TITLE PAGE

IMPACT OF BRANDING ON SALES IN UNILEVER NIGERIA PLC, KADUNA

BY

OKEY CHIMEZIE
KPT/CBMS/19/44237

BEING A PROJECT RESEARCH SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION, COLLEGE OF BUSINESS AND MANAGEMENT STUDIES, (CBMS) KADUNA POLYTECHNIC, KADUNA

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS ADMINISTRATION AND MANAGEMENT

MAY, 2022

DECLARATION

I hereby declare that this project research was written by me under the guidance and supervision of **Mrs. Patience Dodo** of the Department of Business Administration. I have neither copied someone's work, nor has someone else done it for me. All references made to published literature have been duly acknowledged.

Okey Chimezie ________________

KPT/CBMS/19/44237 **Signature/Date**

APPROVAL

This is to certify that this project research titled "Impact of Branding on Sales in Unilever Nigeria Plc, Kaduna" written by **Okey Chimezie (KPT/CBMS/19/44237)**, Has been read and approved as having met the requirements governing the preparation and presentation of the project research in Kaduna Polytechnic. It is hereby approved for its contribution to knowledge and literary presentation.

Mrs. Patience Dodo **(Project Supervisor)**	________________ **Signature**	________________ **Date**
Dr. Ismaeel M. Anchau **(Project Coordinator)**	________________ **Signature**	________________ **Date**
Mr. Tunde Lawal **(Head of Department)**	________________ **Signature**	________________ **Date**
External Examiner	________________ **Signature**	________________ **Date**

DEDICATION

This research project is dedicated to Almighty God.

ACKNOWLEDGEMENT

All thanks to God for the wonderful privilege of being alive this day and also my special thanks goes to my distinguished project supervisor, Mrs. Patience Dodo who devoted her time despite her tight schedules in supervising me throughout this project work and also to all the lecturers of the Department of Business Administration.

Also my undying thanks go my wife Mrs. Maryam Ismaila Chimezie for her love, care, support and encouragement throughout the cause of my study. I also deeply appreciate my mother, Mrs. Josephine Chimezie, my sister Cynthia Sagbe, Jennifer Udeze and Sandra Chimezie for their support and prayers not forgetting my in-laws as well.

ABSTRACT

This research work assessed the impact of branding on sales in Unilever Nigeria Plc, Kaduna. A survey design method of conducting research work was employed in this study. Data for the study were generated from both primary and secondary sources; the instrument of primary data is questionnaire, while secondary data source utilizes published and unpublished text materials. Data were presented using tabulations and likert's rating scale and analyzed both qualitatively and quantitatively with the aid of simple percentages and statistical mean. After analyzing the data from various sources, it was discovered that if consumers are induced by product brand, there will be increase in sales volume which can be attributed to influence of branding on their buying decisions. The study concluded that branding has significant impact on the commercial activities of a firm by boosting sales. In line with the findings, the study strongly recommended among other things that the company should refrain from loading the distributors with excessive inventories but providing adequate sales potential, monitoring distributors' profits to ensure that their channels remain financially viable.

TABLE OF CONTENTS

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The success of any business or consumer product depends in part on the target markets ability to distinguish one product from another (Koll & Wallpach, 2017). Branding is the principal instrument used by marketers and companies to distinguish their product from that of competitors. It is regarded perhaps that, the most distinctive skills of professional marketers is their ability to create, maintain, protect and enhance brands. For centuries, business people have been devising ways to identify their wares and to distinguish them from those of competitors. Pictures were used in the years because many potential customers were illiterate. Branding goes beyond just choosing a product name. in effect, a brand can encompass a name, a phrase, a design, a symbol or any combination of these so as to distinguish one product from another (Koll & Wallpach, 2017).

A brand name is that portion of the brand which can be spoken, including letters, words or numbers (Wells, Farley & Armstrong, 2016). A brand mark is that portion of the brand that cannot be expressed verbally, such as a graph design or a symbol. Some of the world's most recognized brands are

Mercedes-Benz. A brand mark is often referred to as logo, but it must be noted that a logo can also refer to distinctive type or style. In product strategy, branding is one of the most important issues that must be considered (Koll & Wallpach, 2017).

Branding is of great importance in the sense that companies create a name that could easily be identified by target market and also helps to distinguish the product in question from those of competing products (Wonglorsaichon & Sathianrapabayut, 2018). The overall branding of a company or product is traceable to its logo, symbol or even design features. The choice of a brand is a very critical decision because the name affects customers' image and attitude towards product and the firm. Thus, it is a contributing factor in making it a winner or loser in the competitive market (Adrian, 2012).

In any business organization, the choice of a brand is a very critical decision as the name affects customers' image and attitude towards the product and the firm. Thus, it is a contributing factor in making it a winner or loser in the competitive market. This suggests that organizations should consider a number of factors when selecting a brand name, which is one of the most difficult tasks in marketing operations. Branding should therefore, improve the company's image, boost sales and increase profits (Asika 2015).

This study primarily focuses on impact of branding on sales in Unilever Nigeria Plc. this is with a view to highlighting the various branding strategies put in place by organizations to build, sustain and enhance profitability as well as assessing its impact on the firm.

1.2 Statement of the Problem

Branding is an important issue in any organization. This is because without a proper branding of a firm's product, it is difficult for the firm to run its operation smoothly for profit. As consumer become more sophisticated, manufacturers place more emphasis upon promoting their brands directly to consumers (rather than to distributors) spending considerable sums on advertising the high quality of their products thus profitability. Furthermore branding has been a major issue especially in developing countries. As a result in order to explain the relationship between branding and profitability in developing countries (Asika, 2015).

However, despite the above importance this issue failed to attract the attention of researchers in Nigeria. Thus, while searching on internet, browsing through text books and journals, the researcher didn't find directly related research topics carried out in Nigeria.

Producers believe that they were susceptible to demand from distributors for extra discount to stock their brands. For some products e.g. perfumes and alcoholic drinks, considerable effort has been devoted to promoting brands to reflect the personality of their likely purchasers. Marketing research has indeed shown that for these products consumers can be persuaded to buy brands that enhance the image they have of themselves. Manufacturers believe that if they invest in the quality of their brands they will build up a brand image to which consumers will respond by asking for their foods by their brand names and by being willing to pay a premium for them (Topoyan & Bulut, 2017).

Therefore, the researcher believed that the problem is almost untouched and there is a knowledge gap on the area. It is against this background that the research seeks to investigate whether branding increases sales volume and the profitability of manufacturing company like Unilever Nigeria Plc.

1.3 Objectives of the Study

The main objective of the study is to examine the impact of branding on sales in Unilever Nigeria Plc. The study has the following specific objectives:

i. To find out the extent to which Unilever Nigeria Plc engages in branding activities to boost sales promotion.

ii. To evaluate the different branding strategies adopted by management of Unilever Nigeria Plc.

iii. To examine the influence of branding on consumers' purchase decisions.

1.4 Research Questions

The following research questions shall guide the conduct of this study:

i. To what extent does Unilever Nigeria Plc engage in branding activities in order to boost sales promotion?

ii. What are the different branding strategies adopted by management of Unilever Nigeria Plc?

iii. What is the influence of branding on consumers' purchase decisions?

1.5 Significance of the Study

This study by its substantive examination of past literature has contributed to the richness of the past studies. Furthermore, it has reinforced some past knowledge, updated information in studies relating to branding and how it enhances profitability in a manufacturing industry.

