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Kwara State University, Malete



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Editor-in-Chief
Hakeem A. Ajonbadi, PhD

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EDITORIAL

I am delighted to be the Editor-in-Chief of this special edition of the foremost academic journal of the Centre for Entrepreneurship - **International Journal of Entrepreneurship Innovation and Management (IJEIM)**.

We celebrate the fifth Entrepreneurship Directors' Conference (EDC) on 17th – 20th July, 2016 with this special edition of IJEIM. This is an ideal vehicle to build on our previous successes as a Centre for Entrepreneurship as well as capturing diverse scholarly interest of our vibrant community.

This journal aims at publishing significant and original research in broad areas of entrepreneurship, creativity and innovation, and management. With this journal, we thrive to establish balance amongst, theoretical, empirical and methodological studies. The scope of the journal encompasses research articles, research reports, reviews, short communication, conference proceedings and scientific commentaries in their appropriate fields.

This special edition owes much to many people. My appreciation first goes to the Vice Chancellor and Chairman of the Board of Entrepreneurship, Kwara State University, Malate – Prof. AbdulRasheed Na'Allah for supporting this idea wholeheartedly. His commitment to scholarly work is further entrenched with this. Thanks are also due to Prof. S. O. Otokiti and Dr. M. O. Awodun for providing much aid-in-kind in its production. Most of all, appreciation is due to my able assistant and Deputy Editor-in-Chief – Mr. Sunday Ojo for his push and unflinching support. The professionalism, attention to detail and good sense of humour of Mr. A. Jombadi, Mr. P. O. Adebayo and Mrs. F. Chiwetu-Ajonbadi have all made it possible to see this issue into print; having generously given their time and expertise in a pleasurable way, and I thank you for this.

I believe this is the beginning of a new chapter of a flourishing academic and intellectual platform.

Hakeem A. Ajonbadi, PhD

Editor-in-Chief

CONTENTS

Pages

- iv Editorial Board & Editorial Advisory Team
v Editorial
vi Contents
- 1 **An Overview of Accreditation Exercise in Nigerian Higher Education**
Issa Abdulraheem, PhD
- 17 **Marketing Implications of Pricing Models Adoption**
Funso Agbeyangi Abdussalam and Amina Olaitan Oyebo
- 27 **Between Students' Entrepreneurial Intentions and Realities: The Moderating Effects of Social Network and Mentorship**
Philips O. Adebayo and Bola I. Kadiri, PhD
- 50 **Challenges to Successful Total Quality Management Implementation in Universities: A Survey of Federal Universities in the North Central Zone of Nigeria**
Damilare E. Adebola
- 65 **Roles of Leadership in Business Organizations and Imminent Pitfalls to Avoid**
Bola Adeboye
- 76 **Youth and Political Participation in Nigeria**
Oluwagbemiga Oluwaseun Ajayi and Musediq Olufemi Lawal
- 88 **Embedded Criminal Entrepreneurship: The Dark Side of Enterprises**
Hakeem Adeniyi Ajonbadi, PhD
- 108 **Service Innovation and Performance of Nigeria Telecommunication Industry**
Rabeem Olasupo Akewushola (Ph.D),

- 126 **The Connexus of Entrepreneurship Education and the Entrepreneurial Intention of Tertiary Institution's Students in Nigeria**
Olufemi Amos Akinbola, Olugbenga Abiola Ojo, Ola Olusegun Oyedele and Ibrahim Olaitan Jimoh
- 144 **Female Leadership Style: Evolving Paradox?**
Layla Faisal Albalwachi and Chima Mordi, PhD
- 166 **ICT and Entrepreneurship: A Philosophical Analysis**
Gregory Emeka Chinweuba
- 175 **The Rhetoric of Challenges of Female Career Development in Nigeria**
Florence Chiwetu-Ajonbadi
- 193 **Influence of Branding Strategies on Buying Behaviour for Consumer Products in Ilorin, Nigeria**
Rotimi A. Gbadeyan, Ph.D, Mulikat AbdulRabeem and Egun O. Imouokome
- 209 **Impact of Social Network on Business Growth of Women Entrepreneurs in Ilorin Metropolis**
Bisayo Oluwatosin Ilori, PhD and Zainab Ajibike Adebayo
- 217 **Driving Entrepreneurial Acumen through Language Resourcefulness: A Speech Acts Analyses of Selected Radio Jingles in Pidgin**
Abiodun Jombadi, Ruth Jacob & Sunokpera Abdul
- 231 **Impact of Quality Control on Organizational Performance In Nigeria: Case Study of Selected SMEs In Ilorin Metropolis**
Ismaila Bolarinwa Kadiri (Ph.D), I. Omolabi and P.O. Adebayo
- 240 **Investigating the Correlation between Entrepreneurial Competences and Self-Reliance of Prospective Kwara State University Graduates**
Ibrahim Olanrewaju Lawal

