

**EFFECT OF BRAND ALLIANCE ON PURCHASE INTENTION OF  
SELECTED CONSUMABLE PRODUCTS IN LAGOS, NIGERIA**

*BY*

**ABINA, Musiliu Babatunde  
14/68MM001**

**B.Sc., M.Sc. (Lagos)**

BEING A THESIS SUBMITTED AND PRESENTED TO THE DEPARTMENT  
OF BUSINESS ADMINISTRATION, FACULTY OF MANAGEMENT  
SCIENCES, UNIVERSITY OF ILORIN, ILORIN, NIGERIA

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD  
OF DOCTOR OF PHILOSOPHY (Ph.D.) DEGREE IN BUSINESS  
ADMINISTRATION

**SUPERVISOR**

**DR. R. A. GBADEYAN**

FEBRUARY, 2018

## CERTIFICATION

We, the undersigned hereby certify that this thesis has been read and approved as meeting the requirements of the Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria for the award of Doctor of Philosophy (Ph.D.) Degree in Business Administration.

-----  
**DR. R. A. GBADEYAN**  
(Supervisor)

-----  
Date

-----  
**DR. U. GUNU**  
(Head of Department and  
Chief Internal Examiner)

-----  
Date

-----  
(Internal Examiner from related  
Department in the University)

-----  
Date

-----  
**DR. S. B. ISIAKA**  
(Departmental Postgraduate Programmes  
Coordinator and Internal Examiner)

-----  
Date

## **DEDICATION**

To the memories of my parents; your wisdom, intelligence, and strength are foundations of my being. You are immeasurably missed.

## ACKNOWLEDGEMENTS

In searching for the words to thank and acknowledge the support of those around me through the time and the work that has been put into this research, I found enlightenment from two Buddhist proverbs:

Our words should be carefully chosen for people will hear them and be influenced by them for good or for ill. - Buddhist proverb

Serenity and generosity are qualities of the heart. Insight and concentration are qualities of the mind. Compassion and wisdom are qualities of the true nature. – Buddhist proverb

It was the generosity, insight, compassion and wisdom from the faculty members, advisors, family and friends that carried me through this process.

First of all, my gratitude goes to THE ALMIGHTY GOD for His protection and guidance throughout my study period. I hereby express my profound gratitude to my supervisor; Dr. R. A. Gbadeyan for his immense contribution and advice, without it, the completion of this work will not have been possible. His constructive criticism was very helpful.

My warmest appreciation also goes to the Dean, Faculty of Management Sciences, University of Ilorin, Professor Sidikat L. Adeyemi, HOD, Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Dr. U. Gunu. Thank you for your selflessness and support at making this programme possible for me. May God guide your affairs at all times. The support and cooperation of the Postgraduate Coordinator – Dr. S. B. Isiaka is also appreciated. God bless you sir.

My profound appreciation goes to lecturers in the Departments of Accounting, Business Administration, Marketing and Public Administration who have contributed greatly to the success of this research work. They are Prof. J. O. Olujide, Dr. J. O. Adeoti, Dr. I. B. Kadiri, Dr. M. A. Aremu, Dr. J. A. Bamiduro, Dr. Y. I. Mustapha, Dr. T. O. Fagbemi, Dr. E. Osezua, Dr. I. I. Aun, Dr. G. T. Oladipo, Dr. A. Salman, Dr. I. Omolabi, Dr. Y. A. Olawale, Mr. O. J. Omolekan, Mr. O. O. Olota, Mrs. F. A. Abdul, Mr. J. R. Amosa, Mr. A. A. Suleiman, Mr. K. A. Bello, Mrs. M. Abdulrahaem, and Mrs. E. O. Imouokhome. Thank you all.

My gratitude is also extended to my colleagues in the Department of Business Administration, Al-Hikmah University, Ilorin for their encouragement and support – Dr. Moriam A. Aremu, Dr. N. A. Brimah, Mr. O. A. Ibikunle, Mrs. B. A. Brimah, Mrs. H. B. Olodo and Mr. A. A. Musa.

I could not have completed this research without the constant support and advice of my colleagues in the Faculty of Management Sciences, Al-Hikmah University, Ilorin; therefore, I express my sincere thanks to all of them. This includes Dr. A. Medupin, Prof. E. O. Oyatoye, Dr.

W. Ibrahim, Dr. O. O. David, Mr. I. W. Oyeniran, Mr. K. I. Nageri, Mrs H. O. Afolabi. Thanks for your help and encouragement.

The encouragement, support and assistance of some acquaintances are highly appreciated. My brother, colleague and friend; Dr. Oluseyi Morakinyo Ajayi, you were really helpful. May the love of God be with you at all times. Adegoke Bamigboye; my dear brother and friend; thanks for your unending support. I am also grateful to Dr. M. A. Ijaya of the Department of Finance, University of Ilorin, and his wife for their constant support. May God in His infinite mercies ease all that concerns you.

