# Predictive Analysis of Consumer Behaviour and Brand Preference Using Data Science: A Case Study of Nigerians In The United Kingdom

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**Abstract**

This study looks into the brand preferences and purchasing habits of Nigerian immigrants residing in the UK's West Midlands. The study combines convenience sampling with snowball sampling in a quantitative manner to collect data from 76 participants. It examines brand affinities between Nigerian and Western companies as well as generational variations in first- and second-generation Nigerian immigrants' brand perceptions. An online survey conducted through Google Form served as the primary data collection tool. Apart from recommendations from existing members, the participants were recruited through multiple online platforms: Facebook, LinkedIn, and WhatsApp. According to the report, immigrants from Nigeria strongly prioritize affordability as well as quality, giving price (68.4%) and quality (71.1%) considerable weight when making decisions. The distribution of preferences across Western and Nigerian companies shows how important cultural familiarity is when choosing a brand. The study also uncovers age variations, with younger immigrants exhibiting a preference for Westernized goods, suggesting a shift caused by cultural adaptation. The results provide valuable insights for marketers and firms aiming to connect with this demographic; however, the extent to which the findings may be applied is restricted by sample size and regional focus. This study contributes to our understanding of the intricate consumer behaviours of Nigerian immigrants in the UK by offering helpful recommendations for prudent marketing strategies.

**Keywords**: *Nigerian immigrants, SPSS, Marketing, Cultural adaptation, Generational differences,* Convenience sampling, Snowball sampling.

## 1 Background

Customers behaviour and brand preference are essential tools that defines the well been of commodity marketing or trade, which can be used by companies and economist to improve their performance over time. Brand preference is a crucial concept in consumer behaviour, that defines their feeding nature (Modestus *et al.,* 2025) as well as representing the degree to which customers favour a specific brand over others within a given product category, as defined by Jin *et al.* (2022). It serves as an indicator of the brand that consumers would choose first when faced with competing options. Several factors contribute to the formation of brand preference, including awareness, brand image, perceived quality, and past experiences with the brand, as articulated by Keller (2008). Marketing efforts often centre around the goal of developing brand preference, recognizing its significant influence on consumer choice within the marketplace.

In contrast, brand loyalty reflects the extent to which customers consistently choose and purchase a particular brand over an extended period, as outlined by Oliver (1999). This level of dedication is characterized by a customer's commitment to repeatedly buying the same brand, maintaining favourable attitudes towards it, and displaying a willingness to pay a premium price, as described by Aaker (1991).

Brand loyalty is a valuable outcome for companies as it indicates a sustained and loyal customer base, which can contribute to long-term success and stability in the market. Chaudhuri and Holbrook (2001) illuminates the significant role of emotional attachment in fostering brand loyalty. Their findings emphasize that emotional connections between consumers and brands play a pivotal role in cultivating lasting and dedicated relationships. This emotional dimension adds depth to the consumer-brand relationship, contributing to a sense of loyalty that goes beyond mere product preferences.

Fournier's (1998) exploration of consumer-brand relationships extends the analogy to interpersonal relationships. By drawing parallels between how consumers engage with brands and how individuals navigate human relationships, Fournier highlights the multifaceted and often emotional nature of these connections. This perspective underscores the complexity and depth of consumer-brand interactions, emphasizing the potential for strong and enduring relationships. Yoo & Donthu's (2001) as well carried out a research which delves into the influence of brand equity on consumer loyalty. Their findings suggest that the perceived value and equity associated with a brand significantly impact the loyalty exhibited by consumers. This underscores the importance of building and maintaining a positive brand image and reputation to foster customer loyalty. Also, Erdem & Swait (1998) contribute to the understanding of brand loyalty by emphasizing cultural influences. Their work underscores that cultural factors can play a substantial role in shaping consumer loyalty behaviours. Recognizing and incorporating cultural nuances into brand strategies becomes crucial for businesses seeking to establish and sustain loyalty in diverse markets.

Culture in most cases is been identified as a factor that defines the degree of customers behaviour and brand preference, and this culture varies between regions and people, so as well its impact or effect on commodities trading chain varies. Though researchers such as Lamb *et al.* (2022) identifies Generational differences as a factor other than culture, with abilities of defining customers behaviour.

Generational differences refer to the variances in values, attitudes, and behaviours that exist between groups of individuals born during a particular period of time (Lamb *et al.,* 2022). Major generational cohorts include Baby Boomers, Generation X, Millennials, and Generation Z. Each generation develops its distinctive worldview and consumer habits shaped by key historical and cultural influences they experienced during formative years (Ordun, 2015). These generational differences lead to divergent brand preferences and consumer behaviour patterns between groups (Gustafsson *et al.,* 2022). For example, Baby Boomers tend to prefer established legacy brands that reflect their desire for nostalgia, while Millennials exhibit preferences for brands that offer customization and align with values like sustainability (Parment, 2013). Gen Z consumers Favour brands that provide unique experiences and seamless digital integration (Wiedmer, 2020). Understanding generational consumer behaviour patterns allows marketers to segment audiences and fine-tune marketing mixes to appeal to the values and preferences of different generations (Schewe & Meredith, 2004). Brands must continually reposition themselves to attract new generations entering the consumer marketplace while retaining loyalty among existing generational cohorts (Moore *et al.,* 2015). Tracking intergenerational shifts in behaviour provides insight into how consumer motivations are evolving over time. Adapting products and messaging to resonate across generations represents an ongoing marketing challenge in our age-diverse society (Lamb *et al.,* 2022).

The Strauss-Howe Generational Theory (1991) provides a valuable framework for comprehending diverse behaviours and attitudes exhibited across different age groups. This theory posits that historical events and societal trends shape generational cohorts, influencing their values, beliefs, and behaviours. When applied to consumer behaviour, it helps elucidate how individuals from distinct generations may approach media consumption and brand preferences. Williams & Page's (2011) observations underscore the significant variations in media consumption and brand preferences among different generations. This aligns with the tenets of the Strauss-Howe Generational Theory, as it recognizes that external influences and shared experiences contribute to the formation of distinct generational identities. Understanding these variations becomes crucial for marketers aiming to tailor their strategies to effectively engage diverse age groups.

Noble, Haytko, & Phillips (2009), along with Bolton *et al.* (2013), contribute insights by revealing generational shifts in shopping behaviours and brand loyalty. These studies highlight that consumer preferences and loyalty patterns are not static but evolve over time, often influenced by the unique experiences and historical context of each generation. Recognizing and adapting to these shifts is imperative for businesses seeking to remain relevant and connect with consumers across different age cohorts.

Despite all achieved from the reviews of other researchers on Generational differences influence, culture's influence on consumer behaviour is most effective and it's a multifaceted concept encompassing the profound impact of societal and cultural factors on individuals' choices, preferences, and purchasing decisions within a specific group or society. The broad scope of culture incorporates shared values, beliefs, customs, norms, and behaviours that are transmitted across generations, creating a collective framework that significantly shapes consumer behaviour. Scholars like De Mooij (2021) highlight the pervasive influence of culture on consumer preferences and decisions, underscoring its role as a fundamental determinant in understanding market dynamics.

The cultural lens through which individuals perceive products, brands, and marketing appeals is a central aspect of culture's impact on consumer behaviour, as emphasized by Solomon (2022). This lens is shaped by a complex interplay of cultural elements, influencing how individuals interpret and respond to various stimuli in the marketplace. Cultural factors such as values, perceptions, preferences, and behaviours are not inherent but acquired through socialization processes, as noted by Kardes *et al.* (2020). Family, institutions, and peers play pivotal roles in this shared enculturation, imparting cultural norms and shaping individuals' perspectives on what is desirable or acceptable within their society.

