

# Impact of Globalization on the Market Share of Local Food and Beverages Businesses in Abuja Municipal Area Council

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**Abstract:** *Globalization has become a defining force in modern commerce, exerting both positive and negative pressures on local businesses, particularly within developing economies. This study investigates the impact of globalization on the market share of local food and beverage businesses (LFBs) in Abuja Municipal Area Council, Nigeria. The research focuses on four key dimensions of globalization: technological advancement, access to global markets, capital movement, and cultural homogenization. Despite opportunities such as improved efficiency and access to the best international practices, local enterprises face significant challenges from foreign competitors and shifting consumer preferences. Using a quantitative survey method, the study sampled 120 local business operators, of which 103 valid responses were analyzed yielding a response rate of 85.83%. Data was collected via structured questionnaires and analyzed using multiple linear regression. Results indicate that all four globalization dimensions have statistically significant and positive effects on customer patronage, used as a proxy for market share ( $p < 0.05$ ). Cultural homogenization and technological advancement emerged as the most impactful, highlighting the dual influence of consumer behavior changes and digital transformation. Access to global markets and capital movement also contributed meaningfully, though to a lesser extent. The study concludes that LFBs must strategically leverage technology and preserve cultural authenticity to remain competitive. It recommends targeted policy support, enhanced digital adoption, and brand positioning initiatives to strengthen the resilience and sustainability of indigenous food enterprises amid intensifying globalization.*

**Keywords:** technological advancement, cultural homogenization, market share, customer patronage, capital movement, global markets.

## INTRODUCTION

Globalization has become a dominant force shaping modern economies, transforming the operations of businesses and increasing the interconnectedness of markets, cultures, and industries across borders. In recent decades, the food and beverage industry has emerged as one of the most impacted sectors, experiencing both opportunities and challenges resulting from these global shifts (Setiadi, 2024). While globalization has enhanced technological development, increased capital flow, expanded access to international markets, and influenced cultural trends, it has also introduced intense competition for local enterprises, particularly in developing countries such as Nigeria (Ajayi & Umeh, 2023; Judijanto & Aslan, 2024).

On the positive side, globalization has created significant prospects for Local Food and Beverage Businesses (LFBBs). Technological advancements have enabled local entrepreneurs to improve production efficiency, engage with broader audiences through social media platforms, and adopt digital payment and delivery systems that were previously inaccessible (Talwar, Ahmed, & Musa, 2024). Access to global markets has also allowed some LFBBs to export niche products and adopt best practices from around the world, enhancing their competitiveness and revenue potential (Gupta et al., 2024). Furthermore, digitalization and logistics integration have made it possible for small businesses to position themselves in regional and international value chains (Elegunde, Ibrahim, & Sani, 2023).

However, the challenges posed by globalization are equally significant. Capital movement has facilitated the entry of multinational food chains into local markets, bringing with them strong brand equity, advanced marketing systems, and economies of scale that local businesses struggle to match (Zi, 2025). In urban centers like Abuja, international giants such as KFC, Domino's Pizza, McDonald's, and Coca-Cola have rapidly established dominance, intensifying the competitive environment and diminishing the visibility of local brands (Gupta, Adeola, & Hassan, 2024). Cultural homogenization, driven by exposure to global consumer trends, has also led to a decline in demand for traditional cuisines, as many urban consumers increasingly prefer standardized international food options (Judijanto & Aslan, 2024; Subeno, Yakubu, & Olanrewaju, 2025).

In the Abuja Municipal Area Council, this trend is particularly evident. With increasing urbanization and rising consumer expectations, LFBBs are under pressure to adapt to global standards while preserving their unique cultural offerings. Traditional food vendors and modern local restaurants—such as Amala Joint, Suya Spot, Mama Put, Chicken Republic, and The Dome Restaurant—are now competing with international franchises that benefit from superior resources

and global supply networks (Ajayi, 2023; Gbenga & Oghenebrorhie, 2023). This competition has significantly influenced their ability to maintain or grow their market share, raising concerns about the long-term sustainability of indigenous food businesses.