- 252 **Effective Entrepreneurship Skills in Reducing Poverty through Coop Small Business Innovation in Lagos Metropolis**
Kamaldeen A.A Lawal and Abdulahi Olabisi Taiwo
- 269 **Affective Social Interaction Assessment in Recruitment and Selection Process: A Study of Human Resources Practitioners View**
Bashir Aboaba Mojeed-Sanni, PhD
- 285 **Exploring the Link Between Relationship Marketing and Organizational Profitability. A Case Study of a Reputable Financial Institution, Ibadan, Oyo State Nigeria**
Bolanle Odunlami Ibojo, PhD, Emmanuel Olaniyi Dunmade, PhD and Oludele Matthew Asabi, PhD
- 301 **Parental Roles in Fostering Entrepreneurial Mindset in Nigerian Children**
Olayiwola Gafaru Olorisade, PhD and Babatunde A. Alege
- 314 **Taxpreneurship: A Revolutionary Paradigm for Improving Internally Generated Revenue In Kwara State, Nigeria**
Muritala O. Awodun, PhD

Influence of Branding Strategies on Buying Behaviour for Consumer Products in Ilorin, Nigeria

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Abstract

There are lots of products offer to consumer by the manufacturers. This usually makes purchase decisions a difficult process for consumers. Branding plays a very important role in enabling consumers to arrive at purchase decision for a product, most especially, where there are similar products in the market. The aim of the study is to examine the effect of branding strategies on buying behaviour for consumer products. The descriptive and quantitative research approaches were adopted for the study. The sample size comprises three hundred and seventy four customers, randomly selected from four different markets in Ilorin, Nigeria. The hypotheses formulated were tested using Multiple Regression and Analysis of Variance (ANOVA) statistical techniques. The findings revealed that branding strategies has significant influence on consumer buying behaviour. The study concludes that organisations should take time in developing effective branding strategies that will ensure more customer loyalty for their products. It was recommended that company's products brand should be well packaged so as to be attractive and more appealing to the customers.

Keywords: Branding, Costumer loyalty, Buying behaviour, Product, Strategies & Organization

Introduction

It is the desire of every business to offer a first class product or service to customers and be a customer's first choice. Building and managing a brand can play a large part in making these happen. It is important for a company that wants to strengthen and manage its customers' perceptions very well to develop a strong brand. Good branding differentiates a company's products or services from that of the competitors. It motivates customers to choose a company's product over that of the competitor's.

Branding goes beyond just a logo or graphics element. This is why when a producer thinks about its brand, it includes the entire customer experience, everything from logo, website, social media experiences, the way company's phone are answered, to customers' experience of the company's staff (Strategy News Media, 2013). Brands are therefore, powerful assets that must be carefully developed and managed. Today, globalization is increasingly becoming important because most businesses are thinking of expanding their market worldwide. To do these, they need to study their respective market and identify the factors that will lead them to success (Matthews & Thakkar, 2012). They should spot factors that influence consumer purchasing behaviour. The consumer decision making process is incomplete without the purchasing stage because there will be no action taken after evaluation stage. Modern buyers today buy product to show off their personality or to boost their self-esteem (Pooler, 2003; Tatt, 2010). In order to determine customer's behaviour, it is very important for businesses to study the connection between what the customer will buy and why they are buying. In such situation, branding plays a leading role in customer's decision making.