Kim & Chung's (2011) observations highlight the significant impact of culture on brand loyalty and purchasing motives. Their findings emphasize the nuanced nature of consumer preferences, suggesting that cultural nuances play a pivotal role in shaping the relationship between consumers and brands. Zhou & Hui's (2019) study on Chinese immigrants in Canada further reinforces the enduring influence of cultural ties on consumer choices post-migration. This research not only recognizes the persistence of cultural factors but also underscores their continued relevance even in new cultural contexts. Understanding how immigrants carry their cultural values into new environments is crucial for marketers aiming to engage diverse consumer segments. The insights provided by De-Mooij & Hofstede (2010) underscore the necessity for culturally adaptive marketing strategies. The dynamic nature of consumer behaviour, as influenced by culture, requires marketers to tailor their approaches to resonate with diverse cultural backgrounds. Recognizing and adapting to cultural variations is essential for the success of marketing initiatives, as consumer preferences and decision-making processes are intricately linked to cultural influences.

Nigeria culture which is known to be preserved and adapted to Western environments has a significant influence on consumer behaviour, among other crucial areas. Larger studies on populations of African immigrants in Western contexts provide some initial insights into consumer trends, but they also reveal that African immigrants, like their native brands, tend to balance their preference for high-end Western products (Brimson, 2011; Burgh-Woodman & Brace-Govan, 2007). However, it remains challenging to gain a comprehensive understanding of the myriad nuances inherent in the mentality of Nigerian immigrants as consumers. It is possible to uncover intricate layers beneath the surface of oversimplified models by getting Nigerian immigrants to discuss how they have merged British and Nigerian brands as their identities have changed. Subsequently, the amalgamation of traditional and contemporary purchasing practices among generations is elucidated by personal narratives, as indicated by surveys conducted with a diverse pool of participants (Bailey, 2022). Taken together, this wealth of information allows people to negotiate migration on their own terms, while juggling conflicting external factors.

We are not sure how Nigerian immigrants in Britain manage to maintain their cultural practices when faced with social pressure to blend in (Kizgin *et al.,* 2022). Current study ignores the complexity of their balancing act and places more emphasis on fitting in than acknowledging their resilience and range of adaptive

techniques (Adekunle, 2021; Kizgin *et al.,* 2021; Jamal, 2022; Chen *et al.,* 2022). To show how Nigerian immigrants deal with cultural differences in the UK, in-depth study examining these experiences is clearly required (Owton & Allen-Collinson, 2014; Jamal, 2022). Ignorant presumptions fail to adequately represent the range of their experiences (Ogden *et al.,* 2022). This gap emphasizes the necessity for specialized research on the consumer behavior of Nigerian immigrants in the UK. How can they embrace British business culture while maintaining their Nigerian identity? What elements influence their choices when they buy different products? It may be crucial for businesses trying to interact with Nigerian immigrant consumers to understand these issues.

The increasing number of Nigerians living in the UK provides a chance to study how identity, culture, and consumption habits interact for people who are not from Nigeria. Nigerian immigrants in the UK have been the subject of few studies; most have focused on how immigrants adjust to their new surroundings or preserve their identity. To overcome the earlier identified gap, this study assesses the method, behaviour or nature at which Nigerian immigrants in this community manage their purchasing habits and cultural bonds.

Consumer behaviour refers to the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Solomon, 2022). It involves the examination of the decision-making processes and activities people engage in when searching for, evaluating, purchasing, using, and disposing of products and services (Lantos, 2022). At an individual level, consumer choices and behaviours are often influenced by personal and psychological factors like motivation, perception, learning, attitudes, and lifestyle (Schiffman *et al.,* 2019). However, group influences like family, friends, social class, and culture also play an important role in shaping consumption decisions and patterns (Loudon & Della Bitta, 1993). Marketers must also consider how external factors like economic conditions, technology, regulations, and competition affect consumer behaviour (Shethna, 2022). Solomon (2020) underscored the influence of cultural background on brand perception and buying habits, aligning with Echebiri (2005), who noted Nigerian immigrants in the UK often favour brands reflecting their cultural heritage. The empirical review underscores the relevance of social and cultural factors. Solomon's (2020) emphasis on the influence of cultural background on brand perception and buying habits resonates with our study's objective to investigate how cultural factors contribute to the brand preferences of Nigerian immigrants. Additionally, Echebiri's (2005) observation that Nigerian immigrants in the UK often favour brands reflecting their cultural heritage directly aligns with our research, emphasizing the importance of understanding how cultural identity shapes consumer choices within this specific demographic. Plummer (2000) argues that traditional research commonly fails to capture the nuanced cultural factors influencing immigrant groups' purchasing behaviours, as they move between the traditional and modern worlds. Unique stories hiding beneath statistical data are revealed via a solely survey-based method. Consequently, surveys that inquire about the brands they prefer help to uncover the motivations behind Nigerian immigrants' purchases in the UK, creating a more complete dataset. A respectful exchange of information on the challenges faced by marginalized groups reveals realities that are often overlooked by conventional knowledge.

The basis for this research is Berry's (1997) model, which explains how immigrants adapt to new cultures. Surveys and interviews will be used to see whether this approach aligns with the cultural preservation and shopping habits of Nigerian immigrants living in the UK. The findings will make it easier for big businesses to promote to Nigerian immigrants living in the UK, by improving marketers' abilities in balancing local preferences with cultural variances. This research also offers insightful data to support business decision making. More importantly. One can say that this research in summary seeks:

1.To Identify key factors that drive the selection of brand preferences across various product categories among Nigerians residing in the UK.

2.To Appraise the levels of affinity for both Western and Nigerian brands among Nigerian immigrants in the UK.

3. To identify salient generational differences between first and second-generation Nigerian immigrants in brand perceptions and consumer acculturation.

4. To Compare the consumer psychology and brand preferences of first-generation Nigerians and Second-generation Nigerians in the UK

This study fills a significant research void by being the first to examine the often-overlooked Nigerian immigrant population in the UK (Garcia & Patel, 2018). The results add to our knowledge of how immigrant identities are formed and are consistent with Lee & Wang's (2017) observations regarding the importance of identity awareness in immigrant communities. They result add to our understanding of how immigrant consumers shape their identities. Marketers are also given valuable advice on how to engage the Nigerian audience based on their cultural values and brand views. Importantly, this study gives Nigeria's immigrant population a voice and representation that respects their values and viewpoints as customers.

## 2. Research Methodology

Quantitative surveys approach is applied in this study to gather data on the factors influencing brand choices, differences in preferences across generations, and the integration of these preferences into their daily lives. This method is informed by Moustakas' interpretive framework as adapted for quantitative analysis, providing a structured yet flexible approach to understanding the unique shopping habits and identity adaptations of first- and second-generation Nigerian immigrants, as discussed in the works of Creswell & Creswell (2018) and Ogden *et al.* (2021). Statistical tools and methods appropriate for quantitative research are employed for data analysis, aiming to extract clear and objective patterns from the survey responses. Ethical considerations, including participant anonymity, confidentiality, and informed consent, are prioritized throughout the quantitative research process, underscoring the commitment to upholding the highest ethical standards in studying Sanders Onion's quantitative dimensions.

## 2.1 Research design

For this study on the consumer behaviours and brand preferences of Nigerian immigrants in the UK, a **descriptive research design**, coupled with *a positivist research philosophy*, was employed. This is achieved through data collection methods such as surveys, and observations, which are instrumental in gathering comprehensive information about the subject matter. In this context, the descriptive approach is particularly suitable for painting a detailed picture of the shopping habits and brand preferences of Nigerian immigrants, thereby providing valuable insights into the nuances of their consumer behaviours. The descriptive methodology enables the exploration of specific aspects of consumer behaviour, such as the factors influencing brand preferences, the balance between Nigerian and Western brands, and the variations in consumer choices across different generations. This method facilitates a thorough understanding of the observable trends and patterns within this demographic, allowing for a comprehensive analysis of how Nigerian immigrants interact with various brands and products in their daily lives. The emphasis on describing these characteristics ensures that the study captures the essence of their consumer behaviour, including the interplay of cultural influences, brand loyalty, and adaptation to the local consumer culture.

