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Market Classification– A Faith-Based Analysis Approach

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ABSTRACT

Several organizations have considered cultural factors, economic factors, political factors and gender factors in the course of designing appropriate marketing strategies to effectively promote their brands but less emphasis has been placed on religious faith of the consumers. Religious faith is a significant subculture element which invariably contributes to the orientation of consumers about some products. Therefore, this study found it worthwhile to investigate market classification using a faith based analysis approach since choices of consumers are influenced by their beliefs and religious faith especially alcoholic and nonalcoholic beverages. The study concludes that level of commitment to religious activities influences the decision to consume alcoholic beverages in the country.

Introduction

Culture, a complex web of factors, has been regarded as a significant determinant of market classification by producers of capital and consumer goods globally. Cultural factors have helped producers to understand some of the factors that motivate and guide a consumer in his choice of one brand over another. Since a society is composed of different sub-cultures who share homogenous values and similar orientations, adapting a brand to the values and needs of these cultures becomes imperative for the brand to survive in an ever-growing competitive business environment. (Manzoor et al, 2014)

The different cultural perspective of developed, emerging, and frontier markets necessitate multinational companies entering these markets to

design appropriate marketing strategy to effectively penetrate the market. Besides classifying a market as local, national, or international; demographic classification significantly matters if an organization wants to achieve maximum success. One of such demographic factor is the religious faith of the consumer while others include gender, age, income, social class, and education.

Religious faith is a significant subculture element which invariably contributes to the orientation of consumers about some products. For example, Hindus regard a cow as sacred while Muslim eats cow meat. Likewise, Christians regularly eat pork while Muslim doesn't eat pork because of their religious belief. Similarly, products purchased by Muslims on their holy days like Ramadan and Ashoura is quite different

from products purchased by their Christian counterpart on their holy days like Christmas and Easter. Therefore, classifying market based on faith helps in designing communication strategy, pricing strategy, product strategy, place strategy, promotion strategy, and time strategy. (Dietmar, 2008)

In Nigeria, alcoholic and nonalcoholic beverages are choice drinks through which people derives pleasure and relaxation as occasion demands. Various drinks category are consumed in the country and these include wine, whisky, spirit, vodka, carbonated drinks, beer, bitters, gin, schnapps, malt, energy drinks, stout, ready-to-drink, e.t.c. traditionally produced alcoholic beverages include pito, palm wine, ogogoro, burukutu, fonagau, which are related to different ethnic groups in the country. Alcoholic beverages consumption in traditional Nigeria society is largely from palm wine trees and food grains before the introduction of western beverages during colonization.

Problem Statement

Market classification, geographical or functional, determines to a large extent the appropriate marketing mix strategy adopted by a firm. Failure to rightly classify the market based on their subcultures has both short and long run implication for a business firm considering the increasing competition in the market place. The mobility of the brand, its demand, and its types must be dully considered when designing a firm's marketing strategy. However, the multiplicity of different denominations across religions necessitates a down-to-earth understanding of their influences on customers' choices. For example, different congregation levels among Christians include protestants, Pentecostals, charismatic, e.t.c while among Muslims include Sunni, Shi ite, Sufis e.t.c. These underneath classification has significant implication for marketing strategy of different brands

Objective of the Study

The study will analyze the implication of religious faith on market classification in Nigeria. Specifically, the brands of Guinness-Nigerian and Intercontinental distillers Limited will be analyzed and findings from the analysis will serve as an input for designing the marketing strategy of these companies.

Research Questions

This study will empirically proffer solution to the following research questions

1. What is the implication of religious faith on market classification in the brewery industry?
2. Does religion exert a significant effect on alcoholic beverages consumption in Nigeria?

3. Does regular attendance of religious services have a significant effect on the consumption pattern of alcoholic beverages in Nigeria?