Although numerous studies have explored the effects of globalization on various sectors of the Nigerian economy, there is a limited body of empirical research focusing specifically on its impact on the market share of local food and beverage businesses in Abuja (Elegunde et al., 2023; Subeno et al., 2025). Prior research has largely concentrated on small and medium enterprises, manufacturing firms, or export-driven sectors, leaving a gap in understanding of how globalization affects LFBBs in urban local government areas like the Abuja Municipal Area Council. Moreover, the roles of globalization's key dimensions—technological advancement, access to global markets, capital movement, and cultural homogenization—have not been adequately assessed in this context.

Therefore, the primary objective of this study is to examine the impact of globalization on the market share of local food and beverage businesses in the Abuja Municipal Area Council. By focusing on this urban setting, the study aims to generate context-specific insights that address the challenges and opportunities LFBBs face in an increasingly globalized environment. The findings will provide valuable recommendations for policymakers, industry stakeholders, and local entrepreneurs seeking to strengthen the competitiveness and sustainability of indigenous businesses in Nigeria's rapidly evolving food and beverage sector.

## LITERATURE REVIEW

Globalization is a complex and multidimensional phenomenon that describes the increasing interdependence and interconnectedness of national economies through the flows of goods, services, information, culture, and capital. It has been widely acknowledged as a transformative force shaping how businesses operate globally, particularly in developing economies where market structures are rapidly evolving (Gupta, Adeola, & Hassan, 2024). In the food and beverage industry, globalization facilitates the movement of ideas, products, and technologies across borders, often creating new opportunities for growth, innovation, and market expansion. However, it also introduces challenges related to increased competition, shifting consumer preferences, and the potential erosion of local business dominance (Ajayi & Umeh, 2023). For local food and beverage businesses (LFBBs), especially in urban centers like Abuja, globalization has significantly influenced operational strategies and market positioning, making it imperative to examine its impact on their market share.

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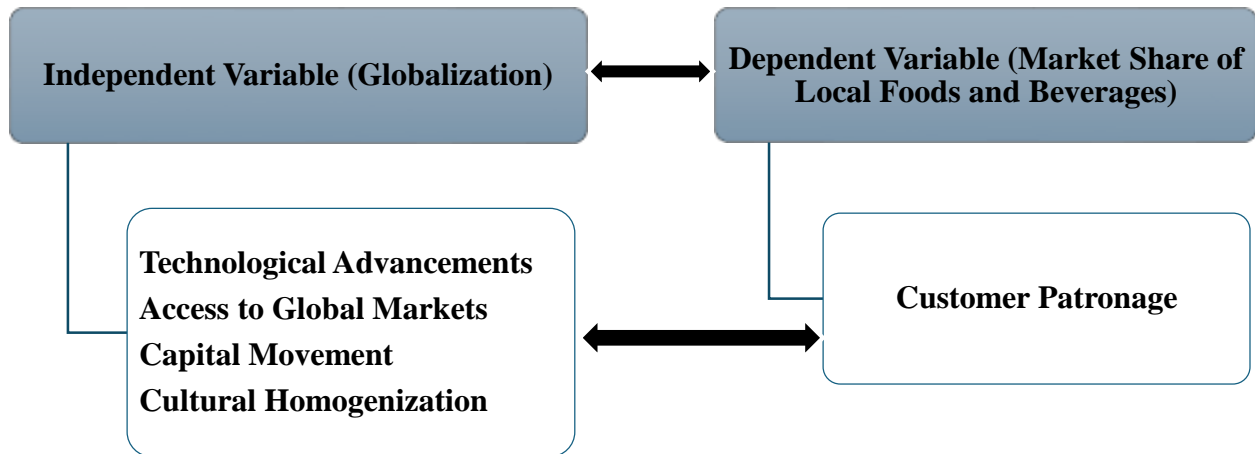
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One of the major pathways through which globalization affects local businesses is technological advancement. Technological advancement refers to the integration of modern digital tools and infrastructure that enable businesses to improve operational efficiency, communication, and service delivery. In the context of LFBBs, technology has allowed businesses to engage customers through social media platforms, implement digital ordering systems, and enhance supply chain coordination (Setiadi, 2024). It also supports innovation in packaging, production, and marketing strategies, helping businesses to remain competitive in a digitally driven economy. (Talwar, Ahmed, & Musa, 2024).

