



BRAND NAME AND CUSTOMERS LOYALTY: EVIDENCE FROM CUSTOMERS OF STAR LAGER BEER, NIGERIAN BREWERIES PLC, UMUAHIA METROPOLIS

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Abstract

Most previous studies were carried out in countries outside Nigeria which is one of the largest market in Africa. This study examines the effect of brand name on customer loyalty to Star Lager Beer, Nigerian Breweries PLC in Umuahia Metropolis, Abia state-Nigeria. The study adopted survey research design. A sample of 280 customers were administered questionnaire for data collection and analysis. The questionnaire is designed in 5-point Likert Scale and validated. The research hypothesis was tested using Pearson's Product Moment Correlation Coefficient of the Statistical Package for Social Science (SPSS). The study found that brand name has negative and significant effect on customers' loyalty to Star Lager Beer, Nigerian Breweries PLC in Umuahia Metropolis, Abia state-Nigeria. By implication, brand name does not lead to customer loyalty and Nigerian Breweries customers can drink any alternative with good quality if their brand is not available. Based on the finding, the study recommends that companies in brewery business should deemphasized on brand name and work hard on quality and packaging since they are among the things that could lead to customer loyalty.

Keywords: *Brand Name; Customer Loyalty; Customers; Star Lager Beer; Nigerian Breweries*

1. Introduction

A brand has a value, which is largely influenced by product quality and customer satisfaction. Brand value builds customer trust and loyalty (Aaker, 1996). According to Kotler and Armstrong (2004), a brand is a name, term, sign, symbol or design or combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. A brand name hence is the element of a brand that can be vocalized (Bearden, Ingram & Laforge, 1995). Brand name is a very important concept in today's marketing strategy formulation; thus, it guides the branding of new products. A company has four choices when it comes to brand strategies. These are line extensions, (existing brands extended to new forms, sizes and flavours of an existing product category), brand extensions (existing brands extended to new product categories), multi-brands (new brands introduced into same product category) or new brands (new brands in new product categories). (Kotler, Wong, Saunders & Armstrong, 2005).



The good starting point for insights into customer satisfaction, is customer loyalty. The behavior of returning customers and new customers providing a firm with good reviews is your first insight into their loyalty. Mei-Lien and Green (2010) cited in Oghojafor, Ladipo, Ighomereho & Odunewu (2014) see customer loyalty as a deep-held commitment to re-buy or re-patronize a preferred product in the future despite situational influence and marketing efforts having the potential to cause switching behaviour and recommending the product to friends and associates. Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and re-patronage (Kabu & Soniya, 2017).

Nigerian Breweries Plc is one of the key players in the beverage industry in Nigeria that has, in the past engaged in product innovation to better reposition their company and to retain their market share position and equally maintain their consumer base by giving them products that will give maximum satisfaction. Nigerian Breweries Plc over the years has developed new product and innovated some of their existing products. Products like ACE Desire a Zobo flavoured alcoholic drink and Stella lager beer, Star Radler, Stella lager beer, were developed and introduced into the Nigeria beverage market while some existing ones like Life lager beer, 33 lager beer, Gulder Ultimate lager beer and Star larger beer which is currently being studied have undergone some innovations. All these efforts made in developing or innovating new product is to ensure that customer satisfaction is guaranteed (Chukwuma & Ike- Elechi, 2021).

According to Abu-Bakr, Mavondo and Clulow (2013), consumer preferences are a set of individual or subjective tastes as determined by utility of various bundles of goods. Tastes and preferences allow the customers to conduct a post-use evaluation on usage of products. Post evaluation helps a customer rank product according to how the product meets or fails to meet customers' expectations (Anderson, Fornell & Rust *et al.*, 2007). The primary function of brand is to guarantees performance and speaks to the expectations of the customers (Oh, 2007).

In the breweries sector, value of a product can take the form of money, brand and preference among others (Oh, 2007 cited in Olga, 2015). Value of a product is reflected in the way customers offer return businesses to the brewery firms. Christian and Sunday (2013) said that brand preference is a measure of the extent to which a customer or customers will choose a specific brand at the expense of other present brands, and is or are willing to accept substitutes when that brand is not available. Based on above observation(s), it showed that that customer can only purchase a product whose brand gives satisfaction and not necessary the product name.

