Ethnic Identity, Social Class and Consumption Pattern Among Three Major Ethnic Groups in Nigeria

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ABSTRACT

Consumers from different ethnic group and social class are known to vary dramatically in how they spend their income. In this study we aim to shed light on how ethnic identity and social class affect consumption pattern of the three major ethnic groups in Nigeria. A total of 398 participants drawn from three states across the country took part in the study. Three standardize instruments were used to collect data. Three hypotheses were tested. Results reveal partial significant effect of ethnic identity, ethnic group and social class on consumption pattern.

Keywords: Ethnic Identity, Social Class, Consumption pattern, Consumer Behavior

INTRODUCTION

Over the course of its history, individuals from different culture and social class have not only form a unique culture but also generate a number of different sub-cultures that differentiate them from members of other ethnic groups or social class including their consumption pattern. A key feature of these groups is that they tend to be bound together by cultural ties that can strongly influence their behaviours as consumers. Consumption is not merely an act of buying and consuming goods and services; rather, as theorist and researchers have for the past few decades investigated, the process possesses what we might call a ''hidden meaning''. In the words of Mcnall (1990), the latent function of consumption focuses on self-identification: we actively purchase and consume, engage in display of our goods, as a way of telling people who we are or who we wish to become''.

Hence, the psychological definition of consumption is that goods and services are symbols of our self identity. Obaid (2000) suggested that researchers have long been concerned with what motivate people to consume, and they have discovered that self identity plays a significant role in determining what and how we consume. Consumers from different ethnic group and social classes show different motivation for consumption as well as different objectives. The key element in consumption studies is that as consumption practices allows common identities to be established among people, it could also serve as a way of distinguishing them (Longhurst and Mike, 1996). From the consumer behavior perspective consumption is largely understood as a cultural phenomenon because behavior pattern characteristic of a particular culture are often expressed through consumption of material objects such as, dress, food, and housing (Royce, 1982). The underline premise of research on ethnicity and social class has been that sub-culture, while sharing the value and norms of dominant culture express certain significant differences of their own ethnic group. A critical evaluation of recently published article in the area of consumer behavior shows that ethnicity and social class is receiving the necessary attention. Despite the progress made at documenting the effect of ethnicity and social class on consumption pattern, there are limited researches on Africa and particularly Nigeria.

Nigeria is a multi ethnic society. Opinions are divided among scholars about the actual number of ethnic groups in the Nigeria state but generally, it is believe that the country has over 250 ethnic group. Most of these ethnic groups have distinct customs, traditions and languages. The larger and dominant groups include the Yoruba, Igbo and the Hausa/Fulani. The Yoruba people occupy the south western part of Nigeria and they are concetrated in about nine states, the Igbo inhabit the south eastern part of the country and they can be found in about eight states while the Hausa/Fulani is dominant in the northern part of the country and they can be found in about twelve state of the country. This three major ethnic groups have influenced the small ethnic groups within their regions to the extent that the smaller ethnic group have assimilate the culture of the three dominant ethnic groups.

Ethnicity and Consumption Pattern
Numerous studies such as Penaloza, (1994); Stayman and Deshpande, (1989); Wallendorf and Reilly, (1983) highlights the process by which culture -specific consumption behavior develops durings the transitional period of young adulthood. Arnett (2000) documented on the concept of ethnic identity, the period from 18 to 25 years of age, which Arnett labels as emerging adulthood, represents a developmental stage distinct from other periods. During this critical developmental period young adults develop a subjective sense of identity through experimentation and explorations (Erikson, 1968). He further suggested that besides acquiring significant buying power in the market place, young adults develop new consumption patterns that exert a major influence on their behavior as consumers in later life (Olshavsky and Grambors, 1979). Important influence on consumption patterns are the consumer's level of acculturation and intensity of ethnic group identification. Consumers who strongly identify with their ethnic group and who are less acculturated into the mainstream culture are more likely to exhibit the consumption pattern of their ethnic group.

In their study of an ethnicity, specific content, Stayman and Deshpande (1989) introduced a "felt ethnicity" construct and differentiated it from objective ethnic membership (i.e. self – designated ethnicity) by stating that felt ethnicity in "not just who one is, but how one feels in and about a consumption". Their research findings further indicated that different social situations (i.e. the presence of parents or business associates in the consumption situation) produce different, corresponding effects on the strength of one's felt ethnicity and ethnic consumer behavior.

