



BRAND IMAGE AND CONSUMER BRAND PREFERENCE: EVIDENCE FROM NIGERIAN BREWERIES PLC, BENIN CITY

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Abstract

Due to the lack of consensus inherent in scholarly studies on the effect of brand image and consumer preference, this study examined the effect of brand image on consumer preference. The study involves the administration of questionnaires by means of convenience sampling on 400 respondents in Benin City. Of this number, 381 completed copies of the questionnaire were retrieved. The balance could not be retrieved from the respondents in spite of repeated reminder while some were not available at home despite several calls on them. All the 381 copies of the questionnaire returned were found usable. This represents a response rate of 95.3 per cent. The research hypotheses were analyzed using multiple regression. The study found that brand name has no significant effect on consumer preference; brand advertising has no significant effect on consumer preference; and brand packaging has no significant effect on consumer preference. However, brand name and brand packaging exerted significant effect on consumer preference. The study recommends amongst others that Nigerian Breweries should advance and uphold imaginative brands that convey product positive and specific features and benefits in a consistent method that goes a long way to differentiate the product from that of the competitors in the market place.

Keywords: Brand image, consumer taste, brand quality, preference, brand price

1. Introduction

Business organizations anywhere in the world whether in manufacturing or service sector recognized the importance that branding plays in business growth and success (Anabila & Awunyo-Vitor, 2014). Nowadays, branding of product plays an active role in mitigating the activities of competitors in the market place and thus facilitate the achievement of their stated goals and objectives. Over the years, branding has been employed as a means of differentiating one company's products from those of other manufacturers in the same industry and convey a sale story to the consumer (Arunkumar & Meenakshi, 2006).

Brand image is indispensable in marketing where customers infer the quality of products by the brand image (Adane, 2017). The success of a company can sometimes be determined in terms of its ability to draw customers to its brands or products. Organisations can accomplish this feat by ascertaining the needs and requirements of customers by providing those needs in a more effective and efficient manner than rivals. Since the world has become a global village and the



development and improvement of information technology has increased the awareness of customers to a large extent. Success in the long run is no longer attainable via optimized product price and qualities. Companies now anchor their business success on a long term customer relationship management (Abubakar, 2014). This relationship with the customer over a long period of time can be interpreted to mean customer loyalty to a particular brand. A customer that is ardent loyal to a brand does not bother about any kind of attribute assessment but simply purchases the brand he/she is acquainted with based on some overall positive feelings towards it. This favourable perception towards the brand comes from previous experience that the customer has with the brand.

The image of an organization is as relevant as the services or goods its produces. The image of a brand that is very strong is regarded as a potent asset to the organization. A brand image that is well known and reliable makes customers and the public assertive that the company can be trusted. Having a corporate brand for an organization is crucial in the sense that a good brand image will confer on customers and other stakeholders, assurance about the full range of products and activities connected with a particular company.

Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself such as price and durability, while others are attributes of consumers themselves like goals, attitudes and discretionary income (Kumar & Narayana, 2018). Consumer preference means the probability to select or choose one product instead of another (Konto, Hamali, & Abdullah, 2016). In economics, consumers' preference means the taste of an individual customer and is ascertain by the satisfaction derived from using the goods (Sowunmi, Omigie, & Daniel, 2014; Thiyagaraj, 2015). Consumer preference is seen as the attitude of an individual regarding a set of objects that inspires his or her behaviour in the process of making purchase decision (Lichtenstein & Slovic, 2006). The customer makes choice decision ranging from simple to a complex decision (Hawkins & Mothersbaugh, 2010). Consumers preference for products is determined based on some factors including the product attributes and their personal attitudes concerning the product. However, another factor that plays a key role is the shared and unique aspects of the products in the relevant choice set they are confronted with (Lowengart, 2012).

Many studies on brand image and consumer brand preference have been done by various researchers in Nigeria and the world over. However, there has been a lack of consensus inherent in scholarly studies on the relationship between brand image and consumer preference. In essence, the conclusion drawn from their empirical findings were not without inconsistencies. For example, Kumar (2014) found that brand image, price and the quality of a particular brand are the most important factors influencing consumer preference. On the other hand, Adeolu, Ayanwale and Matthew (2005) found that there is no significant relationship between brand image and customer preference. The inconsistencies and mix findings in prior studies have therefore become a motivation for this study.

