

# Innovations

## Evaluating the Convergence between Consumer Behaviour and Marketing Processes: A Review

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### **Abstract**

*This review paper's methodology attempts to critically examine how organisational marketing effectiveness and consumer behaviour analysis relate to one another. The central thesis posits that marketing strategies are inherently ineffective without a thorough understanding of consumer behaviour. In order to investigate this, a thorough analysis of pertinent literature from scholarly journals and secondary data sources is carried out in order to examine the relationship between organisational marketing response and consumer behaviour. A systematic search strategy is employed to identify relevant literature on consumer behaviour and organisational marketing response. Academic databases such as PubMed, Google Scholar, JSTOR, and EBSCOhost are utilized to access peer-reviewed journals in the fields of marketing, consumer psychology, and organisational behaviour. Data collection involves extracting relevant information from the selected literature, including study findings, methodologies employed, key concepts, theoretical frameworks, and empirical evidence supporting the relationship between consumer behaviour and organisational marketing effectiveness. A thematic analysis approach is employed to synthesize the data collected from the selected literature. Relationships between consumer behaviour analysis and organisational marketing response are investigated, and common themes and patterns are found. Limitations of the methodology include potential bias inherent in the selection of literature and the reliance on existing research paradigms and theoretical frameworks. Additionally, the scope of the review may be constrained by the availability of relevant literature and the limitations of secondary data sources*

**Keywords:** *consumer behaviour analysis; marketing effectiveness; organisational marketing; marketing mix; fast moving consumer goods; Nigeria.*

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## **Introduction**

Consumer behaviour in its global context is ascribed to individual customers or organisations utilizing and disposing goods, services and ideas in satisfying the wants and needs of people around the world. Consumer behaviour necessitates an examination of the processes used in choosing one commodity over another, as well as patterns in purchasing various services by consumers in the market, and the fundamental reasons for such actions (Orji, 2017). Solomon (2017) defines consumer behaviour as the study of how consumers make purchasing decisions and use products and services to meet their needs and demands. Thus, marketing begins and ends with the consumers. Kangogo, Matthew. (2018). According to Hoyer, MacInnis, and Pieters (2017), marketers constantly monitor consumer attitudes toward their products and work to improve them; if the results are already favourable, they merely strive to maintain them. This helps the marketers predict and identify the consumer's purchasing behaviour during the purchase process.

Marketing is an essential component of any organisation in this fast-paced business environment (Sangroya & Nayak, 2017, Singh & Islam, 2017). Organisational marketing response connects the dynamic era of the marketing revolution because consumers have evolved to be more brand-conscious in the products they purchase and services, which has increased the general impact of marketing activities. While Nicholas, Theodorus, and Pauline (2018) explained that it is important for firms to prioritise consumer buying behaviour, which includes purchase intentions and habits, in order to improve marketing response strategies to consumers as regards their needs and value creation over time, which contributes to an organisation's success, Akademi, 2020 explained that a consumer has a vast selection of products to choose from during the decision-making process, which affects behaviour. The firms response to consumer behaviour is also expressed in the creation of awareness and management of customer relationship. Jhamb, Kampani and Arya (2022).

According to Mohamed, Houcine, Oussama, and Abdul (2018), the starting point for a marketing response strategy is opportunity identification, which involves studying the market and the customer. Market response focuses on meeting consumption requirements as well as the decision-making intricacies of purchasing activity. It is therefore crucial for marketers to build an in-depth understanding of behaviour of the customer, Mushtaq, and Salar (2022). In analysing the behaviour of the consumers, one has to be acquainted with high level of customer knowledge which requires an understanding of customers, their aims, wants and needs.

In Nigeria and the world at large, understanding the behaviour of the consumer in a competitive marketing environment is a very complex mental activity, involving

market research and information gathering about a particular product or service, organisational marketing response agreed as resolution of conflict situation in consumer situation. According to Ogohi Daniel (2018), the organisational marketing response consists of the price, product, place, and promotion that the organisation offers to consumers. However, it is critical for such organisational marketing responses to be aware of government regulations and activities that directly and indirectly influence consumer behaviour, as well as organisations delivering vital market response systems that meet the needs and demands of consumers, resulting in satisfaction. These regulations could be categorised as economic, transactional, structural, authorisation, legal, or informational. These unimportant factors prompt reflection on the what, how, why, and how of consumer purchasing (Purania, Kumar, and Sahadevc, 2019).