At this point, it is important to note that most previous studies (Yeboah, Owusu-Mensah, Nimsaah & Mensah, 2013; Abugu, Ozo & Olubenga, 2018; Bahauddinzakariya, Anwarul and Bahauddinzakariya, Baqir & Bahauddinzakariya, 2021) were carried out in countries outside Nigeria which is one of the largest market in Africa. The gaps identified are scope and place of study which previous studies failed to cover. In view of the foregoing, this study is carried out to investigate whether brand name alone can guarantee customer loyalty. This study will be of great benefit to Nigerian Breweries Plc. The finding of the study will enable the company to better reposition their products in the global arena considering the fact that brand play an important role for company's competitive advantage. Again, the study will help potential academic researchers to uncover critical areas on brand name and customer loyalty that many researchers were unable to explore. Thus, a new empirical finding on brand name and customer loyalty may be arrived at.



The basic objective of this study is to examine effect of brand name on customer loyalty in Star Lager Beer, Nigerian Breweries PLC, Umuahia Metropolis. The following null hypothesis is developed to achieve the stated objective. Null hypothesis (**H₀**): Brand name has no significant effect on customer loyalty to Star Lager Beer, Nigerian Breweries PLC, Umuahia Metropolis.

2. Literature Review and Theory

2.1 Conceptualization of the Study Variables

2.1.1 Customer Loyalty

Customer loyalty is an ongoing positive relationship between a customer and a business. It's what drives repeat purchases and prompts existing customers to choose your company over a competitor offering similar benefits (Prachi, 2022). Customer loyalty means a commitment to doing business with specific organization and continuously purchase of certain goods and services. In another definition, loyalty is a strong commitment to repurchase a product or service of organization in the future if the product despite the potential impact of marketing efforts of competitors (Allama, Nokte & Imaneh, 2010). Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and re-patronage (Kabu & Soniya, 2017).

According to Allamah, Seyyed Mohsen, Nokte Dan and Imaneh (2010), customer loyalty is a strong positive feeling by a customer to repurchase a product or continue doing business with an organization as a result of benefits or satisfactions derived from such a product or the organization. This study shall be anchored on this definition according to the authors.

2.1.2 Brand Name

The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion. Brand names can be extremely successful means of communication. Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but is catchy and a name that people can easily memorize. The core base of naming a brand is that it should be unique and can be easily discriminated from other names, easy to remember and are attractive to customers (Keller, 2003 cited in Alamgir, Shamsuddoha & Nedelea, 2010). Generally, branding is a way of clearly highlighting what makes your product or service different and more attractive than your competitors. Successful branding is about promoting your strengths. Firms need to be sure that they can always deliver on their promises using these strengths, referred to as brand (values) name (Keller, 2003). Brand name is a very important concept in today's marketing strategy formulation thus; it guides the branding of new products.

The successful Company always provides the customers with greater value of satisfaction than its competitor and adapt to the needs of the customers. (Kotler *et al*, 2004 cited in Yeboah, *el al*, 2013). In this increasing competitive market, a company cannot sell the brand unless it understands the customers' requirements. Companies make a strong relationship with customers through development of a customer friendly brand. Competition creates a new value for customers.



2.2 Review of Empirical Literature

Alamgir *et al.* (2010) contend that in the modern society brands not only represent the product or company but also have a strong association with perceived quality, consumers' life style, social class, taste. The study was aimed at creating a deeper consideration of what influence a brand name can have, when people go for purchasing, choose the products between different brands, especially private vehicle like car. Moreover, the study explored the relationship between brands and the consumer decision making process. Simple random sampling procedure was used to determine sampling frame and size and a convenience sample of one hundred respondents of different age groups, income and occupation have been considered for the survey. The study revealed that when consumers purchased car, brand names influence their choices. The study also reveals that branded cars have a great place in consumer mind, when customers go for purchasing a car, they prefer to purchase a well-known branded car. Customers do not want to try new or unknown branded cars because they have not much information about the lesser known brand.

Naveed *et al.* (2012) examined the impact of innovation on consumer satisfaction and brand loyalty in Faisalabad. The purpose of this study was to investigate the benefits (consumer satisfaction and loyalty) and cost (consumer dissatisfaction) associated with innovation. The hypothesis was developed through literature review and data were collected through questionnaire from 85 universities students, correlation and regression techniques were used to analyze the data through the use of SPSS. The correlation analysis shows the relationship between innovation and consumer satisfaction and brand loyalty while regression analysis showed the strength of relationship between these variables.

