

**EFFECT OF BRAND IMAGE ON CONSUMERS PURCHASE DECISION OF
TOOTHPASTE IN NIGER STATE**

BY

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MTech/SEMT/2018/9150

**DEPARTMENT OF ENTREPRENEURSHIP AND BUSINESS STUDIES,
FEDERAL UNIVERSITY OF TECHNOLOGY MINNA, NIGERIA.**

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**A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL, FEDERAL
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ABSTRACT

The study investigates the effect of brand image on consumer's product purchase decision of toothpaste in Niger State. The survey researched design was adopted with a structured questionnaire for data collection. The sample frame for this study comprises of 400 consumers of close-up toothpaste. A multi- stage sampling techniques was adopted to select a sample of 400 respondents. Descriptive and inferential statistical were employed for data analysis. Hypotheses were formulated and tested using multiple regression analysis. The result revealed that branding has a positive and significant effect on consumers purchase decision of close-up tooth paste in the study area. The second hypotheses revealed that packaging has a positive and significant effect on consumers purchase decision of close-up tooth paste in the study area. The third hypotheses revealed popularity has a positive and significant effect on consumers purchase decision of close-up tooth paste in the study area. The fourth hypothesis revealed recognition has a negative and insignificant effect on consumer purchase decision in the study area. The study concluded that popularity has the strongest effect on consumer purchase decision, which implies that consumer beliefs that if a product is popular, it must be good, which in turn influence their buying behaviour. It is recommended that management of companies should imbibe the culture of brand image as catalyst that influence consumers purchase decision of close-up tooth paste in order to achieved sustainable growth. Government should ensure strict compliance of brand image dimensions in developing local content policies by institutional body as well as explore brand image as critical tool for business success.

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LIST OF ABBREVIATIONS

AMA	-	American Marketing Association
TPB	-	Theory of Planned Behavior
SEM	-	Structural Equation Modeling

EWOM - Electronic Word of Mouth

CAC - Corporate Affairs Commission

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

The global toothpaste market size was 17.75 billion U.S.dollars in 2019 and is project to reach 21.99 billion U.S dollars by 2027, exhibiting an annual growth rate of 3.4% during the forecast period. The consumer demand for toothpaste is increasing rapidly as people are progressively inclined towards using toothpaste to maintain the dental health (Market Research Report, 2019). In Nigeria, the toothpaste market was valued at 31817 million with annual growth rate of 9.53% in the year 2020. The country large population size provides great opportunity for tooth paste industry to strive in Nigeria market. Presently, there are at least thirty different toothpaste brands in Nigeria, which include Oral –B, Colgate, and Close –up etc.

However, the close –up is the biggest brand of toothpaste in Nigeria, with constant innovation in quality that helped the product to gain competitive advantage in the industry (Benson, 2018). In the twenty first century, it is hard for an individual to pass any day without brushing the teeth with toothpaste. Even though close up toothpaste is the popular brand that is mostly used in Nigeria to preventing oral disease, the concoctions contain colouring, fluoride, sweetener, flavouring, as well as ingredients that make the toothpaste a smooth paste, foam and stay moist (Hodgson *et al.*, 2015).

The Rapid increase in competition and consumers' demands, as well as their purchasing behaviours in the business world, have made the concept of brand image an important phenomenon. The perception of consumers on brand image has been an important determinant for business survival and growth in a highly competitive market, therefore, creating strong brand perceptions is now a top priority for businesses (Ryu *et al.*, 2019; Chang, 2020; Jasmani, 2020). In recent years, consumers are been careful more about their choice of brands, hence, businesses continue to intensify more on the developments of technology and innovation so as to provide their esteem consumers with varieties of product or services available to choose the brand that provides the greatest benefit to them in order to meet their needs. The importance of brand image cannot be overemphasis because they have a meaning rather than just a name. Brand image is central to creating customer value, not just images and is also a key tool for creating and maintaining competitive advantage (Arbouw *et al.*, 2019).

More so, Brand image is also the perception and beliefs of consumers about quality toothpaste manufactured by Unilever Nigeria Plc that is commitment to innovative products which are supplied to consumers (Albrecht *et al.*, 2011; Luong *et al.*, 2017; Pratihari and Uzma, 2018). A good Brand image is an asset that enable company to have a strong competitive advantage through consumer loyalty, and help increase the Unilever Nigeria Plc financial performance. Consumers prefer to purchase the product with good brand image. Moreover, in the process of building up the brand image, only the one which is highly evaluated by users is able to impress the other consumers and influence their buying intention (Lien *et al.*, 2018). A good brand image is proportional to consumer buying decision (Zhang *et al.*, 2019). Therefore, good brand image is a significant factor in influencing consumer buying behavior in today competitive business environment (Mahandy and Sanawiri, 2018).

Davies *et al.* (2018) affirmed that Brand image do not only reflect the company symbol or product but to a larger extent define the general life of a person. In the words of Lee and Lee (2018) an image is the set of beliefs, ideas, and impression that a person holds regarding toothpaste. In other words, Brand image is an impression that affects consumers' purchase decision (Judson *et al.*, 2012; Hodgson *et al.*, 2015; Kurnianto *et al.*, 2019). Image determines whether a product will sell more than its rival products or not. More so, brand image position consumers mind about toothpaste good or bad experience. Consumers are loyal to toothpaste brand they have good experience and they do not wait a single moment to cut relation with the brand which has bad experience (Torlak *et al.*, 2014; Swida *et al.*, 2018 Southworth *et al.*, 2016). Geng and Chen (2020) submitted that successful toothpaste company brands are motivating force containing enough energy to enlighten distant territories holding colossal appeal for consumers. In addition, Barki *et al.* (2020) claimed that a successful brand is innovative, focused, passionate, consistent, flexible, competitive, and distinctive from other toothpaste, which in turn spark connection with its customers.

Interestingly, the brand image has been recognised by scholars the first thing that came to the minds of customers when buying a product. Overtime this image becomes associated in the consumers mind with a level of credibility, quality and satisfaction and converts a toothpaste product to a strong brand. Customers evaluate a brand considering the characteristics of that brand. Customers use brands name as a tool to select different toothpaste brands (Mehta, 2012; Weidman *et al.*, 2013). Moreover, good brand image influences customers purchase intention of toothpaste by mere seeing its brand name. Therefore, a strong brand image increases corporate reputation, financial performance, occupancy rate, average price, revenue and profitability (Mete and Davies, 2017; Mahandy and Sanawiri, 2018).

According to Bashir *et al.* (2020) brand image makes a significant contribution to close up toothpaste success by increasing the product value and customers willing to purchase products without consideration to price. In fact, brand image is important for companies' future benefits such as long-term cash flow, sustainable competitive advantage and achieved organisational goal.

However, considering the quest for close- up toothpaste to remain relevant in the market in today dynamic business environment, it has become necessary for Unilever Nigeria plc to build a strong brand image in other to gain competitive advantage in the industry (Southworth *et al.*, 2016).

1.2 Statement of the Research Problem

The global COVID-19 pandemic outbreak has exerted a negative impact on the global toothpaste market, since movement of goods through borders were limited due to lockdown measures imposed by different countries. The aftermath has distracted many business operations leading to drop in consumer confidence and threaten financial performance of companies across the world (Fatima and Prihandono, 2020). Nigeria with a population of over 200 million people, only 39 percent brush their teeth twice with chemical toothpaste daily, 46 percent brush their teeth with the local chewing stick, while 15 percent prefer to use the herbal toothpaste powder sold in the market.

Bashir *et al.*, (2020) this indicate greater increase in consumer's preference to local toothpaste as opposed to chemical toothpaste which is a key factor that affect the market (Bashir *et al.*, 2020). However, the impression that people hold regarding chemical products and the negative belief of local and herbal toothpaste ingredients is a major factor hampering consumer's psychology understanding of the brand. Consumers have diverse views points

about what motivate them to purchase a product. What motivates Consumer A to purchase an item may not motivate Consumer B to buy the same product (Stankevich, 2017).

Nevertheless, unilever plc is the largest producer of toothpaste in the world with a wide range of products such as pepsodent, signal, mentadent, close -up, zendium, regenerate and Zhong hau. Moreover, the close -up toothpaste is the oldest product with millions of loyal consumers. Despite the turnover of the brand, a similar product of unilever plc called pepsodent with similar features and a higher price now dominant the market of toothpaste industry in Nigeria (Market Research Report, 2019). It is in light of these events that the study seeks to examine the effect of brand image on consumers purchase decision of close-up toothpaste in Niger State.

1.3 Aim and Objectives of the Study

The main aim of the present study is to examine the effect of brand image on consumers' purchase decision of close-up toothpaste in Niger State. This aim will be achieved through the following specific objectives:

- i. Examine the effect of branding on consumers purchase decision regarding close-up toothpaste.
- ii. Determine the effect of close-up toothpaste packaging on consumers purchase decision.
- iii. Examine the effect of brand popularity on the purchase decision of close-up toothpaste consumers.
- iv. Evaluate the effect of recognition on close-up toothpaste consumers purchase decision.

1.4 Research Questions

Based on the statement of the problem explained in the preceding sub-section, the present research aims to answer the following questions:

- i. What is the effect of branding on consumers purchase decision regarding close - up tooth pastes?
- ii. How does close-up toothpaste packaging affect consumers purchase decision?
- iii. What is the effect of brand popularity on purchase decision of close-up toothpaste consumers?
- iv. What is the effect of recognition on purchase decision of close-up toothpaste consumers?

1.5 Statement of the Research Hypotheses

The following hypotheses are formulated to guide the present study:

Ho₁: Branding has no effect on consumers purchase decision of close –up toothpaste product.

Ho₂: Close-up tooth paste packaging does not have effect on consumers' purchase decision.

Ho₃: Brand popularity does not have effect on close-up toothpaste consumers purchase decision.

Ho₄: There is no any effect between recognition and close-up toothpaste consumers purchase decision.

1.6 Significance of the study

The present research offers significant practical and theoretical contributions to the body of knowledge on brand image of consumers' product. Practically, the findings of the present study served as guide for manufacturing organizations to have a better understanding of the key attributes that may influence consumers' behaviour towards buying. For instance, the present study demonstrates how brand packaging, brand popularity, brand recognition, and

branding can be used to enhance the image and reputation of manufacturing organizations and their products. In the view of the researcher, the findings of the present study will help management of entities to formulate marketing strategies that will lead to better perception of the image of the organization.