Research Hypothesis

The following are the research hypotheses the study seeks to test empirically

Hypothesis one

H0: Religion doesn't have a significant effect on the consumption of alcoholic beverages in Nigeria

H1: Religion has a significant effect on the consumption of alcoholic beverages in Nigeria

Hypothesis two

H0: Individual commitment to religious beliefs doesn't have significant effect on the consumption of alcoholic beverages in Nigeria

H1: Individual commitment to religious beliefs has significant effect on the consumption of alcoholic beverages in Nigeria

Justification of the study

Alcoholic beverage consumption remains one of the controversial issues in the beverages market because of differing views as regard its consumption, quantity of consumption, societal validation of its consumption, and its religious implication. Different religious views on the consumption of alcoholic beverages exist and have been empirical confirmed but studies in that regard are parochial in their scope. For instance, Abudllahi (2013) who established a negative perception of alcohol consumption in keffi conducted his study predominantly in the northern Nigeria where they are predominantly Muslim and the number of faithful adherent to Islamic tenet in the state is high. To correct this shortcoming, this study will empirically provide objective findings as regard impact of religion beliefs on alcohol and nonalcoholic beverage consumption in the country in a state where there is multiplicity of ethnic groups and different religion. This will enable brewery company deploy best marketing strategy to maximize the potential in each market segmentation presented in the study.

Literature Review

Market Segmentation

Market segmentation simply involves the fragmentation of a company market into distinct fragment based on the wants, taste, trend, or demand for its product or services. It refers to the segregation of a company's market into homogenous units which are externally heterogeneous. It encompasses the division of a company's market into different demographic, geographic, psychographic, socioeconomic, and sociocultural units in order to facilitate the design of different marketing strategy that best suit each microcosm.

Appropriate market classification invariably reduces firm marketing expenses and streamlines the marketing objectives to each marketing units which ease the evaluation of the company's marketing activities based on each marketing units. Better service delivery, improvement in cash flows, and increased market share, competitive advantage, and better quality are benefits accruing to market classification. The partitioning of the marketing is practically based on the identification, accessibility, and responsiveness of the consumers to the different marketing mix employed by the firm. Puwanenthiren (2012) established a positive correlation between market classification and customer satisfaction.

Sule (2015) identified the following as the process of market classification and these include needs based classification, segment identification, segment attractiveness, segment profitability, segment positioning, segment "acid test", and marketing mix strategy. These helps the organization to effectively design how it responds to different wants and needs in its market.

Geographical Classification

Markets can be classified according to the geographical and scope of coverage of the manufacturer of the product. When a company operates beyond its domestic geographical confines, it operates on the international level but this depends on the number of countries it operates. Geographically, market can be classified into local market, regional market, national market, and international market. It can include a city, metropolitan, state, a nation, and a continent.

The market of a manufacturer operating in Nigeria can be classified into local areas, states, regional, and national sphere. As a country with thirty six states, a producer may classify into rural areas, suburban areas, and urban areas, economic hubs, and low economic density areas in the country. For instance, Lagos, Abuja, Port Harcourt, and Kano are economic hubs where business activities thrive more than other states in the country. Since consumers in this different topography have different needs and wants, it is quite easier for companies to design appropriate marketing mix to meet their needs.

Since the study is concerned about alcohol beverages consumption which is highly consumed among young people especially in tertiary institution, there is high tendency that all states in the country are a potential market since each states has a university with population not less than six thousand. In Nigeria, alcohol beverages are consumed in different quantity in these different landscapes of the country and the place of consumption also differs from each other.

In Nigeria, drinking spots, bars, pubs, are highly patronized by lovers of pleasures mostly at evening after the close of work. In rural areas where people sit under the trees or in small hut, alcohol beverages are drank to offset the stress undergone in that particular day. Consumers usually visit these drinking spots daily depending on their schedule and convenience. In urban areas like Lagos, many drinking spots exist in the state and on Friday, the bar is usually filled to the brim because most workers prefer to start their weekend rest on a high note in these bars and club.