## 2.2 Data Collection Methods

This study employs a quantitative survey to gather data specifically from Nigerian immigrants residing in the West Midlands area of the UK. Survey, as defined by Bryman (2016), involves using well-structured questionnaires distributed through popular platforms: WhatsApp, Facebook, and LinkedIn to Nigerians for adequate and wide scale random data collection, functional for predictive assessment of consumer behaviour and brand preference using Nigerians in United Kingdom as case study. These channels are chosen for their widespread use among the Nigerian community and their effectiveness in reaching a large number of potential respondents.

The survey is structured into two distinct sections, the first section gathers demographic information, encompassing variables such as age, gender, education level, household composition, length of resident in the UK, providing a comprehensive overview of the participant profile. While the second section comprises 11 survey questions strategically designed to address the overarching research questions and objectives. These questions are organized into four primary themes: consumer behaviours and brand preferences, encompassing four questions; adaptation and identity retention, consisting of three questions; generational preferences, comprising two questions; and comparative inquiries designed for both first and second generations, comprising two questions. This intentional categorization allows for a systematic exploration of the multifaceted aspects of the research, ensuring that each question contributes meaningfully to the investigation.

## 2.3 Sampling Techniques

In this study, convenience and snowball sampling methods are collectively applied to select participants and retrieve essential data required for the attainment of the research aim. Convenience sampling, as defined by Creswell (2014), is a non-probability sampling technique where participants are chosen based on their availability and willingness to participate. This approach is particularly advantageous for its cost-effectiveness and efficiency, making it a practical choice for studies with limited resources and time constraints. The target group for this study comprised seventy-six (76) Nigerian immigrants residing in the West Midlands area as respondents.

## 2.4 Data analysis procedures.

To conduct the analysis of this research for determination of simple percentages and frequency counts, complemented by the graphical representation, Statistical Package for the Social Sciences (SPSS) software was employed or used. SPSS is widely acclaimed for its applicability to survey data, offering a user-friendly interface for data entry and manipulation, coupled with an extensive suite of statistical testing options. The use of SPSS in this analysis ensured both accuracy and efficiency in deriving meaningful insights from the collected survey data. This detailed approach was instrumental in decoding not just the individual answers but also in identifying broader themes and trends that emerged across the data set. By doing so, the research sheds light on the diverse aspects of the consumer behaviours and brand preferences of Nigerian immigrants, revealing insights into their distinctive experiences and choices within the UK's diverse cultural milieu.

## 3 Results and Discussion

## 3.1 Demographic Information Results of Seventy-Six (76) Respondents

This section of the result encompassing the respondents age, gender, education level, household composition, and length of resident in the UK, as assessed using the designed questionnaire

*Table 1: Table for age responses*

| Survey question | Age between 18 to 25 | 26 to 35 | 36 to 45 | 46 to 55 |
|---|---|---|---|---|
| Participants' age group | 5.3% | 63.2% | 31.6% | 1.3% |
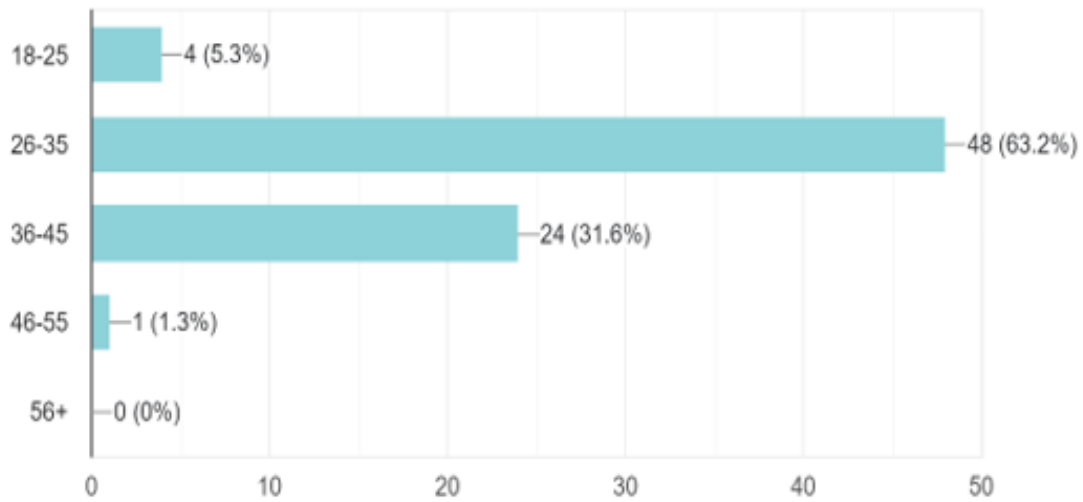
**Figure 1: Age rating of respondence towards consumer behaviour and brand preference**
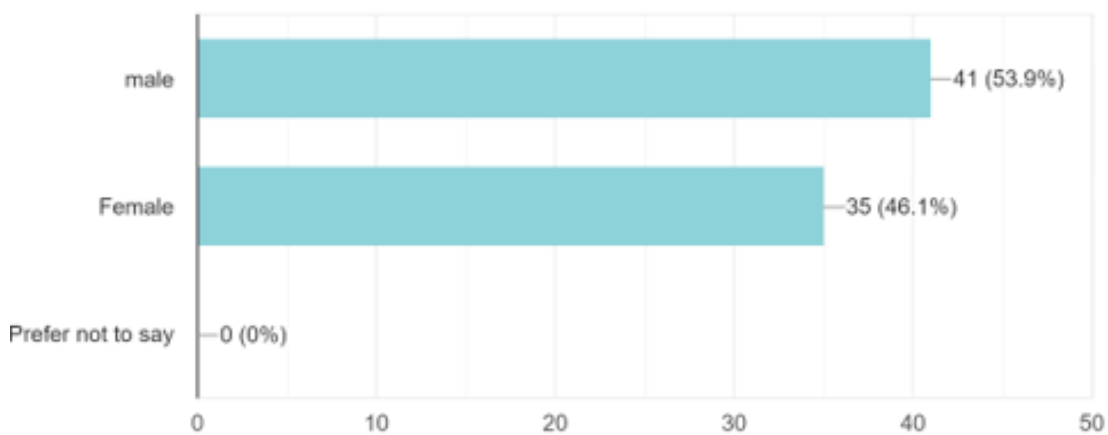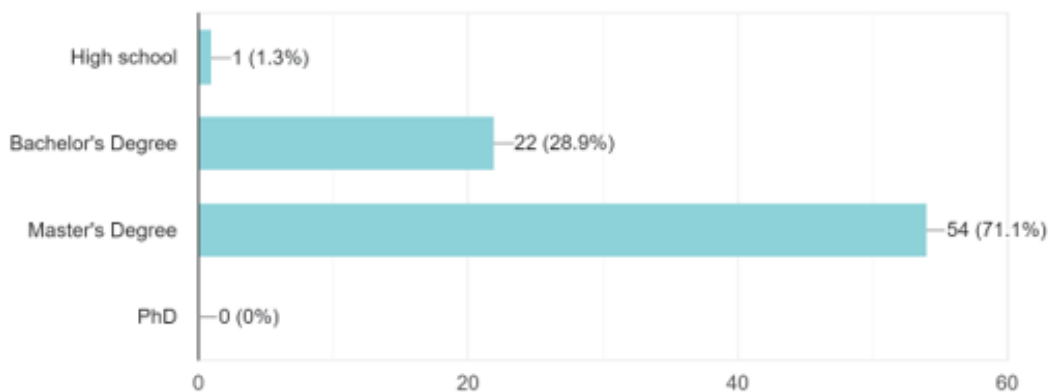


**Figure 2: Sex rating of respondence towards consumer behaviour and brand preference**

Results in Figure 1 shows that out of the 76 responses we received, there were four (4) participants (5.3%) aged 18 to 25, forty-eight (48) participants (63.2%) aged 26 to 35, twenty-four (24) participants (31.6%) aged 36 to 45, and only one (1) participant (1.3%) aged 46 to 55. Also, from Figure 2 reads that the 76 responses distribution includes 41 males, constituting 53.9%, and 35 females, constituting for 46.1%.

