THE ROLE OF BRANDING IN CADBURY NIGERIA PLC.

Abstract

With the current taste of consumers on the branded goods, it is essential that any technique takes into consideration how the term brand is interpreted, since there are differing opinions regarding the meaning of “brands.” This thesis will discuss and seek to analyse the ways brands have been interpreted in the literature of this dissertation and, how marketers promote it to the final consumer and also shows how brands are interpreted by practitioners.

The study will also focus on the analysis of brand awareness, brand equity, and consumer buying decisions’ making. That means the literature will focus on these categories with a consistent framework which will enable us to explain each section clearly. As it is remarkably known, lots of companies use brands a differentiating device in order to gain market shares and some use it to a marketing control tool to win the minds of consumers while others use it as a communication tool to create awareness and build trust to its consumers. Therefore, as we all know brand is only an identity (a representative) of a company which helps to distinguish seller’s goods and services from those of other sellers.

Keywords: Brand, product, loyalty, consumer, marketing and Lagos Nigeria.

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CHAPTER ONE

1.0 INTRODUCTION

* 1. BACKGROUND OF THE STUDY

In developing a marketing strategy for individual product, a marketer in a bid to boost sales is confronted with the issue of branding. According to “Wikipedia, 2017” a brand is a name, term, design, symbol, or other feature that distinguishes one seller’s product from those of others. A brand is what makes a product stand out from those of its competitors, it makes it distinct. Richmond (2016) opines that there is more to a brand than a set of features a name or logo; it is your company’s emotional connection with stakeholders. It’s the synthesis of people’s perceptions and experiences of your business.

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can easily communicated and usually marketed (Whatis.com). For a brand to stick in the minds of consumers: there has to be brand awareness. Brand awareness has been argued to have important effects on consumer decision making by influencing which brands enter the consideration set, and it also influences which brands are selected from the consideration set (Macdonald& Sharp, 1996). A consideration set is the set of brands to which a consumer gives serious attention when making a purchase decision (Macdonald & Sharp, 1996).

Cadbury Nigeria Plc is involved in Manufacturing Cocoa based Beverages, Confectionery and Food Products. Cadbury Nigeria is a member company of Cadbury Schweppes Plc, a major player in the global Confectionery and beverages markets with over 40,000 employees and business operations in 200 countries. In addition, the initial objective of Cadbury in the 1950’s was to source cocoa and prospect for a market in Nigeria, the need for a trustworthy brand for beverages which led to the establishment of a manufacturing facility in Ikeja, North part of Lagos, in 1965.

Similarly, Cadbury Nigeria Plc was incorporated in 9165 and later listed in the Food/Beverages subsector of the Nigerian Stock Exchange in 1976. The company is currently a producer (manufacturer) of sugar confectionery, gum and food beverages for the Nigerian and West African sub-region markets. Therefore, some of its leading brands includes: Bournvita, Bubba bubble gum, Eclairs, Chocki, Trebor Mints, Halls Take 5 (Vitamin Candy), and crème rollers. However, the company’s 75% shares are owned by CSOL, a subsidiary of Cadbury Plc, which is a UK based global confectionery company. And, the remaining 25% of shares are held by a highly diversified spread of Nigerian individuals and institutional shareholders. The existence of Cadbury for years as just a Cocoa Company has helped create awareness and a market for it before venturing into making beverages and confectionery. People have inadvertently believed that a company that has originally being in just cocoa production will be able to deliver a trustworthy beverage. This has without even paying attention created an impression in the minds of its consumers.

In the earlier times, the brand mark was sufficient as a means to differentiate the goods of one producer from another. In recent times, people go for more than just brand mark. In today’s cluttered retail environment, consumers are overwhelmed with choice. However, consumers aren’t even able to attend to all of the items on display let alone weigh up all of the available options; they must decide what to buy in a blink. In order to make such fast decisions, consumers need to use mental shortcuts, or certain heuristics to guide their choices. Certain cues present in the environment guide shopper’s attention and aid their decision making. Although consumers are not conscious of the cues or the mental shortcuts they have used to arrive at a decision

The buying process is a combination of mental and physical activities that ends with an actual purchase almost immediately. Perhaps the most powerful mental shortcut available to a consumer is branding, branding allows to a consumer to make a choice quickly and efficiently from a huge array of products. Specifically, branding draws consumers attention to certain products; it allows them to recognize a familiar product easily without breaking a sweat and helps them retrieve stored information from memory about those products. Understanding this important role of branding in consumer decision making is the broad aim of this research.

1.2 STATEMENT OF RESEARCH PROBLEM

Since it is remarkable that many companies are able to have better products and yet sometimes they are unable to compete in some markets due to their poor branding activities. Thus, strong brands have the potential to generate long-term and loyal customers, which would eventually lead to an increase in sales in the future (Hess, Story &Danes, 2011).

Consumers nowadays have got a wide variety of choice. It is found that consumer’s perceptions and knowledge of a product serves as a major determinant that affects their buying decisions.

As a result of the challenges in managing brands and its benefits, the research will bring into focus a critical evaluation of branding and its role or impact in consumer decision making process.

* 1. RESEARCH QUESTION

The following research question will serve as a guide in finding answers to the problem of this study.

1. Does branding play a significant role in product awareness in Cadbury Nig Plc?

However, from this research question we can be able to answer some like how branding influence the buying decisions of consumers and so on.

1.4 OBJECTIVE OF THE STUDY

The primary objective of this research studies is to help us determine the influence of branding and how customers make a purchasing decision. Therefore, in order to comply with the primary objective, the specific objectives should be put into consideration:

1. How to evaluate the role of branding in product differentiation.

2. How to determine whether branding influence the buying decisions of consumers.

3. And finally, how to examine how branding sells impacted the benefit of a product.

* 1. RESEARCH HYPOTHESIS

In order to achieve the objectives of our study which are stated above, the following hypothesis will be generated and tested.

HYPOTHESIS 1:

H1: Branding has no significant influence on the purchase level and consumer decision making of Cadbury products.

