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Demographic Variables: A Predictor of Consumer Buying Behaviour in Formal and Informal Retail Outlets

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ABSTRACT

The study examined the effects of demographic variables as a determinant of consumer buying behaviour in retail outlets in Nigeria. Data was employed from one thousand (1000) respondents from Oyo and Lagos state. Regression analysis was used to examine the effects of demographic factors on consumer buying behaviour in informal and formal retail outlets. The findings revealed that in informal retail outlets, marital status and health have positive significant effects on buying behaviour (0.003 and 0.05 < 0.05 significant level). Also, educational level, income, and gender have negative effects on the buying behaviour of consumers. Furthermore, age, price level, income, gender, and health have positive significant effects on the buying behaviour of consumers in the formal retail outlet (0.004, 0.01, 0.02, 0.05 and 0.05 < 0.05 significant level). Marital status and saving have negative effects on consumer buying behaviour. It is now concluded that demographic factors have positive significant effects on the buying behaviour of consumers both in formal and informal retail outlets. It is recommended that the owner of both informal and formal retail outlet should consider the health status of their customers before stocking up goods especially goods with preservatives should not be stocked up in large quantities.

Keywords: Demographic Variables: Predictor, Consumer Buying Behaviour, Formal and Informal Retail Outlets

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1. BACKGROUND TO THE STUDY

Understanding the behaviour of consumers is a foremost determinant for the survival of any organization. To understand the ever-changing tastes of consumers, the need for the marketing function in any organization to constantly and continuously assess the buying patterns of their consumers cannot be overemphasized. The study of consumer behavior is necessary as it helps companies to improve their marketing strategies (Saeed 2019). Consumer

behavior is viewed as a detailed and complete evaluation of how people buy when people buy, what people purchase, and why people buy those products. Consumer behaviour is believed to be the most important component of selling a product and the purchase intention of impulse buying need to be understood by organizations (Kalla & Arora, 2011; Azad, 2013). An exceptional change in the behaviour of consumers for a product may result in declining demand accordingly (Rook, 1987; Beatty & Ferrell, 1998; Azad & Hashemi, 2012). Therefore, companies must offer the right value propositions to meet and exceed their competition.

The globalization and technological advancement of the 21st century-marketplace have made today's business world a sole market inundating consumer with numerous product choices. Consumers are now the most important force in every exchange and transaction. At present, marketing effort has shifted focus from the producers to consumers and more, so, on to the purchasing attitude, pattern and, behavior of consumers. The customer is therefore the sole reason why organizations exist (Cochran, 2006). The initial goal of marketing is to satisfy consumers by recognizing and meeting their needs (Olujide & Aremu, 2004). Thus, understanding the behaviour of consumers and their potential reaction is essential towards designing a strategy along with the right marketing mix. The process of reaching a buying decision is more complicated with numerous available choices. Some factors that influence the shopping behaviour of consumers such as buyer's characteristics, psychological factors, demographic issues, social-cultural factors, and especially demographic factors. The demographic factors are the foremost measures that best explain the population that marketers make use of. These demographic factors are vital to retailers as a result of been closely associated with the demand for some merchandise and change in these factors signal the launching of new markets and also the divestment of others.

In today's business world, customers have become more important for companies. Jobber, (2009) posits that consumer decision-making involves not solely the selection of alternative products and brands but also involving their judgments as to where to buy. Both formal and informal types of retail outlets are the resultant outcome of the development in retailing which have been established in the literature. A lot of retailing activities are conducted in formal stores such as supermarkets, departmental stores, and in developing countries. Despite the trend of this expansion, the Nigerian retailing sector is still dominated by informal retail outlets such as open markets, street markets, and a host of others where different items are sold ranging from foodstuffs and clothing to electronics, jewelry, etc and which is being highly patronized and still contribute immensely to the Nigerian economy.