However, it does not pretend to be a new breakthrough in the frontier of knowledge. This work can be retrieved for use by other researchers and writers particularly in related fields such as the social science and psychology. For these stated reasons, it is hoped that the effort and time expended on this study has been worthwhile.

It will also be significant to;

Unilever Nigeria Plc: it will be beneficial to management, staff and consumers of the company to know the approaches, strategies and importance of branding and its impact on sales and also enable the company to take all required effort towards improving on the quality of product and services to meet customers satisfaction.

Student: Students that will conduct research on similar subject matter in the future will also benefit from this research work in furtherance of their own research. It also serves as prerequisite to the award of Higher National Diploma in Business Administration Kaduna Polytechnic.

1.6 Scope of the Study

The study limits its scope to the manufacturing sector of Nigeria only and precisely on how branding in a manufacturing firm enhances sales. The research shall cover the activities of Unilever Nigeria Plc located at No. XB 6/7, Taiwo Road by Warri Street, Central Market, Kaduna.

1.7 Definition of Terms

Branding: This is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications.

Sales: These are activities related to selling or the number of goods sold in a given targeted time period. The delivery of a service for a cost is also considered a sale.

Organization: An organization is an entity such as a company, an institution, or an association – comprising one or more people and having a particular purpose.

Product: A product is an object or system made available for consumer use; it is anything that can be offered to a market to satisfy the desire or need of a customer.

Consumer: A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.

Manufacturing: Manufacturing is the production of goods through the use of labour, machinery, tools and biological or chemical processing or formulation.

Brand: A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Industry: An industry is a group of manufacturers or businesses that produce a particular kind of goods or services.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter shall review literatures on the topic of study for the purpose of presenting the various views of selected writers that exist in literature on issues relevant to the subject matter. This is to serve as the bedrock for better understanding of the subject matter.

2.2 Concept of Branding

The relative significance of branding as a means of enhancing a product's sales varies with the product and company. It functions the bridge the gap between the manufacturer's promotional program and consumption of sales to final buyers. Most manufacturers are unaware of the significant importance of branding. However, the idea of improving the company's corporate image as well as its brand has been growing.

American Marketing Association (2017) defines a brand as "name, term, sign, symbol or design or a combination of any of them with intended to encourage prospective customers to differentiate a producer's product(s) from those of the competitors". The major function of branding is to give convenience and clarity in decision making by providing a guarantee of performance as well as communicate a set of expectations thereby offering certainty and facilitating the buying process. Emotionally, the importance of a brand is to evoke a set of associations and furthermore, symbolize the consumers' persona through brand imagery. The essence of branding includes more than the definitions failed to achieve (Marketing in a Global Economy Proceedings, 2016).

Image and symbol must relate to exploit the needs, values and lifestyles of consumers in a way that the meanings involve give added values and differentiate the brand from other brand for the product to be successful (Broadbent & Cooper, 2017). Wholly, a brand can be described as a "trademark that communicates a promise" (Philips, 2018).

The set of symbolic and functional attributes that the market place associates with the brand is the promise therein. Symbolic attributes are those that fulfill internally generated needs for self-enhancement, role position, group membership or ego identification as asserted by Park (2016) but the functional brand asserted attributes solve an externally generated consumption related problem.

Ambler and Styles (2018) assert that when the brand is seen as an addition to the product in which view the brand can be called an identifier, this is known as "product plus view" while the holistic view is the view that communicates the focus on the brand itself which is considered to be much more than just the product, hence brand is considered as the sum total of all elements of marketing mix.

Brand is explained based on their elements i.e. those trademark able devices that serve to identify and differentiate the brand which are: ego, brand names logos, symbols, characteristics, slogans, jingels and packages (Keller, 2012). According to De Chernatony and MacDonald (2019) a successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant unique added values which match their needs most closely. This definition is applicable to the instance where emphasis is laid to increase value that accrues to the consumers buying the established brand rather than the generic or commodity product.

The value of a strong brand lies in the impression left with anyone who comes in contact with the organization and the most compelling reasons for effective branding is to achieve customer loyalty and support a premium price as buyer rely on experience and long held attitudes of a brand and successful brands are often focused on one particular market segment (Edge, 2016). The essence of branding is recognized as one of the key weapons in organization in competitive markets. Brand investment has been found to contribute to the attainment of positional advantages and hence performance is feasible (Simms & Trott, 2014).

Consumers perceive brands differently, but brand management may strive to communicate a specific and consistent image to the market and depending on consumer’s relationship-intensity with such brand. Brand management and research may be well advised to acknowledge the relationship knowledge, attitude and behaviour (Koll & Wallpach, 2017). Branding starts with the artists signing their works as far as fine arts is concerned.

Brands play progressions of important roles which improve consumers’ lives and enhance the financial value of the organizations (Wonglorsaichon & Sathianrapabayut, 2018).

Kotler (2011) defines a brand as a name, a team, a symbol or a design or a combination of these to identify goods services of one seller and to distinguish them from those of competitors. It is however observed that the definition is a brand term that includes the used of brand names, trademarks and particularly all other means of identification. Brand identification has the highest potential payoff where it is possible to differentiate the product effectively in terms of features that consumer consider important. But it also has payoff potentials where present products have the features that shoppers look for – brand identification reduces the searching time that shopper have to spend in finding products with the desired features Kotler (2011). He defined a brand as a name, term, sign, symbol or design or a combination of these which is intended to differentiate them from those of other competitors. Thus, a brand identifies the maker or seller of product.

Schoell and Gultinan (2010) describe an brand as a name, term, design, symbol or any other feature that identifies one seller goods or services as distinct from those of other seller. This in reality means that the brand name is that part of a brand that can be spoken – letters, numbers or words.

McDonalds is a brand name. The further contend that the brand mark or logo is that part of a brand of a brand that cannot be spoken and is most commonly a symbol, picture, design, distinctive lettering, colour or a combination of these. It is recognizable by sight but is not pronounceable.

Wilmishirt (2016) was of the opinion that a brand in its simplest form is a name “Chemstrand” Canada dry and Decker and Black. He says that other features such as visual design colour. Typography and slogans usually cone into it. He further explained that brand should sufficiently be versatile to be applicable to new products, which may be added to the product line.

According to Kotler (2011) a good brand speeds up shopping for the customers and so it reduces the marketer's selling efforts and that successful branding helps manufacturers to carve out a market for them among large customers. However, he maintained that whether it is a manufacturer, wholesaler or retailer, consumer's brand loyalty protests him from competition because the development of loyal customers who are not only repeat buyers buy willing to recommend the products is the primary advantage of branding. This loyalty opens the door for expansion of a product line since customer begin to feel that "if it's a product of manufacturer "A" then we know it's going to be everything it promises to be". He went further to state the favourable conditions for successful bringing.

i. The brand for the class or in the selected market should be large enough to support a profitable marketing plan.
ii. The demand should be sufficiently strong so that the market price will offer large margin over additional promotion lost to make the effort worthwhile.

iii. It is best when there is economic or mass production. Of the brand were really successful, then the cost of production would decline with additional volume thereby increasing profits.

iv. The product quality being offered should be the best for the price in the market being served and the quality should be maintained.

v. Constant and widespread availability is necessary when a customer starts the use of product brand, he/she should be able repeat its purchase.

vi. Brand promotion will be more successful if the branded goods can be assured a favourable positioning of his product in the stores. For some manufacturers, this is just good for their salesmen. But when wholesalers and retailers brand their own products, it becomes their center of activity.

vii. The product should be easily identifiably by a brand name or mark. This is easier said than done because many products do not lend themselves easily to be conspicuous. Hence, the brand prestige and value is lost.

