INT'L JOURNAL OF RESEARCH EDUCATORS AND SCIENTIFIC DEVELOPMENT
(ISSN) Print: 2992-5665 and Online: 2992-5673
Impact Factor: 5.5 || https://www.ijresd.net
Vol 8 Issue 1. JUN, 2025

ECONOMIC RECESSION AND CONSUMER BUYING BEHAVIOUR FOR SELECTED FAST MOVING CONSUMER GOODS IN SOUTH EAST NIGERIA

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ABSTRACT

This study examined the relationship between economic recession and consumer buying behaviour for selected fast moving consumer goods in South-East, Nigeria. This became necessary following the devastating effect of recent economic recession on Nigerian economy. Relevant conceptual, theoretical and empirical literatures were reviewed. The enquiry drives its theoretical foundation from the theory of reasoned action and theory of planned behavior. Descriptive Survey research method was used to investigate the issue of concern. Sample size of 500 was purposively selected from the consumers of fast moving consumer goods in the five states that make up the South East Nigeria. Structured questionnaire was employed as the major instrument of data collection. The data generated were analyzed using descriptive statistics, correlation analysis and ordinary least square regression technique. The result indicates that economic recession have a significant relationship with brand switching behavior. The finding further indicated that economic recession have a significant relationship with price conscious behavior. Similarly, economic recession was found to have significant relationship with impulse buying behavior for fast moving consumer goods. The result further showed that economic recession has a significant relationship with *consumers' shopping habits. Based on the findings, the study concluded that economic recession has significant relationship with consumer buying behaviour for selected fast moving consumer goods in South-East, Nigeria. The study recommended that companies should be price sensitive during the period of recession in order not to loose their customer to competing brands.*

Key words: Economic Recession, Consumer Buying Behaviour, Fast Moving, Consumer Goods, South East, Nigeria

Introduction

Consumer behaviour is an important and constant decision-making process of searching, purchasing, using, evaluating and disposing of products and services (Stasenkova, 2006). People usually purchase those products (goods and services) which are of maximal utility. Samuleson and Nordhaus (2000) claimed that consumers try to maximize their utility, satisfaction or joy by purchasing consumer goods. Taking the lifestyle and its factors into consideration, consumers are able to create some opinion and attitudes to particular products. The combination of one´ s lifestyle, different factors and attitudes affect the consumer decision- making process as well as the consumer behavior (Valaskova & Klieštik, 2015). Understanding consumers' buying pattern is one of the most important factors in the success of any organization (Sharma & Sonwalkar, 2013). The consumer is the most elemental basis for business organization and therefore their behavior is of great importance for successful marketing and financial affluence (Mansoor & Jalal, 2011).

Consumer behavior can vary vastly between products, individuals, culture and economic situations and has changed substantially over the last 25 years (Kar, 2010). When consumers' buying behavior changes, many entities will have to make changes to their usual activities. By studying and predicting consumer behavior, a business can understand their costumers' needs and work on fulfilling them as well as meeting their expectations. Therefore, understanding how consumers behave helps companies maintain prosperity and contribute to their long term objectives (Nistorescu & Puiu 2009).

Researches on buying behavior during downturns in the economy suggest that consumers adapt their behavior to new and changed situations (Flatters & Willmott, 2009; Ang, Leong & Kotler, 2000; Easaw, Garratt & Heravi 2005). When consumers adopt new strategies and tactics as a reaction to changing economic circumstances, companies need to understand how their customers reacts and how their behavior changes to develop strategies to meet and capitalize on different needs, values and consumption patterns (Amalia & Ionut, 2009).

It is vital that companies understand the nature and the scale of the change in consumer behaviours and attitudes to formulate marketing strategy that allows them to achieve objectives concerning sales, market share and profits (Shipchandler, 1982). From psychological as well as a financial point of view, consumers experiencing crisis behave differently from those enjoying a blossoming economy (Ang, Leong & Kotler, 2000). This can be, at the same time, an opportunity and a threat for companies, which makes it even more important than before to monitor and listen to consumers. Business strategies that were appropriate during a blossoming economy may become ineffective in a recession. Businesses may need to change their target market and adjust their marketing mix to reflect values sought by consumers experiencing economic crisis. For companies to succeed in this, it is vital for them to understand how an economic crisis affects consumers (Ang et al, 2000).