*Table 2: Response for education level*

| *Survey question* | *High school* | *Bachelor's degree* | *Master's degree* | *PhD* |
|---|---|---|---|---|
| *Participant's education level* | *1.3%* | *28.9%* | *71.1%* | *0%* |



**Figure 3: Qualification rating of respondence towards consumer behaviour and brand preference**
*Table 3: Response for length of residency in the UK*

| Survey question | Less than 1 year | 1 to 3 years | 4 to 6 years | 7 to 10 years | More than 10 years |
|---|---|---|---|---|---|
| Participant's response | 43.4% | 23.7% | 9.2% | 9.2% | 11.8% |
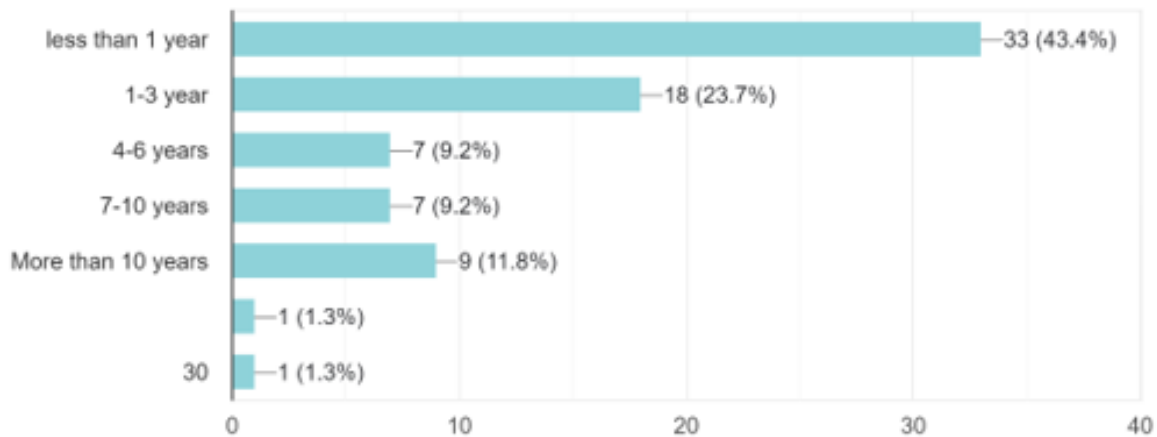


**Figure 4: Response due to L*ength of residency in the UK* towards consumer behaviour and brand preference**

Among the 76 responses received concerning the length of residency in the UK, Figure 4 shows that 33 respondents have lived in the UK for less than 1 year, representing 43.4%. Additionally, 18 respondents have lived between 1 to 3 years, making up 23.7%. Moreover, 7 respondents have lived between 4 to 6 years, accounting for 9.2%, while another 7 respondents have resided for 7 to 10 years, also at 9.2%. Lastly, 9 respondents have lived for more than 10 years, constituting 11.8%. Also, out of the 76 responses received regarding educational level as seen in Figure 3, 1 participant is still in high school, representing 1.3%, 22 participants hold a bachelor's degree, constituting 28.9%, and 54 participants have a master's degree, making up 71.1%.

*Table 4: Response for household composition.*

| Survey question | Single | Married |
|---|---|---|
| Participant's response | 34.2% | 64.5% |
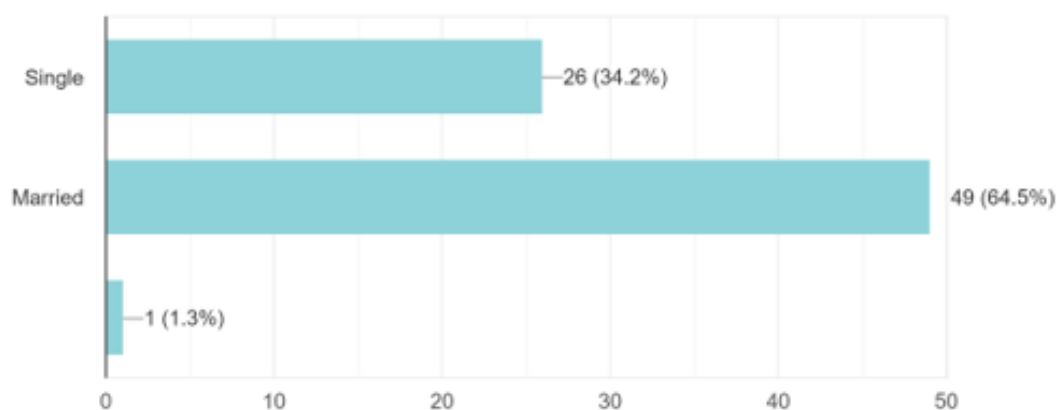


**Figure 5: Household composition response towards consumer behaviour and brand preference**
Among the 76 responses received concerning the length of residency in the UK, as presented at Figure 5 shows that 34.2% (26 respondents) were singles while 64.5% (49 respondents) were married, making an overall total of 75 persons that responded to the questions on consumer behaviour and brand preference towards market growth**.**

**3.2 Demographic Information Results of Seventy-Six (76) Respondents**

This survey questions are organized into four main themes: consumer behaviours and brand preference, adaptation and identity retention, generational differences, and comparative questions for the first and second generations. Each theme encompasses two or more questions, with all survey inquiries focused on addressing our four research questions and objectives.

**3.2.1** *Research question 1*: Consumer behaviour and brand preference

*Survey question 1: what factor influence your brand preference when purchasing products?*

**Table 5: Response on item 1 for consumer behaviour and brand preference**

| Survey question | Price | Quality | Brand reputation | Cultural relevance | Advertising |
|---|---|---|---|---|---|
| Participant's response | 68.4% | 71.2% | 28.9% | 18.4% | 3.9% |
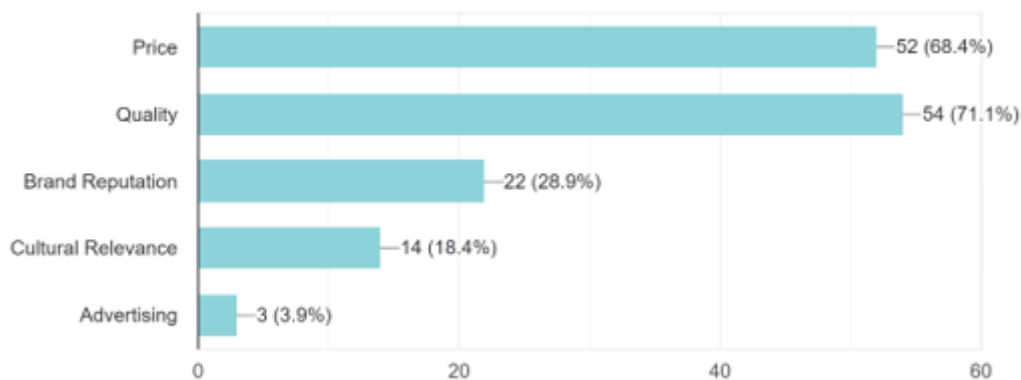


**Figure 6: Factor influence on brand preference when purchasing products**

Figure 6 shows consumer behaviour and brand preference data. Notably, 71.2% prioritize quality, and 68.4% consider price. Brand reputation, cultural relevance, and advertising play smaller roles, with 28.9%, 18.4%, and 3.9%, respectively. This suggests varying degrees of influence, emphasizing the importance of quality and price in decision-making.

