Buying Behaviour of Nigerians

This presentation summarizes key findings from analysis on the buying behaviour of Nigerians based on Google Form Survey Data

Profile of Survey Participants

Data Source & Sample Size

The analysis is based on 107 responses collected through a targeted Google Form survey, providing a focused look at consumer habits.

Gender Distribution

The sample showed a male majority: 64 Males (approximately 60%) and 43 Females (approximately 40%).

Age Demographic

Respondents were predominantly young adults, with the majority falling between the ages of 18 and 35, highlighting the habits of Nigeria's digital-native generation.

Geographic Concentration: Urban Focus

Location and Consumer Trends

The majority of survey participants were sourced from Nigeria's major metropolitan areas, including Lagos, Ogun and others

Location	No. of Respondents
Lagos	71
Ogun	8
Kwara	5
Anambra	5
Oyo	4
Osun	2
Benin	2
FCT	2
Kano	2
Enugu	1
Rivers	1
Bayelsa	1
Kaduna	1
Imo	1
Ondo	1

Shopping Frequency, Spending, and Income

3

Avg. Shopping Frequency

The average respondent shops 3 times per month, indicating moderate but highly regular purchasing habits.

₦126K

Avg. Monthly Spend

The average monthly expenditure reported was ₦126,710, demonstrating strong spending power among the survey group.

1-5

Monthly Shopping Range

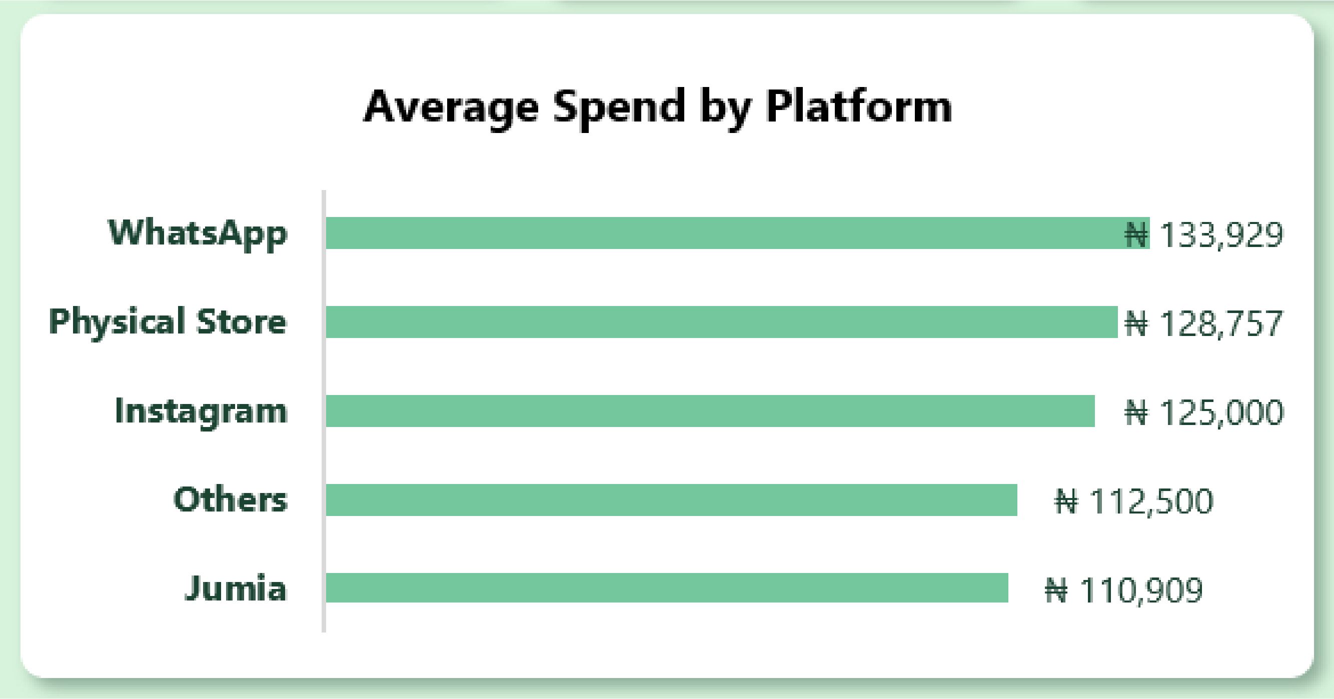
The majority shop between 1 to 5 times monthly, suggesting planned, periodic expenditure rather than impulsive daily purchases.