The complex and intricate nature of consumer behaviour is focused on the consumer's personality, which is based on enduring and consistent behavioural patterns or consistent responses to environmental cues. Al-Harbi (2021) elucidated that customer behaviour can be monitored through interaction among stimuli, reinforcement, drives, cues, and responses. This can be accomplished through organized marketing campaigns run by businesses to develop a strong market response plan. This entails acquiring ideas, concepts, skills in reasoning, and attitudes that are retained in the memory for later use. It is crucial to note that in a buyers market, where there are many options and choices available, consumers have a dominant influence on organisational response to consumer behaviour. This means that this study is situated in a business environment where stiff competition among firms is assumed. This is different from a sellers market where consumers are bound to respond to arbitrary actions of firms (Worlu, 2014). In this market, consumer influence is non-existent as customers are subjected to the whims and caprices of the marketing organisations.

### **Statement of the Research Problem**

The world has evolved from the traditional stage of transacting businesses to a more recent stage of connecting to a wide range of customers, which has become a major challenge for firms to provide adequate market response to the behaviour pattern of the consumers in terms of the products and services been consumed. When comparing the relationship between brand attributes and consumer needs with the act of purchasing a good or service, it becomes more complex. According to Amenuvor, Boateng, and Basilisco (2021), before answering, consumers were required to compare and assess the goods or brands that immediately came to mind. Underestimating the importance of consumer learning, people are forced to

seek out, evaluate, and apply information about goods and services when making decisions about what to buy and how much to consume. The process by which customers gain experience and knowledge about purchases and consumption, which they subsequently apply to future related behaviour, is referred to as consumer learning, Song, Jiang, and Zhang (2020). It is therefore worthwhile to examine how this consumer learning pattern drives the promotional response of the firms. Finally, for organisational response to be resourceful, the moderating role of government regulation must be determined because the government creates the environment that either makes or breaks organisational response. As a result, the study seeks to determine the nature of the moderating effect of government roles.

### **Scope of the Study**

Geographically the scope of the research is in the south-west of Nigeria. This place was chosen because Lagos serves as a commercial nerve centre of Nigeria. Conceptually, the researcher will concentrate on consumer behaviour, government regulations, and organisational marketing strategies, as well as the variables used in the study. The study will pay additional attention to the fast-moving consumer goods sector. Consumer dynamism and the frequency with which businesses formulate marketing strategies influence this decision.

### **Objectives of the Study**

The general objective of this study is to explore the relationship between consumer behaviour and organisational marketing response. However, the specific objectives of research include determining the role of consumer motivation in the pricing strategy of the firms; Examining how consumer learning affects a company's promotional program, determining how consumer personality affects a company's distribution system, assessing the moderating impact of government regulations on the business environment, and examining the relationship between consumer need and brand attributes of the companies

To achieve the objectives, the research has relied on secondary data sources. Available literature buttressing concepts such as consumer behaviour, marketing, marketing responses, and consumer learning are actively explored. Here, such exploration is followed by a synthesis of materials to advance the discussion on the impact of consumer behaviour studies on marketing responses. The next section contains more information about the methodology. As such, this review paper has been sectioned into integral parts which includes an introduction, Methodology, Discussion, Recommendation, and a Conclusion which provides a summary of points addressed.

## **Methodology**

This review paper's methodology attempts to critically examine how organisational marketing effectiveness and consumer behaviour analysis relate to one another. The central thesis posits that marketing strategies are inherently ineffective without a thorough understanding of consumer behaviour. In order to investigate this, a thorough analysis of pertinent literature from scholarly journals and secondary data sources is carried out in order to examine the relationship between organisational marketing response and consumer behaviour.