In terms of contributions, every marketing research must have academic and practical value (Agbonifoh & Yomere, 1999). With respect to practical value, this study is significant in various ways to Nigerian Breweries Public Limited Company. It will enable them to identify the various dimensions on which they are rated poorly and therefore, assist them to make the necessary



corrections and monitor progress from time to time. This study will also be of importance to consumers as it is hoped that the findings and recommendations will be used to improve service delivery to consumers in order to enlarge their customers' loyalty base.

With respect to academic value, this study contributes to the current marketing literature by examining the effect of brand image on consumer brand preference. It will also be of immense benefit to future researchers and students who might be interested in doing research in this area. Thus, this study examines the effect of brand image on consumer brand preference for Nigerian Breweries' products. The specific objectives of the study are:

- a. To examine the effect of brand name on consumer brand preference.
- b. To determine the effect of brand quality on consumer brand preference.
- c. To examine the effect of brand price on consumer brand preference.
- d. To verify the effect of brand advertising on consumer brand preference'
- e. To ascertain the effect of brand packaging on consumer brand preference.

The study is guided by the following null hypotheses:

Ho₁: Brand name has no significant effect on consumer brand preference.

Ho₂: Brand quality has no significant effect on consumer brand preference.

Ho₃: Brand price has no significant effect on consumer brand preference.

Ho₄: Brand advertising has no significant effect on consumer brand preference.

Ho₅: Brand packaging has no significant effect on consumer brand preference.

2. Literature and Theoretical Review

2.1 Brand and Brand Image

Branding has been used over the years as a means of differentiating the products of one producer from those of competitors. Wijaya (2013) defines brand as a mark left on the minds and hearts of customers, which makes a specific sense of meaning and feeling. Therefore, the brand is more than just a logo, name, symbol, trade mark, or the name attached to a product. It is a promise (Morel, 2003). It can also be seen as the sum of an entity, a psychic association that forms a bond of allegiance with a buyer/potential buyer, and the perceived extra value or worth of a product. Though, firms provide the impetus for brand creation through marketing programs and other activities, ultimately a brand resides in the minds of the consumer. It is a perceptual entity rooted in reality but reflecting the perceptions and idiosyncrasies of consumers (Kotler & Keller, 2006).

Brand image is the thoughts of the consumer and feelings regarding the brand (Roy & Banerjee, 2007). Aaker (1991) states that the image of a brand could be a set of connection which is relevant to the consumers. The uniqueness of a particular product could be regarded as brand image. Hsieh and Li (2008) notes that brand image that is strong certainly create better brand information of a particular product over the competitor's brand. Therefore, the behaviour of customer will be determined by brand image (Burmam, Schaefer & Maloney, 2008). Consumers use the brand image of a product in stemming the overall perceptions of the specified product.

Brand image is a representation of the overall perception formed from information and knowledge on the brand. It is closely related to attitudes and beliefs that form choice (preference) to a brand. In certain conditions, brand can be described by certain characters as human beings. The more positive the description the stronger the brand image and the more opportunities also



for brand development. In simple terms, it can be said that brand image is actually what consumers think and feel when they hear or see a brand identity. In other words, brand image is a form or a particular description of a trace of meaning imbibe in the minds of the consumer (Wijaya, 2013), which then guides the consumer on how to behave towards the brand. In addition, the image of a brand can be the differentiator that shows a brand is more superior to other brands in one product category (Wijaya, 2013).

2.2 Consumer Preferences

Brand preference is regarded as a key step in consumer decision making, involving elements of choice. In establishing brand preference, consumers compare and arrange different kinds of brands by focusing on their uniqueness (Jin & Weber, 2013). Brand preference is important for companies as it reflects customer's loyalty, the success of their marketing strategies and the strength of their respective brands. It is commonly believed that customers would pay higher price for a particular brand though the alternatives are seemingly similar (Kumar & Narayana, 2018).

Preferences for products by consumers arise from the combination of certain factors. Some of these factors come from attributes of the product including price, durability and so on. While, others are attributes of consumers themselves that include goals, attitudes and discretionary income of the consumers (Venkatraman, Clithero, Fitzsimons & Huettel, 2012). Ge, Brigden and Haubl (2015) proposed that consumers make selection in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. Consumers must often decide between choosing among a set of previously discovered alternatives and searching to discover additional alternatives before making a choice (Catalin & Andreea, 2014).