*Survey question 2: which product categories are more important to you when considering brand preferences?*

**Table 6: Response for consumer behaviour and brand preference to questionnaire item 2**

| Survey question | food | Clothing | Electronics | Personal care | Media/entertainment |
|---|---|---|---|---|---|
| Participant's response | 56.6% | 51.3% | 42.1% | 36.8% | 7.9% |
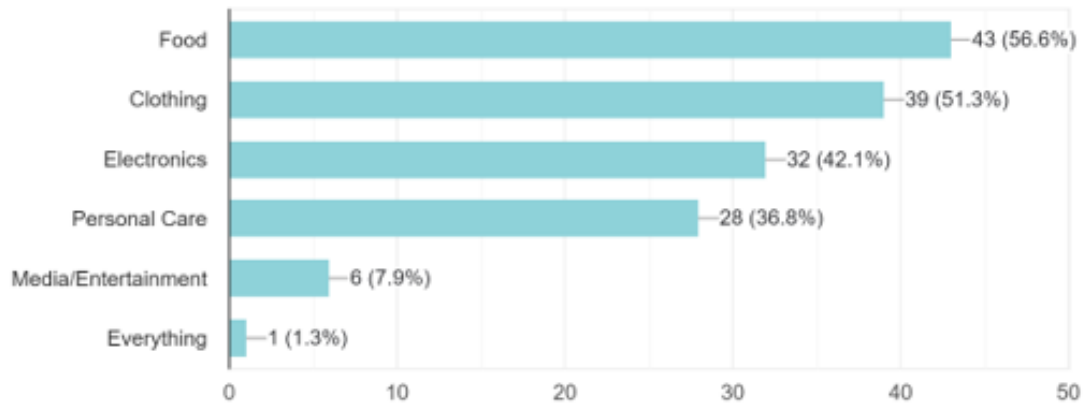
**Figure 7: product category influence on customer brand preferences**

Figure 7 displays responses to consumer behavior and brand preference questionnaire item 2. The majority of participants prioritize food (56.6%), followed by clothing (51.3%), electronics (42.1%), personal care (36.8%), and media/entertainment (7.9%). These findings reveal distinct preferences across product categories, providing valuable insights for understanding consumer choices.

*Survey question 3*:  *how frequently do you purchase Nigerian brands compared to western brands?*

**Table 7: Response on item 3 of consumer behaviour and brand preference**

| Survey question | Rarely | Occasionally | Often | Always |
|---|---|---|---|---|
| Participant's response | 17.1% | 42.1% | 31.6% | 11.8% |
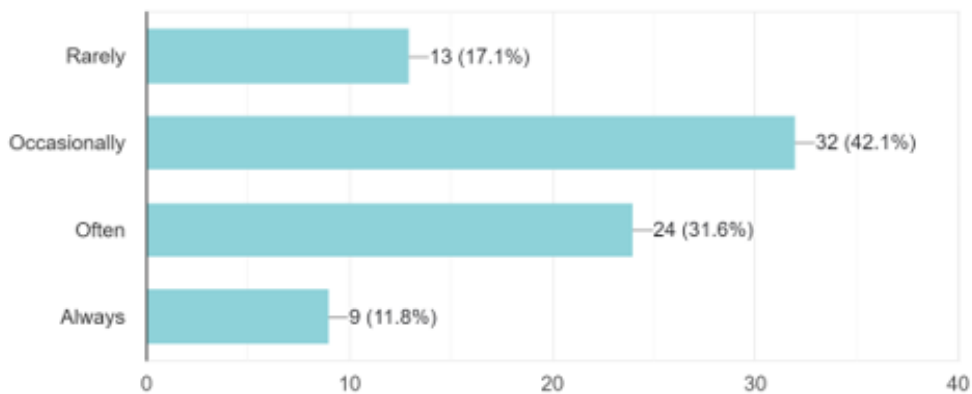


**Figure 8: Degree of purchase of Nigerian brands compared to western brands**

Figure 8 summarizes responses to item 3 of the consumer behavior and brand preference questionnaire. The data shows that a significant portion of participants (42.1%) reported occasionally considering the specified factors, followed by those who often consider them (31.6%). A smaller proportion reported rarely (17.1%) or always (11.8%) taking these factors into account. These insights shed light on the frequency with which participants weigh specific elements in their consumer decision-making process.

*Survey question 4: what influences your choice between Nigerian brands and Western brands the most?*

**Table 8: Response for item 4 on consumer behaviour and brand preference**

| Survey questions | Price | Quality | Cultural familiarity | advertising | Any brand I prefer quality |
|---|---|---|---|---|---|
| Participant's response | 19.7% | 28.9% | 46.1% | 3.9% | 1.3% |
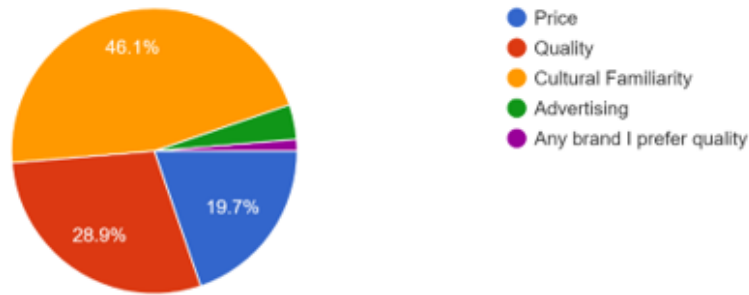
**Figure 9: Factors that promotes choice of commodity between Nigeria and Western brands**

Figure 9 presents responses to item 4 of the consumer behaviour and brand preference questionnaire. The data indicates that cultural familiarity holds the highest significance for participants, with 46.1% considering it a crucial factor. Quality is also noteworthy, with 28.9% emphasizing its importance. Price and advertising have lower percentages, with 19.7% and 3.9%, respectively. Additionally, a small percentage (1.3%) noted a preference for any brand that prioritizes quality. These findings provide insights into the specific factors influencing participants' brand preferences and consumer behaviour.

**3.2.2   Research question 2: Adaptation and identity retention**

*Survey questions 1: Do you find yourself adapting your consumer behaviour to match the UK's consumer culture?*

**Table 9: Response on item 1 adaptation and identity retention**

| Survey question | Yes | NO |
|---|---|---|
| Participants response | 88.2% | 11.8% |
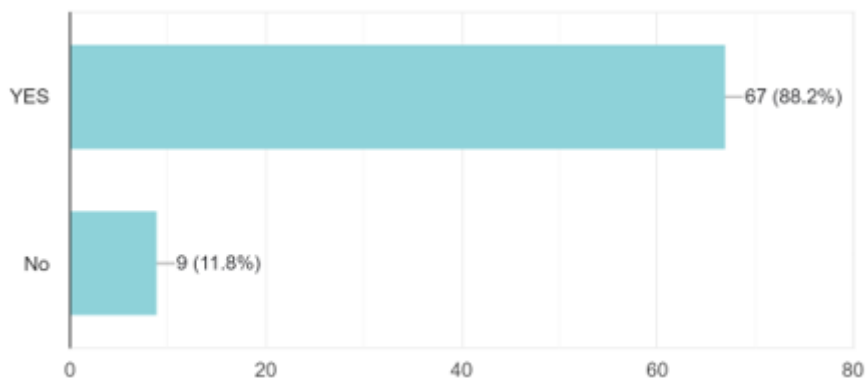


**Figure 10: Degree of adaptation to** *consumer behaviour to match the UK's consumer culture*

Figure 10 shows that 88.2% of participants responded affirmatively to adapting to match consumer behaviour to UK's consumer culture on adaptation and identity retention, indicating a strong inclination towards this aspect. Conversely, 11.8% responded negatively, suggesting a smaller portion opposed to adaptation and identity retention.