Late Oladimeji Oba Atanda Ajikobi. You gave me a shoulder to lean on in life. Thank you for your guidance and support throughout my educational pursuits. May the Almighty accept you into *Aljannah Fridaus*.

The immense contribution and support of my sisters; Adetola and Abimbola are deeply appreciated. Thank you. Lastly, my wife; Barrister Mariam Edidi-Abina, your contributions and sacrifice are unquantifiable. Thank you and God bless you.

For those whose names have not been mentioned here, thank you very much, I appreciate all your help and support.

**Abina, Musiliu Babatunde**  
**14/68MM001**

## **TABLE OF CONTENTS**

Title Page	i
Certification	ii
Dedication	iii
Acknowledgements	iv
Table of Contents	vi
Lists of Figures	ix
List of Tables	x
Abstract	xi

### **CHAPTER ONE: INTRODUCTION**

1.0	Background to the Study	1
1.2	Statement of the Problem	4
1.3	Research Questions	6
1.4	Objectives of the Study	6
1.5	Research Hypotheses	7
1.6	Significance of the study	7
1.7	Scope of the Study	9
1.8	Operational Definition of Terms	11

### **CHAPTER TWO: LITERATURE REVIEW**

2.1	Introduction	12
2.2	Conceptual Clarifications	12
2.1.1	Brand	12
2.2.2	Brand Elements	14
2.2.3	Brand Equity	15
2.2.4	Importance of Brand Equity	19
2.2.5	Approaches to Enhancing Brand Equity	20
2.2.6	Brand Alliance	23
2.2.7	Understanding Brand Alliances	26
2.2.8	Typologies of Brand Alliances	31

2.2.9	The Fit between Partner Brands and Brand Alliance	34
2.2.10	Consumer Attitude and Brand Alliance	38
2.2.11	Purchase Intention	41
2.3	Theoretical Review	44
2.3.1	Associative Network Theory	44
2.3.2	Information Integration Theory	45
2.3.3	Spreading Activation Theory	46
2.3.4	Signaling Theory	47
2.3.4	The Congruence Theory	48
2.4	Empirical Review	50
2.5	Summary of Literature Reviewed and Gaps Identified in the Literatures	66
2.6	Conceptual Framework	68

### CHAPTER THREE: METHODOLOGY

3.1	Introduction	71
3.2	Research Design	71
3.3	Population of Study	71
3.4	Sampling Size, Frame and Sampling Technique	71
3.5	Method of Data Collection	73
3.6	Instrument of data collection	74
3.6.1	Validity of the Instruments	75
3.6.2	Cronbach's Alpha Reliability Test	75
3.6.3	Sampling Adequacy Test	77
3.7	Functional Relationship of the Research Model	77
3.8	Questionnaire Administration	78
3.9	Method of Data Analysis	78
3.10	Ethical Consideration	86
3.11	Limitations of the Study	87

## CHAPTER FOUR: PRESENTATION OF DATA, ANALYSIS AND DISCUSSION

4.1	Introduction	89
4.2	Demographic Characteristics of the Respondents	89
4.3	Presentation and Analysis of the Result on Objectives	101
4.4	Discussion of Findings	129

## CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	137
5.2	Summary of Findings	137
5.3	Conclusion	138
5.4	Recommendations	140
5.5	Contribution to Knowledge	141
5.6	Suggestions/ Direction for Future Research	142
	References	145
	Appendix I	164
	Appendix II	165
	Appendix III	166
	Appendix IV	172



## LIST OF TABLES

Table 3.6.1	Internal Consistency of Variables	76
Table 3.6.2	KMO and Bartlett's Test	77
Table 3.9.1	Summary of Research Questions, Objectives, Hypotheses and Statistical Tools Employed	86
Table 4.1	Cross Tabulation of Demographic Variables and the Willingness to Buy Consumable Products in the Brand Alliance the Next Time that Type of Product is Needed	90
Table 4.2	Principal-Component Factor Analysis – Communalities	102
Table 4.3	Principal-Component Factor Analysis – Total Variance Explained	104
Table 4.4	Rotated Component Matrix	106
Table 4.5	Ordered Logistic Regression of Purchase intention on Brand Image Fit	109
Table 4.6	Ordered Logistic Predicted Probabilities from Brand Image Fit	112
Table 4.7	Ordered Logistic Regression of Purchase intention on Brand Equity Fit	114
Table 4.8	Ordered Logistic Predicted Probabilities from Brand Equity Fit	117
Table 4.9	Ordered Logistic Regression of Purchase intention on Product Fit	118
Table 4.10	Ordered Logistic Predicted Probabilities from Product Fit	123