High

Spending Category

Most respondents classify as high spenders (₦100k+), aligning with the urban, young professional demographic.

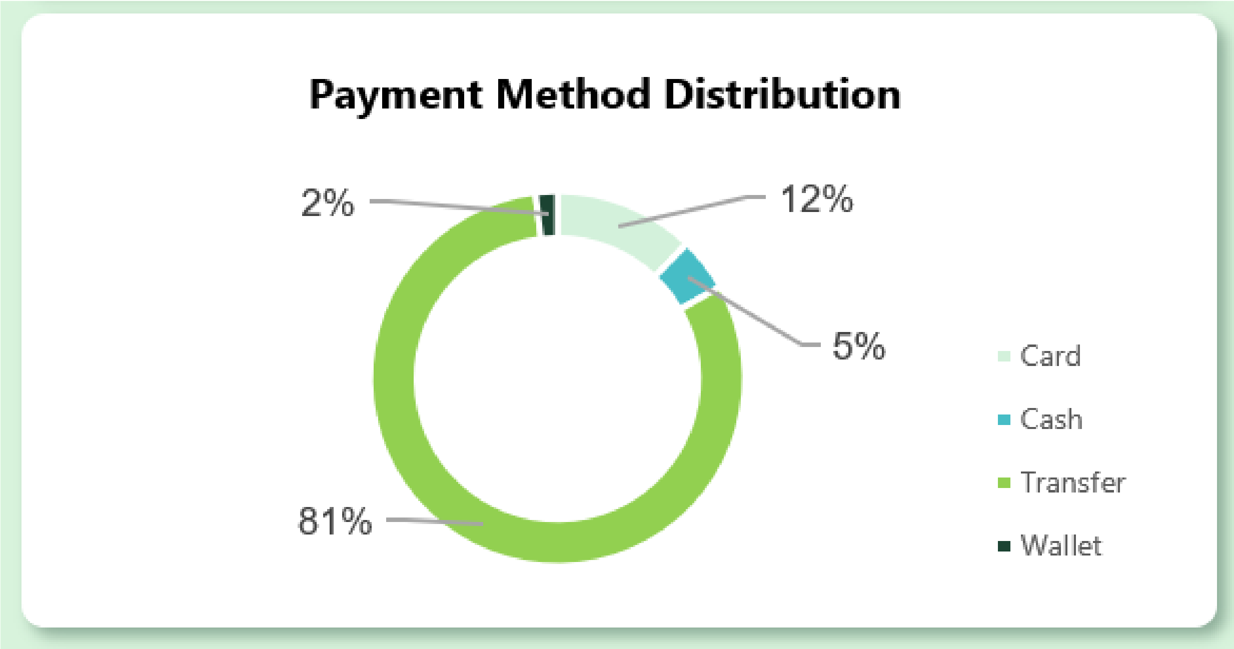
Dominant Shopping Channels



WhatsApp emerged as a significant retail channel, recording the highest average spending at ₦133,929. This underscores the strength of **social commerce** in the Nigerian market.

Physical Stores remain the second most utilized platform. This resilience indicates that many consumers still prefer to inspect products to **verify quality and avoid inferior goods**–before committing to a purchase.