*Survey question 2:  How important is it for you to retain aspects of your Nigerian identity through consumer choices in the UK?*

**Table 10: Response for Questionnaire item 2 on Adaptation and identity retention**

| Survey questions | Not important | Somewhat important | Important | Very important |
|---|---|---|---|---|

| | 15.8% | 14.5% | 34.2% | 35.5% |
|---|---|---|---|---|
| **Participant response** | | | | |
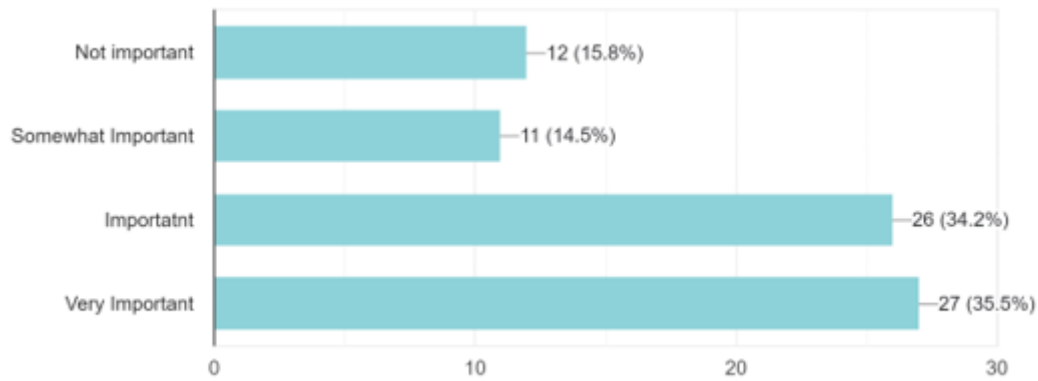


**Figure 11: Level of importance in adaptation and identity retention at UK**

Analysis of participants' responses on the importance of retaining aspects of Nigerian identity in UK consumer choices reveals a notable trend. 70.0% find this either important (34.2%) or very important (35.5%) as in Figure 11, indicating a strong inclination towards preserving their Nigerian identity through consumer behaviours. The nuanced distribution across response categories suggests diverse perspectives, emphasizing the cultural considerations influencing Nigerian immigrants' consumer choices in the UK.

*Survey question 3: In what ways do you feel your identity influences your brand preferences in the UK?*

**Table 11: Response for Questionnaire item 2 on Adaptation and identity retention**

| Survey questions | Fashion/style | Food choices | Entertainment/media preference | It all depends on |
|---|---|---|---|---|
| **Participants response** | **51.3%** | **65.8%** | **17.1%** | **1.3%** |
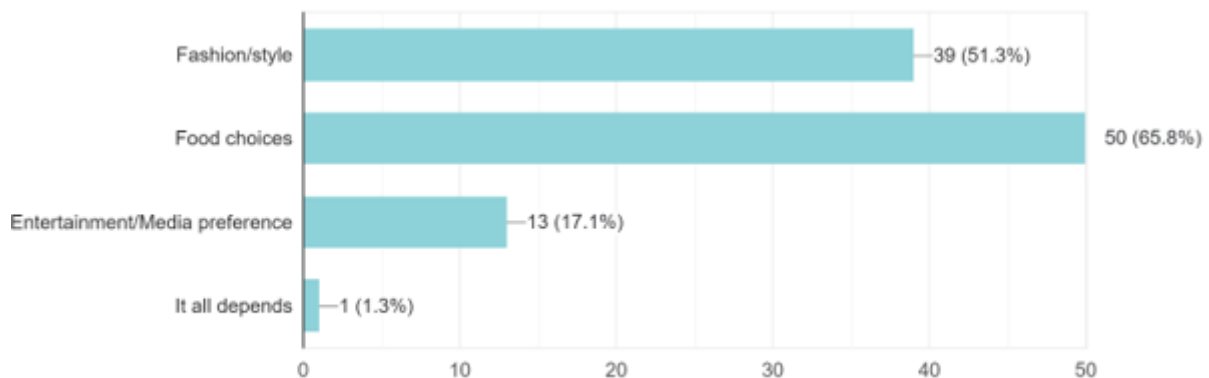


**Figure 12: Identity influences on brand preferences in the UK**

Analysis of responses to the question "In what ways does your identity influence your brand preferences in the UK?" reveals diverse impacts (a seen at Figure 12). The majority (65.8%) see their identity shaping food choices, while 51.3% note its influence on fashion/style. However, only 17.1% connect identity with entertainment/media preferences, indicating varied influences in this area. A small percentage (1.3%) state that it all depends, highlighting the complexity and individuality of the relationship between identity and brand preferences.

### 3.2.3 Research question 3: Generational differences

*This section unveils crucial data and findings indispensable for examining Research Question 3: "What are the notable differences in brand perceptions and consumer acculturation between first and second-generation Nigerian immigrants in the UK?"*

***Survey question 1: Are you a first- or second-generation Nigerian immigrant in the UK?***

**Table 12: table of response on item 1 on generational differences**

| Survey question | First generation | Second generation |
|---|---|---|
| Participants response | 48.7% | 48.7% |
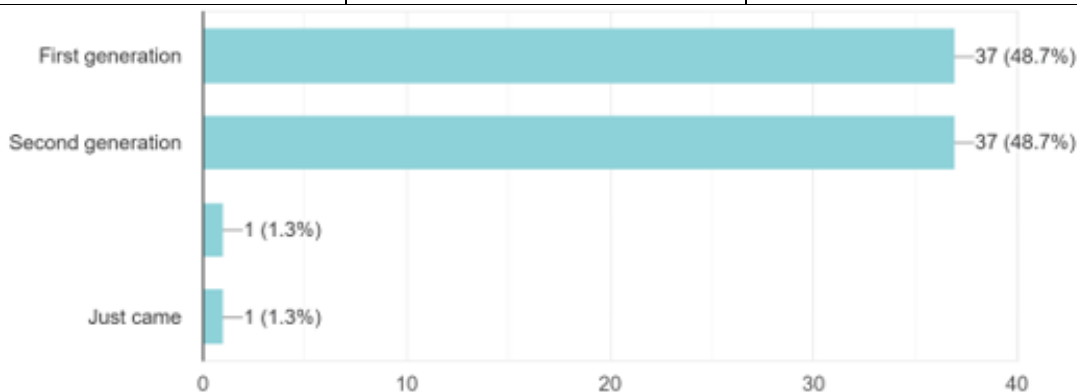


**Figure 13: Nigerian immigrant generational difference in UK**

Analysis of responses to the question "Are you a first generation or second-generation Nigerian immigrant in the UK?" reveals (a seen at Figure 13) a balanced distribution, with 48.7% identifying as first generation and an equal percentage as second generation. This symmetrical representation indicates a substantial presence of both generational groups within the surveyed Nigerian immigrant population in the UK.

***Survey question 2: Have you noticed difference in brand preference or consumer behaviour between the first generation and second-generation Nigerian immigrants?***

**Table 13: Response on item 2 on generational differences**

| Survey question | Yes | No |
|---|---|---|
| Participants response | 84.2% | 15.8% |
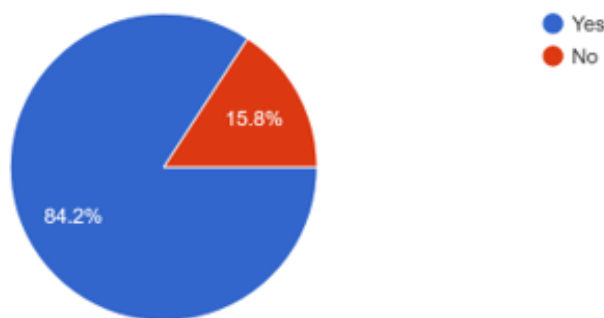


**Figure 14: difference in brand preference or consumer behaviour between Nigerian immigrants' generations**

The data from the question "Have you noticed a difference in brand preference or consumer behaviour between the first generation and second-generation Nigerian immigrants?" indicates a notable observation (Figure 14), with 84.2% of respondents affirming that they have observed differences. This suggests a widespread awareness among the surveyed participants of distinctions in brand preferences and consumer behaviours between the first and second generations of Nigerian immigrants in the UK.