Branding is vital as it addresses new target markets because different markets can be reached. Branding also helps when introducing new product lines and the customers are more willing to try new products that carry a familiar brand name (Nielsen, 2013). Equally important for a company is development of a branding strategy which is long- term plan for a successful brand in order to achieve specific goals (Susan, 2015). A well-defined and executed brand strategy affects all aspects of a business (G& B Agency, 2016) and is directly connected to consumer's needs, emotions, and competitive environments (Gunelius, 2015).

The connection between brand and consumer behaviour seems very interesting and appealing. This study thus takes a closer look at how branding

influence the buying behaviours for selected consumers of Dangote Flour Mills Plc. Products, in Ilorin, Nigeria. The importance of developing a good branding strategy by a firm that wants to be successful in the market cannot be underestimated. Organizations with poorly defined branding strategy are likely to have problems in the long run. Brands are not built overnight (Bijeta, 2012), so brand strategy should not be focused on short-term tactics but rather on long-term goals and suitable growth. Business owners must be able to develop effective brand strategy in order to achieve specific goals. It is not enough for organizations to focus on the profit motive only, but on how to keep the powerful assets of the organization which is the brand. Unfortunately, many businesses in Nigeria have not realised that effective branding strategy is a powerful tool that can influence consumer buying behaviour towards achieving their organizational objectives. The importance of effective branding strategy, therefore, cannot be overlooked in order to achieve organizational goals and objectives. The objective of this study, therefore, is to examine the influence of branding strategy on buying behaviour of selected consumers for Dangote Flour Mills Products in Ilorin, Nigeria.

Research Questions

The following research questions were raised in order to achieve the objectives of study:

- i. Does branding strategies have effect on buying behaviour for Dangote Flour Mills Products, Ilorin plant?
- ii. What are the branding strategies used by Dangote flour mills Ilorin plant to achieve customer loyalty for their products?

Research Objectives

The main objective of this study is to examine the influence of Branding Strategies on buying behaviour for consumer products. The specific objective is to determine the branding strategies used by Dangote Flour mills, Ilorin Plant to achieve customer loyalty for their products

Research Hypotheses

H0₁: Branding strategies have no significant effect on consumer buying behaviour for Dangote Flour Mills products.

H0₂: Branding strategies have no significant effect on customer loyalty for Dangote Flour Mills products.

Literature Review

Conceptual Definition

Branding is one of the important concepts in Marketing. People tend to do business with companies they are familiar with, so if the company's branding is consistent and easy to recognize (Strategy News Media, 2013), it can help the consumer feel more at ease in purchasing the company's products and services (Strategy News Media, 2013).

A brand is a name, term, design, or symbol or combination of them) that identifies a business organization and its products (AMA, 2016). The two major categories of brand are corporate and product brands. The corporate brands are normally used not only to identify the business, but also to reflect the quality, value, and support the product brands. The product brands connote quality and reliability (Evans, 2012). Branding more or less for centuries has been a means to differentiate goods of one producer from that of another. Brand studies have always remained a key attention of marketers because of its importance and direct relationship with consumers.

There are several studies which illustrate that marketers use brands as the primary point of differentiation to get the competitive advantage on other competitors. This plays an imperative role in the success of the company. The Brand holds a very significant place in the life of consumer. This is why consumers choose brands to avoid uncertainty and quality related issues about the products (Offeh, Addo & Antwi-Donkwo, 2013).

According to Kotler and Armstrong (2014), brands are more than just names and symbols; they are key elements in the company's relationships with consumers. It represents consumer's perceptions and feeling about a product and its performance. In other words, branding is everything that the product or the service means to consumers. In the same vein, brand is defined as a term closely linked to a product or place's image and reputation in that it captures the idea of reputation observed, reputation valued and reputation managed (Anholt, 2010; Adamu & Bambale, 2016). This definition may probably explain why some successful companies' products have become synonymous with the companies' names. Coca cola, McDonald and Marks & Spencers are few examples of these Multinational Corporations. Brands have been regarded as powerful devices to communicate a preferred image of products, services, or indeed places (Morgan, Pritchard, & Pride, 2004; Campelo, A., Aitken, R., & Gnoth, 2011 ; Aitken, 2011).