Kotler (2011) suggested that some brand names are successful even though they violate principles of good branding mostly because they are promoted often enough and long enough for customers to build associations. However, they are of the opinion that this is risky and an expensive approach to branding. Alternatively, they suggest the following: -

i. A brand name should suggest something about the product's benefits or tis use besides its characteristics, quality, function and action.
ii. A brand name should be pronounced easily, spelt easily and easily remembered e.g. joy, lux, close-up, roam pro, etc.
iii. Brand name should be adaptable to any advertising medium especially bill boards and television.
iv. It should be such that it can be registered and protected legally.

In another development, Davis (2013) inferred that brands also aid buyers (customers) by helping to identify specific product, which in turn facilitates the purchase of items that satisfy individual needs. They further contend that without brands, product selection would rather be random since buyers could not be assured that what they choose to buy is not the preferred items. Also, a brand assists buyers in evaluating the quality of products mostly when a person lacks the ability to judge a product by its characteristics.

They also preferred that a brand symbolizes certain quality level to a purchase and that the person in turn allows perception of quality to represent the quality of item. It is clear that a car buyer associate certain quality level with automobile brands such as Peugeot, Datsun, Toyota, and Volkswagen, hence, the habit of different stitches on different cars. Pride and farewell also suggests that a brand can also provide buyers with the psychological reward that comes from a brand that has a considerable status. Also, the ownership of certain brands of watches automobiles, television, for example, can be rewarding because of the stats associated with those brands.

Furthermore, the individual units of a branded item maintain a consistency of quality that buyers can depend upon. A brand also offers some protection to the consumers: it identifies the firm behind the product. A customer may have purchased a fan belt or a few yards of woolen plain piece goods with which he was greatly pleased.

When replacement parts or additional material is needed and the customer wants to get the same products, he can easily be assured of doing so if the item is branded. Branding is an insurance of merchandise comparability when the buyers' uses more than one source of supply branded products tend to improve in quality over the years. Competition forces this improvement, because brand owners are constantly seeking new ways to differentiate their products in order to secure a stronger market position.

They maintained that sellers also benefit from branding as they identify each firm's product that in turn facilitates repeat purchase by customers. Thus, when buyers become loyal to a specific brand, then the firm's market share for that product achieve several of the typical marketing objectives of manufacturers. It aids in advertising and display program. Having a brand gives a seller something to advertise – something around which to build a company image. Brand names can denote more to a method of attracting the consumer's attention and registering an impression, which will motivate the buyer.

It also helps increase control and share of market. A branded canned tomato juice sold by a firm is helping the whole industry. By the same token, a retailer advertise a manufacturer's brand, such as Dutch Boy paints, may stimulate a customer to buy this brand but to do that in a competitive outlet. Branding also helps the brand owner to stimulate repeat sales and to protect himself from product substitution. Branding also helps reduce price comparison and helps substitution. Branding also helps reduce price comparison and helps stabilize price. A brand in itself differentiates a product and enables the brand owner to establish a price for his product that cannot easily compared with prices for competing goods. The mere act of branding may create a marketing difference between two items. It also reduces price flexibility.

The choice of the brand is a critical decision because the name affects customer's image attitude towards and sometime a firm. Thus, it is a factor in making it a winner or a loser. However, they are of the opinion that marketers should consider a variety of issues when selecting a brand name and selecting a good brand name is one of the most difficult tasks facing marketing management. In spite of the acknowledged importance of a brand, it is surprising how few really good brand they are. In the study made many years ago, it was found that only 12 percent of the names help sell the product; 36 percent actually help hurt sales, and 52 percent were "nonentities – contributing nothing to the sale appeal of the products". There is now improvement in the study mentioned earlier. Thus a brand name should allude to the product's uses, benefit or special characteristics in a positive way. Negative or offensive references should be avoided. For example, fresh would be an ideal brand name for a deodorant spray to protect against body odour.

Kotler (2011), point out that many firms do not brand their product because they either unable or unwilling to assume the two major responsibility inherent in brand ownership: his responsibility for demand stimulation through advertising, personal selling and other forms of promotion and the responsibility of maintaining an adequate quality of output.

The company also considers customer dissatisfaction with the quality of the product purchased which will reflect unfavorably on the brand owner. If it is a manufacturer's brand, the customer may seek an immediate remedy from the middleman who sold the item, but the long-run harmful effects affect by the manufacturer-owner. The customer will hesitate to re-purchase not only the item that once proved unsatisfactory but also any other product carrying the same brand.

The nature of product is also a factor to be considered. Some items are not branded because of one firm from those of another. Safety pins, nails, clothes-pins are examples of goods for which product branding is generally unknown. The physical nature of some items may discourage like fresh fruits and vegetables.

In conclusion, Kotler (2011) maintained that a firm should protest it's exclusive right to brand and that the company should be certain that the selected name is not likely to be considered and infringement on existing brand that have been registered. The importance and advantage of branding was recognized by Paul (2014) as making consumer feasible in a modern economy. He indicated the example of consumer dilemma in a supermarket, for the consumer has to consider seriously the advantages and disadvantages of each item he/she wants for shopping. He went further to state that customers are willing to buy new products but haven gambled and won, they like to buy the right item thereafter. And these customers are willing to pay a premium for the brands, which have appealed to them and have found a favourable experience in searching for well-recognized brands are easily identified which makes market shopping easier with reference to shopping easier with reference to shopping in a departmental store. Brands protect consumers by assuring them of consistent quality. (Research has revealed that favourable experience with a brand will likely lead to repeat purchase, a bad experience cues consumers to avoid that brand). It also helps to control and compare quality no matter where a product is purchased. Branding reduces the number of buyers who will accept a suitable product from another company; this quality associated with an established brand name will be attributed to new products that are marketed in terms of product differentiation by giving them something different to advertise and promote, with branded product, there tend to be improvements in the quality over the years.

Belleus, Summer and Pinel (2019) concluded that branding offers many advantages to customers and marketers. On the other hand, they have some shortcomings like:

i. Involvement in extensive testing and promotion, costly development of an effective brand name.

ii. The problems of differentiating the qualities of some products such as paper clips, nails etc.

iii. Branding requires consistency in quality. While this is an advantage to the customers, they discovered that it is often technically difficult for marketer to ensure consistent quality.

iv. Also, branding increases the status consciousness of people who buy certain brands to “impress” other people.

v. Branding leads to higher consumer prices. This is because brands have to be supported by a lot of advertising, packaging and other costs, which are ultimately passed on to consumers.

Finally, branding generally leads to false and unnecessary differentiation of goods especially in homogenous products categories.

2.3 Product Branding

Branding is a general term for describing the establishment of brand names. A brand can be defined as a name, term, or symbol or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Kotler (2011) similarly defined branding as a name, word, mark, term, symbols, letter, device or some combination thereof that is used by manufacturers or merchants to identify their goods, and services and to distinguish them from those of competitors.

From the above definitions, product branding can be seen as the means through which a firm identifies itself to its customers.