Another key dimension of globalization is access to global markets. This refers to the ability of local businesses to engage in international trade, reach international customers, and adopt global standards. Through access to global markets, LFBBs may benefit from export opportunities, access to imported raw materials, and exposure to international best practices (Gupta et al., 2024). Capital movement, another core element of globalization, refers to the flow of investment resources across borders, particularly in the form of foreign direct investment (FDI), joint ventures, and multinational expansions (Zi, 2025). Cultural homogenization, as a consequence of globalization, involves the gradual replacement of unique local cultural identities with uniform global norms. In the context of food consumption, it refers to a growing preference for globally recognized food products and restaurant chains over traditional local cuisines. This shift is often driven by exposure to international media, social influences, and perceived quality or prestige associated with foreign brands (Judijanto & Aslan, 2024).

The dependent variable in this study is the market share of local food and beverage businesses. Market share is commonly defined as the proportion of total sales or consumer patronage that a business controls within a particular industry or location. It serves as a key performance indicator for measuring business growth, competitiveness, and consumer preference (Gbenga & Oghenebrorhie, 2023). To measure market share effectively, this study adopts customer patronage as a proxy. Customer patronage refers to the frequency and consistency with which consumers choose to purchase from or engage with a particular business. It reflects customer loyalty, satisfaction, and the perceived value offered by the business (Elegunde, Ibrahim, & Sani, 2023).

The conceptual framework connection between globalization and the market share of local foods and beverages is shown in the figure below (Fig. 1).



**Figure 1: Conceptual Framework Diagram**

*Source: Authors Compilation (2025)*

### Theoretical Review

Different theories explain the impact of globalization on the market share of local food and beverage businesses, but this study focuses on three theories as follows:

Michael Porter's Diamond Model, introduced in 1990, further explains the factors that determine national or regional competitive advantage. The model outlines four interrelated elements—factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry—that influence the competitiveness of industries within a specific location (Porter, 1990). For local food and beverage businesses in Abuja, this model highlights how firms can harness their unique domestic resources—such as access to indigenous ingredients, traditional recipes, or skilled labor—to build a sustainable competitive edge. Additionally, strong local demand for authentic food, collaboration with local suppliers, and healthy internal competition contribute to strengthening the market position. Porter's Diamond Model thus supports the notion that LFBBs can remain competitive amidst globalization by leveraging local advantages strategically.

The Global Value Chain (GVC) Theory, proposed by Gary Gereffi and Miguel Korzeniewicz in 1994, provides a critical lens for understanding how globalization influences business structures and opportunities in different regions. The theory posits that globalization leads to the fragmentation of production processes, where value-adding activities are divided across multiple countries or regions depending on each location's comparative advantage (Gereffi &

Korzeniewicz, 1994). This decentralization allows multinational corporations to optimize efficiency by locating different stages of production, such as raw material sourcing, processing, packaging, and distribution, where they are most cost-effective. In the context of this study, local food and beverage businesses in Abuja can engage with global value chains by specializing in distinct segments, such as processing local ingredients, developing traditional packaging techniques, or serving as regional suppliers. Participation in GVCs enables these businesses to integrate into global markets while capitalizing on localized strengths.

A third theoretical lens relevant to this study is the World Systems Theory, developed by Immanuel Wallerstein in the 1970s and further expanded in subsequent decades. This theory categorizes the world into core, semi-peripheral, and peripheral nations and emphasizes the unequal relationships among them within the global economic system (Wallerstein, 2004). From this perspective, globalization is not a neutral process, but one that often favors core (developed) countries at the expense of peripheral (developing) economies. In the case of Nigeria, and Abuja in particular, the influx of multinational food and beverage corporations from core economies may result in local businesses becoming subordinate players, facing structural constraints in terms of capital, branding, and supply chain control. World Systems Theory provides a macro-level understanding of how global economic hierarchies shape the ability of local businesses to compete, integrate, or survive within a globalized market. This framework reinforces the importance of examining the systemic limitations and opportunities presented by globalization on the market share of local food and beverage businesses.