**Search Strategy:**A systematic search strategy is employed to identify relevant literature on consumer behaviour and organisational marketing response. Academic databases such as PubMed, Google Scholar, JSTOR, and EBSCOhost are utilized to access peer-reviewed journals in the fields of marketing, consumer psychology, and organisational behaviour. Keywords including "consumer behaviour analysis," "marketing effectiveness," "organisational marketing," and variations thereof are used to refine search results.

**Selection Criteria:**The selection criteria for inclusion in this review paper encompass studies that address the relationship between consumer behaviour analysis and organisational marketing response. The chosen articles offer insights into how marketing tactics and organisational decision-making are influenced by consumer behaviour. Preference is given to studies published within the last decade to ensure relevance and currency.

**Data Collection:**Data collection involves extracting relevant information from the selected literature, including study findings, methodologies employed, key concepts, theoretical frameworks, and empirical evidence supporting the relationship between consumer behaviour and organisational marketing effectiveness. Data are synthesized to identify common themes, trends, and patterns across the literature.

**Data Synthesis:**A thematic analysis approach is employed to synthesize the data collected from the selected literature. Relationships between consumer behaviour analysis and organisational marketing response are investigated, and common themes and patterns are found. The process of synthesis entails classifying the literature into logical groups and creating conceptual frameworks that clarify how marketing tactics and consumer behaviour interact.

**Quality Assessment:**The quality of the included literature is assessed based on established criteria, such as methodological rigor, theoretical soundness, relevance

to the research topic, and credibility of findings. Studies deemed methodologically robust and conceptually rigorous are given greater weight in the analysis.

**Limitations:** Limitations of the methodology include potential bias inherent in the selection of literature and the reliance on existing research paradigms and theoretical frameworks. Additionally, the scope of the review may be constrained by the availability of relevant literature and the limitations of secondary data sources.

## **Conclusion**

An in-depth examination of the connection between organisational marketing effectiveness and consumer behaviour analysis is the goal of the approach presented in this review paper. By synthesizing evidence from academic journals and secondary data sources, this review seeks to contribute to a deeper understanding of how consumer behaviour influences marketing strategies and organisational decision-making processes.

## **Discussion**

### **Organisational Marketing: An Overview**

Marketers have spent years attempting to understand these customers in order to better serve them. Customers nowadays are more aware, knowledgeable, demanding, and discerning, and there is a plethora of goods and services to pick from. The success of marketing practices is heavily reliant on consumer behaviour (Worlu, 2008). Contrary to popular belief, these customers' behaviour is complicated, dynamic, rational, and multifaceted (Ateke & Akekue, 2017). The primary duty of marketing management is to comprehend the framework of the target market's purchasing behaviour. Andersen, Weisstein and Song, (2020) asserts that consumers judge quality in terms of external and intrinsic cues. Intrinsic cues are perceptions of quality based on physical characteristics of the product, whereas extrinsic cues are features of product relationship. Customers can more easily evaluate products based on extrinsic cues because they are more familiar with them.

Therefore, in order to adjust supply and demand for a variety of commodities, it is essential to understand changes in consumer preferences and taste as well as their purchasing dynamics. Customers have different motivations when they buy a product. Lakshmee, (2021). As a result, the business must acquire the skills and assets necessary to deliver these key reasons. Marketing identifies individuals' insatiable wants. It specified the metrics and provided a quantitative assessment of the market's size, potential, and growth. However, Fahy and Jobber (2019) added a new dimension to the definition by describing it as the science and art of creating,

producing, and delivering value in order to profitably meet the expectations and desires of a target market.

### **Levels of Consumer Decision Making**

Marketing is critical to every institution, and every organisation employs different channels to push its agenda, thus understanding their marketing media and consumers is essential. Consumer behaviour involves obtaining, consuming, and discarding products and services, according to Ahmed, Khan, Qalati, and Rana (2021). Academics are interested in consumer behaviour because it influences marketing decisions and planning. According to Boadu and Achiaa (2019), understanding one's consumers is important because consumer needs directly affect organisations' profitability. The better organisations understand their consumers' behaviour, the better they can develop effective marketing strategies to meet consumer needs, which translates into sales of goods and services.