2.4 Branding Strategies

According to Keller (2012), brands are designed to enable customers to identify products or services which promise specific benefits. As such, they are a form of short hand in that they create a set of expectations in the minds of customers about purpose, performance, quality and price. This in turn allows the strategist to build added value into products and to differentiate them from competitors. In an attempt to establish brand strategy, Davis (2013), stated that the first decision to be made is whether the firm should brand its product at all. They are of opinion that if a firm chooses to brand its products, it can peruse one of these four strategies:

i. Corporate umbrella branding strategy
ii. Family umbrella branding strategy
iii. Range branding strategy
iv. Individual branding strategy

They are of the opinion that if a firm chooses to brand its product, it brands based on:

i. The nature of the product
ii. The product line
iii. Promotional strategy and demand market penetration

Corporate branding can be used in one of two ways; either as a lead name such as Cadbury's or as a supporting brand name such as Allied-Lyions. In the case of Cadbury's for example, umbrella is used to cover a wide variety of chocolate and sweets including cream eggs, flakes, diary milk etc.

The family branding strategy on the other hand is where the marketer who handles more than one item often uses the same brand name "(family name) for all their products; Example, Marks and Spencer with its St. Michael's brand, which is use for food, clothing and household textiles. Here, if the entire line of product has a good reputation, each product is advertised, the entire products that the family name share the benefits. In addition, a well-established family name is an advantage in promoting a new product or line. The common links exist in terms of the quality, style and packaging. Range brand are use products that have clearly identifiably links in particular market. An example of this is the lean cuisine ranges of low calories foodstuffs.

The fourth strategy, which is the individual branding, mentioned an approach in which each product is named something different. Examples are close-up, Omo, Key soap, and Astra by Unilever Nigerian Plc. It is typically used to cover one type of product in one type of market, possibly with different combination of size, favour and service option or packaging formats (Davis, 2013). In his contribution, he stated further that individual branding strategy facilitates the use of market segmentation when a firm wishes to enter many segments in the same market because unrelated names can be used and a specific brand could be aimed at a specific segment. As stated earlier, Unilever uses an individual branding policy for its line products. Where these products are varying in quality of type, marketers often use an individual brand for each item; each brand name is applied to only one product and brand. With this policy, the reputation of the company does not suffer if any of the product or brand fails.

Keller (2012), posit that branding means "the use of name, term, symbol or design or a combination of these to identify a product and that it includes the use of brand names, trademarks and practically all other means of product identification. Explaining further, they say a brand name has a narrower meaning and that a brand name is a word, letter, or group of words or letter. They assert that trademark is a legal term and it includes only those words, symbols or marks that are legally registered for use by a single company. According to Keller, branding started during the middle ages when craft guilds were formed to control the quantity and quality of production. Early trademark were also a protection to the byer who could then know the source or the product. They give additional conditions favourable to successful branding such as: (Keller, 2012).

1. When the product is dependable and has widespread availability.
2. The demand for the general product class is large.
3. The demand is strong enough so that the market price can be high enough to make the branding effort profitable.
4. There are economies of scale. If the branding is really successful, cost should drop and profits should increase.

5. Favourable shelf locations or display space in store will help.

Bovec and Arens (2012) view branding as a fundamental differentiating device for all products. They elaborates further that, without brands, consumers really would not know one product from another and advertising them would be a nearly impossible task. Keller (2012), point out five levels of brand acceptance to consumers and middleman (retailers), namely:

i. The first is the brand non-recognition when the consumers are not aware of the brand.
ii. The second is brand recognition when they are aware of it or recognize it in the store.
iii. The third is brand rejection and this is when they have tried it and will not do so again unless it changes it quality and image
iv. The fourth level is brand preference when people usually chose the brand over that competitor.
v. The fifth is brand insistence-when they will not accept substitute.

Reizebos (2013), observed that a brand offers consumers protection when it identifies the seller because poor product quality damages both brand and company image. Amstrong (2009) elaborates further that a brand is seller's promise to deliver consistently a specific set of features, benefits and services to buyers. The best brands convey a warranty of quality.

2.5 Principles of Branding

A brand name means a part of the firm's brand which can be spoken. These may be in words, letter or numbers. Some will known brand names in Nigeria include: Coca-Cola, Seven-Up, Lux, Omo etc. a brand mark on the other hand is a symbol, mark, coloured closely identify with a product or distinctive colouring of lettering. It is commonly recognized by sight but not expressed. This mean that brand marks can only be seen, examples are Elephant in elephant ble detergent, Nigerian Bottling Company which is always Coca-Cola, package and red star of Texaco Petroleum (Agbo, 2009).

Finally, a trademark is a special legal designation in form of symbol ort terms indicating that the owner as an exclusive use of a brand of part or part of a brand. This means that the law prohibits other firms or individuals from using it. All trademarks are brands and this includes the words, letters or numbers that can be pronounced and may also include in a pictorial design – (brand mark) simply put. Trademark is a legal name of a company. Examples of trademark are Lever Brothers in Nigeria Plc, Petterson Zochonis (PZ). All these aforementioned terms are associated with branding.

Thus, we can see that branding or the word brand is the comprehensive term that is done with clarity of dimension with which it si associated.

2.6 Problems Encountered in Enhancing Sales in Unilever Nigeria Plc

Just like any other human endeavor, Unilever Nigeria Plc has been encountering some difficulties since it inception of operation. Respondent to in-depth interview conducted in the course of this research work identified two basic areas, which in turn have affected profitability of the company. These are;

i. Competitors
ii. Power needs

Competitors**:** Activities of competitors have affected the profitability of Unilever Nigeria Plc because so many substitute goods are available in the market now unlike those days that it was only Unilever Nigeria Plc that produces such drinks. We have Dangote drink and so many other drinks in the marker now, in these case the demand which Unilever Nigeria Plc would have gotten from the market has been shared by it and competitors which has affected the demand for their product and also the profit.

Power Needs**:** The heavy technical infrastructures needed to run Unilever Nigeria Plc successfully could only be sustained by constant supply of power. The epileptic nature of power supply in Nigeria, power failure, fluctuations and outages affects the production of goods at times and result in loss of profit for the company. Even if the companies decided to adopt other power alternative like heavy duty generator or solar energy, the cost, maintenance and quality of diesel consumed on a daily basis add to their running or operating cost which is transferred ultimately to consumers (Hudson, 2009).

2.7 Factors Contributing to Branding Value Erosion

Over the years, brands have come under increasing pressure. Some have been devalued and other has been discontinued. The following factors have contributed to brand vale erosion. (Edge, 2013).

1. Negative brand association: - As part of the strategy to explain the brand attributes to customers, organizations make associations with the personalities, who encapsulate the standards, values and beliefs of the brand. For some brand, associations are made with the owners, such as Richard Branson and Bill Gates, and for others it is sports and media celebrities. Whilst these are generally positive, the brand can be damaged if the personalities are associated with inappropriate behavior . Products or corporate brand can also become too closely associated with sponsored

event that disappoint visitors or are badly organized and can have a negative impact.

2. Unacceptable business practices: - A number of brands have been associated with unethical business practices such as environmental pollution, exploiting child labor and misleading customers. Often this is due to malpractice by contractors who must be very carefully policed. The problem is this area is that what is acceptable and unacceptable is often a very personal view and is affected by different stakeholder values, culture, affluence levels and understanding of business practices.
3. Unexpected crises: - High profile brands are vulnerable to unexpected crises that occur from time to time. These events are often outside the organizations control, for instance, tempering with products, attacks on IT systems and many more. Customers expect to have systems in place that will prevent many of these events. Even with unavoidable events and where no blame is attributed to the firm, the brand can still suffer from being associated with negative publicity.
4. Grey marketing: - Branded products that reach the market through unauthorized channels are often sold to customers at much lower prices than the authorized channels and can lead to customers believing that they have ripped off.

2.8 Conditions Favourable for Branding

Vaid (2013) submitted that most marketing managers accept branding and are concerned with seeing that their brands succeed. The conditions listed below are favourable to the success of branding.