This study adopts Porter's Diamond Model as its theoretical framework due to its suitability in explaining how local businesses can build and sustain competitive advantage within a globalized market. Developed by Michael Porter in 1990, the model identifies four interrelated determinants of national and firm-level competitiveness: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry. Unlike the Global Value Chain Theory, which focuses on multinational production fragmentation, or the World Systems Theory, which emphasizes structural global inequalities, Porter's model offers a practical and context-specific approach. It aligns with the realities of local food and beverage businesses in Abuja by highlighting how indigenous resources, local market demand, industry linkages, and competitive dynamics can be strategically leveraged to respond to globalization. This framework thus provides a useful lens for assessing how LFBBs in Abuja can maintain or grow their market share despite the increasing presence of multinational food chains.



### **Empirical Review**

The impact of globalization on local businesses has been extensively studied in various contexts. For instance, Kamkankaew *et al.* (2025) employed a descriptive research approach to investigate the impact of globalization on Thai small and medium-sized enterprises (SMEs), with a specific focus on the challenges they encounter and the strategies adopted by Thai SMEs to navigate these challenges. The findings revealed that government support, innovation, and market diversification are crucial factors in enhancing the resilience of Thai SMEs in a deglobalized world, ultimately enabling them to remain competitive and sustainable amidst global economic uncertainties.

On the other hand, Setiadi (2024) conducted a study in Indonesia's food and beverage industry sector by examining the impact of globalization via technological innovation on sustainability and competitiveness of businesses in the food and beverage industry sector, using a descriptive quantitative approach with a population of 100 companies, and found that implementing technological innovations such as automation, supply chain digitalization, and environmentally friendly technology contributed to increased operational efficiency, reduced costs, and strengthened competitive positions in the global market, with regression results showing a significant relationship between the implementation of technological innovation and sustainability, where companies that adopted green technology reported a decrease in carbon emissions of up to 20% in the last five years.

More so, Mollik & Ananna (2024) explored the impact of globalization on technology-oriented small and medium-sized enterprises (SMEs) Bangladesh, examining variables such as market access, financial performance, competitive dynamics, and technological adoption, utilizing case studies, empirical research, and theoretical frameworks to provide a comprehensive understanding of the challenges and opportunities faced by SMEs in the globalized market, and finding indicated that that SMEs that adapt to the changing global landscape by embracing technological advancements, diversifying their markets, and developing strategic partnerships remain competitive and resilient in the face of globalization.

Moreover, Vy *et al.* (2023) conducted a study in Vietnam to investigate the impact of globalization on innovation among small and medium-sized enterprises (SMEs). Utilizing a Probit model and data from selected SMEs between 2005-2015, the study revealed that globalization has a complex effect on innovation, with macro-level analysis showing a negative correlation, while economic and political globalization positively influence innovation, and social globalization hinders it. Conversely, at the micro level, the study found that increased competitive pressure and knowledge transfer resulting from globalization foster innovation among SMEs.

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Iqbal & Khan (2023) explored the impact of globalization on small and medium-sized enterprises (SMEs) Pakistan, utilizing empirical data and case studies to examine the evolution of globalization and its implications for SMEs, including market expansion, access to resources, and technological advancements, and finding that SMEs have adapted their strategies and operations to thrive in the globalized marketplace, with government policies and international institutions playing a crucial role in shaping the globalization landscape for SMEs, and highlighting the importance of understanding the complex relationship between globalization and SMEs for policymakers, business leaders, and researchers.