SCOPE OF THE STUDY

1. The scope of this study focuses on the role of branding in consumer decision making with a particular reference to Cadbury Nigeria Plc. Therefore, the research will study the role of branding, brand awareness and brand equity on consumer buying decisions. To establish facts relating to the objectives of this research work, this paper will discuss research design, the population of the study, sampling techniques, sampling size, data collection instruments and method of data collection and analysis. It also further explains the justification for selecting such tools from outside sources and many other alternatives that are available.
   1. SIGNIFICANCE OF THE STUDY

A brand provides an array of importance not only to the organisation but to the buyer as well. Therefore, branding helps the seller segment markets, bring value to a product or service for consumers do attach meanings to brands and develop brand relationships. Similarly, brands enable consumers to identify products or services that might be of high benefit to them. Brands also say something about product quality or offerings. Buyers who always purchase the same brand know that they will get the same product benefits and quality each time they buy.

This research will be significant to the following groups of people:

1. Researchers: it will serve as a literature material to enhance further research for researchers. It would be the basis upon which to build on.
2. Consumers: This research will help to educate the consumers on how branding affects their purchase decision and buying a pattern. It exposes them to reasons why they make a repeat purchase of some products over another.
3. Marketers: It will also help marketers and organizations who wish to increase sales volume realise the part branding plays on sales.

The study is generally relevant because the findings will help companies in the industry fortify their existing branding strategies.

1.8 LIMITATIONS OF THE STUDY

The researcher encountered some difficulties in the process of gathering information on the subject under study. Most of the documents and papers relevant to this research work were obtained not with ease. A sizeable proportion of the population didn’t think their decision on the product was brand-driven, hence, that accounted for the small sample size. Also, many of the respondents were reluctant because most people felt the reasons for choosing a brand over another is confidential some respondents thought their opinions might be used against them and were a bit reluctant to give information. However, reasonable efforts were made to obtain the necessary data for the research.

1.9 PLAN OF THE STUDY

The study is divided into five chapters as follows: Chapter one comprises of background to the study, statement of the problem, research question, the objective of the study, research hypothesis, scope of the study, the significance of the study, limitation of the study and plan of the study. Chapter two focuses on literature review which will discuss relative theories and research on the topic under study by different authors. Chapter three presents the research methods used for this study. It shows the research design, population of the study, sample size, sampling procedure, a method of data collection, techniques of data analysis and chapter summary. Chapter four shows the presentation on how data will be analysed, discussion on the research findings. Chapter five comprises of summary, conclusion, and recommendation of the study.

CHAPTER TWO

2.0 LITERATURE REVIEW

* 1. INTRODUCTION

Consumers constantly select a particular brand over others because they are supportive. Economic, functional and social benefits of brands can be traced as far back at the middle ages. In any case, branding spares a consumer the stress of having to select among various alternatives. In some cases, a consumer selects a brand not only because of its quality but they could also select it because of what the society perceives of the product and thereby use the purchase of such products to enhance their self-esteem in the society.

An important aspect of branding is identity (Kathman, 2002), with this identity comes meaning. As Phillips (2000) claims that meaning is to the brand. If this is so, then he is right in saying that comparison of brands is possible in terms of overall affinity, performance, equity, and value. Even if all these components are further broken down, comparison of brand is still possible. Thus , the brand name of a particular firm , if it is able to utilize all these components well to its advantage , it can indeed be an important asset which can help demands for its product soar by positively affecting consumer decisions.

Nowadays, the brands become basis for choosing a particular product (Silva, 2006). For instance in the food industry, report showed that this is the motivating factor in the choice of food product as people will be very wary of what they consume, because the consumption of unknown or unreliable products can upset their stomach and in some cases lead to food poisoning as some people usually experience. Furthermore, branding has social functions as observed by Wernerfelt (1990).

Specifically, those who use a particular brand of product in public convey certain meaning. For instance, drinking Gatorade on a hot day, instead of generic water, could communicate that the person who has the Gatorade is very conscious of his /her salt levels and belongs to the upper class of the society. There are actually three types of benefits to individual consumers as claimed by Ambler (1997). It can be classified as economic, functional and logical and there are existing literatures to support this claims. Purchasing of brands can be motivated by external influences (Feltham, 1998) but ultimately, it is what makes the consumer think that the product is important. That is why this research attempts to probe minds of the consumers by investigating how branding affects his /her purchasing decision if it does affect it at all.

* 1. BRANDING AS A CONCEPT.

According to (Karr, 2015) who stated that “a brand is an identity of a company, product or service that has been in use over time. That means a brand incorporates both the visual and communication aspects of the company as defined by the enterprises and, as well as the perceived identity from others outside that company. Therefore, the visual aspects of the company include colours, graphics, logos, sounds, and videos. However, while the communication aspects of the company includes: personality, motion, culture, experience, and conscience of the corporation and the people within that entity.” In addition, it makes sense to understand that branding of a company is not only about getting your target consumers to choose you or your products over other competitors in the marketspace, but it is all about getting your prospective products and services to see you as the only one that has a solution to their problem.

Furthermore, some of the objectives that a good brand is expected to achieve includes: confirming credibility, connecting emotionally with target, delivering the message clearly, prospects, motivating buyers and concreting loyalty in the minds of consumers. Therefore, in order to succeed in branding, the company must understand the needs and wants of their consumers and prospects. That means, it can be done by integrating its brand strategies through their company at every point of public contact in order to make sure that their brand resides within the hearts and minds of consumers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which they can influence, and some that they cannot.

Furthermore, Kotler (1997) shows numerous reasons why a product is being branded. An understanding of these reasons brings about the importance of branding to the consumer and to the marketer. Branding assures the consumer of the uniqueness of the product he is buying in terms of quality and performance. In addition, branding;

1. Assists the consumer in identifying the product desired.
2. It serves as a source of information to consumers.
3. It identifies the form behind the product.
4. It offers consumers the opportunity to compare products and make a choice among available alternatives.
5. It gives the consumers certain psychological satisfaction.
6. It bridges the gap between the manufacturer’s promotional programmes and consummation of sales to consumers.
7. It enhances consumer welfare as consumers can get new or improved product that come as a result of branding.

A strong brand is invaluable as the competition for customers intensifies on a daily basis. However, it is important to spend some time investing in researching, defining, and building your brand. After all, your entire brand is the source of a promise to your consumer. It's a foundational piece in the marketing communication and one you do not want to be without. Therefore, branding afford a company the opportunity to control sale of its products. In addition;

* It aids advertising and display programme as a manufacturer can now build his promotional company round his products.
* It stimulates repeat purchase and other protection against product substitution by consumers.
  1. Purchase Intention and brand equity

According to (Teng, 2008) stated that, the purchase intention depicts consumers preference to purchase the product, whose its image is very obvious to consumers. Moreover, consumers are very aware of certain brand names through advertising, past experience or even information from friends and relatives who has knowledge of that product. However, the intention of a consumer to purchase a particular brand can be solely his willingness to or not to buy that brand after being advertised to TV commercials, a consumer might be interested in the product. Although, being just interested in a product does not mean that the consumer has the intention to buy the product. Therefore, it brings about the need for brand equity. Brand equity is simply a set of brand assets and liabilities that linked to a brand, its name and symbol that add to or subtract from the value provided by a product or services to a firm and/or to that firm’s customers” (Cravens, 2003).