Yeboah *et al.* (2013) conducted a study on the effect of brand name on customer loyalty in the mobile communication industry in Ghana. The study investigated the extent to which brand name contributes to customer loyalty in mobile telecommunication brands in Ghana. The study captured both qualitative and quantitative data. Data collection was conducted through a survey questionnaire comprising open and closed ended questions. To get the sample size for the study, 120 respondents were selected using simple random sampling but 150 were contacted because of data collection limitation such as non-response. Statistical package for Social Sciences (SPSS) was used for data analysis. Statistical analysis includes Pearson correlation, logistic regression and descriptive statistics. Pearson correlation and regression were used to analyze the consumer reasons for choosing a particular network as well as the relationship between customer association and brand attributes. The study found that, brand name does not really contribute to consumer loyalty. Other factors such as the quality, price, availability, and sales promotion also contribute to consumer loyalty. The study further reveals that there are factors such as price, quality, and brand name that consumers consider when making a purchased decision. However, they mostly associate quality with the name of the mobile network brand purchase. Thus, any mobile network brand purchase is because of the quality but not necessarily the name.

Najafi and Rahmani (2013), carried out a study on the effect of brand name on customer loyalty and they are of the opinion that the use of the brand name by potential and actual customers is often a criterion for quality and excellence of their product or service. This study examined the effect of services brand on customer loyalty. An important point that should be pointed is that the services are not meant to naming services. In this study, four dimensions of brand namely the brand image, company image, company trust, and employee trust and their impact on customer loyalty



have been examined in customers of Tehran real estate services in Tehran city. The basis of this research is to understand the theoretical and operational services of brand and how consumer perceptions of a brand influence on the customer value and loyalty? The statistical population was the real estate customers in Tehran city and 380 questionnaires were distributed by proportional to size cluster among them in April 2012. At the end of the data analysis by SPSS software for descriptive statistics and LISREL for correlation analysis and factor analysis, it was found that, the brand in the services area has a positive effect on customer loyalty.

Abugu *et al.* (2018) carried out a study in Enugu-Nigeria on the assessment of determinants the beer brand loyalty building in Nigeria and the challenges. The study examined how quality and price, and availability, awareness creation on beer products can build strong customers loyalty and to establish if competition amongst existing Beer brands in Nigeria can pose significant challenge to building Beer brand loyalty. A cross sectional survey was adopted for the study. Questionnaire was used to elicit relevant data from 411 consumers and 229 marketers that constituted the respondents. Data collected were analyzed and presented in a cross-tabulations frequencies and percentages while hypotheses formulated for the study were tested using inferential statistics. The findings revealed that quality and price of beer, availability, awareness creation about existing brands of beer, respectively lead to building beer brand loyalty and that existing different brands of beer in Nigeria lead to increase in competition and to a challenge in building Beer brand loyalty. It was concluded that in building Beer brand loyalty, quality should be aligned with price as a justification as perceived by the consumers. Moreover, ensuring availability and creation of product awareness because it is mainly when consumers can access brand of Beer through proper awareness, that loyalty abound. Breweries in Nigeria need not rest on their competitive advantage but should continually improve on product quality and other factors established through research as propelling forces to loyalty.

Aniuga and Nwamuo-Kelechi (2021), examined the product packaging innovation and customer loyalty in Nigeria brewery industry: a study of customers of star larger beer by Nigerian Breweries Plc in Awka, South-East, Nigeria. The objective of the study was to investigate the relationship between product packaging and customer loyalty. The underpinning theory for the paper is the Expectancy-Disconfirmation Theory. The study adopted survey research design and customers of NB Plc in South-East Nigeria represent the population. A total of 280 customers were used for the analysis. Questionnaire designed with 5point Likert Scale were administered to the consumers. The work adopted descriptive statistics and was used to present data generated from respondents. The hypothesis was tested using regression and Pearson's Product Moment Correlation Coefficient through the use of SPSS. The finding of the study revealed that there is no significant relationship between product packaging and customer loyalty. The study recommends that NB Plc should always emphasis on how to improve on the whole product characteristics instead of paying much attention to product packaging alone since it has been established that product packaging alone cannot guarantee customer loyalty among consumers of larger beer product in Nigerian breweries.