Forehand and Deshpande (2001) concluded that individuals do not need strong ethnic identification to feel attachment to their ethnicity in a particular situation. According to Sekhon and Szmigin (2005) and Hirschman (1981), combining the objective and subjective characteristics is not enough. It is necessary to measure the intensity of attachment to and identification with the ethnic group. The degree of identification with an ethnic group determines the level of group influence on behaviours and attitudes. Donthu and Cherian (1994) show that the intensity of identification with an ethnic group is a significant factor in explaining purchasing decisions. Different ethnic groups will choose and select different foods. This is because people who belong to ethnic groups will have been raised and brought up in a certain style and manner. This means factors such their outlook and attitudes towards life and people, health and even food choices will be greatly influenced by their ethnic group. These factors among others are instilled into individuals of these groups at an early age. The different values, which influence these factors, emanate from the country where each of these ethnic groups originates.

Social Class and Consumption Pattern

 Most societies can be divided into social class hierarchy, whereby some individual have higher status than others. These social classes are identifiable groups of individuals whose behaviours and lifestyles differ from those of other classes. Members of a particular social class tend to share similar values and behavior pattern. Since the 1950s, social class has played a major role in consumer behavior studies. Even in the late 1940s, research conducted by the Chicago group discovered that upper-middle class Americans "were pursing different goals in home furniture, appliances, clothing, and leisure time than the lower- middle, who in turn were displaying consumption objectives (and aesthetic preferences) markedly different from upper lowers" (Coleman 1983). Later, Martineau (1957) takes the lead in class consumption research by paying more attention to social class as a variable that could significantly influence trends in the market place (Coleman 1983). The findings of the study suggest that the consumption patterns of social classes reflect quite different choices or motivations, (Coleman 1983). Moreover, in his 1960 study, Coleman (1983) verified that class affects consumption decisions. The relationship between consumption and social class is self-reflexive. In other word, as social class influences consumption pattern, so consumption pattern reflects one's social class or status. With consumption, people shape or even reshape their identities, positions, and status in society.

Gilbert and khan (1982), state that "social classes generate their own subculture, distinctive in life styles and consumption (Coleman 1983). Among the earliest of consumption studies researchers; Veblen (1990) was interested in the ways different social classes consume. By studying the purchasing practice of the propertied and "property less" classes, he was able to discover that the former direct their production and consumption in ways that maintain their positions of social power and defend them against the dispossessed. One of his most recognized ideas involve what we might call "showing off." In other words Veblen believes quite adamantly that the rich display their wealth in a "show" that requires exercise and learning which other cannot possess or afford because work mere survival takes all their time. Veblen's theories suggest that since this type of consumption is based on the arrogance and self assertion of upper classes, it creates and attempt to perpetuate situation of class conflict and domination. While the upper class consumes for social power, the property less classes consume for physical: to restore the body's capacity to do wage labor (Otnes 1988).

When deciding what to buy, middle class groups were found to be more concerned about health issues, and they displayed a higher degree of sharing the decision-making –process about selection than did working class groups. Working class groups were discovered to spend according to what they have financially, while middle class groups spent according to what they needed(Calnan and Cant 1990). Consumption of food is considered to be one of the most important expenditures in any discussion of consumption patterns. Obaid and Al-modaf asserted that, although they have the smallest family size, lower class families rank first in spending on food (19.7% of total expenditures), one-third of consumers from the upper class spend money on food away from home, while less than a quarter of the lower class do so. Food consumption during outing is not just entertainment; rather, it has become a way of publicly declaring one's social status.

HYPOTHESIS

o There will be a significant difference between those who identifies with their ethnic group and those who do not identify with their ethnic group on consumption pattern.
o There will be a significant difference between high social class and low social class on consumption pattern.
o There will be a significant effect of ethnic group on consumption pattern.