Historically, the economy goes through business cycle with its upswings and downturns and both individuals and businesses are affected along the way. The aftermath of the majority of severe economic crises that have occurred shared three characteristics (Reinhart & Rogoff, 2009). The first characteristic is deep and prolonged asset market collapse. The second characteristic is associated with profound decline in output as well as employment and the third characteristic is that the real value of government debt tends to explode mainly because of collapse in tax revenues due to output contractions (Reinhart Rogoff, 2009). The economic cycle can have an important impact on consumption patterns, with expenditure usually rising during the periods of economic upturn. When an economy is booming, there is often an upturn in the consumption of luxury goods and consumer durables. And vice versa, during the periods of recession, disposable income is reduced and consumer confidence usually falls. A slowdown or contraction in economic activity often results in fewer luxury purchases being made (Eurostat European Commission 2009).

Flatters and Willmott (2009) categorize recession into two broad categories: brief and shallow or catastrophically deep and enduring. Most downturns fall into the previous category, provoking short-term change in consumer behavior that depend on the causes of the crisis and who are most affected by it. Consumption trends resulting from this group of recessions usually rebound rather quickly when the recession ends, however, at different rates depending on sector. The recessions in the latter category reshape consumers' minds and have long-term impacts on buying behavior (Flatters & Willmott, 2009).

During the recession, but mostly after, the purchasing behaviour of all types of consumers suffers some dramatic changes (from the companies' viewpoint) and these changes are determined by a series of important factors. Perriman, Ramsaran-Fowdar and Baguant (2010) think that the most obvious factor is represented by the uncertainty of the future. During the period of recession, many unexpected changes bring to the consumers a feeling of insecurity, they doubt about the nature of the upcoming events and, so, they become much more careful when dealing with certain expenses (Pop & Rosca, 2009). During the recession people tend to use less money on goods that are not considered as necessities to buy because the consumers prefer to save money in the fear of losing it. This has a negative effect on the economy; both consumers and businesses suffer from this chain reaction. During economic downturns the cost of living rises. When people are losing their job places during recession, the consumers are not buying goods and companies are not making money (Silfverberg 2013).

The current recession in Nigeria has serious consequences for companies and individuals as mentioned before, consumer behavior is subject to change, which can result in different consumption trends. The study of consumption trends and patterns among consumers is important for several reasons. The current recession has profound impact on consumers' consumption trends by propelling some consumer trends forward and slowing, ending or reversing other trend. Based on the foregoing, this study examined economic recession and consumer buying behavior for selected fast moving consumer goods and services in South-East Nigeria.

Statement of the Problem

Theories like planned behavior and reasoned action by Ajzen and Fishbein (1967) posits that changes in the relationship between how much consumers are willing to pay, on the one hand, and their perception of the value they are receiving, on the other, underpins behavioural changes. The consumer that companies thought they knew pre-recession, can be almost unrecognisable. When times get tough, people re-examine old habits and brand loyalties. The buying patterns of people tend to change during hard and stressful times such as economic recession (Nistorescu & Puiu, 2009). The consumer reacts to any change in the economic situation around him by changing his consumption. This happens due to a change in the levels of his perception of risk. Financial crisis affects the customers not only economically but also psychologically. People become more money minded. They do not want to spend money on premium products anymore, even if they still could afford to do so. They only buy necessities, switch to cheaper brands and have a more rational view on promotion. They start to compare different products and select based on price compromising quality (Nistorescu & Puiu, 2009). The buying process in this situation can be transformed from being a programmed behaviour or a limited decision-making buying behaviour to become the extensive decision-making buying behaviour. In other words, the buying behaviour before the crisis was not based on extensive decision making and information gathering but after the crisis the process became more complicated. Growing unemployment, increasing inflation, "freezing" or even decreasing of wages, the decreasing of purchasing power, bad economic situation are facts that affect the consumers in almost all national markets (Zhai, Cao, & Zhen, 2019). As long as people are reading more about economic crisis and as long as the press is focusing in reflecting the crisis effects, there is a psychological effect with negative impact on consumers (Amalia & Ionut, 2009). The influence of the crisis on people can be reflected on their consumption.