The use of brand is important in product planning. It helps to build customer loyalty. Also, satisfied customers can easily recognise a company's product when they want to make repeat purchases. It assures customers that products carrying the same brand are of a consistent quality. It identifies the firm that manufactures the product and reduces the risk of customer dissatisfaction (Kotler & Armstrong, 2014).

Strategy News Media (2013) identifies the following importance of branding - it helps company to set apart from the competition by standing apart from the crowd and it tells people about a business from the visual elements like the logo to the way company phones are answered. The following major types of branding are popular: product, personal, corporate, geographic and cultural branding (Cindy, 2015).

According to Hawkins, Best and Coney (2001), consumer behaviour is the study of individuals, groups or organisations and the processes they use to select, secure, and dispose of products, services, experiences or ideas to satisfy the needs and the impacts that these processes have on the consumer and society. Consumer behaviour is also defined as a summation of acquisition, consumption and disposal of products or services (Blackwell, Miniard & Engel, 2001). Consumer behaviour can therefore, be described as the attitude displayed by consumers toward acquiring products or services. This involves series of activities ranging from information search to ultimate purchase and after purchase decisions for the products and services. Lewison & Delzior (2000) describe consumer buying behaviour as the manner in which consumers act; function, and react to various situations involving the purchase of goods or services or the acceptance of an idea. The consumer buying behaviours process consists of a number of activities involving people and experiences. Arun & Meehakshi (2012) state that there is enormous variability in the way customers buy and use products. The consumer may buy the same product but put it to different uses while some buy a product after a lot of consultations whereas others make the purchase decision of the service product in complete solitude. There are some customers who buy a product from upscale stores where others will buy the same product from a modest store close to where they stay (Arun & Meehakshi, 2012). They further explain that there are some customers who buy a product that is a reflection of their social standing whereas others buy the product for purely functional reasons. Kotler and Armstrong (2014) state that consumer purchases are influenced strongly by cultural, social, personal and

psychological characteristics. Marketers do not have control over these factors, but must take them into consideration. The buying process is divided into the following stages: need recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation of decisions (Arun and Meehakshi, 2012).

Branding strategies are the ways companies use brand to meet sales and company objectives. Lenio (2016) identifies the following branding strategies: brand extensions, brand licensing, mixed branding and co-branding. The effective use of different brand strategies increase sales of the branded products and maximize company profits. These branding strategies are briefly explained as follows:

(i) Brand Extension occurs when a company uses an existing brand name for an improved or new product in its product line. Launching new products is costly, and the failure rate for new products is high. Companies can reduce the risk of failure by using an already established brand name. A potential problem with brand extensions is that it may cause brand dilution. This occurs when the original brand loses its strength in brand identity because it has been stretched to include too many products. It results in the original brand losing its appeal with customers (Rahman & Uddin, 2010).

(ii) Brand Licensing is the legal authorization by a trade marketed brand owner to allow another company to use its brand, brand mark, or trade character for a fee (Tapera, 2015). The licensee pays the brand owner a royalty for the use of the product name. Companies license their brands to enhance their company image and to sell more of their core products (McGurl, 2011).

(iii) Mixed Branding involves simultaneously offering a combination of manufacturer, private distributor, and generic brands (Paulsen, 2013). In mixed branding, a firm markets products under its own name and that of a reseller because the market segment attracted to the reseller is different from their own market. A mixed brand strategy allows a business to reach several target markets, maintain brand loyalty, and increase its overall product mix (Adjei, Mensah & Adu-Boahen, 2014).

(iv) Co-branding occurs when a firm combines one or more brands to increase customer loyalty and sales for each individual brand (Lenio, 2016). These branding strategies primarily build brand recognition for each business. It works well if both companies' brands complement each other and each brand receives equal billing in the advertisements (Hill, 2015), direct

mail, and other promotions. Customers' benefits assure that the co-branding arrangement succeeds (Addo, 2013).