Demographic Classification

Demographic classification involves the segregation of markets into different demographic factors which influences consumers' purchase. Demographic factors like gender, age, marital status, education level, household type, dwelling structure, and life stage cycle. The demographic factors, to a long extent, determine the consumption of different products by consumers that falls within these categories.

Sex is one of the significant factors that determine the purchase of any product by consumers. Men and women have different preferences and interest which defines their consumption patterns. There are products like cosmetics, footwear, clothing, e.t.c that are preferably targeted at women while some products are not treated as feminine in nature. In the same vein, consumption of alcohol beverages is also gender-dependent. Some alcoholic drinks are regarded as male drinks while some are regarded as feminine drink. For instance, local drink like buruku, opa eyin, and fongau, are regarded as male drink while palm wine is still tolerable for women. Some alcoholic drinks like Dark sailor, Squadron rum, Johnnie walker red, e.t.c are regarded as male drink while snap, and ace rootare feminine. Episode of heavy drinking is prevalent among male than their female counterpart because it is a sign of strength and ability to drink hard drinks by males.

Another important demographic factor that determines the choice of product usage by consumer is their age bracket. Consumer needs, wants, taste, interest, and preference is believed to change with age. Age classification is very important in designing marketing strategy since some products are usually targeted at a particular age than the others. Alcoholic drink is usually targeted at the legal age in the country while nonalcoholic drinks are taken by every age group in the country. In Nigeria, the legal age is eighteen years, implying that anybody, regardless of sex and other demographic factors, that is eighteen years and above can drink alcoholic beverages in the country. However, in African culture, an adolescent of eighteen years is still considered too young to take alcoholic drinks.

In contemporary African society, marital status is another demographic factor that determines choices of product usage. As regard consuming alcoholic and nonalcoholic beverages, marital status determines to a long extent the degree of consumption and the type of product consumed. For instance, married women are advised not to take heavy drinks because of their pregnancy and other health issues that relate to womanhood. Responsible married men consume occasionally consume alcohol and minimize their hang over so as not to disgrace their family when they are overdrunk. Married women tend to prefer wine and nonalcoholic beverages compared to their husband. Household type and education level is another significant factor that influences consumer preferences and tastes. The consumption pattern of less educated people differs from the consumption pattern of highly educated individual. For instance, the consumption pattern of a PHD holder is quite different from the consumption pattern of a primary school certificate holder. Less educated people that engages in menial jobs consumes lot of alcoholic beverages than highly educated people because of the time, access, availability, and pleasure they derive. Drinking bars are usually replete with less educated people than educated people. The drinking spots for less educated people and educated people also differs because highly educated people usually prefer to have their privacy while taking their beverages.

In addition to the aforementioned, the life stage cycle of an individual significantly influence his consumption pattern. For instance, the consumption pattern of bachelors and sprinter is different from newly wedded couples. In the same vein, consumption pattern of married couple with one child differs from married couples with two children and it also differs from the consumption patterns of older couples with independent children. This is also different from the consumption pattern of married couples with no children leaving with them in their old age. Consumption patterns of a retiree are also different from an active worker. All these influence the decision to consume alcoholic and nonalcoholic beverages.

Socioeconomic Classification

Socioeconomic factors are set of variables that influence consumer usage of different product in the market. Socioeconomic variable include the religion affiliation of the consumers, ethnic and racial background, occupation, and income category of the consumer. Religion beliefs are values uphold by the consumer which strongly influence their decision to consume a particular product. Since religion is asserted to be the opium of the masses, the percentage of people unaffiliated to any of the popular religion is minute compared to the percentage that are religious.

Effect of religion on the purchasing intention of the consumer usually hangs on the commitment of the individual to the religion beliefs, commitment to the religious activities, attendance of religious services and rituals, and participation in religious events. Because of religion belief, Muslims doesn't eat pork but eat cow meat while the Hindus regard cow as sacred while they regarded pigs as unclean animals. On the other hand, Christians doesn't have biases toward these.