Existing empirical evidences often concur with theoretical assumptions regarding general trends and the impact of recession on consumers' behavior, while there is much less agreement regarding specific reactions, trends and regional/national commonalities/differences. In general consumers react to a recession by spending less and by being thriftier and sober (Bashir, Mehboob & Bhatti, 2019; Easaw, Garratt & Heravi 2005; Quijano, Domingo, & Mina, 2021; Shariff, & Hamid, 2021). Based on more thorough research, Flatters and Willmott (2009) suggest that the following trends are being accelerated during recession: demand for simplicity, higher expectation for ethical business governance, a desire to economize and decreased loyalty toward products and brands. On the other hand, four other trends are slowed: green consumerism, ethical consumption, decline in respect to authorities/institutions and extreme experience seeking. Findings of Ang, Leong and Kotler (2000) indicate that consumer countries hit by the Asian crisis in 1997 exhibit some similar trends, namely more comparative shopping, delaying purchases of expensive items, placing more emphasis on product durability and functionality, switching to lower end and local brands, developing a product life cycle cost perspective, relying more on informative and less on imagery-based advertisements and buying more often at discount stores. The existing empirical literature reveals conflicting findings and most of the studies were carried out in developed countries with little or no empirical evidence in developing countries especially Nigeria. Although, much has been written about the effect of economic recession on consumer buying behavior around the world, no comprehensive coverage was found specifically about changes among Nigerian consumers especially in South East Nigeria, which is the focus of this research. Hence, this study is hypothesized to fill this gap.

Research Hypotheses

The following hypotheses stated in null form guided this study.

Ho_1: Economic recession has no significant relationship with brand switching behavior fast moving consumer goods in South East Nigeria.

Ho_2: Economic recession has no significant relationship with price conscious behavior fast moving consumer goods in South East Nigeria.

Ho_3: Economic recession has no significant relationship with impulse buying behavior for fast moving consumer goods in South East Nigeria.

Ho_4: Economic recession has no significant relationship with consumers' buying behaviour fast moving consumer goods in South East Nigeria.

Research Design

The study adopted descriptive survey approach. Descriptive statistics was applied because of its capability to summarize large quantities of data using understood measures in form of graphical and numerical techniques (Burns, 2000). Descriptive studies are said to be a type of survey design that can give specific or group characteristics for a sampled population (Kothari, 2006). It determines the frequency with which something occurs or its association or correlation with something else. It also minimizes bias and maximizes reliability of the evidence collected if designed within precise objectives and on relevant data. This research approach was chosen because of its relevance to this study, more particularly it could answer research questions in this study which described behavior/attitudes.

Area of the Study

This work was carried out in South East Nigeria. South-East is a geopolitical bloc in Nigeria made up of five states. The states include Anambra, Enugu, Imo, Abia and Ebonyi. Consumers of fast moving consumer goods from each of the states that make up the region were studied. The study was carried out in the state capital of each of the respective states namely Awka, Enugu, Abakiliki, Owerri and Umuahia. Only users of five selected fast moving consumer goods in these cities were examined. The fast moving consumer goods selected for the study include processed food, beverages, cosmetic products, detergents and baby care products

Sources of Data

Primary sources of data were employed in this study. The primary data were sourced through the use of questionnaire administered to the respondents selected for this study.

Population of the Study

Population of the study can be defined in very specific terms to include only those units with characteristics that are relevant to the problem (Zikmund, 2003). Therefore, the population of the study comprise of all users of five selected fast moving consumer goods in South East geopolitical zone in Nigeria. Owing to the large number of consumers in the study area, the researcher decided to study four hundred consumers of fast moving consumer goods.

Sample and Sampling Technique

The sampling technique to be employed in this study is a non-probability sampling. A non-probability sampling relies on the personal judgment of the researcher rather than chance to select samples. The sampling technique used in this study is convenience sampling. Convenience sampling attempts to obtain a sample of convenient samples. The selection of the samples is left primarily to the interviewer. This method was adopted because diverse nature of the users of consumer goods. The respondents were selected based on their ability to understand the essence of this research work. Based on the above, 400 consumers of fast moving consumer goods were selected using convenience sampling technique.