The idea of customer loyalty is all about customers remaining loyal to a company's products and services. This is as a result of good customer relationship existing between the company and the customers. Customers first develop delight for a company's products or services by talking favourably about both the company and its products to others, and later remain loyal. This makes customers not only to be satisfied, but delighted (Kotler & Armstrong, 2014). Customer loyalty is defined as a deep commitment to repurchase at a future, additional purchase of a preferred product or service (Oliver, 1999). Customers become loyal to brand names as a result of appropriate and strategic marketing activities (Taylor, 2004). Branding has been seen as an important communicative tool in customer relationship management for two reasons: it reduces the risk of perceived consumption and cost of decision making (Heidarzadeh, Ghaffari & Farzaneh, 2011). Branding has been shown to have effects on customer satisfaction and loyalty (Asghari & Babu, 2013; Najafi, Rahmani & Safari, 2015). The significance of this study is, therefore, to explain how branding strategies influence customer buying behaviour and loyalty for products and services.

Theoretical frameworks

Theory of Planned Behaviour (TPB) was developed by Ajzen (1991) from the Theory of Reasoned Action (Fishbein & Ajzen, 1975; 1980) by addition of perceived behavioural control variable. This was done to explain the limitations of the individual in order to perform certain behaviour (Ajzen et al., 1980; Chau & Hu, 2002; Susanti & Ardhanari, 2015). The TPB explains that personal factors, social and behavioural information influence beliefs. Personal factors are general attitude of someone to something. The social factors include age, gender, ethnicity, education, income, and religion. The behavioural factors are all things believed by individuals, that may be positive or negative, which have tendency to influence behaviour. Information factors are experience, knowledge and exposure to the media. In other words, the goal of this theory is to explain the factors that motivate behaviour (Susanti & Ardhanari, 2015). The TPB, since its publication, has remained the dominant expectancy-value theory, which has been applied in a wide variety of behavioural domains (Shaw, Shiu & Clarke, 2000). The theory of Planned

Behaviour has therefore, been adopted in this study to explain how branding strategies motivate the consumers buying behaviour.

Empirical Framework

There are numerous studies on branding. Few of these studies will be given consideration in this research. According to Goodchild and Callow (2001), brand management has a growing importance in marketing, most especially when companies try to transmit intangible and complex messages. In another study by Heidarzadeh, et.al. (2011), it was established that brand reputation and reliability have a direct effect on loyalty commitment, continuous and permanent commitment and satisfaction, while satisfaction does not reduce the desire of brand changing. In other words, brand reliability result in customer loyalty and satisfaction. Offeh, Addo and Antwi-Donkwo (2013) in their study on the effects of branding on consumer buying behaviour in Local Ghanaian movie industry examine the impact of branding on consumer behaviour with respect to the movie industry in Ghana. The researchers used simple random sampling method to get responses from the sample size of 100 respondents from Kumasi metropolis. The results show that movies produced by Kumawood are preferred by majority of the people and the prices of Kumawood movies are far cheaper than that of movies produced by Gallywood. They concluded that branding plays a very important role in enabling consumers to arrive at a decision to purchase a product. The problem with this study is that the sample seems to be small and there is no clear basis given for sample selection.

Balgopal (2013) carried out a research on the impact of branding strategy on consumer buying behaviour in Banasthali. The researcher's findings show that firm's branding strategies influence the product market as well as market dynamics. The study affirms that the firms competing in the markets develop different approaches for mass market and one of them is sophisticated branding strategy. It also reveals that branding plays very important role while evaluating quality of product. The study did not show the relationship between branding strategies and customer loyalty. This study is, therefore, conducted to fill the gap identified in the past studies and provide meaningful contribution to knowledge about the influence of branding strategies on consumer buying behaviour.

Methodology

The study employed a survey research design, thus it made use of both primary and secondary data. The sample size consists of 400 selected customers of Dangote Flour Mill Products in Ilorin, Nigeria. The study employed simple random sampling method and made use of questionnaire to gather information from the customers in four different markets in Ilorin. These include: Oja oba, Oja tuntun, Pata and Mandate market. The products considered for the study are Dangote's fast moving consumers good such as: salt, fruit juice, premium drinking water, golden penny semovita, sugar, flour, pasta and noodles. The questionnaire consists of two sections. Section A comprises items on personal, social, behavioural and informational factors which motivate the respondents' buying behaviour while section B comprises questions measuring the influence of branding strategies on customer loyalty for Dangote Flour Mill Products. Out of the total questionnaire of 400 administered, three hundred and seventy four questionnaires were filled and returned. The hypotheses were tested using Analysis of Variance (ANOVA) and Multiple Regression statistical techniques. The ANOVA was employed to test the effect of branding strategies on customer loyalty. The Multiple Regression analysis was used to determine the influence of branding strategies adopted by a company on factors which motivate consumer buying behaviour. The regression model is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_7 X_7 + \epsilon_i \quad (1)$$