**3.2.4 Research question 4: Comparative Questions for First and Second Generations**
*Survey question 1: How do your brand preference differ from those of the previous generation?*

**Table 14: table of response on item 1 on comparative questions for first and second generations.**

| Survey question | More traditional | More westernized | No difference |
|---|---|---|---|
| Participants response | 25% | 67.1% | 6.6% |
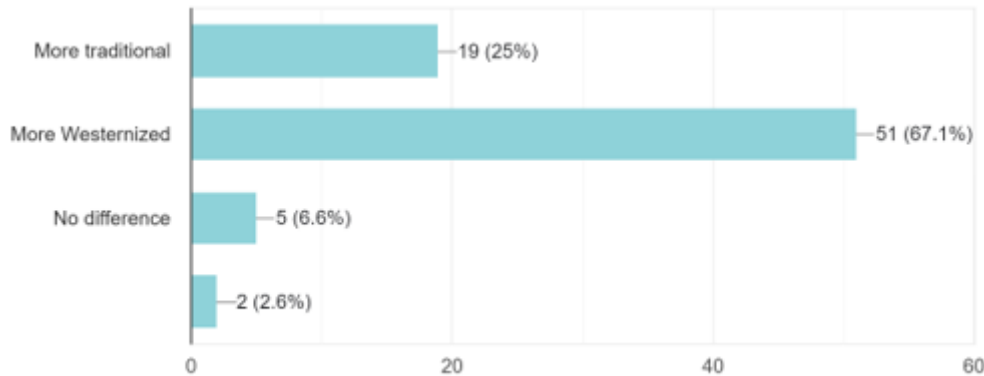


**Figure 15: Brand difference for first and second generations**

The survey's "Brand Preference Differences" question indicates a notable shift in consumer behaviour, with 67.1% favouring more westernized brands compared to the previous generation as seen in Figure 15. In contrast, 25% expressed a preference for traditional brands, showcasing a clear generational contrast. A minor 6.6% observed no substantial difference in their brand preferences, underscoring the evolving nature of consumer choices across generations.

*Survey question 2: What factors do you believe influence the difference in brand preference between generations?*

**Table 15: table of response on item 2 on comparative questions for first and second generations.**

| Survey question | Cultural adaptation | Exposure to UK culture | Socio economic factors |
|---|---|---|---|
| Participants response | 59.2% | 55.3% | 31.6% |
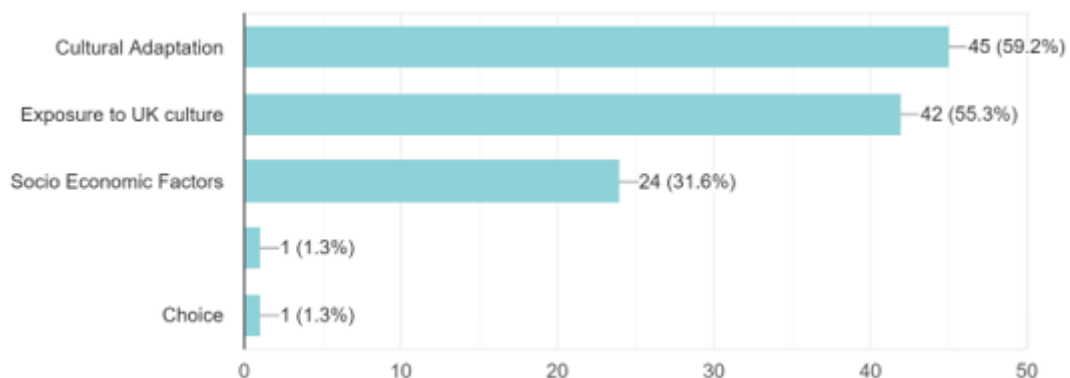


**Figure 16: Factors that influences difference in brand preference between generations**

The survey data on factors influencing intergenerational brand preference differences as seen at Figure 16 reveals that 59.2% of participants attribute these distinctions to cultural adaptation. Additionally, 55.3% believe exposure to UK culture plays a significant role, while 31.6% consider socio-economic factors as

influential. These insights emphasize the multifaceted nature of influences shaping brand preferences across different generations of Nigerian immigrants in the UK.

## 3.3 Discussion of the Findings
### 3.3.1 Discussion of Results for Research question one
The findings from the analysis of responses in section one of the data analysis directly address the research question one:

*"What are the key factors influencing the selection of brand preferences among Nigerians living in the UK across different product categories?"*

The findings from the consumer behaviour and brand preference data offer valuable insights into the key factors influencing the selection of brand preferences among Nigerians living in the UK across different product categories. Notably, the prioritization of quality by 71.2% and consideration of price by 68.4% underscores the significance of these factors in decision-making. This aligns with existing literature emphasizing the importance of quality and price in consumer behaviour (Solomon, 2020). The smaller roles played by brand reputation, cultural relevance, and advertising (28.9%, 18.4%, and 3.9% respectively) also reflect nuanced influences, echoing the need for a holistic understanding of consumer preferences (De Mooij, 2021). The distinct preferences across product categories revealed in Table 2 resonate with generational differences highlighted by previous studies (Williams & Page, 2011), suggesting that product-specific strategies may be essential for effective marketing targeting.

Furthermore, the responses to item 3 shed light on the frequency with which participants consider specific factors in their decision-making process. The majority reporting occasional consideration (42.1%) and often considering them (31.6%) suggest a dynamic decision-making process influenced by various elements. This aligns with the dynamic and context-dependent nature of consumer decision-making discussed in the literature (Schiffman et al., 2019).

The emphasis on cultural familiarity (46.1%) and quality (28.9%) in Table 4 supports the literature highlighting the impact of cultural factors on consumer behaviour (Kim & Chung, 2011). The findings underscore the need for marketers to recognize and adapt to cultural nuances to effectively engage with this demographic. Additionally, the preference for any brand prioritizing quality (1.3%) reflects individualistic preferences, emphasizing the importance of catering to diverse needs within the Nigerian community in the UK.

In conclusion, these findings contribute to a comprehensive understanding of the factors shaping brand preferences among Nigerians in the UK. The nuances revealed through the data analysis align with existing literature, emphasizing the multifaceted and context-dependent nature of consumer behaviour, particularly within the context of cultural adaptation and identity retention.

### 3.3.2 Discussion of Results for Research question two
The findings from the analysis of responses directly address the research question: "How do Nigerian immigrants in the UK perceive and align with Western versus Nigerian brands?"

Table 1, indicating that 88.2% of participants are inclined towards adapting their consumer behaviour to match the UK's consumer culture, aligns with the literature on acculturation (Schwartz et al., 2010). This suggests a significant willingness among Nigerian immigrants in the UK to integrate into the Western consumer culture. The literature on consumer behaviour emphasizes the impact of acculturation on brand preferences (Solomon, 2020), implying that this inclination towards adaptation may influence their perceptions and preferences for Western brands. The analysis of the importance of retaining aspects of Nigerian identity in UK consumer choices (70.0% finding it important or very important) further contributes to answering the research question. This aligns with existing literature highlighting the significance of cultural influences on consumer behaviour (Echebiri, 2005; Solomon, 2020). The strong inclination towards

preserving Nigerian identity through consumer behaviours suggests that, while adapting to the Western consumer culture, Nigerian immigrants place substantial importance on maintaining a connection with their cultural heritage, which may influence their brand preferences.

The nuanced distribution of responses regarding the ways in which identity influences brand preferences provides additional insights. The majority linking identity with food choices (65.8%) and fashion/style (51.3%) suggests a strong influence in these areas, possibly influenced by cultural ties and personal preferences. On the other hand, the lower percentage (17.1%) associating identity with entertainment/media preferences indicates varied influences in this category. This aligns with the literature on diverse cultural impacts on different aspects of consumer behaviour (Solomon, 2020). The small percentage stating "it all depends" underscores the complexity and individuality of the relationship between identity and brand preferences, reinforcing the need for a nuanced understanding.

In conclusion, Nigerian immigrants in UK navigate a complex interplay between adapting to Western consumer culture and retaining aspects of their Nigerian identity. This intricate likely shapes their perceptions and preferences for Western versus Nigerian brands, emphasizing the importance of cultural considerations in their consumer choices.

### 3.3.3 Discussion of Results for Research question three

The findings from the analysis of responses directly address the research question: "What are the notable differences in brand perceptions and consumer acculturation between first and second-generation Nigerian immigrants in the UK?"