METHODS

Participants and Procedure

The sample included three hundred and ninety eight (398) participants, drawn from workers in Ekiti (Yoruba), Imo (Igbo) and Kaduna (Hausa) State. Out of the three hundred and ninety eight (198) Participants, two hundred and seventy-one (271) were males while one hundred and twenty-seven (127) were females. The study used three (3) ethnic groups which are Yoruba, Hausa and Igbo. The Participants includes: one hundred and fourty-four (144) people from the Yoruba ethnic group, one hundred and twenty- six (126) from the Hausa ethnic group and one hundred and twenty-eight from the Igbo ethnic group. All the participants collect their income monthly. Of the three hundred and ninety eight (398) Participants, (216) of them are from low social economic status while one hundred and eighty-two of them (182) of them are from high social economic status. Multi stage sampling method was used, first, to select one state out of the state dominated by each ethnic group and secondly to select institution visited in the state and finally the selection of the participants . It took just approximately 20 minutes for the participants to complete the questionnaire which were collected immediately from some participants and later from some. In some instances, the researcher was asked to come back for the collection of the instruments because of the busy schedule of the workers; it took one month and two weeks for the researcher to finish administering the questionnaires because of the distance among the state visited. Out of five hundred (500) questionnaires that were administered, three hundred and ninety eight (398) was retrieved by the researcher and considered fit for analyses.

Measures

Multi Group Ethnic Identity Measure (MEIM) developed by Phinney J.S (1992) was used to measure ethnic identity. It is a eight (8) items Scale developed to measure how inclined an individual could be to his/her ethnic group. It is scored on a five (5) item Likert format which range from Strongly Agree, Agree, Undecided, Disagree to Strongly Disagree. Each of the eight (8) items has an inter-rater reliability which are as follows: 0.76, 0.75, 0.72, 0.69, 0.69, 0.69, 0.66 and 0.65 while the general reliability is 0.85.

Consumption Pattern was measured using a self developed questions meant to ascertain the consumption pattern of people. It consists of 13 items which are specifically design for this study. It is rated in percentages ranging from 0-20%, 21-39%, 40-59%, 60-89% and 90-100%. Consumers were asked to indicate what percentage of their income is spent on each item.

Social class was measured using a the Computerized Status Index (CSI). The CSI attempts to assess consumer' social class by measuring the various key determinants which include educations, occupation, area of residence and income and combining them to form an overall index. The higher the score the higher the social standing. The Computerized Status Index is an improved and better measure of social status over and above previously used measures such as Index of Status Characteristic and Index of Social Position.

DATA ANALYSIS

Independent t test and one way ANOVA was used to test the hypotheses. Independent t test was used to test hypothesis 1, 4 & 5 while one way ANOVA was used to test hypothesis 2 and 3.

RESULTS

We hypothesised that there will be a significant difference between those that identified with their ethnic and those that do not identified with their ethnic group on consumption pattern.

The hypothesis was tested using the independent t-test and the result is presented in the table below.

Table 1: Independent t test table showing the difference between those that are identified with their ethnic and those that are not identified with their ethnic.

VARIABLES	ETHNIC GROUP IDENTIFICATION	N	X	SD	SE	Df	t	P
FOOD	HIGH	250	2.64	.72	.05	396	3.20	>.05
	LOW	148	2.20	.61	.08			
CAROWNERSHIP/FUEL	HIGH	250	1.36	.87	.07	396	-1.96	<.05
	LOW	148	1.65	.88	.12			
ALCOHOL/TOBACCO	HIGH	250	1.27	.72	.05	396	-.38	< .05
	LOW	148	1.31	.74	.10			
CLOTHING	HIGH	250	2.63	.71	.05	396	2.90	>.05
	LOW	148	2.12	.73	.10			
PERSONAL ITEMS	HIGH	250	2.46	.82	.06	396	2.41	>.05
	LOW	148	1.98	.72	.10			
TRANSPORTAATION	HIGH	250	2.52	.99	.08	396	1.56	>.05
	LOW	148	2.27	.84	.12			
MEDICAL EXPENSES	HIGH	250	1.60	.81	.06	396	.45	>.05
	LOW	148	1.54	.65	.09			
SAVINGS	HIGH	150	2.24	.73	.06	396	2.53	>.05
	LOW	148	2.74	.65	.09			
EXTENDED FAMILY	HIGH	250	2.70	.89	.07	396	2.52	>.05
	LOW	148	1.63	.73	.10			
SCHOOLING	HIGH	250	1.81	1.01	.08	396	-1.89	<.05
	LOW	148	2.12	.91	.13			
ENTERTAINMENT	HIGH	250	1.83	.72	.05	396	2.89	>.05
	LOW	148	1.44	.61	.08			
COMMUNICATION	HIGH	250	2.39	.66	.05	396	3.35	>.05
	LOW	148	1.75	.63	.09			
ELECTRICITY	HIGH	250	1.87	.84	.06	396	.24	>.05
	LOW	148	1.83	.75	.10			