Similarly, a brand loyalty depicts how consumer preferences to purchase certain brand; however, consumers tend to believe that the brand offers the enjoyable features, images, or standard of quality at the right price. And this kind of belief and faith of the customer becomes a base for a new buying habits for such brand. In addition, some customers will purchase a brand for trial and use it after being satisfied, they will keep on buying the product from that particular brand. In this case, brand loyalty serves as an encouraging approach towards that brand paving a way to regular purchase of the brand over time.

Similarly, brand name awareness is the second category of the brand equity. The brand name awareness plays a vital role in the consumer decision making process whereby if a consumer has already heard the brand name, the consumer would feel more comfortable about the brand at the time of making final decision. Consequently, consumers normally do not prefer to buy an unknown brand, especially if it is an expensive product or if the price difference as compared to its competitors is not very much. Therefore companies’ strong brand name is a winning track as customers choose their brand over unknown brands.

2.3 Emotional Branding

According to Marken (2003), stated that emotional branding clarifies the values of the company to the customers and that’s where branding of a product starts when a company designs its product with a great features and capabilities which are better than what their competitors are offering to the customers in the market. The company then has a “position” in a distinct category against competitors. The problem increases when neither of the groups has made efforts to create emotional bond between the consumers, the company and its product. When companies want to know what consumer feels about them, they have to build a personal communication with the consumers. In this way, a company can consider itself most preferred because consumer perception is very important for companies. However a company can learn a lot by listening to its consumers view. It is essential for companies to align with their product by relating to their consumers emotionally; otherwise a product can be a product and not be in sync with the brand image and perception in the consumer’s minds. Emotional Branding also considers brand name which influences consumer decision making process.

* 1. Brand Name

As we all know that the choice of a brand name is very important because sit is the name of the brand that captures the central theme or key association that sticks in the memory of the consumer. Brand names can be an 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 people can easily memorize. Keller (2008), contributed that the core bases of naming a brand is that it should be unique, easily distinguished from other names, can be easy to remember and the brand name is attractive to customers. However, some people tend to have strong connection to brands and brands name. Therefore, brand names’ greatly influences the consumer decision this is because some consumers all that matters to them is the name of that brand.

* 1. Logos and symbols

Logos and symbols have a long history which represent and depicts brand identification of the company. Therefore, there are different kinds of logos today and all of them are unique from corporate names and trademarks. Logos and symbols are some of the easy ways used to identify a product. It is a greater success if symbols and logos become connected and corresponds with a brand name and product to increase brand recall. According to Keller (2008), says that customers can easily identify symbols but unable to connect them to any particular brand or product. However, logos helps companies to develop the brand equity through brand identification and brand loyalty. Similarly, logos are very important assets and companies spend enormous energy and time plus money to promote these brandish logos and symbols. In addition, logos and symbols are some of the successful way to send a signal directly into consumers mind. However, if consumers finds out that something is easily identifiable and preferably in a positive way then they feel even more comfortable with that brand. On the contrary, in case there is not much difference among brands, then logos and symbols can be a very good and effective way of differentiating the brands from others.

* 1. CONSUMER BEHAVIOUR

According to Stanton (1984), perceived consumer behaviour as the decision/process and as a physical activities that individuals engages themselves into whereby they evaluate, compare, acquire and use or dispose of product service. Consumer behaviour can be described as the behaviour exhibited by people in planning, purchase and using economic goods and services. It is determined by economic, physical and sociological considerations. The behaviour of a consumer is influenced by complexity of factors, among which is branding. The variables involved can sometimes be so many and inter-meshed that it is impossible to identify them separately.

Schiffman (2005), argues that consumer behaviourist focus specifically on how consumers decide to spend their resources i.e., time, money and so on various products to see whether those products can meet with their needs and requirement. In addition, consumer behaviourist surpasses the study of where, what, how, when, and why the consumers will buy these products. However, the company also pay closer attention to how often the consumers use the products and how the consumers evaluate these products after they have purchase it and what are the effects of consumers evaluations on their future purchases etc.

Furthermore, Kotler (2007), contributed and expressed that complex behaviour is perceived when consumers are eagerly involved in making a purchase decision. However, complex buying behaviour calls for high level of involvement on the part of the consumer. In case of high involvement, consumers tends to distinguish salient characteristics among the competitive brands. In addition, consumer engages in an extensive information search in order to get some knowledge about a product category so that they can be able to convince customers to make good purchase decisions.

* 1. CONSUMER BUYING MOTIVES AND PROCESS

According to Stanton (1984), defined a consumer buying process as a decision process and physical activities that individuals engaged in when they evaluate, compare, acquire and use or dispose of any products. Therefore, the study of consumers is about what consumer’s buy, where they buy it, why they buy it, how often they buy it, and how often they use it.

A motive, as defined by Stanton (1984), is as an internal energising force that orients a person’s activities toward satisfying a need or achieving a goal. It is the driving force that causes a person to take action to satisfy a need or achieve a goal. It is the driving force that causes a person to take action to satisfy specific needs. This as a result, is what makes Cadbury Plc endeavour to recognise forces that affect consumer’s purchase action like branding product quality etc. Consumers buying motives can be generally classified as:-

1. Rational ;this involves deliberation, reasoning and self-approval
2. Emotional; this is non-rational or involving reasoning
3. Conscious ; that is without being aroused
4. Dormant; this is aroused by marketing operations
5. Primary which is influential in buying a particular brand
6. Selective which involves decision to buy a particular brand
7. Patronage which is the decision to make repeat purchases.

The consumer decision making process refers to different steps a consumer takes to purchase a product. If a consumer wants to make a purchase he or she takes a sequence of steps in order to complete this purchase. These steps include: Problem recognition, information search, evaluation of alternatives, purchase decision and post purchase evaluation. Problem recognition includes; when a consumer feels a significant difference between the current state and ideal so consumer thinks there is some problem to be solved. The problem may be small or big then the consumer seeks information about the product. The extent of information search relies on the level of consumer involvement. In case of expensive products, the level of involvement is high.