Theoretically, attribution theory explained consumer perceptions about brand features and final decision regarding purchase; the present study contributes to the enhancement of theory of planned behaviour and attribution theory. Furthermore, every manufacturing organization who intends to improve its brand image will find the recommendations of the present study worthwhile. Also, future researchers will find this study relevant because the findings of the present study will serve as springboards for future studies in relation to branding, brand popularity, brand recognition and brand packaging.

Last but not the least, marketing practitioners will find the results of the present study helpful in formulating marketing strategies to improve brand image and reputation. Also, the study has contributed to the existing body of knowledge and empirical evidence on the choice of toothpaste based on certain attributes to strengthen market share, competitive position and financial position of organizations. This study believes that if any organization can present itself favourably in the marketplace, its market value and market share will respond positively and this will affect the bottom-line figures (Sardana *et al.*, 2020).

1.7 Scope of the Study

The study sought to examine the effect of brand image on consumers' purchase decision of close-up toothpaste in Niger State. This study focused on consumers' perceptions about Close-up toothpaste in Bida and Minna metropolis (Bosso and Chanchaga LGA) in Niger State. The reason for the selection might be due homogeneous nature of the locality in terms of population, economics activities and tertiary educational institution. The study was carried

out between the periods of 2019 to 2022. Brand image was conceptualised in this study as branding, packaging, popularity and recognition. Purchase decision is conceptualised based on external (culture, subculture, group's situation, social class and family) and internal factors (perception, attitude, knowledge, personality, lifestyle, involvement and roles) and the study adopts internal measure. Specifically, the researcher seeks to unravel what consumers feel about the brand image of Unilever Nigeria Plc, as it relates to one of the best brands in toothpaste.

1.8 Limitation of the Study

In any human endeavour, there are always some constraints and this research work is not an exception. In the course of carrying out this study, the researcher confronted some challenges. Firstly, the researcher simultaneously engaged in the study with other academic work. This consequently cut down the time devoted for the research work. Secondly, the study was only limited to Bida and Minna metropolis not whole of Niger State. Thirdly, negative effect of Covid -19 pandemic also hinder the efficiency in sourcing for relevant materials and information in the process of data collection. However, the researcher overcome all the challenges.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Purchase Decision Making

According to Sallam (2014) the buying decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost–benefit analysis in the presence of multiple alternatives. Common examples include shopping and deciding what to eat. Decision-making is a psychological construct. This means that although a decision cannot be "seen", we can infer from observable behaviour that a decision has been made. Therefore, we conclude that a psychological "decision-making" event has occurred. It is a construction that imputes a commitment to action. Based on observable actions, we assume that people have made a commitment to affect the action.

Decision making is painful (Fischhoff and Broomell, 2020). It requires effortful processing of available information to reach a suitable judgment. Thus, consumers may rely on inferences to make a choice. (Wijaya *et al.*, 2019), have shown that inferences can affect how people evaluate products. More so, family members play an important role in the purchase decision process, and this process is taken collectively or individually. The importance of the family as a unit of analysis in consumer purchase decision-making is well established (Lien *et al.*, 2018).

The family as a critical purchase and consumption decision-making unit has attracted the attention of several authors (Lien *et al.*, 2018), while others focused on the subject from the viewpoint of the couple (Neuman and Reiter, 2017). But the issue of purchase decision-making remains renewed because it happens on daily basis. Although children have an influence in certain unique product categories (breakfast cereals), their impact on day-to-day family decision making is limited (Kim *et al.*, 2017).

Therefore, the fundamental question of who makes what purchase decisions in the family generally resides with the husband and the wife (Rojas-de-Gracia and Alarcon-urbistondo, 2018). The purchase decision process is seen as an activity which consists of a selection, obtaining and evaluating (Novansa and Ali, 2017). Portal *et al.* (2019) suggest that marketing and environmental stimuli enter the consumer characteristics and the purchase decision process. Through consumption and the value of the products for consumers that reflect social and environmental influences can affect the need for compliance and creating purchase behaviour (Kim *et al.*, 2017).

Kapur *et al.* (2019) postulated that the location of manufactured products reflects in consumer purchase decisions. Well acquainted with or familiar to a product or brand is one of the factors for consumers in deciding whether to buy the product concerned (Shabbir *et al.*, 2017). Consumer also evaluate products made by developed countries in making purchasing decisions (Mete and Davies 2017). Good reputation of a product can make a consumer decides to buy the product (Switala *et al.*, 2018). Furthermore, the ease of payment system and the privilege to returned any damaged product is one factor that influences consumers to make purchases (Zollo *et al.*, 2020). Consumers can decide to buy the product due to influence by friends or family (Iglesias, 2019). If consumers feel the products purchased will improve its image and personality, then a repeat of the product will be made.

Regardless of the varying decision-making situations and the levels of consumer decision-making the following factors influence the purchase decisions of consumers. These factors include external (culture, subculture, groups, situation, social class and family) internal (perception, attitude, knowledge, personality, lifestyle, involvement and roles) and marketing factors (product, package aesthetics, promotion, distribution, service and price). Therefore, this study adopts the internal measures as discussed earlier. The rationale for this selection is premised on the fact that studying consumer purchase decision based on internal perspective will give an informed perspective as to whether or not the value proposition does satisfy customers' intention.

2.1.1 Concept of consumer

The concept of consumer has been defined differently by different scholars based on their own perception and orientation (Mete and Davies 2017; Switala *et al.*, 2018; Kapur *et al.*, 2019; Fischhoff and Broomell, 2020), and yet no consensus among scholars as to what exactly constitutes a consumer. Kaur and Kaur (2019) simply conceptualized a consumer as someone who pays to consume the goods and services produced. Keller (2020) defines a consumer as an animal that cannot produce its own food and must eat plants. As such, consumers play a vital role in the economic system of the nation as purchasers of finished goods and services.

Similarly, Li *et al.* (2017) seen a consumer as an individual that has the ability to access media, products and experiences from brands and their demand keeps changing due to the dynamic nature of human beings driven by technology advancement. People do not just shout from the streets, 'this is what I want, give it to me', but rather choose from a circumscribed range of products supplied to them by manufacturers. Owing to this, brand image is indispensable in selecting goods and services to consume by consumers (Keller, 2020). In order to build a successful relationship with the consumers, brands must acknowledge the growing role of the

individual and incorporate technological innovations that match consumer capabilities and deliver on their evolving expectations (Zollo *et al.* , 2020).

However, any product, good, or service that is developed must have a target market in mind in order to be effectively marketed and sold. Some may find the term “consumer” as descriptive of plain consumption rather than recognizing the person behind the purchase. It is important to note that high consumption is one of the important tools that influence business growth and the overall economy success (Novansa and Ali, 2017). Wijaya *et al.* (2019) marketers are now beginning to work on individualizing the concept of “A Consumer,” by engaging in personalized marketing and mass customization in order to compete favourable in today dynamic business environment. To end this, consumer is conceptualized in this study as someone who consume the goods and services purchased by him or end user of good, or service.

2.1.2 Brand image

American Marketing Association (AMA) defined a brand as "a name, term, sign, symbol, or design, or a combination of all, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"(Davies *et al.*, 2018). Moreover, Alnsour and Subbah, (2018) defined brand as a name and/ or symbol that distinguishes (in the form of a logo or symbol, stamp or packaging) to identify the goods or services of one seller or group of sellers. Lee and Lee (2018) mentioned that a good brand will boost the company's image. Brand is also the front-liner of a product, an initial view that allows consumers to identify those products (Zollo *et al.*, 2020).

In principle, brand is a promise of sellers or producers who continually brings a unit series of performance, benefits and service to buyer (Switala *et al.*, 2018). In the perspective of brand communication, Ofosu-Boateng and Agyei (2020) defined brand as a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling.

The concept of brand image has been a long-time topic of discussion in marketing discipline (Seo and Park, 2018). In the words of Bougoure *et al.* (2016) an image is the set of beliefs, ideas, and impression that a person holds regarding an object. In other words, it is an aggregate of beliefs, ideas, and perceptions that a consumer holds pertaining to a brand (Mete and Davies 2017). Brand as a concept has received a considerable attention in the marketing domain and has enriched the knowledge of marketing science and brand management (Rather *et al.*, 2019).

Specifically, researchers have paid much attention to the idea of brand image in developed countries. However, there are only a few definitions of brand image that the experts have agreed upon today (Camilleri, 2018). According to Lovett *et al.* (2014) brand image is concerned with the feelings or emotions of consumers that evaluate the quality of the products to explain the best and worst ideas. Also, Theurer *et al.* (2018) referred to brand image as a concept which defined the perception of a brand as reflected in the consumers' memories. Similarly, Brand image is defined as consumers' thoughts and feelings towards a certain brand (Mahandy and Sanawiri, 2018).

In view of, Lien *et al.* (2018) brand image consists of consumer's knowledge and convictions regarding various product and non-product attributes of a brand, examples of brand image include Close –up toothpaste (a brand known for a product best used in times of happiness, joy, and good experience. It has a unique taste), Woodland Shoes (solid and ideal shoes for outdoors with long lasting life span), and McDonald's has an image of inexpensive brand that serves the food very quickly. Walmart is best known for a retail brand selling goods for a lesser price than usual retailers. More so, Rolls-Royce is a premium brand considered to be exclusive for wealthy and influential people while Nike is considered to be a cute brand which deals only in sports wears. Saleem and Raja (2014) stated that brand image

is how a customer remembers a brand, in simple terms; the brand image is basically the first thing that comes to the minds of consumers when buying a product. Consumers evaluate a brand considering the characteristics of that brand.

Generally, consumers respond to different brand images depending on their previous understanding of the brand (Beverland *et al.*, 2015). Organizations rely on consumer reactions to the brand image in order to predict future sales. Therefore, marketers are required to measure the expected level of the brand image through consumer responses based on previous usage (Datta *et al.*, 2017). Thus, from a managerial point of view, understanding how consumers perceive brands is essential for successful brand management; hence, by measuring brand image managers can identify both desirable and undesirable brand packaging and address these packaging in their branding efforts (Plumeyer *et al.*, 2019).