Abbas *et al.* (2021) conducted a study on the impact of brand image on customer loyalty with the mediating role of customer satisfaction and brand awareness. A questionnaire was filled by the 300 respondents that are selected through non-probability to measure customer satisfaction and their loyalty to their favorite brand. The respondent filed the questionnaire according to their favorite brand. In the study 22 statements and 5 points, Likert Scaled survey questionnaire was



filled by the 300 respondents. The results were made by using different methods. The result was based on the statistics test which displayed that the image of the brand and customer loyalty is very significant with customer satisfaction and brand awareness, but brand image is insignificant with brand Awareness. The result is analyzed through SPSS software for statistical analysis.

Nkwede *et al.* (2022) investigated the determinants of loyalty for low income earners in emerging markets. A survey of 287 customers of specialized banks (banks built for low income earners) in Abakaliki Nigeria was conducted. The hypotheses under study were tested using factor and regression analysis. The results from the test show that determinants of customer loyalty include satisfaction, trust as well as perceived service quality. However, corporate image is not a determinant of customer loyalty. This study offers important implications to researchers as well as practitioners and highlights the insignificance of the company's image to customer loyalty which is a basis for further studies. In the Nigerian societal context, Corporate Social Responsibility (CSR) which in turn gives rise to corporate image is viewed as an act of philanthropy and mostly carried out by most Multi-National Companies (MNCs). The CSR programmes of these Multi-nationals mimic the CSR programmes of western economies neglecting local realities and the peculiarities of the Nigerian diverse economy occasioned by socio-economic challenges.

Diallo (2022) carried out a studied on the impact of brand image on Customer Loyalty: An Applied Study in Istanbul. He contended that the worldwide scale of markets has witnessed a lot of challenges in the production and marketing of consumer goods. As a result of the openness to the international markets, most companies are bound to take decisions, not just in terms of distribution network and place of production, and pricing policies, but likewise in terms of brand image. This study is geared at explaining the relationship between brand image and customer loyalty, and the impact of brand image on customer loyalty. Within the context of this study, brand image is used as the independent variable, while customer loyalty is used as the independent variable. Out of 200 questionnaires administered to people, this study is based on the answers from 150 respondents of a valid questionnaire that is employed as a data collection instrument. Correlation analysis was used to analyze the relationship existing between the variables, while regression analysis is also performed to examine the impact of brand image on customer loyalty. The result show that brand image significantly affects customer loyalty, and there are correlated. Therefore, it is recommended that companies should take into consideration on improving and/or building of brand image so that they can be more competent and increase their market share thereby successfully achieving customer loyalty, likewise satisfaction.

2.3 Theoretical Framework

The underpinning theory for this paper is the Expectancy-Disconfirmation Theory. This theory is the most promising theoretical framework for the appraisal of customer satisfaction which helps the study to drive its point. This Theory was proposed by Oliver in 1980 (Oliver, 1980 cited in Chukwuma & Ike-Elechi, 2021). The theory implies that customer purchase goods and services with pre-purchase expectations about the anticipated performance. The expectation level then becomes a standard against which the product is judged. That is, once the product has been used, outcomes are compared against expectations. If the outcome matches the expectation, confirmation occurs. However, disconfirmation occurs where there is a difference between expectations and outcomes. A customer is either satisfied or dissatisfied as a result of positive or negative difference between expectations and perceptions (Oliver, 1980). Thus, when product performance is better



than what the customer had initially expected, there are a positive disconfirmation between expectations and performance which results in satisfaction, while when product performance is as expected, there is a confirmation between expectations and perceptions which results in satisfaction. In contrast, when product performance is not as good as what the consumer expected, there is a negative disconfirmation between expectations and perceptions which causes dissatisfaction. Expectancy-confirmation theory assumes that expectations, coupled with perceived performance, lead to post-purchase satisfaction (customer loyalty). This effect is mediated through positive or negative disconfirmation between expectations and performance. If a product quality outperforms expectations (positive disconfirmation) post-purchase satisfaction will result. If a product quality falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied and will no longer be loyal the company's products (Aniuga & Nwamuo-Kelechi, 2021).