The consumer decision process is, to varied degrees, complex. All purchases do not necessitate a great deal of thought. It can be divided into three distinct levels of customer choice, with effort ranging from highly high to very little. Assael, (2001):

- i. **Extensive Problem Solving (EPS):** When purchasing a new or unfamiliar product, consumers require a wealth of information and time. They must create a new product category and selection criteria.
- ii. **Limited Problem Solving ( LPS ) :** Consumers may know the product category and its brands, but they may not have brand preferences. Their research enabled them to differentiate between brands.
- iii. **Routine Problem Solving ( RPS ) :** When a customer has previously purchased a product or brand, they need little or no information to complete another transaction. Consumers make impulsive and routine purchases.

### **Factors Influencing Consumer Buying Behaviour**

One popular way for marketers to think about consumer behaviour today is as a series of activities that a person performs to solve problems. This problem-solving mechanism is activated when a consumer detects an unfulfilled demand. Each purchasing scenario provides an issue for the consumer to address.

**Cultural Factors:** Culture has two important marketing implications: it identifies the most fundamental beliefs that drive consumer behaviour patterns and it can be used to distinguish subcultures that represent significant market segments and opportunities. According to Ijewere and Odia (2012), culture exists to meet the needs of people in a society by establishing norms and rules at various times. Since

the transition to a global market, there have been differing views on whether or not consumption habits have converged. Culture fundamentally influences a person's behaviour and desires, according to Ansari, Siddiqui, and Farrukh (2018).

**Social Factors:** Perreau ( 2014 ), Social factors influence consumer purchasing behaviour as well. Reference groups, family, role, and status are all important social elements. Social criteria encompass the impact of a purchase on an individual's perceived relationships with others and the influence of social norms on their behaviour. Consequently, social issue research can improve an organisation's marketing efficacy.

**Personal Factors:** Individual traits set one person apart from another in terms of personality. These characteristics include self-assurance, flexibility, sociability, and dominance. Mouboukila, Poha (2018). Personal attributes such as age and life stage, sex, occupation, lifestyle, financial status, personality, and self-perception all have an impact on the buyer's decisions. Due to its widespread influence and importance as a social institution that shapes people's attitudes, beliefs, and behaviours both individually and collectively, religion is a crucial cultural feature to study (Naomi and David, 2016). Also, a person's lifestyle is composed of several factors. Machnik, Lubowiecki-Vikuk, and Dbrowska (2021). Because they are more closely tied to acquisition, usage, and disposal of goods and services, lifestyle qualities are more concrete than personality traits.

**Psychological Factors:** Consumer purchasing behaviour is influenced by a variety of psychological factors, including perception, motivation, learning, beliefs, and attitudes. The value of a product or service is influenced by how a consumer perceives it, his attitude toward it, what he believes about it, and what motivates his purchase. Sonwaney and Chincholkar (2019) state that marketers should comprehend psychological elements like motivation, perception, learning, personality, and attitudes when analyzing the process by which customers make purchasing decisions because they aid in explaining the rationale behind consumer behaviour.

Singh (2019), for example, claims that consumers' perceptions of the universe change with each new stimulus and circumstance they encounter in the context of motivation. If they find themselves in the same situation as before, they can acquire feedback that gives them room to adjust their conduct. With learning, people learn via their prior experiences, current observations, and interactions with others. Then, while making purchasing decisions, they apply what they've learned. Spaid (2018) stated that at this level, the consumer frequently notices a major difference between

the present and intended states. The need recognition process can occur naturally, although it is frequently triggered by marketers.

### **Marketing Mix**

The five (5) Ps of marketing are promotion, price, location, product, and people. The objective is to identify a set of marketing strategies that will reach consumers for the least amount of money, Rashid, Kassim, and Kadhim (2019). Panjaitan, Sulaimawan, and Indriyani (2021) examined marketing mix and consumer behaviour and concluded that consumer behaviour analysis is an important domain for a marketing manager because it provides insight into a variety of factors that affect sales and relationships that are beyond the control of an organisation. Thabit and Raewf (2018) defined marketing mix as the combination of marketing instruments used by an organisation to achieve its marketing objectives in the target market, such as product, price, place, and promotion.