As indicated in table 1 above, the result shows that there are significant difference in consumption pattern between those that identified with their ethnic group and those that do not identified with their ethnic group on majority of the items. Those that are high in ethnic group identification are shown to spend larger percentage of their income on items such as food, clothing, personal items, transportation, extended family issues, entertainment and communication while those that are low in ethnic identification are shown to save larger percentage of their income than those that idenfied with their ethnic group. The result also shows that there are no significant difference between those that identified with their ethnic group and those that do not identified with their ethnic in the consumption of such items as car ownership, alchol and tobbaco, medical expenses, schooling and electricity.

Since Eight (8) items out of the thirteen (13) items indicated that there is a significant differences between those that identified with their ethnic group and those that do not identified with their ethnic group on consumption pattern and five (5) out of the thirteen (13) indicate that there are no significant differences in consumption pattern between those that identified with their ethnic group and those that do not identified with their ethnic, the hypothesis is therefore, partially supported. The second hypothesis which stated that there will be significant difference between high social class and low social class on consumption pattern was tested using the independent t-test and the result is presented in the table below.

Table 2: Independent t test showing the difference between high and low social class on consumption pattern

VARIABLES	SOCIAL CLASS	N	X	SD	SE	Df	T	P
FOOD	HIGH	216	2.88	.72	.06	396	2.79	>.05
	LOW	182	2.50	.65	.07			
CAR OWNERSHIP/FUEL	HIGH	216	1.46	.88	.08	396	2.52	>.05
	LOW	182	1.89	.88	.09			
ALCOHOL/TOBACCO	HIGH	216	1.25	.67	.06	396	0.64	<.05
	LOW	182	1.31	.79	.08			
CLOTHIGN	HIGH	216	2.31	.69	.06	396	2.42	>.05
	LOW	182	2.06	.74	.08			
PERSONAL ITEM	HIGH	216	2.19	.80	.07	396	1.43	<.05
	LOW	182	2.02	.80	.08			
TRANSPORTATION	HIGH	126	2.54	.99	.09	396	1.45	<.05
	LOW	182	2.34	.90	.10			
MEDICAL EXPENSES	HIGH	216	2.68	.84	.07	396	3.86	>.05
	LOW	182	1.46	.67	.07			
SAVINGS	HIGH	216	2.23	.71	.06	396	1.85	<.05
	LOW	182	2.42	.73	.08			
EXTNDED FAMILY	HIGH	216	1.77	.87	.08	396	1.84	<.05
	LOW	182	1.55	.81	.09			
SCHOOLING	HIGH	216	1.77	1.97	.09	396	2.06	>.05
	LOW	182	2.06	1.01	.11			
ENTERTAINMENT	HIGH	216	1.28	.62	.05	396	2.98	>.05
	LOW	182	1.68	.78	.08			
COMMUNICATION	HIGH	216	1.47	.69	.06	396	2.22	>.05
	LOW	182	1.89	.65	.07			
ELECTRICITY	HIGH	216	1.92	.85	.07	396	1.30	<.05
	LOW	182	1.77	.75	.08			

As indicated in the table 2 above, the results show that there are significant differences between high social economic class and low social class on consumption pattern. The high social economic class spends a higher percentage of their income than the low social economic class on food, clothing and medicals while the low social economic class spends higher percentage of their income than the high social economic class on car maintenance, schooling, entertainment and communication. The results also reveals that there is no significant difference in consumption pattern between high and low social economic high and low social economic class in alcohol/tobacco, personal items, transportation, savings, extended family issues and electricity consumption. The hypothesis is partially supported.

The third hypothesis which stated that there will be a significant effect of ethnic group on consumption pattern was tested using one way ANOVA and the result is presented in the table below.

