

Determinants of Consumers Buying Behaviour in Food Stuff Markets in Idemili South Local Government Area, Anambra

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ABSTRACT

This study examined determinants of consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra State. The study was a descriptive survey on a sample of 271 respondents that visit food stuff markets in Idemili South Local Government Area. Data obtained were analyzed using descriptive statistics and factor analysis with varimax rotation. Findings revealed that freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs, and non-seasonal availability of food stuffs have influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State. However, factor analysis revealed that the main construct that determines consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra State is freshness of food stuffs followed by quality of food stuffs and price of food stuffs with factor loading of 0.954, 0.931 and 0.912 respectively. The study recommends that With respect to freshness of food stuffs, cooperative societies should ensure that there is a good and adequate storage facility to attract more consumer patronage. Farmers should be assisted to boost their food production capacity to enable them sell at competitive price for food stuffs. The farmers should strive to have access to food processing facilities. This will enhance the quality of food stuffs. Farmers should sample their store with food varieties to attract consumers who want to buy more than one food items. Farmers should imbibe the culture of packaging of food stuffs. This has been found to have great influence on consumers buying behaviour in Idemili South Local Government Area of Anambra State. Irrigation farming should be encouraged by farmers to ensure non-seasonal availability of food stuffs in the market.

KEYWORDS: Consumers buying behaviour, Food stuff Markets, Price, Quality, Packaging

1. INTRODUCTION

The food stuffs markets or the farmers market has been described as a common area wherein producers sell fresh fruits and vegetables as well as other agricultural products directly to consumers at separate stands (Adanacioglu, 2021). Tsai, Lee, Hsieh and Somsong (2019) posit that by providing platforms for individuals in the food industry to contact each other directly, farmers' markets are able to enhance local knowledge, promote local identity, and build trust in relationships with their partners or customers, all of which benefit social sustainability. Consumer

behaviour is helpful in understanding the purchase behaviour and preferences of different consumers. As consumers, we differ in terms of our sex, age, education, occupation, income, family set-up, religion, nationality and social status. Because of these different background factors we have different needs and we only buy those products and services which we think will satisfy our needs.

In every market whether agricultural or non-agricultural market, certain factors influence

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consumers buying behaviour. Ramya and Ali (2016) posits that consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. In the food stuff market, the behavior selection of consumers is driven by interest, with maximum benefit based on their own resources, experience and environmental limitation according to the natural condition and social economy condition (Kang, Cai & Zhang, 2015). Consumers in local markets also consider an array of benefits including the freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs and non-seasonal availability of food stuffs. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc. and is influenced by cultural trends as well as his social and societal environment (Kotler, 2002). Understanding consumer purchase decision making is of vital interest for any business operating under a clearly defined food supply chain like the food stuff or farm market.

Statement of the Problem

The rising price of food stuff in the market has affected the levels of patronage of most food crops in the market, thus affect the production capacity of farmers for most agricultural commodity in the market. It is believed that the nation is experiencing a down trend in the tonnage of food crops produced. The land used for cultivation is decreasing. This problem could be attributed to poor marketing system which is manifested in farmers receiving less for much work and middlemen receiving much for less work done and consumer paying much for little food items. Absence of marketing facilities such as storage, transportation and processing could also have aided the problem. This study is therefore necessitated to examine consumers buying behaviour in food stuff markets. The decision making of the consumer is determined by the pre purchase behavior, which is preceded by the intention to buy/consume and a host of other antecedent factors. Some of these factors are intrinsic to the consumer like the personal aspects –beliefs/evaluation based attitude towards the act (purchase), while the extrinsic variables like social aspects- subjective norms and the perceived /actual control etc., conditioned within the situational construct, influence consumer behavioural intention (Dibie, Unanam, Nwakwue & Kalu, 2019). In the

farm market consumers also consider the freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs and non-seasonal availability of food stuffs. This study therefore examines which of the numerous factors influences the consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra State.

Objectives of the Study

The main objective of this study is to examine determinants of consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra State. The specific objectives are to ascertain the influence of freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs and non-seasonal availability of food stuffs on consumer buying behaviour.