## **LIST OF FIGURES**

Fig 2.1	Aaker's Model of Brand Equity	16
Fig 2.2	Leveraging Brand Meaning from Various Sources	22
Fig 2.3	The Three-component Attitudes Model	39
Fig 2.4	Conceptual and Structural Model of Spillover Effects of Brand Alliances	51
Fig 2.5	Behavioural Intentions Toward Co-Branded Products	53
Fig 2.6	Framework for Studying the Effects of Consumers' Attitude towards Brand Alliance on Purchase Intention	68
Fig 4.1	Structural Equation Model for Purchase Intention and Attitude towards Brand Alliance	125

## **ABSTRACT**

The value of a brand is critical to purchase intention. One way of creating value is through partnership between two or more organisations called brand alliance. Several marketing services linger on different sporting activities for endorsement through symbolic partnership in their advertisements. To what extent this improves the partnered brand's performance and assist their general sales depend on the fans and the consumers. The study examined the effect of brand alliance on purchase intention of selected consumable products in terms of English Premier League (EPL) brands that has large fan base in Lagos, Nigeria. The objectives of the study were to: (i) examine the effect of brand image fit on purchase intention of selected Nigerian consumable products; (ii) investigate the effect of brand equity fit on purchase intention of selected Nigerian consumable products; (iii) examine the effect of product fit on purchase intention of selected Nigerian consumable products; and (iv) examine the effect of brand alliance on consumer attitude of selected Nigerian consumable products.

The study adopted a survey research design, with an infinite population comprising of fans of the EPL clubs partnered by the Nigerian consumable products (Amstel Malta, Chivita juice, and PZ products) in Lagos, Nigeria. Primary data were obtained through a structured questionnaire administered to 384 fans of the partnered EPL clubs in the five administrative divisions of Lagos State using purposive sampling and Cochran methods. Data analyses comprising of Factor analysis, Ordered Logistic Regression and Structural Equation Model were employed to test the research hypotheses at 0.01 and 0.05 level of significance.

The findings of the study were:

- i. brand consistency and brand complementarity in brand image fit are significant and positive with  $\beta_1 = 0.320$ ,  $\beta_2 = 0.879$ ;  $p < 0.05$  and  $p < 0.01$  respectively;
- ii. brand equity fit has positive significant effect on purchase intention with  $\beta_1 = 0.747$ ,  $\beta_2 = 0.630$ , and  $\beta_3 = 0.932$ ;  $p < 0.01$  each;
- iii. endorsement of consumable products and complementarity of consumable products in product fit have positive significant effect on purchase intention with  $\beta_1 = 0.620$ ,  $\beta_2 = 0.392$  with  $p < 0.01$  each; and
- iv. brand alliance, through consumer attitude, has positive significant effect on purchase intention with  $\beta_1 = 0.910$  and  $p < 0.01$ .

The study concluded that brand alliance improved purchase intention of the studied consumables based on the attitude of consumers. The study therefore recommended that manufacturers of consumable products should assess the fit between potential brand partners in order to improve consumer purchase intention and the acceptability of their products.

## **CHAPTER ONE**

### **INTRODUCTION**

## **1.1 Background to the Study**

The contemporary global marketing situation has led to the emergence of heightened competition among diverse organisations. The competition emanates from the constant rivalry and the continuous strive to achieve their set goals and objectives. This has led organisations to adopt a number of marketing strategies in their drive to achieve their objectives and remain competitive in the dynamic market environment where marketing, and in particular branding has a comprehensive role (Burnaz & Bilgin, 2011).

Companies use marketing to create and capture value from customers by applying marketing techniques in choosing the right segment, positioning and constructing profitable relationships with customer, thus, gaining increased profits and market shares (Armstrong, Kotler, Harker & Brennan, 2009). In order to assume an advantaged position in the marketplace, organisations and marketing specialists employ branding to increase and insure companies' competitive advantage and maintain customer brand loyalty (Kapferer, 2008; Webster & Keller, 2004).

Branding and brand equity has been the topic of interest for the researchers in the area of marketing. In the vast expanding growth of companies' competitiveness on the market, there has been increased attention towards the concept of brand alliance (McCarthy & Norris, 1999). Businesses enter into partnerships with other companies to promote mutual interests in products and services offered and the public's perception of their legitimacy. There has been increased interest in partnerships among organisations to maximise their ability to persist in an environment where they must compete with other organisations for limited resources and reduce uncertainties. This has led to the emergence of branding concepts such as brand alliance.

The popularity of brand alliance as a strategy for leveraging the value of brands from competences and reputations of partner brands has witnessed an exceptional growth in the global marketing environment (Faems, Van Looy & Debackere, 2005). Lately, brand alliance has become a phenomenon which many organisations adopt irrespective of their product offering. This trend has shaped promotional activities of the respective organisations' product offerings; tangible goods or services; many organisations of different sizes are adopting brand alliance seen in cities and countries all over the world. Consequently, the marketing practices of firms in the competitive business environment have been influenced by consumers' attitude towards their products, hence, the attitude of consumers has tremendous impact on the marketing and branding strategies of organisations. Thus, they attempt to influence consumers' attitude positively towards their brands (Asamoah, 2012).