2.3 Empirical Review

A review of previous empirical studies in the area of brand image and consumer brand preference is presented in this section. Adeolu, Ayanwale and Matthew (2005) investigated the influence of advertising on consumer brand preference. This was based on a survey of 315 randomly selected consumers of food drinks in Lagos, Ibadan and Ile-Ife, Southwestern Nigeria. Results showed that male and female as well as different age categories were equally influenced by advertising in their preference for the brand. The major reasons advanced for the preference are its attractive advertising (42.62%) and rich quality (40.16%). Chukwuneme (2012) in his study on product branding as a tool for increasing consumer loyalty in the telecommunication industry in Nigeria revealed that Product branding and features has significant effect on product choice and customer patronage.

Kumar (2014) examined brand equity and customer satisfaction, a case study of LG television in Mysore District. The sample size of 115 respondents was measured in this study on the basis of convenience sampling procedure in Mysore City. The data were collected with the aid of questionnaire. The data collected were analyzed using SPSS application and the statistical technique used was analysis of variance. The results show that all the dimensions (brand awareness, brand loyalty, brand association and perceived quality) have a significant association with customer satisfaction. Anabila and Awunyo-Vitor (2014) surveyed the role of branding in



the marketing of pharmaceutical products in Ghana using three pharmaceutical companies as case study. Sixty respondents were tested from three pharmaceutical companies. An organized questionnaire was used to collect data from respondents. Data were analyzed using descriptive and inferential statistic using Statistical Package for the Social Sciences (SPSS). The study found that branding plays a significant role in the sale of pharmaceutical products, helps consumers to easily identify with the brand and helps pharmaceutical companies in communicating tangible differences of their brands to differentiate them from competing brands. The study further revealed that there exists a significant relationship between perceived roles of branding and marketing of pharmaceutical products.

Isik and Yasar (2015) also found that brand name has statistically significant relationships with consumer preference. Also, Adane (2017) studied the effect of brand image on consumer preference: the case of ambassador garment. The research used estimation method to select sample size of 422. A total of 364 completed copies of questionnaires were used for analysis. The study found that brand image has significant relationships with consumer preference. The findings of the study indicated positive correlations with all variables with high factor loadings. In addition, brand image has significant impact on the overall preference of the consumer according to Pearson regression test. Lastly, Oli (2019) found that there is significant relationship between perception of brand name, brand price, and consumer taste and preference. The study also found that there is no significant relationship between brand quality, brand price and brand advertising on consumer taste and preference.

The review of empirical studies helps to identify a number of research gaps which this study intends to fill. First, the review showed that little or no empirical study on brand image and consumer brand preference, evidence from Nigerian Breweries Plc, Benin City had been research into. Second, it appears that the preponderance of literature on brand image and consumer brand preference used similar constructs including brand awareness, brand loyalty, brand association and perceived quality as the major dimensions of brand image. Our study is unique in this regard by using constructs such as brand price, brand name, brand packaging, brand advertising and brand quality different from what is common in the literature.

The theory of Howard-Sheth of buyer behaviour propounded by Howard and Sheth (1969) provided the theoretical guide for this study. Howard is a scholar that developed the first consumer decision-model in 1963. This model was further developed in 1969 by Howard and Sheth to become the 'theory of buyer behaviour' (Howard & Sheth, 1969). The specific objective of the model is to explain the brand choice behaviour of the buyer. It provides a classy integration of the numerous social, psychological and marketing influences on consumer choice in a clear order of information processing (Foxall 1990). The model is based on four assumptions: (1) the model assumed that a buyer's behaviour is rational within the constraints of information available. (2) Howard and Sheth set out to build a positive theory which describes what is, rather than a normative one, which stipulates what ought to or should be). In other words, the authors merely describe how the buyer makes his brand choice. (3) The third is that brand choice is assumed to be systematic and, therefore, observable. (4) Lastly, buyer behaviour (the output) is assumed to be caused by an input (stimulus). Therefore, the model is an attempt to explain what goes on between the input and the output.



The model consists of set of elements, that is, the inputs, the hypothetical constructs, exogenous variables and the response variables. Input variables are the environmental stimuli that the consumer is subjected to, and is communicated from a variety of sources. Significant stimuli are actual elements of products and brands that the buyer confronts (Loudon, Della & Bitta, 1993), while symbolic stimuli refers to the representations of products and brands as constructed by marketers through advertising and act on the consumer indirectly (Foxall, 1990). Social stimuli include the influence of family and other peer and reference groups. The influence of such stimuli is internalized by the consumers before they affect the decision process.