Conversely, in case of relatively cheap products the level of involvement is usually low. In the third step, the consumer evaluates the different attributes of the brands. Consumer may consider the product attributes and compare brand products. In the final step consumer makes his choice about a product. It’s true that a consumer may not necessarily go through all the decision making steps for every purchase he or she makes. At times, consumer makes his or her decision automatically and the decision may be based on heuristics or mental shortcuts. Other times, in case of high involvement products consumer may take a long time before reaching a final purchase decision. It depends on consumers’ importance of the products like purchase of a car or home. More over cons Numbers try to make an estimated brand universe on the basis of available information about the brands, and to make an estimated the utility function on the basis of past consumption experience (Solomon, 2006).

According to Stanton (1984), consumer buying decision process is a major aspect of consumer behaviour. It implies that buying does not just happen, rather it follows a step by step process of which actual buying is stages. It is also true that not all decision process lead to purchases as the individual may end the process at any state (Stanton 1984). In greater details the steps are:

A. PROBLEM RECOGNITION

This is the starting point in the buying process and involves the buyer recognising a problem or need. This stage occurs where the buyer becomes aware of the gap between his actual condition and the desired state. This can be triggers by internal and external stimuli. The task of companies such as Cadbury Plc is therefore to identify those stimuli that trigger a particular need and then develop strategies that trigged consumers’ interest. Also, where consumers are unaware of a need, marketer can trigger of recognition of such needs through appropriate strategies like branding, advertising etc Stanton (1984)

B. INFORMATION SEARCH

After recognising the problem or need, the buyer continues in the buying decision process by searching for more information about products that will help to solve the problem or satisfy the need. This information search makes him to more receptive to information and / or actively searching or information.

Information search can take the form of:-

1. Internal search is where buyers search their memory for information about product branding that might solve the problem.
2. External search involves collection of information from personal source (family, friend, neighbour acquaintances) commercial sources (advertising, sales person, branding, packaging etc), public sources (mass media consumers rating organization) and experimental sources (handling, examine and using the product). Stanton (1984)

C. EVALUATION OF ALTERNATIVES

Information search leads to the awareness of the availability of many competitive brands. These alternative brands most be evaluated on criteria for evaluation include need of the buyer, benefits expected from the product, attributes and abilities of the alternatives to deliver the benefit sought. Stanton (1984)

D. PURCHASE DECISION

According to Stanton (1984), stressed out that the evaluation process guides the buyer in choosing the product or brand to that they want to buy. They can also chose the seller from whom they want to buy the product from. However, the brand that is eventually chosen most meet with the buyer’s expectations according to the terms of product characteristics and ability. Therefore, the availability of the product can also affects its choice and if the choice is not available then the next brand that is available will be chosen. Family play a vital role on this buying stage.

E. POST PURCHASE EVALUATION

This stage occurs after the product has been purchased. The product has to be assessed to ascertain whether its actual performance meets buyer’s expectation. The result of this evaluation is an experience of satisfaction and dissatisfaction. The task of marketing does no end at the purchase stage rather, it continues into the post purchase stage. Marketer must therefore monitor post purchase stage as it determines whether buyer complains about the product, tell other about the product or purchase the product again (Stanton 1984).

* 1. SUMMARY

To succeed in branding, you must understand the needs and wants of your consumers and prospects. The purchase intention shows consumers preference to purchase the product, whose image is very close. For a company to be highly competitive and gain a larger part of the market share, it has to pay great attention to its brand and what its brand encompasses. It has to monitor the consumers’ perceptions and views because its brand is its uniqueness. Its brand is what passes a message and the message each consumer reads or perceives determines his purchase decision increase overall sales, the life cycle of the product and how long it stays in the market.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 INTRODUCTION

To make the effect of branding on consumer decision lucid, this chapter discusses the research design used, the selected population of the study, the sampling techniques applied, the sampling size adopted, data collection instruments and method of data collection analysis. It also explains the justification for selecting such tools from the many alternatives that are available.

3.2 RESEARCH DESIGN

Research is a means of enhancing knowledge from generation to generation. Therefore it is important that the detailed procedure adopted in the conduct of any research be documented to warrant verifiability of position taken, such detailed procedure or methodology need to be justified as to whether they best fit the situation at hand which adds quality to the research findings. For this reason, research design becomes imperative. It reveals the detailed plan, structure and strategy of investigation conceived so as to obtain answers to research questions. The study was conducted to determine the role of branding on consumer decision making. To be able to gather the necessary information for the purpose of this research work, the following research designs were adopted to complement one another:

I) Social Survey Research Method

Survey research method studies both large and small population by selecting samples chosen from population to discover the relative incidence, distribution and interrelations of sociological and psychological variables Osuala (2005). This method helps in selecting a manageable sample through which the researcher can infer the behaviour of the total population with certain degree of accuracy. Due to the inability of the researcher to reach every member of the population as a result of their number, a carefully selected sample in which the results were used to generalize on the population was obtained.

II) Historical Method

History is any integrated narration of description of past events or facts written in a spirit of critical enquiry for the whole truth. The use of historical research method is a conscious attempt to study past trends of events in order to relate the present happening for better appreciation and maximizing the benefit. (Asika, 1991). History is an inquiry into the past and its aim is essentially to interpret past trends of events. This granted the researcher the opportunity of gaining clear perspective of branding as it relates to the consumer decision making, and the various changes that have taken place as well as the trends and processes associated with the research problem.

III) Descriptive Method

This is concerned with the collection of data for the purpose of describing and interpreting a given phenomenon. The central purpose of this method is the discovery of meaning. Akuezuilo (1993) Asserts that the descriptive research seeks to find out the conditions or relationships that exist, opinions that are held, processes that are going on, effects that are evident or trends that are developing.

3.3 POPULATION OF THE STUDY

Akinade&Owolabi (2009) defined population as the total set of observations from which a sample is drawn. Due to the limited financial resources, a possibly large area to cover and the period allocated. Hence, there was the need to draw out some fractions which can be easily monitored, controlled and managed. The population of this study are the consumers as the research is centred on how branding affects their decision making.

