soft drink segment of the FMCG market, using Bigi as a case study. As a result, the findings may not be fully generalisable to other product categories within the FMCG sector. Consumer behaviour may vary across different product types, particularly between low-involvement and high-involvement goods (Kotler and Keller,

2016). This is consistent with recent Nigerian FMCG studies showing that consumer decision factors differ significantly across product categories and market segments (Ogunleye, 2024).

Fourth, the study adopted a cross-sectional research design, which captures consumer behaviour at a specific point in time. Changes in economic conditions, consumer preferences, and market dynamics may influence purchasing behaviour over time. Nigeria's economic environment is highly dynamic, with inflation and exchange rate fluctuations affecting consumer purchasing power (National Bureau of Statistics, 2024; KPMG Nigeria, 2023). Recent research also confirms that cross-sectional survey designs may limit the ability to capture long-term behavioural changes in FMCG markets (Adebayo, 2025).

Finally, the study focused primarily on quantitative analysis, with limited qualitative insights from interviews or observational data. While the quantitative approach provides measurable and generalisable findings, additional qualitative research could provide deeper insights into consumer motivations and perceptions (Saunders et al., 2019). Recent studies further suggest that combining quantitative and qualitative approaches enhances the depth and validity of consumer behaviour research in emerging markets (Ibrahim and Lawal, 2024).

6.6 Conclusion

This study examined the factors influencing Bigi's regional dominance and limited national expansion in the Nigerian soft drink market. The analysis focused on the role of cultural affiliation, product attributes, and distribution systems in shaping consumer behaviour and market performance.

This study concludes that Bigi's limited national expansion is not driven by cultural resistance but by structural market constraints. Consumer behaviour in the Nigerian soft drink market is primarily influenced by economic and functional factors (Kotler and Keller, 2016; National Bureau of Statistics, 2024). The findings confirm that taste, price, and product availability are the most important determinants of purchasing decisions (Prahalad, 2005; Euromonitor International, 2023).

Cultural affiliation and tribal identity do not significantly influence consumer behaviour in the FMCG sector, challenging the assumptions of Consumer Culture Theory (Arnould and Thompson, 2005). Instead, consumer decisions are primarily driven by functional product attributes such as taste, price, and availability. This suggests that consumer behaviour in the Nigerian soft drink market is predominantly value-driven rather than culturally driven (Kotler and Keller, 2016).

The study also concludes that distribution networks and brand visibility are critical factors influencing market expansion (Christopher, 2016; KPMG Nigeria, 2023). Limited product availability and low brand awareness in certain regions restrict the growth of Bigi beyond its dominant South West market. The study further reveals that distribution networks and logistics systems are the most critical factors influencing market expansion. The strong performance of

Bigi in the South West region is largely attributed to its effective distribution network and product availability, while its limited presence in other regions is due to weak distribution systems and logistical constraints (African Development Bank, 2023).

The findings further demonstrate that consumers are willing to purchase products irrespective of regional or cultural origin, indicating that the market is open and not restricted by such factors (Ajzen, 1991; African Development Bank, 2023). These findings highlight the importance of structural factors in determining market success within emerging economies. Effective distribution systems, supply chain efficiency, and product accessibility are essential for achieving national market penetration. Without these structural elements, even products with strong value propositions may struggle to compete effectively (Christopher, 2016).

The study also demonstrates that consumer behaviour in Nigeria is influenced more by economic conditions than by cultural or social factors. Rising inflation, declining purchasing power, and changing consumption patterns have increased the importance of affordability and value in consumer decision-making, as reported by the National Bureau of Statistics (2024) and PwC Nigeria (2024).

The study therefore concludes that improving distribution infrastructure, strengthening brand visibility, and maintaining competitive pricing are essential for achieving national market expansion (Aaker, 1991; Keller, 2003; PwC Nigeria, 2024). By addressing these structural challenges, Bigi has the potential to transition from a regional brand to a nationally competitive brand within the Nigerian soft drink industry.

The distributor perspective supports these findings, revealing that supply-side factors are key drivers of market expansion. Distributors prioritise profitability, demand, and supply consistency over cultural considerations, highlighting the importance of efficient distribution systems and channel management (Christopher, 2016; KPMG Nigeria, 2023).

Overall, this study provides a comprehensive understanding of the factors influencing consumer behaviour and market expansion and offers practical insights for managers, policymakers, and researchers seeking to understand and improve market performance in the Nigerian FMCG sector. It highlights the need for a shift in focus from cultural explanations of consumer behaviour to more practical considerations related to product value, accessibility, and distribution efficiency.

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APPENDIX A

Research Participant Information and Consent Statement

This research survey is conducted for academic purposes as part of a doctoral research study examining cultural influences and consumer behavior in the Nigerian soft drink market, with specific reference to Bigi Cola.

Participation in this survey is completely voluntary. Respondents are free to decline participation or withdraw at any time without any consequences.

All information provided by participants will be treated with strict confidentiality. The responses will be used only for academic analysis and will not be disclosed to any third party. No personally identifiable information will be collected.

The survey does not involve any physical or psychological risk to participants. The data collected will be used solely for research purposes and will contribute to a better understanding of consumer behavior and distribution patterns in the Nigerian fast-moving consumer goods (FMCG) market.

By completing this questionnaire, respondents indicate their consent to participate in this research study.

Survey Questionnaire for Consumers.

1. Age group

18 – 25

26-35

36-45

46-55

56 and above.

2. Gender

Female

Male.

3 Geographical Region.

South West

South South.

South East.
North West
North East
North Central.

4 Tribe -----

5 What's your favourite soft drink?

Coca cola

Big cola

American cola

Pepsi

Fanta

Others -----

6. Why?

Price

Taste

Content/quantity

7. Will cultural affiliation affect your choice of soft drink?

Yes

No.

8. Are you tribalistic?

Yes

No

9. Will you still buy a soft drink if the owners are not from your region or tribe?

Yes

No

May be not

I do not care

10. will you tell someone else about a soft drink marketed in your region by owners from another region to de-market it?

Yes

No

In different

If yes, what region or tribe will you de-market? -----

APPENDIX B

DISTRIBUTORS QUESTIONNAIRE.

1. What's your weekly sales volume in cartons?

Below 100

100-200

200-300

Over 300

2. Are your retailers tribalistic in their buying?

Yes

No

In different

Not noticed

3. If yes, are they encouraging other buyers on those lines?

Yes

No

4. Who are those encouraging others along tribal lines? -----

5. Along what tribal line? -----

6. Which of the products are they doing this with? -----

7. What is the reason for the choice of soft drink you have the highest sale?

Price

Quality

Variety

Content

8. Will you help market a product encountering poor sales?

Yes

No

Maybe

9. What if the poor sales are because of cultural difference? Will you still help?

Yes

No

Maybe

Can't be bothered.

10. Will you sell or distribute products owned by people from another tribe/region?

Yes

No

Depends on what tribe? -----