Consumers are the buyers and prospective users of products and services thus; they are also the final consumers of these commodities. Retailers need to identify these end-users and frame their marketing plans in such a way that they would be able to identify the varieties of reasons and factors that determine the way and manner in which consumers respond to the market dynamics and the different factors that affect their purchasing behaviour. Kotler, Armstrong, Wong, and Saunders (2008) identified several factors that could influence consumer buying behaviour ranging from cultural factors to social factors, personal factors, and psychological factors but argued that consumer purchase decision is determined strongly by demographic (personal) factors. However, the study does not capture the influence of some key variables such as the health status of consumers, level of income, employment status, marital status, and price level of goods. Thus, to fill these gaps, this paper looks at the effect of demographic variables on the buying behaviour of consumers from the perspective of the afore-mentioned determinants including those identified by Kotler and Armstrong (2005)- age, occupation, lifestyle, personality, and economic situation to develop an appropriate model that conforms to the Nigerian environment. In lieu of the above this study examined the effect of demographic variables on buying behavior of customers both in formal and informal retail outlets.

2. LITERATURE REVIEW

2.1 Consumers Buying Behaviour and Demographic Factors

A consumer can be referred to as the final and ultimate user, which may not be the same as the buyer or any other channel member in the supply of products. A consumer is a person who identifies a need or desire, makes a purchase and then disposes of the product in the consumption process (Mehta, Saxena, and Purohit 2020). The Consumer is an individual or group who pays to consume products and/or services for personal use produced by a seller (i.e., company, organization).

Consumers can also be viewed as someone who can make the purchasing decision for a commodity and one who is commercials can influence to make such decisions (Chen, 2013). A consumer is anyone considers getting (pre-purchase) and/or truly buys, consumes, and disposes of (post-purchase) commodities and services generated within the organized market how, thus for private use, possession and gain. Thus, the consumer is an individual who desires, wants and requires goods or services in their ability as a buyer

2.2 Consumer Behaviour

Consumer behavior studies how consumers decide on what goods and services to acquire and how they are used (Mc Daniel, 2003). In broader terms, consumers are seen as not only the actual buyers or the products but the main focus is on the end-users of these purchases. There are instances where a product is bought by a family member but it ends up being used by all family members (Khan, 2006). The consumption pattern of the final consumers (households and individuals) is the major focus of consumer buying behaviour (Kotler & Armstrong, 2008).

All over the globe, understanding consumer buying behaviour is pertinent to all branded corporations. Because the research about consumer behavior explains consumer's thoughts, feelings believe, and emotions about the brands they buy. Consumers just like every human being have their behaviour changing with time. Consumers tend not to exhibit static behaviour, their responses are dynamic according to the situations.

2.3 Types of Consumer

Bevis and Holmes (2013) identified four types of consumer: undaunted striver, savvy maximizer, content streamer and secure traditional.

- a) Undaunted striver: Among the four consumer types, the Undaunted Striver stands out as being the most trend-oriented and product-focused. These consumers want the latest, most up-to-date products, and are often willing to pay more for them. In addition to their focus on current trends, Undaunted Strivers like to be the centre of attention at parties and lead incredibly active social lives, building relationships at home, work, and in their broader community. As their name implies, these consumers are also optimistic with ambitious dreams for themselves, their countries, beyond; they truly believe they can make a difference in the world.
- b) Savvy maximizer: They care most about practicality and efficiency. They are family oriented, confident, bargain hunter and practical
- c) Content streamer: still figuring out where he/she fits. They are spectators, media savvy, price conscious and still forming opinion.
- d) Secure traditional: contented with where he or she is in life. Settled in ways, comfortable saver and independent.

2.4 Types of Consumer Buying Behaviour

According to Aremu, Olaniyan, and Aremu (2015) citing Rani, (2014), the following are identified as four basic types of consumer buying behaviour:

- a. Programmed Behaviour /Routine response: this involves low level of participation of customers which involves frequently purchased items of low cost. Little search and decision efforts are needed here and purchases are made almost immediately.
- b. Moderate decision making: information search is needed here when brands to be bought are unfamiliar. Consumers do not spend much time in gathering information.
- c. High level /Complex level of involvement: the products here are unfamiliar and expensive and also infrequently bought. Consumers spend more than moderate time in seeking and searching for information before concluding on what to buy.
- d. Impulse buying: This buying pattern does not involve consumers making any pre-purchase plans. Examples of goods are toothpaste, sugar salt, etc

2.5 Demographic Factors

The demographic factors that affect consumers according to Kotler and Armstrong, (2005) include those factors which control consumer's buying behaviour such as age, gender, occupation, marital status, level of income, employment status, educational level, inflation rate, and savings. Quite a number of studies reviewed demographic factors as afore mentioned but very few looked into the effect of the health status of consumers, how it determines their purchase and also their place of purchase. Although, literature in consumer behavior is vast, there is little research on comparative analysis of effect of demographic factors on consumer buying behaviour with keen interest in the formal and informal retail outlets outlet in developing economy such as Nigeria, thus the motive behind selection of this particular topic and area.