Research Questions

The present study was guided by following research questions:

What is the influence of freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs and non-seasonal availability of food stuffs on consumer buying behaviour?

Hypothesis

The following null hypotheses were formulated and tested in the study:

Hypothesis

Freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs and non-seasonal availability of food stuffs has no significant influence on consumer buying behaviour.

2. Empirical Studies

Wahyudi, Kuwornu, Gunawan, Datta and Nguyen (2019) examined factors influencing the frequency of consumers' purchases of locally-produced rice in Indonesia: A poisson regression analysis. The study was conducted using data collected from a sample of 400 consumers in Jakarta Province in Indonesia. The empirical results of a Poisson regression model revealed that socio-economic characteristics of the consumers (i.e., gender, age, occupation, education, and income), characteristics of the product (i.e., label and color), and the product's price and promotion significantly influenced consumers' frequency of purchasing locally-produced rice. The implication is that increasing the quality of locally-produced rice, applying an appropriate marketing strategy such as offering a relatively lower-priced product compared to the price of imported rice, and product promotion

are necessary for increasing the frequency of consumers' purchases of locally-produced rice.

Zeng and Peng (2018) examined factors that Influence Agricultural Products' Marketing Strategies on Consumer Buying Behavior in Hainan Province, China: Basis for Network Marketing Model using descriptive, correlation, T-test, ANOVA and multiple regression analysis. The respondents in this study were the 600 customers from Hainan province and other provinces in China. The study found that product strategy, price strategy, promotion strategy, people strategy and process strategy have a significant impact on consumer buying behavior, but the influence of place strategy and physical evidence strategy is not significant. The study elaborated that agricultural products network marketing is an emerging and efficient marketing method for agricultural products and proposes a model of Hainan agricultural products network marketing. This study showed that the current Hainan agricultural products network marketing strategy is more suitable for the 5Ps, rather than the traditional 7Ps.

Mashao and Sukdeo (2018) examined factors that influence consumer behavior in the purchase of durable household products in the Kempton Park region, which is located in the East-land of Johannesburg, South Africa using descriptive statistics, ANOVA and correlation analysis on a sample of 60 respondents. Findings revealed that the influencing factors that were identified in this study include product quality, products features, cost of the product, brand reputation, advertisement and previous experience. It was also found that product quality, product features and cost price are the most common determinants of consumer buying behavior. The findings further indicated that gender has no significant effect on their buying behavior.

Vyas, Sharma & Sharma (2016) carried out a study on consumer behavior towards food items of popular brands using descriptive, correlation and chi square statistics on a sample 470 respondents in Jodhpur city. Findings revealed that most of respondents are aware about the branded packaged food items; this awareness is highest in the case of branded packaged wheat flour, followed by the packed rice, packed edible oil and least awareness in the case of branded sugar. Quality is the factor that influences most on the branded wheat flour, Taste is the factor that influences most on the buying branded rice, Nutritive value is the factor that influences most on the buying branded edible oil, Quality is the factor that influences most on the buying branded sugar. Most of the respondents prefer to purchase these packaged food items from near grocery store or retail shop.

Most of the respondents check the MRP mentioned on the pack before purchase and least of them check nutritional value mentioned on pack. Most of the respondents are aware about consumer right but they are not as much aware about consumer forum. Most of the respondents never filed any case in consumer court. Respondents who filed the case in consumer court, most of them didn't get any positive response. Correlation between Income of consumer and all branded and packaged food products are almost perfectly positively correlated. In case of wheat flour it is highest and for sugar it is lowest. Correlation between Education Qualification of consumer and all branded and packaged food products are almost perfectly positively correlated. In case of wheat flour it is highest and for sugar it is lowest. Correlation between Occupation of consumer and all branded and packaged food products are almost perfectly positively correlated. In case of wheat flour it is highest and for sugar it is lowest. The buying behaviour of branded food is influenced by the Income of respondent. The buying behaviour of branded food is influenced by various factors.

