TITLE PAGE

IMPACT OF BRAND NAME ON STUDENTS PATRONAGE OF SOFT DRINKS (A STUDY OF CBMS STUDENTS, KADPOLY)

BY

LAWAL MUSA
KPT/CBMS/18/43336

BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETNG,
COLLEGE OF BUSINESS AND MANAGEMENT STUDIES, KADUNA POLYTECHNIC, KADUNA.

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MARKETING.

JULY, 2022.

DECLARATION

I hereby declare that this project was carried out by me under the guidance and supervision of **Mr. Ojo Adebayo** of the Department of Marketing, Kaduna Polytechnic. All authors whose work has been referred to in this project have been duly acknowledged.

LAWAL MUSA   _____   _____
KPT/CBMS/18/43336   **Signature**   **Date**

APPROVAL PAGE

This research work was written by me **Lawal Musa** with registration number **KPT/CBMS/18/43336** and submitted in compliance with the established policy of the Department of Marketing, College of Business and Management Studies (CBMS), Kaduna Polytechnic, Kaduna. It has been read and approved to meet the requirement for the award of Higher National Diploma in Marketing.

MR. OJO ADEBAYO
PROJECT SUPERVISOR
                                             _____   _____
                                             Signature   Date

MRS. GLORIA ASABE AGADA
PROJECT COORDINATOR
                                             _____   _____
                                             Signature   Date

MR. OJO ADEBAYO
HEAD OF DEPARTMENT
                                             _____   _____
                                             Signature   Date

EXTERNAL EXAMINER
                                             _____   _____
                                             Signature   Date

DEDICATION

This research work is dedicated to Almighty ALLAH.

ACKNOWLEDGEMENT

First and foremost, my sincere thanks and gratitude goes to Almighty ALLAH for giving me the opportunity of becoming what I am today, and had made it possible for me to overcome all the hurdles, up to this happy moment.

I would also like to express my sincere appreciation to my supervisor **Mr. Ojo Adebayo** for his guidance and cooperation throughout this research work.

I also want to acknowledge the effort of my project coordinator **Mrs. Gloria Asabe Agada** for her immense contribution to the successful completion of this project work.

At this juncture, I found it necessary to express my sincere appreciation to my able lecturers of the Department of Marketing, headed by **Mr. Ojo Adebayo** for giving me the necessary skills, advice, encouragement and knowledge.

My gratitude goes to my lovely parents **Mr. and Mrs. Musa** and my siblings whose prayers, care and family support have seen me up to this level of my academic career, and to them I shall always be indebted.

A special vote of thanks goes to my lovely friends and all my well-wishers and my course mate for their prayers, support and advice throughout my academic pursuit.

ABSTRACT

This research project is conducted to examine the impact of brand name on students patronage of soft drinks (a study of cbms students, kadpoly). The objective of the study was: to evaluate consumer decision making process, especially with high involvement products and also to identify different issues related to brand and brand selection process. To achieve the stated objectives, a descriptive research design was adopted for the study. The population of the study was 5000 students of CBMS campus, a sample size of 300 were drawn for the study. Findings shows that, nature of brand name of 7up is done or created base on two things. 7up local products like juices (Fruitree and cereals) they have been branded locally while those products which were fallen under 7up brand, the need for brand was proposed first to Core brand owner (7up International) for approval. It was concluded that, consumers' buying decisions on 7up's soft drinks were influenced by factors like brand loyalty, products' packaging, promotion, wide distribution coverage, reliability in quality of the products, standards which carter for health security and safety and weaknesses available in other brands. Hence recommended that, 7up to increase speed number of times for promoting their brand name as other companies' brands have been promoted so as discourage consumers not to switch on other brands and also recommend that 7up and other companies dealing with soft drinks to continuing research on consumers' black boxes (minds) as now days consumers' brains change very quickly to or from the decisions to buy.

TABLE OF CONTENT

CHAPTER THREE: Research Methodology

CHAPTER FOUR: Data Analysis and Presentation

CHAPTER FIVE: Summary, Conclusion and Recommendations

CHAPTER ONE

1.0   Introduction

In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the only tool that can change the buye's behavior. Today people are more conscious about the brand than the past. This study is conducted to examine the buying behavior of people in respect of a brand name or brand image. In this busy life people need shortcuts they need a brand identity in selection of products. There are number of cues present in environment that guide public in selection Juliet (2017). One of them is branding. It is considered more powerful mental shortcut in selection. The focus of this study is too aware the role of branding in decision making. This study is conducted due to two reasons:

First, brain and behavioral sciences have expanded our understanding how much we can store in our mind and how we can make decisions. Now we know how much information is needed to take decision. This scientific knowledge is too much beneficial for the consumer and organizations that are brand conscious.

Second, this study is conducted to understand the effects of brand on consumer choice for the best interest of the public. A brand can influence whether consumer notice the products or not. Moreover, branding can influence how consumer quickly buys the product. This depend how consumer feel your product.

Brand attention also effect on consumer decision. A more attractive product has more consumers. How it looks different from other products? Consumer buys those products which are more beautified. It is estimated that we do not pay any attention nearly half of available products in the market or a particular store. According to Alamgir, Nasir, Shamsuddoha, and Nedelea (2019) people often purchase branded electronics because they

are aware of the brand performance. The study was on influence of Brand name on the choice of buyer of electronics products. According to Krizanova and Stefanikova (2016) market information is used and then brand is positioned in market according to market strategy and most consumers think that brand is the guarantee of quality.

The purpose of this study is to examine and explore the influence of Brand name on the choice of buyer of electronics products. In this paper section two is representing the objectives and literature review section three is representing methodology and, section four is representing results, findings and Discussion and section five comprises of conclusion and future recommendations.

1.1. Background of the Study

"A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless" Quiston, (2018). This statement induces researchers to determine the impact of brand name, especially brand name on purchase decision. The brand history tells us how the people have used the brand as a mark of identification. In the earlier times the brand mark was used to differentiate the goods of one producer to others. Now – a day's brand is not used for differentiation but also used to justify the purchase decision. In this paper researchers tried to identify the influence of brand on purchase decision.

Brand is a combination of name. Symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the market place while on the other hand some brand show very high degree of awareness. The brands

with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self, esteem in the society Leslie and Malcolm, (2019). Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them.

Furthermore, it represents the customers' convenient summary like their feelings, knowledge and experience with the brand. More over customer do not spend much time to do find out about the product. When customer considers about purchase, they evaluate the product immediately by reconstructed product from memory and cued by the brand name Hansen and Christensen, (2019).

A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand. If customers trust a brand quality it makes a positive connection to the brand and customers will have a reason to become a loyal the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors Aaker, (2016).

A brand plays a very important role in the consumer decision making processes. It is really important for companies to find out customers' decision-making process and identify the conditions, which customers apply while making decision (Cravens and Piercy, 2003). Marketers are highly concerned to know how brand names influence the customer purchase

decision. Why customers purchase a particular brand also implies how customers decide what to buy. Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify and evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses this or her past experience about that brand product regarding performance, quality and aesthetic appeal (Keller, 2018).

1.2	**Statement of the Problem**

When the topic of branding first emerged, it was thought to be a management trend, which would fade away in a year. In fact, this particular topic grew to be one of the most sought-after topics of the century, where it was clearly distinguished as the contrary of a management trend: it became a management must Aaker and Joachimsthaler (2018). Existing industries are constantly realizing that branding is a crucially important segment to their company's existence as it helps to distinguish their respective brand name in the marketplace Murphy (2018). Examples of such industries include the electronic product. Such businesses, amongst many others, believe that branding is an application that needs constant nourishment and development in order to keep up with the dynamic marketplace and competitive environment Aaker and Joachimsthaler (2018). Randall (2019) has shed light on an important matter which explains that branding lies in crating consumers relations, leading to positive consumer behavior as well as maintaining the delivery of promised values and experiences.

The problem is the influence of choice when it comes to brand name on the buyers of electronic products, which is observed by the researcher as such, this study id carry out to

determine the effect of brand name on students patronage of soft drinks in CBMS campus, Kaduna Polytechnic, Kaduna.

1.3. Objectives of the Study

The major objectives of this study is to determine the effect of brand name on students patronage of soft drinks.

The specific objectives are:

i. To evaluate consumer decision making process, especially with high involvement products.

ii. To identify different issues related to brand and brand selection process.

iii. To determine the impact of brand name on purchase decision.

iv. To evaluate the buying behavior of consumers with respect to brand.

v. To identify the Emotions of consumers regarding brands.

1.4 Research Questions

In order to actualize the objectives of this study the research questions below were proffered;

i. What are the consumer decision making process, especially with high involvement products?

ii. What are the different issues related to brand and brand selection process?

iii. What are the impact of brand name on purchase decision?

iv. What are the buying behavior of consumers with respect to brand?

v. What are the Emotions of consumers regarding brands?

1.5 Significance of the Study

This research topic is a fundamental issue for companies that how brands name can influence the customer's choice; the result of this study will be very helpful for the companies to understand the consumer behavior and their decision choices.

This research work is very useful for a company, I include in this study consumer behavior and try to find out the influence brand name can have on consumer decision. Whatever will be the outcome of this research survey, this information is very helpful for companies to understand the consumer behavior and their decisions.

Companies can use this information when dealing with customers. More over this paper work also explains the customers' problems which they face while purchasing the brand products.

The study is of immense benefit to managers and marketers in Electronics Company as it will aid them in taking decisions. It will also serve as a reference material for students and would be useful for researcher who might choose to build or conduct research on related topic.

it will also aid marketers in decisions making. The topic would also be useful in contributing to the existing knowledge as it would unravel issues that are left dominant or untouched in the field.

1.6. Limitation of the Study

In the course of carrying out this research work, the researcher was faced with some major constraints as enumerated below;

i.   Financial constraint occasioned by the need for continuous sorting for information and materials.

ii.   Time constraints as the research work is combined with other academic and students' unionism activities.

iii.   The unwillingness of some staff of the shops i visited to disclose some vital document and information associated with the choice of brand name on the detergent product to the researcher.

iv.   The difficulties encountered in reaching some of the respondents.

1.7   Scope of the Study

This research work is aimed at assessing the influence of brand name on the choice of buyer of soft drinks products. This study will covers the period of 2017-2021.

Therefore, this research work and the data collected shall be narrowed to a selected student of Kaduna Polytechnic, Kaduna Nigeria.

1.8   Definition of Terms

Influence: means the ability to have an effect on the character, development, or behavior of someone or something, or the effect itself.

Brand: A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marked.

Brand Name: Is the name of the distinctive product, service, or concept. Or brand name is one of the elements which help the customers to identify and differentiate one product from another.

Choice: choice involve decision making. It can include judging the merits of multitude options and selecting one or more of them.

Buyer: A person who purchases finished goods, typically for resale, for a firm, government, or organization.

Electronics: Electronics is the branch of science that deals with the study of flow and control of electrons (*electricity*) and the study of their behavior and effects in vacuums,

gases, and semiconductors, and with devices using such electrons.

CHAPTER TWO

LITERATURE REVIEW

2.0   Introduction

This chapter reviewed the related literature regarding the impact of brand name on students choice of detergents. Authors whose works were cited are dully acknowledged.