Age

In today's turbulent business environment, marketers have identified similar age groups having similar needs. There is a connection between the buying patterns of similar age groups as they share similar experiences in the manner and approach to occurrences and life situations. (Solomon, Marshall & Stuart, 2008) There also exists a gap between the buying behaviour of age groups and their attitude towards a particular class of products or brand loyalty status as it varies. (Kotler, 2002). Evolution in the buying behavior therefore comes from the development of humans as depicted by their age bracket (Dorota, 2013). It is therefore undisputed that the purchasing experience of older individuals is much more that of younger individuals. Through lived experiences, older people pay attention to diversified they have acquired over their years of existence. Younger individuals on the other hand make buying decisions by considering the price and the brand since they have little experience (Paul, Trun K., & Alan, 1996).

H1: Age is positively associated with buying behavior of consumers

Gender

Sexual characteristics determine and differentiate consumption decisions and patterns. According to Dorota (2013), gender plays a major role in every household; the product choices as well as the role in the consumption process. The woman gender seeks out information and is more conscious of available options (Żelazna, Kowalczyk and Mikuta 2002). Because women are more emotional than men, marketing strategies differentiate and influence them more, advertisements tend to influence the female gender much more (Imam, 2013). Another study reported that shows women tend to display more PLBS purchasing experience than men (Irimi, 2012). Although, "Global PL-Trande (2010) reported a different result showing that gender is not a determinant of buying behavior.

H2 : Gender is positively associated with buying behavior of consumers

Occupation

For occupation, marketers target households differently because most households exhibit distinguishing features that vary from the traditional life cycle. An individual's occupation is a determinant of one's consumer behaviour. Product positioning and target marketing are much achievable for firms when their occupations are easily identifiable. The personal income of consumers is also closely related to the occupation which in turn determines their preferred brands and demand for products. (Kotler, 2002).

H3: Occupation is positively associated with buying behavior of consumers

Employment Status and Income

The employment status of consumers determines their income and invariably their purchasing power and place of purchase. Income is a greater predictor of purchasing power (Dorota, 2013). Consumer's level of income is closely linked to their standard of living and outlook. The level of income determines purchase, expensive purchases tend to be common among high-income earners than low-income earners. Thus, the distribution of wealth according to Solomon, (2006) is in focus as it has a consequence in determining to buy power and market potential of consumers who are the target.

H4: Employment Status and Income are positively associated with buying behavior of consumers

Marital status

The status of an individual in a family and the roles they play can strongly influence consumer buying behaviour. Family research has an important consumer buying unit that has been broadly explored. The particular influence each family individual (children, husband, and wife) plays in the purchase of a variety of products is of crucial importance to marketers. Buying roles change with evolving consumer lifestyles. Thus, the family is considered as an elementary configuration of initial reference group which have an immense influence on purchase behaviour and pattern (Thomson et al., 2007)

H5: Marital status are positively associated with buying behaviour of consumers

Price level and Savings

Every individual's economic wellbeing will affect their demand and brand choice. The economic situation of individuals within an economy as depicted by interest rates, personal income, and savings should be of importance to marketers of income-susceptible products (Furajji, et.al, 2012). This is because some marketers segment their market long price and have a target market focused on wealthy individuals with high purchasing power. A country's price level affects the savings of consumers which affects the everyday life and behaviour of the buyer. Thus, a country with having a higher level of prices would have consumers with low savings and therefore patronize commodities of lower price and vice versa.

H6: Price level and Savings are positively associated with buying behavior of consumers

Health Status

There is a common belief that goods sold at the formal retail outlets are healthier, safer, and of higher quality than those sold at the informal retail outlets. The health status of consumers determines what they buy and especially where they make their purchase. Thus, the motivation to buy is strongly linked to health awareness. Therefore, the focus on human health is related to the consumer buying decision making process.