Priyadarshini (2015) examined the purchasing practice of the consumers towards ready to eat food products. The aim of the study was to provide comprehensive approach to the consumer purchasing behaviour towards processed ready to eat and ready to cook food products using descriptive statistics on a sample of 110 respondents under convenient sampling technique in Bhubaneswar city, Odisha. The study reveals that majority of the respondents have planned decision in purchasing instant food products. Television plays a major role in providing information about instant food products.

Kim, Kim, Kim, Mehyaoui and Youn (2014) examined the effects on the Consumer Buying Behavior of an Agricultural Brand in South Korea. The aims of the study was to understand the brand marketing of agricultural products and redefine their status in South Korea by analyzing impacts on consumer buying behaviors using descriptive and inferential statistics. Results indicated that consumers increasingly purchased agricultural brand products rather than generic agricultural products because of the general reliability of quality assurance. Large agricultural specialty stores have enhanced the perceptions of quality assurance, freshness, safety, and diversity. Through a critical analysis of the domestic consumer income levels and age, gender, and demographic factors, such as agricultural consumer buying behavior not affecting consumers' health and life.

Asogwa and Okwoche (2012) carried out a study the marketing of agricultural produce among rural farm households in Nigeria: The case of sorghum marketing in Benue State using a structured questionnaire. Data were analyzed using frequency distribution and percentages as well as marketing margin analysis and t-test statistic. Findings revealed that the marketing margin of an average sorghum marketer in the study area was 34.43%. This implies that 100% retail price paid by the final consumer resulted in farm-to-retail price spread (marketing margin) of 34%. An average sorghum marketer in the study area earns a farm-to-retail price spread of 0.34 Naira for every 1 Naira retail price paid by the final consumer in the marketing process. The marketers in the study area had significant marketing margin during their marketing transaction. The welfare of sorghum marketers was fully derived from the business which they transact, suggesting that sorghum marketing serves as a source of livelihood for the respondents.

Furajji, Łatuszyńska and Wawrzyniak (2012) conducted an empirical study of the factors influencing consumer behaviour in the electric appliances market in Basra, a city in southern Iraq using regression technique. Results indicated that, overall, the set of independent variables are weakly associated with the dependent variable. However, the in-depth analysis found that social factors, physical factors, and marketing mix elements are strongly associated with consumer buying behaviour.

Ali and Kapoor (2010) examined the buying behaviour of consumers for food products in an emerging economy using Simple statistical analysis such as descriptive statistical analysis, frequency distribution, cross tabulation, analysis of variance, and factor analysis to assess the consumers' preferences for food and grocery products and market attributes were carried out on a sample of 101 households having sufficient purchasing power with a structured questionnaire. These households are spread across the well-developed Gomtinagar area of Lucknow city. Findings revealed that the preferences of the consumers clearly indicate their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging, and non-seasonal availability. The consumers' preference of marketplace largely depends on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities and affordability. Results suggest that most of the food and grocery items are purchased in loose form from the nearby outlets. Fruits and vegetables are mostly purchased daily or

twice a week due to their perishable nature, whereas grocery items are less frequently purchased.

Usha (2007) carried out a study on buying behaviour of consumers towards instant food products in Kolar District using descriptive statistics. Findings revealed that all the respondents were aware of pickles and Sambar masala but only 56.67 per cent of respondents were aware of Dosa/Idli mix. MTR brand of Dosa/Idli mix, Chinnis and MN brands of pickles and Everest and MTR brands of Sambar masala were aware among the users of Instant Food Products. About 96.11 per cent consumers of Dosa/Idli mix and more than half of consumers of pickles and Sambar masala prepared their own. Low cost of home preparation and differences in tastes were the major reasons for non-consumption, whereas ready availability and save time of preparation were the reasons for consuming Instant Food Products. Retail shops are the major source of information and source of purchase of Instant Food Products. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households. Housewives were the major decision makers on consumption of Instant Food Products. Most of the Dosa/Idli mix consumers found to be medium loyal and majority of pickles and Sambar masala consumers belonged to higher loyalty group. High price and poor taste were the reasons for not purchasing particular brand whereas best quality, retailers influence and ready availability were considered for preferring particular brand of products by the consumers. Among branded products, MTR brand of Dosa/Idli mix, Chinnis and MN brands of pickles and Everest and MTR brands of Sambar masala were highly preferred by the consumers.