Religious beliefs about the consumption of alcoholic and nonalcoholic beverages differ because of the different tenets of religion globally. In Janism, Hinduism, Islam, Christianity (Pentecostals, Baptist, and Methodist), Mormonism all forbid the consumption of alcoholic beverages but allow the consumption of nonalcoholic beverages. Despite the tenets of these religions, consumption of alcoholic beverages still hinges on the personal theology of the individual and his/her commitment to these religion beliefs.

In Nigeria where the country is polarized along religion and ethnic groups, consumption of alcoholic and nonalcoholic beverages can be easily noted in the areas. The southern population is predominantly Christians while the northern population is predominantly Islam, however, the consumption of alcoholic beverages is beyond religion classification only. Though there is high probability that a highly devoted individual that is fully immerse in his/her religion will rarely take alcoholic drink but the degree of commitment to these religion tenets is not high. We have many religion adherents who don't totally absorbed and embrace their religion beliefs, thus taking alcoholic drinks.

In Christianity, existence of different denomination with different doctrine and standard is one of the reasons for the drinking of alcoholic beverages among some set of Christians. In the same way, Muslims that are not devoted to their belief consume alcoholic beverages regularly. Traditional African religion adherents also drinks alcoholic beverages and in some religious activities offer drinks like Schnapps as offerings unto the gods.

In the Quran, there are many places where it is implied that alcoholic beverages is totally prohibited likewise in the bible. For instance, (Q2: 219) says as regard intoxicant and gambling "In them is great sin, and some profit, for men; but the sin is greater than the profit." Allah (SWT) says: "O ye who believe! Approach not prayers with a mind befogged, until ye can understand all that ye say,...For Allah doth blot out sins and forgive again and again (Q4: 43). Thereafter, the last verse was revealed on intoxicants which forbid its consumption totally. Allah says: "O ye who believe! Intoxicants and gambling, (dedication

of) stones, and (divination by) arrows, are an abomination, of Satan's handwork: eschew such (abomination), that ye may prosper” (Q5: 90).

In the bible also, Ephesian 5:18 says “ And be not drunk with wine, wherein is excess; but be filled with the Spirit, Proverbs 20:1 also said, “Wine [is] a mocker, strong drink [is] raging: and whosoever is deceived thereby is not wise”, Leviticus 10: 9 says “Do not drink wine nor strong drink, thou, nor thy sons with thee, when ye go into the tabernacle of the congregation, lest ye die: [it shall be] a statute forever throughout your generations”

Another social factor that defines consumers taste is their occupation and income social class. The consumption pattern of a lower class is quite different from middle class and from an upper class. Consumption of an individual in category A is different from category B, C, D, and E. Income category is usually related to the occupation of the individual which directly affects the household. In addition to income category, household size is another significant factor that influences the decision to consume different product in different homes.

Ethnic and racial background is other significant factor influencing the consumption pattern of alcoholic and nonalcoholic beverages in Nigeria. In contemporary Nigeria society, the consumption of alcoholic and nonalcoholic beverages is different across this social stratification.

Alcohol and Nonalcoholic beverage consumption in Nigeria

In traditional Nigeria society, alcohol consumption is strictly for a specific age group and gender because of social views about it. In most Nigeria society, regardless of the ethnic, alcoholic beverage is usually consumed by male adult in special occasion, social engagements, festivals, rituals, and sacrifice to gods. In festivals where young adults are permitted to drink, grown up adult that falls within the recognized age category monitor the young adults as they drink and they restrict them when they are tending toward overdrinking.

Like now where alcohol consumption has become a daily affair, it was usually restricted in case of special occasion like marriage, coronation of a king, child naming, religious rituals, e.t.c. this has help to minimize heavy episode of drinking in the society and place alcohol as a special drink. More so, traditional cup is used to drink and these cups are served according to age and societal hierarchy of the person. This was the trend before the advent of slave master in the country when liquor, spirit, whisky, wine, are sold in commercial quantities. Nigerian brewery was established in 1946 followed by Guinness brewery in

1962. With the establishment of these breweries, alcohol consumption in the country increase sporadically and it becomes an indicator of social class in the early years. Traditional local alcoholic beverages were abandoned gradually while the social controlled and restrain was gradually jettisoned.