Below are favorable to the success of branding.

1. The product should be easy to identify by brand or trademark
2. The product quality should be the best value for the price and the quality should be easy to maintain.
3. Dependable and widespread availability should possible. When customers start to use a brand, they should be able to continue using it.
4. There should be favorable shelf locations or displays space in stores retailers can control this when they brand their own products but producers should use aggressive sales people to get favorable positions.
5. The demand for the general product class should be large.
6. The demand should also be strong enough so that the market price can be high enough to make the branding effort profitable.
7. There should be economics of scale. If the branding would be successful cost should drop and profits should increase.

2.9 Importance of Branding

1. It creates brand loyalty among customers. Customers who frequent purchase of a particular brand are most likely to become BRAND LOYAL. The ultimate reward for successful marketers is the habit of cultivating brand loyalty among customers. This important since these customers are far less to be persuaded to switch to other brands as compared to non-loyal customers.

2. Brand provides stability to the company because managers are more confident in forecasting future income streams through respected relationship with customers. High calibers of company's employees are attached to companies with powerful brands and they like to be associated to prestigious brands.

3. Product positioning effort becomes more effective with well-developed they form mental image or feelings or the benefits they receive from using the brand; it is invariably means that the brand may have attained a considerable competitor advantage.

4. Brand provides the basis for restricting firms. Brands provide the basis for structuring companies. With brand portfolios, they facilitate the allocation of resources. It also acts as resources identification, cost

& revenue. This makes it easy to understand the data when it is presented in terms of brand performance among customer groups.

5. Brand provides easy identification to company's products. Brand enables a company to identify its products. This does not only aid in the fulfillment of marketing strategies but also help customers to make a prudent buying decision (Vaid, 2013).

Paul (2014) gave the following specific importance of branding

a. To the consumers/customers
    1. It provides identification to the source of the product.
    2. Assignment of responsibility to the product maker
    3. Risk reducer
    4. Signal of quality
    5. Search cost reducer

b. To the manufacturer (company)
    1. Means of identification to simplify handing and tracing
    2. Means of legally protecting unique features
    3. Signal of quality level of satisfied customers
    4. Source of competitive advantage.
    5. Source of financial returns

2.10 Consumer Buying Behaviour

The aim marketing is to meet and satisfy target customer's need and wants. Consumer behavior studies how individual, groups and organization select, buy, use and dispose of good, services, wear or experiences to satisfy their needs and desire. Consumer behaviour emerged when the seller's knowledge of his consumers and his flexibility in searching individual requirement has to be replaced by marketing as a management function. It emerged as a field in the 1960's when there was a relation of the fact that an economic system was not discrete but a total life of the individual.

Buying behavior is the decision process and act of people involved in the buying and using products. Consumer buying behaviour is the decision process and acts of the final household consumers associated with evaluating, buying, consuming and discarding products for personal consumption.

Belch and Belch (2010) defines consumer behaviour as the process and activities engaged in when searching for, selecting, purchasing, using, evaluating and disposing of product and service so as to satisfy their needs and desires.

2.10.1 Buying Decision Process of a Consumer

The decision process which individual go through in their bid to make a purchase has to be brought about by marking production decision in the new product activities. Five roles of buying behavior can distinguish the roles that people might play in buying decisions, these according to Davis (2013) include:

Initiator**:** A person who first suggest the idea of buying the product or service.

Influencer**:** A person whose views or advice influences the decision.

Decider**:** A person who decide in any component of buying decision, whether to buy, what to buy, whom to buy from, or where to buy.

Buyer: The person who makes the actual purchase.

User**:** A person who consumes or uses the product.

More complicated purchasing will be desired need of deliberation and excessive participation.

He further distinguished four types of buying decisions based on buying behavior. This is shown in the diagram below:

FOUR TYPES OF BYING DECISIONS BEHAVIOR

	High Involvement	Low involvement
Significant	Complex Buying behaviour	Variety seeking buying behaviour
Few difference between brands	Dissonance – reducing behaviour	Habitual Buying behaviour

Source: Modified from Davis Asseal Consumer Behaviour and Marketing Action, 2013.

Complex Buying Behavior: Consumers undertake complex buying behaviour when they are highly involved in a purchase and perceive significant difference among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently and highly self-expressive.

Dissonance Reducing Buying Behaviour: This occurs when consumers are highly involved with an expensive, infrequent or risky purchase, but see little difference among brands. They consumers may response primarily to good price and or to purchase convenience.

Habitual Buying Behaviour: This occurs under conditions of low consumer involvement and little significant brand difference – consumers have little in the product category, they simply go to the store and reach for a brand. If consumers keep reaching for a particular brand, it is out of habit rather than strong brand loyalty.

Variety-Seeking Buying Behaviour: Consumers undertake variety-seeking buying behaviour in situations characterized by low consumer involvement but significantly perceived brand differences. In such cases, consumers often do a lot of brand switching. Brand switching occurs for the sake of variety than because of dissatisfaction.

2.10.2 Stages of Buying Decision Process

Marketing scholars have developed a "stages model" of the buying decision process. The consumer passes through five stages (Kotler, 2011). Clearly, the buying processes are discussed below:

Problem Recognition: The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers therefore need to identify the circumstances that triggered a need by gathering information form a number of consumers.

Information Search: Aroused consumer will be inclined to search for more information. Consumer information sources fall into four groups. These are: Personal source such as family, friends neighbor, and acquaintances;

Commercial source like sales promotion, advertising, sales person dealers; Public source such as mass media, consumer rating organization, etc. and Experiential source like handling, examining, and using the product. The most effective information comes from personal source as each information source performs a different function influencing the buyer decision.

Evaluation of Alternatives: This stage deals with the consumer which process competitive brand information and makes a final value judgement. Some basic concepts will help us understand consumer evaluation process. First, the consumer is trying to satisfy a need. Secondly, consumer is looking for certain benefits from the product solution. Thirdly, consumer see each product as a bundle of attributes with varying sought to satisfy their needs, consumers will pay the most attention to attribute, the deliver, the sought benefit.

Purchase Decision: In the evaluation stage, the consumer forms preferences among the brand in choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can interfere between the purchase intention and the purchase decision.

Attitudes of others: The extent to which another person's attitude reduces one's preferred alternative depends on two things.

i. The intensity of other person's attitude towards the consumers' preferred alternative.
ii. The consumers' motivation to comply with the other persons' wishes.

Unanticipated Situation Factors: This erupts to change in the purchase intension. Here, a consumer's decision is to modify, postpone or avoid a purchase decision is heavily influenced by perceived risk. Marketers must understand the factors that provoke a feeling of risk in consumers and provide information and support to reduce the perceived risk.

Post – Purchase Behaviour: Purchasing the product is not the end by the experience the consumer will have in the level of satisfaction or dissatisfaction. The marketers' jobs do not end when the product is bought but must monitor post purchase product users.

2.11 factors Influencing Consumer Buying Behaviour

The consumer buying behaviours is influenced by variety of factors which are cultural, social, personal and psychological factors (Keller, 2012).

Cultural: This is the most fundamental determinant of a person's want and behaviour. The culture of an individual determinant of a person's want and behaviour. This culture of an individual exposes him or her to the following: values, achievement, efficiency, progress and individualism. Culture is made of sub-culture that provides more specific identification and socialization for their members.

Social: Social classes are relatively homogenous and enduring divisions in a society, which are hierarchically, ordered and whose member share similar values, interest and behavior. It does not reflect incomes alone but also other indicators such as occupation, education and area of residence. The social factors that affect consumer behaviour include reference groups, family and social roles and status.