Extant literature reviewed has shown that there is paucity of research on effective agricultural marketing and consumer buying behaviour in Nigeria. Most of the studies reviewed were drawn from Asia and the western context of Europe and America. The studies in these countries are distinct because of their levels of technological and scientific development thus effective agricultural marketing variable that influence the consumer buying behaviour differs from that of emerging economies of Africa like Nigeria. It is therefore imperative to carry out an empirical investigation into this study area to ascertain the effect of effective agricultural marketing on consumer behaviour particularly among members of agricultural cooperative farmers in Idemili South Local Government Area of Anambra State.

3. METHODOLOGY

The methodology used in this study is presented in this section under the following subheadings: research design, area of the study, population of the study, sample size and sampling technique, data collection, sources of data, data collection instrument, administration of questionnaire and data analysis.

Research Design

This study is a descriptive survey which aims to ascertain the effect of effective agricultural marketing on consumer behaviour particularly among members of agricultural cooperative farmers in Idemili South Local Government Area of Anambra State. Survey research according to Okeke, Olise and Eze (2008) consists of asking questions, collecting and analyzing data from a supposedly representative members of the population at a single point in time with a view to determine the current station of that population with respect to one or more variable under investigation.

Area of Study

The area of this study is Idemili South Local Government Area of Anambra state. Idemili South is a Local Government Area in Anambra State, South-East Nigeria. Towns that make up the local government are Akwaukwu, Alor, Awka-Etiti, Nnobi, Nnokwa, Oba, Ojoto. Idemili South Local Government is one out of the 21 Local Government Areas that make up Anambra State. It was created out of old Idemili Local Government in 1996 with the headquarters at Ojoto. It derives its name from Idemili river which has its source at Nri through Nnobi, Obosi and emptied in the Niger River. Idemili South Local Government consists of seven communities namely Akwu-Ukwu, Alor, Awka-Etiti, Nnobi, Oba and Ojoto. Idemili South is geographically bounded in the North by Idemili North Local Government area, in the West is Ogbaru Local Government Area, in the South by Ekwusigo Local Government Area while by East is Nnewi North Local Government and Anaocha Local Government. The inhabitants of Idemili South Local Government are predominantly traders and farmers. They speak common languages known as Igbo and English Languages (Anambraa, 2021).

Population of the Study

The population of this study is made up of all the customers who visit farm markets in Idemili South Local Government Areas. Idemili South Local Government Area has 6 food stuff markets scattered over Akwu-Ukwu, Alor, Awka-Etiti, Ojoto, Nnokwa, Oba and Nnobi communities all in Idemili South L.G.A.

Sample Size and Sampling Technique

To determine the sample size, a purposive sampling was used to select 50 customers each from the 6 food stuff markets scattered over Akwu-Ukwu, Alor, Awka-Etiti, Ojoto, Nnokwa, Oba and Nnobi food stuff market making 300 respondents as the sample size.

Data Collection

The researcher explored two sources of data which are the primary and secondary data.

Primary Data: the primary data was obtained from members of the selected Cooperative Societies through the use of a structured questionnaire that was administered them.

Secondary Data: The secondary data was obtained from test books, journals, and other papers and materials at the disposal of the researcher.

Data Collection Instrument

The researcher developed questionnaire which was used to collect data for the study. The questionnaire has two sections. Section A and Section B. Section A sought information on socio-economic background of respondents. Section B was made up of items relating to the objectives of the study.

Administration of Questionnaire

The instrument was however administered to the respondents with the assistance of 5 trained research assistants. The administration and collection of the instrument took the researcher a period of about four (3) weeks. Out of the 300 questionnaires that were administered to the respondents only 271 were dully completed and returned. The number returned was used for the analysis. The ones not completed were discarded.

Method of Data Analysis

Descriptive statistics (mean and standard deviation) and factor analysis were used to analyze the data collected in respect of the research questions. The mean was used to give answer to the research questions. Standard deviation was used to establish the harmony in the mean ratings among the respondents.