H7: Health Status are positively associated with buying behavior of consumers

Educational Qualification

Education has a significant impact on income. Income, invariable determines the quantity and quality of goods consumers will buy and the retail outlets they would patronize. Asides, education determines the extent of consumer exposure which will also determine their shopping behaviour thus, Margetts (1997) is suggested that educated individuals are more conscious of healthy diets.

H8: Educational Qualification is positively associated with buying behavior of consumers

2.6 Theoretical Review

This underlying theory that forms the basis of this research work is the learning theory. The learning theory explains how individuals or groups of individuals react to information, how numerous categories of behaviour are exhibited, and how information is learned. The purpose of learning theories resides in the reality that people discover from experience and the results of experience will change their behaviour on future occasions. When consumers enjoy a service or use a product, they accumulate experience with that brand and also their place of purchase. These experiences have a great impact on what consumers have learned which will determine their future actions. How people react to information and the kinds of behaviour they exhibit under these groups of behaviour or separated behaviour are examined under the learning theory.

Thus, for theorists of learning, explains changes in the dynamics of organization, content, behaviour, and stored information. This approach, therefore, suggests that the learner controls the learning process. The learners here (consumers) decide on what is important to learn, develop strategies on how to go about the learning process. Thus, for this study, the general framework for studying consumer behaviour as submitted by the learning theorists was adapted. This learning theory insists that consumers respond to stimuli without any measure of control over their behaviour and this is in line with the motive of the study which looks at how some demographic variables have influenced the buying behaviour of consumers.

2.7 Empirical Review of Related Studies

In the research study conducted by Dipin, Apeksha, and Manjor (2014) on the evaluating factors affecting consumer behavior, the study aims at investigating the impact of demographics variables on consumer buying behavior. The research design used is a descriptive method and following the objectives of the study, the research was conducted with a close-ended questionnaire. The sample size adopted for the research work was 400 respondents. The respondents were selected through a simple stratified sampling method and the method of data analysis used for this research study was regression analysis to test the hypothesis. Also, questionnaires were distributed and self-administered to 400 respondents. Descriptive analyses, factors analysis, a test of reliability, correlation tests were also used in this study.

The study findings revealed that there is a significant positive relationship between demographic factors such as age, income level, level of education, marital status and gender have on purchasing decisions. The research study submitted

that the relationship between the demographic factor and consumer behavior is significant. However, this study was carried out in India not in Nigeria, therefore the result cannot be generalized.

In the survey research conducted by Richa (2012) on the effect of demographic factors on buying behavior in selecting beverages in New Delhi, Indian. Hypotheses of the study were tested using a one-sample T-test test. Secondary and primary data were used for the research work. The Five-point Likert scale is used to know the consumer's behavior towards beverage product and ANOVA variance was the method of analyzing the data and to test the hypothesis stated for the study. The researcher select 60 consumers in which questionnaire are administered to fill. The research study concludes that the element of demographic variables has a significant influence on the consumer buying behavior of beverage products in Indian. The research also goes further to conclude that organization should make sure that gender, income level, age, marital status, and education level must be put into consideration before the production of the product. However, the study employed ANOVA to generate the result which distinctly from the analysis method of current study, in addition, it was carried out in India not Nigeria.

In the research study conducted by Muhammad, Samina, & Basharat, (2010) on the factors affecting buying behavior. The study aims at examining the effect of demographics variables on consumer buying behavior. The sample size for this study was 350 respondents. The respondents were selected through a simple stratified sampling method and the method of data analysis used for this research study was chi-square to test the hypothesis. Also, questionnaires were distributed and self-administered to 350 respondents. The study results demonstrated that there is a positive and significant relationship between demographic factors such as age, marital status, level of income, education level, and gender have and purchasing decision. The research study concluded that there is a significant relationship between demographic factors and consumer behavior.

The extant study examined was restricted to only one retail outlet but this research compared the two-retail outlet that is formal and informal retail outlets which make this study incomparable with the existing studies.

3. METHODOLOGY

The population of the study is the entire customers of both informal and formal retail outlets in South-western Nigeria. South-western Nigeria was selected because it is the heart of most commercial activities of the country. Primary data was employed to ensure the active participation of the respondents and to give credibility to the study. For this study, 1000 respondents were selected from the two states to carry out the research- Oyo, and Lagos. This is because the selected formal retail outlet (shoprite) has branches in these state capitals- Ibadan and Ikeja respectively.