According to previous literature, attitude towards a partner brand may naturally have a spillover effect on attitude towards both partner brands (Le & He, 2013; Wason & Charlton, 2015). An example of brand-alliance in the global arena include the Kellogg's and Tropicana campaign showing how their products can be combined at breakfast (Samu, Krishnan & Smith, 1999); a physical and symbolic representation of two individual brands. Others are Google and Luxottica, Snapchat and Square's Snapcash, Alexander Wang and Hennes & Mauritz AB (H&M), Bayerische Motoren Werke AG (BMW) i8 and Louis Vuitton specially designed luggage. These partnerships enhance the brand image of the partners as well as boost awareness of their brands by creating a win-win for partners when the target audience and value perceptions are well matched (Greenwald, 2014). In recent times, a host of symbolic brand alliances are witnessed on the international scene between well-known brands. Examples of this include United Airlines, Lufthansa, and Singapore Airlines (Star Alliance), Kellogg's Pop-Tarts with Smuckers fruit

filling, Barcelona and Turkish Airline, Etihad and Manchester City, Samsung and some celebrity footballers (Didier Drogba, John Terry, Michael Essien). These have enhanced the brands' equity and profitability (Shimp, 2007). Yet, the extant literature pays little attention to two important issues: international brand alliances and alliance between brands of different product categories. This study contributes to the literature on brand alliances by examining the fit (brand image, brand equity and product) effect on consumer purchase intention of such brands.

In the Nigerian business environment, many brand partnerships in form of symbolic alliances are widely noticeable. These partnerships are of different forms, as outlined by Kotler and Keller (2014); between a firm and an individual (i.e celebrities such as Kanu Nwankwo, Mikel Obi, Genevieve Nnaji), between a firm and another firm (B-2-B; or between service firms) examples of this include the communications-based brand alliances in Nigerian service industry; Glo Mobile and Manchester United, Etisalat and Barcelona; and Airtel and Arsenal.

The trend is also noticeable in the Nigerian consumer goods industry where companies such as Chi Limited (producers of Chivita fruit juice), Guinness Nigeria Plc. (makers of Malta Guinness) and PZ Cussons Plc. (manufacturers of Robb, Sparkle and Fizz) partner with foreign brands in the promotion of their brands to consumers. However, studies have shown that the introduction of an established brand from one market to a developing market does not necessarily mean it will be received (Vander Schee, Aurand, Pickens, Ma & Girap, 2011). Furthermore, previous findings on the use of brand alliance in influencing consumer purchase intentions are not highly relevant in the Nigeria context. This brings another significant argument on the extent to which the potency of brand alliance can be generalized.

Generally, products with composite demand (see appendix I) jointly presented to consumers are capable of naturally stimulating consumers' attitude towards such products. However, the most important issue is how the brand alliance can affect attitude of consumers and to what extent its influence on consumer attitude could stimulate their purchase intention for the symbolically partnered brands in the Nigerian context.

Considering the aforesaid background, the effects of adopting the brand alliance strategy on the purchase of consumable products in Nigeria have not been thoroughly evaluated. Hence, this study is mainly focused on the examination of the effect of brand alliance on purchase intention of the partnered Nigerian consumable products.

## **1.2 Statement of the Problem**

Evidence indicates that many studies have examined different dimensions of building the value accruable to a brand. Each of the studies at different times examined brand alliances as a strategy for building brand image and, consequently, purchase of the product (see Aghdaie, Dolatabadi & Aliabadi, 2012; Alavi & Zeynali, 2013; Chan & Cheng, 2012; Li & He, 2013; Mazodier & Merunka, 2014; Nabec, Pras & Laurent, 2015).

Questions such as how the consumer reacts to inter-firm alliances, and how this, in turn, affect purchase intention have yet to be answered. This lacuna has been highlighted by prominent researchers in the discipline (Rindfleisch & Moorman, 2003). Review of literature have shown that studies in this field have focused largely on consumer attitude regarding brand extension, co-branding and ingredient branding forms of brand alliance, thus, brand alliance effects on purchase intention by approaching it from the perspective of consumer attitude towards the brand alliance in Nigeria is yet explored. Furthermore, the studies were conducted in other climes

which are different from the Nigerian environment and the brand alliances studied were not related to any Nigerian brand.

Within the Nigerian context, the only attempt to investigate inter-firm brand alliances was conducted by Oloyede and Udoh (2015). However, the study focused on consumer awareness of brand alliance with foreign football clubs. The potency of brand alliance partnership to drive purchase intention as a result of its influence on consumers' attitude in Nigeria is yet discernable.