2.1   History Background of the Study

As marketer we talk a lot about branding – branding websites, branding content, branding research studies, branding events. The list goes on and on. But what is branding? Not what do we mean by branding, but what does the word actually mean?

If you don't already know the answer, it will seem pretty oblivious. The term derives from the Old Norse word *brandr* or "to burn," and refers to the practice of branding livestock, which dates back more than 4,000 years to the **Indus Valley**. Of course, branding has evolved over the centuries – from farmers claiming property, to artisans claiming credit for

their work, to factories claiming their products, to companies products were better than others.

What we brand, how we brand it, and why we brand it has changed. But branding in the twenty-first century is still about taking ownership, and not just for property and products. It's about owning what your company values and represents, **owning up to your shortcomings,** and earning customer trust and loyalty through your words, your actions, and your stories.

These days, consumers have more information and more choices than ever. Unless companies can offer far superior products or far low prices then the competition, it's hard to stand out in the crowded marketplace. Success is no longer determined by who has the biggest advertising budget or the most recognizable logo (James, 2019). It's determined by who makes the greatest emotional connections.

As marketing leaders continue to wrap their heads around how branding works in the digital age, many brands are in trouble. But it's not the first time. More than once, experts have declared branding dead. Still, like superheroes and soap opera villains, it never stays dead for long. If anything, branding might be more important today than ever (Jude, 2019).

2.2   The Origins of Branding

The word *brand* dates back to Old Norse, the ancient North Germanic language from which modern Scandinavian languages derived. *Brand* originally referred to a piece of burning wood. It wasn't used as a verb until late Middle English, when it came to mean "mark permanently with a hot iron." By the seventeenth-century, it referred to a mark of ownership made by branding.

The **practice of** branding livestock is much older than the word. Cave paintings from the Stone Age suggest that early man might have marked cattle with symbols drawn in paint and tar. By 2000 BC, livestock owners switched to a more Permanent method: burning. Egyptian funeral monuments, approximately 4,000 years old, depict branded cattle (Jude, 2018).

During this time, brands were also used to identify goods. Pottery makers form China, India, Greece, Rome, and Mesopotamia (now Iraq) used different engravings to identify not only who made ceramic goods but also what types of materials were used and where the goods were produced. Some of the earliest known marked Chinese pottery dates back 4,000 to 5,000 years. Archaeologists have also identified roughly 1,000 unique potters' marks in use during the first three centuries of Roman-Empire (James, 2019).

Potters weren't the only artists to brand their work. In Ancient Egypt, masons engraved symbols – called stonecutters' signs – on the bricks they Pharaoh for the pyramids and other Pharaoh-led construction projects. This helped distinguish their work from that of other masons and ensured they were fairly paid. Bricks often included quarry marks, which indicated where the stones came from. The oldest materials 6,000 years old. Similar marking were used by masons in Greece, Israel, Turkey, Syria and later in Medieval Germany.

Watermarks also emerged in the Medieval period as a way for paper makers, printing houses, and other guilds to distinguish their products and property. Later, during the Renaissance period, artists like Michelangelo introduced a new type of personal branding: They began actually signing their names to their work, rather than using symbols.

A couple of centuries later, during the Industrial Revolution, another type of branding was born – mass branding – this time to solve a new business challenge. Consumers were accustomed to buying local products from local masse didn't have the same appeal. So, factories borrowed a tactic from winemakers and began branding logos onto their goods. Soon, they also began marking individual products, giving birth to such popular American brands as Campbell's Soup, Coca-Cola, juicy Fruit, and Aunt Jemima.

By the late nineteenth century, companies had invested so much in branding that they needed a way to protect those investments from competitors. In 1875, they got it with the passing of the Trade Marks Registration Act.

Now branding wasn't just something companies did; it was something they could own. And that changed everything.

2.3   Conceptual Framework

Concept of branding

There are various definitions and explanation revolving around the term 'brand.' Talking the literal meaning of the word and encompassing it into a universal business understanding, a brand is a permanent mark that is hot-stamped on to a good or service. This brand would have a particular and distinct company name and respective trademark (Hansen and Christensen 2019). According to the American Marketing Association (AMA), a brand is composed of several elements, such as a name, a logo and a design. It is often that a brand has all of those elements working together in a way that uniquely identifies a company and differentiates it from its competitors. As for the Merriam-Webster Dictionary (2019), a

brand is not only a collection of goods and/or services that are produced and delivered by a single company, but can also be a distinctive characteristic.

Therefore, a brand can be a logo, a slogan or catchphrase, a characteristic, etc. A brand is a name that resonates in consumers' minds, and greatly affects their purchase behavior Kapferer (2018). It could be said that a brand can act as a verbal and non-written mutual agreement between and two parties, such as a producer and a consumer. To simply break it down, a brand is a promise between a sender (hotel) and a receiver (guest), where the respective recipient can form his/her own individual feelings about what the brand at stake demonstrates to him/her Healey (2018).

Keeping in mind the various definition of brand, the hot stamping of a permanent mark onto a product or service, i.e. branding, is considered to be successfully effective once it incorporates the elements of consistency, clarity, continuity, visibility, and authenticity throughout its operations Kotler and Pfortsch (2019). Consistency demonstrates the consent delivering of the brand's promised values via product/service delivery, marketing distribution channels, and even handing customer complaints.

2.3.1. Brands in Society

Today's generation follows the pattern of capitalism where human values are measured by, you are known by what you have not by what you are. This naturally leads to a social structure where everyone seeks uniqueness by possessing things which sets them apart from everybody else. Brands not only represent the symbol of the company or product but to a larger extent define the general life of a person.   Name

Brand is a combination of name, symbol and design. Brands represent customer perceptions about the performance of a product. A powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Brands with high awareness have high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance Kotler et al. (2015).

The history of branding goes back when people utilized burned mark on cattle in order to identify quality Bengtsson (2018). Brands differ in name or symbol, trade mark, design and packing. Products are recognized through these elements and thus make it possible to differentiate one product from the other. A brand is a signal names and protect the producer from the competitors Aaker (2019). Usually people do not buy certain brands because of design and requirements, but also in an attempt to enhance their self-esteem in society De Chernatory & McDonald (2019).

Brand names present many things about products and give a number of information to customers. When customers consider to purchase they evaluate the product immediately by reconstructing the product from memory Hansen &Christensen (2019).

In today's business environment, companies must work harder than ever before to achieve this differentiation by branding their products, simply putting the company's name on a product Aaker (2019). In this respect companies offer different packages to customers in this competition war for raising awareness among the customers about the branded product.

2..3.2 Brand Equity

Brand equity is 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" Cravens (2019) 143.

It can also be defined and explained in the following ways-

For assets or liabilities to underlie brand equity they must be linked to the name and/or symbol of the brand. If the brands name or symbol should change, some or all the assets or liabilities could be affected and even lost, although some might be shifted to a new name and symbols. The assets and liabilities on which brand equity is based will differ from context to context. However, they can be usefully grouped into five categories" Aaker (2018).

1. Brand Loyalty
2. Name awareness
3. Perceived quality
4. Brand Association
5. Propriety brand assets

Brand equity is a valuable asset for a company, which they want to, put in their brands. A powered full brand enjoys a high level of customer brand awareness and loyalty. Company can have a competitive advantage through high brand equity.

Brand equity also involves the value added of product through customer relations and perceptions for the specific brand name. 39 brand equity assets can be described as a way of adding or subtracting value for customers.

2.3.3 Brand Loyalty

The first category, brand loyalty, exemplifies the customers who are always keen on buying the goods/services of a certain brand name, regardless of what the competing alternatives are offering. Simply stated, brand loyalty means that a specific brand's customers are highly involved with the brand and its respective features to the point where they do not take into account what other brands are offering. Thus, brand loyalty is the degree of how attached consumers are to a brand. It has been observed that the higher the consumer loyalty concerning a brand, the lower his/her tendency to purchase from competing alternatives Aaker (2018). Brand loyalty can be broken down to two parts: the consumer loyalty pyramid and the strategic value of brand loyalty. The first part, the consumer loyalty pyramid, constitutes of five levels of loyalty, all of which are considered as unique assets to be run by and benefitted from by marketers.

Figure 1 Brand Loyalty Pyramid by Aaker (2016)

Figure 1, derived from Aaker (2016), represents the five levels of consumer loyalty. The lowest level of the pyramid represents. The type of consumer who has little consideration over the brand. At this level, the consumer has little---to- -no interest over what type of brand exists, as long as it fits his/her price range. This segment is 'price sensitive buyers' where they do not purchase according to what the brand name is Aaker (2016).

24

The second level of the pyramid represents the type of consumer who is borderline satisfied with the brand at stake. This means that he/she has not yet exhibited any unpleasing brand dimensions that cause dissatisfaction. Therefore, such a consumer is labeled as a 'satisfied/habitual buyer.' Such segments, if dissatisfied, are greatly influenced by competing alternatives Aaker (2016).

The middle level of the pyramid represents a consumer who is satisfied about the brand in question. His/her satisfaction is linked to switching---cost dimensions such as, time, money, etc. Thus, such a segment is labeled as satisfied buyers. In order to win over such a segment from competing businesses, the company must offer a set of benefits that compensates the cost of changing brands Aaker (2016).

The fourth level of the pyramid represents a consumer who genuinely likes the brand, and even considers the brand a friend. This liking might be based on a set of brand characteristics and experiences, high quality, and even brand image. So, it could be said that this feeling of loyalty is not tracked back to any particular brand attribute, but rather is arising from strong feelings of attachment towards the brand in question Aaker (2016).

Finally, the top level of the pyramid represents a consumer who is completely brand loyal with a growing sense of brand pride. This pride over the brand is triggered by great confidence concerning the brand. Such a segment is labeled as 'committed buyer' where the consumer feels certain about the brand to the degree that he/she creates additional business to the brand in question via recommending the brand to friends Aaker (2016). According to Aaker (2016), the five levels that were briefly explained along with their respective market segments are not always easily spotted. This means that such segments do not represent themselves clearly; a lot of customers will show signs that fit to multiple levels of the pyramid. However, those five levels provide a general understanding of what types of

consumer loyalty exists, and the respective characteristics of their market segments Aaker (2016).

The second part of brand loyalty, strategic value, explains that when brand loyalty is managed and appropriately made use of, it acts as a strategic asset that provides the company with various benefits. The strategic significance of brand loyalty could be achieved via several methods. Those methods are in turn considered as brand loyalty benefits Aaker (2016). One benefit of brand loyalty is that it reduces marketing expenses. It simply means that it is significantly less expensive to maintain current customers than it does to attract new ones. This is because existing customers, if satisfied with the brand, are easy to keep and cost less marketing efforts to reach them Aaker (2016).

In addition, it could be noted that a satisfied customer base helps in generating a feeling of comfort within future customers Aaker (2016). This means that if an individual is making use of a certain brand name, which offers him/her all the services that fit his/her needs perfectly, it could imply that the respective brand satisfies this individual. Being satisfied, which is usually a product of dedicated customer service and even post---service, is usually what attracts future clients. Thus, winning over new customers from the already existing customer base is considered as another benefit of brand loyalty Aaker (2016).