**1 Product:** A product, according to Stanton, Etzel, and Walker (2014), is a collection of attributes combined in an identifiable form. Consumers, on the other hand, are not purchasing a collection of features, but rather benefits that meet their needs, a product is offered to the market for consideration, purchase, or consumption, thereby satisfying a customer's need. According to Ferrell (2015), a product is a marketing mix technique in which organisations provide symbolic and experiential aspects to consumers in order to differentiate their products from competitors. Hitt and Hoskisson (2015) on the other hand posits that customers are increasingly expecting high-quality merchandise. Product quality affects what customers decide to buy in-store and shapes the retailer's image, according to Madeline and Sihombing (2019). The consumer does not perceive the product as a non-living thing, but rather as something with meaning and significance based on its brand personality, brand equity, or image.

**2 Place:** A place is to ensure that the goods and service are available for consumers to purchase from. Place is the process through which businesses select where and how many locations to open for the convenience of their customers. (Kanoga, 2016). Place includes selecting locations, inventories, transportation, coverage and logistics. Enabling a service available for consumers involves building the right interactions with clients, and also resellers in the organisations chain of supply. Portions of more regularly used distribution medium involve the wholesalers and retailers. In marketing, distribution is frequently undervalued (Majumdar, 2016). Many marketers get into the trap of believing that if they create a

better product, people will buy it. The issue is that retailers are not always eager to commit shelf space to innovative products.

**3 Price:** A product or service's price, according to Kotler et al. (2019), is the total value that consumers exchange for the advantages of possessing or using the good or service, or the amount of money that is charged for it. Nonetheless, non-price factors have been more important in customers' decisions in recent years. Organisational expenses and customer satisfaction are strongly impacted by the effectiveness of physical distribution and logistics. Price is the single aspect that generates revenue in the marketing mix Sudari, Khatibi and Tham (2019). All of the additional features are not free. In the marketing mix, price is the most variable element, but it is also one of the hardest to sell. Price is a non-product aspect of brand associations that can have an impact on how consumers perceive a brand, especially when it comes to value and desirability. Price is also a criterion that consumers commonly use to segment their market or category knowledge, Keller and Brexendorf (2019).

**4 Promotion:** The Fourth component of market mix; is called the promotion, This includes the following promotional techniques: sales promotion, direct marketing, personal selling, and public relations As stated by Godin (2018), one element of a company's marketing mix that helps educate, convince, and remind the public about the brand or its goods is promotion. In order to establish a solid rapport with the customer, the company uses the aspects to communicate with them about objectives and goals that have been specified. Each organisation should select which promotion instruments they will use in creating coordinated promotion mix. Eti, (2020).

### **Relationship Between Consumer Behaviour and Marketing Strategy**

Before developing a marketing strategy, it is essential to understand how customers perceive competitive brands, who purchase them, why they buy them, and under what circumstances they acquire and use competitive products. By conducting consumer behaviour research and analysis, we can better understand who the target consumer is, provide what the consumer wants, use the target medium and new media, and get closer to the consumer. In short, the more you know about customers (including consumer theories and practices), the more likely it is that you will develop an effective marketing strategy. Marketing strategies, on the other hand, have an impact on consumer behaviour.

A marketing strategy is a plan for influencing consumer behaviour in order to achieve marketing objectives. The basis for developing marketing strategies is consumer behaviour research, and the success or failure of these strategies is based on how consumers respond to the entire offering. Marketing strategies are usually designed to increase the likelihood and frequency of consumer purchases. In contrast, the organisation's marketing component is part of the environmental element, which naturally influences the consumer's psychological process, personality, and external behaviour. In general, changing one's basic temperament and personality is tough, whereas changing one's needs and goals is simple. It is difficult to change one's thoughts and goals for tomorrow, but one's attitudes and behaviours are simple to change. The marketing strategy, based on market research, aims to influence customer behaviour through the development and implementation of marketing mix for specific target markets.

