

**Branding strategies and Consumer Patronage of Fast Moving Consumer Goods in Oyo
State**

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Certification

I certify that this research work was carried out by **Abimbola Toun FALUYI, LCU/PG/002076** and **Oyindamola Abiodun ADELESI, LCU/PG/002033** and was supervised and approved as meeting the requirement for the award of Masters in Business Administration from Lead City University, Ibadan.

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Dedication

This research work is dedicated to God Almighty for His strength and enablement to complete our program of Masters of Business Administration. All glory be to Him alone.

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Even though the abovementioned institution and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in this work.

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Abstract

This study deals with the impact of branding strategies and Consumer patronage of fast moving consumer goods. It is a trending fact that consumers are more inclined to branded products as opposed to unbranded ones when choosing a choice of product in the market. We would be understanding the roles that Brand Awareness, Brand Loyalty, Brand Image, brand equity and Pricing strategy plays on the patronage of FMCG in Ibadan. This study adopts the survey research design which helps to directly show people's opinions, attitudes and emotion among other subjective characters. The data for this survey was collected from 323 employees of Procter and Gamble Company in Nigeria (P&G) in Oyo state using the convenient sampling method. The data retrieve was analyzed using SPSS 23.0. From this study, it is discovered that branding strategies has a significant on consumer patronage of fast moving consumer goods in Nigeria. The results also shows that all four branding strategies were of significance in influencing the consumers patronage variables. The regression coefficient, t statistic, and p-value for the model show that Brand Awareness ($\beta=.480$, $t=8.142$, $p<0.05$); Brand Image ($\beta=.657$, $t=8.418$, $p<0.05$); Brand Equity ($\beta=.398$, $t=6.819$, $p<0.05$) and Pricing Strategy ($\beta=.328$, $t=7.743$, $p<0.05$) exerts a positive and statistically significant effect on patronage intentions. Hence, the null hypothesis was rejected and the study conclude that Brand Awareness, Brand Image, Brand Equity and Pricing Strategy have a significant influence on patronage intentions of fast moving consumer goods in Ibadan, Oyo state. Therefore, we recommended that The FMCG companies in Nigeria should pay much attention to the influences of brand awareness, brand image, brand equity and pricing strategy as it increases consumers purchase intentions. They should engage always in more branding strategies, and set up a more effective branding management department with experienced staff to help align these branding strategies with the company's goals and objectives.

Keywords: Branding Strategies, Consumer Patronage and Fast Moving Consuming Good

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Chapter One

Introduction

1.1 Background to the Study

Organizations are frequently faced with challenges on how to create a competitive advantage over one another within the same industry and outside, business seasonality and trend these days are becoming more and more unpredictable, some organizations such as the food and beverage and other fast-food and fast-moving consumer goods companies continue to search for accurate strategies and strategic bearings to circumnavigate. Similarly, customers and end users are also restrained with their own wants but the needs and preferences of the customers remains the sole target of these organizations. As the customer's perception is ever changing, the firms are also strategizing on how right to access the customer and this becomes a major priority for the organization. Consequently, in a way to ensure that the organization stays afloat of competition, brand and product specifications are essential for increased sales and optimum efficiency on the long.

It is becoming rather difficult and tempestuous for organizations to continue business transactions due to increased globalization and rapid changes in business environments, Under such an environment, business units struggle to align their internal resources with their strategic focus so as to remain competitive and also to achieve a superior organizational performance¹. This therefore creates an avenue for the implementation of strategic alignment in plotting the course of action for organizations. By continuously seeking out new opportunities and ensuring brand strategies align it is worth knowing that a brand's strategy posture should take into account its market, competitor strategies, networking and capacity.

Dating four years back, it has been researched that Nigeria's Fast-Moving Consumer Goods sector are faced with a lot of challenges¹. The decline in consumers' purchasing/patronage power due to the inaccessibility of the dollar in the economy and delayed policy response resulted in weak macroeconomic conditions which led to weak labor market dynamics (high unemployment and underemployment), reduced disposable income and poor corporate performance according to National Bureau of Statistics report¹.

Competition in the markets is getting stiffer as the working environment is constantly changing in complexity and various organizations seems to realize that their customers are seeking better products and value from competing brands to obtain satisfaction, and more value for their money. Businesses and organizations operate in environments susceptible to activities, crisis and events that significantly ignite intense changes that could enhance, retard, stifle or shrink their sales, patronage, and profitability including transforming their business branding strategies. Brands comprise the logo, the pictorial representation of the company or organization, the signature of the company¹.

According to the American Marketing Association a 'brand' is a name, term, sign, symbol or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors, the legal name for a brand is trademark².

Today a brand is also represented by a personality and a signature tune to capture the hearts of consumers and keep them loyal. Strong brands have a number of benefits for a company, the retailer, the consumer and for society as a whole. Strong brands help the consumer locate and identify products and evaluate their quality and makes it easier for them to develop attitudes and expectations². Branding also makes shopping more efficient as it tends to reduce the amount of

decision-making time required and the perceived risks of purchase since a brand promises a constant level of quality³. Well-known brands are capable of developing favorable attitudes and perceptions more easily, leading to increase sales. Higher perceived quality gives the consumer a good reason to purchase the product⁴.

The same brand equity components may give the manufacturer an efficient base for line or brand extensions. The image and personality of the brand is easily carried over to the new products, giving it a head start. An extension set of brand helps the consumer retrieve information from memory, thus it facilitates the purchasing process and bias towards the brand⁵. In a competitive business environment, brands are not just symbols that serve as identifiers but have an economic function. The value of brands is its ability to form an exclusive, positive and prominent meaning in the minds of consumers⁶. A brand can create a lasting impression on consumers and this may result in brand loyalty or attract loyal customers.

In specificity, businesses (manufacturing firms) amid a pandemic are also rebranding, re-strategizing, rebuilding and redesigning all strategies, ideas or procedures through stocking products and delivering services in conformity with the trends (i.e. new normal) in order to thrive, survive and continually positioned to maintaining their trademark even during a catastrophic and economic repellant situation (as COVID-19). Firms that crave sustained patronage in today's highly competitive business environment are required to have the satisfaction of their customer-ship as a primary focus. Customer patronage represents the degree to which buying units concentrate purchases over time to a given product or brand based on positive reinforcement and expressed through repetitive buying behaviour⁷. Customer patronage provides the basis for a stable and growing market share.

According to a scholar the cost of winning customers is six times as much as to retain existing ones⁸. Customer patronage entails the level of consent or support expressed in order to stir customer's exhibition of repurchase or repeat intention and satisfaction towards using a brand or product⁹. The extent of patronage is stimulated by customer's behavioral, attitudinal and psychological commitment and willingness to incur extra cost towards repurchasing a brand or product amidst other alternatives¹⁰. A scholar reiterates customer patronage is measured by the number of brands purchased, ratio of purchases, and future purchase intention exhibited towards a brand even in the midst of change in quality and price¹¹.

Customer patronage also deals with the processes that customers engage in when selecting a product or brand among alternatives; as well as the factors and attributes used in the selection. Behavioral scientists thus propose that customer patronage results from a trial that gets reinforced through satisfaction, and leads to repeat purchase; while cognitive psychologists contends that customer patronage builds through mental processes, based on the believe that consumers engage in extensive problem solving behavior involving services. Customer patronage is important and essential to business sustainability in the fast food industry. Hence, marketers strive to determine customers' preference with a view to adapt or generate value that elicits customer patronage¹². According to a researcher, consumers have varying degree of patronage to specific products and services. Also, customer patronage inspires consumer loyalty and retention as conceptualized in this study, to expectedly help fast money consumer goods build their brand or products, grow their market share, promptly deliver services, and create branding improvement strategies¹³.

Fast moving consumer goods (FMCG) companies in most developed countries are the largest industry in the manufacturing sector but their performance has been unacceptable with records of

sluggish drop in the profitability and market share¹⁴. These trends of sluggish performance stem from challenges of flawed competitive strategies and inappropriate implementation of market orientation. Subsequently, a scholar pointed that food and beverage multinational firms in U.S have recorded slow performance resulting from open market to stiff competition and relaxed pace of customer and market orientation¹⁴.

In Europe, Companies in the fast-moving consumer goods sector employ almost 14 million people and the manufacturing firms in the United Kingdom (UK) have a well-earned global reputation for provenance, quality and innovation. Despite this positive record, the manufacturing firms in the UK still experienced unparalleled challenges of uncertain market environment and weak strategic orientation practice which has resulted in daunted performance among fast moving consumer goods firms¹⁴.

In South Africa, fast moving consumer goods sector serves as one of the key economic industries generating substantial revenue for the country and providing employment opportunities to many people. In spite of its economic significant contributions, South Africa's manufacturing companies face diverse problems relating to poor performance of these fast moving consumer goods companies in South Africa which thus is attributed to poor adoption of strategic orientation strategies¹⁴.

In Kenya, it is relatively strong when compared to countries that are in a similar phase of economic development. The country is one of the top exporters of manufactured goods in the Sub-Saharan Africa region. This is as a result of the ambitious development targets set up by the Kenyan government so as to enhance economic growth in the fast-moving consumer goods sector. Despite the efforts of the Kenyan government to set up policies that seek to improve the consumer goods firms in the manufacturing sector, the sector which is the backbone of vision

2030 has stagnated. Further, the sector's contribution to GDP declined from 9.6 percent in 2011 to 9.2 per-cent in 2012, while the growth rate deteriorated from 3.4 per-cent in 2011 to 3.1 per-cent in 2012¹⁴.

In Nigeria, fast moving consumer goods sector is a growing and dynamic subsector of the Nigerian manufacturing sector that is experiencing stiff and fierce competition¹⁵. As emphasized by some scholars that there has been a high rate of collapsed of manufacturing industry especially in FMCGsin Nigeria and continuous decline in profitability which are partially caused by poor implementation of market orientation, poor power and infrastructural facilities, inappropriate employment of strategic alignment, organization rigidity, poor business innovation and mismatch of organization environmental planning and forces with organization information¹⁴In an increasingly competitive landscape, fast moving consumer goods firms engage in strategic orientation are facing more and more challenges both in the global market and African continent¹⁴.

1.2 Statement of the Problem

Often, when asked the non-price reason behind their choice for a particular brand of product over another, most consumers will readily shout “Quality”. However, one would accept this answer with a lot of ambivalence, given the fact that it is only on rare occasions that consumers would have what it takes to make an objective quality differentiation among alternative product brands. This category of consumers is highly informed and enlightened and their percentage is quite negligible in Nigeria. Furthermore, quality status ascribed by consumers to certain product brands is not real but perceived. It is mostly a figment of their perception. It therefore follows that, those marketers who know how best to manipulate consumer perception and therefore better

position their brand in the minds of the consumers will definitely emerge winners in the marketing warfare.

In today's business world, the Fast Moving Consumer Goods (FMCG) sector in Nigeria is experiencing a major problem of stiff competition emanating from intense rivalry and fierce competitive actions from rival firms. Government interventions such as removal of price controls, foreign exchange controls and the introduction of investment free market-play aimed at improving the performance of these organizations have resulted in marketing warfare among the key competing firms¹. To drastically manage this challenge and achieve competitive edge FMCG firms in Nigeria require effective branding strategies ranging from image, awareness, value and of course price. Unfortunately, most of these firms have only responded in the areas of new product/service offer with limited creativity on their brands to achieve more sales and patronage from consumers. It is against these foregoing observed problems that there is a need to assess the effect of branding strategies on consumer patronage of the Nigerian FMCG sector.

1.3 Research Questions

The main objective of the study is to examine the branding strategies and consumer patronage of fast moving consumer goods. Hence the specific objectives are:

1. To examine the extent to which brand awareness influences patronage intentions of fast moving consumer goods in Ibadan, Oyo state
2. To determine the extent to which brand image/name influences repeat patronage of fast moving consumer goods in Ibadan, Oyo state
3. To ascertain the extent to which brand equity/value influences customers loyalty of fast moving consumer goods in Ibadan, Oyo state

4. To examine the effect of pricing strategy on sales volume of fast moving consumer goods in Ibadan, Oyo state

1.4 Aims and Objectives of the Study

In the light of the research objectives, the following questions will be guided in the study:

1. To what extent does brand awareness influences patronage intentions of fast-moving consumer goods in Oyo state?
2. How does brand image/name influence repeat patronage of fast-moving consumer goods in Oyo state?
3. To what extent does brand equity influences customer loyalty of fast-moving consumer goods in Oyo state?
4. What is the effect of pricing strategy on sales volume of fast-moving consumer goods in Oyo state?

1.5 Hypotheses

The following hypotheses stated in their null forms have been raised to guide this study:

Ho1: Brand awareness has no significant influence on patronage intentions of fast-moving consumer goods in Ibadan, Oyo state

Ho2: Brand Image/name has no significant influence on repeat patronage of fast-moving consumer goods in Oyo state

Ho3: Brand Equity/value has no significant influence on customer loyalty of fast-moving consumer goods in Oyo state

Ho4: Pricing Strategy has no significant effect on sales volume of fast-moving consumer goods in Oyo state.

1.6 Scope of the Study

A study of this kind is expected to make theoretical, methodological and practical contributions to branding on fast moving consumer goods sector. Procter and Gamble product brands have been identified as the focal interest in this research. This research would be of importance to fast moving consumer goods sector and academics.

Most researchers participating at global fast moving consumer goods companies may acknowledge the findings of this research work essential for their marketing and branding portfolio, and the instruments for this research may be used in some developing countries of Africa that have embraced branding strategies in the Nigeria system.

The major significance of this investigation lies in the fact that it will most likely provide the necessary comprehensive and empirical bridge to fill the gap in knowledge with regards to the relative effects of branding strategies on consumer patronage of fast-moving consumer goods in Nigeria especially in Oyo state.

The findings of this study will potentially assist the fast-moving consumer goods sector to know and strengthen the important branding strategies that influence consumers' patronage of their goods and products. And lastly, the study will serve as a useful reference material for future research by academics and practitioners alike.

1.7 Significance of the Study

This study is basically an attempt to answer the question of what is the influence of brand strategies on consumer patronage of fast-moving consumer goods? The study is mainly on fast moving consumer companies in various local government in Oyo state using products of Procter and Gamble Nigeria LTD with brands ranging from Pamper, Ariel, Oral B, Gillette and Safeguard to ascertain specific branding strategies adopted to handle issues with consumer

patronage and sales, hence the study Sspecifically will be exclusively carried out within Oyo state. All the primary data for the research will gathered in the year 2022 - the year during which the study was conducted.

1.8 Limitations of the Study

This study might have several limitations, worth noting is the fact that respondents will be drawn from sales executives and marketing staffs of Procter and Gamble brands in Ibadan due to financial constraints that the researcher might face due to travelling to far places for field analysis. Also respondents might not be free to express the actual branding strategy they adopt in the company.

The study might have number of challenges which might obstruct its smooth progression. Among them include; financial resources, time constrains, scope limitation, sample size issues, ethical issues as well as statistically.

However, the responses that the respondents might still give are biased and inadequate to generalize for the fast-moving consumer goods sector in Nigeria. In the evaluation of the research work the study might also be limited by constraints of resources, access, and time. The finance and material resource needed for the study might also be inadequate. Also limitations which are insufficient fund and limited time to carry out and complete the research at a stipulated period designed by the university and also limited sources of data might occur because most of the sources used are majorly primary data.

1.9 Operational Definitions of Terms

Branding: Branding has been defined as the use of identifiable variable like attractive names, symbolisms, terminologies (slogans), terms, signs and in an extended version, the combination of

all the aforementioned variables with the intent of associating it with particular services and products in an organization which is distinctive from competitors' brand¹⁵.

Branding Strategies: Branding strategies are long term plan that focuses on the development of a successful brand in other to achieve successful goal to become memorable in the eyes of the consumer so that they decide to patronize your business over competition.

Brands: Brands comprise the logo, the pictorial representation of the company or organization, the signature of the company.

Customer Patronage: In the context of marketing, patronage is an exchange process where one receives a service or goods in exchange for money or other considerations. Customer patronage is therefore, the purchase of goods and service from a vendor by a customer or a business.

Brand loyalty: Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs when consumers perceive that the brand offers the right product features, images or level of quality at the right price.

Brand equity: brand equity can be defined as a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

Pricing strategy: Pricing strategy was paramount to every organization involved in the production of consumer goods and services because it gives a cue about the company and its products because a company does not set a single price but rather a pricing structure that covers different items in its line.

Brand Appeal: A brand appeal alludes to the approach used to attract the attention of consumers in order to influence their feelings toward a brand. Brand appeal constitutes one of

approximately twenty advertising strategies marketing professionals adopt to convince customers to buy a product, pay for a service, donate to a cause, or in a different way be convinced.

Brand Promise: A brand promise is a value or experience a company's customer can expect to receive every single time they interact with that company. The more the company can deliver on that promise, the stronger the brand value in the mind of customers and employees. A brand promise tells the company's customer either explicitly or implicitly what they can expect from a the product or services of the company. A brand promise is a critical part of the brand identity. When brand promise is broken, the brand may lose its reputation, and its customers and hence its market share.

A brand promise must be Simple, Credible, Unique, Memorable and Inspiring¹⁵.

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Chapter Two

Literature Review

The discussion under this section will be carried out under the conceptual review of related concepts, theoretical framework, and empirical review of related literature. The study is a search for the discovery of existing information on a given research problem.

2.1. Conceptual Review

2.1.1 Customer Patronage

Customer patronage has been defined by many studies. According to a scholar, it is customer willingness to purchase a particular brand over again. It is desire to be loyal to a particular firm and its development of a favorable attitude toward a brand, desire to place a particular brand at top most minds and commitment to the use of a particular product, the scholar opined that customer patronage is the commitment to use a particular brand. This commitment is usually triggered by the degree to which the brand meets customers want and expectation. Customers would always go for products that they believe in and are in line with their self-perception there by making their choices in a unique way¹. The consumer buying decision is described as all the mental processes, feelings and actions that an individual engages in prior purchasing any product or service offering or idea and it answers issues relating to the what, why, how, when, and where an individual makes purchase¹. According to some researchers, the process spans several stages that the consumer will go through before culminating the actual purchase recognizing the need, gathering of information, assessment of available alternatives, making the actual purchase and post purchase evaluations. Further research reviewed that the consumer may skip some stages especially during a routinized buying but in a new and uncertain purchase situation, all the stages are needed to culminate the purchase process².

Firms that crave sustained patronage in today's highly competitive business environment are required to have the satisfaction of their customership as a primary focus. Customer patronage represents the degree to which buying units concentrate purchases over time to a given product or brand based on positive reinforcement and expressed through repetitive buying behaviour³.

Customer patronage also deals with the processes that customers engage in when selecting a product or brand among alternatives; as well as the factors and attributes used in the selection². Behavioral scientists thus propose that customer patronage results from a trial that gets reinforced through satisfaction, and leads to repeat purchase; while cognitive psychologists contends that customer patronage builds through mental processes, based on the believe that consumers engage in extensive problem-solving behavior involving services³.

Considering an important factor in consumer decisions, brand preference involves elements of choice. Consumers compare and rank different brands by focusing on their uniqueness when establishing brand preference. When it comes to brand preference it is defined as "the extent to which the customer favors the designed service provided by his or her current company, in comparison to the designated service provided by other companies in his or her decision-making set," where a decision-making set refers to brands that a consumer might consider purchasing in the near future. It has also been shown that customer advice has a positive impact on the brand and consumer preferences, Hence marketers strive to determine customers' preference with a view to adapt or generate value that elicits customer patronage³. The phenomenon of brand switching makes customer patronage is a topic of perennial concern to marketers; just as business sustenance in today's highly competitive business environment requires firms to win and keep the patronage of customers³. Some researchers even suggested that values, lifestyles, social class, and media habits are antecedent to patronage, and affects store attribute importance;

which may be evoked by a stimulus that sets needs in queue in motion, leading to patronage intentions and patronage behavior, Hence the phenomenon of customer patronage requires on-going observation, since social, cultural and economic changes affect patronage behavior³. Extant literature links customer patronage to physical setting, business location, corporate identity and advancement inclination behavior; and measures it as patronage intention, actual patronage and repeat patronage; shopping enjoyment, satisfaction, time spent, number of items bought, money spent, share of wallet. In line with some scholars this study adopts patronage intention, actual patronage and repeat patronage as measures of customer patronage³.

2.1.1.1 Patronage Intention

Scholars see consumers purchase intention as an important indicator for predicting consumer behavior. Patronage intention explains the tendency that the consumer will be willing to buy a given product in the future. Some researcher observes that merchandize value discernment trigger purchase intentions and purchase behavior in organizations. Hence, purchase intention is found to be influenced by product value. Consumers' aspiration to purchase can also be perceived as an association between their attitude towards a product and its exact purchase. Some researcher gave three renowned measurement items for estimating purchase intentions: possible to buy, intended to buy and consider buying. Thus, service organizations such as fast-food firms can enrich customers purchase behavior by generating value in product offerings to match customers' expectations and assuage their requirements⁴.