In Nigeria, Subeno et al. (2025) examined the impact of globalization on the performance of manufacturing firms in South-South Nigeria, utilizing a survey research method with primary and secondary data sources, and a stratified random sampling method to select the sample size, testing three hypotheses regarding the relationship between trade liberalization, technology, and customer satisfaction, and finding showed that globalization has a dual impact on economic activities, promoting and demoting them, and the study concluded that government policies should be repositioned to monitor the activities of globalization agents and their effects on the manufacturing sector.

A another study conducted by Elegunde *et al.* (2023) in Nigeria examined the impact of globalization on the performance of small and medium enterprises (SMEs), using an ex-post facto research design and regression to analyze data collected over a 35-year period from 1986 to 2021, and findings revealed that that foreign direct investment has a positive and significant effect on SME performance, while foreign trade has a positive but insignificant effect, with the study concluding that globalization has made significant contributions to the performance of SMEs in Nigeria, and recommending that SMEs leverage globalization to expand their market share through expansion and diversification strategies.

In another study conducted in Nigeria, Ajayi (2023) explored the impact of Fintech on the growth of small and medium-scale enterprises (SMEs), employing regression analysis to examine the relationship between Fintech adoption and SME growth. The findings revealed a significant positive correlation between Fintech adoption and SME growth, indicating that the use of Fintech solutions contributed to increased sales, revenue, and overall business performance among Nigerian SMEs. In the same, Gbenga & Oghenebrorhie (2023) examined the impact of globalization on industrialization in Nigeria over the period 1981 to 2021. An expost facto design was adopted and analysis includes descriptive statistics, correlation, pairwise granger causality test, unit root test and regression. Based on the result of the correlation matrix, globalization as proxy by openness has a weak relationship with the industrial sector's contribution to GDP in



Nigeria. The regression analysis result revealed that globalization has a significant negative impact on industrial growth in Nigeria.

### **Literature Gap**

Despite the existing body of research on the impact of globalization on various sectors in Nigeria, there is a significant gap in the literature regarding the specific effects of globalization on the market share of local food and beverage businesses, particularly in the Abuja Municipal Area Council. Previous studies, such as Subeno et al. (2025), Elegunde et al. (2023), Ajayi (2023), and Gbenga & Oghenebrorhie (2023), have examined the impact of globalization on manufacturing firms, small and medium enterprises, but specific focused on the local food and beverage industry remains unexamined. Furthermore, the components of globalization, such as technological advancements, global markets, capital movement, and cultural homogenization, have not been comprehensively assessed concerning their impact on the market share of local food and beverage businesses.

### **METHODOLOGY**

This study adopts a quantitative research design using a survey method to examine the impact of globalization on the market share of local food and beverage businesses in Abuja Municipal Area Council. The quantitative approach is appropriate because it allows for objective measurement and statistical testing of relationships between the independent and dependent variables. The population of the study consists of all registered local food and beverage businesses (LFBBs) within the Abuja Municipal Area Council. These include traditional food vendors, locally owned restaurants, fast food outlets, and indigenous food processing firms. Given the lack of a comprehensive and up-to-date register of all LFBBs in the area, the study employed a purposive sampling technique. Only businesses that have been in operation for at least three years and are fully owned and operated by Nigerians were included in the sample. A total of 120 respondents was selected based on Cochran's sample size formula and adjusted to accommodate the scope and resources available for this research.

Primary data was collected using structured questionnaires administered directly to owners and senior managers of selected LFBBs. The questionnaire was designed to measure five constructs which are technological advancement, access to global markets, capital movement, cultural homogenization, and market share. A five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree" was used for responses. This format was chosen to ensure clarity, consistency, and ease of quantification for analysis. Data obtained was analyzed using multiple regression analysis. Multiple regression was appropriate for this study because it determines the extent to

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which each independent variable (dimension of globalization) influences the dependent variable (market share of LFBBs). It also helps to estimate the degree of correlation between variables and predict the changes in the dependent variable based on values of the independent variables.