To crown it, young people begins alcohol contest to decide the best drinkers and in some occasion money is contributed and presented to the winner. This sparks a new development as regard the consumption of alcohol especially on campuses across the country. Marketers and distributors also launch different products with attractive packages which motivate the youth to go for the product. Since the youth can enter any drinking spots and purchase their desired drink, unlike the traditional African society, consumption pattern has thus sporadically increase and youths are trying new products as they are launched in the market.

Seeing their male counterpart drinking heavily, the maxim “what a man can do, a woman can do better” also stimulate the female to join the bandwagon to consume alcohol though their preferred brands differs from the ones consumed by their male counterpart. In addition to this emerging trend, the rich also display different brands of alcoholic beverages in their bars as a sign of affluent and drinking bars also open any time of the day to sell alcohol. This new trend in the consumption of alcohol can be traced to the lack of governance structure and regulatory policy as regard the consumption of alcohol in the country.

Table1: Some of alcoholic beverages consumed in Nigeria

Star	Guinness foreign extra stout	Finlays tonic wine	After Dark Whisky
Heineken	Guinness extra smooth	Teezers cocktail drink	9ja Café rum
Gulder	Harp	chelsea dry gin	Baron Diderot
Goldberg	Dubic	Squadron dark rum	King Robert II Scotch Whisky
Star lite	Satzenbrau	eagle aromatic schnaps	Langs Select
33 export	Master's choice	commodore aromatic scchnap	LR Cognac Leopold raffin
Life	Johnie walker black	derok café liquor	Magic moment vodka
More	Johnie walker red	bull dry gin	Morpheus brandy
Triplex-X	Baileys	samba	Dark sailor
Williams	Johnie walker blue	action bitters	Seaman Schnapps
Ace Roots	smenorff vodka	bull dark rum	Regal Dry gin
Turbo King	Ciroc	chapeau wine	Bitter Aperito
Legend extra stout	orijin bitters	Lord's dry gin	Bacchus lite

Empirical Review

Adansi et al (2012) investigate how religiosity influences the decisions of undergraduate college not to drink alcohol in a black university in the United States. Religiosity was proxy by church attendance and the reasons for not drinking include health concerns, social image concern, religious or moral concern, alertness concern, economic concern, and safety concern. One hundred and eighty eight students enrolled in psychology, criminal justices, and sociology was sampled through administering structurally designed questionnaires meant for the study. From the study, the top three reasons for not consuming alcoholic drinks among the undergraduate were health, taste, and religious concerns. The more the respondents attend midweek church services, the less he drink alcoholic drinks.

Chukwuonye et al (2013) examined the alcohol consumption pattern among adults in Abia state of Nigeria by employing a multistage sampling technique to gather relevant information from over two thousand respondents in the state. The findings revealed that the percentage of heavy drinker in the state is high regardless of the religion they practiced. However, among the 2977 respondents sampled, 1315 have never consumed alcoholic drink due to health concern, religion concern, and moral concern.

Adeoye et al (2014) studied alcoholic use among adolescent and young adults in Ikenne Local government, Ogun state, Nigeria. Since young adolescent usually engage in alcohol use due to social pressure, curiosity, peer influence, the study examine the emotional, social, and physical factors that engender the use of alcohol among youths in the state. Using multiple regression analysis, result indicates that emotion is a strong predictor of alcohol usage among youth because they believe it suppress bad emotion and save them from depressing thought flooding their mind.