Actual patronage Significantly, purchase action by a customer subsumes psychological principles that have been evolved to exploit an understanding of consumers' needs so that products can be designed, developed and communicated in a justified manner that can mirror the applicable and substantial requirements of consumers. Consumer decision making is a process

comprised of five stages that people experience when deciding on what products to buy. Conventionally, consumer decision making has been delineated into five refined stages known as: need recognition; information search; evaluation of alternatives; purchase decision; and post purchase processes. All decision-makings are channeled towards a determination of a purchase action. Accordingly, some scholars observed that consumers' choice impact shoppers' discernments of commodity value and consequently their aspiration to constitute a purchase act⁴.

2.1.1.2 Repeat Patronage

Repeat purchase describes customers' propensity to returns to a particular firm for more business after an initial trial. It is the willingness of individuals to re-patronize a firm. Repeat patronage can be pictured as the positioning of a series of orders by a consumer from a distinct company; or the buying of a product by a consumer of the same brand. Repeat purchase customers constitute customers who attach satisfied emotional, intellectual, physical connection to a company's offerings which surpasses their contemplations. Some researcher suggest that repeat purchase is a measure of a consumer loyalty to a specific brand and that it is a principal goal companies strive to attain⁴. Some scholars contend that repeat patronage in buyer-seller relationships is built on trust, commitment and mutual respect; since customers revisit firms based on their belief that the firm will conduct its business in a manner that protects their interest. Repeat patronage is thus reinforced by favorable purchase experience, meaning that customers will continue to return to a firm for further business as long as they (the customers) get a favorable experience with the firm⁴.

2.1.1.3 Actual Patronage

Significantly, purchase action by a customer subsumes psychological principles that have been evolved to exploit an understanding of consumers' needs so that products can be designed, developed and communicated in a justified manner that can mirror the applicable and substantial

requirements of consumers. Consumer decision making is a process comprised of five stages that people experience when deciding on what products to buy. Conventionally, consumer decision making has been delineated into five refined stages known as: need recognition; information search; evaluation of alternatives; purchase decision; and post purchase processes. All decision-making is channeled towards a determination of a purchase action. Accordingly, some scholars, observed that consumers' choice impact shoppers' discernments of commodity value and consequently their aspiration to constitute a purchase act⁴.

2.1.1.4 Customer Loyalty

Contextually, loyalty is a behavior of likeness of something that consumers may exhibit to show preference to brands, service, store, product categories and activities. Marketing literature has shown a myriad of definition of customer loyalty. Few examples that suggest consensus of opinion given their agreement with the attitudinal and psychological position of the concept will suffice here. Scholars' definition holds that customer loyalty is a biased behavioral response that is expressed overtime by some individuals with respect to one or more alternatives out of a set of alternatives. This is indicative customer loyalty is a psychological process.

A scholar could not agree less and posited that the concept defines the customer's strong commitment to repurchase or re-patronize a preferred product/service consistently in the future, regardless of situational and/or marketing influences that potentially could stimulate switching behavior. Slightly deviating, some researchers believe customer loyalty to be a consistently favorable set beliefs of the consumer towards the brand purchased. These beliefs are measurable by the extent of customer positive beliefs and feelings towards a product in relation to the competing brands in the market; how committed he/she is to the product; and his/her readiness to recommend the product to others. Further, some scholars citing empirical and anecdotal

evidences supported the idea that loyalty is both a long-term attitude and a long-term behavioral pattern which is reinforced by multiple experiences overtime⁴.

A Customer Loyalty Specialist defines customer loyalty as a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behavior. The scholar proposed four categories of customer loyalty based on the assumption that the consumers first process information to form beliefs, use those beliefs as the basis for attitudes and then make behavioral decisions based on relative attitude strengths⁵. Some scholars define customer loyalty as the strength of the relationship between an individual's relative attitude and repeat patronage. Customer Loyalty is a newer concept as compared to Brand Loyalty. Among the prominent authors have expanded research in Loyalty whose concept were being expanded by other after them⁵.

Recent years have shown a growing interest in customer loyalty. The globalization of competition, saturation of markets, and development of information technology have enhanced customer awareness and created a situation where long-term success is no longer achieved through optimized product price and qualities. Instead, companies build their success on a long-term customer relationship. According to former studies, it can cost as much as six times more to win a new customer than it does to keep an existing one. Depending on the particular industry, it is possible to increase profit by up to 60% after reducing potential migration by 5%. Hence we can see that the increase and retention of loyal customers has become a key factor for long-term success of the companies. The main emphasis in marketing has shifted from winning new customers to the retention of existing ones, that is trying to win their loyalty³. Customer loyalty

is not always easy to construe and many definitions have been proposed. Customer loyalty is actually not as stated below according to a scholar.

- a. Customer loyalty is not customer satisfaction: Satisfaction is a necessary but not sufficient criterion. We know that “very satisfied” to “satisfied” customers sometimes switch to competitors.
- b. Customer loyalty is not a response to trial offers or incentives: Customers who react to incentives are often highly disloyal and they often leave as fast as they came. They are very much inclined to respond to a competitor's incentive.
- c. Customer loyalty is not a strong market share: High level of market share can also be influenced by other factors such as poor performance by competitors or price issues.
- d. Customer loyalty is not repeat buying or habitual buying: Some of your consumers choose your products because of convenience or habits and they can be tempted to defect for any reason⁶.

Some scholars then describe customer loyalty as follows: “Customer loyalty is a composite of a number of qualities. It is driven by customer satisfaction, yet it also involves a commitment on the part of the customer to make a sustained investment in an ongoing relationship with a brand or company. Finally, customer loyalty is reflected by a combination of attitudes (intention to buy again and/or buy additional products or services from the same company, willingness to recommend the company to others, commitment to the company demonstrated by a resistance to switching to a competitor) and behaviors (repeat purchasing, purchasing more and different products or services from the same company, recommending the company to others)”.

Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers. Customer loyalty is when an organization

receives the ultimate reward for the way it interacts with its customers. Loyal customers buy more, buy longer and tell more people - that's true customer loyalty⁵.

Customer loyalty can also be seen as the extent of faithfulness of a consumer to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands. Loyalty is an old-fashioned word traditionally used to describe fidelity and enthusiastic devotion to a country, a cause, or an individual. It has also been used in a business context, to describe a customer's willingness to continue patronizing a firm over the long term, preferably on an exclusive basis, and recommending the firm's products to friends and associates.

Customer loyalty is the continued and regular patronage of a business in the face of alternative economic activities and competitive attempts to disrupt the relationship. Customer loyalty often results in other secondary benefits to the firm such as brand advocacy, direct referrals, and price insensitivity. Some scholars identified three parts of consumer loyalty: re-buy intention, primary behavior and secondary level behavior⁶. According to the researcher, re-buy intention refers to future intention of the consumer to re-purchase the product or service; primary behavior means the practical re-visiting behavior of a consumer; while secondary-level behavior indicates the willingness of a customer to recommend the product to others and enhances customer loyalty through human relationship³.

Scholar further stated that loyalty is a deeply held commitment to re-buy or patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing. Some scholars suggested that loyalty comprises of two dimensions: behavior and attitude. The behavior dimension is characterized by consequential actions resulting from loyalty, while attitudinal dimension refers to formative behavior as commitment i.e., a

desire to maintain a valued relationship. More importantly, the consumer's attitude toward a product or service including attitudinal preference and commitment has a greater impact on forming loyalty⁷.

Loyalty therefore, is desirous by all business managers as it has established that it is cheaper to retain a customer than to win a new one. We can differentiate between behavioral and attitudinal loyalty, also referred to as share-of-wallet and share-of-heart respectively⁵.

Behavioral loyalty refers to customers buying exclusively or mostly only one brand, whereas attitudinal loyalty is all about having an emotional attachment to a brand, liking it more than others, and even loving it.

These two types of loyalty are independent, for example, one can give a 100 percent share-of-wallet to a bus company that passes one's home to work, but would still be deeply unhappy with that organization's service and be ready to switch as soon as a viable alternative is on offer. True loyalty requires both share-of-wallet and share-of-heart so that customers continue buying even when situational factors may make repeat purchase difficult, such as stock outage or alternative providers trying to persuade customers to switch using promotional offers⁵.

However, attitudinal loyalty in itself is not a guarantee of profitability and firms need to be efficient in translating these attitudes and loyalty intentions into actual loyalty behaviors. This includes: (i) Increased share-of-wallet such as encouraging a customer to buy more from a brand, and less from its competitors which results in selling more units to a customer; (ii) Up-selling to higher level products, meaning selling more expensive, higher value products, which results in the higher revenue from the customer for a constant number of products sold; (iii) Cross-selling of products the customers currently does not buy, this means in addition to the products a customer already buys, a company sells different products to that customer; (iv) Referrals such

as customer give positive word-of-mouth and recommendations to buy the firm's products to friends and associates that lead to sales⁵.

For example many Apple customers show absolute loyalty to Apple and even dislike competing products. Apple fans identify with its trendy brand and love its integrated and smart solutions, sleek design and excellent product quality. These customers seem to increasingly live in an Apple world, where they tightly integrate the use of several Apple products such as their MacBook, iPod, iPhone and iPad). They frequently download and buy software, apps, songs and e-books from Apple Store and iTunes. These customers have a deeply held commitment to re-buy and re-patronize Apple products and services consistently in the future, against all odds and at all costs despite strong marketing efforts of competitors⁸.

2.1.1.5 Sales Volume

The main aim of any business is to earn maximum profit and this is possible only through maximum sales. The quantity or number of products sold or services provided by a company in a particular period of time. Sales volume is a measure of growth embedded in the adoption of a particular marketing strategy adopted by a firm, expressed in unit or quantity of what is sold. A company's ability or its managerial power is expressed by sales volume. According to a scholar, the strength of a company is expressed in sales volume among other parameters.

Some organizations measure growth in terms of net profit, revenue, and other financial data, other business owners may use one of the following criteria for accessing their growth; sales, number of employees, physical expansion, success of a product line, or increased market share.

Sales volume is the sum total of factors including gross sales returns. Sales volume can likewise be measured in terms of margin, profit, numerical distribution. Nevertheless, trade promotion was a measure of sales inducement based on buying allowance, sales contest, and special

allowance which are regarded as potent tools to bring the middlemen to a deeper commitment to manufacturer's products and brands⁹.

2.1.2 Branding Strategies

According to some experts' brands are very important to the consumers as they reflect the experience and knowledge of the company and its products³⁴. The brand serves to identify superior quality products with minimum associated risks, and enables consumers to capture both cognitive and non-cognitive values. It is an important intangible asset valuable for the company and functions as tool in developing productive relationships with customers in the long run¹⁰.

Relatedly some scholars submits that powerful brands contribute positively both to firms and their customers. Companies benefit because good brands add value to their organization, favorably influence consumers' perceptions and judgments, acts to diminish competition, helps grow firm profits and serve as platform for brand extensions. On the other hand, it is also gainful to consumers as strong brands function as quality certification for that product and build trust¹⁰.

A brand that is existing as the main and only brand from where other brands take roots in an organization, is also the brand that a company gives extensive promotion and emphasis to, such as Maltina. This is a company's core brand or umbrella brand. Primary brands typically garner a large percentage of a company's revenue potential and therefore need to be given priority and have a sufficient amount of advertising in order to root them firmly. This is an additional brand or brands to the base brand which is the use of the same brand name for new products in the same production organization. This is also a situation where existing strong brand name can be used as a vehicle for new or modified products.

The concept of branding has been variously explained and discussed by researchers, pundits and the learned in the business discourse and academia. Branding has been defined as the use of

identifiable variable like attractive names, symbolisms, terminologies (slogans), terms, signs and in an extended version, the combination of all the aforementioned variables with the intent of associating it with particular services and products in an organization which is distinctive from competitors' brand.

Branding has been in existence hitherto large commercial activities (before the industrial revolution) to identify one product from the other particularly among the artistic workers. A brand that is meticulously planned and executed dominates the subconscious minds of consumers who do not struggle to recall them whenever the need arises and hence has become a vital tool for business organizations to break into every market. For instance, in Ghana, popular names like MTN, Vodafone, Airtel, Tigo and Glo comes into their mind when mobile networks are mentioned. Also, when the name nestles comes to mind, beverage is what people think about¹¹.

In that accord, the American Marketing Association asserted that products and services are branded to bring out the uniqueness of the product making it different from other products and services of competitors within the industry the organization finds itself. The American Marketing Association emphasized that products and services can be branded using a name, symbol, logos, terms, designs and can be a combination of these variables¹². Through branding, customers develop an emotional connection with the product and the organization, when individuals develop emotional attachments with the product of the organization it becomes easy for the product to be identified with an increasingly choked market¹⁰.

Communicating the brand of a product to potential customers is an important strategy in branding, proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated

four stages including; brand positioning, brand communications; brand performance and brand equity and leveraging. Branding qualifies a product to become more than a product because of the emotional and mental connection they develop. Formally, branding was defined as names, associations and other ingredients that is used to identify a product.

Potential and aggregate consumers see branding as an integral part of every product, assign meaning to it and in the long run producers or service providers like MTN, Vodafone, Airtel and the likes wins customers heart through branding. When a brand is perceived to be of high quality, there is still prestige highlighted on that product¹².

Importance of Branding: A product is something made in a factory, a brand is something that is bought by the customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless.” Stephen King, WPP Group, London. The importance of branding a product lies in the fact that branding means recognition and an identity. Branding is an important marketing function. When it comes to the actual word 'branding', its origins can be connected to the activity of branding of milk giving animals. Farmers, animal owners often branded their cows and buffaloes with their signature brands.

The milk of animals that were taken better care of were always in demand and of course, costly. Though many of us may feel that this kind of branding does not have any connection to the modern corporate branding, it definitely has to disagree. This is probably the pioneer branding process. Since the milk was from a family of very well cared and well-tended animals, it was recognized to be of very high quality and people were ready to pay more for it¹².

The same principle of branding is applied today. A set of related products that are manufactured by a company and are sold as a family of products under the marquee or banner of a brand has a certain recognition and a place of respect within that very market. Branding the product thus, is a

means of creation of identification and recognition in the market. It is not just a process of getting a trademark and logo, but it is a process of evolving as a well reputed name on the market and field. Taking an example of the above explanation is a very well-known brand that has become the identity of the market itself is the office equipment manufacturer 'Xerox'. Though it is a company's name, the act of photocopying is termed as 'Xeroxing'. In the course of this review, various importance of branding was discovered from different perspectives of business⁸.

Important of branding to business: From the point of view of a business, the process of branding involves making of a trademark and a good name. A registered trademark and a name ensure individuality and uniqueness of a particular product or family of products. The lawful registration of the trademark means that any competitor cannot copy any of the elements and names of the products. Branding can be done for anything that can be promoted in the consumer's market, may it be a simple label, a family of products or an umbrella brand. People can also have a personal brand. The primary advantage of branding is that it is safeguarded from unlawful activities and at the same time, it is also a way of developing a good reputation in the market. Often you might see some new product carry the tag that says 'from the makers of ...brand', well this is another advantage of branding. When a business who owns an already famous brand wants to launch a new brand in the market, they can use the pre-earned goodwill and reputation for the new launch. The advantage is that, people are bound to purchase the new products out of curiosity⁸.

Importance of branding in marketing: Marketing primarily involves the study of demand in a market and creating a response in the form of supply. In the field of marketing, the brand name plays an important role as it helps the people to promote the brand name and its merits quite easily. Apart from that, it also becomes possible for the marketing people to generate intelligence

information about the brands popularity and also what people exactly want from the brand owning company. As a result of a brand loyal group of consumers, it also becomes easier for marketing department to assess regular and promised demand. Apart from that, schemes such as free gifts and discounts often boost the sales as the brand is an important icon of the market⁸.

Importance of branding in advertising: Advertising is often considered to be a part of marketing however; branding a particular product helps the advertisers to provide catchy logos and advertisements. As a brand name can never be copied, advertisers face lesser heat from unauthenticated advertisements, effectively, their advertisement creation gets protected⁸.

Apart from that advertiser can initiate fearless and independent advertising as due to the process of branding, the consumers are already well aware of the product, its identity and nature. In short, the importance of branding can be summed up in simple words 'successful branding is a process that generates revenue that cannot be counted, it creates a reputation that is felt not seen, it is an asset that one cannot show on a balance sheet⁸.

The Purpose and role of the Brand

Besides making a lasting impression on an organization's customers, the role of branding is also **to give an image of what the organization can offer to its customers and clients**. It is a way to differentiate the organizations product from competition and establish a business as the best choice among all other brands. The role of brand come in critical for the organization as it translates into loyalty and higher margins in the long run³⁷. Further studies explains that when the technique of branding first started, it was meant to make identifying and differentiating a product easier. Over time, brands came to embrace a performance or benefit promise, for the product, certainly, but eventually also for company behind the brand. Today, brand plays a much bigger role. Brand has been co-opted as powerful symbols in larger debates about economics,

social issues, and politics. The power of brands to communicate a complex message quickly and with emotional impact and the ability of brands to attract media attention, make them ideal tools in the hands of activists³³.

Brand identify the source or maker of a product and allow consumers to assign responsibility for its performance to a particular manufacturer or distributor. Consumers learn about brands through past experiences with the product and its marketing programs, finding out which brands satisfy their needs and which do not. Brands also perform valuable functions; first they simplify product handling or tracing. It also helps to organize inventory and accounting records. It offers the legal protection for unique features or aspects of the product. Brands signal a certain level of quality so that satisfied buyers can easily choose the product again. A strong brand will provide a reassurance that can have an enormous impact when a buyer has to choose between two objectively fairly similar offers, for example in Nigeria, MTN has capitalized on its brand image carried over from its successful operations in African countries to be the leading GSM service provider in Nigeria⁸.

Brand loyalty provides predictability and security of demand for the firm, and creates barriers to entry that make it difficult for more firms to enter the market, example Microsoft and its market dominance in the software industry has created a huge barrier for other software companies. Loyalty can translate into customer willingness to pay a higher price, often 20% to 25% more than competing brands. In implementing branding strategy, branding is considered sometimes risky. However, it is pursued because the firms believe that its benefits will outweigh added cost of developing the brand through promotion and risks and responsibility assumed in maintaining its quality image. The crucial role of branding according to some scholars can be captured from three perspectives Consumers, Manufacturers and Intermediaries⁸.

Consumers: For consumers, product branding does the followings; (i) Facilitates the identification and purchase of preferred product choices; (ii) Enthrones some status symbols on users of the product; (iii) Especially for new products, they can help in the first-hand evaluation of the product's likely suitability and quality, judging from who is the owner of the brand⁸.

Another researcher viewed the role of branding with respect to the consumer as (i) It helps to identify the source of manufacturer of the product and simultaneously assigns a responsibility towards an organization for the branded product, (ii) Experience of customers with products of same brand help them to quickly decide whether they will want to go with their purchase decision or not making their decision easier, (iii) Brands bring with them a certain level of quality assurance¹³.

Manufacturers: Product branding to the manufacturers is vital the following ways; (i) It affords a manufacturer on exclusive legal protection for his unique efforts and product features, from competitive parody; (ii) It is vital in differentiating and serving market segments of various purses, purposes and personalities; (iii) It facilitates the identification of a manufacturer's product on the retail shelves; (iv) It can provide a manufacturer with an avenue to escape the travails of price related competition⁸. Another researcher viewed the role and purpose of branding with respect to the manufacturer as (i) For a firm, the brand provides legal protection towards unique features or aspects of the product, (ii) Brand loyalty helps organization to retain their existing customers when diversifying from one line of products to other. It provides security of demand and creates barrier for other manufactures to easily tap existing customers, (iii) Firms can charge a premium for owning a brand boosting profit on every sale, (iv) Product can be copied, but brand cannot. Once a brand is established, it's the invaluable asset for an

organization, (v) A well-established brand adds towards the overall value of the firm while calculating its net worth¹³.

Intermediaries: These include the wholesalers, retailers, agents, jobbers etc. A typical store, supermarket or distributor benefit from branding in the following ways; (i) The brands are usually advertised by the manufacturers, thereby making sales easier for intermediaries; (ii) It makes description and location of needed products by shoppers much easier; (iii) It Promotional materials based on product brands are usually given as gifts to intermediaries⁸.

Benefits of Branding

Product Pride: A professionally designed logo and Brand will show that you are committed to presenting your company as a major contender in your market.

Product Visibility: Most prospective consumers look for highly visible, well-defined businesses, and the “look and feel” of your identity plays a major role in their decision-making process.

Product Credibility: Establishing credibility with a strong visual message in a professionally developed Brand, used throughout all of your business and marketing communications, will keep you a step ahead of your competition.

Product Appearance: A professionally developed Brand positions your company to work with larger organizations and increases your margins by allowing you to set premium rates for your products and or services.

Product Retention: Most people remember what they see much better than what they hear or read. Having a consistent visual identity throughout all of your business and marketing communications will keep you at the forefront of existing and potential client’s minds when they have a need for your products and or services.

Product Differentiation: When partnered with a strategic marketing program, a well-designed logo and a strong identity system will position your business far above the competition in your market.