The balanced distribution of generational identification, with 48.7% identifying as first generation and an equal percentage as second generation, suggests a relatively equal representation of both groups within the surveyed Nigerian immigrant population in the UK. This finding aligns with existing literature on migration and acculturation, emphasizing the coexistence and interaction of multiple generations within immigrant communities (Portes & Rumbaut, 2001). The literature also suggests that generational differences may influence consumer acculturation and brand preferences (Solomon, 2020).

The data indicating that 84.2% of respondents have observed differences in brand preferences and consumer behaviours between the first and second generations provides crucial insights into the research question. This aligns with the literature on intergenerational differences in consumer behavior within immigrant communities (Zhou, 2004). The awareness of these differences among participants reflects the dynamic nature of cultural adaptation and consumer acculturation.

To marry these findings with the literature, it is essential to consider existing research on how generational shifts influence consumer preferences. First-generation immigrants may hold onto traditional preferences, while second-generation individuals may exhibit a more nuanced blend of their cultural heritage and the host culture (Solomon, 2020). Therefore, the observed differences could stem from varying degrees of acculturation and exposure to the host culture.

In conclusion, the findings suggest that differences in brand perceptions and consumer behaviours between first and second-generation Nigerian immigrants in the UK are acknowledged by a majority of respondents. This aligns with literature on acculturation and intergenerational dynamics within immigrant communities, providing valuable insights into the complexities of consumer behaviour within this specific demographic.

### 3.3.4 Discussion of Results for Research question four

The findings from the survey, particularly regarding "Brand Preference Differences" and the factors influencing these differences, directly address the research question: "How do the consumer psychology and brand preferences differ between first-generation and second-generation Nigerians in the UK?"

The observed shift in consumer behavior, with 67.1% favouring more westernized brands compared to the previous generation's 25% preference for traditional brands, is indicative of a substantial generational

contrast in brand preferences. This aligns with existing literature on acculturation, which suggests that successive generations may lean towards adopting the preferences of the host culture while still retaining some elements of their cultural heritage (Berry, 1997). The literature also emphasizes the dynamic nature of consumer choices, which is reflected in the minor 6.6% who observed no substantial difference in their brand preferences, highlighting the evolving nature of consumer choices across generations (Solomon, 2020).

The survey data on factors influencing intergenerational brand preference differences provides additional depth to the understanding of consumer psychology. The majority attributing distinctions to cultural adaptation (59.2%) aligns with acculturation theories that propose changes in consumer preferences as a result of exposure to a new cultural context (Hong et al., 2000). The significant role attributed to exposure to UK culture (55.3%) further reinforces the impact of cultural immersion on shaping brand preferences. The consideration of socio-economic factors (31.6%) adds nuance to the analysis, reflecting the intricate interplay of various influences on consumer psychology within immigrant communities (Shobeiri et al., 2017).

In conclusion, the findings suggest that consumer psychology and brand preferences differ significantly between first-generation and second-generation Nigerians in the UK. These differences are influenced by a complex interplay of cultural adaptation, exposure to the host culture, and socio-economic factors. This aligns with existing literature on acculturation and consumer behavior, providing valuable insights into the nuanced dynamics of brand preferences within the surveyed demographic.

## 4.2 Conclusion

Based on the data analysis the following critical conclusions can be drawn:

This study provides critical insights into the consumer behavior and brand preferences of Nigerian immigrants in the UK, underlining the importance of quality and price as key decision-making factors. These findings are consistent with Solomon's (2020) emphasis on practical aspects in consumer decision-making, especially in diverse cultural contexts. The study also reveals a balanced approach between Nigerian and Western brands among these immigrants, influenced by cultural familiarity alongside quality and price, indicating a blend of cultural identity with practical considerations. This aligns with Cleveland, Laroche, and Hallab's (2013) research on acculturation in consumer choices. Additionally, the researcher observed a generational shift towards westernized brand preferences among younger immigrants, echoing Berry's (1997) acculturation strategies and Portes and Rumbaut's (2006) segmented assimilation theory. This shift highlights the interplay of cultural adaptation, identity preservation, and socio-economic factors. These findings are crucial for businesses and marketers aiming to cater effectively to the diverse Nigerian community in the UK, highlighting the need for strategies that recognize cultural nuances and generational differences.

## 4.3 Recommendation

Based on the data analysis and findings of the study on consumer behavior and brand preferences of Nigerian immigrants in the UK, the following recommendations are proposed:

**1. Tailor Marketing Strategies to Emphasize Quality and Value:** In order to address the desires of Nigerian immigrants residing in the UK, companies need rework their marketing approaches to place a significant emphasis on cost and quality. The long-term value and longevity of products are quite important to this group, and they have a significant influence on their purchasing decisions. Hence, marketing initiatives should concentrate on emphasizing the durability and robustness of products, making sure that these crucial characteristics are at the forefront of advertising campaigns and promotional materials. It is critical to convey not only the short-term advantages of products but also their long-term cost-effectiveness, demonstrating how they provide genuine value for money over an extended period of time. This can be

accomplished by providing thorough product descriptions, case studies that emphasize the cost savings or improved performance of items over time, and customer testimonials that highlight the longevity of products. Furthermore, a wider audience will be ensured by distributing these messages through a variety of marketing channels, including digital and conventional print media. Businesses can better connect with the Nigerian immigrant community and build brand loyalty by coordinating marketing messaging with the ideals of cost and quality.

**2. Culturally Resonant Branding and Product Development:** Immigrants from Nigeria can greatly increase brand resonance by incorporating Nigerian cultural features into branding and product development. Companies should carefully incorporate themes, symbols, and motifs from Nigeria into their product designs and advertising collateral. This includes showcasing culturally relevant narratives in advertising and utilizing traditional Nigerian patterns and colors in packaging. It is imperative that we handle this delicately and respectfully, being careful not to mislead or appropriate cultural material. Authenticity is ensured by consulting cultural consultants or Nigerian community members for insights. A sincere relationship can be cultivated through rich, relevant cultural representation in marketing initiatives, which increases loyalty and trust. This tactic enhances the market's multicultural fabric by engaging and educating a wider audience in addition to appealing to Nigerian immigrants.

**3. Facilitate Accessibility to Nigerian Brands:** Retailers and companies should make Nigerian brands more easily accessible in the UK so that they can meet the needs of the Nigerian immigrant community. Access may be further enhanced by forming strategic alliances with Nigerian suppliers and extending the selection of Nigerian goods in shops and online. This strategy fosters higher happiness and increases market reach by not only catering to the requirements of Nigerian immigrants but also introducing a larger client base to the diversity of Nigerian culture and products.

**4. Develop Multi-Generational Marketing Approaches:** The study emphasizes the necessity of customized marketing plans to handle generational variations in UK-born Nigerian immigrants' brand preferences. While the second generation reacts better to digital techniques and modern trends, the first generation finds success with traditional approaches that are in line with their cultural heritage. Companies should concentrate on developing a dual strategy that appeals to both demographics by fusing contemporary marketing strategies with aspects of Nigerian culture. Through greater ties to the Nigerian immigrant community, improved brand loyalty, and expanded market reach, this strategy will aid in bridging the generational preferences divide.

**5. Community Engagement and Consumer Feedback:** In order to effectively reach the Nigerian immigrant community in the UK, businesses must actively engage with the community. Businesses can engage directly with this group, learn about their preferences, and establish a strong presence by taking part in local events and festivals. Focus groups, whose meetings are intended to promote candid discussion, are also useful for gathering in-depth product feedback. Creating alliances with community organizations in Nigeria might help better understand their needs and open up possibilities for cooperation. It's crucial to use regular feedback channels, such as online forums and surveys, to stay on top of shifting consumer preferences. This face-to-face interaction promotes brand loyalty, trust, and respect for Nigerian culture. Such tactics efficiently address the particular requirements and cultural quirks of Nigerian immigrants in the UK while also enhancing brand reputation and market performance.

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