All of the above---mentioned elements of brand loyalty help to bring out the strategic value of the brand equity. However, in order for a brand to prosper and thrive, it must be able to continue satisfying their existing customers Aaker (2016). This is because through meeting the needs of current clients, their respective loyalty in turn grows even stronger. For a company to appropriately generate loyal customers and sustain their loyalty status, must: manage and measure customer satisfaction, keep good and close relations with the customer, and last but not least treat the customer right Aaker (2016).

First, the company needs to frequently measure their respective customers' satisfaction, and manage it as well. This could be done via surveys, as they help the management understand how customers feel truly about their brand and its services Aaker (2016). In turn, analyzing the satisfaction/dissatisfaction surveys, the management could figure out ways to correct the mishaps and/or maintain an even better service. In order for those customer satisfaction measures to remain updated and be of a full impact, they need to be integrated by the management into daily operations Aaker (2016).

Second, the company needs to stay within a close distance to their customers in order to create a well—rounded customer culture Aaker (2016). This is done by the brand in order to show their respective customers that they are the center of their operations, and that their involvement matters. Such gestures imply that the management is concerned with their customers, and it portrays how valuable they are to the company in question Aaker (2016).

Lastly and most importantly, the company needs to treat the customer well. It could be said that the key to keeping customers from switching to competitive alternatives in the marketplace is by providing them with all the possible services that help keep them around. This means that the service personnel need to have positive relations with the customer. This could be achieved via being empathetic and sympathetic to the customers, polite, responsive, reliable, and respectful Aaker (2016). It could be added that once a customer is treated right and his/her needs are met, service continuance is guaranteed, as well as positive word---of---mouth (WOM).

2.4   Name Awareness

This is the second category of the brand equity. Brand name awareness plays vital role in consumer decision making process; if customer had already heard the brand name, the

customer would feel more comfortable at the time of making decision. Customers normally do not prefer to buy an unknown brand, especially if it an expensive product like TV, refrigerator, apartment etc. therefore companies' strong brand name is a winning track as customers choose their brand over unknown brand.

2.4.1 Perceived Quality

It is an essential characteristic for every brand; perceived quality defines a customer's perception and the product's quality or superiority. The perceived quality provides fundamental reason to purchase. It also influences brand integration and exclusion to consideration set before final selection. A perceived quality provides greater beneficial opportunity of charging a premium price. The premium raises profit and gives a resource to reinvest the brand. Perceived quality will enable a strong brand to extend further and will get a greater success possibility than a weak brand.

Perceived quality has a greater influence in a customer's purchasing process and in brand loyalty.

This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further extend a brand in several markets Aaker (2016).

2.4.2. Pricing Strategies

The effect of price on customer behavior in their relationships with companies do not focus only on actual prices. They also focus on price perceptions, such as price fairness or payment equity Bolton and Lemon (2019) . higher absolute prices lead to lower perceptions

of price fairness, but price fairness is also be affected by competitors' pricing policies Rust, Zeithaml and Lemon (2018). Negative changes in price perceptions over time (e.g., price fairness decreases), will probably have a larger influence than positive changes Tversky and Kahneman (2017). Furthermore, differences between the price perception of the dealer and its competitors can lead to regret Tsiros and Mittal (2018). Positive pric e perceptions relative to competitors have a large effect on customer retention, and negative price perceptions relative to competitors have a small effect Balton, Kannan and Bramlett (2019).

Price plays an important role in the acquisition of new customer. In contrast, after the relationships has been established, the role of price tends to become less prominent and experiential aspects of the relationship, such as quality, become more important Zahorik and Keinngham (2015).

2.4.3   Logos and Symbols

Logos and symbols have a long history which shows brand identification of the company. There are different types of logos, which are unique from corporate names or trademarks. Logos and symbol are easy way to recognize a product. It is a greater success if symbols and logos became a linked in memory to corresponding brand name and product to increase brand recall. Customers may perhaps identify definite symbols but be unable to link them to any particular brand or product Keller(2017). Logos helps companies to develop the brand equity through raised brand identification and brand loyalty. Logos are very important assets; companies spend enormous time and money to promote brand logos and symbols.

Logos and symbols are successful way to get a better place in customer mind. If customers find something that is easily identifiable preferably in a positive way, customers feel more

comfortable with them. If there is not much difference among brands, then logos and symbols can be a very effective way of differentiating the brands from each other.

2.4.4 Consumer Behavior

Consumer behavior mainly sheds light on how consumers decides to spend their various resources like time, money etc. on various products so as to meet their needs and requirement. Consumer behavior encompasses study of what, when, why and where the consumers will buy their products. It also focuses on how often the consumers use the products. Furthermore, it also sheds light on how the consumers evaluate the products after the purchase and the effect of evaluations on their future purchases Schiffiman (2015).

To give an example of how consumer behavior evolves while buying a electronics, he will start with recognizing his or her need for a particular electronics. Then come the information collecting and processing stage. After making up his mind to buy one specific brand, for instance LG, the consumer makes the purchase. In the post – purchase stage, the consumer evaluates the performance of the electronics against the expectations he or she had before buying the electronics. In this stage, the consumer is either satisfied or dissatisfied. So, it is evident from the last example that study of consumer behavior involves lot of things.

2.4.5 Complex Buying Behavior

Complex behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self expressive products. The consumers engages in extensive information to search and to learn about product category so as to be able a good purchase decision. For example, when a consumer decides to buy electronics, he seeks information about the available

brands and compares his collected information about each brand and finally makes up his mind Kotler (2017).

2.4.6   Dissonance Reducing Buying Behavior

In case of dissonance reducing buying behavior the level of consumer involvement is also high. Consumers typically undergo dissonance reducing buying behavior in case of costly and infrequent purchase. In this type of consumer behavior the consumers find it difficult to differentiate among the brands. For example, consumer buying carpet may come across of dissonance reducing buying behavior, as carpets are usually expensive and self – expressive. In case of carpets, consumers may deem most of the available carpet brands in the market within a certain price range to be of the same quality. Consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort) Kotler (2017).

2.4.7. Consumer Decision Making

The consumer decision making process defines different steps when a consumer goes through to purchase a product. If customer wants to make a purchase he or she takes a sequence of steps in order to complete this purchase. Problem recognition includes when consumer feel a significant difference between the current state and ideal so consumer thinks there is some problem to be solved. The problem may be small or big. In the second step, the consumer seeks information about the product. The extent of information search relies on the level of consumer involvement. In case of expensive products, the level of involvement is high. Conversely, in case of relatively cheap products the level of involvement is usually low. In the third step, the consumer evaluates the different attributes

of the brands. Consumer may consider the attributes and compare brand products. In the final step consumer makes his choice about a product.

It's true that a consumer may not necessarily go through all the decision making steps for every purchase he or she makes. At times, consumer makes his or her decision automatically and the decision may be based on heuristics or mental shortcuts. Other times, in case of high involvement products consumer may take a long time before reaching a final purchase decision. It depends on consumers' importance of the products like purchase of an electronic or home. More over consumers try to make an estimated brand universe on the basis of available information about the brands, and to make an estimated the utility function on the basis of past consumption experience Solomon (2016).

2.4.8. Social class

Social class is an invisible stratification of the inhabitants of the society into different groups based on some traits of the people. Inhabitants in a society can be divided into different social classes according to their income level. Occupation, education and so forth. Social class of a person is determined by a wide variety of set of variables including income, family background and occupation Solomon (2016). A person's social class can be defined by what he or she does with money. The consumption choice of a person also determines the person's position in society. Every social class varies from each other because of having its own traits that set it apart other class. Social classes vary in costumes, languages patterns and many other activities and preferences. This class of consumer will possibly never buy a product on an experimental basis. Social class is very important source to know which social class person belong. Mostly people have different preference and choices from others Stephens and Townsend (2017).

2.4.9. Conspicuous Consumption

Conspicuous Consumption can be defined as the way of consumption by the people who have the financial ability to afford expensive brands not only just to consume the products but also to show off with the view to inspire envy among others. People of higher class usually go for a wide array of status symbols for consuming conspicuously. Conspicuous consumption is related to the person's social class, generally the upper-class consumer would purchase and display exclusive items to show – off their wealth and power. They purchase expensive branded products like cars, latest electronics even if it is not necessary for them to purchase Solomon (2017).

2.4.10. Purchase Intention

The purchase intention shows customers preference to purchase the product, whose image is very close to customer. Moreover, customers are well aware of certain brand name through advertising, from their past experience or information form their friends and relatives Teng (2018). The intention of a consumer to purchase a particular brand can be defined as his willingness to buy that brand. After being exposed to a TV commercial, a consumer might be interested about the product does not mean that the consumer has the intention to buy the product.

2.5. Brand Building Process

In order for a brand to live up to its potentials, brand strategists must approach their operations in a holistic manner Kotler and Pförtsch (2019). This means that brand marketers and strategists must look at the brand in question from a very wide angle, rather than from a

narrow one, as it provides a better understanding of the respective brand. Brand building is about the full knowledge of the brand's responsibilities and customers. It is about truly anticipating its respective customer's needs. Therefore, brand building begins with the profound comprehension of the characteristics of the brand's goods and services Kotler and Pförtsch (2017). According to Kotler and Pförtsch (2018), it is considered to be that the top management initiates a company's branding, as it is a strategic necessity that is of great importance to the company. This means that the company's Chief Executive Officer as well as the respective shareholders join forces and mutually agree on a brand---building approach. This consent on approach includes instituting a brand's strength(s), which ultimately achieves brand stability, leadership, and of course international presence. For acompany's top management to successfully build a brand, they need to incorporate the elements of clarity, consistency, and leadership (see page 11---12) along with their strategic mission. Therefore, to be able to get those three elements in flow with their strategic mission, the following brand building process is suggested:

Sequence of Brand Building Process by Kotler and Pförtsch (2010),

Figure 2 Sequence of Brand Building Process by Kotler and Pförtsch (2019).

Figure 2, represents the sequence of processes for building a brand. Figure 2 is composed of 5 processes: brand planning, brand analysis, brand strategy, brand building, and brand audit. The figure above, Figure 2, represents the sequence of processes for building a brand. Figure 1 is composed of 5 processes: brand planning, brand analysis, brand strategy, brand building, and brand audit.

The first process, brand planning, has a main goal of incorporating the company's daily activities in line with the strategic plan. So it is considered that the brand planning process is a process that encourages rather focused upon, taking the full picture into consideration: for management to look at matters from the holistic side. This is done via holding a good stability between endurance and involvement (Kotler and Pfortsch 2018). According to Kotler and Porsche (2019), for a company to have a strong hold and balance between tolerance and participating, the following are some of the procedures must be implemented:

1. Formulating an atmosphere that allows steady adaptations to take place with the continuous changes a company faces/might face.

2. Including processes that produce appropriate information in a time--- efficient manner; this could be done through executing a SWOT analysis, as it would help the company to identify their respective brand's position, and subsequent identity.