Marketers can use consumer behaviour theories and concepts to increase sales and create effective marketing strategies. Additionally, these theories give marketers insights into consumer spending patterns and possible reasons why consumers might be more likely to spend more money on a product. These insights help marketers develop strategies that will help them market their products successfully, Noonan (2021). Products must be carefully marketed because they are designed to suit the demands and wishes of consumers in order for organisational goals to be met. Consumer behaviour research assists them in understanding the various factors that influence consumers' purchasing decisions. Marketers would fail to meet their goals if they did not understand these variables.

### **Consumer Behaviour and Corporate Marketing**

Understanding the distinct user groups of the product offerings, understanding the target customer base, and optimizing the satisfaction of their demands are the first steps in developing an organisation's sales strategy. With a general orientation, you need to be able to position the direction accurately. Employing targeted market segments as your target market in the enterprise's initial marketing campaigns is the best course of action. A second example would be the requirement to set oneself apart from rivals by designing a new strategy for the upcoming precise placement; generally speaking, differentiation building includes design, services, and products. Organisations must objectively acknowledge the truth about each of their own characteristics in order to give these variables new meanings and look for the best combination.

Organisations can avoid competing blindly while also earning more money. Both price and brand are often taken into account by consumers when making a

purchase. The most effective strategy is to use large-scale advertising to keep customers' attention and boost their opinion of their own brand. This promotion method calls for increasing product sales through a variety of promotion combinations in addition to the various product promotion activities that are carried out to do so. Long-term purchasing habits of consumers are influenced by information from a variety of organisations, through active marketing. Organisations can influence consumers' consumption behaviours and then drive their purchasing decisions using modern marketing approaches and techniques. If you want to have this kind of effect, To ensure that the organisation can progress, users must conduct a thorough analysis of the marketing process in order to assess customer psychological demands, as well as appropriate matching with various techniques.

Consumer rational consumption capacity rises in lockstep with market growth and living standards. Conventional product-focused marketing techniques have become outdated, and consumer-unrelated marketing initiatives are unable to satisfy consumers' demands. Instead, organisations simply use their imagination, service as a stage, and business as props to provide customers with an incredible experience. To incorporate product benefits into people's lifestyles, they need to regularly engage with people. Purchase behaviours are generated by consumers, whose values, lives, and beliefs are inextricably linked to the value notion and communication proposition. According to popular thinking, price is the most important aspect in consumer decisions. Non-price considerations become more important in the purchase decision process as the consumer market matures. Price considerations, however, continue to influence consumer purchasing decisions. Foods that are suitable for a single person are always offered in the market at a set price because consumers are stretched thin and have limited time.

### **Changing Trends in Consumer Behaviour**

The basics of customer service are timeless, yet consumer expectations are not. Customers have always wanted courteous, efficient, and trustworthy service, but as technology has improved, so have their expectations. Certain habits or behaviours are now prevalent among consumers of goods or services. Consumer trends consider more than simply what people buy and how much money they spend. Trend data may also include information such as how people utilize a product and how they talk about a brand on social media.

Five trends that will influence consumer behaviour, according to Trend Hunter's 2016 Trend Report, are as follows:

1. **Automated Creation:** While crowdsourcing websites have greatly simplified the process of raising capital for a concept, a growing number of companies are eager to enlist the help of sizable communities that are engaged in a wide range of industries to help develop a product.
2. **Curated Dining:** The phrase "ready-made" may not be fashionable these days, but that does not mean that customers will not search for ways to cut corners. For example, Chef's Plate makes it easy for people to prepare delectable meals without requiring much effort. To enable anyone to prepare nutritious meals at home, the company ships out supplies and cooking guides.
3. **Resource Sharing and Community Building:** Customers want to know that the businesses they buy from care about the world community as much as they do. By enabling businesses to purchase media that actually improves people's lives, Social Feed satisfies the demand for ethical business practices. Brands can share content or advertisements in social feeds to engage with users. Consumers select which advertisements or facts to post on social media, and for every share, a hungry child receives a meal. The more meals given, the more visible the brand is; it is a win-win situation for all parties.
4. **Streamlined Feedback:** Brands need to rely on new technology to get feedback and insight into where they are, where they excel, and where they can improve as consumer needs pick up speed. Customers are prompted by tablets in Co-operative Food's smart marketplaces to talk about anything from store design to sustainability.
5. **Recognition Purchasing:** Although e-commerce and brick-and-mortar stores have been in intense competition lately, it is getting harder to tell them apart. Customers will find it simpler to make purchases as a result. You can use its visual product search engine to buy items directly from your phone by simply snapping a picture of them in a store.