Product Stability: Even if an organization is unable to claim that they have been in business for over 30 years, having a functional Brand / Identity system gives the impression that your business is dedicated to the industry you serve.

Brand Support: When a firm presents well-rounded business package, the business goals and objectives are more clearly defined and this will improve the firms chances of getting venture capital or other forms of financial assistance¹³.

Analysts and pundits have repeatedly affirmed that the telecommunication industry is entities that have the potency to greatly influence consumers. The globalization of production and the chain of multinational companies have influenced companies to develop strategic branding tools that are executed through specific goals, the culture of the organization and the chain of command within the organization. Brands of organizations can range from visuals (logos, symbols, colours, the physical edifice of the organization and the likes) to audios (jingles, composed songs, recitals and others) and also be grouped under tangible and intangible elements of branding¹³.

In addition, some scholars mentioned five strategic branding strategies; positioning, brand extension, the channel through which distribution takes place and pricing. The positioning of product is essential and deals with its uniqueness, sustainability, credibility and the value that customers' get for their money and depending on the level of satisfaction the customer gets, the more they are drawn to the product.

Positioning also elucidates the product direction and the basis for the product and in a pursuing new market, communicating and setting prices as well as gives clarity and guidance for internal employees. “The value of branding has also been recognized by suppliers who produce ingredients or components that are incorporated into final products”. Further studies also show an analogy between branding strategy and strategic pricing. The author is of the view that premium strategy also has price tendencies. This implies that when telecommunication companies invest in strategic branding it would win customers even in the face of higher service charges⁸.

2.1.2.1 Brand Equity

The brand equity according to some scholars describes a group of attributes associated with the name and/ or symbol of a brand. Brand image is the key driver of brand equity, which refers to consumer’s general perception and feeling about a brand and has an influence on consumer behavior³⁸. It refers to attributes that promote or diminish value and satisfaction offered by the product or service of an organization to its customers and is also considered as the usefulness that consumers link with a brand. It is the customers feeling of superior value of a product brand compared with other brands¹⁰. Brand equity thus are those characteristics of a brand that stimulate consumer's favorable or unfavorable dispositions toward the brand. An expert assert that brand equity remains a prime non-physical asset possessing and offering psychological and financial benefit to the advantage of the firm, and the extent of its usefulness hinges on the quantity of persons who patronize the product. Studies have reported that brand equity produces increased profits and stock returns¹⁰.

Dimensions of Brand Equity: From the literature, studies have identified brand awareness, brand association, and its perceived quality as key elements making up the brand, It was posited

that these components of brand awareness, brand association, and its perceived quality with other intangibles like trademarks, channel relationships and patents are important components of brand equity¹⁰.

2.1.2.2 Brand Awareness

A scholar avers that brand awareness is the capability of the customer to remember and identify the brand and is demonstrated by there been able to specifically pick out the brand irrespective of the surrounding circumstances and to connect the brand name, signs or logo to related association in memory. A brand's awareness is achieved by associating the brand with various things in the mind¹⁴. Customers must first become familiar with a brand before they can form a set of brand associations. There are several factors that influence perceptions about a particular brand¹⁵. The expert also avers that the brand recall describes the customer's ability to bring back that particular product brand from memory as occasion necessitates. For effective competitiveness it is indispensable to measure brand awareness¹⁶. Some scholars also suggested the following as means of promoting brand awareness through avenues such as employing a slogan or jingle, by using and exposing a symbol until well known, by intensive publicity and advertisements, by event sponsorships, by using cues especially through packaging¹⁶.

2.1.2.3 Brand Image

Brand image, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service. People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique¹⁴. Brand image is the reputation of the firm with the various audiences that are important to it. These groups that have a stake in the company are known as stakeholders.

Stakeholders are affected by the actions of the establishment and, in turn, their actions can affect the company. Brands create the sense of status consciousness in many consumers which leads to the sense of recognition and using different brand products is the new trend of fashion. People feel pleasure when they are recognized in society, friends and family in connection of specific brand which is mostly used by a person. Now people want to have everything branded from the food they eat, clothes they wear to the decoration of their homes. Status and conspicuous consumption are also factors which affect the consumer behavior, consumers now use the expensive and branded products in order to show their status. The brands which are used for showing off the luxury, power and wealth are known as status brands¹⁶. The wish to have a high status is the factor which compels the people to use brands as status symbol. Brands are consumed to show that the person who used it is highly status conscious, trendy and wealthy and these brands can be categorized as status brands. As the customer wish increases, the usage of brands also increases¹⁶.

When branded products are displayed intentionally or shown especially to others for making them realize the power and wealth, by the person who uses them, we can say that it is conspicuous consumption¹⁷. It means the display of your wealth through the consumption of different brands for just showing the high status is conspicuous consumption and it is a very important dimension of consumer behavior for influencing his behavior towards brands and also the impact and power of branding in influencing and moldings the consumer behavior.

Brands are mostly used by rich females to show their wealth and high-class status. It is a trend in Pakistan due to the increasing number of brands and fashion that if you are rich, you cannot buy the unbranded products. So it is further argued that status consumption and conspicuous

consumption are related to each other and status consumption is the reason of conspicuous consumption¹⁷.

Consumers should have the Brand awareness. It basically includes awareness of brand and the information or image of brand in the mind of consumers. Awareness of brands help consumers to recall the brands easily and it creates a positive image about the brand in consumers' mind. Awareness of brand leads to the creation of brand image in consumer's mind which helps in future purchases of the same product. Brand image is basically the association and attachment of consumer with the brand¹⁷. Whenever he thought about it, the image of brand means how the brand looks and its usage comes to his mind. On the other side, relationship of consumers with brands has significant effect on consumer behavior¹⁸. Relationship with the brands build through trust and satisfaction provided by the brand to consumers and satisfaction and trust leads to the attachment with the brand. Creating a relationship in long term with brands, attachment and association with the brand is therefore necessary because these are the variables that affect the current and future prices of consumers. Association with a brand also helps the consumer in saving the switching cost. Brand Image and Brand Awareness leads to Brand Knowledge¹⁸.

It is said that consumers behavior increases towards branded products or services according to their age, gender and personality traits and people get social according to their personality traits. The research explicated that individuals behave differently towards the same brand according to their gender, gender may however be a basis of determining the consumer behavior ¹⁹. It is explored that females are more innovative, enthusiastic and interested in fashion industry and introducing new brands than males. Females feel pleasure in show off and display of their wealth, power and status. In Pakistan, females show off their branded clothes for making other realizes

that they belong to high status. So people show different behaviors towards different brands according to their gender¹⁹.

Brand Price

Price is one of the important factors which plays a vital role in brand switching. Price is that amount which consumer pays for any product or service, while purchasing that product/service.

If organizations charge price sensible and give better services then it will create customer satisfaction and very less consumer will switch to another brand because price fairness is an extremely significant concern that leads toward satisfaction¹⁹.

2.1.2.4 Brand Loyalty

Loyalty is a prime component of brand equity. It describes the emotional bonding and attachment to a brand. It is linked to repeated purchases over time and shows a commitment to continue to buy the brand and denotes patronage on which this study dwells on. Product category loyalty is the practice of purchasing products from a specific product category in anticipation of their release. When choosing between two or more brands, the consumer does not take into account any marketing efforts. The emotional-physiological nature of the consumer's attachment to a specific brand is evident. Customers must be treated well in order for a company to be loyal¹⁵.

Consumers are divided into switchers, price switchers, passive loyal customers, fence sitters, and loyalist, based on their level of loyalty.

Customer loyalty is one major thing that brands need to thrive in the market place. When customers are loyal to a brand, they become ambassadors by speaking good stories about the brand. It is a basic truth that when customers are happy, they go to a large extent to promote a good image for the brand. Loyal consumers help in gaining a high market share. To make new

customer loyal, it needs to invest five times more cost than to retain the current and existing consumers. Loyal consumers can provide the competitive edge against competitors which is a significance factor for success. Customer loyalty is all about relevance and meaning throughout every customer touch point. It is all about making the brand experience more intimate relationship with the customers. Brand loyalty is a result of consumer behavior and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price. Furthermore, brand loyalty can be measured in two dimensions: affective loyalty and action loyalty. Affective loyalty is a specific brand preference from accumulative satisfaction to previous using experiences. However, affective loyalty just represents that a repurchase intention²⁰. It does not mean that consumers will take purchase action. Companies will often use different marketing strategies to cultivate loyal customers, be it is through loyalty programs (i.e., rewards programs) or trials and incentives (ex. samples and free gifts). Companies that successfully cultivate loyal customers also develop brand ambassador's consumers that will market a certain brand and talk positively about it among their friends. This is free word-of-mouth marketing for the company and is often very effective²⁰.

It is found that the growing age and the loyalty factor have direct link. It is proposed that the consumers tend to become more loyal to brands with their growing age, but the attitude towards purchasing is almost similar among older and the younger age group because of the factor of low income. As both the groups (younger and older) have low income and due to the low income, they have to bargain which decreases their loyalty level. The people who are more price conscious as older and younger consumers, they tend to become less loyal than those consumers (middle age group) who are rich, less concerned about prices. It is further argued that low income is the main factor which decreases the loyalty level among older and younger consumers

and due to the problem of low income, they are usually compelled to do bargaining and sometimes the switch to low price brands²⁰.

Middle aged consumers (25 to 44 years old) are found more committed, associated and loyal to brands. The richer the consumer, the more he is loyal. So we can say that the high income and middle age are indicators of loyal customers²¹. Another driver of consumer purchasing behavior is emotions. The relationship between brands and emotions is significant. Now the marketers just focus on emotional exploitation. They are trying at their best to connect their product emotionally to the consumers. Advertisements are the best way to make an emotional connection of product with consumers⁶. When people watch different advertisements like mother caring about the health of his child by telling him to use Safeguard to kill germs, then a mother in real life will try to use the same product for the safety of his child because she is emotionally exploited and concerned about his child health⁶. Literature further reviewed shows that it is argued that some brands use the images, videos for arousing the emotions among consumers; these types of stimuli are known as mood boards because they are directly related to the mood of consumers²². Sometimes test is written in order to create the connection with the consumers and awareness about the benefits and pricing of particular brands and it is known as positioning statements.

The relation between choices of brand by consumers according to their personal values is explored. Childhood is the time when individuals start to recognize their values and try to adjust them in certain groups of society in which they feel comfortable. Values are personal beliefs and are learnt by individuals by their elders and society. They learn these values through cognitive process and they as a part of their life, guide the individuals in many actions their daily life. They

are internally embedded in every individual's mind. They affect the consumer behavior because consumers buy their products according to their values²².

Values create the link between individual and its surrounding environment. It is found that means-end theory which involves the cognitive process. According to means-end theory, attributes of the products which are selected by consumer provided him the benefits which in turn lead to the satisfaction of the values, so there is a significant relationship between the behavior of consumer in choosing a brand and the personal values of consumers which are satisfied by the usage of that branded product. Every consumer has his own meaning of choosing their brands so the hidden dimensions of consumer behavior can be found through applying means-end theory²³.

Another dimension of consumer behavior is the influence of reference groups on consumer behavior. It is argued that the important reference group for consumers is the family which affects their behavior and attitude towards brands and also the selection of brands. The reference groups include the purchasing behavior is influenced by the reference groups family, friends, neighbors and colleagues etc¹⁹.

Inertia is also a factor which influences the consumer behavior. Some consumers buy the same brand every time in order to save time, it is the inertia of saving time which compels and influence the buyers to buy the same brand again²³.

To examine about the consumer behavior of younger and older consumers in relation to the factors like income or age. Degree of loyalty is also influenced by the type of product, importance of product and also the characteristics of brand. It is proposed that the products like toothpaste which consumers use every day and for long time, they rarely think about changing these types of products.

Sometimes consumers stay loyal to a brand and avoid switching brand, because they want to be saved from mistakes and it regulates their buying behavior. It is also found that the reference groups influence the consumers to choose such type of products which leads to status consumption and display of wealth and high status which is basically, conspicuous consumption³.

The degree to which consumers are influenced by the groups with whom they interact and the wish to display the brands are the two dimensions of Conspicuous Consumption. Now the products are not consumed only for the satisfaction and getting benefits, although the branded products are used as the symbol of high status and richness. The brands have the power to make them others realize the status of consumers and also what they think about them.

The consumers who use the branded products as status symbol are more involved in being social and making friends. They like to be known as 'Social'. The consumers who use the branded products as status symbol are more involved in being social and making friends. They like to be known as 'Social'. Brands help the consumers in letting them know that people idealize them because of the usage of specific brands²³.

The American Marketing Association defines brand loyalty as: the situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category” (sales promotion definition). The degree to which a consumer consistently purchases the same brand within a product class” (consumer behavior definition). In a survey of nearly 200 senior marketing managers, 69 percent responded that they found the “loyalty” metric very useful. Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy. There are many operational definitions of brand loyalty⁸.

In general, brand loyalty can be defined as the strength of preference for a brand compared to other similar available options. This is often measured in terms of repeat purchase behavior or price sensitivity¹⁴. However, defined true brand loyalty as having six necessary conditions which are: (i) the biased (i.e., non-random); (ii) behavioral response (i.e., purchase); (iii) expressed over time; (iv) by some decision-making unit; (v) with respect to one or more alternative brands out of a set of such brands; and (vi) a function of psychological processes. True brand loyalty exists when customers have a high relative attitude toward the brand exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, may cost less to serve and can bring in new customers to the firm⁸.

Simply chooses the familiar brand on the basis of some overall positive feelings towards it. This overall positive evaluation stems from past experience with the particular brand under consideration. Female scholar in her literature distinguishes two main approaches to define the loyalty construct: the behavioral one suggests that the repeat purchasing of a brand over time by a consumer expresses their loyalty, and; the attitudinal perspective which assumes that consistent buying of a brand is a necessary but not sufficient condition of true brand loyalty and it must be complemented with a positive attitude towards this brand to ensure that this behavior will be pursued further⁸.

Thus, brand loyalty is a function of both behavior and attitudes. It is a Consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for new buying habits. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar.

Brand Advertisement

Advertisement is a powerful tool for attracting people's attention and change their perception positively towards product. There is presence of moderate relationship between consumer purchase intention and environmental factors, the preference to purchase the product is attached with consumer emotion²⁴. People also change their brands to check other brands. Advertisement also change the purchase intentions²⁵.

Advertisement is marketing promotional strategies to attract the people towards specific product or service. Companies can create brand image and recognition through advertisement. He also explained that by advertisement, companies mostly try to target teenagers and youth adult as they are attracted towards traditional advertisement direct more easily than adults those who are mature also they shows positive reaction and quick reaction to the company's advertisement²⁵.

Older person has more purchasing experience than younger one. As they have much knowledge about the market by their experience and consider diversify options. On the other hand, younger one has less experience and prefer brands and price premium. Consumer behaviour is the decision making process on the basis of informational and financial resources²⁵.

2.1.2.5 Pricing Strategies

Price represents the perceived value of product/service at which the seller and buyer are ready to do business. From the perspective of the consumer, it is what the customer pays in exchange for a product or service. Price as an important marketing factor has been noted to be a serious influencer of consumer behaviour. Some scholars highlighted that consumer tend to search for products and services that are fairly priced that which would deliver maximum of desired value.

As indicated by scholars, the consumer perceives the offered price to be fair when it is sufficiently reasonable, can be accepted or justified²⁶. Some researchers suggested that it is likely

that customers will rely on certain standards reference sources such as cost of goods sold, previous prices, and rivals' to make better judgments when evaluating price fairness in order to form comparisons. For instance, customers usually benchmark or reference pricing by recalling past transactions, checking on competitors' prices, seller's costs, or through observing the prices paid by other customers.

According to some Scholars the prices of a product/service can affect the degree of patronage among customers, because whenever they assess the given value of a purchased product or service, they tend to consider its price²⁶. Similarly, it was considered that price as a key factor that influences brand image such that perceived price unfairness may lead to negative customer outward communication, switching behaviour, disloyalty and loss of patronage. Unfair price may also lead to outcomes including heightened customer dissatisfaction, drop in repurchase, and increased customers' complaints²⁶. A scholar however, established in his study that price fairness significant positive influence on customer satisfaction, customer loyalty and patronage.

2.2 Theoretical Review

2.2.1 Nicosia Model

Proponents Assumptions and General Information

This study was based on Nicosia model. A consumer is an individual who purchases, or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. The Nicosia model is interactive in design. Nicosia model is divided into four major fields namely, the consumer's attitude based on the firm's message, search and evaluation, the act of purchase, and feedback²⁶. This study draws its assumptions from this model in that, branding and its attributes are part of communication to consumers which the firms hope could influence consumers to patronize their product.

Consumers in turn are becoming sophisticated in their search for correct information that can aid their buying decisions.

Strengths/Supports of Nicosia Model

The model noted that consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. Marketers must monitor post purchase satisfaction, post-purchase action and post purchase product uses. Satisfied customers tend to use positive word of mouth about the brand to others, which is why many marketers say “our best advertisement is a satisfied customer”.

Critics of Nicosia Model

Dissatisfied customers, on the other hand, may abandon or return the product, seek information that confirms its high value, take public action by complaining to the company or taking the course of law thereby affecting the brand negatively.

Relation to the Study

According to some scholars, the Nicosia focuses on the relationship between the firm and its potential consumers²⁶. The FMCG firms communicate with the consumers through its branding messages/ awareness or inscriptions on the packaging and consumers also communicate with the firm through their purchase responses.

2.2.2 Behaviorists Theory

Proponents, Assumptions and General Information

Concerned about the operationalization of brand strategy, the behaviorists consider brand loyalty a behavioral construct, this theory states that the number of times consumers repurchase a specific brand in a given time period after experiencing it, can be measured²⁶. Scholars however argue that this view lacks explanatory capacity considering that brand loyalty is a complex

construct, they propose that it should be measured by the embodiment of both behavioral and attitudinal measures, namely psychological commitment such as brand preference and insinuations resulting from cognitive processes. The attitudinal component, contend, creates avenues for explaining brand loyalty²⁶.

Critics of Behaviorist Theory

Some scholars also noted that the differing perspectives of brand loyalty are creating difficulties in interpreting much of the ongoing brand loyalty studies. It has also resulted in different modelling of brand loyalty determinants, especially as repeat purchase, brand commitment and brand loyalty are interchangeably used¹⁴. They however suggest some scholar's conceptualization and definition of brand loyalty be considered because it provides a more embodying view of the brand loyalty construct. Brand loyalty as the biased (i.e., non-random), behavioural response (i.e., purchase), expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, which is a function of psychological (decision making, evaluative) processes resulting in brand commitment.

Strengths/Supports of Behaviorists Theory

Since this definition of brand loyalty stresses the preference (biased), purchase frequency (over time) and the attitudinal (psychological) nature of brand loyalty, it is viewed as a composite definition and appropriate because it also considers consumer responses over a set of brands rather than just a single brand. Viewing brand loyalty in two dimensions, a researcher defines brand loyalty as "a deeply held commitment to re-buy a preferred product or service consistently in the future, thereby causing repetitive purchasing of the same brand or brand set despite situational influences and marketing efforts being able to cause switching behaviour"²⁶.

Relation to the Study

It was interpreted that brand loyalty according to behavioral and attitudinal dimensions. Behavioral loyalty can be defined as “the propensity of consumers to purchase the same brand repeatedly over time”, and attitudinal loyalty as “the degree of dispositional commitment in terms of some unique values associated with the brand”. This study measures brand loyalty in terms of these two dimensions and examines the antecedents which predict both behavioral and attitudinal loyalties.

A framework related to 4 different stages of loyalty development is developed. The author argues that customers pass through 4 different consumer behavior levels: cognitive, affective, conative and action loyalty⁵. These are explained better as below,

Cognitive loyalty refers to the existence of beliefs that a brand is preferable to others. At this level, the consumer has information only about the basic characteristics of a brand such as prices and costs. Therefore, there is a minimum level of affection generated towards the brand since the user has not gained any valuable experience with that specific product or service. The downside of this level is that the consumer is vulnerable to brand switching, because there has not been created a bond with the brand. Therefore, the consumers at this level are not profitable for the company on the long-term basis¹⁹.

Affective loyalty reflects a favorable attitude from the user based on satisfied urge. He argues that the consumers at this level have been accustomed to the brand since they have purchased several times the companies' products and developed an attitude towards that brand¹⁸. The affective loyal customers are able to screen out part of the competitive offerings in the market and maintain a certain level of loyalty towards the company. The downside of this level is that customers are easily being influenced by different tricks made by the competitors such as

promotions, strategic market choices, since the level of loyalty is not entirely dedicated to one brand. At this stage, the company has an important role, since it can influence the relationship between the two parties.

Conative loyalty is defined as a representative of the development of behavioral intentions characterized by a deeper level of commitment⁶. It is argued that the customers are already well educated about the quality of the company's products, the values as well as the advantages of the brand⁵. Companies should continue nurturing the relationship between the two parties since, the customers are still vulnerable to the competitors offering and might be willing to switch.