Thus, Shoprite was selected as it has branches in the residential settlements while the convenience sampling technique was used to select one main market to represent the informal retail outlet. The numbers of consumers that patronize the informal retail outlet and formal retail outlets are numerous; however, to select an accurate sample that would be representative, convenience sampling technique was adopted. (Probit) was used to establish the comparative differences in the demographic factors affecting consumer buying behaviour in informal and formal retail outlets.

Model specification:

$$CB = f(DMF) \dots\dots\dots 1$$

$$CB = \alpha + \beta_1 AG + \beta_2 GD + \beta_3 MS + \beta_4 ICM + \beta_5 EMP + \beta_6 HLT + \beta_7 EDL + \beta_8 OCP + \beta_9 SVG + \mu \quad 2$$

Where:

CB= Consumer Behaviour

DMF= Demographic Factors including:

AG= Age which represents the age of consumers,

GD= Gender which can be either male or female,

MS= Marital Status which is proxied by being single, married or divorced

ICM= Income Level represents the salary or money earned by consumers on monthly basis,

EMP= Employment Status which indicates if a consumer is employed or unemployed,

HLT= Health Status which shows if consumers are of sound health or not,

EDL= Educational Level shows the qualification of consumers,

SVG= Savings which represents the reserves of consumers

Sample Size

As discussed earlier, the population of the study is the entire customers of both informal and formal retail outlets in South-western Nigeria. South-western Nigeria was selected because it is the heart of most commercial activities of the country. The numbers of consumers that patronize the informal retail outlet and formal retail outlets are numerous; however, in-order to select an accurate sample size that would be representative, convenience sampling technique was used to determine the sample size of the population. A hypothetical sample size of 1000 respondents were selected from both retail outlets.

This is based on the suggestions by Attwell and Rule (1991) which is supported by the views of Dillman (2000); Hill, Brierley and MacDougall (2003) who reported that a sample size of 100 and above is sufficient to represent a good research finding and may be used for an indefinite population. These respondents were selected from the two states to carry out the research- Oyo and Lagos. This is because the selected formal retail outlet (shoprite) has branches in these state capitals- Ibadan and Ikeja respectively. Thus, Shoprite was selected as it has branches in the residential settlements while one main market (each) was selected in the two state capitals to represent the informal retail outlet.

The demographic variables were measured through the analysis of responses to the questions raised in the questionnaires. Questions relating to each variable were raised and respondents proffered answers to them. The questions range from how respondents age affects what they buy and where they buy from; the nature of job and location; the country's inflation rate and how it affects what they buy and where they make their purchase; their monthly income and how it determines their my savings; how marital status dictates the consumer's needs; their gender and its influence on their purchases; educational level and health condition and how both determines their buying decisions.

Consumer Behaviour was measured using buying decision and level of patronage and the 5 Likert scale of 1-5 (strongly agree, agree, disagree, strongly disagree and neutral) was used.

3. RESULTS AND DISCUSSION

Table 1: Regression Analysis Results for Informal and Formal Retail Outlet

Variables	Informal retail outlets			Formal retail outlets		
	dy/dx	Coefficient	Prob	dy/dx	Coefficient	Prob
Age (AG)	-0.0294**	0.0836	0.005	-0.0190 *	0.0447	0.124
Occupation (OCP)	-0.2209 **	0.0627	0.099	-0.0448 *	0.1840	0.000
Price level (PL)	0.0243 **	0.0690	0.067	-0.0035 *	0.0144	0.697
Income level (ICL)	0.0354 **	-0.1004	0.006	-0.0058 *	0.0236	0.507
Marital status (MS)	-0.0131**	0.0372	0.327	0.0481 *	-0.1974	0.000
Gender (GD)	0.0198**	-0.0562	0.071	-0.0140*	0.0575	0.053
Education (EDL)	0.0486	-1.3806	0.000	-0.0397 *	0.1628	0.000
Health (HLT)	-0.0202*	0.0573	0.076	-0.0146**	0.0598	0.059
Savings (SVG)	-0.0227 *	0.0645	0.045	0.0129**	-0.0528	0.093
Pseudo R ²		0.0193			0.0355	
LR – stat		52.79			103.42	
Prob (LR-stat)		0.0000			0.0000	