Personal: The buyer's decision is also influenced by the buyer's personal characteristics. These include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyles and personality and self-concept.

Psychological: The psychological factors affect the consumer buying behaviour which includes motivation, perception, learning, beliefs and attitudes. Motivation arises from the psychological states of tension such as hunger, thirst and discomfort. Perception is another psychological factor which is seen as the process of receiving, organizing and meaning to information or stimuli detected by the five senses. Learning involves change in an individual behaviour arising from experiences, most human behavior is learned, affect their buying decision through doing and learning people acquire beliefs and attitudes and in turn influence their buying behaviour.

2.12 Effects of Product Branding on Profitability

Firms enjoy several benefits from branding which in turn helps to increase sales, profitability and return on investment. Some of these benefits are: market control, pricing interdependence, promotional advantage, expansion of product mix, and new product introduction (Broadbent & Cooper, 2017).

Branding can significantly help an organization in increasing its own share of the market for its product. A manufacturer who advertises his branded product is enhancing the industry in general but is not helping the product to increases its own share of the market. Also branding helps the brand owners to stimulate repeat sales and avoid product substitution and when sales are repeated, there is increase in profit and return investment (Philips, 2018).

Consumers will often buy well established brands even when their prices are higher than those of less publicized competitors. And when there is awareness and trust about the particular brand of product, promotional campaigns can become effective and less expensive (Roll, 2010).

If a firm has one or more lines of branded goods, it can add a new item to it product mix much more easily than a company selling unbranded merchandise. A new product is more favourable received by both the dealers and by consumers if it is linked to a respected brand name Ambler & Styles (2018).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the different tools that will be used in conduct of the study. The term methodology is a system of explicit rules and procedures in which research is based and against which claims of knowledge are evaluated (Ojo, 2013). According to Osuala (2009), methodology refers to an operational framework within which factors are placed so that their meanings can be seen more clearly. The chapter contains research design, the area of study, population of the study, sample and sampling procedure, instrument and techniques for collecting and analyzing data.

3.2 Research Design

In the quest for a high degree of reliability and validity of research, the choice of research design is paramount. The researcher considers survey research method relevant for this research work. Survey research has an important advantage of generating current data on the variables under investigation and it is also cost effective. The design is appropriate because Kerlinger (2010) mentioned that survey researchers study small sample which enable them to discover relative incidence and facts about the entire population.

3.3 Area of the Study

The study will be carried out Unilever Nigeria Plc, located at No. XB 6/7, Taiwo Road by Warri Street, Central Market, Kaduna.

3.4 Population of the Study

Biosu (2009) defined population of study as the group usually of people or things, set of individuals, objects of measurements about whom you want to be able to draw conclusion. The population for this study consists of the entire staff of the company, whose total staff strength at present one hundred and twenty (120), as given by the personnel manager of the company.

3.5 Sample Size and Sampling Technique

The sample to be selected for the study shall consist of ninety two (92) staff of the company. The Krejeie and Morgan (2007) validated sample size table was used in determining the sample size to be used.

3.6 Instruments of Data Collection

Primary and secondary methods of data collection shall both be used in this study. The secondary data will be generated from published and unpublished text materials, while primary data shall consist of a number of items in well-structured questionnaire that will be administered on the respondents. The decision to structure the questionnaire is predicated on the need to reduce variability in the meanings possessed by the questions as a way of ensuring compatibility of responses.

The questionnaire will be developed by the researcher based on five-point Likert attitude scale of Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree. The questionnaire will be used because the respondents are literate and it allows for wider coverage.

The 5 points Likert's rating scale is shown thus:

	SA	**A**	**UD**	**D**	**SD**
Grade Point	5	4	3	2	1
Range	4.5 – 5.0	3.5 – 4.4	2.5 – 3.4	1.5 – 2.4	0.5 – 1.4

Key:

SA	=	Strongly Agree	=	5
A	=	Agree	=	4
UD	=	Undecided	=	4
D	=	Disagree	=	3
SD	=	Strongly Disagree	=	1

3.7 Validity and Reliability of the Instruments

The surest way of ensuring that the right instrument has been used and correct measurement taken is that the research outcome must be in consonance with two major criteria for measuring quality known as validity and reliability (Osuala, 2009). Validation by experts as opined by Nwana (2010) in Nworgu (2013) is an effective method for content validation of research instrument.

To obtain the validity of an instrument, the supervisor is to vet and cross-check the items generated in the questionnaire in order to ensure accuracy and clarity of the instrument. Consequently, the facial validation of the questionnaire of this study shall be done by the supervisor of this project (Mrs Patience Dodo) who shall be required to look at the questionnaire items and relation to its ability to achieve the stated objectives of the research, level of coverage, comprehensibility, logicality and suitability for prospective respondents. Their modifications and corrections shall be used in improving the final draft.

Reliability has to do with consistency obtained from the results of the application of the instruments. An instrument is reliable for factual questions, Oppenheim (2011) in Ogbu (2014) suggests that internal checks in the form of logical test to the questionnaire should be conducted. In line with this, a number of questions shall be built into the questionnaire to give a clue on the respondents' consistency of response.

Besides, pilot study will be carried out with 10 staff of the company to pre-test the efficacy of the efficacy of the questionnaire. This is meant to test the appropriateness of the items in the questionnaire to elicit the needed responses. The choice of a small sample for the pilot study is in agreement with the view held by Nworgu (2013) who opined that pilot testing is usually done on a smaller scale that the main study but under similar conditions. The 10 staff to be used for the pilot study will not participate in the actual study.

Mean score shall be used to measure this internal consistency and the difficulties like to be experienced by those used in the pilot study shall be noted and corrected accordingly.

3.8 Methods of Data Presentation and Analysis

Data shall be presented in tables and analyzed with the aid of descriptive statistical techniques such as arithmetic mean and simple percentage.

i. **Simple Percentage:** This will be used in the analysis of each of the questions relating to respondents' demographic variables.

ii. **Mean Score:** This is to be adopted in analyzing each variable in the questionnaire.

The mean score has the formula given by the equation below:

$$\text{Mean } (X) = \frac{\Sigma fx}{\Sigma f}$$

Where:

Σ = Summation

F = Frequency

X = Variables

$$= \frac{5 + 4 + 3 + 2 + 1}{5}$$

$$= \frac{15}{5}$$

$$= 3.0$$

Therefore, the mean scores of 3.0 and above are regarded as agreed, while points below a mean average of 3.0 are regarded as disagreed responses.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter deals with the presentation and analysis of data collected through questionnaires administered to respondents of Unilever Nigeria Plc, Kaduna. The questionnaire distributed to the staff was designed to address and answer certain issues raised in the research question.

A total number of 92 questionnaires were distributed to the staff of the company where two were returned blank, but 90 were validly filled and returned by the respondents.

4.2 Characteristics and Classification of Respondents

The data collected were presented and analyzed through frequency tables and percentages as follow:

Table 4.2.1: Age Distribution of Respondents

Variable	Responses	Percentage (%)
21 – 30	9	10
31 – 40	51	56.67
41 and above	30	33.33
Total	**90**	**100**

Source: Field Survey, 2017

The data in table 4.2.1 above shows the age distribution of the respondents. It revealed that the majority of the respondents are within the age of 31 to 40 years.

Table 4.2.2: Sex of the respondents

Variable	Responses	Percentage (%)
Male	60	66.67
Female	30	33.33
Total	**90**	**100**

Source: Field Survey, 2017

The data in table 4.2.2 above shows that 60 respondents representing 66.67 % are male. This means that the majority of the respondents are male.