Studies on brand alliances have identified fit as the driver of successful brand alliances. A lack of, or poor fit, according to Aaker and Keller (1990) may actually stimulate undesirable beliefs and associations. Fit has been examined in studies on brand alliances. However this has been majorly done with respect to co-branding and brand extensions, thus, leaving out fit between brands in three situations: (i) fit between brands in a symbolic brand alliance; (ii) between brands in different product categories; and (iii) between brands in different market environments. Therefore, this study examined brand alliance effects from these contexts.

Furthermore, there are limitations in the findings of earlier studies on brand alliance effects on purchase intention. Findings from previous studies such as Goh, Chattaraman, and Forsythe (2014), Helmig, Huber, and Leeftang (2007), Nabec, et al. (2015), Simonin and Ruth (1998) only reflected the role of attitude in moderating consumer purchase intention or consideration for the partnered brands, but failed to assess the different aspects of consumers' attitude, and, thus, highlight the one that best moderates consumer purchase intention. Therefore, further studies are required to reveal the individual effect of attitude as moderating factors between brand alliance and purchase intention and its indirect consequences.



This research study therefore addressed these gaps and, thereby, deepened the academic understanding of brand alliance, by investigating the different types of fit between brands forming brand alliances and how these different fit types influence consumers' purchase intention for partner brands in brand alliances. Brand alliance was examined from its drivers such as brand image fit, brand equity fit, and product fit with the aim of explaining how it affects purchase intentions of the consumers.

It is this gap that the study filled, thus, contributing to knowledge on the benefits of brand alliances to consumers and the value it offers the consumer goods sector in Nigeria.

### **1.3 Research Questions**

The following research questions were generated from the above statement of research problem:

- i. What is the effect of brand image fit on purchase intention of selected Nigerian consumable products?
- ii. Can brand equity fit affect purchase intention of selected Nigerian consumable products?
- iii. What is the effect of product fit on purchase intention of selected Nigerian consumable products?
- iv. Does brand alliance have an effect on consumer attitude of selected Nigerian consumable products?

### **1.4 Research Objectives**

The main objective of this study is to explore the effect of brand alliance on purchase intention in the Nigerian consumer goods industry. This presupposes that this study will make an attempt to explain how brand alliances influence consumers' attitude and its consequent effect on their

intention to purchase such brands. Therefore, in order to achieve the objective, some specific objectives were formulated. The specific objectives were to:

- i. examine the effect of brand image fit on purchase intention of selected Nigerian consumable products,
- ii. investigate the effect of brand equity fit on purchase intention of selected Nigerian consumable products,
- iii. examine the effect of product fit on purchase intention of selected Nigerian consumable products, and
- iv. examine the effect of brand alliance on consumer attitude of selected Nigerian consumable products.

### **1.5 Research Hypotheses**

The following null hypotheses were formulated to aid in the analysis:

- Ho<sub>1</sub>: Brand image fit has no statistical significant effect on purchase intention of selected Nigerian consumable products,
- Ho<sub>2</sub>: Brand equity fit has no statistical significant effect on purchase intention of selected Nigerian consumable products,
- Ho<sub>3</sub>: Product fit has no statistical significant effect on purchase intention of selected Nigerian consumable products,
- Ho<sub>4</sub>: Brand alliance has no statistical significant effect on consumer attitude of selected Nigerian consumable products.

### **1.6 Significance of the Study**

Studying the adoption of brand alliance in Nigerian consumer goods industry is significant in several perspectives. Organisations have at one time or the other constructively used strategic

alliances amongst which brand alliance is one to enhance the value accruable to their brand. One major by-product of efforts to increase a brand's equity is that consumer brand loyalty might also increase (Erdem & Swait, 1998). Increasing consumers' loyalty; an aspect of brand equity as advanced by Aaker (1996a) to a brand is imperative because long-term growth and profitability of an organisation is largely dependent on creating and reinforcing brand loyalty (Shimp, 2007).

Most importantly, a deeper understanding of how knowledge for a brand and other linked entities interact is of paramount importance. Therefore, the findings of this study will contribute to the validity or otherwise of theories that have been advanced in explaining the phenomenon of brand alliances. Similarly, this research will contribute to models that seeks to explain how brand alliances influence consumers' behaviour towards products, thus, extending the number of models in the field.

This research intends to fill the gaps highlighted in the statement of problem by bringing out the potency or otherwise of brand alliances, as is being used, in achieving value for brands from the consumer perspective in the Nigerian context. The outcome of this study will contribute to the viability of current and potential strategies adopted by consumer goods organisations with respect to the partnership strategies they are into as it will provide an analysis of the salient aspects of joint promotion branding that are relevant to consumers. Further, the study will bring out relevant elements for the development of branding strategies that will influence consumers' attitude towards brand alliances and ultimately, influence consumers' purchase of such brands.

Furthermore, the intended use of quantitative research method in this study will make it possible to collect empirical data that will be valuable for decision making and strategy formulation for consumer goods organisations that intend to adopt the joint promotion strategy of brand alliance.