Source: Author's Computations, 2021

*5% and ** 10 significant level respectively

Table 1 shows the linear relationship between demographic factors and consumer buying behaviour of informal and formal retail outlet in south-west Nigeria with the use of probability regression analysis (probit). In terms of the signs of the coefficients which signify the effect demographic factors on consumer buying behavior (CB) of informal and formal retail outlet in south-west Nigeria, it can be seen that:

In informal retail outlet variables savings (SVG), health (HLT), marital status (MS), age (AG), price level (PL), and job (OCP) concur *a priori* expectation with a positive sign, this means that there is a direct relation between SVG, HLT, MS, AG, OCP, and CB. While variables education (EDL), gender (GD), and monthly income (ICM) do not concur with a *priori* expectation with a negative sign, this implies that an inverse relationship exists between EDL, GD, ICM, and CB. In formal retail outlet variables price level (PL), health (HLT), education (EDL), gender (GD), monthly income (ICM), age (AG), and job (OCP) concur *prior* expectation with a positive sign, this means that there is a direct relation between

PL, HLT, ED, GD, ICM, AG, OCP, and CB. While variables marital status (MS) and savings (SVG) do not concur with *a priori* expectation with a negative sign, this implies that an inverse relationship exists between MS, SVG, and CB. In terms of the magnitude of the coefficients which signify the effect demographic factors on consumer buying behaviour of informal and formal retail outlet in south-west Nigeria, the result shows that:

Savings has a significant effect on consumers buying behaviour in informal retail outlet as indicated by marginal effect coefficient (0.0227) with prob (0.045) at 5% significance level, while in the formal retail outlet savings does not have a significant effect on consumers buying behaviour as indicated by marginal effect coefficient (0.0129) with prob (0.093) at 5% significance level. This implies that in the formal market if savings increases, there is probability that consumer buying behaviour will increase by 2.27% vice versa.

Health has no significant effect on consumers buying behaviour in informal retail outlet as indicated by the marginal effect coefficient (0.0573) with prob (0.076) at 5% significance level, as well as in the formal retail outlet health does not significantly affect consumers buying behaviour as indicated by marginal effect coefficient (0.0598) with prob (0.059) at 5% significance level.

Education level has a significant effect on consumers buying behaviour in informal retail outlet as indicated by the marginal effect coefficient (0.0486) with prob (0.000) at 5% significance level and as well as in the formal retail outlet as indicated by a coefficient (0.1628) with prob (0.000) at 5% significance level. This implies that in the informal retail outlet, if the level of education changes, there is a probability that consumer buying behavior will change by 4.86% and also in the formal market if there are changes in education level, it will induce 16.28% changes in consumer buying behaviour.

Gender does not have a significant effect on consumers buying behaviour in informal retail outlet as indicated by the marginal effect coefficient (0.0198) with prob (0.071) at a 5% significance level, as well as in the formal retail outlet as indicated by a coefficient (0.0140) with prob (0.053) at 5% significance level.

Marital status does not have a significant effect on consumer's buying behaviour in informal retail outlet as indicated by marginal effect coefficient (0.0131) with prob (0.327) at 5% significance level, while in the formal retail outlet marital status significantly affect consumers buying behaviour as indicated by a coefficient (0.1974) with prob (0.000) at 5% significance level. This implies that in the formal market marital status of the consumer will probably induce 19.74% changes in consumer buying behavior.

Monthly income has a significant effect on consumers buying behaviour in informal retail outlet as indicated by the marginal effect coefficient (0.0354) with prob (0.006) at 5% significance level, while in the formal retail outlet monthly does not has a significant effect on consumers buying behaviour as indicated by marginal effect coefficient (0.0058) with prob (0.507) at 5% significance level. This implies that in the informal market if the level of income changes, it will induce 3.54% changes in consumer buying behaviour.

Price level does not have a significant effect on consumers buying behaviour in informal retail outlet as indicated by marginal effect coefficient (0.2209) with prob (0.067) at 5% significance level, as well as in the formal retail outlet as indicated by marginal effect coefficient (0.0035) with prob (0.697) at a 5% significance level.