Instrument for Data Collection

Data were collected using structured questionnaires. Participants were asked to indicate their level of agreement with each statement/item from 1(Strongly Disagree), 2(Disagree), 3(Agree), 4(Strongly Agree). The main advantage of scaled-responses is that it permits the measurement of intensity of respondents' answers compared to multiple choice responses. The scaled responses incorporate numbers which can be used directly as codes (McDaniel & Gates, 2001). The scaling procedure determines quantitative measures of subjective and abstract concepts (Chin et al, 2003). The study aimed to gather primary data; collected for the first time and thus "original in character" Kothari, (2006). The advantage of close-ended choices ensures that the respondent simply places a tick in a box by the selected answer(s) and reduces the potential for respondent variability and thus facilitating the processing of collected data (Bryan, 2012). The questionnaire had sufficient questions for collection of relevant information required to achieve the purpose of the study. Questions were organized on issue-based structured pattern following the sub-elements of the stated research questions, so as to ensure completeness.

Validity of the Instrument

Mugenda and Mugenda (2003) see validity as the degree to which an instrument measures what it purports to measure. To ensure instrument validity, experts from the department of Marketing Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus reviewed the contents of the questionnaire. Their suggestions and corrections were incorporated into the final draft of the questionnaire. According to Cozby (2001), using a panel of experts familiar with the content is the best way in which content validity can be established.

Reliability of the Instrument

Reliability is a measure of how consistent the results from an instrument are (Kombo & Tromp, 2006). It is a measure of the degree to which a research instrument yields consistent results or data after repeated trials (Mugenda and Mugenda, 2003). To ensure consistency of the developed instrument, the instrument was pilot tested using a random sample of 10 consumers. The number 10 was chosen for pre-test because according to Kathuri and Pals (1993) 10 is the smallest number that can yield meaningful results on data analysis in a survey research. The researcher established the reliability of the instrument by using of Cronbach alpha method. This method was appropriate since it involved a single administration of the instrument therefore it yielded greater internal consistency. The research instrument was deemed reliable if the reliability coefficient was between 0.7 and 0.8 (Borg and Gall, 2003). The study used the Cronbach's Alpha test to test the reliability of the instruments reliability. The researcher conducted a reliability test with the participants of the study and reported Cronbach's Alphas reliability of 0.83 for Recession, 0.91 for Brand Switching Behavior, 0.88 for Increase Price Conscious Behavior, 0.81 for Impulse Buying Behavior,

(ISSN) Print: 2992-5665 and Online: 2992-5673
Impact Factor: 5.5 || https://www.ijresd.net
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and 0.78 for Consumer Buying Behaviour. See attached Appendix 111.

Method of Data Analysis

Statistical Package of Social Science (SPSS) were used to code analysis the data collected, then responses keyed and data cleaning processes were also carried out. The data cleaning ensures that errors during data entry could be detected before final analysis. Descriptive statistics was performed and data were presented in form of tables. The study employed Ordinary Least square method to determine the relationship bewteen economic recession and consumer buying behaviour. The regression model is represented as:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_nX_n + ẹ$$

Where:

Y =Dependent Variables

α = Constant Term

β= Beta coefficients

$X_1 - X_n$= Independent Variables

ẹ = Error Term

Results

Data generated from the consumer of fast moving consumer goods were presented, analyzed and interpreted. A total of four hundred questionnaires were distributed to the respondents, out of which three hundred and seventy-one were properly filled and found relevant to the study, the remaining 29 copies of questionnaire were either not properly filled or missing. Therefore, the analysis in this section was based on the three hundred and seventy-one relevant copies. The first section covers the demographic features of the respondents followed the analysis of research questions. Therefore, the descriptive characteristics of the variables used in the study were examined followed by correlation analysis. Finally, multiple regression analysis was employed in analyzing the data.

Correlation Analysis

Pearson correlation was employed to measure the strength of relationship between variables especially between the dependent and independent variables in order to know the existence or otherwise of multicolinearity in the research model. The result of the analysis is presented in table 4.36 below.

(ISSN) Print: 2992-5665 and Online: 2992-5673
Impact Factor: 5.5 || https://www.ijresd.net
Vol 8 Issue 1. JUN, 2025