Also, brand image is described as a position in the marketplace which is formulated clearly in consumer's minds. Brand image was formed based on consumer awareness through remembering of the brand popularity (Jin-Song and Liuning, 2016). Thus, brand image is composed of several influences of the brand popularity (Mabkhot *et al.*, 2017). More so, Langaro *et al.* (2018) illustrated that brand recognition as everything that relates to the consumer memory on brands in accordance with components of brand recognition which include attributes, benefits, and attitudes. Moreover, the brand attitude has been examined repeatedly by several researchers (Albrecht *et al.*, 2011; Jin-Song and Liuning, 2016; Gomes *et al.*, 2016).

Other researchers were of the opinions that consumers perceive brand image not equally based on their differences in understanding and previous experiences. Therefore, this implies that brand image is associated with consumers in terms of attitudes and values, company and customer (Wiedman *et al.*, 2013; Gomes *et al.*, 2016).

Additionally, brand image gives consumers the ability to identify their needs of the favourite brands (Chan *et al.*, 2012). For this reason, brand image, recognition, popularity, and packaging, differ from the conceptual point of view, yet they use the same description interchangeably (Theurer *et al.*, 2018). In the views of the researcher, powerful brand image creates numerous strategic advantages for the organizations. Generally, the development of brand image strategy within marketplace gives a life to the new product. Therefore, brand image is essential and relevant to consumers' lives.

However, the relationship between image and brand symbol are not visible, thus they relate to the image and symbols through benefit from needs, values, and lifestyles of consumers, this gives additional meaning and value, which distinguish one brand from the others. Moreover, previous literature has provided a number of theoretical and practical evidences on the brand image by examining recognition, popularity, and packaging of the brand image (Bougoure *et al.*, 2016). Further, Bougoure *et al.* (2016) investigate the relationship between consumers' behaviour and brand recognition, to provide data that will increase consumers' preference. More so, Jacob *et al.* (2020) investigated the ability of brand popularity in encouraging consumers to express themselves through their possessions of the brand, and the role of brand.

Moreover, Li *et al.* (2019) investigated the overall features of the brand image and its impact on consumer evaluation using a Bayesian model of the brand image value (willingness of consumers to pay more for brand image associations). The researchers found that there is a great value for the specified dimensions of brand image by controlling the overall brand effect with a higher-order of factor decomposition. The results confirm that consumer perceptions relied on brand packaging, recognition and popularity to a large extent. For the

purpose of the present study, brand image is conceptualized as branding, packaging, recognition and popularity that influences purchase decision of potential consumers.

2.1.3 Brand image development stages

As stated by Wijaya (2013) brand image development stage is alluded in two models: brand elicited from product development, communication centred on the functional benefits of the product, and emotional benefit that is intangible values, feelings and mission. However, the first model, brand development focused on product by developing its attributes, ingredients, features and benefit as well as creates product/ brand personality shaped with brand values and mission so that intangible product values are added to consumer. Examples of the first model are commodity product that is packaged afterward with a certain brand and naturally communicated with the course of time and then becomes famous, until finally the brand is managed in a professional manner.

Second model evolved from idea or concept. The examples of this model are brands selling lifestyle (branded fashion, cigarettes, perfume, etc) which were born from a deep reflection, especially on psychological perspective of consumers through consumer insights that tend to offer emotional benefits. As time goes by, these brands evolve their functional benefits and features so as to provide values added to consumers tangible products. More so, brand communication, branding process and its effect have certain levels that also indicate the extent to which brand development in relation to proximity to the consumer. This level indicates the hierarchical nature of branding. In an early stage of brand development, the brand is still in the phase of knocking consumer awareness, making it more likely for consumers to know a little about the brand. This stage is called brand awareness.

Surprisingly, the more the benefit and attribute of the brand are known by consumers, the more they recognized the brand as well as learn and know much about the product or brand. This phase is also called brand knowledge. As time goes by, communication enhanced, consumer then has a certain belief or perception associated to form a certain image about brand in the consumer's mind. This phase is called brand image. As time went on with intensive communication as well, the consumers would have tried the products or have a direct contact with the brand in order to have specific experience related to the brand that form new perception and belief associated with the product as well as strengthening the image of the brand. This phase is called brand experience.

Another stage of brand development is brand loyalty. In this stage, a product with good equity tends to win the consumer's loyalty so that the consumer does not switch easily to another brand. To this end, consumers are not only loyal to a brand, but also have a strong sense of belief of the brand, pervasive and be part of their life values as well as influence their perspective about the product. At this phase, the spiritual happiness and the life values that are obtained related to the beloved brand are then shared and broadcast to other consumers to feel and experience the brand as part of their life in the wider environment, and together get the mutual happiness within a strong community. The growing achievement of a brand in the hearts of consumers, where a brand becomes the answer for the spiritual needs or become part of the consumer's life values and culture. This stage is called brand spirituality.

Brand Awareness to Brand Image are the stage to attain mind-share, while Brand Experience is the phase to attain market-share, Brand Loyalty is the phase for heart-share, and Brand Spirituality is to gain social-share. As for Bivainienė (2007) to develop a successfully company's brand image, the process is divided into three stages namely:

- I. Get the product brand strategy right and align with business goals.

- II. Develop all the tools you need to communicate the brand, such as logo, slogan, shape colour and others.
- III. Finally, it is to strengthen its newly created or updated brand stage.

2.1.3.1 Importance of brand image

According to Schaltegger and Burritt (2018) every organization strives to build a strong image as it helps in fulfilling their business motives. A strong brand image has the following advantages:

- i. Brand image attracts more profits as new customers are attracted to the brand
- ii. It is easy to introduce new products under the same brand
- iii. A good brand image boosts the confidence of existing customers and helps in retaining them
- iv. A good brand image improves better business-customer relationship. However, a company with a bad image may struggle to operate and might not be able to launch a new product under the same brand.

2.1.4 Conceptualization/dimensions of brand image

This subsection of the study provides the dimensions of brand image as follows; recognition branding, packaging, and popularity.

2.1.5 Recognition

Brand recognition refers to physical or tangible identities related to the brand or product that makes consumers easily identify and differentiate it with other brands or products, such as logo, colours, sounds, smells, packaging, location, corporate identities, slogan, and others that

influence consumer buying decision (Portal *et al.*, 2019; Kapur, *et al.*, 2019). Similarly, Novansa (2017) postulated that brand recognition is the distinctive character of a brand that makes up certain quality that consumer audiences can easily distinguish from other brands in the same category, such as assertive character, stiff, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, independent, and so on. As explained earlier Ong *et al.* (2017) mentioned several dimensions of brand recognitions as competence, sincerity, excitement, sophistication, and ruggedness.

Notwithstanding, Brand recognition is an important instrument that measures consumers' reactions toward a particular brand (Keller, 2020). Organizations are generally distinguished based on their brand features when compared with their rivals, however, when a brand is not well noticed, the brand contributes to increased consumers attention and perception of other brands (Lien *et al.*, 2017). In most instances, brands are promoted through communication which concentrates on differences in mean of recognition (Pilgrim and Bohnet-Joschko, 2019). In a broader view, the strategy of brand recognition consists of additive properties of essential products such as additive innovations, to create presentations that determine new classes or subset that changes the mind of consumers purchased decision (Marion and Fixson, 2021).

In addition, it underlines the ability of brands to be meaningful to get consumer acceptance. Also, it has the ability to measure consumer reactions and to measure consumer self-awareness regarding a particular product. These in turn affect consumers' perceptions of brand as well as influence their purchase decision (Janssen *et al.*, 2017).

2.1.6 Packaging

Packaging has long been recognized as the silent salesperson and has been the focus of most recent regulation. However, this regulation ignores the nonverbal package label components.

The verbal elements of a package are accurate picture of the product's characteristics. Package, graphics, however, can be used to strengthen or weaken the marketer's explicit verbal claims or to generate inferences that could conflict with the verbal information (Amron, 2018).

Package design features like colour, shape, pictures among others, carry a message about the product as well. Maybe this nonverbal message is an undercover one but not less important (Bougoure *et al.*, 2016). During the last decades in close-up consumption has been observed that several trends that have to do with changes in social and economic environment as well as in lifestyle. The working patterns, the increased employment of women, the lack of time, the income growth and several other factors led to the patronage of close-up tooth paste (Kim and Chao, 2019). Packaged of close-up is an indispensable component in the modern lifestyle due to the greater demand for convenient, portable, easy-to-clean our teeth (Jacob *et al.* 2020).

However, various brand of tooth pastes in Nigeria lacks adequate packaging. In such situation, innovation in packaging becomes a fundamental strategy for competitive success and survival within a competitive market (Li *et al.*, 2019). An innovative packaging design can change product perception and create a new market position (Suhaily and Darmoyo, 2017). A good packaging design is regarded as an essential part of successful business practice. The reason many companies invest massive amount of money on packaging is because they are aware that a stunning packaging will draw consumer's attention and is capable of turning the buyer on or off (Plumeyer *et al.*, 2019). Packaging is a communication device providing details about the product, including price, contents, ingredients and nutritional values as well as clear instructions and recommended use by dates (Lin *et al.*, 2017).

2.1.6.1 Packaging has so many attributes as follows:

I. Packaging colour: Marketing literature reveals that packaged colour have the ability to evoke feelings, emotions behaviours in different consumers (Wiedman *et al*, 2013). The colours have the potential to create a deep and long-lasting impression and image about the product or brand. In the packaging of products, marketers use colours to catch the consumers' attention which in turn creates either a negative or positive feeling about the particular product/brand (Kim and Chao, 2019).

ii. Background-image: Amron (2018) suggest that the product package typography affect the brand identity and personality due to multiple structural and visual elements, including brand logo(s), colour, fonts, package materials, pictorials, product descriptions, shapes and other elements providing rich brand associations. Legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed in the shelf, the rationale for package typography is to reduce time spent looking for the particular brand, by ensuring the consumers easily locates, identify and notices their preferred brand. Therefore, marketers believe that the brand name, company name, place of origin, company address and others are important components of the package typography which are essential in attracting consumers' attention and ultimately influence their purchase decisions.

iii. Packaging Material: Some packaging materials are to be made in a way, so that it could bear the temperature below zero or high temperatures in microwave depending on the product functionalities and the needs of a consumer (Hermiyenti and Wardi, 2019).