The hypothetical constructs or intervening variables can be classified into two categories: Perceptual constructs and learning constructs. Perceptual constructs include: sensitivity to information – the degree to which the buyer controls the flow of stimulus information; perceptual bias, that is, distortion or alteration of the information received due to the consumers fitting the new information into his or her existing mental set; search for information – the active seeking of information on consumption choices.

The interaction among the inputs, hypothetical constructs and exogenous variables produces a set of consumer responses which have important implications for marketers. These output consists of attention, comprehension, attitude towards the brands, intention to buy and purchase behaviour. Attention measured the magnitude of information intake while comprehension is the stock of brand knowledge that an individual has at any particular time. Attitude towards a brand measures the buyer's own evaluation of the ability of the brand to satisfy his motives (Agbonifoh, Ogwo, Nnolim, & Nkamnebe, 2007).

Despite the important contributions made by Howard and Sheth model, it suffers from conceptual limitations. Evidence suggests that consumers do not always follow the entire path of the model, and the model is too complicated for routine purchases (Olshavsky & Granbois, 1979). Likewise, there are problems with the model's depiction of consumers moving from one step to another in linear fashion. It is also not clear when causal relationships occur, how they operate, or what weights are associated with the variables shown in the model.

In spite of the criticism, the theory of Howard-Sheth of buyer behaviour is however, unique in its contribution of a behavioural approach to industrial buyer behaviour. This approach emphasizes the similarity between all forms of group decision making, including family purchases, purchases made by family-owned businesses, as well as purchases made by buying groups in multinational organizations. Thus, this model is more social in nature, that is, it considers interactions between people and incorporates them into the model. This model appears to be a powerful tool for explaining consumer behaviour, especially for frequently purchased items, where past experience is likely to influence future attitudes.

The theory of Howard-Sheth buyer behaviour had been extensively used in marketing literature by scholars. For example, Yang and Tan (2019) investigated the influence of consumer behaviour and governmental policy on the diffusion of electric vehicles in Beijing, China using Howard and Sheth theory of buyer behaviour. Similarly, Milner and Rosenstreich (2013) review consumer decision-making models and development of a new model for financial services in Australia using Howard and Sheth theory of buyer behaviour. Lastly, Ram and Manoj (2014)



conducted a study on consumer buying decisions models, explaining various buying decision model which are most valuable in marketing including that of Howard and Sheth theory of buyer behaviour.

3. Methodology

A combination of the descriptive and correlational research design was employed in the present study. Descriptive research design is an appropriate choice when the research aim is to identify characteristics, frequencies, trends and categories. Correlational research design measures a relationship between two variables without the researcher controlling either of them (Fraenkel & Wallen, 2000).

The population of study consists of the totality of customers of Nigerian Breweries, PLC, Benin City, Edo state. None of the existing formulae/methods was used for determining our sample size because it is impracticable to have a sampling frame of all users of these products. Therefore, we used a sample size of 400 respondents. A non-probability convenience sampling was used; the benefits of convenience sampling are low cost and time saving, which is most comfortable for study with homogeneous population (Agbonifoh & Yomere, 1999). On this basis, copies of questionnaires were distributed in three local government areas that make up Benin City. 170 questionnaires in Oredo Local Government being the largest local government; 135 questionnaires in Ovia North East Local Government Area while 95 in Egor Local Government Area. These three local government were chosen because they are the local government that make up Benin City and also the most populated. The questionnaire research instrument was designed to capture respondents' demographics including age, gender, marital status, educational qualification and income. Section B of the survey questionnaire focused on brand image and consumer preference.

Brand image and consumer brand preference indices (mean score) were computed on five-point Likert scale where (5) designates the highest point of brand image and consumer brand preference and (1) represents the lowest level. To compute mean image and consumer brand preference indices for each dimension, average of the responses for each dimension were taken. Thereafter, both descriptive and inferential statistics involving mean and regression were used in analyzing data. The data collected were analysed using descriptive statistics which includes frequency distribution and mean. Multiple regression analysis was used to validate the stated hypotheses using SPSS at 0.05 level of significance. The following mathematical model was tested:

$$CP = \alpha + b_1BN + b_2BQTY + b_3BPRI + b_4BADV + b_5BPKG \dots \dots \dots \text{equation}$$

Where CP = Consumer Preference (Dependent variable).