The rating is as follows:

- Strongly Agree (SA) 5 points
- Agree (A) 4 points
- Undecided (U) 3 points
- Disagree (D) 2 points
- Strongly Disagree (SD) 1 point

4. DATA PRESENTAION AND ANALYSIS**Table 1: Distribution of respondents according to demographic profile of the respondents**

Variables	Options	Frequency	Percent (%)
Gender	Male	258	95.2
	Female	13	4.8
	Total	271	100
Age	1 – 20 years	2	0.7
	21 – 40 years	108	39.9
	41 – 60 years	140	51.7
	61 and above	13	4.8
	Total	271	100
Marital Status	Single	122	45.0
	Married	130	50.0
	Divorced	12	4.4
	Widowed	7	2.6
	Total	271	100
Educational Qualification	Primary	60	22.1
	Secondary	116	42.8
	Tertiary	95	35.1
	Total	271	100
Business Experience	1 – 3 years	44	16.2
	4 – 10 years	19	7.0
	11 – 16 years	97	35.8
	17 years and above	111	41.0
	Total	271	100

Source: Field survey, 2021.

The demographic profile of the respondents surveyed was presented in table 1. Information presented in Table 1 revealed 95.2% of the respondents were males and 4.8% females. The majority of the respondents were observed to be married with 50.0% response. Table 1 revealed that the age bracket of majority of the respondents fell between 41 to 60 years. The table further revealed that, 22.1%, 42.8% and 45.1% the respondents had their primary, secondary and tertiary education respectively. The table also revealed that, 41.0% of the respondents have been in business for above 17years.

Table 2: Distribution of respondents according to the extent to which freshness of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State

Options	Frequency	Percentage (%)
To a very great extent	120	44.2
To a great extent	71	26.2
Undecided	3	1.1
To some extent	33	12.2
To no extent	44	16.2
Total	271	100

Source: Field survey, 2021.

As shown in table 2, 44.2% of the respondents indicated that freshness of food stuffs has influenced consumers buying behaviour to a very great extent. 26.2% of the respondents indicated that which freshness of food stuffs has influenced consumers buying behaviour to a great extent. 1.1% of the respondents were undecided. 12.2% of the respondents indicated that which freshness of food stuffs has influenced consumers buying behaviour to some extent. While, 16.8% of the respondents indicated that which freshness of food stuffs has influenced consumers buying behaviour to no extent.

Table 3: Distribution of respondents according to the extent to which price of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State

Options	Frequency	Percentage (%)
To a very great extent	174	66.2
To a great extent	40	14.0
Undecided	27	10.0
To some extent	22	8.1
To no extent	8	3.1
Total	271	100

Source: Field survey, 2021.

With respect to the extent to which price of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State, 66.2% of the respondents indicated that price has influenced consumers buying behaviour to a very great extent. 14% of the respondents indicated that price of food stuffs has influenced consumers buying behaviour to a great extent. 10% was undecided. 8.1% of the respondents indicated that price of food stuffs has influenced consumers buying behaviour to some extent while 3.1% indicated that price of food stuffs has influenced consumers buying behaviour to no extent.

Table 4: Distribution of respondents according to the extent to which quality of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State

Options	Frequency	Percentage (%)
To a very great extent	217	80.0
To a great extent	40	14.8
Undecided	-	-
To some extent	8	3.0
To no extent	6	2.2
Total	271	100

Source: Field survey, 2021.

As shown in table 4, 80.0% of the respondents indicated that quality of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to a very great extent. 14.8% indicated that quality of food stuffs has influenced consumers buying behaviour to a great extent. 3.0% indicated that quality of food stuffs has influenced consumers buying behaviour to some extent. 2.2% of the respondents indicated that quality of food stuffs has influenced consumers buying behaviour to no extent.

Table 5: Distribution of respondents according to the extent to which variety of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State

Options	Frequency	Percentage (%)
To a very great extent	174	66.2
To a great extent	40	14.8
Undecided	27	10.0
To some extent	22	8.1
To no extent	8	3.1
Total	271	100

Source: Field survey, 2021.