With an understanding of the effect of brand alliances, managers of consumer goods organisations can design effective branding strategies for an effective customer patronage purposes.

In addition, the findings of this study will give brand professionals a clear explanation of the attitudes of customers to brand and product fits, and their transfer of loyalty from and to partnered brands. The findings of the study will also describe how these attitudes affect purchase intention. Therefore, it is expected that an outcome of this study will provide an explanatory tool for practitioners in tracking the attitude of consumers towards brand alliances. The results of this study will reveal how much brand alliances influence purchase intention. Strategically, the outcomes of this study will provide marketers with a clear path in regards to how to most effectively build their brands and influence purchase intention. Marketing professionals will therefore find the recommendations contained in this research useful in giving out credible, consistent and clear messages to their target audience using brand alliances in influencing purchase intention, thus accruing value to the brands in the brand partnership agreement.

The study will serve as a valuable addition to existing literature in the field of branding and marketing, thereby serving as an insight for students who intend to study this area of marketing.

### **1.7 Scope of the Study**

The study focused on investigating the effect of brand alliance on purchase intention in the Nigerian consumer goods industry in order to understand why companies are adopting the strategy. The scope of this study is limited to the activities of consumer goods companies in Nigeria with respect to their adoption and deployment of brand partnership strategies in the promotion of their brands. The reason for focusing on consumer goods companies is because

customers buy their products at regular intervals, thus, the brands they patronise can make huge profit from the money circulation in the industry. Therefore, in order to gather the required data for the study, the study was limited to fans of the brands partnered by the selected consumer goods brands. This is because they represent the core audiences whom the promotion of the symbolic brand alliance are targeted at.

The manufacturers of the consumer products to be used in this study are based in Lagos State, thus, the study was conducted in the State. Coupled with this is the fact that Lagos State is the commercial nerve centre of Nigeria and a densely populated city, thus, the preponderance of television stations (Shobanjo, 2014) hence, the “opportunity-to-see” and exposure to the media (Television, Billboards, BRT buses) used in the joint advertising between the consumer goods brands (Chivita; Malta Guinness; and Premier, Olympic and Robb) and the partnered brands.

The study focused on the symbolic brand alliance between the selected consumable products and the EPL brands between 2014 and 2017 by gathering cross-sectional data on the brand alliance activities of these brand partners from respondents. The cross-sectional data was used because of the need to collect information from respondents when the symbolic brand alliance promotional activity was still on and before the end of EPL league in April 2017, and while they are still exposed to the promotion.

The distribution of questionnaire to respondents was done in the five main administrative divisions of Lagos State: Ikeja, Badagry, Ikorodu, Lagos Islands, and Epe (known colloquially as IBILE) (Olukaju, 2017; Ministry of Economic Planning and Development, 2013). The cities that were covered are stated under the sample size determination in chapter three and justifications were provided for the choice of these cities.

## **1.8 Operational Definition of Terms**

**Brand Alliance:** This implies a symbolic partnership between two or more brands in a situation whereby the brands are jointly presented to target markets for purpose of influencing consumers' attitude towards either of the brands and thus, increasing the value of the partnering brand.

**Brand X:** This is used to represent the selected consumable products used in this study. They are Chivita, Malta Guinness and Products of PZ Cussons that adopted the symbolic brand alliance strategy.

**Brand Y:** This is used to represent the partnered English Premier League (EPL) Clubs partnered by the selected consumable products used in this study. They are Arsenal FC, Manchester City FC and Manchester United FC.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

This section of the study reviews past literature by branding and marketing scholars on the concept of brand alliance and its effects. It examines brand and brand alliance: its importance, how it is built, strategies in enhancing attitude towards brands, including how consumers' purchase intention can be influenced among other issues relevant to the study.

Furthermore, this chapter offers theoretical explanations as to the use of brand alliance and its effectiveness in achieving organisational objectives. The theories that were considered are associative network theory, information integration theory, spreading activation theory, signaling theory and congruence theory. These theories served as framework for the study. In addition to these, earlier studies carried out that are related to brand alliances and influences on purchase behaviour were reviewed under this section.

#### **2.2 Conceptual Clarifications**

##### **2.2.1 Brand**

The term “brand” is at the root of brand equity. A brand represents a “name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors (Kotler & Keller, 2014). A brand can be defined as a cluster of clearly defined values (Aaker & Joachimsthaler, 2000; de Chernatony, 2001; de Chernatony & Segal, 2001). In other words, anything that differentiates a product of a company from that of the competitor is called a brand.

There are two main views of brands, one focusing on its technicalities from the owner's point of view, and the other on its effects in consumers' minds. The technicality perspective, view a

brand as a name, term, sign, symbol, design, or a combination of these elements that is intended to identify the goods or services of the seller and differentiate them from competitors (Kotler, Bowen & Makens, 2005). The effect-based view looks at what brands provoke in consumer's minds, and how brands affect their behaviour. This perspective implies that brands can be described as a collection of perceptions in the mind of the consumer (Feldwick, 1996).