The analytical model used for this study is a multiple linear regression model. It is specified as:

$$CP = \beta_0 + \beta_1(TA) + \beta_2(AGM) + \beta_3(CM) + \beta_4(CH) + \varepsilon$$

Where: CP represents Customer Patronage, the dependent variable;  $\beta_0$  is the Constant term;  $\beta_1$ – $\beta_4$  represents the Regression coefficients of the independent variables; TA represents Technological Advancement; AGM represents Access to Global Markets; CM represents Capital Movement; CH represents Cultural Homogenization;  $\varepsilon$  is the Error term (random disturbance)

This model allows for an estimation of the individual and combined effects of the selected dimensions of globalization on the market share of LFBBs.

The significance of the regression model will be assessed using both F-statistics and t-tests. The F-test was used to determine the overall significance of the regression equation, that is, whether the independent variables collectively explain a statistically significant portion of the variance in the dependent variable. The t-tests was used to test the significance of the individual regression coefficients, indicating the specific contribution of each independent variable to the prediction of market share. The decision rule is to reject the null hypothesis if the p-value is less than 0.05. This implies that there is a statistically significant relationship between globalization and the market share of local food and beverage businesses. Additionally, the coefficient of determination ( $R^2$ ) was reported to show the proportion of variation in the dependent variable explained by the regression model.

## RESULTS AND DISCUSSIONS

**Table 1: Response Rate of Distributed Questionnaires**

Response Category	Frequency	Percentage (%)
Returned & Valid	103	85.83%
Not Returned/Invalid	17	14.17%
<b>Total Distributed</b>	<b>120</b>	<b>100%</b>

*Source: Field Survey, 2025.*

Out of the 120 questionnaires distributed, 103 were properly completed and returned, representing a response rate of 85.83%. This high level of participation indicates that the respondents were

actively engaged and interested in the topic. The 14.17% non-response rate is acceptable and does not significantly affect the reliability of the findings.

**Table 2: Descriptive Statistics of Globalization Variables**

Globalization Dimension	Mean	Std. Deviation
Technological Advancement	3.84	0.66
Access to Global Markets	3.61	0.71
Capital Movement	3.43	0.74
Cultural Homogenization	3.91	0.69

*Source: Field Survey, 2025.*

The results show that respondents agree that all four globalization dimensions influence their businesses, with cultural homogenization (mean = 3.91) and technological advancement (mean = 3.84) being the most impactful. Access to global markets and capital movement also had positive responses, but to a slightly lesser extent. This suggests that cultural influence and technology are the leading forces affecting local food businesses in Abuja.

**Table 3: Descriptive Statistics of Market Share (Customer Patronage)**

Customer Patronage Indicator	Mean	Std. Deviation
Consistent Customer Visits	3.88	0.7
Repeat Purchases	3.76	0.75
Preference for Local Products	3.41	0.81
Customer Loyalty	3.59	0.72
Impact of Foreign Brands	3.33	0.77

*Source: Field Survey, 2025.*

The table shows that most respondents agree that their businesses enjoy steady customer visits and repeat purchases. However, there is a decline in preference for local products and concern about the influence of foreign brands. This implies that while patronage is still strong, global competition is gradually affecting customer loyalty and product preference.

**Regression Analysis****Table 4: Model Summary**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error	Durbin-Watson
1	0.756	0.571	0.553	0.465	1.888

Source; SPSS V20, 2025.

The regression model shows a strong relationship between globalization and customer patronage. The R<sup>2</sup> value of 0.571 indicates that about 57.1% of the variation in customer patronage is explained by the four globalization dimensions. The Durbin-Watson statistic of 1.888 suggests the data is free from autocorrelation, confirming the model's reliability.

**Table 5: ANOVAa**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	91.843	4	22.961	106.18	0
Residual	68.296	98	0.697		
Total	160.139	102			

Source; SPSS V20, 2025

The ANOVA result confirms that the regression model is statistically significant, with a p-value of 0.000. This indicates that the combined effect of technological advancement, access to global markets, capital movement, and cultural homogenisation significantly impacts customer patronage.