Action loyalty is the conversion of intentions into actions, accompanied by the willingness to overcome impediments to such action. At this stage, the consumer already perceives the brand as being better and superior compared to the competition. Therefore, the degree of brand switching is minimized because the companies' products appear as the suitable and only solution in the consumers' minds.

2.3 Empirical Review

A scholar examined branding strategy for effective agricultural marketing in Nigeria, the study covered five South-East states of Nigeria. The population of this study comprised of all producers and marketers of agricultural products in South-Eastern States of Nigeria. Frequency and percentage table, charts and means, standard deviations, Z-test statistics and 2-Related Samples (Z) test. The study found that branding strategy has effect on the marketing of agricultural products in Nigeria²⁷. The study also found that branding influences the choice of consumers of agricultural products. Also, branding was found to have contributions to profit making among agricultural producers. The scholar examined agricultural produce branding for consumers in Nigeria, the descriptive survey targeted Kogi – one of the agricultural States in

Nigeria²⁷. The study population comprised 400 farmers from nine Local Government Areas in Kogi State, which has three senatorial districts. Data were analyzed using Average Mean Score statistical tool. Majority of the respondents showed a greater positive response on the branding of agricultural produce for Nigeria. It was discovered from the findings that branding of agricultural produce helps to attract more customers and also to influence customers' perception in addition to creating promotional advantages. It also showed that branding as a strategy increases sales revenue and equally helps to maintain brand loyalty of the customers²⁷.

Some scholars examined the effect of brand extension strategy on marketing performance of soft drinks bottling firms in Nigeria. The study adopted survey research design. Analysis of the data through the use of descriptive tables and Pearson Correlation Coefficient of the SPSS package, shows that a significant percentage of the total soft drink's products sold on annual bases belong to the extended brands of the parent products²⁸.

Some researchers conducted a similar study on the role of branding in Ghana's Telecommunication Industry. Their findings stated that there was statistically insignificant correlation between trademarks and the choice of network, indicating that trademark does not significantly impact on sales of mobile networks. The study however found that brand quality significantly impacts on sales of mobile network in Ghana, though it is not the most important factor in the telecommunication industry¹¹.

Some experts examined the effect of brand name on consumer purchase intention in Kano Metropolis. Convenient sampling technique was employed to obtain representative response from a sample of 306 customers of Shoprite retail chain in Kano State, Nigeria. Product Knowledge, Brand Satisfaction, Brand Trust, Brand Attachment, Low Price and past experience were employed as the explanatory variable while Purchase Intention was employed as the

independent variable. The data generated were analyzed using multiple regression analysis. It was found that product knowledge, brand satisfaction, brand trust, brand attachment, low price and past experience were found to have significant effect of purchase intention.

2.3.1 Brand Equity and Consumer Patronage

According to a scholar, the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader. The scholar considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that enable successful corporate brand management are not clearly understood. The researcher argued that there are floods of branding within the market, therefore uniqueness in the market helps for easy identification and can catch the eye of potential customers¹⁵. A study determined Comparison of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free-market environment has grown to become a throat cutting one and hence calls for distinctive branding in order to be easily noticed by consumers. Branding of organizations shows or depicts itself in the culture of the organization representing the intangible aspect of the product as well as the social, ecological and organizational structure shows the brand of the organization. In developing the brand of a company, it is vital the organization strategically considers the internal and external factors within and outside the market to make a concrete decision. Hence a feasibility study of the environment is needed to get the perfect picture of the type and kind of

brand to develop and should be should easily be modified to suit the changing conditions. One cannot justly affirm the superiority of product banding over corporate branding and vice versa but branding among organizations are moving towards corporate branding²⁹.

Some authors examined the impact of Brand Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products Retailers). Equity delivery through products to customers is key to developing customer trust and loyalty among potential customers. Equity ensures leverage which is devoid of inequality or preferential treatment from customers and extends the boundaries of customer satisfaction leading customer retention¹¹. In the study, a significant relation was found between product equity and customer loyalty and trust among customers. A scholar identify important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one basic requirement in sustaining brand is communication. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated four stages including positioning of the brand, communicating the brand to the masses, delivering of the brand performance and lastly leveraging the brand equity¹¹.

2.3.2 Brand Image/Name and Consumer Patronage

A study was carried out on the Impact of Brand Image on Consumer Behavior: The perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. There are an appreciable number of literatures that supports this assertion. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behaviour both directly and indirectly. In the study it was ascertained that brand image does not have direct impact on loyalty but through customer satisfaction consumers build loyalty.

The study further describe branding as an organizational tool whose successful application depends upon attending to the context in which it is used. Branding and particularly, corporate branding should be sensitive to three key elements; organizational culture, organizational vision and most importantly the image of the organization. There should be a proper coordination between stakeholders, management, and the employees of the organization to have a wider scope and deliberations about corporate branding and image³⁰.

A very good corporate brand inspires confidence on employees, stakeholders who develop association with the organization and glues customers to the brand when they come in contact with it. Corporate identity, corporate branding and corporate marketing seeing through the fog, the researcher emphasized that top managements of organizations never understood the power of branding until recently where organizations have incorporated branding into their strategic goals and due to competition within the market, individual organizations use branding to distinguish itself from other competitors. It was ascertained that Corporate Brand Image and Customer Satisfaction on Loyalty indicated that organizational branding directly affects customer satisfaction. In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings²⁹. Further analysis showed the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions. In the real business environment, branding performs multidimensional activities through its complex semiotic models²⁹.

Branding through its model assists organizations to strategically align themselves with other organizations they share similar characteristics with and to a larger extent share the same policy arrangements, corporate goals and objectives and their visions and missions are similar geared

toward a common destination. Branding also informs the type of employees an organization seeks to employ and how they can project the image of the organization²⁹.

Branding may have a percentage of risks which needs to be thoroughly evaluated to see whether it will not overly affect the image of the organization and the loyalty of customers. For instance, using celebrities to brand an organization, a product and the likes inadvertently transfers the negatives of the celebrity to the organization or product they stand for. That is the association of Michael Jordan to NIKE influenced a lot of basketball players and fans to buy into the products of NIKE but a negative image might have affected the brand negatively. In this case, internal and external policies are very much relevant to sustain the organization or product²⁹.

An expert presented how branding, and especially corporate branding, is utilized in destination branding studies. In the world of tourism, tourists only have lasting and memorable experience when they are delighted or satisfied with the hospitality of the destination visited. However, branding is most integral in drawing tourists to a particular destination and sets that destination apart from the others. These brandings are in the form of imageries used on websites, unique experiences that are found only at that destination and among others²⁹.

In the same direction, a study was conducted on the core of brand image, brand attitude and brand attachment with environmental consequences to testify the impact on the consumer purchase intentions. The study concluded that attitudinal formations towards smoking are most formed through the brand of cigarette that are commonly used by the masses. This indicates that, popularity of brand among customers influences others to purchase the same product based on the trusts and acceptance of other consumers. The study found that smokers give less consideration to the harmful effects that their actions are having on the environment just to gratify their personal desires²⁹.

Some scholars proposed the use of corporate branding firstly to integrate the fragmented CSR literature and secondly to integrate the fragmented sustainability literature. Some experts proposed the use of a long term sustainable corporate social responsibility as a marketing tool to catch the attention of potential customers. ideally, societies are moved towards organizations that give back to society through their engagement in humanitarian activities like providing healthcare services, organizing empowerment programs for the rural poor, supporting the growth of education and among others²⁴. Contributing or shearing a company's benefits with society leads to the creation of brand awareness among potential customers, which translates into customer trust and customer loyalty among individuals in the society²⁹.

2.3.3 Brand Awareness and Consumer Patronage

Some scholars identified the factors influencing the brand awareness level of Ashok Leyland (Boss) among the customer of TVS in Madurai city. Brand awareness increases sales of a particular brand which improves brand performance³¹. In the study, BOSS as a product has gained enough brand awareness and it is performing well in the market and loyalty of the product has been on the rise and extend the authenticity research towards further mass markets (products and services) and to explore the effects of consumers' authenticity perceptions on brand image, trust loyalty and premium price. In the era of big data analysis, the researchers resulted using large amount of data to ascertain certain variables and their positive impacts on products and accordingly lack of customers' having adequate information about a product lead to mistrust among customers and this have been affirmed by the researcher³¹.

A recent study investigated the impact of emotional advertising in print and electronic media on selected youngsters of Udaipur. The study applied the Questionnaire method and Convenience sampling technique. The Chi square test was employed to test the hypotheses. The study revealed

that youngsters of Udaipur can relate with the emotional appeal of the advertisements of the products. He examined the effects of television commercials (TVCs) on customers' loyalty through brand awareness in Ho Chi Minh City, Viet Nam, using quantitative approach with structured questionnaires expediently and openly on 300 customers of milk industry. Statistical tools such as factor analysis, multiple regressions, and path analysis were used. This study found that factors of TVCs as well as music, trust, humor, interest, advertising message, repetition, and length were positively associated with brand awareness and customers' loyalty. The results demonstrated that customers' loyalty was significantly and directly affected by trust, interest, brand recall, and brand recognition. Further, customers' loyalty was indirectly affected by the factors of repetition, humor, advertising, message, and trust. It was recommended that advertising managers should advance these factors when they make a decision to advertise their products or services on television to influence customers' brand awareness as well as brand loyalty.

An Indian studied gave a perspective about advertising appeal by means of the survey method, conducted in two stages; in first stage original questionnaire was arranged and applied on 50 judges and later to evaluating the data closing questionnaire was arranged and was applied on 200 respondents in the age group of 18-25 years²¹.

Results of the study discovered that persuasiveness, distinctness, perfectness, fascinating, sensational, energetic, aesthetic, elegant and captivating were the factors that materialized for the advertising appeal and dimensions were energetic, sensational, persuasiveness, distinctness and captivating. Factor and dimensions were compared on the basis of gender. It was established that persuasiveness, perfectness, sensational factors and energetic, sensational and persuasiveness dimensions do not differ on the basis of gender as males and females both felt that these factors

and dimensions were significant but females perceived that distinctness factor and dimension and aesthetic factor is more significant than males but for males fascinating factor was more important than the females²¹.

A recent study was carried out with the results of the primary research which purpose was to examine the impact of brand on influencing consumers to purchase a product. The goal of the paper is to stress the fact that the brand has an impact on customer decision making process. Original primary data within the primary research were collected by using a quantitative method of questionnaire. Into the quantitative research was involved selected group of 1,250 respondents. Partial results of the complex research conducted between 2009 and 2014 are subject to the content of the paper. Primary research was conducted continuously during the period of six months in 2014 in Slovakia. An established questionnaire was pilot tested and revised before it was used. As the statistical method was used chi-square test. Based on above stated subject area of research have been formulated two hypotheses focused on relationship between the age of respondents and purchasing branded products and between the age of respondents and brand preference. It was found that purchasing of branded products and preference of brand origin depends on the age of consumer³².

Research was carried out on the effect of branding on consumer buying behaviors and the study' result of the primary research which had the purpose to examine the effect of branding on consumer buying behaviors. The goal of the study is to stress the fact that the brand has an impact on customer decision making process. Original primary data within the primary research were collected by using a quantitative method of questionnaire. Into the quantitative research was involved 100 respondents. The study used two statistical methods for analysis. They are simple percentage method and Chi-square test. Based on above stated subject area of research

have been formulated three hypothesis focused on relationship between the gender of respondents and influence of brand in buying decision, between Factor influence to buy branded products and care about using brands and between brand preference and brand loyalty. It was found out that brand has a great influence on a consumer's buying decision³².

Related research was carried out on the impact of branding on consumer behavior. The researcher explained the importance of brand knowledge and as the consumer is more aware of the brand and he has all the knowledge about its price, quality etc., the more he will be attracted towards that brand. The loyalty level increases with the age. The researcher also deduced that family is the most influential reference group as well as social media for younger consumers. The consumers, who are more social, are affected by their friends like on Facebook. The consumers who are more status conscious are more status conspicuous than those who are not status conscious. The research methodology and analysis show that all the factors are statistically significant except the consumer gender, which is the only variable that is not statistically significant and its value is different from the 0. In the reliability table, it is calculated that the research validity and reliability is 89.6% which is greater than 0. It was further concluded that the branding impacts the consumer behavior in relation to the different dependent and independent variables³³. A study conducted which was aimed at examining the relationship between the influencing factors of brand loyalty and the extent to which Markov chains can be used to determine the steady state probabilities for the toothpaste brands: CloseUp, Maclean and Dabur herbal. The 'study adopts survey research method by collecting data from 300 customers in University of Benin. Markov chains were employed to determine the brand loyalty of the consumers of the toothpaste's future market shares in the long run. The collected data were analyzed using SPSS 20 for correlation. The results of the study revealed that brand loyalty is

positively correlated with these influencing factors. It was found that perceived quality was the main factor that contributes to brand loyalty. Sequel to the balance vector generated, it was discovered that the consumers exhibit the most brand loyalty towards Close Up. The findings advise among others that marketing agents should emphasize on improving the quality of their products and keep up their promotional promises so that their current customers do not switch over to some other products due to dissatisfaction³⁴,

A study was conducted with a sample of 150 respondents from Ranchi out of which 144 were answered. The purpose of this research paper was to identify the impact of pricing strategy and the attitude of customer towards buying. The result indicates that the retailer's designs the pricing methodology that affect the buying tendency of the consumers and this also attract the customer that creates value and loyalty. Retailers have made the pricing as their tool to promote their product, by offering seasonal, festival discounts on their products³⁵.

In a study which examined the effect of digital marketing on consumers' patronage of online businesses in Nigeria, the study was anchored of cue utilization theory. The finding shows that social media marketing strategy, email marketing strategy and affiliate marketing strategy have positive effects on consumers' patronage. All the proxies for digital marketing strategy have a positive effect on consumers' patronage. Therefore, it was recommended that strategies be use to engage social media operators in order to promote their companies' image on popular social media applications. In addition, consumers' privacy should be at the top on their companies' agenda when using electronic mail strategy as a marketing tool as well as partner with popular websites to host their company's link page, there by inviting other internet users to their home page³⁶.

A study to examine the relationship between consumer buying behavior and some marketing variables namely advertisement, brand image, brand association and brand loyalty was carried out using the footwear industry as case study. The primary focus of the paper is to understand impact of branding on consumer buying behaviors in foot wear industry. The methodology adopted for the data collection and analysis was the use of primary data and multiple regression and Pearson's co-relation run on SPSS to check the relationship between consumer buying behaviors and other marketing variables. The findings reveal a strong relationship between dependent variable and independent variables³⁷. In an empirical review of a research conducted to establish the effect of branding as a competitive strategy in sales performance of Airtel Kenya, The study found that recognition & identity, customer loyalty, differentiation and quality image building affected sales performance. The study further recommends all companies to view strategy of differentiation as a more important and distinct means to achieve competitive advantage than a low-cost strategy³⁸. A study carried out in Anambra examined the influence of product branding on consumers' purchases of fast-moving consumer goods. Study aims to examine the influence of perceived brand quality on consumers patronage of fast-moving consumer goods in Anambra state and to examine the influence of brand awareness on consumers patronage of fast-moving consumer goods in Anambra state. A significant influence on the purchase of fast-moving consumer goods in Anambra state was found to be perceived brand quality. Anambra state consumers' preference for fast moving consumer goods is influenced by brand loyalty, according to the researcher. So as to increase consumption of fast-moving consumer goods in Anambra state, the researcher recommends, among other things, that manufacturing firms of fast-moving consumer goods should ensure high quality goods³⁹.

An empirical review of the impact of utilitarian and hedonic needs satisfaction on brand trust, brand effect and brand loyalty for selected fast moving consumer goods in South Africa, gave an assertion that the concept of brand loyalty highlights the importance of brands in marketing strategy development because it leads to a stream of benefits for the company which include lower marketing costs, less price sensitivity, greater market share and greater profits. There were other arising questions about how brand loyalty is achieved, especially for low involvement product categories classified as fast-moving consumer goods (FMCGs). The results of the study revealed that, unlike studies which suggest that consumers enjoy mainly utilitarian benefits from FMCGs, both utilitarian and hedonic needs of consumers in the Western Cape of South Africa are being satisfied for the selected branded FMCG categories in this study. The results also indicate that consumers develop behavioral and attitudinal loyalty to FMCG brands, even though they fall in the low involvement product category. Both brand loyalty types were found to be driven by consumer satisfaction, which originated from brand trust and found to be outcomes of utilitarian and hedonic values associated with FMCG brands. While utilitarian values drive brand trust, hedonic values impacted on both brand trust and brand affect. The study also asserted that FMCG brands provide functional, instrumental and practical benefits (utilitarian values), as well as aesthetic, experiential and enjoyment-related benefits (hedonic values). The results also showed that consumers tend to rely on the ability of the brands to perform its stated function (brand trust). Brand trust leads to consumer satisfaction, which in turn leads consumers to purchase the same brand repeatedly over time (behavioral loyalty) and to commit to and emotionally connect to the brands (attitudinal loyalty). The study differs from most other investigations in that it uncovers drivers of brand loyalty for low-involvement products and brands classified as FMCGs. Retailers and FMCG brand owners will be interested to know that

they can adapt their brand communication and advertising strategies to appeal to both functional benefits and emotional security of their branded FMCG products. This strategy can build trust in the brands, which strongly predicts satisfaction, which in turn can strongly secure attitudinal brand loyalty and a greater likelihood of repurchasing of the brand in the future⁴⁰.

Research on effect of branding on consumer buying behaviour: A study in relation to fashion industry was carried out, the study was aimed at analyzing the effect of brand on consumer buying behavior. Along with finding the effect of brand on consumer buying behavior the purpose of the study was to have an in-depth knowledge of what actually is the meaning of branding and consumer behavior, as well as to study the relationship between brand and consumer behavior. The method of analysis used was a Consumer Survey on the effect of brands on their buying behavior through questionnaire. The study resulted in showing that the degree of brand consciousness goes on decreasing in higher age groups, price & brand were the major attributes that customers gave as most important and 80% people believe that Brands in fashion industry have become a status symbol⁴¹.

Previous research was carried out in Egypt on the brand extension in FMCG (fast moving consumers goods) with focus on Food and Beverages sector. The study analyzes the factors consisting Brand extension strategy, identified factors that enable enhanced brand equity through brand extension, Measures the effects of the brand extension strategy on brand equity. The empirical study of the research further investigated the impact of the three important factors constitute Brand Extension on Consumer-Based Brand Equity as the dependent variable but it will be measured using three factors which are perceived quality, Brand Loyalty, and Brand Association, and also test the relationships between the factors. The results reveal that there is positive strong relationship between brand extension and consumer-based brand equity amongst

Fast Moving Consumer Goods (FMCG) in Egypt. Brand familiarity, brand image/ consumer innovativeness excluding similarity, have a significant effect on the brand⁴².

A study conducted on the impact of brand awareness on consumer purchase intention: the mediating effect of perceived quality and brand loyalty was carried out to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention. The results of the study showed the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive effect, perceived quality has a positive effect on brand loyalty, perceived quality will mediate the effects between brand awareness and purchase intention, and brand loyalty will mediate the effects between brand awareness and purchase intention. The study further suggests that cellular phone manufacturers ought to build a brand and promote its brand awareness through sales promotion, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will evaluate perceived quality of a product from their purchase experience. As a result, brand loyalty and brand preference will increase and also purchase intention³¹.

2.3.4 Pricing Strategy

2.3.5 Pricing Strategy and Consumer Patronage

Scholars observed that the penetration price strategy is realized by setting a relatively low price for the new product aiming at reaching deeper market penetration in the current period and providing, as well as, a greater market share in subsequent periods. This strategy is applied only in the case when the price of demanded product is at the level which provides a sales volume increase. Therefore, in an industry where the considerable part of total costs could be reduced

thanks to the economies of scale and experience, the justified penetration pricing application enables the company to realize greater profit in the market⁴³.

Previous studies have determined the impact of customer perception on pricing. For instance, some scholars investigated whether the negative effect of lower prices on perceived brand quality demonstrated in evaluation tasks arises in a brand choice context. The study assessed the effects of lower prices on perceived quality via two laboratory experiments in which college students participated. The findings revealed that a lower price was associated with lower perceived brand quality. However, the study results indicated a reversal of the negative effects of lower prices on perceived brand quality in an evaluation task to generally positive effects when discounts came to play in a choice task⁴³.

A Scholar's study established the influence of price on customer satisfaction among mobile phone users in Wetlands, Nairobi. A descriptive research design was adopted in order to analyze the univariate variables involved. Simple stratified random sampling technique was used in order to capture the opinion of the study population of mobile phone customers in the different mobile phone networks and the influence that price has on their consumption or purchase decisions. The data collection tool was questionnaire that had both closed and open-ended questions. The data was analyzed using descriptive statistics with the assistance of Statistical Package for Social Sciences (SPSS). The findings indicated that price highly influences customer's satisfaction through offering increased competitiveness of the services offered by the mobile companies. Considerations like the efficiency of the services provided, easy access to services, influence from family and friends, fast connectivity to internet, availability of low denomination airtime vouchers, promotions, access to dealers and agents also determine the level of customer satisfaction and enhance customer loyalty to the mobile phone network⁴⁴.