3. Methodology

The study adopted combination of quantitative, survey and correlational research design. The justification for using questionnaire and survey research designs hinges on the large size of the respondents; however, the use of correlational design is predicated upon by the objective of the study. The population of the study comprised 600 Star Lager Beer customers of Nigerian Breweries, out of which 392 customers accepted to participated in the survey. The respondents were randomly sampled from beer retailing joints in Umuahia, Abia State-Nigeria.

The choice of Umuahia from South-East was because the city is dominated by civil servants who take out time for relaxation. Primary data was gathered through questionnaire and from Star Lager Beer customers of Nigerian Breweries Plc. The questionnaire designed with 5point Likert Scale. The questionnaire administered to the customers contained measures of product brand name and customer loyalty, used to elicit demographic information. Out of 392 respondents that participated in the survey, only 280 copies of questionnaire were valid for final analysis. The hypothesis {0.000-0.005[1%]; 0.006-0.010 [5%] and 0.011-0.099 [10%]} was tested with simple regression output using SPSS 23 version.



4. Results and Discussions

4.1 Distribution of Demographic Variables

Table 4.1: Summary of the Demographic Profile

Factor	Frequency	Percent	Valid percent	Cumulative percent
Age				
18 years to 27years	86	30.7	30.7	30.7
28 years to 45 years	118	42.1	42.1	42.1
46 years and above	76	27.1	27.1	27.1
Total	280	100	100	100
Sex: Female				
Male	125	44.6	44.6	44.6
Male	155	55.5	55.5	
Total	280	100	100	100
Marital status: Married				
Single	159	56.8	56.8	56.8
Single	121	43.2	43.2	
Total	280	100	100	100
Educational qualification:				
SSCE	66	23.6	23.6	23.6
BSc/HND	145	51.8	51.8	75.4
MSc/Ph.D and others	69	24.6	24.6	
Total	280	100	100	100
Income level: low income earner				
middle income earner	8	2.9	2.9	2.9
High income earner	137	48.9	48.9	51.8
High income earner	135	48.2	48.2	
Total	280	100	100	100

Source: Computation using SPSS, Version 23

In terms of age distribution of respondents: 86 (30.7%) are between 18-27 years of age; 118 (42.1%) fall within 28-45 years of age; while 76 (27.1) are within 46 years and age bracket. The implication of this is that the respondents are of reasonable age to give valid information. On the sex, 125 (44.6%) of the respondents are females while the remaining 155 (55.5%) respondents are males. On marital status, 159(56.8%) of the respondents married while 121(53.2%) of the respondents are single. On educational qualification, 66(23.6%) are SSCE holders, 145(51.8%) are holders HND/BSc degrees while the remaining 69(24.6%) are holders MSc/Ph.D. The income level of the respondents indicates that 8 (2.9%) of the respondent are low income (N 20,000-



N50,000) earners, 137 (48.9%) of the middle income(N51,000-N100,000) earners while 136 (48.2%) of the respondents are high income (N 100,000-and above) earners. Finally, most respondents were found to have a monthly average income varying between N51,000 to 100,000 which shows a relatively middle-income earner.

Finally, the percentage of responses from Umuahia metropolis, Abia state, Nigeria were proportional to their population respectively. Durbin Weston was used to test for autocorrelation in this study. The Durbin Weston value according to our result is 1. 494. The acceptable threshold is that the value must be close to two. In this study, the value is not close to two but the researcher did not border about it because, other basic parametric assumptions have been achieved in the study.

4.2 Reliability Test

Table 4.2: Reliability, validity and internal consistency Analysis

Factor	Reflective item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Standardized Cronbach's Alpha	Cronbach's Alpha if Item loading
Brand Name	I choose the product because I am satisfied with brand name	12.7571	6.507	.687	.610
	Brand name gives the satisfaction I want	12.2500	8.346		.793
	I prefer the brands on the company I already have experience	12.9000	5.359		.605
	Price is the moderator of brand choice and not satisfaction	12.5893	6.078		.772
	Income affect the choice of my brand and not satisfaction	12.1464	5.222		.574
Customer Loyalty	Spreading the good news about their products by others	9.6357	4.999	.662	.516
	Buying more product	9.5179	3.763		.477

Source: Computation using SPSS, Version 23

The purpose of reliability assessment in survey research that involves use of questionnaire instrument is to ensure that the research instrument prove consistency beyond reasonable doubt in repeated applications. In this study, the reliability assessment was done to achieve this purpose. Accordingly, the minimum benchmark that must be achieved to establish reliability of research instrument is 50% value of Cronbach’s alpha ($\alpha \geq 50\%$). The results of our reliability test indicate an excellent reliability result. From our results for instance, the overall Cronbach alpha standardized values for the six variables range between 83% (the highest value) and the lowest value of 65% at both extremes. The individual reflective indicators or the questionnaire item also showed high level of reliability with adequate scale mean with the provision for deletion of item.