Where Y= Branding Strategies adopted by a company, β_0 = Intercept, X_1 = Age (Years), X_2 = Academic Qualification (1= Primary, 2= Secondary, 3=Tertiary, 4= No formal education),

X_3 = Sex (1=Female, 2= Male), X_4 = Religion (1= Christianity, 2 =Islam, 3 = Other), X_5 = Attitude (1=Favourable, 2=Unfavourable), X_6 = Behavioural factor (1=Negative, 2 = Positive, 3 = Undecided) and X_7 = Informational factor (1 = Word of mouth, 2 = Radio, 3 = Internet/Newspaper, 4 =Television). The Statistical Package for the Social Sciences (SPSS) software version 20 was used for the data analysis.

4.0 Results and Discussion

The respondents' socio-demographic profile is shown in Table 1. The result from the table revealed that 89% of the respondents are below 50 years while

about 42% had no formal education. This results show that a significant proportion of the respondents are those without formal education.

Table 1: Respondents' Socio Demographics Profile.

Age	Frequency	Percentage
Below 20 years	83	22.2
20 - 30 years	48	12.8
31 - 40 years	156	41.7
41 - 50 years	46	12.3
51 years and above	41	11.0
Total	374	100
Academic Qualification		
Primary	94	25.1
Secondary	70	18.7
Tertiary	52	13.9
No formal education	158	42.2
Total	374	100
Sex		
Female	254	67.9
Male	120	32.1
Total	374	100
Religion		
Christianity	91	24.3
Islam	273	70.0
Other	10	2.7
Total	374	100
Attitude		
Favourable	239	63.9
Unfavourable	135	36.1
Total	374	100
Behavioural factor		
Negative	106	28.3
Positive	228	61.0
Undecided	40	10.7
Total	374	100
Informational factor		
Word of mouth	92	24.6
Radio	136	36.4
Internet/Newspaper	66	17.6
Television	80	21.4
Total	374	100

Source: Authors' fieldwork, 2016.

They are predominantly female respondents who are self employed or are involved in trading activities. The respondents were predominantly Muslims, with about 24.3% who were Christian. There were 2.7 % of the respondents who belong to other types of religion different from the predominant ones. This shows the cosmopolitan nature of the respondents selected for the study.

Test of the Hypotheses

Hypothesis 1 attempts to examine the effect of branding strategies on buying behaviour for consumer products. There were seven independent variables considered for the study while the dependent variable was the branding strategies adopted by the company. The items used for the study as shown in Table 2(a) had a Cronbach's Alpha of 0.7 which indicated that they were of good internal consistency and reliability. The item total statistics for the reliability construct was shown in Table 2b. A Cronbach item of 0.7 or higher is considered acceptable in most research (DeVellis, 2003; Tavakol & Dennick, 2011).

Table 2a: Reliability Statistics

Cronbach's Alpha	N of Items
0.700	8

Table 2b: Item total Statistics.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Age of respondents	13.53	9.322	.644	.635	.596
Education	13.57	10.895	.398	.391	.680
Sex	14.98	13.788	.492	.544	.670
Religion	14.52	16.390	-.235	.222	.749
Attitude	14.94	13.653	.514	.503	.666
Behavioural factor	14.48	13.773	.355	.238	.681
Informational factor	13.94	11.056	.491	.510	.646
Brand Strategies	14.95	11.490	.551	.559	.632

Source: *Computer printout, 2016.*

The effect of branding strategies on buying behaviour for consumer products were estimated as shown in equation (i) and the result of the regression analysis are presented in Table 3.