Other studies did assess the effectiveness of pricing strategies on brand loyalty among cell phone users in Ol-Kalou in Kenya. The objectives of the study were to establish the level of customers' awareness of the prices charged by the cell phone service providers on various services they enjoy, as well as, the effectiveness of pricing strategies used by the mobile phone service providers in creating brand loyalty. The study focused on 200 residents of Ol-Kalou location chosen using multi-stage sampling criteria. Cluster sampling sub-divided the location into five sub-locations. Simple random sampling identified the respondents depending on the number of households in each sub-location. Primary data was collected using semi-structured questionnaire. The study recorded 156 respondents, which represented a 76% response rate. The data was analyzed using descriptive data analysis with tools like percentages, mode, mean, standard deviation, frequencies and Statistical Package of Social Sciences-PC version. From the study, it was established that most people in Ol-Kalou location only uses basic features of their cell phone like voice calls, text messages, checking balance and transferring of money. High computing services of smart phones like internet, multimedia messaging among others, were very rare. The findings revealed that only 35.53% of the respondents were aware of the prices charged on various services. It was established that most of them shift from one cell phone service provider to the other. The major reasons being the prices charged, extra services provided and influences from close friends, relatives, colleagues and business associates⁴⁴.

Another view also holds the opinion that consumers have over the years become accustomed to rigid pricing strategies by marketers. In addition, they have also learned to predict sales patterns, which initially kick-off with high prices only for the prices to be reduced significantly as retailers try to clear existing stocks and bring in new products. The authors argue that such behavior by consumers erodes retail margins, but is nevertheless fed by the retailers who stock too much of a

specific product at any one given time. However, manufacturers do not have to oblige the consumers by drastically lowering prices especially as a last-minute attempt to create new stocks for new products. For starters, the manufacturers can produce small quantities that are rightly priced and which can be replenished on short notice. Secondly, manufacturers and retailers should price their products at affordable levels to encourage as many people to purchase the product while avoiding the anticipation behavior⁴³. Meanwhile, some had also argued that producing quantities that can move fast and pricing them at the right margin will eliminate the need to mark down their merchandise. More so, even when marketers offer discounts on fairly priced products, the discounts do not have to be very deep as compared to higher-priced products. By adopting such pricing strategy, it was believed that consumption will not result in strategic behavior especially as consumers wait for discounts before they purchase the product⁴³.

Few others had also share similar sentiments in their consumer behavior model. In the model, the two authors argue that consumers of a product can decide to purchase the item at full price or wait until when the retailer discounts the price. Notably, however, the availability of the product is high during the initial stages while the product is still retailing at full cost, while the high demand created by discounted prices means that a consumer may not get the product especially if the retailer has no intention of replenishing the same. With this knowledge, some consumers opt to purchase the product when it is readily available instead of waiting for the discounts since they understand that the discounts trigger scarcity of the product³². Similar school of thought noted that it is common for marketers to characterize consumers by their level of price sensitivity or by using the demand curve. Yet, the sovereign consumer has more decision-making power that allows them to engage in the intra-decision-making process that determines just how much they are willing to pay for a specific product⁴³.

Other views had stated that the pricing strategy is one of the two market mechanisms used by marketers to apportion the supply of goods and services to demand forces. In the pricing mechanism, consumers purchase products at a specific identified price. In theory, perfectly competitive markets should allow one price to prevail among products serving the same products in the consumer market. In the real world, however, slight price differences do exist. This allows firms to set prices at different rates depending on their target consumers as well as the marketing strategy that a firm adopts. This in turn means that consumers will react to price fluctuations. To some consumers, low prices are not just a means of acquiring products at cheaper costs but may be a reflection of the low quality of the product. This is especially true for the middle and upper-income earners who associate price with quality. To low-income earners, however, cheaper products are more affordable and are therefore more appealing to them⁴⁵.

Like the two authors covered earlier, each also contends that strategic consumer behavior is something that marketers should start paying close attention to. Understanding strategic behavior by the consumers requires one to understand how they respond to prevailing retail prices. Another author also came up with a policy dubbed the 'expected marginal seat revenue.' In this policy, protectionist limits are used in pricing, whereby specific units are set aside to be sold to low incomes. The remaining unsold products are then sold to high-income earners. The authors however argue that irrespective of the pricing, consumers will want to wait until the discounted rates of the products are released. According to an author earlier referenced, such behavior by a consumer is advantageous to the seller because even though he may fail to make the expected sales with the initial price, there is still hope that he can still clear the stocks once he discounts the prices⁴⁵.

Previous analysis also found out that food prices in some neighborhoods were significantly lower than the prices for the same items in other neighborhoods, and the findings further indicated that prices in neighborhoods in a survey had a 6 percent price difference and was concluded that consumers were usually exposed to either low or high food prices depending on the competition in the market⁵⁹. The more competition available in a specific consumer market, the more varied the prices were bound to be, further findings reviewed out that though pricing is among the key considerations that all consumers regardless of their income levels, tastes or preferences have to factor while making purchase decisions. Other factors like quantity and quality also comes into play. They were also trade-off specific product qualities for lower-priced commodities³⁵.

To shed more light on how pricing strategies affect consumer behavior, Scholars observed that consumers with a wider choice of products are bound to spend more especially on perishable food items. The four identified behaviors that lead to less spending include purchasing discounted products in larger quantities; purchasing store brands or generic products as opposed to branded products which oftentimes costs more; taking advantage of volume discounts; and purchasing less expensive products. Through these purchasing behaviors, the consumers may have to forego product qualities such as freshness, taste, and convenience, something that attribute to price differences in food items³⁵.

While some had shared similar opinions some had argued that the general consumer would like to get more value for less money and thus, he or she will try to spend less money by choosing their purchases wisely. This includes selecting less expensive products, going for random-weighted products, and taking advantage of discounts. Overall, this means that the average

consumer makes engages in a deliberate decision-making process before making the actual purchase³⁶.

Away from ordinary consumer products, some hold the opinion that firms can offer custom prices to consumers based on existing records on their purchase behavior. According to the authors, firms that have records about past purchases by a specific customer may use the information to offer different prices for products or services to the consumer. They refer to such pricing tendencies as “behavior-based price discrimination” (p.2). Markets, where such pricing strategies are successfully used, include telephone service, the telecommunications sector, banking services, and credit card services, newspaper or magazine subscriptions, and e-commerce⁴⁵.

Few others however observed that should consumers know that their records are used to price-discriminate them, firms may have to face commitment problems from such consumers. This, therefore, means that the pricing strategy can successfully work in complete secrecy where the consumer does not know that her/his records are used as a basis for future pricing or firms may opt to avoid such pricing strategies. Notably, such a pricing strategy would only work where a firm has dominance over consumers in a specific market. However, in a free competitive market, all firms cannot successfully practice such a pricing strategy without consumers practicing caution. Some analysts believe that sellers should avoid using consumer past purchase behavior to set prices as this jeopardizes the ability of a consumer to bargain for good deals⁴⁶.

Other analysts argued that pricing is just one factor that consumers consider when purchasing products. Overall, the conditions have to be right for the consumer to make the purchase. This means that he or she needs to find the right product, at the right place, and at the right time. More

so, each consumer needs to have the money necessary to complete the purchase process. In conclusion, some analysts argued that in the presence of rational consumers, firms have no option other than to adopt pricing strategies that ensure that consumers will want to purchase the products⁴⁷.

Furthermore, and in agreement with some others, a high supply of products in the consumer market should be met with decreasing prices as the forces of demand and supply had indicated. The impact of pricing strategy on consumers' willingness to pay or willingness to make trade-offs between price and quality. Having established that the consumer would like as much value for his or her money, it is obvious that pricing strategy does affect the consumer's willingness to pay. A consumer will rely on the perceived fairness of the price as a guide to making the purchase decision. This means that the consumer generally has an idea about how much a product of a specific value should cost him or her. The higher the perceived product value, the more the consumer would be willing to pay. The pricing strategy used on the product thus needs to consider the value that a consumer would attach to a product before pricing the same. For example, a product's value may be high on production, but this value may steadily decrease as the product stays on the retail shelves. Once such a product nears the expiry date, the consumer willingness to pay declines significantly. However, if the product's price was to be discounted, more consumers would be willing to make tradeoffs between value and cost⁴⁸.

While other had argued that the contemporary consumer is more knowledgeable and hence, is able to assess the price appropriateness and the benefits of a product before paying for the same. This means that the consumer relies on their evaluation of value attained against the price before paying for the same. Other holds the opinion that for the pricing strategy to affect the consumer's

willingness to pay affirmatively, the strategists need to know the values that consumers attach to the product. This suggests that price levels are extrapolated outside a specific interval meaning that high price levels lead to regression in consumer purchasing tendencies⁴⁸. Regarding trading off price and quality, citing the Financial Time's newspapers and the Wall Street Journal note that producers of fast-moving consumer products were increasing their prices amid the recession in an attempt to compensate for decreasing sales volumes. As a result, more consumers were willing to purchase little-known brands which had not hiked their prices, with some opting to purchase private-label goods. Accordingly, the increased prices only served to drive consumers away, thereby squeezing the profit margins of companies that hiked prices even further downwards. Branded products have a distinct advantage over private-labeled products because they are not only leaders in product innovation; they also invest in distinctive packaging, advertising and price promotions. Through these activities, the branded products can create an impression of quality to the consumer market. However, as some had found out, dire times like depression or recession force many consumers to avoid spending as much as they would in normal economic times. As such, recessionary times are not a perfect time for price strategists to consider hiking their prices as this can only drive people away. If this is indeed true, advertising is observed to have a positive impact on consumers' perception of the brand, which does not achieve as much worth as would be the case⁴⁹. In lean economic times, consumers (especially in the middle- and low-income earning groups) are concerned more about survival than. As such, they will easily trade off branded products, which are associated with quality, and instead, opt to purchase cheaper products manufactured by private labels. Consumer's perception about brand quality is also significantly eroded by the news that the same manufacturers of brand names also engage in the manufacturing of private labeled products ostensibly in an attempt to capture the

average income earning markets. Further to this, consumers are now more aware that private-branded products have improved their qualities considerably in the past decades to compete favorably with other private labels as well as the big brands⁴⁹. Not all consumers however abandon a branded product because of its high price. People who are highly involved in a product associate important functional, social and psychological outcomes with the product. Therefore, highly involved consumers care more about product quality” (p. 246). This means that highly-involved consumers treasure quality and would therefore be more willing to pay for quality irrespective of pricing differences. Others have also stated that consumers have over the years developed ‘schemas’, which they use to process abstract information delivered to them by marketers. One such schema is identified by as a price-quality schema, where the consumer associate high prices with quality. This means that consumers in this category are less willing to purchase low-priced products because they associate such with low quality⁵⁰. The willingness of people who rely on the price-quality schema to purchase declines with prices, and increases as prices go up. People in the price-quality schema may be converted over time as their perception of the quality of private labeled products changes. This however is a gradual process that can take many years before actualization. Consumer reports affect price-quality schemas especially when such reports seek to educate consumers on cost-cutting measures. By doing this, they enlighten the public that cheap groceries could be equally good and that the private labels could be equivalent in quality to the national brands. When such reports are released, most consumers who relied on pricing as their mark of quality feel the need to test some of the lower-priced products if only to verify the truth of consumer reports. If they like the quality of the cheaper product, then their price-quality schema is eroded⁵⁰.

2.5 Summary Gap in Literature

A scholar examines the product branding as a tool for increasing consumer loyalty in the telecommunication industry in Nigeria. The study revealed that Product branding and features has a significant effect on product choice and customer patronage and also that Product diversification and innovation has a significant effect on consumer choice and patronage. This study is significant in the sense that it throws more light to the effect of branding on consumer loyalty, which is the optimal target of marketing¹³.

Literature reviewed of a megamalls as site for social interaction: A case study of Shoprite and Ventura, Ibadan, Nigeria. Findings shows that megamalls were found to provides four different social functions which includes the opportunities for social interaction, building and formation of social ties, social mixing and blending across social groups and divide as well as all-inclusive society. Based on literature perused and information gathered through sight-seeing and interview, it can be concluded that Shoprite and Ventura in Ibadan metropolis are indeed sites for social interaction⁵¹.

Scholars examined the effect of brand association on consumer patronage of GSM service providers in Kano Metropolis. The finding of the study also revealed that the use of the celebrity for promotional activities by GSM operators has no effect on consumer patronage of service providers. There could also be a similar study in other industries like Banking, Food and Beverages, Retail Industry, Aviation and so on. Researchers examined the brand equity and consumer responses: conceptual framework and preliminary testing of scales. Brand awareness, perceived quality, brand associations and brand loyalty have a positive influence on overall brand equity; overall brand equity has a positive influence on willingness to pay a price premium, attitude towards extensions, brand preference, purchase intention and customer satisfaction; and brand preference has a significant positive effect on purchase intention. Further, there could also

be another study that investigates the significant influence of other elements of brand association as advert messages, charges for services, sales promotional activities, network coverage and a host of others⁵².

Researchers also examined the impact of brand credibility on customer patronage of table water firms: evidence from Nigeria. The results put forward that brand credibility has a very strong, significant and positive influences on store traffic flow; expertise has a strong, significant and positive influence on customer referrals. The study recommends that more inquiries be made on brand credibility and customer patronage in the table water firm could take account of exclusively broad dimensions interconnected to the factors that influence customer patronage in order to put forward a more perceptive, appreciative, and superior synopsis of customer patronage. The study suggest to fill these gaps and contribute to the existing literature on these specific issues by presenting a high-quality investigation⁵³.

A scholar also examined the effect of branding on consumer patronage of locally processed rice in South East Nigeria. The study found that brand image, brand name, brand orientation and brand loyalty have significant effect on consumer patronage of locally processed rice in South East Nigeria. There is no empirical evidence of similar studies covering locally processed rice in the entire South-East zone of Nigeria⁵⁴.

Researcher examined the green marketing and perceived corporate image: a study of fast-moving consumer goods in Lagos State Nigeria. The study found that green marketing significantly affects perceived corporate image of fast-moving consumer goods. The study contributes to existing knowledge by bridging the some identified gaps in literature⁵⁵.

A scholar assesses the effect of branding on consumer behavior in Telecommunication Companies in Ghana. The study discovered that an unprecedented majority of the respondents

had adequate knowledge on these branding strategies. Although some respondents acknowledged that branding is about logo, service quality, pricing, coverage image, signage and slogan. A whopping majority seem this as combination of all the above. The outcome of this study is expected to contribute significantly towards telecommunications companies on the effects of branding on consumer behavior¹¹.

Scholars also evaluates the Effects of Marketing Strategies on Consumer Patronage of Restaurants in Enugu (A Study of Mr. Bigg's). findings showed that individual determinants and social factors have a significant influence on consumer patronage of Mr. Bigg's, consumer choice has a significant impact on the patronage of Mr. Bigg's, relationship marketing practices has a significant effect on the patronage of Mr. Bigg's, consumer perception has a significant effect on the patronage of Mr. Bigg's and finally, consumers' loyalty strategies have a significant effect on the patronage of Mr. Bigg's. This study is very important as it discussed in detail how the Means-End Chain theory works. It explained in details how consumers can make their brand choices considering product attributes, the consequences of product use and personal value attached with the purchase of the product. And it is this void that this research had been able to fill²⁶.

Some scholars studied the effects of online marketing on the behaviour of consumers in selected online companies in Owerri, Imo State – Nigeria. The findings of the study showed that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores. Research on online and internet marketing in Nigeria has not been tapped into extensively; hence related literature in the Nigerian context was limited and not readily available³⁶.

Some researchers examine the customer loyalty and patronage of quick service restaurant In Nigeria. The study found a significant positive relationship between price fairness, food quality, firm's personnel quality, customer trust, restaurant image, and restaurant's atmosphere and customer loyalty. Positive relationship was also found between customer loyalty and customer patronage. Hence, the observed gap in literature including other customer loyalty drivers – product price, quality of menu, personnel quality, shop image, shop atmosphere, customer trust is propositioned for investigation in the present effort to empirically determine their influence on the patrons of restaurants in Anambra State of Nigeria²⁶.

Another Scholar examined the brand equity and consumer patronage of soft drinks in Benin City, Nigeria. The research findings were that there is a significant and positive relationship between customer patronage and the explanatory variables of brand awareness, brand association, and perceived quality. This study is unique as it provides empirical evidence on brand equity and its effects on customer patronage in the beverages industry in Nigeria⁵⁶.

A researcher also examined the relationship between an emotional brand appeal and patronage intention and patronage action, in a study on brand appeal and customers' patronage of Fast-Food Firms in Port Harcourt. The results illustrate that emotional brand appeal has a strong, positive and significant influence on patronage intention, and a very strong, positive and significant influence on patronage action. The study also found that rational brand appeal has a strong, positive and significant influence on patronage intention and patronage action. Thus, this current study attempts to empirically investigate the influence of brand appeal on customer patronage in the fast-food industry in Rivers State of Nigeria³.

Some scholars also examined the influence of promotional activities on consumers' patronage of insurance business in Ado Ekiti Metropolis, Nigeria. The result showed a strong and positive

relationship between media advertising and consumer patronages. The result also indicated that personal selling has significant effect on consumer patronages. The results also showed that there is a significant relationship between sales promotion and consumer patronages of insurance businesses in Ado Ekiti metropolis. Future researchers are hereby called upon to conduct research to measure the influence of Promotional activities on Consumers' Patronage of Insurance Business in other cities in Nigeria to affirm the promotional activities of Insurance firms in the Country⁵⁷.

Some scholars examined the green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. The study shows that consumers' level of environmental affect influences how they respond to marketing communications that promote different environmental messages. Those with higher level of affect were more likely to be swayed by a pure environmental advertisement⁵⁸.

Also some scholars examined an empirical study of the impact of branding on consumer Choice for Regulated Bottled Water in Southeast, Nigeria. this research work determined the fact that company-of-make and packaging are of greater influence on consumer choice than brand name and mark. The dearth of data and lack of current related studies with respect to the Nigerian market of bottled and branding also constituted a limitation of this study⁵⁹.

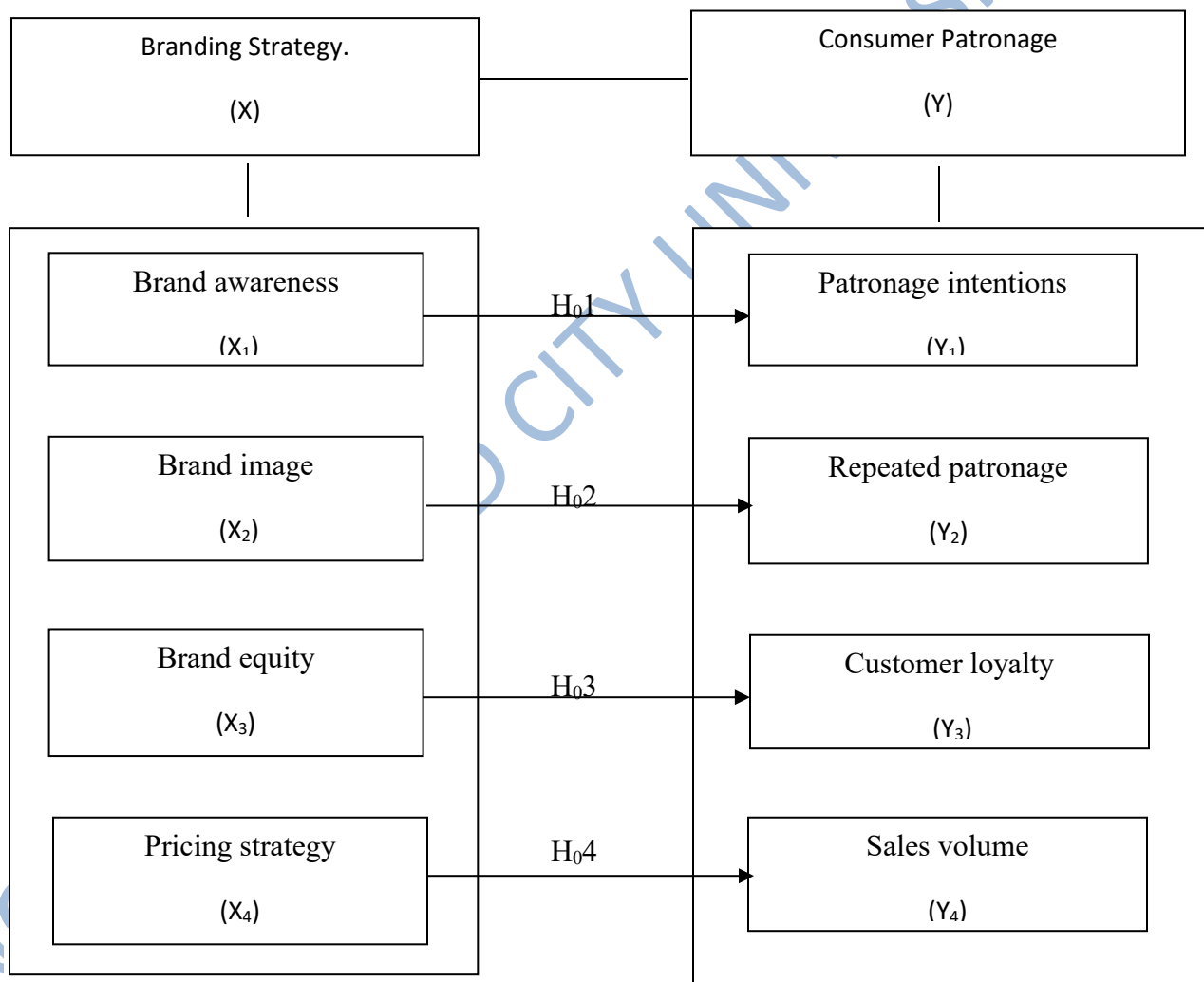
2.6 Conceptual Model

The figure below depicts the conceptual model of the study showing the independent variables (X) and its proxy and the dependent variable (Y) and its proxy to measure it.