Dimelu et al (2011) examined pattern of alcohol consumption in rural areas in Enugu with emphasis on factors that influence their choice of alcohol beverages. One hundred and eighty four alcohol and nonalcoholic consuming head of households were randomly selected for the study. From the study, fifty percent of the respondents prefer palm wine to other alcoholic drink because of its availability and the cost. Adeoye (2014) asserted that usage of alcoholic beverages among Nigerian youth is influenced by their family background, peer influence and their emotional state at the point in time. Though alcoholic beverages were a part of social and religious life in the traditional African societies, however, it is considered an elderly drink in the occasion where they are used. They also revealed that Muslims were much less likely to drink

alcoholic beverages than people of other religion. However, this is not objectively proved in the study.

Onongha (2012) revealed that students attachment to their parent and their commitment to conventional activities influence their alcohol use in the school environment. Surveying undergraduate students, findings shows that a student going to Mosque on Friday will be unlikely found in the bar while a Christian attending vigils on Friday will be unlikely at night party. Thus, their commitment to their religious activities was found to be a significant predictor of their alcohol usage. Students who participate in religious activities are believed to have made their decisions as regard social commitment and they won't want to involve in deviant behavior to their faith.

Martin and Anette (2012) employed a multivariate logistic regression to test the influence of social variables on alcohol consumption and heavy episodic drinking among undergraduate in Mbarara University of Science and Technology, Uganda. Using a structured questionnaire, findings showed that being a catholic, and religion not playing a big role while growing up, were found to be positively associated with alcohol consumption in the university. Also, being a Muslim or non-Anglican protestant were negatively related to the use of alcohol among the students.

Cynthia et al (2009) found that alcohol consumption among Muslims in American college campuses is 46.6%, though low compared to other religion, but too high for a religion that prohibits alcohol. It was recorded that the same factors that influence students of other religion affiliation is the same factors that influence the Muslim students which implies that there is no significant different except for social and cultural demand which exert significantly on these students decision to consume alcohol.

Abdullahi (2013) established a negative perception about alcohol consumption among Keffi people in Nasarrawa state of Nigeria using a sample of two hundred respondents. This is because of the Islamic concept of total abstinence on alcoholic beverages and the perceived negative effect of alcoholic beverages on drunkards, their family, and other health issues.

Bello (2012) in his study where 94% of the respondents were Christians but drivers of commercial buses, eighty four percent of the respondents were alcohol users and beer is their most patronized alcoholic beverages which are consumed after work. Reasons for their consumption are hedonistic in nature and usually consume in company of their friends. Evidently, the occupation of these set of drivers prevails over their religious belief because alcohol to them strengthen them and relieve them of the stress undergone in the day so as to prepare for the next day job.

Bada (2012) investigates the determinants of alcohol consumption among secondary school students in Ado-local government using a sample of one hundred and forty students. Findings revealed that family background and religion strongly affect the consumption of alcoholic beverages among these students. A student from polygamous families where there is no strong bond between parents and students tends to drink more alcoholic beverages than children from monogamous family with strong attachment to their parents. Single parenthood also affects the use of alcoholic beverages by children while children that are Muslim were found to use alcoholic beverages more than other faith.

Abdullahi and Yakubu (2013) examined the impact socioeconomic factors exert on consumption of selected nonalcoholic beverages in Sokoto state, Nigeria using a sample of four hundred household. The study established that household sizes, economic status, gender, location, and education are significant factors that influence the consumption of juice and soda in the state. Specifically, education and income category of the household determines the type of nonalcoholic beverages they choose to consume. Also, household in the metropolitan consumption patterns differs from household in the rural areas of the state.

Ordinioha (2014) established that because of the cultural practices of drinking local alcohol beverages in the south South Nigeria, pregnant women still consume alcoholic beverages in the part of the country despite their level of education, religion affiliation, exposure, and the health risk involved. More so, their ignorance of the deleterious effect of on their children, social ignorance, contributes to their continual usage. In their study on the consumption of nonalcoholic beverages in Oyo states, Omotoso et al (2014) established that their respondents are able to consume these nonalcoholic beverages anytime of the day as opposed to alcoholic beverages which is usually consume in the evening.