Table 4.2.3: Marital Status

Variable	Responses	Percentage (%)
Single	54	60
Married	36	40
Divorced	-	-
Total	**90**	**100**

Source: Field Survey, 2017

The analysis of the data presented in the above table 4.2.3 revealed that 54 respondents representing 60% are single while only 40% of the respondents (36) are married. This indicates that majority of the respondents are single.

Table 4.2.4: Position of the Respondents in the Company

Variable	**Responses**	**Percentage (%)**
Senior Staff	24	27
Junior Staff	66	73
Total	**90**	**100**

Source: Field Survey, 2017.

The data in table 4.2.4 show that 24 respondents representing 27% are senior staff while 66 respondents representing 73% are junior workers.

4.3 Data Presentation and Analysis

Table 4.3.1: Illustration: On presentation of data and analysis in table using mean score.

Significant impact of branding on sales.

Variables		SA	A	UD	D	SD	Total	Mean Score	Remark
There is a marketing departing in your organization	F	45	30	6	9	0	90		
	X	5	4	3	2	1			
	fx	225	120	18	18	0	$\frac{381}{90}$	4.2	agreed

Source: Researcher's Computation, 2017

Therefore: $\frac{\Sigma fx}{\Sigma f} = \frac{381}{90} = \underline{\underline{4.2}}$

Table 4.3.2: The Significant Impact of Branding on sales in Unilever Nigeria Plc, Kaduna

S/N	Options		SA	A	UD	D	SD	Total	Mean	Remarks
1.	There is a marketing department in your organization.	f x fx	45 x 5	30 x 4	6 x 3	9 x 2	0 x 1	90 381 90	4.2	Agreed
2.	Branding in your organization affects profitability.	f x fx	45 x 5	30 x 4	15 x 3	0 x 2	0 x 1	90 390 90	4.3	Agreed
3.	There is problem faced in trying to increase profit in your organization.	f x fx	36 x 5	48 x 4	0 x 3	6 x 2	0 x 1	90 384 90	4.3	Agreed
4.	Branding enhances sales volume.	f x fx	36 x 5	48 x 4	0 x 3	6 x 2	0 x 1	90 384 90	4.3	Agreed
5.	Branding of Unilever product is one of the determinants of sales.	f x fx	54 x 5	36 x 4	0 x 3	0 x 2	0 x 1	90 414 90	4.6	Strongly Agreed
6.	Companies do not succeed without branding their products.	f x fx	45 x 5	30 x 4	15 x 3	0 x 2	0 x 1	90 390 90	4.3	Agreed
7.	Change in branding impacts on the demand of customers.	f x fx	36 x 5	48 x 4	6 x 3	2 x 2	0 x 1	90 390 52	4.3	Agreed

N-90 cut-off point = 3.0

8.	Branding enhances the profitability of Unilever.	f x fx	54 x 5	36 x 4	0 x 3	0 x 2	0 x 1	90 414 90	4.6	Strongly Agreed
9.	Customers relate branding to product quality.	f x fx	45 x 5	30 x 4	6 x 3	9 x 2	0 x 1	90 381 90	4.2	Agreed
10.	Branding promotes customers' satisfaction with company's product.	f x fx	45 x 5	30 x 4	15 x 3	0 x 2	0 x 1	90 390 90	4.3	Agreed
11.	Branding helps in satisfaction of distribution system.	f x fx	36 x 5	54 x 4	0 x 3	0 x 2	0 x 1	90 396 90	4.4	Agreed
12.	Branding encourages prompt delivery and consumer's satisfaction.	f x fx	30 x 5	36 x 4	9 x 3	9 x 2	6 x 1	90 345 90	3.8	Agreed
13.	Consumer's incentives from Unilever enhance sales volume.	f x fx	27 x 5	54 x 4	0 x 3	9 x 2	0 x 1	90 369 90	4.1	Agreed
14.	Branding attracts customers to the product of Unilrever.	f x fx	36 x 5	42 x 4	3 x 3	6 x 2	3 x 1	90 372 52	4.1	Agreed
15.	Effective management of brand enhances customer's satisfaction.	f x fx	27 x 5	39 x 4	12 x 3	12 x 2	0 x 1	90 351 52	3.9	Agreed

N-90 cut-off point = 3.0

Source: Field Survey, 2022

4.4 Summary of Findings

The followings are the findings of the study:

1. There is a marketing department in the organization responsible for promotional activities as brandings.
2. Branding in the organization affects the profitability and enhances sales volume of the company.
3. Companies do not succeed without branding their products; hence, branding of Unilever product is one of the major determinants of sales.
4. Change in branding impacts on the demand of customers. This is because customers relate branding to product of quality.
5. Branding attracts customers to the product of Unilever. Therefore, effective brand management enhances customer's satisfaction.
6. Consumer's incentives from Unilever enhance sales volume.

4.5 Discussion of Findings

The analyzed data for this study is not just revealing but demand further discussion. In specific terms, the findings are discussed thus.

Research Question 1: *To what extent does Unilever Nigeria Plc engages in sales promotional activities as branding?*

To answer the above research question, the analysis of data in tables 4.3.2 was utilized. Specifically, variables 1 and 2 had the mean scores of 4.2, and 4.3 respectively and greater than the cut-off mark of 3.0, thereby revealing that the respondents answered in the affirmative that the company engages in sales promotional activities as branding due to the organization.

Research Question 2: *What are the different branding strategies adopted by management of Unilever Nigeria Plc?*

The analysis of data in table 4.3.2 with specific reference to the mean scores of 4.1 and 3.9 respectively of variables 14 and 15, all greater than the 3.0 cut-off point, provide answer to the above research question. The items revealed that the company do set standard brand to maximize current profit while maintaining its market share via customer satisfaction cum retention.

Research Question 3: *What is the influence of branding on consumers' purchase decisions?*

To answer the question above, the analysis of variables 7 and 9 of the data in table 4.3.2 are pointers. The analysis with the mean scores of 4.4 and 4.6 respectively shows that the respondents agreed on a very strong term that if consumers are induced by product brand, there will be increase in sales volume which can be attributed to influence of branding on their buying decision.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This research project emphasized the fundamental essence of enhancing customer buying behavior to increase profitability and sales volume of an organization through product branding among manufacturing companies in Nigeria. In the course of this study, Unilever Nigeria Plc was adopted as the case study with the aim of trying to analyze its product brand in enhancing sales volume for maximum profit.

A survey method was used for this study. The population consists of all the staff of the company which stood at 120. Out of which a sample size of 92 was drawn using simple random sampling. A questionnaire developed on Likert's 5 points scale was used for primary data collection for the study.

The instrument was trial-tested on 10 staff of the company and was finally administered on the 92 selected staff of the company. Data collected for the three research questions were presented in a table, analyzed using mean statistics, so as to confirm its degree of conformity with the objectives of the study earlier put forward, and on the basis of which the major findings of the study were revealed and discussed for valid research conclusion and appropriate recommendations.

5.2 Conclusion

From the research, it is evident that principles of influencing consumer buying behavior and enhancing sales/profitability are quite applicable and have been used in Unilever Nigeria Plc just like any other industry that deals with tangible products. Market has been segmented so also the customers and products were differentiated to the target markets that results into different brands, both heavy customers and light customers with the aim of increasing profit among manufacturing industry.