BN, BQTY, BPRI, BADV, BPKG = Brand name, Brand quality, Brand price, Brand advertising, and Brand packaging respectively (Independent variables).

b₁, b₂, b₃, b₄ & b₅ = Coefficients of the five independent variables (brand image).

α = Intercept, e = Error term.

4. Data Analysis and Results

4.1 Characteristics of the Respondents



Four hundred copies of the questionnaire were distributed. Of this number, 381 completed copies of the questionnaire were retrieved. The balance could not be recovered from the respondents in spite of constant reminder while some were not available at home despite several calls on them. All the 381 copies of the questionnaire returned were found usable. This represents a response rate of 95.3 per cent. Table 1 presents the demographic characteristics of the respondents. The Table shows that 207 (54.3%) of the respondents were males, 171 (44.9%) were females while 3(0.8%) did not specify their gender. The majority of the respondents were in the age group of 18 – 24 years (66.7%); this was closely followed by the group, 25– 31 years (24.7%). A total of 171 respondents (44.9%) had B.Sc., B.A., HND or equivalent degrees while 167 respondents (43.8%) had SSCE/WAEC or equivalent. Many of the respondents (342) were single (89.2%), while 36 (9.4) were married. The monthly incomes of the majority of the respondents (75.9 %) were below ₦50, 000. This was immediately followed by between ₦51, 000 - ₦ 100,000 with 13.6%.

Table 4.1: Demographic Characteristics of the Respondents

Demographic Characteristics	Categories	Frequency	Percentage
Gender	Male	207	54.3
	Female	171	44.9
	No Response	3	0.8
	Total	381	100
Age	18-24	254	66.7
	25-31	94	24.7
	32-38	15	3.9
	39-45	12	3.1
	46-52	5	1.3
	Above 52 years	1	0.3
	No response	1	0.3
Total	381	100	
Educational Qualification	SSCE/WAEC or Equivalent	167	43.8
	OND/NCE or Equivalent	34	8.9
	B.Sc, B.A.,HND or Equivalent	171	44.9
	Post Graduate Degree	9	2.4
	Total	381	100
Marital Status	Single	342	89.2
	Married	36	9.4
	Divorced	2	0.5
	Widowed	1	0.3
	Total	381	100
Income Per Month	Below ₦50,000	281	75.9
	₦50,001- ₦100,000	52	13.6



₦100,001- ₦150,000	20	5.2	So urc e: Aut hor
₦150,001- ₦200,000	10	2.6	
₦200,001 and Above	10	2.6	
Total	381	100	

s' fieldwork

4.2 Dimensions of Brand Image

The dimensions of brand image examined in this study are brand name, brand quality, brand price, brand advertising and packaging. The overall mean scores for the dimensions shows that brand price had the highest (4.15); this was immediately followed by brand name (4.10); next was brand packaging (4.06); followed by brand advertising (3.76) and lastly, brand quality (3.56).

Table 4.2: Dimensions of Brand Image

S/N	Dimensions of Brand Image	Mean	Kurtosis	Skewness
	Brand Name			
1	Branding of a product helps in attracting new customers	4.67	-1.338	1.502
2	Brand perception affects consumers purchasing behaviour	4.27	-1.310	2.723
3	The perception of other people about Nigerian Brewery products affect my purchase decision	3.48	-.3840	-.835
4	People's opinion about a brand affects my buying behavior	3.77	.9370	.014
5	I buy a brand that matches my personal values.	4.30	-1.480	2.471
	Overall Mean for Brand Name	4.10	-0.715	1.175
	Brand Quality			
6	I patronize Nigeria Brewery because their produce is of high quality.	3.61	-.6180	-.193
7	Quality of goods produced by Nigeria Brewery appeals my purchase decision	3.68	-.6130	-.097
8	Quality of products offer by the Nigeria Brewery is a major factor impacting my purchase behavior	3.75	-.6050	-.201
9	My loyalty to Nigeria Brewery is unconnected with perceived quality of their goods and services	3.26	-.2760	-.800
10	My loyalty to the Nigeria Brewery is uncompromised due to the assurance of quality products	3.49	-.4190	-.581
	Overall Mean for Brand Quality	3.56	-2.531	-0.374
	Brand Price			
11	Price of the product is used as an indication of high quality	3.90	-.9810	.090
12	Price has direct impact on the sales of product	4.33	-1.754	3.710
13	The price of Nigeria Brewery products affects your decision to pick the product in the market	3.98	-1.080	.733
14	Consumers tend to buy more during product promotion	4.41	-1.794	3.990