Iv. Font Style: Font is important element of packaging which attracts the customer attention. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fonts and dense writing styles which are used on the package (Rahman *et al.*, 2020). Packaging font size is one of the main visual attributes when making a

purchase decision (Dewi *et al.*, 2020). The larger packaging font size is more easily noticed and communicates higher value. According to Switała *et al.* (2018) the font style of Packaging grabs consumers attraction. The attractive package has innovative font style. So, we can say that there is an effect of font style and buying behaviour.

V. Printed Information: Packaging as the primary vehicle for communication with the consumer provides details about the product at the point of sales including the nutritional value, added ingredients, country of origin, the producer and best before date. Informational elements of the package play a vital role in decision-making (Lee and Lee, 2018).

2.1.7 Popularity

Popular products are often considered popular for a particular reason. The notion that others found a product worthwhile and competence is used to evaluate the popular product. Consumers then ascribe to the (popular) product a subjective value derived from the products popularity this value may be expressed either in terms of expectations on how to behave and on getting approval from social peers or in terms of product functionality (Chang *et al.*, 2019). A product is considered popular when it is perceived as being widely enjoyed by a large group of consumers. The larger this group becomes, the clearer it becomes that something is popular. When others subsequently see that something is popular, they assume that there must be a good reason why it is popular (Jasmani and Sunarsi, 2020). The presumed reason why something is popular is an inference that consumers make, inferences are “if then” linkages between pieces of information and a conclusion (Ansary and Hashim, 2018).

A common perspective on the influence of popularity on choice stems from the assumption that popularity signals expectations about the performance of a product to consumers (Dewi *et al.*, 2020). Consumers often assume that others possess product information they themselves do not have and that following others choice increases the probability of

obtaining the qualitatively better products (Kim *et al.*, 2018), in other word: “if it is popular, it must be good”. It has been argued that the link between popularity and product quality is so natural, that consumers often make that connection automatically (Kim and Chao, 2019). Indeed, consumers tend to follow others in their choices when it comes to choosing the tasty option (Song *et al.*, 2019). There is evidence that suggests that the knowledge that others enjoyed a food, makes consumers feel more calm (i.e., less nervous) when they are about to taste something (Mitra and Jenamani, 2020).

Labelling a product as either healthy or unhealthy can have a strong effect on consumer's product evaluations and purchase decision (Bashir *et al.*, 2020). Product popularity may also help consumers to draw inferences about the product's functional properties such as the products performance. When many people buy a product, consumers may draw the inference that such product is likely to be of good quality (Portal *et al.*, 2019). Consumers could be right in drawing that inference, because evidence hints towards a positive link between market share and relative product quality (Amron, 2018). The quality of a product may thus also be inferred through popularity, in addition to other cues such as product price (Godsey *et al.*, 2020). However, product quality may not be the only product related inference that consumers draw from popularity, there may be more inferences to be uncovered (Ryu *et al.*, 2019).

2.8 Branding

Branding is a name, design, symbol, phrase or combination attached to a product, the importance of branding is to make it easy for consumers to distinguish and differentiate the product of one organization from that of the competitors (Kim and Chao, 2019). A product is being given significance, identity and value by the products brand name, logo, symbols and design. As stated by Mohammed and Rashid (2018) postulate that to fully understand the

ability of branding and the development in the market, marketers should identify the sources of brand meaning and understanding the importance on the organization's product, further they should oversee it in a quick evolving environment. Brand image is additionally basic for design as it can speak to a products identity (Gaustad *et al.*, 2019). Additionally, shopping is a stand out among the most prevalent excitement among individuals regardless of their age range, sex or background (Bashir *et al.*, 2020).

According to Kim and Chao (2019) consumer purchasing processes can be categorised into three distinct phases; which are the phase of pre-purchase, purchase and post purchase. Each phase is equally essential such that it could change the customer purchase decision. consumers ought to be acquainted with product they intend to purchase, at least to have general comprehension of the product, choice where to purchase, which (brand) to purchase, and in conclusion decides either to purchase from the same produce or not after settling on their purchasing choices. Consumers likewise have the capacity to select their mode of purchasing, become satisfied with the quality of the product, and become loyal customer of the satisfying brand.

As defined by the American Marketing Association (AMA), a brand is name, term, sign, symbol, design or a combination of all intended to identify the goods and services of one seller and to differentiate them from those of other sellers. Thus, this become imperative to know that branding is not only about getting a specific target market to choose a product over that of the competitors; however, it is all about getting a specific market prospect to see the product as the only solution provider to their problem. The effect of branding on consumer buying behaviour is an exceptional basic subject and is of awesome significant in marketing.

2.2 Conceptual Framework

Based on the previous studies indicating theoretical and empirical gaps, a conceptual framework for the present research was developed. The framework illustrated the role of the independent variables represented by brand image which is composed of branding, packaging, popularity and recognition on consumers' purchase decision as depicted in Figure 2.1

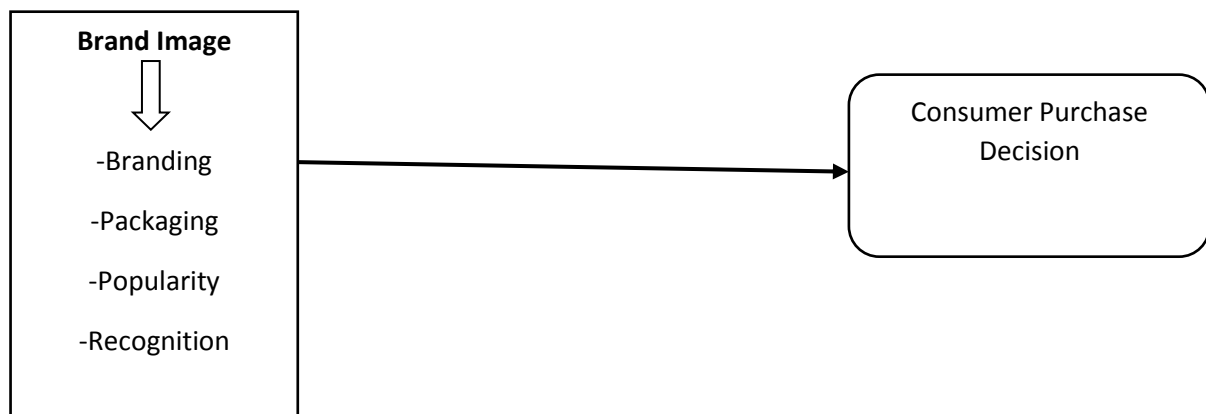


Figure 2.1
Research framework
Source: The researcher (2020)

2.3 Theoretical Review

2.3.1 Attribution theory

The present research examines the effect of brand image on consumers' purchase decision with the help of attribution theory postulated by (Heider, 1944). The idea behind attribution theory is to understand the effect of decision-making process and the connection between motivation and behaviours (Malle, 2011; Hewett *et al.*, 2018). The attribution theory explains the circumstances that change the dispositional attributes to deliberate behaviour. Furthermore, attribution theory is characterized as a source of information, which explains the causes of behaviour and surrounded events (Godsey *et al.*, 2020).

According to Agarwal (2017) individuals need to understand the transient events by attributing them to the actor's disposition or to stable characteristics of the surrounding environment. The main purpose behind creating attributions and brand image is to achieve cognitive domination over environmental events by explaining and comprehending the causes behind behaviours and unexpected occurrences (Borghini *et al.*, 2017). Also, individuals focus their attention on deliberate behaviours in the form of an association between motivation and behaviour. Specifically, dispositional attributions influence the internal behaviour of people, consumers, and information which enables the prediction of person's behaviour in the future (Harvey *et al.*, 2014).

More so, the attribution theory is deployed in the present study to understand the decision-making process of individuals on the basis of brand attributes and brand image. Branding helps to achieve a high level of positivity for a brand image (Shabbir *et al.*, 2017). Likewise, brand recognition is one of the important features that help to create a brand identity. (Schultz and Block, 2015). Also, it is an important tool for marketers to maintain the relationship between consumers and brand satisfaction. However, the explanations of attribution theory mainly focused generally on brand image (Harvey *et al.*, 2014).

Moreover, attribution theory can be described as the causal attributes that allow individuals to obtain responses through the information provided, compressed and stimulated (brand) and circumstances (Harvey *et al.*, 2014; Schultz and Block 2015). However, the impression of brand image represents consumers' perceptions and influence on their views about brand attributes (Raji *et al.*, 2019). Hence, the current study examines the motivation for the choice of consumers based on the features of brand attributes and brand image as perceived by the consumers. The theory was limit by the fact that it fails to recognise the influence of cultural, social and historical factors that shape consumer purchase decision.

2.3.2 Theory of planned behaviour

The Theory of Planned Behaviour (TPB) postulated by Ajzen (1980) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in behaviour at a specific time and place. The theory was intended to explain all behaviours over which people have the ability to exert self-control. The key component of this model is behavioural intent; behavioural intentions are influenced by the attitude about the likelihood that the behaviour will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome (Warshaw, 1980).

According to Schultz and Block (2015) who postulate that TPB has been used successfully to predict and explain a wide range of health behaviours and intentions including anti-social behaviour, deviant workplace behaviour, smoking, drinking, health services utilization, breastfeeding, and substance use, among others. The TPB states that behavioural achievement depends on both motivation (intention) and ability (behavioural control). It distinguishes between three types of beliefs - behavioural, normative, and control. The TPB is comprised of six constructs that collectively represent a person's actual control over the behaviour:

- i. Attitudes - This refers to the degree in which a person has a favorable or unfavorable evaluation of the behavior of interest. It entails a consideration of the outcomes of performing the behaviour.
- ii. Behavioural intention - This refers to the motivational factors that influence a given behaviour where the stronger the intention to perform the behaviour, the more likely the behaviour will be performed.
- iii. Subjective norms - This refers to the belief about whether most people approve or disapprove of the behaviour. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behaviour.