### **Organisational Response**

When an organisation decides to purchase a product for the first time, it is confronted with a new challenge. Both the number of participants and the amount of information needed tend to increase with the cost and risk of the transaction. This situation provides the marketer with an excellent opportunity. Hussain et al, (2018) state that there are various steps in the purchasing process that start with determining the needs of the product and go through different stages. However, one critical step in the process occurs when the customer decides to seek experience with a specific product or asks friends and family for recommendations. Consumer behaviour is extremely important in organisational studies because marketers' primary goal is to acquire and retain customers (Kumar, 2020).

Marketers choose how to present their products in order to have the best impact on consumers. Understanding customer purchase behaviour is essential for reaching out to, engaging, and encouraging customer purchase. A customer-focused business should attend to each client's unique needs, degree of satisfaction, and value creation (also known as portfolio management of the customer). This perspective suggests that the company should undergo significant organisational changes, emphasizing strong customer interactions and teamwork. Csalodi et al, (2010)

Treating customers as the foundation for strategic operations necessitates collaboration between firms and their employees with each consumer. This increases both the money earned from each consumer and the customer's value to the firm. Additionally, it helps the business stand out in the marketplace and lessens the susceptibility of clients to offers from rival companies. Consumer behaviour is an important topic in marketing because it encompasses all human decision-making units' acquisition, consumption, and disposal of objects such as goods, services, time, ideas, and experiences. Chinwendu and Shedrack (2018).

Marketers can help provide the right product to the right consumers through product marketing. Understanding how and when consumers dispose of a product allows marketers or organisations to position themselves in a way that limits this behaviour (Ting et al, 2019). Understanding what a customer needs and wants to buy, as well as the products and services that can be purchased to fulfill those needs, are key components of consumer behaviour. Furthermore, sales may fall short of expectations if customers understand the product better than the salesperson. As a result, salespeople must understand consumer behaviour and expertise in order to properly advertise products (Oluwagbemiga, 2021).

### **Government Regulation on Consumer Behaviour**

Consumptive activities include things like population expansion, economic activity, technological development, social ideals, institutions, and policies. Customers must thus embrace environmentally conscious lifestyles and consumption patterns that are consistent with the principles of sustainable consumerism (Yahya, 2019). On the other hand, Raimi (2021) believes that major reforms will be needed to ensure that the planet's capacity to support humans and other animals is not exceeded as consumers race toward a future with twice the current population. Customers' curiosity about environmental aspects to take into account when making purchases has grown (White et al, 2019). The government should work hard to look into the connections between consumption and production as well as demographic and environmental factors in order to support these initiatives.

The purchasing habits of consumers have emerged as one of the most significant and difficult tasks facing companies today. Spending a lot of money and effort studying the intricacies of the customer purchase process gives businesses a competitive edge over rivals. Purchase behaviour is the study of how people, groups, and organisations obtain and discard products, services, concepts, or experiences to satisfy their needs and desires, according to Pandowo (2021). Consumer decisions and purchasing behaviour are influenced by cultural, social, personal, and psychological factors in organisations. Comprehending these variables is imperative for marketers who aim to formulate a marketing mix that will resonate with their intended audience.

### **Recommendations**

The study suggested using consumer behaviours, government regulations, and organisational marketing responses as outlined in the study's objectives.