**Table 6: Coefficients of Regression Model**

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.933	0.192		4.86	0.000*
Technological Advancement	0.288	0.061	0.263	4.72	0.000*
Access to Global Markets	0.239	0.067	0.218	3.57	0.001*
Capital Movement	0.182	0.073	0.154	2.49	0.014*
Cultural Homogenization	0.317	0.069	0.294	4.59	0.000*

Source; SPSS V20, 2025.

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The regression results reveal that each of the four independent variables has a statistically significant positive effect on customer patronage. Among them, cultural homogenization and technological advancement emerged as the most influential, highlighting the impact of shifting consumer preferences and increased digital engagement on local business performance. Access to global markets and capital movement also showed meaningful contributions, though to a slightly lesser extent, indicating that international exposure and investment trends are also relevant factors in shaping customer behavior.

Based on the findings of this study, the null hypotheses were all rejected, affirming that technological advancement, access to global markets, capital movement, and cultural homogenization significantly influence the market share of local food and beverage businesses in Abuja Municipal Area Council. Cultural homogenization and technological advancement were identified as the most impactful dimensions, suggesting that global trends and digital innovation are reshaping the landscape of local consumer preferences. Access to global markets provided opportunities and competitive challenges, while capital movement had the least influence but remained statistically relevant. The evidence supports the theoretical assumption that globalization plays a vital role in shaping customer patronage and determining the competitiveness and long-term sustainability of indigenous food and beverage enterprises in an increasingly interconnected market environment.

## DISCUSSION OF FINDINGS

The discussion of findings highlights the substantial influence of globalization on the market share of local food and beverage businesses within Abuja Municipal Area Council. Drawing on the results of the multiple linear regression analysis, it is evident that all four dimensions of globalization technological advancement, access to global markets, capital movement, and cultural homogenization play a statistically significant role in shaping customer patronage and, by extension, the competitive position of indigenous businesses.

Among these dimensions, cultural homogenization emerged as the most influential factor. This finding underscores the growing impact of global cultural trends on consumer preferences, particularly in urban areas where exposure to international media, global food franchises, and foreign culinary habits is more prevalent. Many local consumers, especially younger demographics, are increasingly drawn to globally branded food products that are often perceived as modern, standardized, and aspirational. This shift in consumer orientation places considerable pressure on local food businesses to either align with global expectations or risk losing relevance in the market. The rise in popularity of fast-food chains and the declining preference for traditional

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cuisines reflect the pervasive influence of cultural homogenization, which can erode the unique identity and value proposition of local food offerings.

Technological advancement also showed a strong and positive relationship with customer patronage. This supports the growing recognition that digital technology is transforming the way businesses operate, engage customers, and deliver services. Many local food and beverage businesses in Abuja have begun adopting social media platforms for marketing, using digital payment systems, and exploring online delivery options. These tools not only enhance operational efficiency but also improve customer convenience and satisfaction. Businesses that leverage technology are better positioned to respond to evolving consumer behaviors, such as the demand for contactless transactions, real-time communication, and digital visibility. This aligns with broader industry trends where technology adoption is no longer a competitive advantage but a necessity for survival and growth.

Access to global markets also has a meaningful effect on the market share of local businesses. While many indigenous food enterprises may not be directly engaged in international trade, globalization has nonetheless opened indirect channels through which local businesses interact with global supply chains, packaging innovations, and quality standards. Exposure to global markets encourages businesses to improve their practices to remain competitive, even if their primary operations remain domestic. For instance, some local businesses may incorporate imported ingredients, emulate foreign service models, or adopt international hygiene standards. These adaptations can positively influence customer perception, especially among consumers who associate such practices with professionalism and quality. However, access to global markets can also introduce competitive threats, as imported products often enjoy greater economies of scale and brand visibility.