The Model shows the possible relationship between the independent variable and the dependent variable.

The independent variable is an umbrella for other variables that includes the Brand awareness, Brand image, brand Equity and Price strategy, these have been well explained in the literature review.

The dependent variable is an umbrella for other variables which include consumer patronage intentions, repeated patronage, customer loyalty and sales volume. All of which have been well explained in the literature review.



Source: Researcher (2022)

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Chapter Three

Methodology

This chapter focuses on the method adopted in the study. It explains the procedure used by the researcher in assembling the data for the study. It also focused on research design, population of the study, sample size determination, sampling technique, method of data collection, research instrument, pilot study, method of data analysis and ethical consideration.

3.1 Research Design

The study employed a survey research design. This will assist the researcher to obtain data to vividly describe and interpret the effect of branding strategies on consumer patronage of fast-moving consumer goods in Nigeria. Advantage of survey research design in a research like is that, people's opinions, attitudes and emotion among other subjective entities that can be measured only by obtaining information directly from the people themselves, under such circumstances, it is possible to gather peoples opinion verbally or orally to express themselves^{1,2,3}. Using this this type of design enhances the authenticity of the study as it utilizes primary sources of data in which structured questionnaire^{4,5}.

3.2 Population of the Study

The population for the study is made up of employees of fast-moving consumer goods in Nigeria focusing on Procter and Gamble Company in Nigeria (P&G). P&G, which operates in some 180 countries of the world, produces a range of products for the Nigerian market, including Always sanitary pad, Pampers, Ariel detergent, Oral B toothpaste, Gillette shaving stick. This company is chosen because they appear to be one of the strongest portfolios of trusted, quality, leadership

consumer brands. The total workforce for this fast-moving consumer goods in Nigeria as reported by the company's human resource department in 2022 is approximately 1700.

3.3 Sampling Technique

In order to get the sample size for the study, the Taro Yamane (1967) formula was used. Taro Yamane is presented as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where n is the sample size

N is the population size

e is the sampling error.

The population of the study consists of a total of 1700 employees. This implies that N=1700, e= 0.05 (i.e. 95% confidence level). Therefore the sample size can be computed mathematically below:

$$n = \frac{1700}{1 + 1700 (0.05^2)}$$

$$n = 323.81$$

$$n = 324 \text{ (Nearest whole number)}$$

Thus, three hundred and twenty-four management staff of the selected fast moving consumer goods in Nigeria in Oyo, Nigeria was selected as sample size. Convenient sampling was used in the sampling process as fast-moving consumer goods in Nigeria in Oyo was sampled due to the easy accessibility and proximity of Procter and Gamble Company (P&G) to the researcher.

3.4 Research Instrument

The basic research instrument used in this study is the questionnaire. The questionnaire is divided into three sections: Section A, B and C respectively. Section A captures demographic information like age: sex, age, educational qualification, working experience and managerial level. Section B addresses branding strategies constructs measures which is sub-divided into four subsections (Brand awareness, Brand image, Brand equity and Pricing strategy). Section C addresses consumer patronage measures which is also subdivided into four subsection (Patronage intentions, Repeated patronage, Customer loyalty, Sales volume). Section B and C are based on a on a five point like scale ranging from **Strongly Disagree (SD)**, **Disagree (D)**, **Undecided (U)**, **Agree (A)** and **Strongly Agree (SA)** for the questions provided.

3.5 Validity of the Research Instrument

In designing the questionnaire, the researcher was guarded by the need to draw the right responses from the respondents. Consequent to that, the questionnaire was given to the supervisor and peers for vetting and approval to ensure content validity.

3.6 Reliability of the Research Instrument

The researcher used the Cronbach Alpha method to test the reliability of the instrument. If the findings were reliable, this will allow the research to be tested again and obtain the same results. Results are expressed between 0-1, however to test a good reliability, my results should test above 0.6 which will show 60% reliability^{6,7,8}.

Table 3.6.1: Reliability Statistics

Constructs	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Brand awareness	0.786	0.811	4
Brand image	0.682	0.827	3
Brand equity	0.910	0.910	3
Pricing strategy	0.678	0.711	4
Patronage intentions	0.761	0.765	3
Repeated patronage	0.831	0.831	3
Customer loyalty	0.723	0.646	4
Sales volume	0.815	0.855	4

The Table 3.6.1 above shows the reliability test for the instrument. All the measurement scales for this instrument produce a Cronbach alpha of 0.786, 0.682, 0.910, 0.678, 0.761, 0.831, 0.723 and 0.815 for such constructs as Brand awareness, Brand image, Brand equity and Pricing strategy, Patronage intentions, Repeated patronage, Customer loyalty and Sales volume respectively. These values suggest an excellent internal consistency of these constructs and their individual observed variables.

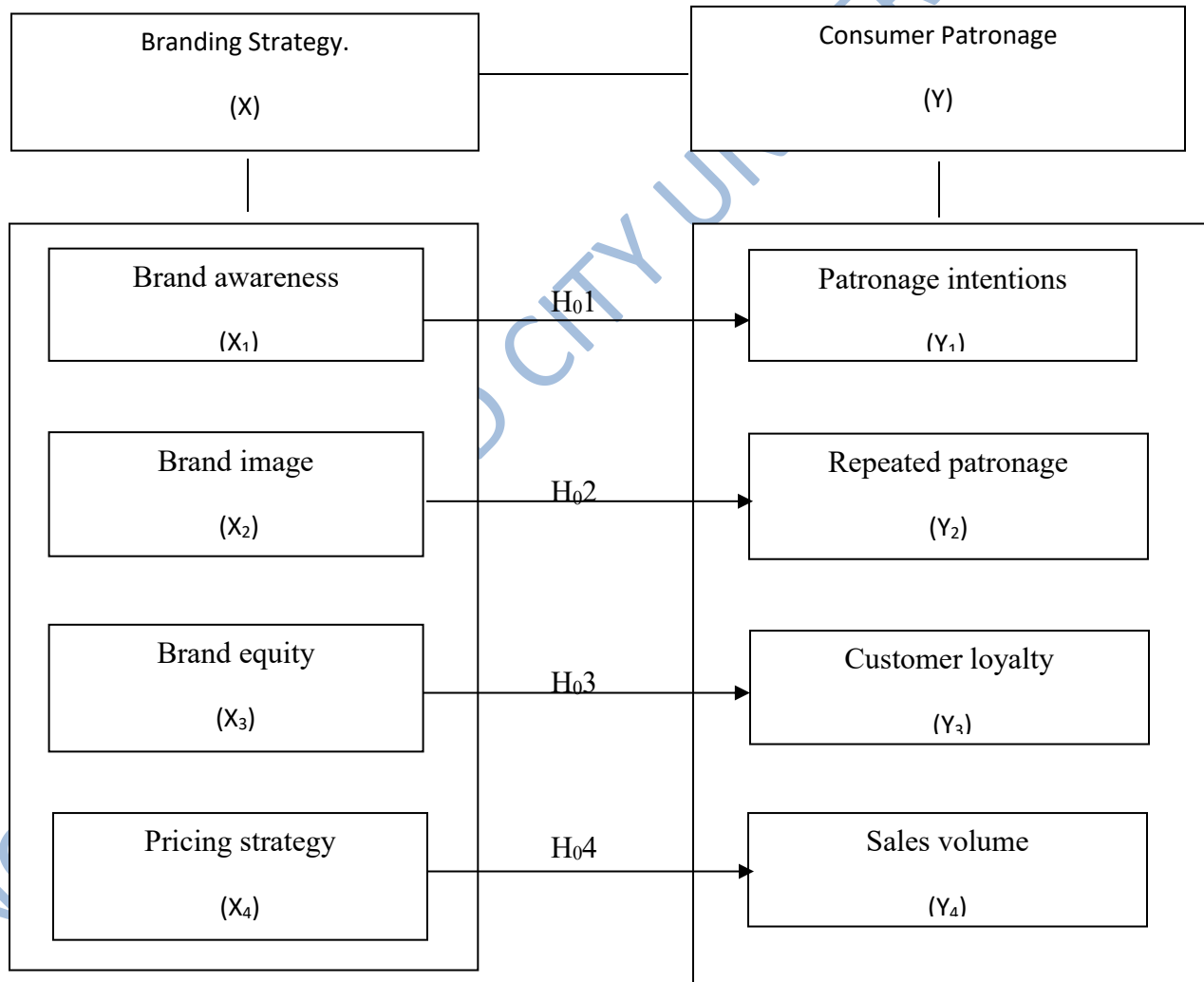
3.7 Method of Data Collection

The data used in this research was obtained from primary sources. The primary source data was retrieved by administering copies of questionnaires to the respondents for answers relating to the research questions.

3.8 Method of Data Analysis

Descriptive and inferential analysis was adopted in this research. SPSS 23.0 (Statistical Package for Social Science) was used to analyze data as data collected was summarized in tables and regression analysis was used to test the hypotheses.

3.8.1 Research Model



3.8.2 Model Specification

The specified regression model for the research work is:

$$y = F(x)$$

$$y = \text{Consumer patronage}$$

$$x = \text{Branding strategy}$$

Where Y = Dependent

X = Independent

$$x = (x_1, x_2, x_3, x_4)$$

$$y = f(x_1) \dots 1$$

$$y = f(x_2) \dots 2$$

$$y = f(x_3) \dots 3$$

$$y = f(x_4) \dots 4$$

Furthermore, we have:

Based on regression, we have

$$y_1 = a_0 + \beta_{1x_1} + \mu \dots (1)$$

$$y_2 = a_0 + \beta_{2x_2} + \mu \dots (2)$$

$$y_3 = a_0 + \beta_{3x_3} + \mu \dots (3)$$

$$y_4 = a_0 + \beta_{4X4} + \mu \dots (3)$$

3.9 Ethical Consideration

The current investigation sought data that touched on a sensitive aspect of FMCG. As a result, commercial confidentiality and informed consent seem to be critical considerations. Owing to the confidential issues, the use of the collected data is limited to the purpose of the present study only. Study participants were informed that in the case, a need arise that required the provided information for other purposes; they were to be communicated for approval. On the top, the researcher promised participants that their identities were to be concealed. Concerning the informed consent, reference is made based on the need to inform respondents regarding the effects of taking part in the study. Consequently, the research took all participants through requirements and details of the process before participating.

Endnotes

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Chapter Four

Result and Discussion of Findings

This chapter focuses on the analysis and interpretation of data used in examining the effect of branding strategies on consumer patronage of fast-moving consumer goods in Nigeria (A study of Procter and Gamble Company (P&G) in Oyo, Nigeria. The descriptive analysis of data obtained was summarized in percentages while the hypothesis was tested using the regression statistics. Out of the 324 copies of questionnaires administered to the respondents, 237 copies of questionnaire were completed and returned which implies a response rate of 73.15%,

4.1 Data Presentation

Table 4.1.1: Demographic and Data of Respondents.

Variables	Labels	Frequency	%
Gender	Male	155	65.4
	Female	82	34.6
Age (In years)	Below 25	21	8.9
	26-35	96	40.5
	36-45	102	43.0
	Above 45	18	7.6
Level of education	National Diploma (ND/HND)	57	24.1
	Graduate (B.sc)	115	48.5
	Post Graduate	65	27.4
Working experience (In years)	Below 5	83	35.0
	6-10	114	48.1
	11-15	40	16.9
Management Level	Low Management	32	13.5
	Middle Management	188	79.3
	Top Management	17	7.2

Source: Field Survey, 2022

Table 4.1.1 above show that majority of the respondents in this survey are males as compared to the females, a total 65.4% of males and 34.5% percentage of females have participated in this survey. This is an indication that both genders have been adequately represented. The Table also revealed that 8.9% of the respondents are below 25 years, 40.5% are within the age range of 26-35 years, 43.0% in the age range of 36-45 years while the remaining 7.6% are more than 45 years. Majority of the respondents falls under the category of BSc level of studies taking a percentage of 48.5% followed by the 27.4% and 24.1% categorized in the post graduate and national diploma (ND/HND) level of study respectively. It could therefore be said that the survey population are literate and are expected to provide an objective assessment of the issues raised in the questionnaire used, thus valid information is expected to be elicited from these set of respondents. Majority of the respondents have worked for about 6 – 10 years taking a percentage of 48.1%, 35.0% have worked for below 5 years while the remaining 16.9 % of them have worked for 11 - 15 years. The Table also revealed that 13.5% of the respondents are low management staff, 79.3% are middle management staffs while the top management staffs have a percentage of 7.2%. This implies that the majority of the respondents are middle management staff. Thus, it could be deduced that these set of respondents are expected to provide relevant and valid information for the subject matter of study, as they are predicated to have in depth understanding of the issues raised in the subject matter as they majorly involved in the activities of the fast-moving consumer goods industry.

4.2 Research Question

The research questions are summarized using the mean score. As regards to the tables below, the calibrations are as follows: 1= Strongly Disagree, 2 = Disagree, 3 = Undecided, 4= Agree and 5= Strongly Agree. Any mean score below '3' implies a Strongly Disagree or Disagree while any mean score above '3' implies Agree or Strongly Agree.

Table 4.2.1: Mean Response Addressing Branding Strategies Constructs

<i>S/N</i>	Brand Awareness	<i>Mean</i>	<i>SD</i>
1.	My organization carefully created brand guidelines for our brand identity and recognition	4.4093	.64866
2.	My organization has selected color choice of the target customers	4.3376	.60715
3.	My organization has a unique and attractive product design which makes our product to be easily differentiated	4.5274	.60741
4.	My organization put in place consistent messages to build brand awareness	4.4768	.66741
<i>S/N</i>	<i>Brand Image</i>	<i>Mean</i>	<i>SD</i>
1.	Our brand is designed in a way that reduces the consumer's perceived risk	3.9578	.60917
2.	My organization has a consistent visual style for recognition	4.4304	.67051
3.	Our brand image is unique compared to other competitors	4.1435	.63487
<i>S/N</i>	<i>Brand Equity</i>	<i>Mean</i>	<i>SD</i>
1.	My organization has a high degree of response to consumer requests in the product compared to competitor	4.0886	.60063
2.	My organization has a strong patterns and trade marks	3.9409	.65475
3.	My organization offers quality service to the customers than its competitors	3.8945	.59789
<i>S/N</i>	<i>Pricing Strategy</i>	<i>Mean</i>	<i>SD</i>
1.	My organization offers a discounted price for the purchase of a set number (N) of items purchased	4.1350	.55875
2.	My organization temporarily decrease prices on products	4.2489	.70804
3.	My organization offers bundling price techniques (Combo)	4.1356	.68311
4.	My organization gives coupons to stimulate consumers' purchase of our product	4.1814	.71069

Source: Field Survey, 2022

Table 4.2.1 showed the descriptive analysis of the **Branding Strategies Constructs** (Brand awareness, Brand image, Brand equity and Pricing strategy) using the mean score. It is evident from the result that the mean score for all the variables are more than '3' which the stipulated benchmark for accepting the statement. The finding shows that the selected FMCG has an effective brand awareness strategy such as careful brand guidelines for brand identity and recognition, unique and attractive product design, good color selection and putting in place consistent messages to build brand awareness. Regarding brand image, the result shows that the selected firm has a unique brand image that has a consistent visual style for recognition and also reduces the consumer's perceived risk. The table also revealed that the selected firm has an efficient brand equity strategy that comprised of a quality, strong patterns and trade marks compared to its competitors. Finally, the result show that the pricing strategy used by P&G is effective as they give discounts, coupons and sometimes temporarily decrease prices of products to stimulate purchases.

Table 4.2.2: Mean Response addressing Consumer Patronage Constructs

<i>S/N</i>	<i>Patronage Intentions</i>	<i>Mean</i>	<i>SD</i>
1.	Our customers usually expressed their intention to continue using the products of our company	4.0506	.64896
2.	Our customers have expressed their willingness to tell others about the products of the company	4.4135	.60182
3.	Our customer exercise patience to get my brands even on stock out	4.0633	.63128
<i>S/N</i>	<i>Repeated Patronage</i>	<i>Mean</i>	<i>SD</i>
1.	Our customer has gotten acquaintances to our product	4.0464	.69040
2.	The likelihood that our customers would shift away from our brand is very low	4.0886	.65464
3.	Even at the expense of inflation, our customer still patronize our products	4.0549	.65835
<i>S/N</i>	<i>Customer Loyalty</i>	<i>Mean</i>	<i>SD</i>
1.	Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace	3.9578	.76352
2.	There has been a reduction in the level of customer complaints	4.2700	.58483
3.	There is an increase in customer references to their friends	4.3122	.69164
4.	Level of customer satisfaction in my organization over the last three years has increased	4.4008	.65393
<i>S/N</i>	<i>Sales Volume</i>	<i>Mean</i>	<i>SD</i>
1.	There is an increase in sales growth of our products over the last five years	4.4346	.60449
2.	There is an increase in market coverage as our customers have gained our trust and confidence	4.4262	.65081
3.	There is an increasing market share and profitability, of the company	4.3924	.60544
4.	The satisfaction of amiable customers has been met thereby increasing sales volume.	4.2405	.52598

Source: Field Survey, 2022

Table 4.2.2 showed the descriptive analysis of the **Consumer Patronage** constructs (Patronage intentions, Repeated patronage, Customer loyalty and Sales volume) using the mean score. The finding shows that there is a high level of patronage of the company's product. This is evident from the positive consumer's patronage intentions, repeated patronage, noteworthy customer loyalty and increased sales volume.

4.3 Test of Hypothesis

Hypothesis One

H₀: Brand awareness has no significant influence on patronage intentions of fast moving consumer goods in Ibadan, Oyo state

H₁: Brand awareness has a significant influence on patronage intentions of fast moving consumer goods in Ibadan, Oyo state.

Table 4.3.1: Regression result of Brand Awareness vs. Patronage Intention

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.469 ^a	.220	.217	.43667		
a. Predictors: (Constant), Brand awareness						
Anova^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.642	1	12.642	66.297	.000 ^b
	Residual	44.811	235	.191		
	Total	57.452	236			
a. Dependent Variable: Patronage intentions						
b. Predictors: (Constant), Brand awareness						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.046	.263		7.778	.000
	Brand awareness	.480	.059	.469	8.142	.000
a. Dependent Variable: Patronage intentions						

Table 4.3.1 presents the results of the regression analysis for brand awareness as a predictor of patronage intentions. The R-squared statistic as explained by the fitted model implies that about 22% of the total variation in the measure of patronage intentions is explained by the variations in the brand awareness. The regression coefficient, t statistic, and p-value for the model show that brand awareness ($\beta=.480$, $t=8.142$, $p<0.05$) exerts a positive and statistically significant effect on patronage intentions. Hence, the null hypothesis was rejected and the study conclude that brand awareness has a significant influence on patronage intentions of fast moving consumer goods in Ibadan, Oyo state

Hypothesis Two

H₀: Brand image has no significant influence on repeated patronage of fast-moving consumer goods in Oyo state

H₁: Brand image has a significant influence on repeated patronage of fast-moving consumer goods in Oyo state

Table 4.3.2: Regression result of Brand Image vs. Repeated Patronage

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.481 ^a	.232	.228	.50659		
a. Predictors: (Constant), Brand image						
Anova^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.187	1	18.187	70.870	.000 ^b
	Residual	60.308	235	.257		
	Total	78.495	236			
a. Dependent Variable: Repeated patronage						
b. Predictors: (Constant), Brand image						
c.						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.318	.328		4.022	.000
	Brand image	.657	.078	.481	8.418	.000
a. Dependent Variable: Repeated patronage						

Table 4.3.2 presents the results of the regression analysis for brand image as a predictor of repeated patronage. The R-squared statistic as explained by the fitted model implies that about 23.2% of the total variation in the measure of repeated patronage is explained by the variations in the brand image. The regression coefficient, t statistic, and p-value for the model show that brand image ($\beta=.657$, $t=8.418$, $p<0.05$) exerts a positive and statistically significant effect on repeated patronage. Hence, the null hypothesis was rejected and the study conclude that brand image has a significant influence on repeated patronage of fast-moving consumer goods in Oyo state.