1. Nigerian manufacturing firms use consumer motivation to improve organisational marketing responses in terms of pricing strategy, brand attributes, promotional programmes, and distribution systems. This is because consumer motivation is required for significant price flexibility for high-quality products and services that meet customers' needs. The management of the chosen companies should work to constantly improve strategies that will increase customers' motivation for repeat business and brand loyalty.
2. Consumer need is one of the prospects for an improved organisational marketing response. The study concluded by recommending that, in order to improve organisational marketing response, the management of the chosen manufacturing companies in Nigeria should continuously assess customer needs and offer them goods and services that abide by safety standards and laws.
3. It is possible to leverage the consumer learning dimension of consumer behaviour as a foundation for better distribution systems, brand attributes, price strategies, and promotional campaigns. According to the study, the management of the chosen manufacturing companies should follow learning strategies that could persuade customers to learn a lot about their products through advertising campaigns. Additionally, customers' loyalty to the products and services of the companies may be impacted if the learning process is designed to make them eager to recall the company's information.
4. In a similar vein, the study suggested that the management of the chosen companies should capitalize on the fact that customers are careful when making purchases; trust in the companies' goods and services and an assertive personality are still necessary for an organisation's marketing response. However, the selected

firms should be passionate about the consumers' personality and continually provides multiple channels of distribution for specific personalities.

5. The results showed that the relationship between consumer behaviour and organisational marketing response—that is, pricing strategy, brand attributes, promotional programs, and distribution system—was significantly moderated by government regulations. To this end, the study recommended that the selected firms' management should not relentlessly comply with the regulations to further improve the relationships between consumer behaviours and organisational marketing response.

### **Suggestions for Further Study**

The study only included four (4) manufacturing firms in Lagos, Nigeria; therefore, future research should expand its scope to include other firms in major cities in Nigeria to explore whether regional factors would influence the results. Additionally, future research may compare manufacturing firms with other sectors of the Nigerian economy. In addition, another moderating variable could be considered in investigating the relationship between consumer behaviour and organisational marketing response.

### **Conclusion**

In a broader sense, the study investigated the relationship between consumer behaviour and organisational marketing response, using government regulations as a moderating variable. However, the study aimed to ascertain the impact of consumer personality on the distribution system of the firms; assess the moderating effect of government regulations on the business environment; and determine the role of consumer motivation in the pricing strategy of the firms; investigate the relationship between consumer needs and brand attributes of the firms; and look into how consumer learning influences the firm's promotional program.

The study reveals that consumer motivation, need, learning, and personality significantly influence organisational marketing response (pricing strategy, brand attributes, promotional programmes and distribution system). Besides, government regulations also significantly moderate the relationships between consumers' behaviours and organisational marketing response (pricing strategy, brand attributes, promotional programmes and distribution system).

This study concluded that consumer motivation has a substantial relationship with price strategy, brand attributes, promotional programmes, and distribution system. As a result, the ability of firms to motivate consumers with economic benefits, and

considerable price flexibility for a quality product that would suit customers' demands, may increase consumer trust.

Firms' drive to provide products and services that satisfy consumers' social needs could also foster organisational marketing response. Accordingly, the study comes to the conclusion that organisational marketing response may be influenced by a company's capacity to recognize customer needs and meet those needs with goods and services that adhere to safety standards and laws. Additionally, the study emphasized how consumer learning could improve organisational marketing response, including pricing strategy, brand attributes, promotional programs, and distribution system. The study concluded that promotional programmes teach consumers a lot about their products. Not only that, but if the learning is done so that consumers will be willing to recall information on the organisation at their disposal, it will most likely influence their loyalty to the firms' products and services.

Pricing strategy, brand attributes, distribution systems, and promotional programs were identified as factors that influence consumer personality in a related development. Organisational marketing response is still dependent on the consumers' personalities, though, particularly their assertiveness, attention to detail, and faith in the companies' offerings. The investigation also found that the relationship between customer behaviour and organisational marketing response is tempered by government regulation. It can be inferred that firms that adhere to government regulations that guarantee quality and standards will strengthen the correlation between consumer behaviour and organisational marketing response.

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