With respect to effect of to the extent to which variety of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State, 66.2% of the respondents indicated that variety of food stuffs has influenced consumers buying behaviour to a very great extent, followed by 14.8% of the respondents that indicated that variety of food stuffs has influenced consumers buying behaviour to a great extent. 8.1% indicated to some great extent, 3.1%% indicated to some extent, while 10.0% were undecided in the issue.

Table 6: Distribution of respondents according to the extent to which packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State

Options	Frequency	Percentage (%)
To a very great extent	140	51.7
To a great extent	71	26.2
Undecided	3	1.1
To some extent	33	12.2
To no extent	24	8.8
Total	271	100

Source: Field survey, 2021.

As shown in table 6, 51.7% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to a very great extent. 26.2% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to a great extent. 1.1% of the respondents were undecided. 12.2% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to some extent. While, 8.8% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to no extent.

Table 7: Distribution of respondents according to the extent to which non-seasonal availability of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State

Options	Frequency	Percentage (%)
To a very great extent	210	77.5
To a great extent	51	18.8
Undecided	2	0.7
To some extent	4	1.5
To no extent	4	1.5
Total	271	100

Source: Field survey, 2021.

With respect to the extent to which non-seasonal availability of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State, 77.5% of the respondent indicated that non-seasonal availability of food stuffs has influenced consumers buying behaviour to a very great extent. 18.8% of the respondent indicated that non-seasonal availability of food stuffs has influenced consumers buying behaviour to great extent. 0.7% of the respondent indicated undecided that non-seasonal availability of food stuffs has influenced consumers buying behaviour. 1.5% of the respondent indicated that non-seasonal availability of food stuffs has influenced consumers buying behaviour to some extent. and to no extent respectively.

Factor Analysis

The variables of the objectives were variously subjected to factor analysis using the Principal Component Analysis (PCA), with the aid of SPSS version 23. Prior to performing PCA, the suitability of the data for factor analysis was assessed using Kaiser-Meyer-Oklin (KMO) measure of sampling adequacy and the rotation method is the varimax with Kaiser Normalization. The PCA was initially used to process the data because the researcher sought to reduce large amount of data to uncover the underlying principal factors that explain the topic under investigation.

Table 8: Factor analysis results with varimax rotation on determinants of consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra state

Comp extracted	Freshness of food stuffs**	
Determinant 1	Freshness of food stuffs	0.954
Determinant 2	Price of food stuffs	0.912
Determinant 3	Quality of food stuffs	0.931
Determinant 4	Variety of food stuffs.	0.865
Determinant 5	Packaging of food stuffs	0.909
Determinant 6	Non-seasonal availability of food stuffs.	0.910
	Cum % variance	89.6%

Source: Field Survey, 2021

Note that items Eigen values of variables less than 0.4 were excluded.

Table 8 shows the Eigen values with respect to items regarding determinants of consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra. Although one principal component emerged, the output shows that the appropriate label for the item is “Freshness of food stuffs”. The importance of this is that the main construct that determines consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra is freshness of food stuffs followed by quality of food stuffs and price of food stuffs with factor loading of 0.954, 0.931 and 0.912 respectively.

Discussion of Findings

With respect to the demographic profile of the respondents, findings revealed that 95.2% of the respondents were males and 4.8% females. The majority of the respondents were observed to be married with 50.0% response. Table 4.1 revealed that the age bracket of majority of the respondents fell between 41 to 60 years. The table further revealed that, 22.1%, 42.8% and 45.1% the respondents had their primary, secondary and tertiary education respectively. The table also revealed that, 41.0% of the respondents have been in business for above 17years. As shown in table 4.2, 44.2% of the respondents indicated that freshness of food stuffs has influenced consumers buying behaviour to a very great extent. 26.2% of the respondents indicated that which freshness of food stuffs has influenced consumers buying behaviour to a great extent. 1.1% of the respondents were undecided. 12.2% of the respondents indicated that which freshness of food stuffs has influenced consumers buying behaviour to some extent. While, 16.8% of the respondents indicated that which freshness of food stuffs has influenced consumers buying behaviour to no extent.