Hypothesis Three

H₀: Brand equity has no significant influence on customer loyalty of fast-moving consumer goods in Oyo state

H₁: Brand equity has no significant influence on customer loyalty of fast-moving consumer goods in Oyo state

Table 4.3.3: Regression result of Brand Equity vs. Customer Loyalty

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.406 ^a	.165	.162	.43726		
a. Predictors: (Constant), Brand equity						
Anova^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.891	1	8.891	46.503	.000 ^b
	Residual	44.932	235	.191		
	Total	53.823	236			
a. Dependent Variable: Customer loyalty						
b. Predictors: (Constant), Brand equity						
Coefficients^a						
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta		
1	(Constant)	2.652	.234		11.343	.000
	Brand equity	.398	.058	.406	6.819	.000
a. Dependent Variable: Customer loyalty						

Table 4.3.3 presents the results of the regression analysis for brand equity as a predictor of customer loyalty. The R-squared statistic as explained by the fitted model implies that about 16.5% of the total variation in the measure of customer loyalty is explained by the variations in the brand equity. The regression coefficient, t statistic, and p-value for the model show that brand

equity ($\beta=.398$, $t=6.819$, $p<0.05$) exerts a positive and statistically significant effect on customer loyalty. Hence, the null hypothesis was rejected and the study conclude that brand equity has a significant influence on customer loyalty of fast-moving consumer goods in Oyo state.

Hypothesis Four

H₀: Pricing Strategy has no significant effect on sales volume of fast moving consumer goods in Oyo state

H₁: Pricing Strategy has a significant effect on sales volume of fast moving consumer goods in Oyo state

Table 4.3.4: Regression result of Pricing Strategy vs. Sales Volume

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.451 ^a	.203	.200	.33362		
a. Predictors: (Constant), Pricing strategy						
Anova^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.672	1	6.672	59.948	.000 ^b
	Residual	26.155	235	.111		
	Total	32.828	236			
a. Dependent Variable: Sales volume						
b. Predictors: (Constant), Pricing strategy						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.002	.178		16.827	.000
	Pricing strategy	.328	.042	.451	7.743	.000
a. Dependent Variable: Sales volume						

Table 4.3.4 presents the results of the regression analysis for pricing strategy as a predictor of sales volume. The R-squared statistic as explained by the fitted model implies that about 16.5% of the total variation in the measure of sales volume is explained by the variations in the pricing strategy. The regression coefficient, t statistic, and p-value for the model show that pricing strategy ($\beta=.328$, $t=7.743$, $p<0.05$) exerts a positive and statistically significant effect on sales volume. Hence, the null hypothesis was rejected and the study conclude that pricing strategy has no significant effect on sales volume of fast-moving consumer goods in Oyo state.

4.4 Discussion of Findings

This study investigated the effect of branding strategies on consumer patronage of fast moving consumer goods in Nigeria. The researcher provided some background literature into branding strategies and consumer patronage, allowing the researcher to understand the existing literature on the topic and make comparisons towards the findings in this study. In order to achieve the aim of the study, a number of research questions and hypotheses were formulated.

- 1. Research Question 1:** To what extent does brand awareness influences patronage intentions of fast-moving consumer goods in Oyo state? The findings show that brand awareness ($\beta=.480$, $t=8.142$, $p<0.05$) exerts a positive and statistically significant effect on patronage intentions of fast-moving consumer goods in Oyo state. This outcome is similar to the findings of ^{1,2} who ascertained that brand awareness increases sales of a particular brand which improves brand performance. It further showed that product branding helps to make awareness of a product in the market,
- 2. Research Question 2:** How does brand image influence repeat patronage of fast-moving consumer goods in Oyo state? The findings show that brand image ($\beta=.657$, $t=8.418$, $p<0.05$) exerts a positive and statistically significant effect on repeated patronage of fast moving

consumer goods in Oyo state. This outcome is similar to the findings of ^{3,4} who concluded that the perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization.

3. **Research Question 3:** To what extent does brand equity influences customer loyalty of fast-moving consumer goods in Oyo state? The findings show that brand equity ($\beta=.398$, $t=6.819$, $p<0.05$) exerts a positive and statistically significant effect on customer loyalty of fast moving consumer goods in Oyo state. This outcome is similar to the findings of ^{5,6} who ascertained that brand equity influences customer loyalty, satisfaction and trust.
4. **Research Question 4:** What is the effect of pricing strategy on sales volume of fast-moving consumer goods in Oyo state? The findings show that pricing strategy ($\beta=.328$, $t=7.743$, $p<0.05$) exerts a positive and statistically significant effect on sales volume of fast moving consumer goods in Oyo state. This outcome is similar to the findings of ⁷ who concluded that price strategy has a significant effect on their consumers consumption or purchase decisions.

Endnotes

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Chapter Five

Conclusion

This chapter focuses on the summary of major findings followed by the conclusion, recommendations and suggestions for further study.

The research study focused on the impact of the branding strategies and consumer patronage of fast-moving consumer goods using the P & G and brands in its portfolio as case study. The study has helped in understanding the meaning and types of branding strategies that influences patronage of consumers of FMGC in Oyo state, Nigeria.

Chapter One provided the introduction, background of the study, discussing the statement of the problem of the research, the objective of the study which to examine the extent to which brand awareness influences patronage intentions; brand image/name influences actual patronage; brand equity/value influences repeat patronage and pricing strategy on sales volume of fast-moving consumer goods in Ibadan, Oyo state. Its significant research questions as well as the limitation of the study and operational definition of concepts in this study.

Chapter Two focused on the literature review from different authors who have researched in their opinions and debates on subject matter in various ways. In Concept, The Nicosia Model described a consumer is an individual who purchases, or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. Also, Behaviorists Theory which states that the number of times consumers repurchase a specific brand in a given time period after experiencing it, can be measured were adopted as theoretical framework. Other conceptual review discussed on Customer Patronage and Branding Strategies and its measurement/sub variables were discussed extensively. Also, an

account of what has been published on the topic by accredited scholars and researchers to convey what ideas and knowledge that have been established on the impact of the branding strategies and consumer patronage of fast-moving consumer goods using Procter and Gamble Limited and its product brands as case study. It was concluded that empirical studies on branding strategies have a significant influence on consumer patronage. Also, the study is significant in the sense that it throws more light to the effect of branding on consumer loyalty, which is the optimal target of marketing.

In Chapter three, the research methodology was discussed and used in the analysis of the impact of the branding strategies and consumer patronage of fast-moving consumer goods using Procter and Gamble Limited and its product brands as case study, also the method of gathering data. This chapter further discussed the procedures adopted and also the research design, questionnaire design and method of gathering data.

Chapter four presented the analysis of data, the result analysis was done with the tool mentioned in the previous chapter that will range from the use of questionnaire.

5.1 Summary of Findings

This study investigated the effect of branding strategies on consumer patronage of fast moving consumer goods in Nigeria (A study of Procter and Gamble Company (P&G) in Oyo, Nigeria.

The following findings were emanated from the analysis:

- i. Brand awareness has a significant influence on patronage intentions of fast moving consumer goods in Ibadan, Oyo state.
- ii. Brand image has a significant influence on repeated patronage of fast-moving consumer goods in Oyo state.

- iii. Brand equity has no significant influence on customer loyalty of fast-moving consumer goods in Oyo state.
- iv. Pricing Strategy has a significant effect on sales volume of fast-moving consumer goods in Oyo state.

5.2 Conclusions

In conclusion, this study revealed that branding strategies has a significance on consumer patronage of fast-moving consumer goods in Nigeria. The study results show that all four branding strategies were of significance in influencing the consumers patronage variables. Branding must be seen as available means of increasing the status of the organization ranging from product line and product breadth of the company. Considering the implementation of branding by the selected FMCG company (Procter and Gamble Nigeria Limited) results in the opening up of growth opportunities. As a result branding has been identified as the bedrock of product development and differentiation which helps in enacting a perception of product and organization amongst customers, increased competitive strength, productivity, growth, increase sales volume, enhances the organization's relationship with its customers and also influences image. This research work has been able to establish that branding strategies has a significant influence on consumer patronage of fast-moving consumer goods. Branding strategies is necessary for the survival of any business and its product, especially in the highly competitive fast-moving consumer goods sector. Brand strategies which are brand equity/value, brand awareness, brand image/name, pricing strategy and customer patronage are strategically important to business organizations and to performance in industries and the study provides evidence of the ways in which business organizations strike various balances in branding strategies to attain customer patronage. In the broadest sense, this study makes it clear why it is

useful to take a broad view when handling brand strategies phenomenon. Based on the result carried out and the discussion of findings, this study asserts that branding strategies (brand equity/value, brand awareness, brand image/name, brand loyalty, pricing strategy) is an antecedent for improved customer patronage (patronage intentions, actual patronage, repeat patronage and sales volume), and concludes that branding strategies significantly influences customer patronage in fast moving consumer goods in Oyo state, Nigeria.

5.3 Recommendations

Based on the findings of this study it is recommended that:

- i. The FMCG companies in Nigeria should pay much attention to the influences of brand awareness, brand image, brand equity and pricing strategy as it win consumers' preferences and increase their purchase intention thereby increasing sales volume.
- ii. FMCG companies in Nigeria should engage always in more branding strategies, and also tend to be creative with consumers; this in turn would enhance and boost sales volume.
- iii. FMCG companies should set up a more effective branding management department with experienced staff with the view of developing more branding strategies in line with the company's objectives.
- iv. In addition, the branding budget should always be adequate in organizations. This would also increase the organization and consumer's relationship.
- v. Managers of fast-moving consumer goods should consider brand appeal as a powerful strategy for achieving customer patronage

- vi. Fast moving consumer goods managers should focus predominantly on branding image and value to ensure that their companies address adequately patronage intentions and patronage actions to enhance customer patronage.
- vii. Managers of Fast-moving consumer goods should position strategically, the components of brand equity/value identified by this study to customer patronage. In view of the fact that the study unveiled a statistically significant relationship between them, they should consider brand equity/value as a powerful strategy for achieving customer patronage in their organizations.
- viii. Besides, the study recommends that management of Fast-moving consumer goods should adopt the operational framework of this study which has been developed and translated into practical guidance for managers. This operational framework provides specific boosters for creating the pricing strategies in predicting positively, customer patronage.
- ix. Finally, in order to enhance branding strategies in Fast-moving consumer goods firms, managers should design branding strategies boosting programs that are capable of enhancing positive customer patronage.

5.4 Areas for Further Studies

Since this study has only been limited to FMCG, other sectors can be considered to make comparative studies. The study only utilized questionnaire to obtain relevant information from the respondents. Moreover, the outcome would have probably been more investigative if interview were conducted to complement the study findings.

The study would also recommend for researchers to further studies on similar study based on other fast-moving commodities in supermarkets and other sectors such as banking sector,

transport sector or insurance sector in Nigeria for comparative purposes. The study would also recommend an expansion of the scope mainly touching on other branding strategies on customer loyalty and purchasing decision.

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Appendix

Questionnaire

Lead City University, Ibadan, Oyo State, Nigeria

Dear Respondent,

This survey is aimed at collecting relevant information relating to the title of this research study titled **“The effect of branding strategies on consumer patronage of fast moving consumer goods in Nigeria.”** in partial fulfillment of the requirements for the award of Masters of Business Administration (MBA) in Marketing. I request your assistance in the completion of this questionnaire. Your response would be treated with utmost confidentiality and information would be used for academic purpose only.

Yours faithfully,

Researcher

SECTION A: DEMOGRAPHIC DATA

Please tick (✓) in the boxes provided for the most appropriate answers.

1 Gender
Male Female

2 Age (In years)
Below 25
26-35
36-45
Above 45

3 Level of education
Diploma(ND/HND)
B.sc
Postgraduate

4. Working experience (In years)

Below 5	<input type="checkbox"/>
6-10	<input type="checkbox"/>
11-15	<input type="checkbox"/>
Above 15 years	<input type="checkbox"/>

5. Management Level

Low management	<input type="checkbox"/>
Middle management	<input type="checkbox"/>
Top management	<input type="checkbox"/>

SECTION B: BRANDING STRATEGIES

Please indicate the extent to which you agree or disagree with the following statements using the following likert scale below (tick one in each case). Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD)

• Brand Awareness

S/N	Statement	SD	D	U	A	SA
1	My organization carefully created brand guidelines for our brand identity and recognition					
2	My organization has selected color choice of the target customers					
3	My organization has a unique and attractive product design which makes our product to be easily differentiated					
4	My organization put in place consistent messages to build brand awareness					

• Brand Image

S/N	Statement	SD	D	U	A	SA
1	Our brand is designed in a way to reduces the consumer's perceived risk					
2	My organization has a consistent visual style for recognition					
3	Our brand image is unique compared to other competitors					

- **Brand Equity**

S/N	Statement	SD	D	U	A	SA
1	My organization has a high degree of response to consumer requests in the product compared to competitor					
2	My organization has a strong patterns and trade marks					
3	My organization offers quality service to the customers than its competitors					

- **Pricing Strategy**

S/N	Statement	SD	D	U	A	SA
1	My organization offers a discounted price for the purchase of a set number (N) of items purchased					
2	My organization temporarily decrease prices on products					
3	My organization offers bundling price techniques (Combo)					
4	My organization gives coupons to stimulate consumers' purchase of our product					

SECTION C: CONSUMER PATRONAGE

Please indicate the extent to which you agree or disagree with the following statements using the following likert scale below (tick one in each case). Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD)

- **Patronage Intentions**

S/N	Statement	SD	D	U	A	SA
1	Our customers usually expressed their intention to continue using the products of our company					
2	Our customers have expressed their willingness to tell others about the products of the company					
3	Our customer exercise patience to get my brands even on stock out					

- **Repeated Patronage**

S/N	Statement	SD	D	U	A	SA
1	Our customer has gotten acquaintances to our product					
2	The likelihood that our customers would shift away from our brand is very low					
3	Even at the expense of inflation, our customer still patronize our products					

- **Customer Loyalty**

S/N	Statement	SD	D	U	A	SA
1	Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace					
2	There has been a reduction in the level of customer complaints					
3	There is an increase in customer references to their friends					
4	Level of customer satisfaction in my organization over the last three years has increased					

- **Sales Volume**

		SD	D	U	A	SA
1	There is an increase in sales growth of our products over the last five years					
2	There is an increase in market coverage as our customers have gained our trust and confidence					
3	There is an increasing market share and profitability, of the company					
4	The satisfaction of amiable customers has been met thereby increasing sales volume.					

Appendix for Data Analysis

Frequency Table

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	155	65.4	65.4	65.4
Female	82	34.6	34.6	100.0
Total	237	100.0	100.0	

Age (In years)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 25	21	8.9	8.9	8.9
26-35	96	40.5	40.5	49.4
36-45	102	43.0	43.0	92.4
Above 45	18	7.6	7.6	100.0
Total	237	100.0	100.0	

Level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid National Diploma (ND/HND)	57	24.1	24.1	24.1
Graduate (B.sc)	115	48.5	48.5	72.6
Post Graduate	65	27.4	27.4	100.0
Total	237	100.0	100.0	

Working experience (In years)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 5	83	35.0	35.0	35.0
6-10	114	48.1	48.1	83.1
11-15	40	16.9	16.9	100.0
Total	237	100.0	100.0	

Management Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Low Management	32	13.5	13.5	13.5
Middle Management	188	79.3	79.3	92.8
Top Management	17	7.2	7.2	100.0
Total	237	100.0	100.0	

My organization carefully created brand guidelines for our brand identity and recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	21	8.9	8.9	8.9
Agree	98	41.4	41.4	50.2
Strongly Agree	118	49.8	49.8	100.0
Total	237	100.0	100.0	

My organization has selected color choice of the target customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	17	7.2	7.2	7.2
Agree	123	51.9	51.9	59.1
Strongly Agree	97	40.9	40.9	100.0
Total	237	100.0	100.0	

My organization has a unique and attractive product design which makes our product to be easily differentiated

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	14	5.9	5.9	5.9
Agree	84	35.4	35.4	41.4
Strongly Agree	139	58.6	58.6	100.0
Total	237	100.0	100.0	

My organization put in place consistent messages to build brand awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	23	9.7	9.7	9.7
Agree	78	32.9	32.9	42.6
Strongly Agree	136	57.4	57.4	100.0
Total	237	100.0	100.0	

Our brand is designed in a way to reduces the consumer's perceived risk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	49	20.7	20.7	20.7
Agree	149	62.9	62.9	83.5
Strongly Agree	39	16.5	16.5	100.0
Total	237	100.0	100.0	

My organization has a consistent visual style for recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	24	10.1	10.1	10.1
Agree	87	36.7	36.7	46.8
Strongly Agree	126	53.2	53.2	100.0
Total	237	100.0	100.0	

Our brand image is unique compared to other competitors

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	33	13.9	13.9	13.9
Agree	137	57.8	57.8	71.7
Strongly Agree	67	28.3	28.3	100.0
Total	237	100.0	100.0	

My organization has a high degree of response to consumer requests in the product compared to competitor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	33	13.9	13.9	13.9
Agree	150	63.3	63.3	77.2
Strongly Agree	54	22.8	22.8	100.0
Total	237	100.0	100.0	

My organization has a strong patterns and trade marks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	58	24.5	24.5	24.5
Agree	135	57.0	57.0	81.4
Strongly Agree	44	18.6	18.6	100.0
Total	237	100.0	100.0	

My organization offers quality service to the customers than its competitors

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	56	23.6	23.6	23.6
Agree	150	63.3	63.3	86.9
Strongly Agree	31	13.1	13.1	100.0
Total	237	100.0	100.0	

My organization offers a discounted price for the purchase of a set number (N) of items purchased

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	23	9.7	9.7	9.7
Agree	159	67.1	67.1	76.8
Strongly Agree	55	23.2	23.2	100.0
Total	237	100.0	100.0	

My organization temporarily decrease prices on products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	37	15.6	15.6	15.6
Agree	104	43.9	43.9	59.5
Strongly Agree	96	40.5	40.5	100.0
Total	237	100.0	100.0	

My organization offers bundling price techniques (Combo)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	41	17.3	17.4	17.4
Agree	122	51.5	51.7	69.1
Strongly Agree	73	30.8	30.9	100.0
Total	236	99.6	100.0	
Missing System	1	.4		
Total	237	100.0		

My organization gives coupons to stimulate consumers' purchase of our product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	42	17.7	17.7	17.7
Agree	110	46.4	46.4	64.1
Strongly Agree	85	35.9	35.9	100.0
Total	237	100.0	100.0	

Our customers usually expressed their intention to continue using the products of our company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	44	18.6	18.6	18.6
Agree	137	57.8	57.8	76.4
Strongly Agree	56	23.6	23.6	100.0
Total	237	100.0	100.0	

Our customers have expressed their willingness to tell others about the products of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	14	5.9	5.9	5.9
Agree	111	46.8	46.8	52.7
Strongly Agree	112	47.3	47.3	100.0
Total	237	100.0	100.0	

Our customer exercise patience to get my brands even on stock out

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	40	16.9	16.9	16.9
Agree	142	59.9	59.9	76.8
Strongly Agree	55	23.2	23.2	100.0
Total	237	100.0	100.0	

Our customer has gotten acquaintances to our product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	51	21.5	21.5	21.5
Agree	124	52.3	52.3	73.8
Strongly Agree	62	26.2	26.2	100.0
Total	237	100.0	100.0	

The likelihood that our customers would shift away from our brand is very low

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	41	17.3	17.3	17.3
Agree	134	56.5	56.5	73.8
Strongly Agree	62	26.2	26.2	100.0
Total	237	100.0	100.0	

Even at the expense of inflation, our customer still patronize our products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	45	19.0	19.0	19.0
Agree	134	56.5	56.5	75.5
Strongly Agree	58	24.5	24.5	100.0
Total	237	100.0	100.0	

Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	74	31.2	31.2	31.2
Agree	99	41.8	41.8	73.0
Strongly Agree	64	27.0	27.0	100.0

There has been a reduction in the level of customer complaints

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	17	7.2	7.2	7.2
Agree	139	58.6	58.6	65.8
Strongly Agree	81	34.2	34.2	100.0
Total	237	100.0	100.0	
Total	237	100.0	100.0	

There is an increase in customer references to their friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	31	13.1	13.1	13.1
Agree	101	42.6	42.6	55.7
Strongly Agree	105	44.3	44.3	100.0
Total	237	100.0	100.0	

Level of customer satisfaction in my organization over the last three years has increased

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	22	9.3	9.3	9.3
Agree	98	41.4	41.4	50.6
Strongly Agree	117	49.4	49.4	100.0
Total	237	100.0	100.0	

There is an increase in sales growth of our products over the last five years

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	14	5.9	5.9	5.9
Agree	106	44.7	44.7	50.6

Strongly Agree	117	49.4	49.4	100.0
Total	237	100.0	100.0	

There is an increase in market coverage as our customers have gained our trust and confidence

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	21	8.9	8.9	8.9
Agree	94	39.7	39.7	48.5
Strongly Agree	122	51.5	51.5	100.0
Total	237	100.0	100.0	

There is an increasing market share and profitability, of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	15	6.3	6.3	6.3
Agree	114	48.1	48.1	54.4
Strongly Agree	108	45.6	45.6	100.0
Total	237	100.0	100.0	

The satisfaction of amiable customers has been met thereby increasing sales volume.