Table 4.3.1: Correlation Matrix

		Economic Recession	Brand Switching Behaviour	Price Conscious Behaviour	Impulse Buying Behaviour	Consumer Shopping Habits
Economic Recession	Pearson Correlation	1	.604”	.544*	.510*	.602*
	Sig. (2-tailed)		.009	.001	.004	.020
	N	371	371	371	371	371
Brand Switching Behaviour	Pearson Correlation	.604”	1	.112*	-.135**	.031
	Sig. (2-tailed)	.009		.031	.009	.549
	N	371	371	371	371	371
Price Conscious Behaviour	Pearson Correlation	.544*	.112*	1	.072	-.045
	Sig. (2-tailed)	.001	.031		.168	.382
	N	371	371	371	371	371
Impulse Buying Behaviour	Pearson Correlation	.510*	-.135**	.072	1	.079
	Sig. (2-tailed)	.004	.009	.168		.057
	N	371	371	371	371	371
Consumer Shopping Habit	Pearson Correlation	.602*	.031	-.045	.079	1
	Sig. (2-tailed)	.020	.549	.382	.057	
	N	371	371	371	371	371

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Version 21.0

The table above shows the extent of association between the dependent and independent variables used in the study. Economic recession recorded a correlation coefficient value of .604 with brand switching behaviour which is statistically significant at 5% level of significance. This indicates that economic recession has very strong positive relationship with brand switching behaviour for fast moving consumer goods in South East Nigeria. Also, economic recession recorded a correlation coefficient of .544 with price conscious behavior with a probability value of .001 which is statistically significant at 5% level. This implies that economic recession has a strong positive relationship with price conscious behavior for fast moving consumer goods in South East Nigeria.

Furthermore, economic recession recorded a correlation coefficient value of .510 with impulse buying behaviour with a probability value of .004 which is statistically significant at 5% level. This indicates that economic recession has a strong positive relationship with impulse buying behavior for fast moving consumer goods in South East Nigeria. Also, economic recession recorded a correlation coefficient value of .602 with consumers' shopping habits with a probability value of .020 which is statistically significant at 5% level. This implies that economic recession has a very strong positive relationship with consumers' shopping habits for fast moving consumer goods in South East Nigeria. Finally, since there is no correlation coefficient in greater than 0.8 which is the rule of thumb, we conclude that explanatory variables are not perfectly linearly correlated. Therefore, there is no problem of multicolinearity in the model used in this study.

Test of Hypothesis One

Ho: Economic recession has no significant relationship with brand switching behavior for fast moving consumer goods in South East Nigeria.

Hi: Economic recession has a significant relationship with brand switching behavior for fast moving consumer goods in South East Nigeria.

The regression result is presented in the tables below.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.171[a]	.591	.490	3.178	1.910

a. Predictors: (Constant), Economic Recession

b. Dependent Variable: Brand Switching Behaviour

Table 4.4.3 ANOVA Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.469	4	27.867	122.759	.008[b]
	Residual	3696.790	366	10.101		
	Total	3808.259	370			

a. Dependent Variable: Brand Switching Behaviour

b. Predictors: (Constant), Economic Recession

Table 4.4.4: Coefficients of the Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.198	1.563		14.204	.000
	Economic Recession	.024	.039	.033	2.614	.040

a. Dependent Variable: Brand Switching Behaviour

Source: SPSS Version 21.0

The table 4.4.2 above indicates the summary of the regression model. The regression result shows as R Square value of 0.591. This indicates that the explanatory variables (economic recession) used in this study accounts for 59.1 percent of the variation in brand switching behaviour, all thing being equal. The remaining 40.9 percent is account for by other factors not covered in this study. This is supported by an Adjusted R Square value of 49.0%. Durbin-Watson statistics recorded a value of 1.910 and this shows that the variable used in this model are not auto-correlated. This implies that the model is reliable for predictions.

Table 4.4.3 above shows that F statistics recorded a value of 122.759 with a probability value of 0.008 which is highly statistically significant. This implies that economic recession has significant relationship with branding switching behaviour among consumer of fast moving consumer goods in South East Nigeria.

Table 4.4.4 shows that economic recession has a t-statistics value of -2.614 which is above the threshold with a probability value of 0.000. Therefore, we reject the null hypotheses and accept the alternate hypotheses and conclude that economic recession has a significant positive relationship with branding switching behaviour among consumer of fast moving consumer goods in South East Nigeria.

Test of Hypothesis Two

Ho: Economic recession has no significant relationship with price conscious behavior for fast moving consumer goods in South East Nigeria.

Hi: Economic recession has a significant relationship with price conscious behavior for fast moving consumer goods in South East Nigeria.

The regression result is presented in the tables below.