Age level has a significant effect on consumers buying behaviour in informal retail outlet as indicated by the marginal effect coefficient (0.0294) and prob (0.005) at a 5% significance level and while in the formal retail outlet age does not

has a significant effect on consumer buying behaviour as indicated by marginal effect coefficient (0.0109) and prob (0.124) at 5% significance level.

Occupation does not have a significant effect on consumers buying behaviour in informal retail outlet as indicated by marginal effect coefficient (0.0243) with prob (0.099) at 5% significance level, while in the formal retail outlet occupation significantly affect consumers buying behaviour as indicated by a coefficient (0.0448) with prob (0.000) at 5% significance level. This implies that consumer occupation will induce 4.48% of changes in consumer buying behavior.

Overall, demography variables have a significant effect on consumer buying behaviour in informal and formal retail outlets as indicated by LR-stat (52.79 and 103.42) with Prob (0.000 and 0.000) at 5% significant level.

4. DISCUSSION OF FINDINGS

The study examined the effects of demographic variables as a determinant of consumer buying behaviour in retail outlets in Nigeria. The findings reveal that customers' savings has a positive significant effect on buying behaviour in the informal market but not the formal market. This implies that if the saving customers increase it will induce an increase in their buying behaviour, but this does not apply to customers of formal market. Also, the health status of consumers has no effect on consumer buying behaviour in the informal retail outlet. Thus, health concern is directly associated with the buying behaviour of consumers in the informal retail outlet. This is supported by Chen 2007; Chinnici, D'Amico, and Peorino 2002; Lea and Worsley 2005; Lockieet al. 2002.

Also, the level of education has a negative effect on consumer buying behaviour in formal retail outlet and a positive effect in the formal retail outlets. This implies that the level of education of the customers improves, it will be reducing their buying behaviour in the informal market, they will now increase their buying in the formal retail outlet. This is in line with Margetts et al. (1997). The gender of the customers does not have a significant effect on buying behaviour both in the informal and formal retail outlets. Also, Marital status has a negative significant effect on customers buying behavior in the formal retail outlets but not significant in the informal retail outlet. This implies that as more the customers are responsible, the less they will patronize the formal market.

Furthermore, the monthly income of consumers has negative significant effects on buying behaviour in the informal market but is insignificant in the formal market. This means that as the income of the customer increases, the level of patronage will be reduced in the informal market as supported by Chen, (2012). Additionally, the price level has no significant effect on consumer buying behaviour in formal retail outlets and also in informal retail outlets. Thus, this is not supported by Willock, (2004).

More so, Age has effects on consumer buying behaviour in informal but not significant formal retail outlets. An increase in the level of education will lead to a positive effect on the buying behaviour of consumers in informal outlets. Lastly, the Nature of the consumer's job has a positive effect on their buying behaviour informal retail outlets but not significant in the informal retail outlet. Finally, the demography variable has a significant effect on consumer buying behavior both in informal and formal retail outlets.

5. CONCLUSION AND RECOMMENDATIONS

The study examined the effects of demographic variables as a determinant of consumer buying behaviour in retail outlets in Nigeria. Data was employed from one thousand (1000) respondents from Oyo and Lagos state. Regression analysis was used to examine the effects of demographic factors on consumer buying behaviour in informal and formal retail outlets. The findings revealed that in informal retail outlets, marital status and health have positive significant effects on buying behaviour ($0.002 < 0.05$ significant level). While, educational level, income, and gender have negative effects on the buying behaviour of consumers. Furthermore, age, price level, income, gender, and health have positive significant effects on the buying behaviour of consumers in the formal retail outlet ($0.003 < 0.05$ significant level). Marital status and saving have negative effects on consumer buying behaviour. It is now concluded that demographic factors have positive significant effects on the buying behaviour of consumers both in formal and informal retail outlets.

It is recommended that the owner of both informal and formal retail outlet should consider the health status of their customers before stocking up goods especially goods with preservatives should not be stocked up in large quantities. Owners of informal retail outlets should brace up their marketing activities to encourage the educated customers to patronize them. Also, owners of formal retail outlets should come down to the level of the uneducated customers for them to be aware of what they sell.

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