Table 3: One way ANOVA table showing the effect of ethnic group on consumption pattern

	YORUBA N=104		HAUSA N=26		IGBO N=68		
VARIABLES	X	SD	X	SD	X	SD	Group effect P
FOOD	2.55	.69	2.46	.58	3.73	.74	F(2,395)=3.97 > .05
CAR OWNERSIH/FUEL	1.40	.88	1.58	.95	1.29	.81	F(2,395)= 1.42 < .05
ALCOHOL/TOBACCO	1.30	.65	3.46	.70	1.47	.78	F(2,395)=3.50 > .05
CLOTHING	4.90	.71	2.23	.71	2.36	.71	F(2,395)=2.98>.05
PERSONAL ITEMS	1.99	.85	2.11	.58	2.32	.76	F(2,395)=1.63 <.05
TRANSPORTATION	2.27	.89	2.23	.99	2.42	1.05	F(2,395)=1.92 <.05
MEDICAL EXPENSES	1.38	.71	1.73	.60	1.83	.85	F(2,395)=1.99< .05
SAVINGS	2.34	.80	2.19	.63	2.70	.62	F(2,195)=2.46 >.05
EXTENDED FAMILY	1.76	.78	1.73	.72	2.00	.91	F(2,395)=1.79 <.05
SCHOOLING	2.89	1.06	2.11	.90	1.79	.92	F(2,395)= 2.98 <.05
ENTERTAINMENT	1.31	.77	1.53	.70	1.32	.56	F(2,395)= 1.03<.05
COMMUNICATION	1.49	.68	1.69	.67	3.39	.64	F(2,395)=2.27 >.05
ELECTRICITY	1.98	.78	2.10	.71	2.02	.82	F(2,395)=1.94 <.05

As indicated in the table 3 above, the result shows that there is significant effect of ethnic grouping on consumption pattern. The Yoruba spend higher on clothing and schooling; the Igbo spend higher on food, savings and communication while the Hausa spend higher on alcohol and tobacco. There is no significant difference among the three ethnic groups in the percentage of income spend on car maintenance, personal items, transportation and extended family. Therefore, the hypothesis which stated that there is significant effect of ethnic group on consumption pattern is partially supported

DISCUSSION

As suggested at the onset, the main purpose of this study is to find out if ethnic identity and social class have effect on consumption pattern among the three major ethnic groups in Nigeria. On the basis of the research that has yielded interesting findings, it is observed that the first hypothesis which stated that there will be a significant difference between those who identifies with their ethnic group and those who are not identified with their ethnic group and consumption pattern was partially supported. The result reveals that those that are high in ethnic group identification are shown to spend larger percentage of their income on items such as food, clothing, personal items, transportation, extended family issues, entertainment and communication while those that are low in ethnic identification are shown to save larger percentage of their income than those that idenfied with their ethnic group. This shows that the observed diffrence exist in the consumption of things that are ethnic group specific. The findings is in spport of a study by Jing, Seyeon, Sherry, and Almeda (2004) in which they indicated that there is a significant effect of ethnic identity on an Asian American young adult's ethnic food and entertainment consumption behaviour, that is, Asian American young adults who have a stronger sense of ethnic identity consume ethnic food and attend ethnic

entertainment activities. Their study also found out that the extent to which Asia American young adult engage in culture specific consumption behaviour, changes significantly. When the young adult is in the company of ethnic friends versus Caucasian American friends regardless of their strength of ethnic identity, Asian American college student tend to consume more culture specific product when they are with their ethnic friends than when they are with American-mainstream friends.

In order to better understand the factors that influence ethnic identity and consumption diversions Moschis and Chruchill (1978) developed model. Essentially, the model assumes that young people acquire certain mental and behavioural outcomes through their interactions with various socialization agents (Moschis 1987; Ward, 1974), parents and friends were considered a specialization agents, and the young adults perceived interaction with these two specialization agents was then presumed to produce two types of outcomes; ethnic identity as a mental outcome and culture specific consumption behaviours as a behavioural outcome. Stayman and Deshpande (1989) indicated that different social situation i.e the presence of parents and business associate in the consumption situation produce different corresponding effect on the strength of one's felt ethnicity and ethnic consumer behaviour.   Forehand   and Deshpande (2001) concluded that the individual do not need strong ethnic identification to feel attachment to their ethnicity in a particular situation. Therefore, we conclude that consumers who strongly identify with their ethnic group exhibit the consumption pattern of their ethnic group.

Hypothesis two which stated that there will be a significant difference between high social and low social economic class on consumption pattern was partially supported. The high social economic class spends a higher percentage of their income than the low social economic class on food, clothing and medicals while the low social economic class spends higher percentage of their income than the high social economic class on car maintenance, schooling, entertainment and communication. It can be observed that the social class engaged in conspicuous consumption. Obaid (2000) suggested that researchers have been concerned with what motivated people to consume and he have discovered that involvement in the mental and physical process of consumption, social class plays a significant role in determining consumptions, significant differences existed between the social classes on those products that can be seen. The visibility of these goods and services is critical because messages will not be communicated if others cannot see them.   Consumers from different social classes show different motivation for consumption. As well as different objectives, for example, the factors that motivate upper class consumers to purchase a particular product might not be found at the same level or even all among those of the lower classes. Therefore, each class can be said to posse's different primary and secondary consumption needs, the fulfillment of which is the main objectives of consumption need.