Preferred Payment Methods



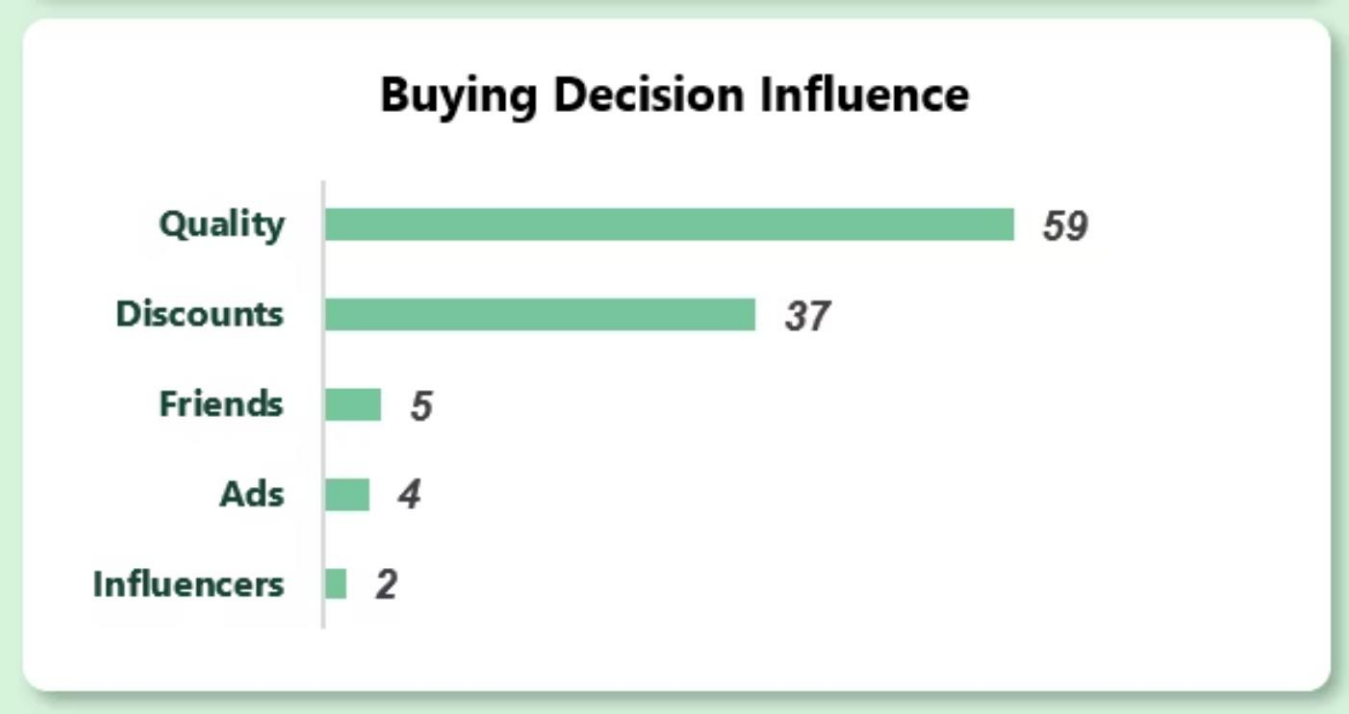
Bank Transfers are the dominant payment method, reflecting increased digital literacy and reliable inter-bank infrastructure. This is followed by traditional Cash and then Card payments.

- Digital Adoption: The heavy reliance on transfers signals a growing trust in cashless transactions.
- Income Correlation: Card usage shows a noticeable correlation, being higher among respondents in the higher-income brackets.

While cashless is growing, businesses must ensure flexibility, as cash remains a significant secondary option.

Key Drivers of Purchase Decisions

This shows that Nigerian consumers are very pragmatic and prioritize tangible value over promotional influence.



Quality is King

Product Quality is the top influencing factor, confirming that consumers seek durable and reliable goods.

Discounts & Price Sensitivity

Discounts rank highly, indicating that consumers are strongly value-conscious and actively seek opportunities to save.

Low Influence Channels

Recommendations from Friends, General Ads, and Influencers appears to be less impactful on final purchasing decisions.

Categories of Most Purchased Products

Food & Groceries

The highest purchased category, reflecting the fundamental necessity of everyday sustenance.

Electronics & Beauty

These categories trail behind, often being seen as non-essential or less frequent purchases for the average respondent.

Summary and Recommendations

Insights Recap

- Majority of the respondents are young, urban, and active online shopper as the responders fall within the age range of 26-35.
- WhatsApp is emerging as a key digital marketplace.
- Transfers dominate payments; cashless adoption is high.
- Quality and discounts shape purchase intent

Recommendations

- Businesses should invest in WhatsApp-based selling.
- Focus marketing on 18 - 35 age bracket.
- Prioritize product quality and affordable pricing strategies.