- iv. Social norms - This refers to the customary codes of behaviour in a group of people or larger cultural context. Social norms are considered normative, or standard, in a group of people.
- v. Perceived power - This refers to the perceived presence of factors that may facilitate or impede performance of behaviour. Perceived power contributes to a person's perceived behavioural control.
- vi. Perceived behavioural control - This refers to a person's perception of the ease or difficulty of performing the behaviour of interest. Perceived behavioural control varies across situations and actions, which results in a person having varying perceptions of behavioural control depending on the situation.

A good understanding of the theory of planned behaviour suggests that consumers have the ability to evaluate a brand image based on the available attributes of a brand. If consumers consider the attributes favourably; their decision to purchase or re-purchase may increase and vice-versa. The theory those not consider environmental or economic factors that influence a person purchase intention.

2.3.3 Theory of information economies

Information economics or the economics of information is a branch of microeconomic theory that studies how information and information systems affect an economy and economic decisions. Information has special characteristics: it is easy to create but hard to trust. It is easy to spread but hard to control. It influences many decisions. There are several subfields of information economics. Information as a signal has been described as a kind of negative measure of uncertainty. It includes complete and scientific knowledge in special cases. The first insights in information economics related to the economics of information goods (Zhang, 2017; Fuchs, 2017).

In recent decades, there have been influential advances in the study of information asymmetries and their implications for contract theory, including market failure as a possibility. Information economics is formally related to game theory as two different types of games that may apply, including games with perfect information, complete information, and incomplete information. Experimental and game-theory methods have been developed to model and test theories of information economics, including potential public-policy applications such as mechanism design to elicit information-sharing and otherwise welfare-enhancing behaviour (Harvey *et al.*, 2014).

Consequently, the level of information available on the attributes of a brand has effect on brand image of products and subsequent purchase decision. If the available information on product attributes is satisfactory, then a repeat purchase is possible. The theory enables consumers to have vital information about different product with a view of enabling them to make better choice of product they consumed. The theory those not consider environmental or economic factors that influence a person purchase decision (Raji *et al.*, 2019).

2.3.4 Theoretical framework

The study considers attribution theory the most appropriate theory underpinned to examine the current research model. The theory explains the circumstances that change the dispositional attributes to deliberate behaviour. Furthermore, attribution theory is characterized as a source of information, which explains the causes of behaviour and surrounded events (Godsey *et al.*, 2020). More so, the assumption of this theory includes behaviours that influences brand image in relation to consumers' purchase decision and discrepancy in opinions. Furthermore, the theory affects the voluntary action and how consumers respond to stimuli.

In this research, the attribution theory is used to explain the awareness (identity) and perceptions (image) of consumers through brand image (Shabbir *et al.*, 2017). In details, brand images have an important role in shaping basic behaviour in institutional psychology pertaining to individual differences and purchase decision (Harvey *et al.*, 2014). This suggests that brand images have the ability to transform the perceptions of consumers towards purchase decision effectively.

2.4 Empirical Review of Brand Image on Consumer Purchase Decision

This section of the study provides a review of the findings of previous studies on brand image and its effect on consumer purchase decision.

Imiru (2017) investigate the effect of packaging attributes on consumer purchase decision behaviour. 384 questionnaires were administered to standard supermarkets in Addis Ababa and other major cities in Ethiopia. 369 questionnaires were returned back at the end of the data collection process, which account for 96 per cent response rate. More so, during the data sorting and coding only 362 were useful for statistical analysis. Data collected were analysed using correlation and multiple regressions. The findings revealed that Innovation, printed information, background image, and font size has the significant effect on the purchase decision of the cereal packaged food. However, there were no significant relationships between packaging colour, and packaging materials on cereal food purchase decision. Which implies that Ethiopian consumers do not give weight to packaging material and packaging colour? The study recommended that marketers should enhance on packaging attribute with a view of from providing insight about consumers buying decisions.

Putra (2019) evaluate the influence of popularity and brand image toward purchase decision of Honda Vario motorcycle in West Pasaman. The population in this study comprises of all consumers who used Honda Vario motorcycle in West Pasaman. Non-Probability sampling

technique was utilized for the study with 567 structured questionnaires as the research instrument. Multiple linear regression analysis using SPSS was used for analysing data for the study. The findings of this research revealed that popularity variables and brand image have a significant effect on purchase decision with a significant level of 0,000. The study recommended that companies should imbibe the culture of aggressive promotional strategy as a tool for influencing consumer purchase decision.

Suhaily and Darmoyo (2017) the aim of this study was to determine the impact of perceived price, product quality and brand image of a brand purchase decision on Japan's electronics which is mediated by consumer trust. Population of this research are visitors of electronic city outlet in South Jakarta. The sampling technique of the study is multistage cluster random sampling technique. 376 questionnaires were administered to visitors of Electronics City in SCBD and in Pondok Indah. Data collected were analysed using Structural Equation Modelling (SEM). The findings found that perceived price and product quality have positive and significant effect of the purchase decision; brand image product quality, and perceived price have positive and significant effect on customer trust; consumers trust has positive and significant effect on the purchase decision; no effect of brand image on purchase decision; perceived price, product quality and brand image on the purchase decision mediated by consumer trust in electronic products of Japanese brand.

Kurnianto *et al.* (2019) investigate impact of Marketing Mix and Product Quality on consumer Purchase intention to the Spesial SB Packaging Beef Meatball through Brand Image and Purchase decision. Incidental sampling technique was used to select 190 people as the sample for the study. The research design is mixed method. Questionnaires and interviews were utilized in the study to collect data. SEMPLS 2 and SPSS were used for data analysis. The findings revealed that marketing mix has a significant and positive impact on

brand image of the Spesial SB Packaging Meatball Beef, product quality has a significant and positive impact on brand image of the Spesial SB Packaging Meatball Beef, the brand image has a significant and positive impact on purchase decision of the Spesial SB packaging meatball beef, and purchase decision has a significant and positive impact on purchase intention of the Spesial SB packaging meatball beef. The study recommended that management should infuse Marketing Mix as tool for influencing consumer purchase decision.

Osth *et al.* (2018) examined the relationships among electronic Word of mouth (EWOM), brand image, buying decision and buying intention in tourism industry. 524 questionnaires were administered to respondents who had experience with social media online. Structural equation modelling was applied to test the relationships between independent and dependent variables. The results showed that EWOM has a positive effect on brand image and buying decision. Furthermore, the findings also showed the significant relationship between buying decision and buying intention. The study concluded that managers should keep track of online consumer's perceptions and give appropriate timely solutions.

Similarly, Wibowo *et al.* (2017) examined the factors that affect brand image (such as consumer's value perception, self-brand connection, and brand trust) and green brand loyalty. 161 questionnaires were distributed to respondents who bought the Ignis in the city of Bandung. The data collected was analyzed using factor analysis and multiple regression analysis. The results indicate that brand products that are environmentally friendly have positive and significant effect on perception of brand value. Also, trust has the mediation effect to activate the contact between green brand image and brand loyalty. The study conclude that brand image has a strong influence on the consumers purchase intention, particularly for the Suzuki Ignis.

Kim and Chao (2019) examined the impact of brand image, brand experience, and brand trust on brand building process in Chinese. 1,100 participants of the millennial generation consumers from (Kappa, Nike, Kappa, Ferrero) participated in the online survey. The result revealed that both emotional feelings and rational perception of consumers play vital roles in the process of brand building among Chinese consumers purchasing decisions. The relationship between brand trust and brand image which is the initial phase of brand building process plays an important role in consumers' purchasing decisions. However, brand experience positively influences brand image which lead to increase in purchasing decisions of consumers. The result, suggested the importance of differentiated branding strategies for various product categories with a view to provide insights regarding different paths in the brand building process for high and low involvement product categories in China.

More so, Mehta (2012) conducted a study on comparative influence of advertisements/promotions (using ten advertisements) on perceived brand image as viewed by the consumers in India. In depth interviews was used to collect qualitative data for the study. The results indicate a positive and significant relationship between the nature of the communication and image of the brand. The authors concluded that effective communication influence brand image positively as well as consumers purchase decision. The research of Yu-TeTu *et al.* (2013) focused on the scrutiny of the identical services for brand image, its extension, as well as brand salience on mutual brand image (consumers commitment, recognition and loyalty). 234 questionnaires were used to collect data for the study. Descriptive and inferential statistic was employed for the study. The results indicate that corporate brand image greatly affects customers perceived value, customer satisfaction, and loyalty. The product value as perceived by the consumers has a powerful impact on consumer's satisfaction and loyalty to the brand. Also, consumers' satisfaction greatly affects consumer loyalty.

In another study, Alwi and Kitchen (2014) examined the effect of corporate brand image on behavioural response (positive recommendations 'word of mouth' about corporate brands) within business schools through cognitive brand attributes (services or education quality attributes) or emotional features (personal attributes of corporate brands). Descriptive and inferential statistic was utilized for the study. The findings demonstrate that both components of cognitive and emotional attitudes are equally important in shaping the image of a corporate brand. Moreover, when the influence of mediation was investigated, the positive recommendations of students to schools largely depend on their emotional (adventurous, prestigious, empathetic and efficient) rather than on the characteristics of cognitive brand attributes.

Cahyani *et al.* (2017) examined the impact of brand image, perceived quality and on consumers purchase decision of pond skin care product. The study employed primary source of data obtained through structured questionnaire and utilized regression analysis. Sample for the study is 100 users of pond skin care product. The findings of the study showed that brand image, perceived quality and perceived price has positive and significant impact on consumers purchased decision. It is recommended that company should improve and keep maintaining their brand image quality and the price of product ponds.

Novansa (2017) analysed the effect of brand image, brand price and recognition on purchasing intentions of product of SMEs in SMESCO Indonesia. The target population of the study is 1340 people using Slovincs formular. 93 consumers served as the sample of the study. Descriptive and inferential statistics were employed for data analysis using multiple regressions analysis. The finding revealed that brand image, brand price and brand recognition influence the purchase intention of product of SMEs in SMESCO Indonesia. The study concluded that brand image, brand price and brand awareness have positive impact on

purchasing intention of SMEs product of consumers SMESCO Indonesia so as to achieve the overall aim of the company success.