The term "brand" is presented by the MSH Marketing Group (2006) as marketing function that identifies products and their source, and differentiates them from all other products. It represents what an organisation wants to stand for and what it promises to its customers. A brand represents the relationship an organisation has with its employees just as much as it represents the relationship that it has with its customers (Berry, 2000; Jacobs, 2003). Thus, it is a set of expectations and associations evoked from experience with a company or product. It is all about how customers think and feel about what the business or product actually delivers across the board. If the expectations, associations, and experiences are positive, the likely results are positive perceptions about the brand and measurable bottom-line contributions in terms of market share and profitability (Leiser, 2004).

A well-known and respected brand is an invaluable asset (Shimp, 2007). Brands, especially those that are strong aid in the establishment of a firm's identity in the market place, eventually leads to the development of a solid customer franchise (Aaker, 1996b; Keller & Aaker, 1998), and this can in turn lead to brand equity.

Kotler, Bowen and Makens (2005) describe five desirable characteristics of a brand name:

- i. brand name should deliver the qualities and benefits of the product or service;
- ii. it must be easy to recognize, recall, and articulate;



- iii. it should be unique;
- iv. in order to be a global brand, brand name should be easily and positively interpreted into foreign languages;
- v. brand name may be legally protected under the trademark, patent, and/or copyright laws.

In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of companies. Jaffe Associates (2006) state that branding is important for consumer decision-making, as it provides a road map to identifying professional services with high value. Brands have been considered as the second most important assets for a firm after customers (Ambler, 2000; Doyle, 2001; Jones, 2005). They are a key element in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance (Kotler & Armstrong, 2014). Strong brands, customer awareness, market share and satisfied customers contribute to the creation of shareholder value which depends on the value of a brand. Brand value concerns with the study of how value is created, whereas equity is concerned with the measurement of this value (Jones, 2005). This implies that brand is a valuable unifying factor that connects organisations with consumers.

### **2.2.2 Brand Elements**

Brand elements can be defined as those trademarkable devices that serve to identify and differentiate the brand. Examples of this include brand names, logos, symbols, characters, slogans, jingles, and packages (Keller, 2003b). A number of broad criteria have been identified as to how to choose and design brand elements to build brand equity (Kotler & Keller, 2014):

- memorability

- meaningfulness
- aesthetic appeal
- transferability both within and across geographical and cultural boundaries and market segments
- adaptability and flexibility over time
- legal and competitive protectability and defensibility.

These are essential in creating strong brands because brands are more than just names and symbols. They, according to Kotler, et al. (2014), are a key element in the company's relationships with consumers.

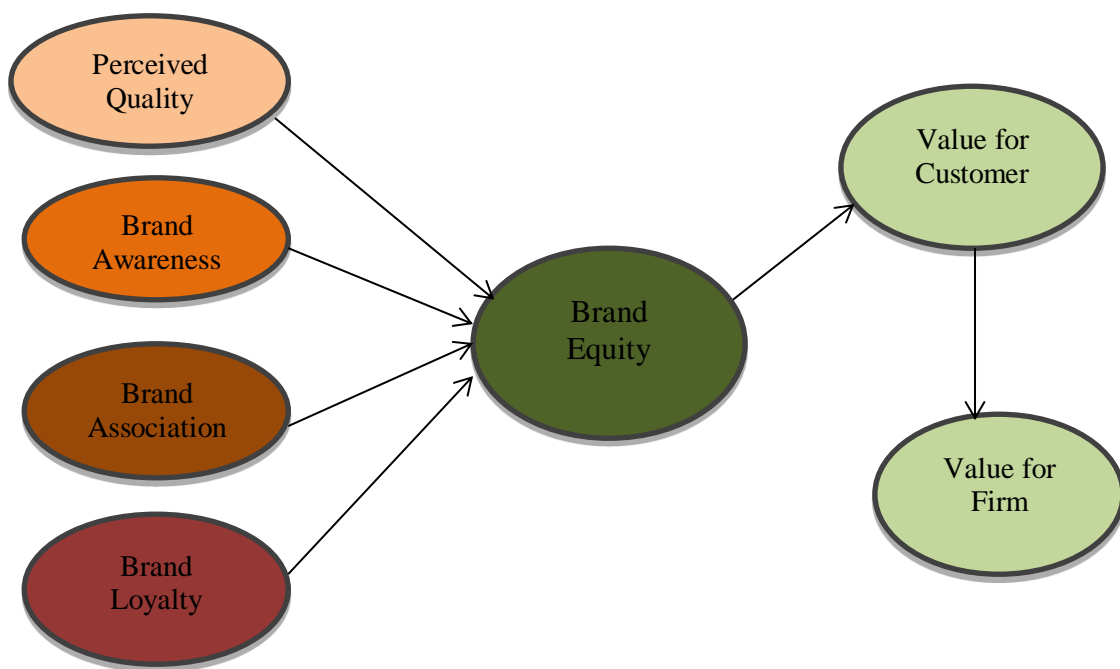
Branding can be utilised to construct profitable customer relationships and to differentiate companies in a competitive market, by increasing communication-accessibility (Keller, 2009). It can also be used to communicate reflections of companies' image, values, and qualities. The value directly or indirectly accrued by these various benefits is often called brand equity (Kapferer, 2005).