The reliability of the individual questionnaire item was tested for the purpose of internal consistency. The result shows a reliability output that indicate high level consistency between the overall standardized Cronbach's Alpha results for the six major constructs or variables and the individual reflective construct or the questionnaire items. The values range from 79% to 50% except for one reflective item in Customer loyalty construct (buying more product) 47% was recorded. Though there were provisions for deletion of item in the scale, no item was deleted as the researcher deliberately ignored it because of the good result already achieved in the majority of the variables and the reflective constructs.

4.3 Test of Hypotheses and Discussions

This section tests the null hypothesis formulated for the study to draw conclusions and discuss the findings.

Table 4.3. Model Test of Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F
1	.879 ^a	.628	.572	.26252	.772	311.386	3	276	.000	

a. Predictors: (Constant), Sum_Brand Name

b. Dependent Variable: Sum_Customer Loyalty

Source: Computation using SPSS, Version 23

Table 4.3 indicates diagnosis test of the model. The value R, R² and adjusted R² and 0.879, 0.628 and 0.572 respectively. The R value is the coefficients of relationship that explain the association between the dependent and independent variable which is a strong positive association. Hence, there is no problem of multicollinearity since none of the correlation coefficient is greater than ± 0.09. In addition, the R² value show that 62.8 percent of the variation in the dependent variable (customer loyalty) is explain by the independent variable (brand name).

Table 4.4. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.381	1	21.460	311.386	.000 ^b
	Residual	19.022	276	.069		
	Total	83.403	279			

a. Dependent Variable: Sum_CustomerLoyalty

b. Predictor: (Constant), Sum_BrandName

Source: Computation using SPSS, Version 23

Table 4.4 shows the ANOVA result that discloses the significance of the overall regression output. The F. statistical value (p-alpha) is 311.386 which is significant at 1% (0.000). There is statistically significant as significance of F change value is 0.000. This reveals that the research model is fit for this study going by F statistic rule of fitness. The research model is only fit for study if significance of F statistic value is less than 0.005 (p < 0.005).

Table 4.5**Coefficients^a**

Model 1		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
	(Constant)	.048	.125		.343	.000	-.281	.377		
	Sum_BrandName	-.027	.041	-.020	-.165	.012	-.092	.038	.731	1.38

Dependent Variable: Sum_CustomerLoyalty

Source: Computation using SPSS, Version 23

In Table 4.5, the result of the simple linear regression output between the study variables has a constant β value of 0.048 and standard error of 0.125. Brand name has negative co-efficient β value of -0.027 with standard error 0.041, t- value of -0.092 and significant level of 0.012 (10%). Hence, brand name has negative and significant effect on customer loyalty to Star Lager Beer, Nigerian Breweries PLC, Umuahia Metropolis. This result is in line with Yeboah *et al.* (2013) and Aniuga *et al.* (2021) who found that brand name does not really contribute to consumer loyalty. The result is different from the findings of Najafi and Rahmani (2013) and Abugu *et al.* (2018) who indicated that brand name contributes to customer loyalty.

Conclusion and Recommendation

This study originally offers insight into the effect of brand name on customer loyalty to Star Lager Beer, Nigerian Breweries PLC, Umuahia Metropolis. The hypothesis was tested and regression outcome shows that brand name has negative and significant effect on customer loyalty. By implication, those who drink very well, in most cases can drink any alternative with good quality if their brand is not available. Based on the findings of this study, the study recommends that the companies in brewery business should deemphasized on product brand name and work hard on improving product quality and good product packaging since they are among the things that could lead to customers' satisfaction and loyalty. This is because it is only when the product gives the customers needed satisfaction that they can remember to buy the product again when they want to buy another time.

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