2.5 Gaps in the Study

Firstly, industry wise discourses on close-up tooth paste is meagre. From the studies reviewed, there has been much emphasis on electronics products and beverage sector (Suhaily and Darmoyo, 2017; Osth *et al.*, 2018; Kurnianto *et al.*, 2019; Putra, 2019) while neglecting toiletries sector.

Secondly, the overall empirical review of the brand image and purchase decision of consumers studies adopted in the current study revealed meagre literature conducted in Nigeria (Cahyani *et al.*, 2017; Wibowo *et al.*, 2017; Novansa, 2017; Kim and Chao., 2019). Hence the current study contributed to literature in Nigeria and offer the current perspective of consumer purchase decision of close-up toothpaste in the region with Niger state as a reference point.

Thirdly, from the literature on exploring the effect of brand image and purchase decision of consumers. A vast majority of previous studies reviewed conceptualized brand image based on price, experience, trust, credibility and quality (Suhaily and Darmoyo, 2017; Putra, 2019; Kim and Chao, 2019) while this study adopts popularity, branding, packaging and recognition dimensions of brand image which were neglected by others studies (Imiru, 2017; Novansa, 2017).

CHAPTER THREE

3.0

RESEARCH METHODOLOGY

3.1 Description of the Study Area.

The current study area is Minna and Bida local government in Niger State, Nigeria. Minna is the capital of Niger state and occupies a land area of 923,768 square kilometers more than that of Suleja local town. Minna was formerly known as settlement on paida hill and occupied by Gbagyi's, a meagerly inhabited city with a population of around 304,113 thousand people making it the biggest city in Niger State. This choice of the location was based on the ground it's the home to quite a number of governmental parastatals and is a commercial city with high proliferation of supermarkets across the Metropolis as these large population of people that inhabit are either state civil servants or federal civil servants whose engagement often prevent them from visiting general markets during working hours and often relied on supermarkets to buy their needs.

The city being the capital of the state is inhabited by different ethnic groups, of which the three largest are: Nupe, Gwari and Hausa, Minna city is also constrained on the south by Kwara State; on the North by Sokoto State; on the East by Kaduna state. The location where this research is conducted. Minna falls within latitude 9.62` and 6.55 longitude of the equator (Population statistic charts, 2016). Bida is a local government area has an area of 51km and population of 188, 181 at the 2006 census. Bida, town and traditional emirate, Niger State, west-central Nigeria. The town is on the Bako River, a minor tributary of the Niger, and lies at the intersection of road from jebba, zungeru, and agaie.

Originally a small settlement of the Beni (Bini) people, a subgroup of the Nupe. Bida is a commercial town and also doubles as local government area headquarters with brass, silver and metal wares are well known throughout Nigeria. The town is also known for crafts,

notably copper goblets, other metal products, glass beads and bangles, raffia hats and mats and locally dyed cotton and silk cloth. The dominant farming activities are rice farming, maize, and groundnut. The people in the town are peaceful and caring people with strong cultural inclination.

3.2 Research Design

Research design is a master plan specifying the methods and procedures for collecting and analysing the needed data to obtain a solution to the problem (Rahi, 2017). The present study utilized quantitative research design to examine the effect of between brand images on consumer purchase decision. Such a design was utilized because quantitative research consistently assists in finding out whether a concept or idea is better than the alternatives (Castleberry and Nolen 2018) and able to answer questions about relationships amongst measured variables with the purpose of explaining, predicting and controlling phenomena (Apuke, 2017).

Also, the present study examines causal relationships among the variables under investigation. Closely linked with the type of investigation is the extent of interference of a researcher with the normal flow of events. In this regard, the researcher's interference with the natural flow of events was limited to the distribution of questionnaires without any conscious attempt to manipulate or modify the responses and behaviours of the participants. In other words, the present study involved an unobtrusive measure as the study was conducted in the natural environment of the market place, supermarkets and office locations where the researcher's interference was minimal.

Therefore, this study employed a cross-sectional research design despite its limitations. Firstly, cross-sectional research design does not allow causal inferences to be made from the population. Secondly, the cross-sectional design offers limited information regarding changes

over a period. However, despite these limitations, cross-sectional design was used because it allows for data collection in a relatively short period as against longitudinal research design which is time consuming. Additionally, cross-sectional design was employed due to resource limitation in terms of time and cost (Spector, 2019). Lastly, the unit of analysis is individual/buyers who purchase close-up brand of tooth paste.

3.3 Population of the Study

According to the National Population Commission Census Report 2006, it's revealed that the population of Niger State is 3,954,772, from the 25 Local Government areas (see appendix A), therefore 3,954,772 will form the number of populations of this study.

3.4 Sampling Frame

A total of 387704 population of people from Minna and Bida local government served as the sample frame for the study as sourced from National Population Commission Census Report in the year 2006. The reason for the selection might be due homogeneous nature of the locality in terms of population, economics activities and tertiary educational institution.

3.5 Sample Size

Appropriate sample size provides an avenue for generalization of findings (Ramesh, *et al.*, 2019). The sample size of this population was determined using Taro Yamane (1967) technique. This technique is used when the population for the study is known. It is denoted with a formula below:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n=Sample size

N=population of the study

e=Level of precision

$$n = \frac{3,87704}{1 + 3,87704(0.05)^2}$$

$$\frac{3,87704}{1 + 387704(0.0025)}$$

$$\frac{3,87704}{970.26}$$

$$n = 399.5877$$

Approximately 400 samples.

Using Yamane's formula for sample size, the sample size for the present study is 400.

3.6 Sampling Techniques

The present study adopted cluster sampling technique because the population is considered homogenous. The study was grouped based on geographical distribution. There are twenty-five (25) local governments in Niger State. Therefore, twenty-five clusters served as the target population of this study. To accomplish this task, a simple random sampling was conducted in order to choose two out of the twenty-five clusters. Thus, the name of each cluster (local government in Niger State) was written on separate pieces of paper, folded firmly and dropped in a bowl. The researcher then invites a research assistant to twist the folded pieces of paper in the bowl dip his hand into the bowl and pick two folded pieces of paper. Unfolding the papers two cluster was revealed for the study. (Bida and Minna), metropolis.

3.7 Instrumentation

A Likert scale with five and seven points is used across humanities and marketing research (Bums and Bush, 2003). According to Vargas *et al.*, (2017), there is a need for researchers to look at what would be more appropriate based on the research theme, sample, and type of participants, According to Alsaggaf (2017), a five-point Likert scale is widely used because it minimizes the hassle of answering the questions which usually occur when six or seven-point scales are used. Hence, to avoid complexity and ensure consistency in the responses, a five-point scale was used whereby '5' denoted "strongly agree" and '1' symbolizes "strongly disagree"

3.8 Pilot Test

A pilot test is a small scale of initial research process conducted to evaluate the practicality, cost, time and size of the statistical variability. According to Memon *et al.*, (2017), a pilot study is useful to correct any inadequacies in the instrument. 10% was used to conduct pilot study in Bida and Minna as used in studies of Kapur *et al.*, (2019). Pilot study enables the researcher to receive feedback, comments and suggestions from the participants about the length, structure and wording of the instruments. Further, the consumers for pilot study will not be considered in the actual study to avoid possibility of contamination. This is because pilot test participants are exposed to the instruments. Therefore, they may respond differently from those who have not previously seen the instruments (Taber, 2018).

Further, the researcher employed the Statistical package for social sciences (SPSS version 24) to analyse the pilot study data. The researcher adopted Cronbach's alpha and composite reliability index to determine the reliability of the pilot study data. The values obtained are presented in table 3.1

Table 3.1*Result of the Pilot Study (N=80)*

Variables	Cronbach's Alpha	Composite Reliability
Branding	0.826	0.864
Packaging	0.943	0.966
Popularity	0.877	0.706
Recognition	0.765	0.789

Source: SPSS output

As shown in Table 3.1 both composite reliability and Cronbach's Alpha coefficients were used to evaluate the reliability of the scales in the pilot study. Mostly, reliability is achieved when the composite reliability and Cronbach's Alpha coefficients of each variable and/or dimensions of variable is at least 0.70 (Hair *et al.*, 2017). From Table 3.7 the Cronbach's Alpha coefficient of each variable ranged from 0.765 to 0.943, while composite reliability ranged from 0.706 to 0.966. Hence, values of all variables exceeded the minimum acceptable level of 0.70. Therefore, there is a satisfactory reliability for the measures used in the pilot study.

3.9 Data Analysis

This section presents data analysis techniques that was used for the questionnaire aspect of the study. In all 386-questionnaire collected from the respondents will be tabulated and coded to facilitate the process of data capturing. However, descriptive statistic was also used to analysis demographic characteristics of respondents and inferential statistic was used to measure the effect of brand image on customer purchase decision.

3.10 Procedure for Questionnaire Administration

The questionnaires were distributed to residents of (Bida and Minna) metropolis of Niger State, manually by the researcher and two research assistants through supermarkets and retail shop owners in the two local governments of the study area. Consumers' who buy Close-up toothpaste are motivated with two-hundred-naira recharge card to fill the questionnaire.

3.11 Model Specification

The study has one model: consumer purchase decision as dependent variable as well as Branding, Packaging, Popularity and Recognition as independent variables.

This model has some accompanying assumptions:

- i. Linearity: Association must be linear between predictor and outcome.
- ii. Multicollinearity: it assumes that there is no perfect linear relationship among the explanatory variable.
- iii. Autocorrelation: there is no serial correlation among variables.
- iv. Homoscedasticity: the error term in the relationship between explanatory and explained variable is the same across all observations
- v. Normality: Errors should be normally distributed.
- vi. Homogeneity: Error variance should be counted.
- vii. Independence: Errors associated with one objective are not correlated with the errors of any other observance.
- viii. Model specification: The model should be appropriately stated in the initial analyses carried out to make sure there is no violation of the above stated assumptions.