3.4 SAMPLE SIZE AND SAMPLING PROCEDURE

Japheth (2014) defined a sample as a manageable section of a population but elements of which have common characteristics. In the light of this, the researcher selected an unbiased representative sample for the purpose of the research, as the population is homogenous with members having similar characteristics. Simple Random Sampling procedure was adopted as this method gives every member of the population a non-zero probability of being selected. . The Sample selected was representative and this gave each member a chance of being represented dutifully. A total of 50 people were sampled, and their unbiased and objective opinions formed the basis of the conclusions for the research work.

3.5 METHOD OF DATA COLLECTION

Two sources of data were employed for the purpose of this study.

* Primary data: This includes the use of questionnaires which was administered to the consumers of Cadbury Nigeria plc products. This was aimed at collecting information on the role of branding in consumer decision making. The questionnaires were close ended in nature, it provided the respondents with the alternatives of choosing if; they strongly disagree, disagree, strongly agree, agree or were undecided.
* Secondary Data: This includes other sources that supplemented the primary data examples of such are: journals, handbooks, annual bulletins, working papers, internet as well as review of past literatures. However, the primary data was relied upon more as this was gotten directly from those who have a stake in the brands and products of Cadbury Nigeria Plc unlike some of the secondary data information which might have undergone series of editing thereby altering its authenticity.

3.6 DATA ANALYSIS TECHNIQUE

The analysis and interpretation of raw data of any investigation are means by which research problems are being provided with solution and stated hypothesis is being tested. The technique of data analysis used in order to achieve the purpose of this study includes, tables and percentages for clear presentation and quick comparison. The hypothesis is being tested using the chi-square statistical tool. This tool is usually used to test correlation and level of dependence in situations where one variable is affected by or related to other variable. For this thesis, the consumer decision making process was in some cases influenced by the branding of Cadbury Nigeria Plc’s products. The Z- statistic for 1-tail test was adopted was used due to its practical applicability to the study. Its application below:

The Z- statistic is given by;

Z-cal = X- µ / ơ/n

Where X= Sample Mean

µ= Population mean

ơ= Standard Deviation

n= Sample size

The decision rule is based on the values of ”Z-cal” calculated (Z-cal) and ”Z-tab” tabulated or tab. Where the value of ”Z-cal” > ”Z-tab”, reject null hypothesis (Ho) and accept alternate hypothesis (H1). If otherwise then accept Ho.

To achieve the objectives of this research work and to test the hypothesis. The research work was designed, the appropriate sample procedure was adopted, and the data was gathered using a questionnaire after the respondents were convinced that the study was of no risk to them if they participated and will have no short or long run effect of affecting them and will only help to bring about improvement in the quality of the product. The responses will be discussed and analysed in Chapter 4.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 INTRODUCTION

This chapter introduces the result of survey conducted in the topic “The role of branding in consumer decision making, using Cadbury Nigeria PLC as a case study”. The main instrument for data collection is questionnaire, while statistical technique were used to analyze the data based on the hypothesis and some other relevant themes given in the earlier chapter.

A covering letter introduced the questionnaire and out of eighty (80) questionnaire, fifty (50) were returned as being adequately attended to by the consumers all of whom were the respondents. Hypothesis was tested using chi square analysis statistical tool and the outcomes were measured with percentages. Interpretations, comments were given at the end of the mathematical presentation.

4.2 DATA PRESENTATION AND ANALYSIS

TABLE 4.2.1 AGE DISTRIBUTION OF THE RESPONDENTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Below 20 yrs | 6 | 12.0 | 12.0 | 12.0 |
| 21-30 yrs | 24 | 48.0 | 48.0 | 60.0 |
| 31-40 yrs | 2 | 4.0 | 4.0 | 64.0 |
| 41-50yrs | 10 | 20.0 | 20.0 | 84.0 |
| 51yrs and above | 8 | 16.0 | 16.0 | 100.0 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Source: Field Survey (2016) Table 4.2.1 shows that 6 respondents, who constitute 12% of the population, are below the age of 20. 24 respondents, who constitute 48% of the population, are between the age of 31-40 .10 respondents, who constitute 20%, are between 41-50 years of age. And the remaining 8 respondents, who constitute 16%, are above 51 years. Majority of the respondent are between the ages of 21-30.

TABLE 4.2.2 SEX DISTRIBUTION OF THE RESPONDENTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Male | 22 | 44.0 | 44.0 | 44.0 |
| Female | 28 | 56.0 | 56.0 | 100.0 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Table 4.2.1 shows that 22 respondents who constitute 44% of the population are Male while 28 respondents who constitute 56 ٪ of the population are Females. It is clear that majority of the respondents are female due to nature of the products. As it was gathered that majority of males will rather have Alcohol than beverage.

TABLE 4.2.3 MARRITAL STATUS DISTRIBUTION OF RESPONDENT

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Single | 24 | 48.0 | 48.0 | 48.0 |
| Married | 16 | 32.0 | 32.0 | 80.0 |
| Divorced | 4 | 8.0 | 8.0 | 88.0 |
| Window | 6 | 12.0 | 12.0 | 100.0 |
| TOTAL | 50.0 | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.3 above indicates that 24 respondents who constitute 48% of the population are Single, 16 respondents who constitute 32% are Married, 4 respondents who constitute 8 % are Divorced and 6 respondents who constitute 12% of the population are Widowed. Majority of the respondents are single due to the nature of the product and its daily need. As some of the singles claim that the product is all they have for breakfast

TABLE 4.2.4 WHAT BRAND/PRODUCT DO YOU PURCHASE

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Bournvita(chocolate beverage) | 22 | 44.0 | 44.0 | 44.0 |
| Stimorol (beverage) | 8 | 16.0 | 16.0 | 60.0 |
| Eclairs Sweet (candy) | 14 | 28.0 | 28.0 | 88.0 |
| Other | 6 | 12.0 | 12.0 | 100.0 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Table 4.2.4 above, shows that majority of the respondents purchase Bournvita as they claim it is the product of Cadbury Plc they are most familiar with and they constitute 44٪of the population, 8 respondents purchase stimorol; they constitute 16 ٪ of the population, 14 respondent who constitute 28٪ of the population purchase Éclairs Sweet, while 6 respondents who constitute 12٪ of the population purchase other products. Most of the respondents consume bournvita due to the fact that they were known to be more into cocoa in the 1950’s and people thereby rely on them to give the best of beverage.