3. Disclosing procedures towards continuous planning progressions; those processes must be centralized upon extensive brand breakdown. This means a full comprehension of the market size the brand is operating in, and its respective market growth. The brand breakdown also includes available channels of delivery, customer demographics, etc.

4. Including all employees and staff members into the brand planning process, as well as the overall brand building process. This procedure is considered crucial, as it elevates motivation within team members and therefore, improves the current and following brand--- building steps.

It could be said that the brand planning process is a method that assists the company in question in aligning their internal resources with their strategic plan.

This would result in the efficient production of the firm's organizational framework, which is needed to continue towards the next process of the brand building process.

According to Kotler and Pförtsch (2019), the produced organizational framework from the brand planning process is required to initiate the second process, brand analysis. Brand analysis, as the name implies, begins with the core understanding of the brand's respective marketplace and the main factors operating within, such as the company's respective consumers, and competitors (Kotler and Pförtsch 2019).

Once market research is done, valuable insight could be gained regarding the core values of the brand. The reason existing behind brand analysis is for the brand to answer questions such as what the brand is, what makes the brand stand out in the marketplace, what the brand wants to deliver, what the strategic vision of the brand is, etc. (Kotler and Pförtsch 2019).

The previously mentioned facts help to identify and form the company's mission, vision, personality, and values. They also help the company in understanding the brand's respective product/service, employees etc. (Kotler and Pförtsch 2019).

Thus, brand analysis helps the company to truly identify all of the external and internal elements operating in its environment; respectively such as, competitors and consumers.

Through identifying the external and internal elements, and based upon the company's mission, vision, and values, the required outline is put together which helps to trigger the third process, brand strategy. Brand strategy simply describes the administration of the brand's unique elements throughout the organization and respective operations (Kotler and Pförtsch 2019). This process is one that creates a certain rhythm between various components of the company thus, serving as an issue of high priority.

On an equal level of importance to brand strategy is brand architecture Kapferer (2018). According to Petromilli et al. (2019), brand architecture is how a company promotes and runs its respective brands. There are three forms of brand architectures corporate---

dominant, product---dominant, and hybrid structures Petromilli et al. (2019). Corporate---dominant architecture is voted to be the most popular amongst firms. This type of architecture constitutes around a specific number of products Kotler and Pförtsch (2018) where it could be said that companies such as IBM, and Kempinski would fall under such a category. On the other hand lies the product—dominant architecture, which is commonly found within brands that have accumulated growth via joint ventures or acquisitions. An example of such architecture is Damier Chrysler Kotler and Pförtsch (2019). As for the hybrid structure architecture, it is a combination of corporate---dominant and product dominant architectures Petromilli et al. (2019).

Once a company understands its respective architecture, it can easily align it with its branding strategy. By doing so, the company directs the brand towards a certain path. The guiding of a company's course is considered a challenge to top management, as it means not only configuring the future of the brand, but also configuring the brand's current status Kotler and Pförtsch (2019). Therefore, to correctly configure the brand's current and future status, the company in question needs to configure its economic feasibility (differentiating feasible activities from the unfeasible ones). Once a company's economic capabilities are put in order, a well- compiled branding strategy is formulated Kotler and Pförtsch (2019).

Keeping in mind all the information that Kotler and Pförtsch (2019) proposed about brand strategy and how it helps in understanding the brand architecture, the fourth process, brand building, is activated. Brand building is an ongoing process, where a brand is formed over time, and is equally altered over time Kotler and Pförtsch (2019). The reason behind this is that a company constantly strives to modify its brand attributes due to the constantly changing market place. Thus, this step denotes that when a company reaches this stage, the

brand must already have its respective mission, vision, and distribution channels in coherence with one another for a marketing plan to be implemented Kotler and Pförtsch (2019).

As soon as a marketing plan is implemented, the consequent process brand audit takes place. Brand audit indicates the importance of a periodical brand check‑‑‑up. The goal of this process is to evaluate a brand's strengths and weaknesses, which could be executed through focus groups, surveys, questionnaires, etc. Kotler and Pförtsch (2019). Analysis of the results of such data collection methods is required for setting a brand's bearing line, and ultimately for knowing its current standpoint.

Once this has been done, the respective brand would be able to grasp what it means to its consumers, as brand audit helps the company in identifying its weak point(s) and potential opportunities directly from the source of their demand, consumers Kotler and Pförtsch (2016).

It could be emphasized that the brand building process is a process that consumes the respective company's resources, as such a procedure cross‑‑‑examines the

company's internal and external processes to produce a ell‑‑‑structured strategy Pandley and Tripathy (2018). Therefore, it could be derived that brand‑‑‑building process has an underlying objective of constructing a marketing and branding plan that attracts a large number of customers to the brand name at stake Pandley and Tripathy (2018).

2.5.1 Brand Association

"Keller pointed out that the favorability, strength, and uniqueness of brand associations is the dimensions distinguishing brand knowledge that play an important role in determining the differential response that makes up brand equity, especially in high involvement decision settings"

There are values of a brand that are not as visible as other brands. These values can be based on the association of the brand with certain factors or personalities that provides confidence and credibility among the customers. This Association can be made through famous people, who represent the brand, and their well known personality and life style. For example electronics can be associated with the lifestyle or fame of the celebrities and their association with particular brand. A company tries to associate certain attribute to their brand, which makes it harder for the new brands to enter the market. Some brands can be associated with other attributes, like good service; competitors trying to compete with this attribute, can be extremely difficult because of the established trust and faith of the customer in the market. Many brand associations include product attributes and consumer benefits that offer a specific explanation to customers purchase and utilize the specific brand. Brand symbolizes a base for purchase decision and brand loyalty for example customer use Samsung, Life's Good (LG) and Phillip brand electronics because they provide a good service after sale and make the spare parts easily available.

2.5.2. Propriety brand assets

"A competitor is someone who wants to take business away from you"59.

In the previous categories we have discussed more about how the customer perceives and respond to the brand. This fifth and final category of brand equity will focus on assets like trademarks and channel relationship.

A propriety brand asset is most valuable for company assets in the shape of trademark; that cannot be copied easily. A trademark provides the protection to companies, their brand name or symbol. It is not easy for other companies to use their names because majority of customers identify the brand product through trademark design. Companies have to make further protection to their brand. The patent is very helpful tool for company. It can stop the

competitors to copy the product. A brand can control distribution channel through history of the brand performance.

2.5.3. Emotional Branding

At present, some successful companies are said to have built relationships with consumer by attractively engaging them in a personal communication that responds to their needs. Marketers have done so by connecting with customers and creating strong emotional bonds with their brands. Emotional branding include part of branding but it is quite difficult than regular branding to measure, it is only when companies perform to accomplish their jobs but how they do it, how they do it, how they come cross to the customers and perform their jobs, if they are friendly and reliable.

When companies want to know what consumer feels about them, they have to build a personal communication with the customers. This is the good way in a company can consider itself because customer perception is very important for companies. However a company can learn a lot by listing to its customer views. It is essential for companies to correspond by their product by relating to their customers emotionally; otherwise product can be a product and become a brand image in the customer's minds.

Usually branding starts when company designs a product with great feature and capabilities better than what their competitors are offering. The company then has a "position" in a product distinct category against competitors. The problem increases when neither of the groups has made efforts to create emotional bond between the customers and the company and its product. Emotional branding is the fine approach that clarifies the values of the company to the customers.

2.5.4. Customer Touch points

A soft drinks company's marketing instruments have different effects on customer behavior and ultimately on customer lifetime value Bolton, (2019). Customer lifetime value is characterized by the taste, appearance, size, depth and breadth of each customer's relationship with a dealer in terms of the customer's purchase behavior Verhoef (2019). Size and depth are also reflected in upgrading behavior, which is the purchasing of premium higher margin products instead of low-cost variants Bolton (2017). Loyal customers are sometimes assumed to be willing to pay higher prices (Reichheld 2017a; Reichheld (2019) but in some markets loyal customers pay lower prices due to discounts. The breadth of a relationship primarily concerns "cross – buying" or add – on buying" that is, the number of additional (different) products purchased from a company over time Blattberg, Gezt and Thomas (2018). In addition to purchase behavior, customer lifetime value is influenced by non – purchase behaviors, such as word – of mouth behavior and the provision of new product ideas that may be more difficult to observe and predict Bettencourt (2017)

It is important to know how each of these categories of marketing instruments differentially influence relationship duration, customer usage and cross – buying of products. These marketing activities generate revenues via their effect on individual customer behavior Bolton (2018).

2.5.5. Satisfaction and Quality Management

Marketers typically assume that satisfied customer are more loyal Szymanski and Hise (2017). However, studies of actual customer behavior have established that the effect of satisfaction on relationship length is complex. Bolton (2018) argues that satisfaction is an indicator of the subjective expected, and finds a positive effect of satisfaction on relationship size that is enhanced by relationship age. Mittal and Kamakura (2019) show

that demographics, such as age and gender, moderate the effect of satisfaction on relationship size.

Negative discrepancies between a customer's satisfaction of a product provider and its competitor (i.e., competitor performs better than company) influence customer retention, whereas positive discrepancies do not Kumar (2019).

A positive link between satisfaction and usage has been documented by Balton and Lemon (2019). The underlying rationale for this link is that higher satisfaction scores reflect a higher utility will be reflected in higher future usage rates.

However, a customer' experience with a particular product will not necessarily transfer to additional products offered by the same organization Verhoef Franses and Hoekstra (2018).

2.5.6. Relationship Management

In direct marketing it is distinguished between marketing instruments that directly stimulate product sales, and those that focus on the maintenance and development of customer relationships (McDonald 2018). Marketing instruments can also be classified based upon whether they provide economic gains or social benefits to the customer Bhattacharya and Bolton (2019). But these effects of relationship marketing variables have not been extensively investigated Jain and Singh (2018). Since direct marketing focuses on creating immediate sales, direct marketing is not expected to influence the length of the customer-firm relationship. However, in the case of successful direct marketing policies, direct marketing may positively affect the depth and/or breadth of the relationship Bolton (2019).

A key objective of concentrating on loyalty is to enhance relationship depth, although it is also intended to increase customer-firm relationship length Bolton, (2017). Although there is considerable anecdotal evidence that loyalty programs strengthen social bonds between customers and product providers Sharp and Sharp (2017). In existing relationships, direct marketing is an important tool to sell additional Roberts and Berger (2019). Direct marketing often offers attractive propositions to customers, such as economic benefits Bolton (2019).

2.5.7. Experience

All brands create feelings, some brands are designed to give customers more experience in the true sense of the word than other brands. The most powerful brand goes beyond the traditional means to steal customers' heart away and take on special meaning to customers through their product. With time and experience, consumers learn about the brands, they find out which brands satisfy their needs and which ones do not Daryi (2019). Customer have used a same branded soft drink for many years, because customer have good experience company brands product.

2.5.8. Self Esteem

Usually people have some pre-conceptions about themselves, which is the image of ideal self and also reflects the person's desire how he would like to be. When the person tries to think about himself, he tries to compare it to the people who are well known in society and have high image in the society. It is a very basic and natural tendency of a human being to look into his self-esteem and personality by comparing it to others Solomon (2015).