With respect to the extent to which price of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra

State, 66.2% of the respondents indicated that price has influenced consumers buying behaviour to a very great extent. 14% of the respondents indicated that price of food stuffs has influenced consumers buying behaviour to a great extent. 10% was undecided. 8.1% of the respondents indicated that price of food stuffs has influenced consumers buying behaviour to some extent while 3.1% indicated that price of food stuffs has influenced consumers buying behaviour to no extent. As shown in table 4, 80.0% of the respondents indicated that quality of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to a very great extent. 14.8% indicated that quality of food stuffs has influenced consumers buying behaviour to a great extent. 3.0% indicated that quality of food stuffs has influenced consumers buying behaviour to some extent. 2.2% of the respondents indicated that quality of food stuffs has influenced consumers buying behaviour to no extent. With respect to effect of to the extent to which variety of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State, 66.2% of the respondents indicated that variety of food stuffs has influenced consumers buying behaviour to a very great extent, followed by 14.8% of the respondents that indicated that variety of food stuffs has influenced consumers buying behaviour to a great extent. 8.1% indicated to some great extent, 3.1% indicated to some extent, while 10.0% were undecided in the issue.

As shown in table 6, 51.7% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to a very great extent. 26.2% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to a great extent. 1.1% of the respondents were undecided. 12.2% of the respondents indicated that packaging of food stuffs

has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to some extent. While, 8.8% of the respondents indicated that packaging of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State to no extent. With respect to the extent to which non-seasonal availability of food stuffs has influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State, 77.5% of the respondent indicated that non-seasonal availability of food stuffs has influenced consumers buying behaviour to a very great extent. 18.8% of the respondent indicated that non-seasonal availability of food stuffs has influenced consumers buying behaviour to great extent. 0.7% of the respondent indicated undecided that non-seasonal availability of food stuffs has influenced consumers buying behaviour. 1.5% of the respondent indicated that non-seasonal availability of food stuffs has influenced consumers buying behaviour to some extent. and to no extent respectively.

Inferential statistics revealed that the main construct that determines consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra is freshness of food stuffs followed by quality of food stuffs and price of food stuffs with factor loading of 0.954, 0.931 and 0.912 respectively.

5. Conclusion and Recommendations

From the analysis of the study, the following findings are made:

1. Descriptive statics revealed that freshness of food stuffs, price of food stuffs, quality of food stuffs, variety of food stuffs, packaging of food stuffs, and non-seasonal availability of food stuffs have influenced consumers buying behaviour in Idemili South Local Government Area of Anambra State.
2. Inferential statistics revealed that the main construct that determines consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra is freshness of food stuffs followed by quality of food stuffs and price of food stuffs with factor loading of 0.954, 0.931 and 0.912 respectively.

This study concludes that all the variables included in this study - freshness of food stuffs, price, quality, variety, packaging and Non-seasonal availability of food stuff - have very significant influence on consumers buying behaviour in Idemili South Local Government Area of Anambra State. However, Inferential statistics revealed that the main construct that determines consumers buying behaviour in food stuff markets in Idemili South Local Government Area, Anambra is freshness of food stuffs followed

by quality of food stuffs and price of food stuffs with factor loading of 0.954, 0.931 and 0.912 respectively.

Based on the findings of the study, the following recommendations are made:

1. With respect to freshness of food stuffs, cooperative societies should ensure that there are good and adequate storage facilities to attract more consumer patronage.
2. Farmers should be assisted to boost their food production capacity to enable them sell at competitive price for food stuffs.
3. The farmers should strive to have access to food processing facilities. This will enhance the quality of food stuffs.
4. Farmers should sample their store with food varieties to attract consumers who want to buy more than one food items.
5. Farmers should imbibe the culture of packaging of food stuffs. This has been found to have great influence on consumers buying behaviour in Idemili South Local Government Area of Anambra State.
6. Irrigation farming should be encouraged by farmers to ensure non-seasonal availability of food stuffs in the market.

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