15	Consumers buy competing product due to low price	4.11	-1.256	-.881
	Overall Mean for Brand Price	4.15	-1.373	1.5284
	Brand Advertising			
16	Due to advertising exposure, my family members collectively decide to purchase Nigeria Brewery products	3.64	-.496	-.730
17	Advertising induce me to buy products for enjoyment even though I do not require them	3.46	-.409	-.950
18	Advertising help me to find the best products	3.81	-.707	-.401
19	I engage in buying Nigeria Brewery product because they advertised their products	3.43	-.428	-.892
20	Advertising gives room for awareness of product comparison	4.48	-1.736	3.762
	Overall Mean for Brand Advertising	3.76	-0.7552	0.1578
	Brand Packaging			
21	The packaging of Nigeria Brewery products is unique compared with other competitors' products	3.82	3.82	.182
22	The picture quality of the product packaging draws attention of final customers	4.15	4.15	1.564
23	The colour combination on the packaging draws customer's attention	4.03	4.03	1.429
24	The packaging of the Nigeria Brewery products influences customer's purchase intention	3.98	3.98	.486
	Overall Mean for Packaging	4.06	3.995	0.9152

Source: Authors' fieldwork

4.3 Brand Image and Consumer Preference

The objective here was to ascertain the effect of brand image on consumer brand preference. The results are presented in Table 3.

Table 3: Brand Image on Consumer Brand Preference

Dependent Variable	Independent Variable	Coefficient	Standard Error	T-Stat.	Prob.	Decision Rule	Collinearity Statistics	
							Tolerance	VIF
	Brand Name	0.444574	0.080332	5.534215	0.0000	Sig.	0.761	1.317
	Brand Quality	0.143520	0.079101	1.814392	0.0712	Not Sig.	0.528	1.898
	Brand Price	0.257586	0.065216	3.949738	0.0001	Sig.	0.383	2.622
	Brand Advertising	0.163920	0.078946	2.076355	0.0392	Sig.	0.348	2.885
	Brand Packaging	-0.039209	0.042192	0.929294	0.3539	Not Sig.	0.354	2.388
Consumer Brand Preference	Constant	-0.545918	0.507779	8.515426	0.0000			
R-square=0.99 R-bar square=0.98	F-Stat. = 4830.24 DW-Statistic = 1.68	Prob (F-Stat) = 0.000						

Source: Authors' fieldwork



According to Hair, Black, Babin, Anderson and Tatham (2010), “to conclude that multicollinearity is absent in any data set, the tolerance value must be considerably beyond 0.10 while the variance inflation factor (VIF) ought to be below 5”. The results in Table 3 show that the tolerance values ranged from 0.348 to 0.761, an evidence of substantial scores above the minimum threshold. Additionally, the variance inflation factors (VIFs) ranging from 1.317 to 2.885 were way below the maximum limit of acceptability.

The result in Table 3 shows that consumer brand preference has no significant effect on brand quality and packaging. The p-value for brand quality (0.0712) and p-value for packaging (0.3539) show that brand quality and packaging do not have a significant effect on consumer brand preference. On the other hand, brand name, brand price and brand advertising had significant effect on consumer preference. The p-value for brand name (0.000); p-value for brand price (0.0001) and p-value for brand advertising (0.0392) show that brand name, brand price and brand advertising are significant at the 0.05 level of significance.

The value of R-square which is 0.99 indicates that the independent variables (brand name, brand quality, brand price, brand advertising and packaging) together explain 99 % of the systematic variation in the dependent variable (consumer brand preference). The F- statistic of 4.830 and p-value of 0.000 is significant at 0.01.

5. Discussion of Findings

The empirical investigation revealed a number of findings. The study found that brand name and brand price had a significant effect on consumer preference. The study also revealed a significant effect between brand quality, brand advertising and brand packaging and consumer preference. This finding corroborates and earlier finding by Oli (2019) who reported that there is a significant relationship between consumer’s perception of brand name and brand price and consumer preference. The study also found that there is no significant effect between brand quality, brand advertising and brand packaging and consumer preference. Similarly, the study somewhat corroborates the finding by Adane (2017), who found that brand image had significant effect on consumer preference. The findings of the study indicated positive correlations with all variables with high factor loadings. Lastly, this result confirms an earlier finding by Chukwuneme (2012) in his study on product branding as a tool for increasing consumer loyalty in the telecommunication industry in Nigeria that product branding and features has a significant effect on product choice and customer patronage.