Self – esteem refers to person's self – concept. When people have a bad elf – esteem it shows that thy will not perform well and they think that when they will do a certain work

and they might be rejected or fail Solomon (2015). When self-esteem advertising is done, there are attempts to change product.

2.6   Empirical Literature Review

In a study by (Smith and Brynjolfson, 2000) after analyzing 20 268 shopbot consumers who selected various books from 33 retailers over 69 days, they found that although each retailer offered homogenous products, brand was an important determinant of consumer's choice. They went further to state that, "the three most heavily branded retailers held a $1.72 price advantage over more generic retailers in head-to-head price comparisons. In furtherance of their research, they found that consumers used brand as a proxy for retailer credibility in non-contractible aspects of the products and service bundle, such as shipping reliability".

Bottled water business in Nigeria is a child of necessity. Necessity stemming from the fact that there was lack of potable drinking water across the country at the time. In the words of (Baba Yaro, 2007), table water production can be said to be a new business in the Nigerian community. At the beginning, it started without serious consideration to ethical standards, and or strict adherence to the purity and hygiene of the water. But with the efforts put by the National Agency for Food and Drugs Administration and Control (NAFDAC), the fear being nursed in the past, by consumers of the product has now been allayed.

Suffice it to say that what is known as bottled water today, like any other product has passed through many stages in Nigeria including Cup method, Nylon method and sealing method which became fashionable at the dawn of 1990's (Up-Dike Industries Executive Brief 2005). This was the first time some doses of technology were incorporated into the mainstream industry in terms of purification, machinery and packaged materials. The regulation of the production and marketing of packaged water in Nigeria led to the product being termed regulated water. This was principally to eradicate the presence of unfit water

in furtherance of NAFDAC's major function of regulation and control of the importation, exportation, manufacture, advertisement, distribution, sale and use of drugs, cosmetics, medical devices, bottled water and chemicals (NAFDAC 2005). Since then, water business in Nigeria had continued to experience a boom leading to the influx of many producers into the industry.

In Nigeria in general, and in the South East in particular, there is a proliferation of different brands of bottled/regulated water all fighting to build customer loyalty using branding strategy. Nigeria, with a total land area of 923X103 square kilometers has its water resources put at 267 billion cubic meters in surface water and 52 billion cubic meters in ground water. A further 30 billion cubic meters could be stored for multipurpose use in about 162 major dams constructed all over Nigeria (Up-Dike Industries Executive Brief 2005). Despite these water resources, most Nigerians still lack access to potable water. Research evidence has shown that 60% of households in rural areas depends on stream while 30% depend on private well and only 2% draw from borehole which was about 80,000 all together in Nigeria (Earth Conference on water, 2005). This problem of deficiency in potable water has earlier been identified as a contributory factor to the growth of bottled water business in Nigeria (Ogbuji, 2008).

In Imo and Abia States as well as some parts of Ebonyi State for instance, public water supply by state Water Boards were planned for less than 800 000 urban dwellers in the 1979 rolling plan when Abia State had not been created. In terms of water facility expansion, nothing had changed but for an increasing population put at over a million in the urban centers of Imo and Abia States (Up-Dike Industries Ltd Executive Brief, 2005). The scenario is not different in Ebonyi, Anambra and Enugu States of the South East, Nigeria.

This scenario has simply made the greater part of the elite population to be dependent on bottled and sachet water for drinking. This is a boom for the producing companies.

It is believed that branding or re-branding, with a new name or logo does not come cheap and should therefore be handled with utmost care and precision lest it amounts to a total waste of money and other resources. (Lead Edge, 2005) asserts, based on the result of its survey that the value of a strong brand lies in the impression left with anyone who comes into contact with the organization. They further opined that the most compelling reasons for effective branding is to achieve customer loyalty and support a premium price because purchasers rely on experience and their long held attitudes about a brand; and that successful brands are often focused on one specific market segment.

For another authority (Beyond Marketing Thought, 2007), a most effective branding, entails a memorable name and a ubiquitous slogan combined with an instantly recognizable and unique logo. It recommended a simple and straight forward logo or potentially, an elaborate design of a simple idea, such as a silhouette of a person or an object. It further identified the brand name as another crucial element of branding which should be both simply memorable and is particular to a firm or product (Daye, VanAuken and Asacker, 2008) identified color as a critical element in developing a branding strategy. They opined that a firm needs to be wise in considering what they called the psychology of color when designing their marketing materials. They asserted that colors not only enhances the appearance of the item they also influence customer behavior. They further said that the color of your brand may make or mar our branding strategy while pointing out that effect of colors differs; from culture to culture. (Roll, 2008) recommends that firms should rather concentrate on having a brand portfolio which usually refers to the firms set of related brands and/or products. According to him, the traditional logic behind having a portfolio of brands rather than a

single brand has been possible diversification and risk minimization. He however advised that the days of a firm having one leading star brand and others of low quality merely following have gone and that all brands in the portfolio must be made to compete for leadership.

In the words of (Lindstrom, 2008), there are three pronged approaches to developing an effective branding strategy namely, determine which audience to focus on, determine what message your brand should convey and finally, determine what creates the brand. He further opined that a brand must have a clear audience focus, value focus and tone-of-voice focus with which to deliver its well-honed message.

(Kim and Chung, 1997) researching on **brand Popularity, Country Image and Market Share** believes is that competition among brands has become more complicated as the number of brands originating from foreign countries increases. They identified two concepts (brand popularity and country-of-origin-image) as being key variables for the long-term success of brands or firms in global markets. They strongly believe that these two factors interact with other marketing variables in influencing brand performance and by extension acceptance by consumers. Suffice it to say here that what country-of-origin image does for brand performance in the global market is what company-of-make-image does in the domestic market. Again, brand popularity is an important factor in market performance both in the global and domestic market.

(Okpara, 2007), studying brand popularity and company-of-make cognitions of major consumer brands in the Nigerian youth market, had its main objective as finding the impact of popularity and company-of-make on consumer choice. The research surveyed a total of 1200 respondents (students) chosen from universities in the southeast, Nigeria and came to the conclusion that 100% of the respondents do not know all the manufacturers of even their

favorite brands, with females being more brand loyal than males. This research went further to observe that majority of first choice brands in the market are from Multinational companies. On the strength of this finding, the study recommended that corporate bodies should intensify promotional campaigns on the company more than on the individual brands (institutional as against brand advertising).

(Adirika, *Ebue & Nnolim,* 200) recorded the outcome of a study on branding carried out on Taiwanese manufacturers who produce a great amount of the worlds clothing, consumer electronics and computers but not under Taiwanese brand names. The result of the study showed that marketing Power lies with the brand-name companies and not with actual manufacturers. This is because brand name companies can replace their Taiwanese manufacturing sources with cheaper sources in Malaysia and elsewhere and still retain their market shares. This study only goes to portray the fact that consumers are more susceptible to brand names rather than quality.

(Okpara, 2008) studying the Attitudinal Dimensions to Home brands of shoes as compared to foreign brands discovered the presence of what he termed Consumption Complex Syndrome (CCS) as being responsible for local consumers preference for foreign branded shoes over the local branded counterparts. Okpara's model suggests that once consumers are exposed to the awareness and knowledge of a brand of product, they either like or dislike it. Allusion to Consumption Complex Syndrome suggests that when a consumer asserts preference for a particular brand of shoe (foreign) and cannot in a blind brand experiment clearly pick out that brand, then he possesses the syndrome. This simply suggests that what consumers buy most times is name and not quality. This, one believes may equally be true of consumers of regulated bottled water who cannot determine in a blind brand experiment their choice brand.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter explains in detail on research design and its justification, geographical area of the study, target population, sample size, sampling techniques as well as methods of data collection and data analysis. Furthermore, validity, reliability and ethical considerations which have taken into account during the study also are presented in detail.

3.1   Research Design

Kothari (2016) defined research design as the conceptual structure within which research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. This research used a descriptive research design. According to Kothari (2016) descriptive research design seeks to establish factors associated with certain occurrences, outcomes, conditions or types of behavior. This method was preferred because it sought to identify and describe how the independent factors influenced the dependent variable.

3.3   Area of the Study

The area of this study is the college of business and management studies (CBMS) Kaduna polytechnic, which located at no.12 golf course road, off independence way, Ungwan Rimi, Kaduna.

3.4 Population of the Study

Population can be said to be all the elements that possess the characteristics the researcher is studying. It can also be referred to the sources of all the possible value of variable under study. That is, the set and number of people forming the target population for the study is the sum of 5000 students of CBMS Campus, Kaduna Polytechnic, Kaduna.

3.5   Sampling size and Sampling Techniques

A sample size is a total number derived from a population to represent a whole. For the purpose of selecting the sample for this study, simple random techniques were employed for the study. The students were randomly selected from the population to represent a whole.

3.6   Instrument for Data Collection

The research data were collected with the aid of a questionnaire which is made up of two sections. Section "A" is on demographic characteristics of the respondents which comprises of gender, education qualification, position held and working experience. Section "B" is on

research question 1, 2 and 3 respectively. A five likert scale rating was used to permit decision. Thus, SA- Strongly Agree, A- Agree, UD- Undecided, D- Disagree and SD- Strongly disagree. 300 questionnaires were administered to the respondents in their various departments.

3.7   Validity and reliability of Instruments

The questionnaire formulated for the purpose of this research work was presented to the project supervisor for validation, on which immeasurable comments and observations were made and necessary corrections based on the supervisor and two other experts. Observations were effected on the questionnaire before been administered to the studied respondents.

In order to determine the reliability of the instrument (questionnaire), the researcher employed test retest technique of validity test. In this case, the researcher first have structured the questionnaire distributed 20 copies to the respondents and retrieved them back in order to assess whether the respondents understand the contents of the questionnaire or not, and make any necessary correction there-from before the administration of the actual questionnaire that were presented and analyzed for the purpose of this study.

3.8   Method of Data Collection

The research data were collected with the aid of a questionnaire which is made up of two sections. Section "A" is on demographic characteristics of the respondents which comprises of gender, education qualification, position held and working experience. Section "B" is on research question 1, 2 and 3 respectively. A five likert scale rating was used to permit decision. Thus, SA- Strongly Agree, A- Agree, UD- Undecided, D- Disagree and SD-

Strongly disagree. 300 questionnaires were administered to the respondents in their various departments.

3.9   Methods of Data Presentation and Analysis

The researcher employed the use of the mean statistic for the data analysis and decision rule was used to take decision. Value (s) ≥ 3.0 were considered as agree and value (s) ≤ 2.73 were recorded as disagree.

The 5 point Likert 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	15-24	0.5-1.4

Key:

SA   =   Strongly Agreed

A   =   Agreed

UD   =   Undecided

D   =   Disagreed

SD   =   Strongly Disagreed

3.0 is regarded as the cut-off point, any item that falls below 3.0 is considered disagreed response while any item above 3.0 is considered as an agreed response.