The relationship among the variables is shown below:

This Model is stated as follows:

$$Y = f (X_1, X_2 \dots \dots \dots X_n) \quad (1)$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Where Y = Dependent Variable of the study

$X_1 \dots X_n$ = Independent variable of the study

Substituting the variable of this current study into equation 1 above, we have:

$$CPD = f(B, P, P_o, R) \quad (2)$$

Econometrically, the model is expressed as follows:

$$CPD = \beta_0 + \beta_1 B + \beta_2 P + \beta_3 P_o + \beta_4 R + e$$

Where, CPD = Consumer Purchase Decision

β_0 = constant term

$\beta_1, \beta_2, \beta_3$ and β_4 = coefficient of the independent variables

B = Branding

P = Packaging

Po = Popularity

R = Recognition

e = error term

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Demographic characteristic Statistics

The results shown in the Table 4.1, provides a brief descriptive and frequency of demographic characteristics of respondents.

4.1.1 Distribution of respondents by gender:

Table 4.1 presents the gender distribution of the respondents

Gender	Frequency	Percent
Male	204	52.8
Female	182	47.2
Total	386	100.0

Source: Author's Field Survey (2021)

The finding revealed that 52.8%, representing 204 respondents were male, and 47.2%, representing 182 respondents were female. The reason might be due to the fact that women like patronizing product they have tested and believed it has served their desire.

4.1.2 Distribution of respondents by age:

Table 4.2 presents survey respondents according to their age groups

Table 4.2: Age distribution of survey respondents

Age	Frequency	Percent
below 20	26	6.7
21-30yrs	71	18.4
31-40yrs	101	26.2
41-50yrs	102	26.4
above 50yrs	86	22.3
Total	386	100.0

Source: Author's Field Survey (2021)

The result revealed that 6.7% survey respondents, representing 26 respondents had their age groups less than 21. Moreover, 18.4% representing 71 respondents had their age between 21 to 30 years. 26.2%, representing 101 of the respondents had their age between 31 to 40 years respectively. Furthermore, 26.4%, representing 102 had their age group between 41 to 50 years. Finally, 22.3%, representing 86 of the respondents had their age grouped between 50 years and above. The findings revealed that a vast majority of respondents had their age between 41-50 years. The reason might be due to the fact that most respondents at adult age have already identified their brand and remain loyal to the brand.

4.1.3 Education level of survey respondents:

Table 4.3 presents the education level of respondents. In view of this, five various educational qualifications of the respondents are presented.

Table 4.3 Educational level of respondents

Educational qualification	Frequency	Percent
Primary	20	5.2
O'level	45	11.7
NCE/OND	119	30.8
HND/BSC	115	29.8
Masters	87	22.5
Total	386	100.0

Source: Author's Field Survey (2021)

The result revealed that 5.2 %, representing 20 respondents had primary certificate as their level of education, 11.7 %, representing 45 respondents had O' level as their level of education. In addition, 30.8%, representing 119 had NCE/OND as their level of education, more so, 29.8 %, which represents 115 respondents, had HND/BSC as their level of education. While, 22.5 %, representing 87 respondents had Master's Degree as their level of education. A larger percentage of the respondents had NCE/OND as their educational qualifications. This can be attributed to the fact that consumers of close-up tooth paste are largely educated and knows the rationale behind the loyalty to the product.

4.1.4 Number of years using close -up toothpaste

Table 4.4 presents how long the consumers have been using close-up toothpaste.

Table 4.4: Number of years of using close-up toothpaste

Number of years	Frequency	Percent
below 5yrs	55	14.2
6-10yrs	109	28.3
11-15yrs	132	34.2
16yrs above	90	23.3
Total	386	100.0

Source: Author's Field Survey (2021)

In regard to the years of using close-up toothpaste in this study, it can be observed that 14.2%, representing 55 respondents have been using close-up between 0-5 years, 28.3%, representing 109 respondents claimed to have been using close-up toothpaste between 6-10 years, in addition 34.2% which represents 132 respondents have been using close-up between 11-15 years, furthermore, 23.3% which represent 90 respondents claimed to be using close-up toothpaste for 16years and above. The result showed that a vast majority of respondents using close- up tooth paste fall between the ages of 11- 15years. The findings indicate that most consumers have being patronizing this product for a very long period of time due to consistency and sustainability of the product.

4.2. Multiple Regression Analysis

Multiple regression analysis was used to predict the brand image and consumers purchase decision

Table 4.5: Summary of Regression Analysis Model

R	R Square	Adjusted R Square	R Square Change	F Change	Sig. F Change	Durbin-Watson
.182 ^a	.033	.023	.033	3.256	.012	2.043

P < ,0.05**, 0.01***

a. Predictors: (Constant), Recognition, Packaging, Branding, Popularity

b. Dependent Variable: Customer source: Authors Field Survey, 2021

Table 4.5 shows the regression analysis between the brand image and consumers purchase decision. The R square of .033 which is the coefficients of determination gives the proportion of the total variation of the consumers' product purchase decision explained by brand image variables. The result shows the variables are significantly related to $r=0.012\%$ ($P<0.005$). This indicates that the model for the study has a good fit. Durbin-Watson value of 2.043 falls within the acceptable level, as a value of 2 suggests there is no autocorrelation. This means the model meet the requirement because it does not violate the assumption of independent error terms. Therefore, multiple regression analysis is considered suitable for testing the research hypothesis.

Multi-collinearity test

Table 4.6. Multi-collinearity test result

Variable	Variance factor	Tolerance
Branding	1.306	.766
Packaging	1.489	.672
Popularity	1.605	.623
Recognition	1.097	.911

Source: Author's Field Survey (2021)

Multicollinearity

Table 4.6 presents the result of the regression analysis employed to assess the effect between brand image and customers purchase decision. Before interpretation however, several post estimation tests were performed as presented in Table. The study conducted the Variance Inflation Factor (VIF) and the tolerance level tests of the variables for the presence of multicollinearity. According to (Hair *et al.*, 2017) tolerance level above 0.10 and VIF below 10 shows absence of multicollinearity therefore, Table 4.6 shows tolerance level above 0.10,

that is 0.766, 0.672, 0.623 and 0.911 respectfully also, the VIF is below 10 which are 1.306, 1.489, 1.605 and 1.099. Therefore, there is no multicollinearity in the independent variables.

In other to achieved the objectives of this study, the hypotheses raised in chapter one of the current study was tested to fulfil the objectives

Table 4.7: Results of Regression Analysis Coefficients

Variables	Unstandardised Coefficients	Std. Error	Standardised coefficients	Sig.
(Constant)	4.270	.301		.000
Branding	.100	.057	.101	.001
Packaging	.185	.072	.158	.011
Popularity	.173	.071	.156	.015
Recognition	-.049	.059	-.043	.411
a. Dependent Variable: Customer				

Source: Author's Field Survey (2021)

H₀₁: There is no significant effect between branding and consumers purchase decision.

Table 4.6 indicates that, at 5 % level of significance, branding has a positive and significant effect on consumers purchase decision. With a regression coefficient of 0.100 and a p-value of (0.001), it implies that a unit increase in product branding, holding other predictors fixed, will produce 10% increase in consumers purchase decision. The result is shown to be statistically significant with a p- value of 0.001 at < 0.05 Based on this statistical relationship between branding and consumers purchase decision, this study reject the null hypothesis which states that “**branding has no significant effect on consumers purchase decision of close-up toothpaste**”and accept the alternate hypotheses which states that “Close-up branding significantly affect consumers purchase decision. The finding is in line with the studies of Wibowo *et al.* (2017) who found that branded products that are environmentally friendly have positive and significant image on perception of brand value. Similarly, Kim and Chao

(2019) result also revealed that branding has positive influence on brand image which led to increase in purchasing decisions of consumers.

H₀₂: Close-up packaging does not have significantly effect on consumers purchase decision

The result shows that at 0.05 level of significance, packaging has a significant and positive effect on consumers purchase decision. The regression coefficient of 0.185 with a probability value of .011 indicates that a unit increase in packaging will positively affect consumers purchase decision by 18.5%. Therefore, the study rejects null hypotheses and accept the alternate hypotheses which states that “***Close-up packaging has a significant effect on consumers purchase decision***” The result of these studies, is in line with the submission of Imiru (2017) The findings revealed that packaging (Innovation, printed information, background image, and font size) has positive and significant effect on the purchase decision of the cereal packaged food.

H₀₃: Brand popularity does not have significant effect on consumers purchase decision.

The result indicates that, at 0.05 level of significance, brand popularity has significant and positive effect on consumers purchase decision. With a regression coefficient of 0.173 and a p-value of (.015), it implies that a unit increase in brand popularity, holding other predictors fixed, will produce 17.3% increase in consumers purchase decision. Based on this statistical relationship between brand popularity and consumers purchase decision, the null hypothesis is rejected while the alternate hypothesis that states that “**brand popularity has significant effect on consumers purchase decision**” is accepted at 0.05 significance level since the p-value is less than the 0.05 significance level. The findings are in consonance with result of Mehta (2012), who revealed that a positive and significant relationship between the nature of the popularity product aid consumers purchase decision. Putra (2019) who posited that

popularity variables and brand image have a significant effect on purchase decision with a significant level of 0,000.

H04: There is no significant effect between recognition and consumers purchase decision.

The result indicates that, at 0.05 level of significance, brand recognition has a negative and insignificant effect on consumers purchase decision. With a regression coefficient of -0.049 and a p-value of (0. 411), it implies that a unit increase in recognition while holding other predictors fixed, will produce 4.9% decreased in consumers purchase decision. The finding is shown to be statistically insignificant with a p-value of 0.411 at < 0.05 . Based on this statistical relationship between recognition and consumers purchase decision, the study fail to reject null hypothesis which state that **“brand recognition has no significant effect on consumers purchase decision”**. The finding contradicts the result of Novansa (2017) who affirm that brand image, brand price and brand recognition influence the purchase intention of product of SMEs in SMESCO Indonesia. Yu-TeTu *et al.* (2013) disclosed that product recognition as perceived by the consumers has a powerful impact on consumer’s satisfaction and loyalty to the brand. Also, consumers’ satisfaction greatly affects consumer’s loyalty.

4.2.1 Summary of findings

The statistical evidence from multiple linear regression revealed that findings of dimensions of brand image on consumer purchase decision in Niger State as follows:

1. The finding provided statistical evidence that there is a significant and positive effect between branding and consumers purchase decision of close-up tooth paste.
2. The finding of this study revealed that there is a positive and significant effect between packaging and consumers purchase decision of close-up tooth paste.