6. Conclusion and Recommendations

Due to the lack of consensus inherent in scholarly studies on the effect of brand image on consumer brand preference, this study seeks to find out the effect of brand image on consumer brand preference, evidence from Nigerian Breweries PLC. The study found that consumer brand preference had a significant effect on brand name and brand price. The study also found that brand quality, brand advertising and brand packaging do not have a significantly effect on consumer brand preference.

On the basis of the research finding, the following recommendations are made:

- a. The study recommends that Nigerian Breweries should advance and uphold imaginative brand names that convey product positive and specific features and benefits in a consistent method that goes a long way to differentiate the product from that of the competitors in the market place.



- b. Based on the findings, Nigerian Breweries should pay critical attention to their price and pricing strategy since consumers are very sensitive to changes in prices.
- c. Lastly, advertising should be used continuously as a means of sending positive messages to, and sharing information with the general public.

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APPENDIX
QUESTIONNAIRE ON EFFECT OF BRAND IMAGE ON CONSUMER BRAND PREFERENCE: EVIDENCE FROM NIGERIAN BREWERIES PLC, BENIN CITY
SECTION A

INSTRUCTION: Please tick appropriately in the box/column as []

SECTION A: Personal Data

1. Sex: Male [] Female []
2. Age: 18-24yrs [], 25-31yrs [], 32-38yrs [], 38-45yrs [], 46 - 52yrs [], 53 and above []
3. Education Qualification: SSCE/WASC [], OND/Diploma [], HND/B.Sc. [], M.Sc./MBA [], Ph.D []
4. Marital Status: Single [], Married [], Divorced [], Widowed []
5. Income: Below ₦50,000 [], ₦51,000 – ₦100,000 [], ₦101,000 – ₦150,000 [], ₦151,000 – ₦200,000 [], ₦201,000 and above []

SECTION B:

Instruction: On a scale of 1-5, please indicate the extent of your agreement or disagreement as they relate to your perceptions of brand image on consumer brand preference. Please note the meaning of the following abbreviations; SA= Strongly Agree, A= Agree; U=Unsure; D= Disagree and SD= Strongly Disagree.

S/N	Dimensions of Brand Image	SA (5)	A (4)	U (3)	D (2)	SD (1)
	Brand Name					
1	Branding of a product helps in attracting new customers					
2	Brand perception affects consumers purchasing behaviour					
3	The perception of other people about Nigerian Brewery products affect my purchase decision					
4	People’s opinion about a brand affects my buying behavior					
5	I buy a brand that matches my personal values.					
	Brand Quality					
6	I patronize Nigeria Brewery because their produce is of high quality.					
7	Quality of goods produced by Nigeria Brewery appeals my purchase decision					
8	Quality of products offer by the Nigeria Brewery is a major factor impacting my purchase behavior					
9	My loyalty to Nigeria Brewery is unconnected with perceived quality of their goods and services					
10	My loyalty to the Nigeria Brewery is uncompromised due to the assurance of quality products					
	Brand Price					
11	Price of the product is used as an indication of high					



	quality					
12	Price has direct impact on the sales of product					
13	The price of Nigeria Brewery products affects your decision to pick the product in the market					
14	Consumers tend to buy more during product promotion					
15	Consumers buy competing product due to low price					
	Brand Advertising					
16	Due to advertising exposure, my family members collectively decide to purchase Nigeria Brewery products					
17	Advertising induce me to buy products for enjoyment even though I do not require them					
18	Advertising help me to find the best products					
19	I engage in buying Nigeria Brewery product because they advertised their products					
20	Advertising gives room for awareness of product comparison					
	Brand Packaging					
21	The packaging of Nigeria Brewery products is unique compared with other competitors' products					
22	The picture quality of the product packaging draws attention of final customers					
23	The colour combination on the packaging draws customer's attention					
24	The packaging of the Nigeria Brewery products influences customer's purchase intention.					
	Consumer Brand Preference					
25	Brand name strongly influence consumer preference for Nigeria Brewery products.					
26	Brand quality strongly influences consumer preference for Nigeria Brewery products.					
27	Brand price influences consumer preference for Nigeria Brewery products.					
28	Brand advertising strongly influence consumer preference for Nigeria Brewery products.					
29	Brand packaging strongly influence consumer preference for Nigeria Brewery products.					