TABLE 4.2. PRICE AFFORDABILITY INFLUENCES YOUR BUYING DECISION

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 10 | 20.0 | 20.0 | 20.0 |
| Agree | 26 | 52.0 | 52.0 | 72.0 |
| Undecided | 4 | 8.0 | 8.0 | 80.0 |
| Disagree | 8 | 16.0 | 16.0 | 96.0 |
| Strongly Disagree | 2 | 4.0 | 4.0 | 100.0 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Table 4.2.5 above, it shows that 10 respondents who constitute 20% of the population strongly agree, 26 respondent who constitute 52.0٪of the entire population Agree that price affordability influences their buying decision, 4 respondents who constitute 8 ٪ of the population are not certain with their option, 8 respondents who constitute 16% Disagree while 2 respondents who constitute 4% of the population Strongly Disagree that price affordability influences their buying decision. Majority of the respondents Agree that price affordability influences their buying decision.

TABLE 4.2.6 YOU HAVE ESTABLISHED BRAND LOYALTY TO CADBURY NIGERIA PLC’S PRODUCTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 18 | 36.0 | 36.0 | 36.0 |
| Agree | 16 | 32.0 | 32.0 | 68.0 |
| Undecided | 4 | 8.0 | 8.0 | 76.0 |
| Disagree | 12 | 24.0 | 24.0 | 100.0 |
| Strongly Disagree | - | - | - | - |
| TOTAL | 50 | 100.0 | 100.0 |  |

Table 4.2.6 above indicate that, 18 respondents who constitute 36% of the population Strongly Agree, 16 respondents who constitute 32% Agree that they have established brand loyalty to Cadbury Nigeria Plc’s products, 4 respondents who constitute 8% of the population are not certain with their option, while 12 respondent of the population Disagree, and No respondent Strongly Disagrees. Most of the respondents Strongly Agree that they have established brand loyalty to Cadbury Nigeria Plc’s Product due to its leadership position in the market.

TABLE 4.2.7 CADBURY PROCUCTS ARE ALWAYS BROUGHT TO YOUR ATTENTION THROUGH PROMOTIONAL MEANS (e.g., price discount, advertising, promo offers…).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 10 | 20 | 20 | 20 |
| Agree | 20 | 40 | 40 | 60 |
| Undecided | 10 | 20 | 20 | 80 |
| Disagree | 10 | 20 | 20 | - |
| Strongly Disagree | - | - | - | 100 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.7 above, it shows that 10 respondents who constitute 20 %of the population Strongly Agree that Cadbury products are always brought to their attention through promotional means, 20 respondents who constitute 40% of the population Agree, 10 respondent who constitute 20٪ of the population are undecided, while 10 respondents who constitute 20 ٪ of the population disagree that Cadbury Products are always brought to their attention through promotional means. We did not find a respondent to strongly disagree. Most of the respondents agree that Cardbury products are always brought to attention through promotional means as they claim it is what makes a product known.

TABLE 4.2.8 BRANDING OF CADBURY NIGERIA PLC’S PRODUCT INFLUENCES HOW YOU BUY THEIR PRODUCT

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 8 | 16 | 16 | 16 |
| Agree | 38 | 76 | 76 | 92 |
| Undecided | 2 | 4 | 4 | 96 |
| Disagree | 2 | 4 | 4 | - |
| Strongly Disagree | - | - | - | 100 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.8 above indicates that 8 respondents who constitute 16% of the population strongly agree.38 respondents who constitute 76% of the population agree that branding of Cadbury Plc’s product influences how they buy their products, 2 respondents who constitute 4 ٪ of the entire population are not certain about their option, and only 2 respondent who constitute 4 ٪ of the population disagree, that branding of Cadbury Plc’s product influences how they buy their product. The analysis shows clearly that majority of the respondents agree that branding of Cadbury Plc’s product influences how they buy their products.

TABLE 4.2.9 CADBURY NIGERIA PLC FOCUSES ON MAKING GOOD BRANDING DECISIONS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 4 | 8.0 | 8.0 | 8.0 |
| Agree | 30 | 60.0 | 60.0 | 68.0 |
| Undecided | 8 | 16.0 | 16.0 | 84.0 |
| Disagree | 4 | 8.0 | 8.0 | 92.0 |
| Strongly Disagree | 4 | 8.0 | 8.0 | 100.0 |
| TOTAL |  | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.9 above, indicates that 4 respondents who constitute 8% of the population strongly agree, 30 respondents who constitute 60% of the population agree that Cadbury Nigeria Plc focuses on making good branding decision, 8 respondents who constitute 16 ٪ of the population are undecided that Cadbury Nigeria Plc focuses on making good branding decision while 4 respondents who constitute 8% Disagree and 4 respondents also strongly disagree. It is majorly believed that Cadbury Nigeria Plc pays a lot of attention and focuses on the decisions made to brand their products.

TABLE 4.2.10 CADBURY NIGERIA PLC, LAYS EMPHASIS ON THE PROVISION OF GOOD QUALITY TO CONSUMERS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 4 | 8.0 | 8.0 | 8.0 |
| Agree | 30 | 60.0 | 60.0 | 68.0 |
| Undecided | 8 | 16.0 | 16.0 | 84.0 |
| Disagree | 4 | 8.0 | 8.0 | 92.0 |
| Strongly Disagree | 4 | 8.0 | 8.0 | 100.0 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.10 above; shows that 4 respondents who constitute 8% strongly agree, 30 respondents who constitute 60٪ of the population, agree that Cadbury Nigeria Plc lay emphasis on the provision of good quality to consumers, 8 respondents who constitute 16 ٪ of the population are not certain about the option and 4 respondents who constitute 8٪ Disagree. Most of the respondents believe that Cadbury Nigeria Plc lay emphasis on the provision of good quality to consumers and some even say it is to them what a method of branding.

TABLE 4.2.11 BRANDING AFFECTS CONSUMER PURCHASE DECISION OF CADBURY NIGERIA PLC’S PRODUCT OVER OTHER SIMILAR PRODUCTS IN THE INDUSTRY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 4 | 8 | 8 | 8 |
| Agree | 42 | 84 | 84 | 92 |
| Undecided | - | - | - | - |
| Disagree | - | - | - | - |
| Strongly Disagree | 4 | 8 | 8 | 100 |
| TOTAL | 50 | 100 | 100 |  |

Source: Field Survey 2016

Table 4.2.11 branding affects consumer purchase decision of Cadbury Nigeria Plc’s product over other products in the industry; almost all the respondents gave the same response about the option asides only 4 respondents who constitute 8٪ of the population Disagree and the same proportion Strongly Agree that branding affects consumer purchase decision. It is generally agreed that branding affect consumer’s purchase decision of Cadbury Nigeria Plc’s product over other similar products in the industry.