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Undecided	11	4.6	4.6	4.6
	Agree	158	66.7	66.7	71.3
	Strongly Agree	68	28.7	28.7	100.0
	Total	237	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
My organization carefully created brand guidelines for our brand identity and recognition	237	3.00	5.00	4.4093	.64866
My organization has selected color choice of the target customers	237	3.00	5.00	4.3376	.60715
My organization has a unique and attractive product design which makes our product to be easily differentiated	237	3.00	5.00	4.5274	.60741
My organization put in place consistent messages to build brand awareness	237	3.00	5.00	4.4768	.66741
Our brand is designed in a way to reduces the consumer's perceived risk	237	3.00	5.00	3.9578	.60917
My organization has a consistent visual style for recognition	237	3.00	5.00	4.4304	.67051
Our brand image is unique compared to other competitors	237	3.00	5.00	4.1435	.63487

My organization has a high degree of response to consumer requests in the product compared to competitor	237	3.00	5.00	4.0886	.60063
My organization has a strong patterns and trade marks	237	3.00	5.00	3.9409	.65475
My organization offers quality service to the customers than its competitors	237	3.00	5.00	3.8945	.59789
My organization offers a discounted price for the purchase of a set number (N) of items purchased	237	3.00	5.00	4.1350	.55875
My organization temporarily decrease prices on products	237	3.00	5.00	4.2489	.70804
My organization offers bundling price techniques (Combo)	236	3.00	5.00	4.1356	.68311
My organization gives coupons to stimulate consumers' purchase of our product	237	3.00	5.00	4.1814	.71069
Our customers usually expressed their intention to continue using the products of our company	237	3.00	5.00	4.0506	.64896
Our customers have expressed their willingness to tell others about the products of the company	237	3.00	5.00	4.4135	.60182

Our customer exercise patience to get my brands even on stock out	237	3.00	5.00	4.0633	.63128
Our customer has gotten acquaintances to our product	237	3.00	5.00	4.0464	.69040
The likelihood that our customers would shift away from our brand is very low	237	3.00	5.00	4.0886	.65464
Even at the expense of inflation, our customer still patronize our products	237	3.00	5.00	4.0549	.65835
Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace	237	3.00	5.00	3.9578	.76352
There has been a reduction in the level of customer complaints	237	3.00	5.00	4.2700	.58483
There is an increase in customer references to their friends	237	3.00	5.00	4.3122	.69164
Level of customer satisfaction in my organization over the last three years has increased	237	3.00	5.00	4.4008	.65393
There is an increase in sales growth of our products over the last five years	237	3.00	5.00	4.4346	.60449

There is an increase in market coverage as our customers have gained our trust and confidence	237	3.00	5.00	4.4262	.65081
There is an increasing market share and profitability, of the company	237	3.00	5.00	4.3924	.60544
The satisfaction of amiable customers has been met thereby increasing sales volume.	237	3.00	5.00	4.2405	.52598
Valid N (listwise)	236				

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Regression 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand awareness ^b		Enter

a. Dependent Variable: Patronage intentions

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469 ^a	.220	.217	.43667

a. Predictors: (Constant), Brand awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.642	1	12.642	66.297	.000 ^b
	Residual	44.811	235	.191		
	Total	57.452	236			

a. Dependent Variable: Patronage intentions

b. Predictors: (Constant), Brand awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.046	.263		7.778	.000
	Brand awareness	.480	.059	.469	8.142	.000

a. Dependent Variable: Patronage intentions

Regression 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand image ^b	.	Enter

a. Dependent Variable: Repeated patronage

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481 ^a	.232	.228	.50659

a. Predictors: (Constant), Brand image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.187	1	18.187	70.870	.000 ^b
	Residual	60.308	235	.257		
	Total	78.495	236			

a. Dependent Variable: Repeated patronage

b. Predictors: (Constant), Brand image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.318	.328		4.022	.000
	Brand image	.657	.078	.481	8.418	.000

a. Dependent Variable: Repeated patronage

Regression 3

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand equity ^b		Enter

a. Dependent Variable: Customer loyalty

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 ^a	.165	.162	.43726

a. Predictors: (Constant), Brand equity

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.891	1	8.891	46.503	.000 ^b
	Residual	44.932	235	.191		
	Total	53.823	236			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Brand equity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.652	.234		11.343	.000
	Brand equity	.398	.058	.406	6.819	.000

a. Dependent Variable: Customer loyalty

Regression 4

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pricing strategy ^b		Enter

a. Dependent Variable: Sales volume

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.451 ^a	.203	.200	.33362

a. Predictors: (Constant), Pricing strategy

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.672	1	6.672	59.948	.000 ^b
	Residual	26.155	235	.111		
	Total	32.828	236			

a. Dependent Variable: Sales volume

b. Predictors: (Constant), Pricing strategy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.002	.178		16.827	.000
	Pricing strategy	.328	.042	.451	7.743	.000

a. Dependent Variable: Sales volume

Reliability

Brand awareness Reliability

Scale: All Variables

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.811	4

Item Statistics

	Mean	Std. Deviation	N
My organization carefully created brand guidelines for our brand identity and recognition	4.9333	.25371	30
My organization has selected color choice of the target customers	4.9000	.30513	30
My organization has a unique and attractive product design which makes our product to be easily differentiated	4.8667	.43417	30
My organization put in place consistent messages to build brand awareness	4.9333	.25371	30

Inter-Item Correlation Matrix

	My organization carefully created brand guidelines for our brand identity and recognition	My organization has selected color choice of the target customers	My organization has a unique and attractive product design which makes our product to be easily differentiated	My organization put in place consistent messages to build brand awareness
My organization carefully created brand guidelines for our brand identity and recognition	1.000	.356	.230	1.000
My organization has selected color choice of the target customers	.356	1.000	.937	.356
My organization has a unique and attractive product design which makes our product to be easily differentiated	.230	.937	1.000	.230
My organization put in place consistent messages to build brand awareness	1.000	.356	.230	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.6333	.999	.99943	4

Brand image Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.682	.827	3

Item Statistics

	Mean	Std. Deviation	N
Our brand is designed in a way to reduces the consumer's perceived risk	4.9667	.18257	30
My organization has a consistent visual style for recognition	4.9000	.40258	30
Our brand image is unique compared to other competitors	4.9667	.18257	30

Inter-Item Correlation Matrix

	Our brand is designed in a way to reduces the consumer's perceived risk	My organization has a consistent visual style for recognition	Our brand image is unique compared to other competitors
Our brand is designed in a way to reduces the consumer's perceived risk	1.000	.422	1.000
My organization has a consistent visual style for recognition	.422	1.000	.422
Our brand image is unique compared to other competitors	1.000	.422	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Our brand is designed in a way to reduces the consumer's perceived risk	9.8667	.257	.695	.	.482
My organization has a consistent visual style for recognition	9.9333	.133	.422	.	1.000
Our brand image is unique compared to other competitors	9.8667	.257	.695	.	.482

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.8333	.420	.64772	3

Reliability

```

/VARIABLES=VAR00008 VAR00009 VAR00010
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Brand equity Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.910	3

Item Statistics

	Mean	Std. Deviation	N
My organization has a high degree of response to consumer requests in the product compared to competitor	4.7000	.46609	30
My organization has a strong patterns and trade marks	4.8000	.40684	30
My organization offers quality service to the customers than its competitors	4.7667	.43018	30

Inter-Item Correlation Matrix

	My organization has a high degree of response to consumer requests in the product compared to competitor	My organization has a strong patterns and trade marks	My organization offers quality service to the customers than its competitors
My organization has a high degree of response to consumer requests in the product compared to competitor	1.000	.764	.843
My organization has a strong patterns and trade marks	.764	1.000	.709
My organization offers quality service to the customers than its competitors	.843	.709	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
My organization has a high degree of response to consumer requests in the product compared to competitor	9.5667	.599	.870	.766	.829
My organization has a strong patterns and trade marks	9.4667	.740	.768	.598	.913
My organization offers quality service to the customers than its competitors	9.5000	.672	.831	.720	.862

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.2667	1.444	1.20153	3

Pricing Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.678	.711	3

Item Statistics

	Mean	Std. Deviation	N
My organization offers a discounted price for the purchase of a set number (N) of items purchased	4.9667	.18257	30
My organization temporarily decrease prices on products	4.8333	.37905	30
My organization offers bundling price techniques (Combo)	4.8333	.37905	30

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Inter-Item Correlation Matrix

	My organization offers a discounted price for the purchase of a set number (N) of items purchased	My organization temporarily decrease prices on products	My organization offers bundling price techniques (Combo)
My organization offers a discounted price for the purchase of a set number (N) of items purchased	1.000	.415	.415
My organization temporarily decrease prices on products	.415	1.000	.520
My organization offers bundling price techniques (Combo)	.415	.520	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
My organization offers a discounted price for the purchase of a set number (N) of items purchased	9.6667	.437	.476	.227	.684
My organization temporarily decrease prices on products	9.8000	.234	.564	.318	.490
My organization offers bundling price techniques (Combo)	9.8000	.234	.564	.318	.490

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.6333	.585	.76489	3

Patronage intentions Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.765	3

Item Statistics

	Mean	Std. Deviation	N
Our customers usually expressed their intention to continue using the products of our company	4.9000	.30513	30
Our customers have expressed their willingness to tell others about the products of the company	4.9333	.25371	30
Our customer exercise patience to get my brands even on stock out	4.8667	.34575	30

Inter-Item Correlation Matrix

	Our customers usually expressed their intention to continue using the products of our company	Our customers have expressed their willingness to tell others about the products of the company	Our customer exercise patience to get my brands even on stock out
Our customers usually expressed their intention to continue using the products of our company	1.000	.356	.523
Our customers have expressed their willingness to tell others about the products of the company	.356	1.000	.681
Our customer exercise patience to get my brands even on stock out	.523	.681	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Our customers usually expressed their intention to continue using the products of our company	9.8000	.303	.492	.274	.788
Our customers have expressed their willingness to tell others about the products of the company	9.7667	.323	.606	.464	.683
Our customer exercise patience to get my brands even on stock out	9.8333	.213	.721	.554	.519

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.7000	.562	.74971	3

Repeated patronage Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.831	2

Item Statistics

	Mean	Std. Deviation	N
Our customer has gotten acquaintances to our product	4.8667	.34575	30
The likelihood that our customers would shift away from our brand is very low	4.8667	.34575	30

Inter-Item Correlation Matrix

	Our customer has gotten acquaintances to our product	The likelihood that our customers would shift away from our brand is very low
Our customer has gotten acquaintances to our product	1.000	.712
The likelihood that our customers would shift away from our brand is very low	.712	1.000

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Customer Loyalty Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.646	3

Item Statistics

	Mean	Std. Deviation	N
Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace	4.9000	.54772	30
There has been a reduction in the level of customer complaints	4.8333	.59209	30
There is an increase in customer references to their friends	4.9667	.18257	30

Inter-Item Correlation Matrix

	Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace		There has been a reduction in the level of customer complaints		There is an increase in customer references to their friends
Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace	1.000		.904		-.034
There has been a reduction in the level of customer complaints	.904		1.000		.266
There is an increase in customer references to their friends	-.034		.266		1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
--	----------------------------	--------------------------------	----------------------------------	------------------------------	----------------------------------

Customer attraction and relationships has been improved thereby increasingly competitive advantage in the changing global marketplace	9.8000	.441	.796	.898	.260
There has been a reduction in the level of customer complaints	9.8667	.326	.951	.905	-.042 ^a
There is an increase in customer references to their friends	9.7333	1.237	.125	.483	.948

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.7000	1.321	1.14921	3

Sales Volume Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.855	4

Item Statistics

	Mean	Std. Deviation	N
There is an increase in sales growth of our products over the last five years	4.9667	.18257	30
There is an increase in market coverage as our customers have gained our trust and confidence	4.8667	.34575	30
There is an increasing market share and profitability, of the company	4.9000	.30513	30
The satisfaction of amiable customers has been met thereby increasing sales volume.	4.9333	.25371	30

Bio-data

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CAREER OBJECTIVE:

To work in an environment where my abilities can be maximized for innovation, productivity and career growth, also to provide leading edge services that will add value to my organization's corporate overall goals and objective with undiluted passion for excellence.

Sex	Female
Nationality	Nigerian
Origin	Ijebu East L.G.A., Ogun State.
Languages	English & Yoruba
Marital Status	Married.
Educational Qualifications	<ul style="list-style-type: none">➤ B.Agric (Agricultural Economics and Farm Management) 2010<ul style="list-style-type: none">• University of Agriculture Abeokuta, Ogun- State.➤ West African Senior School Certificate 2003 Our Lady of Apostles Secondary School, Ijebu – Ode, Ogun State.
Professional Affiliations	<ul style="list-style-type: none">➤ Microfinance Certification Program (MCP) 2017

Computer
Proficiency

Work
Experience

LAFAYETTE MICROFINANCE BANK

June 2019 till date.

Position Held ; Branch Manager

Brief Job Description:

- Monitor all banking activities in order to detect irregularities.
- General ledger reconciliation.
- Payroll Management.
- Provide support for internal and external audits.
- Negotiate payment arrangements.
- Resolve financial disputes raised by customer service & sales team.
- Prepare monthly report to management.
- Management of petty cash expenses.
- Handle sensitive information in a confidential manner.
- Attend to customer queries via phone/mails.
- Keep records of incoming payments and processing of outgoing payments.
- Identify new revenue prospects and crafting relative proposals for management review.

LA FAYETTE MICROFINANCE BANK

Position Held: Team Leader

May 2014 to June 2019

Brief Job Description:

- Manage a team for optimum production.
- Ensure timely repayment of clients
- Manage team arrears and maintain a PAR 30 less than 2%

- Ensuring excellent customer service is in place to enhance business development.
- Prepare daily and monthly reports for management use.

LA FAYETTE MICROFINANCE BANK

Position Held: Client Officer Trainee

March 2013– May 2014

Brief Job Description

- Build positive and productive relationships with clients.
- Responsible for processing loans, monitoring loan portfolio and developing lo clientele.
- Prepare documentation for meetings.
- Make frequent client calls and visits to strengthen client relationship.
- Identify and develop new business opportunities with client contacts.
- Work in compliance with company policies and procedures.
- Inform management about complex client issues and resolutions.
- Maintain high level of professionalism and competence in every client interaction.

Unilever Nigeria PLC (NYSC)

Feb, 2011 to April 2012

Brief Job Description

- Observing physical inventory count.
- Testing documentation supporting account balances.
- Inquiring of management and others, to gain understanding of the organization itself, its operations, financial reporting, and known fraud or error.
- Reconciliation of company's bank statements.

SOLFARMS LIMITED

Position Held: Farm Supervisor

Sept. 2008 March, 2009

Brief Job Description

- Establish a chain of distribution for the company's product and services.
- Coordinate timely procurement and delivery of produce order.
- Reconciliation of the company's receivables & payables at regular bases.
- Preparation of timely, accurate and relevant financial information for strategic decision making.
- Preparation of staff wages.

Other Capacity Served

Personality Traits

- Integrity.
- Great team player who organizes, multitasks and prioritizes tasks.
- Ability to work in a multicultural environment.
- Ability to work under pressure and achieve a desired result.
- Disciplined, self-motivated, and hardworking.
- Patience, tolerance, challenge driven and target oriented.
- Open-minded to diverse strategies and ideas with capacity to imbibe new skills.
- Ability to thrive in a dynamic work environment.

Skills

- Driving skill.
- Excellent Analytical and Interpersonal skill.
- Detailed, Result-Oriented and Leadership skills.
- Excellent team player, Time Management.
- Intermediate in the use of MS Suites. (Excel, Word)
- Data entry skills along with a knack for numbers.

Research Project

Consumer willingness to Pay for Nafdac Certification of street food.

Hobbies

Travelling, Sport and Music.

Referees

oA OYINDAMOLA ADELESI

2, Adegbenro Street, Iwaya, Yaba, Lagos, 100213
oyindamolaadelesi@gmail.com 09153078881

Excellent communicator with experience in Customer Relations Management and knowledge about sales & marketing as well as customer experience. I have achieved business goals through effective planning, and generating leads. I consider dedication and diligence as an integral part of business growth and will stop at nothing to see that my organization achieve business success.

Professional

Experience

Customer Support Representative Mabellahair | June 2021

Handled inflow of incoming calls and request for more than 50 customers daily
Responding swiftly to online messages on various social media platforms to respond to sales enquiry and provide support via Whatsapp, Instagram, etc
Follow up on pending enquiries to be converted to sales.
Schedule delivery line up for already confirmed orders. (within and outside Nigeria)
Resolved customer's complaints and provided required solutions, and or alternatives almost immediately.
Managed customer's expectations and actively build customer loyalty through efficient support and service
Compiled daily reviews and concerns and report to the appropriate team.
Informed customers about ongoing sales and promotional deals on products.
Ensured to meet and exceed customer satisfaction ratings on a monthly basis.

Personal Assistant - Operations Mabellahair | 2021

Schedules and organized meetings and appointments for the CEO.
Compiling and preparing reports, presentations and updates on a daily/weekly basis
Answer personal phone calls and take messages for the CEO
Setting reminders for important events/ meetings.
Conducting research to improve the business efficiency.
Planning holidays and organizing complex travels for the CEO
Liasing with staff, operations team, clients and suppliers.
Collating and documenting regular expenses.

Operations Manager (Personnel and Store) Mabellahair | September 2021

Delegating duties to members of the staff to achieve already set target.
Employing and maintaining strategies for general improvement.
Perform personnel review of staff and monitor their KPI accountability.

Oversee the administration of financial budgets, monitoring and controlling expenses within every area of operations.

Providing operational assistance and guidance to staff.

Supervision of inventory and supply chain.

Analyze employee's review and assist with employee appraisals, promotions, compensation or termination.

Reporting performance feedback to the members of the staff to facilitate improvement in areas of lack.

Lead meetings to discuss concerns, issues, updates, etc.

Ensuring all appliances and equipment are functioning and up-to-task.

Maintaining conducive office environment and arranging necessary repairs.

Planning in-house activities such as parties, conferences, etc.

Customer Service Officer (Vendor Experience) Jumia, Nigeria

Assisted with selling processes for vendors and generating additional sales.

Responded to vendor's complaints, answered questions, provided information and advised them when necessary through phone conversations, emails, etc. Handles special requests and complaints.

Successfully follow-up was done through phone calls, emails and other required means.

Collected and stored useful data within backend systems.

Coordinated information to vendors on the step-by-step usage of the company's website.

Escalated issues that were beyond my expertise and control to the unit in charge.

Collated feedbacks and reviews from various vendors and reported to my line manager.

Assistant Pharmacist (NYSC) Simpson Health Center, Lagos | July 2018- June 2019

Assisted with medical procedure, prescribed drugs as appropriate

Arranged for prescribed laboratory tests for customers as demanded

Ordered and maintained inventories of supplies, as required to support day-to-day unit clinical and administrative operations

Sales Representative AdeChristy Enterprise | 2019

Performed cost-benefit and needs analysis of existing/potential customers to meet their needs.

Established, developed and maintained positive customer relationship.

Achieved agreed upon sales targets and outcomes within schedules.

Advertised new products to potential customers.

Negotiating and concluding sales pitches with new and old customers.

Informed the management of client's needs, interests, problems and complaints.

Provided daily feedback of results and accomplishments to the management.

Quality Control Intern Flour Mills of Nigeria

Ensured products meet quality and efficiency standards set by the company

Ensured that production lines run smoothly and generate a consistently suitable output.

Conducted quality assessment on wheat flour and sedimentation of unprocessed wheat.

Prepared reports on each test performed on wheat for measuring quality, quantity, and composition.

Education

BSc in Botany

University of Lagos at Lagos | September 2013 - March 2017

SSCE in Sciences Our Lady of Apostles Secondary School, Yaba, Lagos | September 2006 - June 2012

First School Leaving Certificate Christ the Redeemers Nursery and Primary School, Yaba, Lagos

Key Skills

Customer relations skills, Communication skills, proficient in Microsoft Office tools (Microsoft Word, Excel, PowerPoint), Sales and Marketing, Time management, office administrative skills, Planning and Organization, Strategic management, Teamwork, Leadership and collaborative skills.

University Compliance Certification

This is to certify that this thesis by **Abimbola Toun Faluyi** and **Oyindamola Abiodun Adelesi** with Matriculation Numbers **LCU/PG/002076** and **LCU/PG/002033** in the Department of Management and Accounting in the Faculty of Environment, Management and Social Sciences, Lead City University, Ibadan is in full compliance with the approved University format and style.

Signature

Date

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