

**IMPLICATIONS OF ECONOMIC AND SOCIO-CULTURAL BUSINESS ENVIRONMENT
ON CONSUMER REPURCHASES OF FAST FOOD RESTAURANTS'
PRODUCTS/SERVICES IN ABAKALIKI METROPOLIS**

ELOM, EGEDE MATTHIAS & NWEKPA, KENNETH CHUKWUMA

Department of Business Management, Faculty of Management
Sciences, Ebonyi State University Abakaliki, Nigeria

ABSTRACT

Inability of fast food restaurants in Abakaliki metropolis to respond quickly to external business environmental changes could pose a threat to their continued existence. Many restaurants fail each year owing to their inability to understand and adapt quickly to the external environmental changes. The objective of the study was to find out the relationship between economic and socio-cultural business environment and consumers repurchase of fast food services/products. It was a survey research and two hundred (200) respondents were drawn randomly from customers of fast food restaurants in Abakaliki metropolis. Hypotheses were tested using correlation and regression analysis. Finding showed that negative relationship exists between economic environment and repurchases while strong positive relationship exists between socio-cultural environment and repurchases of fast food products/services. Fast food restaurants in the metropolis should therefore, consider reduction of prices of their products/services or increase advertisement. There is also need to improve on their services, such as internal décor, cleanliness, friendly posture of the waiters and fast service delivery.

KEYWORDS: External Business Environment, Economic Environment, Socio-Cultural Environment and Repurchases of Fast Food Products/Services