Table 4.4.6: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.109[a]	.612	.527	4.231	1.707

a. Predictors: (Constant), Economic Recession

b. Dependent Variable: Price Conscious Behaviour

Table 4.4.7: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.386	1	47.386	52.647	.005[b]
	Residual	3955.878	365	17.900		
	Total	4003.265	369			

a. Dependent Variable: Price Conscious Behaviour

b. Predictors: (Constant), Economic Recession

Table 4.4.8: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.897	1.743		8.549	.000
	Economic Recession	1.138	.085	.109	2.191	.005

a. Dependent Variable: Price Conscious Behaviour.

Source: SPSS Version 21.0

Table 4.4.6 above indicates that R^2 which measures the strength of the influence of independent variable on the dependent variable have the value of 0.612. This implies that 61.2% of the variation in the price conscious behaviour is explained by variations in economic recession. This was supported by adjusted R^2 of 0.527. The Durbin-Watson statistics was employed to check for autocorrelation in the model. Durbin-Watson statistics of 1.707 show that the variables in the model are not auto-correlated and are therefore, reliable for predications. The f-statistics value of 52.647 in table 4.4.7 above with probability value of 0.005 shows that the independent variables has significant relationship with the dependent.

Table 4.4.8 shows that economic recession recorded a t-statistics value of 2.191 with a probability value of 0.005 which is statistically significant. Therefore, the null hypothesis is rejected while the alternative hypothesis is accepted. We therefore conclude that economic recession has a significant relationship with price conscious behavior for fast moving consumer goods in South East Nigeria.

Test of Hypothesis Three

Ho: Economic recession has no significant relationship with impulse buying behavior for fast moving consumer goods in South East Nigeria.

Hi: Economic recession has a significant relationship with impulse buying behavior for fast moving consumer goods in South East Nigeria.

Table 4.4.10 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793[a]	.699	.604	3.980	1.965

a. Predictors: (Constant), Economic Recession

b. Dependent Variable: Impulse Buying Behaviour

Table 4.4.11 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	30.599	1	30.599	41.932	.006[b]
	Residual	3499.867	366	15.837		
	Total	3530.466	370			

a. Dependent Variable: Impulse Buying Behaviour

b. Predictors: (Constant), Economic Recession

Table 4.4.12 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.048	1.639		9.791	.000
	Economic Recession	.111	.080	.093	2.484	.013

a. Dependent Variable: Impulse Buying Behaviour

Source: SPSS Version 21.0

Table 4.4.10 above shows that the regression result has R^2 value of 0.699. This implies that 69.9% of the variation in impulse buying behaviour is explained by variations in economic recession. This was supported by adjusted R^2 of 0.604. The Durbin-Watson statistics value of 1.965 show that the variable in the model are not auto-correlated and therefore is reliable for predication. The f-statistics value of 41.932 in table 4.4.11 above with probability value of 0.006 shows that the independent variables has significant relationship with the dependent.

Table 4.4.12 indicates that economic recession recorded a t-statistics value of 2.484 with a probability value of 0.013 which is within the acceptance region. Therefore, the null hypothesis is rejected while the alternate hypothesis is accepted. This implies that economic recession has a significant relationship with impulse buying behavior for fast moving consumer goods in South East Nigeria.

Test of Hypothesis Four

Ho_4: Economic recession has no significant relationship with consumers' shopping habits for fast moving consumer goods in South East Nigeria.

Ho_4: Economic recession has a significant relationship with consumers' shopping habits for fast moving consumer goods in South East Nigeria.

Table 4.4.14 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.775[a]	.631	.626	4.007	1.670

a. Predictors: (Constant), Economic Recession

b. Dependent Variable: Consumer Shopping Habits

Table 4.4.15 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	112.430	1	112.430	7.003	.009[b]
1	Residual	3548.081	366	16.055		
	Total	3660.511	370			

a. Dependent Variable: Consumer Shopping Habits

b. Predictors: (Constant), Economic Recession

Table 4.4.16 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.103	1.650		13.999	.000
	Economic Recession	.213	.081	.175	2.288	.023

a. Dependent Variable: Consumer Shopping Behaviour

Source: SPSS Version 21.0

Table 4.4.14 indicates that the regression result has R^2 value of 0.631. This implies that 63.1% of the variation in consumer shopping behaviour is explained by variations in economic recession. This was supported by adjusted R^2 of 0.626. The Durbin-Watson statistics value of 1.670 show that the variable in the model are not auto-correlated and therefore is reliable for predication. The f-statistics value of 7.003 in table 4.4.15 above with probability value of 0.009 shows that the independent variables has significant relationship with the dependent. Table 4.4.16 indicates that economic recession recorded a t-statistics value of 2.288 with a probability value of 0.023 which is statistically significant. Therefore, the null hypothesis is rejected while the alternate hypothesis is accepted. This implies that economic recession has a significant relationship with consumers' shopping habits for fast moving consumer goods in South East Nigeria.