The cut-off point for the five-point scale is arrived at using the formula:

Mean $(x) = \dfrac{\sum fx}{\sum f}$

Where:

X   =   Summation

f   =   Frequency

x   =   Variables

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

= $\frac{15}{5}$

=   **3.0**

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

4.1   Introduction

This chapter presents findings obtained from the population used and studied case using different tools, namely; questionnaires and interviews. The core purpose of data analysis is

to ultimately provide evidence in form of responses to the research questions in respect to the stated objectives formulated to assist in analyzing the overall objective of this study. This study aimed at investigating influence of brand name on consumer buying decision. This chapter present and interpret the gathered information based on specific objectives.

4.2   Data Analysis

General characteristics of the sample

The sample size of the study where 146 respondents. The sample included ND1, HNDII, HNDI, and HNDII consumer of soft drinks for the purpose of making this report more objective. For the purpose of ensuring that the study was objective and data collected were valid and reliable, questionnaires were given to the NBC customers whose were interview, and thus 146 respondents were taken as the base for this study, thus 146 responses were equated to 100%.

Table 4.3 Education Distribution of the Sample

Education Frequency Percentage

S/N	EDUCATION	FREQUENCY	PERCENTAGE
A	NDI	25	17.1%
B	NDII	28	19.2%
C	HNDI	62	42.5%
D	HNDII	31	21.2%
	TOTAL	146	100%

Source: Researcher's Construction, 2022

Table No. 4.3 shows that 25(17.1%) respondents are in NDI level of education, 28 respondents equivalents to 19.2% are in NDII level of education whereas 62 respondents equal to 42.5% are in HNDI level of education and 31 respondents equal to 21.2% are in HNDII level of educational studies. This means that most of the students in CBMS campus are in HNDI level of education and also other HNDII level of educations which are higher than NDI&II level. This facilitated positive response from the given research questionnaires

to be 97.3% from the intended sample size of 150 (expected respondents). Also, education enabled the sampled respondents to respond effectively to the given questionnaires and interviews conducted, thus paved a way to achieve the research objective.

4.2   To Identify the Nature of Branding in Soft Drinks

The question in table No. 4.4 was set forth in order to prepare the respondents for the whole subject matter of the general understanding of NBC in Kaduna and this was as Table 4.4 indicates:

Table No. 4.4 Do you know what Bottling Company Limited deals with?

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	Yes	146	100%
B	No	-	-
C	I don`t know	-	-
	Total	146	100%

Source: Researcher's Construction, 2022

Table No.4.4 shows that from the question asked so as to draw attention of the respondents if they were aware of the functions of NBC, where all respondents said yes they knew what NBC was dealing with, these responses were 146 equivalent to 100%. This means that all respondents were aware with the company under study.

Table No.4.5 What is the latest product/ brand of NBC?

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES %
A	Dubic malt	10	6.8

B	Coke zero	136	93.2
	Total	146	100%

Source: Researcher's Construction, 2022

Table 4.5 shows responses from the asked question which was intended to know if they have been aware of the latest brand(s), whereby; 10 respondents equivalent to 6.8% mentioned "dubic malt" was the latest brand of NBC while 136 respondents equivalent to 93.2% mentioned "Coke Zero" was the latest brand of NBC though this company seemed to have some locally produced and branded products like juices branded with "*Fruitree*", but the scenario implied that though NBC has other products it produces locally but this brand was not in association with the core brand product of the company, which is NBC*".*

Table No.4.6 What is the nature of branding for NBC soft drinks?

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	For dubic malt is enjoy the original taste	48	33.0%
B	For coke is coca-cola international	98	67.0%
	Total	146	100%

Source: Researcher's Construction, 2022

Findings in table No.4.6 show that from the asked question on the nature of branding for NBC soft drinks, responses were as; 48 respondents equivalent to 33% said that nature of branding for NBC for dubic malt its brand originated from enjoy the original taste of cereals where this dubic malt was designed and launched for business. But also 98 respondents equivalent to 67% said that; the nature for branding of the NBC soft drinks is coca cola

international, from which all brands (soft drinks) are recommended country wise, regional wise, continental wise or international wise then after been accepted they are used in their respective areas in a particular group or society.

4.3 **To assess the influence of branding on consumers' buying decision on**

Nigeria bottling company limited soft drinks

Table No. 4.7 What factors influence consumers buying decision for

NBC soft drinks in Kaduna polytechnic (CBMS) campus?

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	Brand loyalty	89	22.3%
B	Quality reliability	56	14.0%
C	Product packaging	82	20.5%
D	Brand Name	138	34.5%
E	Health security and safety	35	8.7%
	Total	400	100

Source: Researcher's Construction, 2022

Table No. 4.7 shows responses from the question asked on factors which were influencing consumers buying decision for NBC soft drinks in Kaduna polytechnic (CBMS) campus, where respondents were required to give out what they thought to be factors influenced consumers' buying decision for NBC soft drinks in Kaduna polytechnic (CBMS) campus. At every respondent requested to give five factors. Total responses were 400 and their distributions were as follows; first ranked factor number one was *brand name* which was mentioned by 138 respondents equivalent to 34.5% of all responses, while factor ranked second was *brand loyalty* which was mentioned by 89 respondents equivalent to 22.3%, the

third was the *product packaging* responded 82 times equivalent 20.5% while quality *reliability* ranked fourth after been mentioned by 56 respondents equivalent to 14% and the fifth ranked factor was *health security and safety* of the NBC products (soft drinks).

The researcher literary requested some of the respondents at least to explain a bit on the given factors.

The following were their general responses:

Brand Name: This has been said to be the most important factor that influences consumers' buying decisions on the NBC products, and that brand name comprises buddle of marketing communications which persuade consumers to buy, further they said; having a good product, price and other product merits without been promoted consumer may buy few of the company.

Brand Loyalty: On this factor, they said that those consumers already had trust on these products obvious buy company's soft drinks as long as they see them or as long, they are available. These consumers they cannot easily switch to surrogates.

Product Packaging: This has been said to be one of the things that attracts customers to purchase NBC soft drinks since materials used on the product packaging are more trusted and safer, the colours and shape of packaging also does influence customers to purchase their product.

Quality Reliability: Those interviewed explained that; standard consistence of the NBC soft drinks which are produced under Coca-Cola international and coa-cola company make consumers to trust against other soft drinks or brands.

Health Security and Safety: Finally interviewed respondents explained that; due to some other products' standards frequent failure most of consumers tend to stick with the NBC soft drinks particularly during event of big functions.

What do you think influence consumer's buying decision on NBC soft drinks?

Please tick the appropriate answer to you, by indicating extent of your agreement or disagreement with proposed list of answers.

In the table. 1 = strongly agreed, 2 = Agreed, 3 = Neutral, 4 = Disagreed and 5 = strongly Disagreed This question was asked to check the accuracy of the answer which was given by respondents in the previous question asked factors influenced consumers' buying decision on NBC soft drinks. Where responses were as per table 4.8 to 4.1

Table No. 4.8 Brand Loyalty

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	STRONGLY AGREED	40	54.8%
B	AGREED	46	31.5%
C	NEUTRAL	2	1.4%
D	DISAGREED	18	12.3
E	STRONGLY DISAGREED	-	-
	TOTAL	146	100%

Source: Researcher's Construction, 2022

Table No. 4.8 shows responses from the asked question on what respondents thought was/were influencing consumers' buying decision. The responses were as follows; 80 responses equivalent to 54.8 strongly agreed that brand name influence consumers' buying decision on NBC soft drinks, while 46 responses equivalent to 31.5% also agreed, while 2(1.4%) responses were neutral whereby 18 responses equivalent to 12.3% disagreed to the proposed answer. This means that brand name is very important as the name of the brand act

as opinion leaders or reference group for new consumers wish to consume the same products.

Table No. 4.9 Brand Loyalty

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	STRONGLY AGREED	125	85.6%
B	AGREED	21	14.4%
C	NEUTRAL	-	-
D	DISAGREED	-	-
E	STRONGLY DISAGREED	-	-
	TOTAL	146	100%

Source: Researcher's Construction, 2022

Table No.4.9 shows responses to the same question as for table No. 4.8. But responses on brand loyalty as one factor among others which influence consumers' buying decision were as follows; 125 responses equivalent to 85.6% strongly agreed that brand loyalty also influence consumers to buy products, 21(14%) also agreed where total agreed to that brand loyalty influences consumers to decide on buying is equal to 100%. This interprets that brand loyalty plays a gigantic task to a marketability of any product under pure or perfect market competition.

Table No. 4.10 Products' Packaging

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	STRONGLY AGREED	91	62.3%

B	AGREED	12	8.2%
C	NEUTRAL	--	-
D	DISAGREED	43	29.5%
E	STRONGLY DISAGREED	-	-
	TOTAL	146	100%

Source: Researcher's Construction, 2022

Table No.4.10 shows responses to the question as responded to the previous table. Results were as follows; 91 responses equivalent to 6.3% strongly agreed that products packaging also may or may not influence consumers' decision to buy or not to buy the NBC's products in Kaduna polytechnic (CBMS) campus region, also 12 responses equivalent to 8.2% agreed, while 43 responses equivalent to 29.5% disagreed. For those agreed, when asked to clarify on their advocacy they said that holding other factors constant if packaging for a particular item has used low quality materials low consumers will be influenced to buy and vice versa. But also some consumers will not buy as to them low quality materials of packaging leads to low prices may mean low quality too, while those disagreed with the proposed answer said that it depends with a prevailing market situation also as to consumers' behavior in regarding low or high quality of materials of product packaging.

Table No. 4.11 Acceptability of the products

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES

A	STRONGLY AGREED	23	15.8%
B	AGREED	58	39.7%
C	NEUTRAL	36	24.7
D	DISAGREED	-	-
E	STRONGLY DISAGREED	29	19.8
	TOTAL	146	100%

Source: Researcher's Construction, 2022

Table 4.11 shows responses on the same question as to the previous table, the total

responses to those agreed and strongly agreed is 81 equals to 55.5% this is more than half of

the total responses obtained for this study, where 36(24.7%) responses were neutral and who

strongly disagreed were 29 responses equivalent to 19.8% of the total responses. This means

that55.5% agreed that acceptability of the products also influence consumers' decision to

purchase NBC's soft drinks, this answer also justified answers given in table No. 4.7 under

specific object 4.1.2 to this chapter.

Table No. 4.12 Unreliable quality of other similar products

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	Strongly Agreed	72	49.3%
B	Agreed	12	8.2%
C	Neutral	43	29.5%
D	Disagreed	19	13.0%
E	Strongly Disagreed	-	-
	Total	146	100%

Source: Researcher's Construction, 2022

Table 4.12 presents responses on the answer that; unreliable quality of other similar

products also influences consumers' buying decisions to NBCL's soft drinks this attracted

total of 84 responses equivalent to 57.5% of those agreed with this statement while

43(29.5% were neutral to the proposed statement and 19 responses equivalent to 13% strongly disagreed. When some of the respondents interviewed, they explained that; occurrence of negative effects on a company's surrogates at a certain time at the same time will be paving the positive way on the other product.