Research Methodology

The research is designed to provide a quantitative analysis of Guinness – Nigerian and Intercontinental distillers limited markets based on the faith of their customers. The study will adopt primary research methodology using a simple random sampling technique to meticulously select two hundred and fifty respondents that consumes these two brands. A structured questionnaire based on likert scale will be administered to the respondents which will serve as input for classifying the market.

Survey research technique is adopted in this study since the data is gathered through administering

questionnaires to the sample of the study. The questionnaire will be designed to capture both qualitative and quantitative information from the respondents who will be randomly selected in the state. The questionnaire is sectionalized section A and B. Section A will capture the demographic information of the respondents while section B will capture the research instruments which are structured using a likert-scale metrics. SA implies strongly agreed, A implies agreed, N implies neutral, D implies disagree, and SD implies strongly disagreed. Respondent participation in the study is voluntarily the questionnaire is administered using a well-trained research assistant in that regards.

Population and Sample

This study will be conducted in Lagos state which is unarguably the economic hub of Nigeria over twenty million population. It is located in the southwestern Nigeria bonded on the East and North by Ogun state, in the west by the Republic of Benin. Ikeja, a clean and pleasant residential area, happens to be the capital of Lagos state. The economic buoyance of Lagos state makes it a centre of attraction to different ethnic groups in the country, thus making it an agglomeration of different ethnicity. As one of the fastest growing state globally, Lagos state is replete of different professionals from different ethnic background, thus serving as a preferred location for a study like this. This will help the study to avoid pitfall of sampling one ethnic group and one dominant religion group.

For this study, random sampling technique is employed in selecting every respondent who falls within the scope of the study, more importantly, who meets the criteria of the study. Specifically, the study population for includes all people who are eighteen years and above in Lagos state while the sampled population is two hundred and fifty respondents, randomly selected.

Reliability Test

The internal consistency of this study is ascertained using the Cronbach's alpha. The Cronbach of 0.93 indicates the acceptance of the internal consistency of the survey instrument.

Estimation Procedure

The data will be collated and organized using Statistical Package for Social Science version 20.0. The demographic information of the respondents will be analyzed using simple percentage method while the hypotheses will be verified using Pearson Correlation.

Table 1 Sex of Respondents

	Frequency	Percent
Male	170	68.0
Female	80	32.0
Total	250	100.0

Source: Field survey, 2016

One hundred and seventy respondents (68%) are male while eighty respondents are female (32%) which shows that the male respondents are more than the female respondents. This is because male consume alcoholic beverages more than their female counterpart.

Table II: Marital status of the Respondents

	Frequency	Percent
Single	125	50.0
Married	125	50.0
Divorced	0	0.0
Widowed	0	0.0
Total	250	100.0

The number of single respondent is one hundred and twenty five (50%) likewise the number of married respondents.

Table III: Qualification of the Respondents

	Frequency	Percent
OND/NCE	65	26.0
HND	80	32.0
BSC/BED	85	34.0
MSC/MED	20	8.0
Others	0	0.0
Total	250	100.0

Source: field survey, 2016

Sixty five respondents (26%) are OND/NCE holders while eighty are HND holders. Eighty five have their bachelor degree while twenty are master degree holder.

Table IV: Profession of the Respondents

	Frequency	Percent
Skilled	105	42.0
Unskilled	35	14.0
Professional	60	24.0

Source: Field survey, 2016

Skilled workers sampled in the study are one hundred and five (42%), thirty five are unskilled (14%), and sixty are professionals (24%) while others are fifty (20%).

Table V: Age of the Respondents

	Frequency	Percent
≤30years	120	48.0
31-40years	35	14.0
41-50years	60	24.0
51years above	35	14.0
Total	250.0	100.0

Source: Field survey, 2016

One hundred and twenty respondents (48%) are ≤ 30, while thirty five respondents are within the age category 31-40 (14%). The respondents that are 41-50 years are sixty (24%) while respondents that are 51years and above are thirty five (14%)

Table VI: Religion of the Respondents

	Frequency	Percent
Christian	140	56.0
Muslim	110	44.0
Traditional	0	0.0
Total	250	100.0

Source: Field survey, 2016

One hundred and forty respondents (56%) are Christians while one hundred and ten respondents are Muslim (44%).