Discussion

This work examined economic recession and consumer buying behaviour selected fast moving consumer goods in south east Nigeria. The study found that economic recession has a significant relationship with brand switching behavior for fast moving consumer goods in South East Nigeria. This agrees with the assertion of Mansoor and Jalal (2011) that during a recession, consumers have been observed to switch from the brand they are used to buying to alternative. This also agrees with the findings of Ang et al (2000) that consumers moved from better known to lesser-known brands during recession. In addition, Ang et al (2000) found that brand switching was less common for products with a high-perceived risk and strong brand equity

The study also showed that economic recession has a significant relationship with price conscious behavior fast moving consumer goods in South East Nigeria. This agrees with the assertion of Mansoor and Jalal (2011) that consumers become sensitive to lower priced brands (Mansoor & Jalal, 2011). This further agrees with the findings of Kondawar and Jadhav, (2012) that consumer is extremely sensitive to the price of goods and services during recession period. Furthermore, Sharma and Sonwalkar (2013) noted that consumers in a recession appreciate low prices and price was a core attribute when making a purchasing decision.

The study further revealed that economic recession has a significant relationship with impulse buying behavior for fast moving consumer goods in South East Nigeria. This agrees with the findings of UK Consumers Survey (2009) that UK consumer was observed to do more preparation before shopping, such as following a shopping list and not buying other items than were on the list. Shipchandler (1982) reported similar behavior among US consumers. Finally, the study found that economic recession has a significant relationship with consumers' buying behaviour fast moving consumer goods in South East Nigeria. This agrees with the findings of Mansoor and Jalal (2011) consumer shopping behaviour changes during the period of recession. The finding is also similar to that of Masarrat and Jha (2014) that recession has impact on the shopping behaviour of the customers.

The study found that:

1. Economic recession has a significant relationship with brand switching

(ISSN) Print: 2992-5665 and Online: 2992-5673
Impact Factor: 5.5 || https://www.ijresd.net
Vol 8 Issue 1. JUN, 2025

behavior fast moving consumer goods in South East Nigeria.

2. Economic recession has a significant relationship with price conscious behavior fast moving consumer goods in South East Nigeria.
3. Economic recession has a significant relationship with impulse buying behavior fast moving consumer goods in South East Nigeria.
4. Economic recession has a significant relationship with consumers' buying behaviour fast moving consumer goods in South East Nigeria.

Conclusion

This work examined economic recession and consumer buying behaviour selected fast moving consumer goods in south east Nigeria. Data were sourced from consumer of FMCG in Enugu, Awka, Owerri, Umuahia and Abakiliki. The data generated were analysed using descriptive statistics and multiple regression analysis. The study found that economic recession has a significant relationship with brand switching behavior for fast moving consumer goods in South East Nigeria. Also, economic recession was found to have significant relationship with price conscious behavior for fast moving consumer goods in South East Nigeria. Furthermore, the study found that economic recession has a significant relationship with impulse buying behavior fast moving consumer goods in South East Nigeria. Finally, the study found that economic recession have significant relationship with consumers' shopping habits for fast moving consumer goods in South East Nigeria. Based on the foregoing, the study concludes that economic recession have significant relationship with consumer buying behaviour for selected fast moving consumer goods.

Recommendation

Based on the findings, the study recommends the following:

1. Companies should know how to elicit information from their consumers; this will help them to know how to reduce the effect of branding switching behaviour during recession on their products.
2. Companies should be price sensitive during the period of recession in order not to loose their customer to competing brands.
3. The study found that economic recession affect the shopping habits of consumers, therefore companies should monitor the shopping habits of their consumer during recession in order to mitigate its effect on their sales.
4. Customers should know factors that is linked to consumer buying behaviour. With that, they will be able to build trust and relationship with business owners. This will also earn them quality service which is their business right in time recession

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