TABLE 4.2.12 CONSUMERS PREFER PRODUCTS OF CADBURY NIGERIA PLC BECAUSE THEY ARE BRANDED

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 6 | 12 | 12 | 12 |
| Agree | 25 | 56 | 56 | 68 |
| Undecided | 14 | 28 | 28 | 96 |
| Disagree | - | - | - | - |
| Strongly Disagree | 5 | 4 | 4 | 100 |
| TOTAL | 50 | 100 | 100 |  |

Source: Field Survey 2016

Table 4.2.12 above shows that 6 respondents who constitute 12% of the population strongly disagree, 25 respondents who constitute 56٪ of the population Agree that consumers prefer products of Cadbury Nigeria Plc because they are branded 14 respondents who constitute 28% are not certain about their op and only 5 respondents who constitute 4% strongly Disagree. Majority of the respondents agree that consumers prefer products of Cadbury Nigeria Plc’s because they are branded

TABLE 4.2.13 CONSUMERS RATE THE QUALITY OF CADBURY NIGERIA PLC’S PRODUCTS BASED ON THEIR BRANDING.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 4 | 8 | 8 | 8 |
| Agree | 24 | 48 | 48 | 56 |
| Undecided | 18 | 36 | 36 | 92 |
| Disagree | - | - | - | - |
| Strongly Disagree | 4 | 8 | 8 | 100 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.13 above shows that 4 respondents who constitute 8% of the population strongly disagree, 24 respondents who constitute 48٪ of the population agree that consumers rate the quality of Cadbury Nigeria Plc’s product based on their branding, 18 respondents who constitute 36 ٪ are not certain about the option, and 4 respondent who constitute 8 ٪ Disagree. Most of the respondents agree that consumers rate the quality of Cadbury Nigeria Plc’s Products based on their branding, this just goes well to make the effect of branding apparent.

TABLE 4.2.14 CONSUMERS IMPROVE REPEAT PURCHASE BECAUSE OF GOOD BRANDING METHODS OF CADBURY NIGERIA PLC.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
| Strongly Agree | 14 | 28 | 28 | 28 |
| Agree | 18 | 36 | 36 | 64 |
| Undecided | 16 | 32 | 32 | 96 |
| Disagree | 2 | 4 | 4 | - |
| Strongly Disagree | - | - | - | 100 |
| TOTAL | 50 | 100.0 | 100.0 |  |

Source: Field Survey 2016

Table 4.2.14 above indicates that 14 respondents who constitute 28% of the population strongly agree, 18 respondents who constitutes٪36 of the population Agree that consumers improve repeat purchase because of good branding methods of Cadbury Nigeria Plc, 16 respondents who constitute 32 ٪ of the population are not certain about their option, and only 2 respondents who constitute 4 ٪ of the population disagree that consumers improve repeat buying because of good branding methods of Cadbury Nigeria Plc. A larger population agree that consumers improve repeat buying because of good branding methods of Cadbury Nigeria Plc

4.3 HYPOTHESIS TESTING

Ho:- Branding has no significant influence on the purchase level and consumer decision making of Cadbury products.

Hi :- Branding has significant influence on the purchase level and consumer decision making of Cadbury products

Table 4.3.1

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percentage (%) |
| Agree | 46 | 92 |
| Undecided | 0 | 0 |
| Disagree | 4 | 8 |
| Total | 50 | 100 |

Source: Field Survey, 2016 2017

TEST OF HYPOTHESIS

From table 4.3.1

Ho: Branding has no significant influence on the purchase intention level and consumer decision making of Cardbury Products.

X= 16.67, µ= 3, ơ= 25.48, n=50, Level of significance =0.05

Decision Rule: If ”Z-cal” is greater than ”Z-tab” , at 5% level of significance, null hypothesis(Ho) is accepted. If otherwise, Alternative hypothesis (H1) is accepted.

Conclusion: Since ”Z-tab” is less than ”Z-cal” at 0.05 level of significance, alternate hypothesis (H1) is accepted and therefore branding does significantly influence the purchase level and consumer decision making of Cadbury products. The implication of this is that where attractive branding is put in place to promote Cadbury products, consumers will tend to purchase more of their products as opposed to other competitors. This is a good strategy to apply especially in a saturated market where Cadbury Nigeria Plc currently operate.

4.4 DISCUSSION OF FINDINGS

This chapter shows the conclusion that I have drawn from the result of my study. Through studying theories and conducting the study. In the initial stage of this thesis, I tried to explain the fact that branding is very important to a consumer and it affects the consumer’s decision. The majority of consumers today choose the branded products that they trust the brand name and its quality. Therefore I decided to conduct a study to find out how brand name influences the consumer decision.

During my thesis research, i studied different theories, performed a survey containing certain questions regarding these issues. I tried to find out some information that would guide me to get some answers. On the basis of these theories and my own empirical findings, I came to conclusions about the information that i have gathered. In my survey, I found information that enabled me to analyse this study. When I conducted this survey I realized that brand names really influence the decision of consumers not only in food and beverage industry, but also in other product segments generally.

I have discovered from my finding that a positive experience with the brand will develop the consumer’s trust in the company brand and they will also have them as loyal consumers. I also found out from my study that well-known brands are more popular than unknown brands. Consumers prefer to purchase a well-known brand product, he has already heard of rather than going for the product they do not know much about. Branded products have found good place in consumers mind and they have positive past experience about them. In this competitive market it is a hard task for companies to create a well-known brand that is popular. In my opinion many companies do not understand the importance of creating a well-known brand name. Companies need to create brand awareness about their brand as consumers will begin to recognize the brand name, therefore get a place in consumer mind for future purchase.

When consumers have an emotional connection with the brand, he or she will have more confidence in the brand and it is more possible that consumers will become loyal. In order to create an emotional connection to the consumers, the company logo or name is an easy way to get the consumer’s recognize and understand the brand products. When consumers go for purchasing, he or she can easily identify the product through brand name or logo and the company will then ensure their product doesn’t fall short of quality in order to still rank high in the minds of their consumers.