Table 3: Regression Estimates of the effect of Branding Strategies on Buying behaviour

Variables	Coefficient	Standard Error	T- Value
Age of respondents	0.321	0.039	8.276*
Education	-0.034	0.032	-1.039
Sex	-0.0215	0.99	-2.167*
Religion	0.215	0.750	2.874*
Attitude	-0.121	0.93	-1.031
Behavioural factor	0.138	0.06	2.311*
Informational factor	0.432	0.035	12.224*
Constant	0.149	0.196	0.761*
R ²	0.559		
Adjusted R ²	0.551		
F-Statistics	66.304		

Note: * = 5% significant level.

The adjusted coefficient of determination of 55.1% as shown in Table 3 indicates that variation in the branding strategies employed by the company under study is explained by the independent variables considered for the study. The result from table 3 also reveals that branding strategies employed by the company does not have significant influence on academic qualification and attitude of respondents at 5% significant level. The result on the effect of branding on education is supported by the fact that only about 14% of the respondents had post secondary qualification. The majority of the respondents are secondary school certificate holders and those without formal education. However, it was shown from table 1 that despite 64% of the respondents favourable attitude towards branded consumer products under study, the branding strategies used by the company does not have significant influence on the respondents. The various reasons for this may be that the products' brands are not well packaged; they are not known due to inadequate advertisement and very few products availability in the market. On the other hand, the result reveals that branding strategies have significant influence on age, sex, religion, behavioural and informational factors of consumer purchase decisions at 5% significant level. This result is in agreement with past similar studies by Offeh, Addo and Antwi-Donkwo (2013) and Balgopal (2013) who establish that branding plays a very

important role in enabling consumers arrive at making their purchase decision and evaluating quality of product. The result obtained from this study is explained based on the following: there is tendency for elderly consumers to develop brand loyalty for particular products in terms of usage experience and a positive behaviour towards a particular brand will motivate consumer to purchase that brand.

The informational factor is very important in shaping consumers' purchase decision because most consumers search for information about products and they tend to rely on this information to make their purchase decision. It was revealed from the study in Table 1 that greater proportion of the respondents got their information about product brand from radio, followed by word of mouth, television and internet or newspaper. Hence, positive word of mouth about brand is becoming increasingly important motivator for consumers in making their brand choice. In the light of the above, we, therefore, reject the null hypothesis that branding strategies have no significant effect on consumer buying behaviour for Dangote Flour Mills products. The alternative hypothesis was therefore, accepted.

In hypothesis 2, it was stated that branding strategies have no significant effect on customer loyalty for Dangote Flour Mills products. The dependent variable was the branding strategies (variable 8) and the independent variable was customer loyalty (Variable 9). The analysis of variance was used to test the hypothesis and the result was presented in Table 4. The result of the analysis indicates that branding strategies has significant influence on customer loyalty at 5% significant level with $F=9.817$ and the degree of freedom =373.

Table 4: One way ANOVA for effect of Branding Strategies on Customer loyalty

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	7.430	1	7.430	9.187	.003
Within Groups	300.882	372	.809		
Total	308.313	373			

Source: Computer Printout, 2016. $p < 0.05$.

This result also confirms earlier studies on branding, that it has effects on customer satisfaction and loyalty (Asghari & Babu, 2013; Najafi, Rahmani & Safari, 2015). Customers first develop delight for a company's products or

services by making repeated purchases. This consequently makes the customer later become loyal and satisfied. Hence, we reject the null hypothesis which states that branding strategies have no significant influence on customer loyalty. The alternative hypothesis which states that branding has significant influence on customer loyalty was, therefore, accepted.

Conclusion and Recommendations

This study has shown that branding strategies play a very important role in enabling consumers to arrive at a decision to purchase a product. The findings also show that branding strategies influences consumer buying behaviour. Company's branding is the most efficient way to show the potential customers what the business is all about. Based on the result from the study, it was concluded that Dangote Flour Mills Plc should take time in developing effective branding strategies that will ensure more customer loyalty for her products.

The study recommends that the company's products brand should be well packaged. This will make the brand to be attractive and more appealing to the customers. They should also embark on regular advertisement campaign for their products and make products available in the market so that there will be more supply to meet up with consumers' demand for their products.

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