Among the earliest of consumption studies, researcher Veblen (1990) was interested in the ways a different social class consumes. By studying the purchase practices of the 'propertied' and 'property less' classes, he was able to discover that the former direct their production and consumption in ways that maintain their positions, and that the most recognized ideas involves what we might call "showing off". In other words, Veblen believed quiet adamantly that the rich display their wealth in a "show" that requires exercise and learning which others can not possess or afford because work-mere-survival takes all their time. While upper class consumes for social power, the property less classes consumes for physical power to restore the body's capacity to do wage labour (Otne 1988). Martineau (1957) took a lead in class consumption research by paying more attention to social class as a variable that could significantly influence

trends in the market place (Coleman 1983). The findings of their ground breaking study suggest that the consumption pattern of different social classes reflects quality and taste, lower-middle reflects respect and conformity, upper-lower class reflects modernity and quantity, while lower-lower reflects instant gratification. .

The social class/status of individual determines the consumption behavior of an individual. The social class/status which also include our educational level can also influence our consumption pattern in the sense that educated people tends to go for products they have more knowledge/information about. Educated people don't really go for cheap things even when they are not financially buoyant, they will rather wait till they have the money for that particular product of their choice. Unlike the illiterate/less educated ones that go for cheap things and they don't also have knowledge/concrete information on their products. In   terms of food, using tomato for example, it was discovered that the illiterates go for spoilt tomatoes popularly known as "esa" because it is very cheap and much. Whereas, the educated ones will not want to go for the spoilt tomatoes (esa) because they are aware of the damage it results to in our body when taken in i.e they have the information/knowledge of what the spoilt tomatoes can do in the body system.

Hypothesis three which stated that there will be a significant effect of ethnic group on consumption pattern was also partially supported. The Yoruba spend higher on clothing and schooling; the Igbo spend higher on food, savings and communication while the Hausa spend higher on alcohol and tobacco. There is no significant difference among the three ethnic groups in the percentage of income spend on car maintenance, personal items, transportation and extended family. The Yorubas are naturally known to be more flamboyant in dressing than any other tribe in Nigeria while the higher spending can be attributed to the first contact with the missionary which has place the Yoruba ethnic higher than any other ethnic group in Nigeria on the literacy level. That the Ibos spend more on food than the other two tribes is also not surprising anecdotal evidence suggest that Ibos place much emphasis on the food they consume thereby spending more on food consumption but what is surprising is that the Hausa/Fulanis spend higher on alcohol than other ethnic group since majority of the Hausa/Fulanis are known to be Muslim and by religion Muslim detest the consumption of alcohol. In their study Dindyal and Dindyal (2004) discover that different ethnic groups will choose and select different foods and some other products that goes in line with their ethnic group. This is because people who belong to ethnic group will have been raised and brought up in a certain style and manner. Factors such as their outlook and attitudes toward life and people, health and even consumption choices is greatly influenced by their ethnic group.

Sekhon and Szmigin (2005) and Hirschman (1981) discovered that the degree of identification with an ethnic group determines the level of consumption behaviour. Donth and Cherian (1994) show that the intensity of identification with an ethnic group is a significant factor in explaining purchasing decision. Most cities in the world are made up of diverse societies, consisting of a wide range of individual from different ethnic and cultural backgrounds. In order for society to function efficiently and smoothly, individuals from Yoruba, Igbo and Hausa that lives in the same society learn to integrate and coexist together, at the cost of this, they accepts and samples different types of foods, adjusting their diets and the goods and services the environment have for them instead of searching for those products that are attached to their ethnic group.   In a nutshell, geographical factors such as where people live and the range of shops situated near them influences their consumption bahaviour.

The current findings highlight the importance of ethnicity and social class on consumption pattern. Previous studies have demonstrated the importance of these variables on

consumption pattern as also supported by this study. This study has helped to document the influence of ethnic identity and social class among the three major ethnic groups in Nigeria.

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