Table VII: Ethnic Background of the Respondents

	Frequency	Percent
Yoruba	100	40.0
Igbo	80	32.0
Hausa	30	12.0
Others	40	16.0
Total	250	100.0

Source: Field survey, 2016

Yoruba respondents are one hundred (40%), followed by Igbo eighty (32%), Hausa thirty (12%), and other tribes which are forty (16%).

Hypothesis one

H0: Religion doesn't have a significant effect on the consumption of alcoholic beverages in Nigeria

H1: Religion has a significant effect on the consumption of alcoholic beverages in Nigeria

Table IX: Correlation Analysis Result.

Correlations			
		Religion	Consumption of alcoholic beverage
Religion	Pearson Correlation	1	.873
	Sig. (2-tailed)		.004
	N	250	250
Consumption of alcoholic beverage	Pearson Correlation	.873	1
	Sig. (2-tailed)	.004	
	N	250	250

Source: Field survey, 2016

The Pearson correlation coefficient shows the rejection of the null hypothesis and acceptance of the alternative hypothesis. This implies that religion has a significant effect on the

consumption of alcoholic beverages in Nigeria. This is empirically supported from the previous findings of Bello (2012), Bada (2012), and Abdullahi, (2013).

Hypothesis two

H0: Individual commitment to religious beliefs doesn't have significant effect on the consumption of alcoholic beverages in Nigeria

H1: Individual commitment to religious beliefs has significant effect on the consumption of alcoholic beverages in Nigeria

Table X: Correlation Analysis Result for Hypothesis Two

Correlations			
		Individual commitment	Consumption of alcoholic beverages
Individual commitment	Pearson Correlation	1	.912
	Sig. (2-tailed)		.001
	N	250	250
Consumption of alcoholic beverages	Pearson Correlation	.912	1
	Sig. (2-tailed)	.001	
	N	250	250

Source: field survey, 2016

The Pearson correlation coefficient shows the rejection of the null hypothesis and acceptance of the alternative hypothesis. This implies individual

commitment to religious beliefs has significant effect on the consumption of alcoholic beverages in Nigeria.

Findings

For a proper marketing strategy, it is important that an organization understand the homogeneity of consumers that patronized its product as this will help in deploying the best price strategy, product strategy, promotion strategy, and place strategy. Thus, classification of market into different homologous units facilitates the design of the marketing strategy of a firm. From this study, it is evident that Muslim population in Lagos state consumes more alcoholic drinks than their Christian counterpart and this is not unconnected to the city life in Lagos and the level of commitment to religious faith in the state due to the busyness of the city. The high number of youth, which forms the emerging middle class, in the state contributes to the increase in the consumption of alcoholic beverages in the state. Also, the population of universities student in the state also contributes to the increasing number of drinking spots in the state also. There is no gainsaying that religion has significant effect on consumption of alcoholic beverage in the state and this necessitate strategic response from Guinness Plc and International Distiller Limited in the state.

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Conclusion and Recommendation

Globally, different alcohol and nonalcoholic beverages have been consumed for thousands of years, Nigeria inclusive. In tradition Nigeria society, different forms of alcoholic beverages have been consumed and this is restricted to special occasions like coronation, festivals, wedding ceremony, christening, funerals, e.t.c. In contemporary society, the patterns have change due to different events that have happened in the country overtime. Notwithstanding, this study shows that religion plays a significant role in the consumption of alcoholic beverage in the country. While nonalcoholic beverages are found to be consumed anytime of the day, alcoholic beverages on the other hand is usually consumed in the evening after work, and most especially at weekend. It is important to note that the level of commitment to religious activities influence the decision to consume alcoholic beverages in the country. Based on the above findings, the study suggest that organization could increase their sale of alcoholic beverages by targeting their promotional marketing strategy at suburban areas of Lagos state.

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