4.5 CHAPTER SUMMARY

This chapter provides the data and analysis on the findings that I have gathered for my study. In this chapter, I used tables and percentages to explain the information gathered from the respondents in order to make it clearer and neater. The demographic information of the respondents was also stated and their responses followed. The Chi square analysis was the statistical tool used for testing the hypothesis and the conclusions drawn from the information collected from the respondents.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The purpose of this research was to find out and examine how branding influences consumer buying decisions; Cadbury Nigeria Plc was the chosen case study. It was also aimed at finding out how branding has improved the sales of Cadbury products due to repeat purchase. The purpose of this thesis in broader terms was to create a deeper understanding on the kind of influence a brand name will have when people go to purchase their desired product. Moreover, I tried to identify connections between brands name and the consumers buying decision.

I discovered that these days, consumer have a good knowledge about products generally and this thereby gives them an insight of various brands and which to choose from, they trust the well-known brand name because they believe branded products offer them good quality and provide what they expect from the brands. Most of the consumers are loyal to some specific brands. Consumers have high awareness about the known brands as compared to unknown brands. Well-known brand companies maintain the standard of quality that is why brand names affect the consumer’s choice. Furthermore these companies are very near to the consumer’s needs. They very well know the importance of their product to their consumers and do not joke with such.

Most of the people purchase beverages due to the brand name, they know brand names means good quality and they choose the well-known brand with confidence. Consumers have many choices in the beverages industry, so when consumers intend to purchase a coffee or tea, brand name influences the consumer’s decision. In this competitive market, brand name is an asset for a company and it can be used as an effective marketing tool. Every brand name has its own reputation in the consumer’s mind. People in my survey, have given some ranks to the different brands due to its quality and price.

When people intend to purchase products, they take various steps, some of these steps are very helpful to consumers in deciding which brand product should be purchased. But it is not necessary that consumer will take all steps for every purchase, it depends on the consumer’s involvement and how much importance consumers give to purchase. In this regard consumers gather some information about the different brand products and compare them to each other. Then they evaluate the different product attributes before making a final purchase.

Brand has power. It defines the consumer’s social class or status in the society for some products. When people use some branded products, it depicts the user status or class. People from different classes have different preferences and choices than each other. Some brand products belong to different social classes in the society. People are getting more aware and up to date regarding branded products. Now they have more knowledge about the beverage market. The study also discovers that some consumers know of Cadbury Nigeria Plc’s products through promotional means, means through which they can get to be informed of the promotional mean includes: Watching Television sets, reading newspaper& magazine, keeping in touch with friends and making use of the innumerable social media platforms we currently have. People’s perceptions are very strong regarding branded product. People are very close to the branded products and brand name and it influences their choices and their eventual purchase.

In Chapter two, the concept of branding was made translucent, branding and that that makes it up and embodies it was discussed at great length. Purchase intention was said as that which shows consumers preference to purchase the product whose image is clear in their minds. The importance of brand equity and its subdivision was highlighted. So were the various steps a consumer takes before purchasing a product. Various insights, views and theories propounded on branding was made intelligible.

Chapter three explained the point of the research, it has to do with the research design adopted, and the methods used, the samples and population size of the case study and why some of those choices were made.

Chapter Four made the activities of Chapter three luminous has it gave in detail the questionnaire administered, together with the responses for each question and the major findings. The hypothesis was tested using Chi Square statistical tool and the responses gotten were put in tables and related in pe4rcantages to make the work neater.

Chapter Five Consists of the Summary, Conclusion and recommendation.

5.2 CONCLUSION

In the past, majority of consumers would not bother themselves about a particular brand or what differentiates a product from that of its competitors. Similarity in product features and the need to stand out in order to make a larger market share necessitated the need to brand products for companies while similarities in products and not being able to tell which is actually of better quality led to the need to pay attention about a particular brand and hence the brand selection. This development has made consumers keep on evaluating the quality of products on brand name or producer image and make that a yardstick for quality and eventual purchase.

Consequently, the researcher believes that Cadbury products has, to a very reasonable extent, met the branding needs of its consumers, which enables its consumers to have a favorable buying decisions. Results of this research found that branding, as one of the tool used in marketing to stimulate consumer acceptance of product, has contributed immensely to the buying decision of consumers of Cadbury products, especially Bournvita. Moreover, in the industry of beverage, where there are many competitors which has led to over floating of market with similar products, Cadbury has continued to maintain high quality in branding of its products. Most of the respondents agree that they have established brand loyalty to Cadbury Plc.’s product as a result of branding. A large population of the sample affirm that consumers improve repeat purchase as a result of the good branding methods applied by Cadbury Nigeria Plc. All of this findings have gone forth to show the importance of branding on consumers’ decisions and this could be helpful for consumer retaining.

5.2 RECOMMENDATIONS

The researchers recommendation would be specifically focused on the 4ps of marketing tools i.e., product, place, price and promotion since most effective marketing strategies are built around these tools. Moreover, a larger percentage of the respondents are not certain if Cadbury Nigeria Plc does an after sales service, this could be detrimental to their brand and eventually their overall sales in the long run. The result of this study can also applied to other companies especially in the same industry as Cadbury Plc. Having taken a critical study of the topic, I hereby recommend as follows;

1. That Cadbury Nigeria Plc should ensure that their product is properly branded to avoid imitation from substandard competitors that may take the advantage of its brand name and market leadership position to penetrate the market.

2. Cadbury Nigeria Plc should improve the quality of their product from time to time in order to encourage consumers patronizing them through various means of product modification; Repackaging with solid material and it should be of high quality.

3. Cadbury Nigeria Plc should always embark on extensive promotional activities to build emotional connection with the brand and customers, consequently build confidence on the brand and win more customer loyalty. This can be achieved through Advertising as one of the communication tools in creating awareness and introduction of the brand name in marketing strategy and unique selling proposition.

4. There is also a need for further findings into other factors that drive consumers’ decision making in the purchase of a product aside branding and the ranking of the most important factors. Ideally, every company that is established solely for the purpose of making profits is expected to be innovative and creative. In the current market situations, a company is expected to look for ways to stand out. Trends occur, buying pattern changes so does taste and preference over time. Therefore the recommendation goes for companies who find themselves in such category.

A sample was adopted for the Survey, so was a company selected as a basis of judgement, as unbiased and representative this selections were, they are incomparable to a larger study and this calls for further research. Also, some pertinent topics or questions which might have slipped the researchers mind at the time of the research should be addressed in the further research.

Reference

<https://en.wikipedia.org/wiki/Brand#cite_note-2>