Table No. 4.13 Wider and guaranteed distribution of the products

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	Strongly Agreed	92	63.0%
B	Agreed	13	34.7%
C	Neutral	-	-
D	Disagreed	18	12.3%
E	Strongly Disagreed	-	-
	Total	146	100%

Source: Researcher's Construction, 2022

Table No. 4.13 shows responses on the argument that; **"wider and guaranteed distribution of the products influences consumers' buying decision of NBC's soft *drinks in Kaduna polytechnic (CBMS) campus* region"**, where responses were; total of 128 responses equivalent to 87.7% were agreed with the statement while those disagreed with were 18 respondents equivalent to 12.3% of all responses given to this statement. This means that when NBC distributes more of the company products, products become more visible and available to consumers of the same and other companies' products, and if consumers miss the favorites they can decide to switch to NBC's products thus the NBC's market share also increases.

4.4   To identify challenges facing soft drinks branding in Nigeria Bottling Company

Table No. 4.14 What do you think are challenges facing NBC in soft

Drinks branding in Kaduna polytechnic (CBMS) campus region?

Response Frequency Percentage

S/N	RESPONSE	FREQUENCY	PERCENTAGES
A	**Change in government law**	**46**	**31.5%**
B	**High cost and shortage of material supply**	**52**	**35.6%**
C	**Shortage of raw material**	**48**	**32.9%**
D	**Total**	**146**	**100%**

Source: Researcher's Construction, 2022

Also table No. 4. 14 presents responses on what respondents to this study thought to be challenges facing NBC in soft drinks branding in Kaduna polytechnic (CBMS) campus region. The study revealed that 46 respondents equivalent to 31.5% said; changes in government laws does challenge NBC in their daily branding activities, whereby 52 responses equivalent to 35.6% said; Highest cost and shortage of materials supply, while 48 responses equivalent to 32.9% said that; There is shortage of raw materials that are used in production of NBC products.

4.5   Discussion of Findings

This part of the research report discussed findings obtained from the study in respect to their specific research objectives as follows

In identifying the nature of branding in soft drinks

The following findings were obtained from the study.

Customers' awareness and NBC latest Brand(s)

Findings revealed that all 146 respondents equivalent to 100% they were aware before this study conducted functions of NBC. Findings from the question which intended to know if respondents have been aware of the latest brand(s) at NBC.

Whereby; 6.8% of all respondents mentioned "Dubic Malt" was the latest brand of NBC while 93.2% of respondents mentioned "Coke Zero" was the latest brand of NBC though this company seemed to have some locally produced and branded products like juices branded with "Fruitree", but the scenario implied that though NBC has other products it produces locally but this brand was not in association with the core brand product of the company, which is "Coca-Cola".

Nature of Branding of NBC Products

Findings in this objective show that from the asked question on the nature of branding for NBC soft drinks, responses were as; 33% of respondents said that nature of branding for NBC for water its brand originated from taste the original taste of cereal region of Nigeria where this Dubic Malt was designed and launched for business. 67% of respondents said that; the nature for branding of the coa-cola soft drinks is coca cola international, from which all brands (soft drinks) are recommended country wise, regional wise, continental wise or international wise then after been accepted they are launched and used in their respective areas in a particular group or society. This also can be justified by the launching of Coke zero brand in Nigeria; The respondents' answers were light as dubic malt was launched locally and Coke Zero was launched Coca-Cola International, this was later witnessed by the obtained Company brochure which reads; "In 2014 Coca-Cola in Nigeria has expanded its offering of the coca-cola range of different brands following the launch of Coke zero brand in Nigeria which took place at Lagos. With this newly launched brand, the company now offers regular Coke, Coke light and Coke zero in the Nigeria market as part

of its strategy to drive choice and variety to suit different consumer lifestyles and occasional needs. The Managing Director of the Coca-Cola bottling company, said during the launching ceremony that, the brand gives variety seeking consumers another unique and a great tasting option in addition to Coca-Cola Light. However, he noted that, the brand is sugar free though it has the same taste as the original Coca-Cola. He said that, the launch of Coca-Cola zero continues to maintain his company's commitment to provide their consumers with high quality products that fits their taste occasion and lifestyle needs. Describing the suitability of the new product, he noted that the soft drink is sweetened with non-nutritive sweeteners which will be available for sale in countrywide in 500ml plastic bottle at a cost of Sh. 700. According to Basil, the launch will be supported further by a composite marketing campaign to be carried in the country in which all media channels including digital and sampling with the tagline will be involved. He said adding that, the tagline for Coke zero originated from the cola's impressive zero sugar quality".

4.6 In assessing the influence of branding on consumer buying decision of Bottling Company soft drinks

The following were the findings obtained from the study. Respondents were required to give out what they thought to be factors influenced consumers' buying decision for NBC soft drinks in Kaduna polytechnic (CBMS) campus at every respondent requested to give five factors. Total responses were 400 and their distributions were as follows; first ranked factor number one was **promotion** which was mentioned by 34.5% of all responses, This has been said to be the most important factor that influences consumers' buying decisions on the NBC products, and that promotion comprises buddle of marketing communications which persuade consumers to buy, further they said; having a good product, price and other product merits without been promoted consumer may buy few of the company. This

argument also justified by Sawant (2018) who argued that today's world a brand occupies a very important place in the mind of customers. A brand name has capacity to attract the customers towards their product. There are various present examples like for soft drinks, Nike for sports accessories, Mc Donald's for burger which are famous in their respective fields. They incur lot of money on advertisement part to promote their brand name. Moreover, customers are well aware of certain brand name through advertising, from their past experience or information from their friends and relatives Keller (2018). While another factor was **brand loyalty** which was mentioned by 8 22.3%. On this factor, they said that those consumers already had trust on these products obvious they buy company's soft drinks as long as they see them or as long as they are available. These consumers they cannot easily switch to surrogates. AlsoLamba (2018), explained that there may be equally satisfying products, the consumer when satisfied with some brand does not want to spend additional effort to evaluate the other alternative choices. Once he or she has liked a particular brand, he or she tends to stay with it, unless there is a step rise in the price or a discernible better-quality product comes to their knowledge, which prompts the consumer to switch the brand. Companies spend a lot of money and time on the branding and thus it needs a careful evaluation on the effect of brand on consumer buying behavior.

In addition, the issue of loyalty has been said by Schultz, (2015), that the question about loyalty to the brand is raised as well when it comes to utility of the product and service that the customer receives on purchase day. A satisfied customer will demonstrate the loyalty to the brand in a way that shows the willingness to repeat the purchase and provide positive comments to the social groups using word-of-mouth technique. The product brand itself and its importance to the client is included in purchase decision making as well. Findings also revealed **product packaging** as one of the factors that influence consumer buying decision

of soft drinks by 20.5%. This has been said to be one of the things that attracts customers to purchase NBC soft drinks since materials used on the product packaging are more trusted and safer, the colors and shape of packaging also does influence customers to purchase their product. As Hassan, Leng and Peng (2018), show that among all the packaging attributes, information concerning the packaging and the shape of the packaging has the great influence on the purchase decision of processed foods. Interestingly, attributes, such as graphics, color, size and material, were not significant in influencing the purchase decision of processed packaged foods. The results of this study provide important insights to marketers and food manufacturers concerning the need to adopt an appropriate packaging strategy for processed foods in the Nigeria market.

Another factor was **quality reliability** mentioned by 14%. Those interviewed explained that; standard consistence of the soft drinks which are produced under NBC international make consumers to trust against other soft drinks or brands, this also was witnessed by Aaker (2016) when explained that; It is an essential characteristic for every brand; perceived quality defines a customer's perception and the product's quality or superiority. The perceived quality provides fundamental reason to purchase. It also influences brand integration and exclusion to consideration set before final selection. A perceived quality provides greater beneficial opportunity of charging a premium price. The premium raises profit and gives a resource to reinvest in the brand. Perceived quality will enable a strong brand to extend further and will get a greater success possibility than a weak brand.

Perceived quality has a greater influence in a customer's purchasing process and in brand loyalty. This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further

extend a brand in several markets. Another factor was **health security and safety** of the soft drinks product.

Interviewed respondents explained that; due to some other products' standards frequent failure most of consumers tend to stick with the NBC soft drinks particularly during event of big functions.

Also, findings revealed that 55.5% of respondents agreed that **acceptability of the Products** can influence consumers' decision to purchase NBC soft drinks, this answer also justified answers given in table No. 4.7 under specific object 4.2.2 to this chapter. Lamba, (2018) did an intensive study in India about the influence of brands on consumer buying behavior. The main purpose of the study was to examine the influence of brand on consumer's buying behavior and understand the key factors of branded products which influence consumer's involvement towards trendy branded products. The study involved 400 respondents from different age and gender groups from three universities in India. The results of the study showed that customers are very brand conscious. They prefer branded products for various reasons like good packaging, increasing utility satisfaction and recommended by particular agency. Age factor was not a strong influence on consumer purchase of branded products, however, the frequency of young customers related to purchase of branded products was more compare to another aged group. In addition, branding motivates the customer regarding consumer purchase decision. Furthermore, uniqueness of the product is essential for the customer's point of view. Every time when customer goes to market for shopping they find unique product from the stock available in the market.

Moreover, finding on the argument that; **"wider and guaranteed distribution of the** *products influences co*nsumers' **buying decision of NBC soft drinks in** Kaduna polytechnic (CBMS) campus **region",** where responses 87.7% agreed with the statement

while those disagreed with were 12.3% of all responses given to this statement. This means that when NBC distributes more of the company products, products become more visible and available to consumers of the same and other companies' products, and if consumers miss the favorites they can decide to switch to NBC product thus the NBC's market share also increased, Rashid and Zeb (2011) carried out a study on influence of branding on consumer purchase decision in Pakistan. The purpose of the study was to analyze the branding factor on consumer apparel purchase in soft drink industries by using a sample of 250 loyal customers in soft drink industries. The researcher mailed structured questionnaires and did an interview to key account customers. The findings of the study concluded that consumers prefer branded soft drink products for gaining various benefits such status symbol, good quality, easy availability, no bargaining, easy complaint against fraud goods and easy replacement and benefit of guarantee.

4.7   In identifying challenges facing soft drinks branding in coca cola bottling company limited

The following findings were obtained from the study. Findings obtained revealed that 31.5% of the respondents said; changes in government laws does challenge Coca-Cola in their daily branding activities, as the report done by Coca Cola Company (December, 2013), reported that change in laws and regulations relating to beverage containers and packaging can increase the cost and reduce the demand of their products, "we and our bottlers currently offer no refillable, recyclable containers in the United States and in various other markets around the world. Legal requirements have been enacted in various jurisdictions in the United States and overseas requiring that deposits or certain Eco taxes or fees be charged in connection with the sale, marketing and use of certain beverage containers. Other proposals relating to beverage container deposits, recycling, Eco tax and/or product stewardship have been introduced in various jurisdictions in the United States and overseas, and we anticipate that similar legislation or regulations may be proposed in the future at local, state and federal levels, both in the United States and elsewhere. Consumers' increased concerns and

changing attitudes about solid waste streams and environmental responsibility and the related publicity could result in the adoption of such legislation or regulations. If these types of requirements are adopted and implemented on a large scale in any of the major markets in which we operate, they could affect our costs or require changes in our distribution model, which could reduce our net operating revenues or profitability". Whereby 35.6% of respondents said; Highest cost of materials and shortage in supply of materials. Coca Cola Company (December 2018), reported that; "our company and bottling partners use various ingredients in business, including HFCS, sucrose, aspartame, saccharin, acesulfame potassium, sucralose, ascorbic acid, citric acid, phosphoric acid and caramel color, other raw materials such as orange and other fruit juice and juice concentrates, as well as packaging materials such as PET for bottles and aluminum for cans. The prices for these ingredients, other raw materials and packaging materials fluctuate depending on market conditions. Substantial increases in the prices the company and bottling partners' ingredients, other raw materials and packaging materials, to the extent they cannot be recouped through increases in the prices of finished beverage products, leads to the increase of company's system operating costs and reduce the profitability.