Unilever Nigeria Plc has been able to retain and motivate its channel members thereby increasing the market position of the organization. The company management has been able to improve its knowledge of the needs of its consumers and fine tuning its strategies to quickly adjust to changes in the environment. To a large extent the company has been in a fairly good position to withstand the threats of competitors within the industry.

5.3 Recommendations

Based on the research findings, the following recommendations were made:

i. To forestall the occurrence of competitors imitating the brand of Unilever, good branding strategies should be adopted in a way that it cannot be imitated.

ii. The company should refrain from loading the distributors with excessive inventories but providing adequate sales potential, monitoring distributors' profits to ensure that their channels remain financially viable.

iii. The company should embrace the marketing strategies of constantly improving their products to increase consumers' satisfaction.

iv. A strong intelligence network should be maintained to enable the company monitor the activities of competitors on regular basis.

v. Employees' loyalty should be maintained by adequate monetary and non-monetary rewards. The company should keep abreast of developments in the labor market as a means of ensuring rewards.

REFERENCES

Adrian, p. (2012), principles of Marketing, New York: Oxford Press.

Agbo, H.G (2009), Customer Emotion Needs in product Design, England: Concurrent Journal, 14 (3).

Ambler, T. & Styles, C. (2012), Brand Development Versus Product Development: Toward A Process Model of Extension Decisions, Product Brand Magazine, 6(4).

Aminu, S. A & Oluyinka, K.A. (2013) Principles of Marketing, Lagos: Olas Ventures.

Armstrong, H. (2011), Consumer Perceptions of Product Packaging, Ilorin: University Press.

Asika, N. (2011), Product Branding, Lagos: Longman Nigeria PLC.

Belch, K., & Belch, S. (2010), Product Design and Development, (4th ed.), New York: McGraw-Hill Incorporation.

Belleau B., Summer T. & Pinel, R.(2009), Theory of Action Purchase Intention of Young Consumers, Minncsota; Cloth Textile Resources.

Biosu, K. (2009), ReseaUrch Methods in Nigeria, Ibadan: University Press

Bovee, R. & Arens, C. (2012), The Verbal and Visual Components of Packages Design, Ibadan: University Press.

Broadbent, E. & cooper, F. (2010), The brand as a Strategic Asset, Australia: Griffith University.

Davis, K. (2013) Brand Asset Management: How businesses can Profit from the Power of Brand, Consumer Marketing journal, 19(4): 351-358.

Edge, M. (2013), Winning at the first and second Moment of truth: an Exploratory Study, Management Service, 5(13).

Hudson, A. (2009), Composite Brand Alliances, an Investigation of extension and Feedback Effects, *Marketing Resource,* 33: 453 -466

Keller, K. (2012), *Branding and Brand Equity,* London: sage Publications.

Kerlinger, B. (2010). *Fundamental Basis of Social Science Research,* Lagos: Heinemann Books Limited.

Kollm O. & Wallpach, S. (2009), One Brand Perception? Or Many? The Heterogeneity of Intra Brand Knowledge, Product Brand Journal, 18 (5).

Kotler, P. (2011), *Marketing Management,* New Delhi: Hall of India.

Krejcie, A. & Morgan, R. (2007), *Choosing Research Samples,* Onitcha: Educational and Psychological Measurement.

Nwana, K. (2010), *Research in Social Sciences,* New York: McGraw Hill Books.

Nworgu, G. N. (2013), *Modem Research for Nigerian Students,* Enugu Macmillan Publishers.

Ogbu, J. E. (2014), *Practical Approach to Research Writing,* Kaduna: Ruddo Prints and Publishers.

Ojo, R. (2013), *Social Science Research,* New Delhi: A.I.T.B.S Publishers and Distributors.

Oppenheim, J. (2011), *Basic Research; An Integrated Approach,* (12th ed.), Homewood, Illinois: Irwin Publishing House.

Osuala, E. C. (2009), *Element of Research,* Ibadan: D.P.P Publications.

Paul, A. (2014), *Principles of Marketing,* London: Oxford University Press.

Philips, G. (2011), Buying a Brand: What You Can't See Can Hurt You, *Business Journal,* 0(2):43-46

Reizebos, R. (2013), *Brand Management: Packaging Design,* Rotterdam: Erasmus University Press.

Roll, B. (2010), Brand Loyalty and Marketing strategies: An Application to Home Appliances, *Journal of Marketing Science,* 11 (1), 21 – 38.

Schoell, D. & Gultinan, T. (2010), Building Brand Loyalty through Individual Stock Ownership, *Brand Magazine,* 13 (7): 488-497.

Slimms, L. & Trott, M. (2014), *Creating Powerful Brands,* Cardiff City: African-FEB, Ltd.

Topoyan, M. & Bulut, Z. A. (2010), Packaging Value of Cosmetics Products: An Insight from the View Point of Consumers, *ICOVACS,* Izmir-Turkey 15(3): 58-70.

Vaid A. (2013), *Branding, Brand Strategy, Design and Implementation of Corporate Product Identity,* Watson: Guptil Publication.

Wells, E., Farley, H. & Armstrong, H. (2011), The Importance of Packaging Design for Own-Label food Brands, *International Business Forum,* Copenhagen, 35(9): 667-669.

Wilmshirt, Y. (2012), A framework of Product Styling Platform Approach: *Styling an Intangible Module,* Concurrence Journal, England, 12 (2): 156-168.

Wonglorsaichon, P. & Sathianrapabayut, K. (2008), *Handbook of Marketing,* U.S.A: Pearson books.

APPENDIX I

Department of Business Administration,

College of Business & Management Studies,

Kaduna Polytechnic,

Kaduna

Dear Sir/Madam,

RESEARCH QUESTIONNAIRE

Okey Chimezie is a final year student of the Department of Business Administration, Kaduna Polytechnic, currently undertaking a research project on the "Impact of Branding on Sales in Unilever Nigeria Plc, Kaduna".

The attached questionnaire is designed to help in the collection of data for this project work.

I pledge that every piece of information collected in the course of this research work will be used strictly for academic purpose.

Thank you for your cooperation.

Yours faithfully,

Okey Chimezie

(KPT/CBMS/19/44237

APPENDIX II

SECTION A: CHARACTERISTICS OF RESPONDENTS

Kindly tick [√] where appropriate in the boxes provided to show your opinion.

1. Age
   a. 21-30 Years [ ]
   b. 31-40 Years [ ]
   c. 41 Years and above [ ]
2. Sex
   a. Male [ ]
   b. Female [ ]
3. Marital Status
   a. Single [ ]
   b. Married [ ]
   c. Divorced [ ]
4. Position in Unilever
   a. Senior Staff [ ]
   b. Junior Staff [ ]

SECTION B: SURVEY STATEMENTS

Kindly tick [√] where appropriate in the boxes provided.

S/N	Options	SA	A	UD	D	SD
1.	There is a marketing department in your organization.					
2.	Branding in your organization affects profitability.					
3.	There is problem faced in trying to increase profit in your organization.					
4.	Branding enhances sales volume.					
5.	Branding of Unilever product is one of the determinants of sales.					
6.	Companies do not succeed without branding their products.					
7.	Change in branding impacts on the demand of customers.					
8.	Branding enhances the profitability of Unilever.					
9.	Customers relate branding to product quality.					
10.	Branding promotes customers' satisfaction with company's product.					
11.	Branding helps in satisfaction of distribution system.					

12.	Branding encourages prompt delivery and consumer's satisfaction.					
13.	Consumer's incentives from Unilever enhance sales volume.					
14.	Branding attracts customers to the product of Unilrever.					
15.	Effective management of brand enhances customer's satisfaction.					