3. Popularity has a positive and significant effect on consumers purchase decision of close-up tooth paste.
4. . The result revealed that brand recognition has a negative and insignificant effect on consumer purchase decision.

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The study examines the effect of brand image on consumers purchase decision regarding close-up tooth paste in Niger State. A quantitative research design was adopted to first identify parameters of brand image and consumer purchase decision of close-up tooth paste. Structured questionnaires were utilized to measure the four dimensions of brand image (popularity, recognition, packaging and branding) as well as consumers purchase decision. The research questions were answered and conclusions were drawn based on each question.

1. Does branding has any effect on consumers purchase decision of close-up tooth paste? The answer to this research question was based on the finding of the study. The finding provided statistical evidence that a significant and positive effect exists between branding and consumers purchase decision of close-up tooth paste.
2. What is the effect of packaging on consumers purchase decision of close-up tooth paste? The finding of this study in response to this research question is that there is a positive and significant effect between packaging and consumers purchase decision of close-up tooth paste.
3. What is the effect of popularity on consumers purchase decision of close-up tooth paste in Niger State? The finding reveals that popularity has a positive and significant effect on consumers purchase decision of close-up tooth paste.
4. What is the effect of brand recognition on consumer purchase decision? The result revealed that brand recognition has a negative and insignificant effect on consumer purchase decision.

5.2 Recommendations.

1. The study recommended that companies should imbibe the culture of popularizing its product because consumers believe that “if it is popular, it must be good” consumers tend to follow others in their choices when it comes to choosing a popular product which in turn increases a sustainable growth of the company.
2. Management of company should adopt an innovation in packaging as a fundamental strategy for competitive success and survival within a competitive market because an innovative packaging design can change product perception and create a new market position.
3. It is recommended that companies should develop a unique way by which consumers can recognise their products from another brand in the same category. This identification can serve as an important instrument that can influence consumers' reactions toward their buying decision.
4. Management of company should build a good brand for their product in order to make it easy for consumers to identify their product identity which will influence consumers' buying decision. Thus, lead to generation of high turnover as well as profitability to the company.

5.3 Contribution to Knowledge

The study contributed to knowledge by being the first to examine the effect of brand image and consumers' purchase decision of close-up toothpaste in Niger State with the use of popularity, recognition, branding, and packaging as dimensions of brand image. Thus, served as the driver that was used to eliminate lack of patronage of products by consumers which is contrast with other studies of (Suhaily and Darmoyo, 2017; Putra, 2019; Kim and Chao, 2019) who conceptualized brand image based on price, experience, trust, credibility and

quality as dimensions. The output of the study has formed a strong base for establishing viable and sustainable business for close- up toothpaste.

5.4 Suggestions for Further Studies

The findings of this research, suggests the following areas for further study:

- i. Qualitative research should be conducted using other perspectives to build hypotheses that will be specifically tested within the manufacturing firm
- ii. Further studies should be conducted using the entire Niger state as a study.
- iii. Similar studies should be carried out on another tooth paste in the region.

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APPENDIX A
FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA

May 17, 2021.

Dear Participant,

Questionnaire

I am a Postgraduate student of the Department of Entrepreneurship and Business Studies in the above-named University. You are cordially invited to participate in this study.

This study aims to investigate the relationship between brand image and consumers' purchase decision regarding close- up toothpaste in Niger State.

Please, endeavour to provide sincere answers to all the questions and note that there are neither right nor wrong answers.

Also, all responses in this survey will be treated anonymously, confidentially, and strictly for academic purposes.

Thank you for your anticipated cooperation.

Judith C. Uchelor
Phone: 08033543935

SECTION A: Demographic Profile of Respondents

Please tick the box as appropriate. Please note that only 1 tick is valid.

Gender: Male () Female ()

Age: below 20 () 21 – 30 years () 31- 40 years() 41- 50 years() above 50 years()

Educational qualifications

Primary(), Secondary School (), NCE/OND (), HND/Degree () Master's degree ()
PhD ()

Number of years using Close-up

Below 5 years (), 6 to 10 years (), 11 to 15 years (), 16 years and above ()

SECTION B

Using the alternatives provided below, please indicate your level of agreement with the statements measuring purchase decision (PD).

Consumer Purchase Decision

Statement	SD 1	D 2	N 3	A 4	SA 5
Brand influence consumers' purchase decision of close-up toothpaste					
Close-up toothpaste branding affects the price consumers are willing to pay for the product					
I recommend close-up toothpaste to my friends and families					
Does close-up toothpaste advertisement influence consumers purchase decision					
Does close-up toothpaste packaging features enhance consumers purchase decision					
Does close-up toothpaste uniqueness influence consumers purchase intention					

SECTION C

Using the agreement/ disagreement scale provide below, please indicate your level of agreement with the statemnet measuring branding (B), Packaging (P), Popularity (Po), and Recognition (R)

Scale :**Strongly disagree (SD) = 1, Disagree (D) =2 Neutral (N)=3 Agree (A) = 4 stongly agree (SA) =5**

Branding

Code	Statement	SD 1	D 2	N 3	A 4	SA 5
B1	Close-up has a unique personality					
B2	Close-up's manufacturer has a strong reputation.					
B3	Close-up's quality is superior to other tooth pastes.					
B4	Close-up's performance is a consistent success story.					
B5	I like close-up as a brand					
	Packaging					
P1	Does close-up tooth paste packaging colour influence your buying decision?					
P2	Close-up tooth paste has an attractive background image that influence consumers					

	buying behaviour.					
P3	Close-up's tooth paste packaging is suitable for all ages.					
P4	Most tooth paste users prefer Close-up's packaging because of their good font style.					
P5	Consumer's belief Close-up packaging enhances social communication.					
	Popularity					
Po1	Close-up enjoys great popularity					
Po2	Close-up is popular than other toothpastes in the market.					
Po3	I prefer Close-up because of its popularity.					
Po4	Close-up is a pleasant tooth paste.					
Po5	Close-up is popular because it always gives a good feeling to users.					
	Recognition					
R1	Close-up is uniquely different from other tooth pastes.					
R2	Consumers' needs for Close-up and other toothpastes are not the same.					
R3	Users recognize Close-up as a brand that provides efficient freshness than other brands of tooth paste.					
R4	Close-up is recognized as the only brand that provides steady cool breath.					
R5	Close-up is reliable toothpaste					

THE RESEARCHER APPRECIATE YOUR COOPERATION.

APPENDIX B

Statistics

		Gender	Age	Educational qualification	Number of years
N	Valid	386	386	386	386
	Missing	0	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	204	52.8	52.8	52.8
	Female	182	47.2	47.2	100.0
	Total	386	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	26	6.7	6.7	6.7
	21-30yrs	71	18.4	18.4	25.1
	31-40yrs	101	26.2	26.2	51.3
	41-50yrs	102	26.4	26.4	77.7
	above 50yrs	86	22.3	22.3	100.0
	Total	386	100.0	100.0	

Number of years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 5yrs	55	14.2	14.2	14.2
	6-10yrs	109	28.2	28.2	42.5
	11-15yrs	132	34.2	34.2	76.7
	16yrs above	90	23.3	23.3	100.0
	Total	386	100.0	100.0	

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.553	4	1.888	3.256	.012 ^a
	Residual	220.992	381	.580		
	Total	228.545	385			

a. Predictors: (Constant), Recognition, Packaging, Branding, Popularity

b. Dependent Variable: Customer

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.270	.301		14.198	.000					
	Branding	.100	.057	.101	1.747	.001	.103	.089	.088	.766	1.306
	Packaging	.185	.072	.158	2.571	.011	.114	.131	.130	.672	1.489
	Popularity	.173	.071	.156	2.440	.015	.015	.124	.123	.623	1.605
	Recognition	-.049	.059	-.043	-.823	.411	-.053	-.042	-.041	.911	1.097

a. Dependent Variable: Customer

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Branding	Packaging	Popularity	Recognition
1	1	4.916	1.000	.00	.00	.00	.00	.00
	2	.032	12.388	.01	.02	.12	.08	.60
	3	.025	14.038	.02	.96	.11	.05	.01
	4	.016	17.796	.23	.00	.24	.78	.07
	5	.012	20.323	.73	.01	.52	.09	.32

a. Dependent Variable: Customer

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.2632	4.1612	3.6718	.14007	386
Residual	-2.32791	1.37775	.00000	.75763	386
Std. Predicted Value	-2.918	3.494	.000	1.000	386
Std. Residual	-3.057	1.809	.000	.995	386

a. Dependent Variable: Customer

Population of Niger State by Local Government Areas

Home → Africa → Nigeria → Administrative Division				
Name	Status	Population Census 1991-11-26	Population Census 2006-03-21	Population Projection 2016-03-21
Niger	State	2,421,581	3,954,772	5,556,200
Agai	Local Government Area	79,937	132,098	185,600
Agwara	Local Government Area	38,916	57,347	80,600
Bida	Local Government Area	...	185,553	260,700
Borgu	Local Government Area	110,336	172,835	242,800
Bosso	Local Government Area	86,273	148,136	208,100
Chanchaga	Local Government Area	143,896	202,151	284,000
Edati	Local Government Area	...	159,818	224,500
Gbako	Local Government Area	88,768	126,845	178,200
Gurara	Local Government Area	48,903	90,879	127,700
Katcha	Local Government Area	...	120,893	169,800
Kontagora	Local Government Area	...	151,968	213,500
Lapai	Local Government Area	73,647	117,021	164,400
Lavun	Local Government Area	...	209,777	294,700
Magama	Local Government Area	129,749	181,470	255,000
Mariga	Local Government Area	...	199,600	280,400
Mashegu	Local Government Area	...	215,197	302,300
Mokwa	Local Government Area	98,234	242,858	341,200
Muya	Local Government Area	...	103,461	145,400
Paikoro	Local Government Area	109,356	158,178	222,200
Rafi	Local Government Area	116,948	186,118	261,500
Rijau	Local Government Area	122,050	176,199	247,600
Shiroro	Local Government Area	...	235,665	331,100
Suleja	Local Government Area	151,300	215,075	302,200
Tafa	Local Government Area	...	83,874	117,800
Wushishi	Local Government Area	...	81,756	114,900