Increases in the prices of finished products resulting from a higher cost of ingredients, other raw materials and packaging materials can affect affordability in some markets and reduce company's system sales. In addition, some of company's ingredients, such as aspartame, acesulfame potassium, sucralose, saccharin and ascorbic acid, as well as some of the packaging containers, such as aluminum cans, are available from a limited number of suppliers, some of which are located in countries experiencing political or other risks. Due to this it is hard to maintain favorable relationship with the suppliers". While 32.9% of respondents said that; there is shortage of raw materials that are used in production of NBC products, this was also observed by Coca cola Company (December, 2013), as they reported that their business can be harmed by shortage of ingredients and other raw materials, "We and our bottling partners use a number of key ingredients that are derived from agricultural commodities such as sugarcane, corn, beets, citrus, coffee and tea in the manufacture and packaging of our beverage products. Increased demand for food products and decreased agricultural productivity in certain regions of the world as a result of changing weather patterns may limit the availability or increase the cost of such agricultural commodities, and could impact the food security of communities around the world. If we are unable to

implement programs focused on economic opportunity and environmental sustainability to address these agricultural challenges and fail to make a strategic impact on food security through joint efforts with bottlers, farmers, communities, suppliers and key partners, as well as through our increased and continued investment in sustainable agriculture, the affordability of our products and ultimately our business and results of operations could be negatively impacted."

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Summary

The present study was a study that examined the influence of NBC soft drinks branding on consumers' buying decision, in Nigeria bottling company soft drinks in Kaduna polytechnic (CBMS) campus which was used as the case for this study. The study was guided by three specific objectives, which are to identify the nature of branding in soft drinks, to assess the influence of branding on consumer buying decision of Nigeria Bottling Company soft drinks and to identify challenges facing soft drinks branding in Nigeria Bottling Company. The study expected to contribute to the existing body of knowledge on the influence of brand on consumers buying decision.

Further still the study presented a number of concepts and models from different literatures so as the researcher would have the general knowledge on the research variables, The researcher used non-probability sampling particularly convenience and purposive sampling techniques to obtain the sample size of 146 respondents, The data was obtained from the sample size by using questionnaires and interview, The data was analyzed and presented by using both qualitative and quantitative approaches.

5.2   Conclusion

From the study, findings revealed that; nature of brand name of Coca-Cola is done or created base on two things. Coca-Cola local products like juices (Fruitree and cereals) they have been branded locally while those products which were fallen under Coca-Cola brand, the need for brand was proposed first to Core brand owner (Coca-Cola International) for approval. In most cases the approved brand should be in association with the existing brands name under the core brand. Also, consumers' buying decisions on Coca-Cola's soft drinks were influenced by factors like brand loyalty, products' packaging, promotion, wide

distribution coverage, reliability in quality of the products, standards which carter for health security and safety and weaknesses available in other brands.

5.3   Recommendations

From the study findings and conclusion, the researcher recommends the following:

i.   Coca-Cola to increase speed number of times for promoting their brand name as other companies' brands have been promoted so as discourage consumers not to switch on other brands.

ii.   Coca-Cola and other companies dealing with soft drinks to continuing research on consumers' black boxes (minds) as now days consumers' brains change very quickly to or from the decisions to buy.

iii.   Coca-Cola bottling company and other companies dealing with soft drinks to continuing research on consumers' black boxes (minds) as now days consumers' brains change very quickly to or from the decisions to buy.

iv.   Coca-Cola bottling company should embark on research and development in order to cope with the market trend in the area of brand name attributes.

BIBLIOGRAPHY

Aaker, D.A. (2019). *Managing Brand Equity*. New York: Free Press.

Aaker, D. A. (2016). *Measuring brand equity across products and markets.* California Management Review. 38, 102-120.

Babbie, E. (2019). *Survey Research Methods*. (2nd ed). Belmont CA: Wadsworth Publishing Company

Bartlett, J.E., Higgins, C., Kotrlik, J.W. (2017). *Organizational Research: Determining Appropriate Sample Size in Survey Research.* Information Technology, Learning, and Performance Journal, 19 (1), 43-50.

Bird, G., Leghton, J. (2017). *The Effect of Branding on Consumer Choice*. Mountain view, CA: Teaching Brain Science to Business

Christensen, L., Hansen, F. (2019). *Branding and Advertising*. Narayana Press: Copenhagen

Easwaran, S., Singh, S. J. (2019). *Marketing Research: Concepts, Practices, and Cases*. London: Oxford University Press

Godfrey, A. E. (2017)*. A physiographic approach to land use planning*. Environmental Geology, 2, 43-50.

Gronholdt L., Martensen A. (2016). *Key Marketing Performance Measures.* The Marketing Review, 6(3), 243-254

Hassan, S. H., Leng, L. W., Peng, W. W. (2016). *The Influence of Food Product

Packaging Attributes in Purchase Decision*. Journal of Agribusiness Marketing, 5, 14-28

Haque, M. M., Hussain, B., Rahman, M. S. (2018). *Brand Image and its impact on Consumer's perception: Structural Equation Modelling Approach on Young Consumer's in Bangladesh*, Journal of Applied Sciences, 12(8). 768-774.

Hoeffler, S., Keller, K.L. (2016). *Building Brand Equity through Corporate Societal Marketing.* Journal of Public Policy and Marketing, 21 (1). 78-89.

Hoyer, W. D. (2017). *An Examination of Consumer Decision Making for a Common Repeat Purchase Product*. Journal of Consumer Research.

Huberman, A. M., Miles M. B. (2018). Qualitative Data Analysis, a Method Source Book (3rd ed. Thousand Oaks, CA: Sage Publications

Huysamen, G.K. (2016). *Sample Sizes in Locally Published Psychological research*, Pretoria: Academia.

Javeed, M. B., Rashid, K., Zeb, H. (2019). *Influence of Brands on Consumer Buying Behavior*. International Journal of Trade, Economics and Finance, 2(3), 25 231. 52

Jesper, C. (2017). *Visual influence on in-store buying decisions: An eye-track experiment on the visual influence of packaging design.* Journal of Marketing Management, 23, 917-928.

Keller, K.L. (2019). *Strategic Brand Management.* (2nd ed).Upper Saddle River, NJ: Prentice Hall

Keller, K.L. (2018). *Strategic Brand Management: Building, Measuring and Managing Brand Equity.* (3rd ed). Upper Saddle River, NJ: Prentice Hall

Kesharwani, S., Khanna, A., Rajput, N. (2015). *Understanding Consumer*

Behavior in an Organized Retail Sector: Indian Apparel Industry. Innovative Marketing, 8 (2). 17-24

Kothari, C. R. (2017). *Research Methodology, Methods and Techniques* (2nd ed.). New Delhi: New Age International Publisher Wishwa Prakashan: New Age International (P) Limited Publishers.

Krishnaswami, O. (2018). *Methodology of the Research in Social Sciences.* New Delhi: Himalaya Publishing House.

Lamba, B. (2017). *Influence of Brands on Consumer's Buying Behavior.* National Monthly Refereed Journal of Research in Commerce and Management, (11). 28-33.

Marken G.A, (2017). *Emotional Branding, How Successful Brands the Irrational Edge.* Public Relations Quarterly, 48(2).12-25

Mariotti, J. (2019). *Smart Things to Know About Brands and Branding.* New Hampshire: Capstone

Pathan, R., Sharma, P. M. (2019). *Factors Effecting Purchase Decision of Branded Sports Accessories with Special Reference to Reebok*, International Journal of Research in Commerce and Management, 2, 79-82

Roscoe, J. T. (2015). *Fundamental Research Statistics for the Behavioural* . (2nd ed) New York: Holt Rinehart and Winston.

Sawant, R. P. (2018). *Impact of Advertising on Brand Awareness and Consumer Preference with Special Reference to Men`S Wear.* Journal of Business and Management, 5(6). 54-61.

Schultz, D. E. (2015). *The Loyalty Paradox.* Marketing Management, 14(5), 10-11.

Solomon M. R. (2016). *Consumer Behaviour*, (7th ed), New Delhi: Prentice Hall

Stephens, N. M., Townsend, S. M. (2017), *Choice as an Act of Meaning: The Case Of Social Class,* Journal of Personality and Social Psychology, 93 (5). 814-823.

Yamane, T. (2017). *Statistics, an Introductory Analysis*, (2nd ed), New York: Harper and Row.

APPENDIX 1

Department of Marketing,
CBMS,

Kaduna Polytechnic,
Kaduna.

Dear Respondents,

LETTER OF INTRODUCTION

I am a student of the above department undertaking a research on the topic" Effect of Brand Name

on Student Patronage of Soft Drink

(A Case Study of 7up Bottling Company Limited Kakuri, Kaduna).

The questionnaire is to help the researcher acquire the necessary information for the purpose of the

project writing.

Kindly express your opinion by responding to the attached questionnaire by ticking

(✓). Your responses will be treated in strict confidence and would be use only for the purpose of

this study.

Thanks for your co-operation

Yours faithfully

Blessing Idoko
   Researcher

APPENDIX

Instruction:

Please tick (✓) at the appropriate box in section A below. Respond to section B Question 1, 2 and
3 base on your opinion.

Section A: Questionnaire

General Information of the Respondent

a) Sex: Male ( )   Female ( )

b) Age:18-26 ( )   c) Age:27-35 ( )

d) Age: 36 and above ( )

2. Level of education:

a) Certificate ( )   b) Ordinary Diploma ( )

c) Bachelor Degree ( )d) Postgraduate Degree ( )

3. Do you know what Nigeria Bottling company Limited deals with?

a) Yes ( )

b) No ( )

c) I don't know ( )

4. What is the latest brand Name of NBC?

a) Yes ( )

b) No ( )

c) I don't know ( )

5. What is the nature of brand for NBC soft drinks?

_____

_____

_____

_____

6. What factors influence consumers buying decision for NBC soft drinks in

Kaduna?

a) _____

b) _____

c) _____

d) _____

e) _____

7. What do you think influence consumer's buying decision on NBC soft drinks?

Please tick the appropriate answer to you, by indicating extent of your

agreement or disagreement with proposed list of answers in the table. 1 = strongly

agreed, 2 = Agreed, 3 = Neutral, 4 = Disagreed and 5 = Strongly Disagreed

S/n Answer 1 2 3 4 5

i Brand Loyalty

ii Brand Name

iii Product packaging

iv Acceptability of the products

v Unreliable quality of other alike products

vi Wider and guaranteed distribution of the products