Capital movement, although the least influential among the four variables, was still found to be statistically significant. This finding reflects the reality that foreign investments and multinational expansions have introduced new layers of competition within the Abuja food and beverage market. Global food chains often enter local markets with superior financial resources, marketing capabilities, and operational scale, which can marginalize smaller, local competitors. However, some local businesses have responded by seeking external funding, forming partnerships, or participating in government support schemes. These efforts help level the playing field, though access to capital remains a critical challenge for many local operators. The relatively lower impact of capital movement could be attributed to the limited direct investment flowing into local businesses compared to the dominance of well-funded international entrants.



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Overall, the findings affirm that globalization in its multifaceted form has a profound and complex impact on the customer base of local food and beverage businesses. While certain aspects, such as technology and market exposure, offer growth opportunities, others, particularly cultural homogenization, present existential challenges. These results are consistent with existing literature, which highlights the dual nature of globalization, bringing both opportunity and disruption. The evidence from this study suggests that local food businesses in Abuja must adopt a strategic approach that balances adaptation with preservation. Embracing technology and improving service quality can help meet modern consumer demands, while at the same time, preserving cultural authenticity can strengthen brand identity and customer loyalty.

The discussion reinforces the idea that survival and growth in the face of globalization require local businesses to be proactive, innovative, and resilient. The ability to integrate beneficial global practices while maintaining a distinct local identity will be critical for enhancing competitiveness and sustaining patronage in an increasingly globalized consumer landscape.

## **CONCLUSION AND RECOMMENDATIONS**

This study demonstrates the critical impact of globalization on the market share of local food and beverage businesses within Abuja Municipal Area Council. The findings confirm that each dimension examined technological advancement, access to global markets, capital movement, and cultural homogenization significantly influences customer patronage. Among these, cultural homogenization and technological advancement proved to be the most dominant factors, indicating that shifting consumer preferences toward international food trends and the growing reliance on digital engagement are reshaping the competitive environment for local businesses. Access to global markets also emerged as an important factor, exposing local enterprises to new standards, innovations, and international competition. Although capital movement showed the least influence, it remains relevant as foreign investments and multinational brand presence continue to affect the structure and dynamics of the local food industry.

Overall, the study affirms that globalization is not just an external force but an internal challenge that local businesses must strategically address to remain competitive. Success in this context requires the ability to adapt global tools and practices while preserving cultural identity and meeting the evolving expectations of urban consumers. These insights provide local entrepreneurs, policymakers, and industry stakeholders with a clearer understanding of the multifaceted effects of globalization and emphasize the need for informed strategies that align with both global trends and local realities. In conclusion, the sustainability of indigenous food and beverage enterprises in

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Abuja depends on their capacity to innovate, position culturally relevant offerings, and engage in a broader economic conversation that acknowledges both opportunity and threat.

In response to the findings, several key recommendations are proposed to help local food and beverage businesses adapt to globalization while strengthening their market position. First, there is a clear need to enhance technological advancement within the sector. Business owners should be encouraged and supported to adopt digital tools such as point-of-sale systems, mobile payment options, online ordering platforms, and social media marketing. These technologies can improve customer engagement, streamline operations, and expand visibility in a competitive market.

Second, access to global markets should be facilitated through targeted government programs and private sector partnerships. Export readiness training, trade fair participation, and support for international certification can open doors for local products to reach broader audiences. By connecting with regional and international supply chains, local businesses can adopt the best practices and compete more effectively.

Third, there is a need to address the imbalance created by capital movement. Foreign-owned brands often enter the market with substantial financial backing, leaving local enterprises at a disadvantage. Policymakers should consider expanding access to affordable financing, grants, and development funds specifically for indigenous food businesses. Supporting mechanisms that reduce barriers to credit and promote investment in local infrastructure will help level the playing field.

Finally, preserving cultural identity must be a strategic focus in the face of cultural homogenization. Local businesses should integrate traditional elements into their branding, menu design, and customer experience to appeal to consumers seeking authenticity. Public campaigns and influencer collaborations can be used to promote the value of Nigerian cuisine, shifting perception in favor of locally rooted brands. Reinforcing the cultural significance of local food is not only a form of differentiation but also a sustainable approach to building brand loyalty in an increasingly globalized consumer landscape.

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