### **2.2.3 Brand Equity**

“Brand equity” as a term was produced as a result of attempts at defining the relationship between customers and brands in the marketing literature. It is a term used to quantify and express a brand; it refers to the value of a brand. Brand equity is an impetus that defines why customers chose to buy a product, in other words it accentuates brand allegiance. The concept of brand equity as an effort to make brands more comprehensible and measurable has attracted growing attention both in the academic world as well as among practitioners (Srinivasan, Park & Chang, 2005). Over the years, several scholars offered different definitions for brand equity. A

review of extant literature on brand equity identifies a variety of definitions or views (Keller, 1998; Kim, Kim & An, 2003).

Moran (1991) defined the concept of brand equity as “any given brand name, itself, has particular meaning and value to its consumers and to its direct customers, the distributive trade, which affects the future earning potential of the product or products which are sold under that name”. According to Aaker (1996b); Aaker and Joachimsthaler (2000), brand equity is “a set of brand assets and liabilities linked to a brand, its name and symbol, that add to (or subtract from) the value provided by a product or service to a firm and/or that firm’s customers.”



**Figure 2.1. Aaker's Model of Brand Equity**

**Source:** Aaker, 1996. Measuring brand equity across products and markets. *California Management Review*, 38, 102-120

The corporate perspective advanced by Brondoni (2001) holds that brand equity is “a corporate intangible asset based on the knowledge of a specific brand in a market”. Building on the

definition advanced earlier by Aaker (1996a); Aaker and Joachimsthaler (2000), Shimp (2007) defined brand equity as “a set of five categories of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm or to that firm’s customers, or both.” These categories of brand assets are brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets.

The definitions advanced by these scholars are somewhat different, however, most are consistent with Farquhar (1989) defining brand equity as the value added to a product by a brand beyond the mere functional purpose, both from company and customer point of view (Srinivasan, Park & Chang, 2005).

According to Farquhar’s (1989) definition, brand equity can be measured in monetary terms and reflects outcomes in the marketplace. Along these lines Simon and Sullivan (1993) define brand equity as the incremental cash flow accumulating to branded products over unbranded ones, an approach that solely focuses on financial consequences.

Brand equity is reinforced when a consumer passes through an experience of making product choice (Warraich, Awais, Amin & Parkash, 2014). It shows the worthy and unworthy characteristics of a specific product (Faircloth, 2001). Brand equity is enhanced for the brandowner and therefore, retained by the owner (Ambler, Bhattacharya, Edell, Keller, Lemon & Mittal, 2002). Brand equity can be viewed from three perspectives (Atilgan, Aksoy & Akinci, 2005; Kim, Kim & An, 2003). The first is customer-based brand equity which Keller (2012) defined as the differential effect that brand knowledge has on consumer response to the marketing of that brand. The knowledge is not about the facts, but is influenced by affective thoughts, experiences, images, emotions, feelings and so on. Thence, it can be posited that brand

equity only exists in people's minds (Leone, Rao, Keller, Luo, McAlister & Srivastava, 2006). Second is company-based. This, according to Hoeffler and Keller (2003) is the additional value (i.e., discounted cash flow) that accrues to a firm because of the presence of the brand name that would not accrue to an equivalent unbranded product. The third is from a financial market point of view, which sees brands as assets that can be bought and sold. The financial worth of a brand is therefore, the price it brings or could bring in the financial market.

Exploring brand equity from the consumer's perspective, Vazquez, Del Rio and Iglesias (2002) describe brand equity as the overall utility that the consumer associates with the use and consumption of the brand, including associations expressing both functional and symbolic attributes. In expressing their view on this definition, Brady, Cronin, Fox and Roehm (2008) state that brand equity is a perception of belief that extends beyond mere familiarity to an extent of superiority that is not necessarily tied to specific action.

Keller (2012) submits that from an external market perspective, branding involves the creation of mental structures that help the target audience to organise their knowledge with respect to that particular product or organization. This, in turn, provides value to an organisation through improved customer buying habits.

A succinct definition of branding and brand equity that can be derived from these reviews is that branding is the totality of efforts that represents a mark of a given level of quality and value that helps consumers choose between one product and another. A brand is everything that one company's particular offering stands for in comparison to other brands in a given brand category while brand equity is the sum of factors that contribute to a brand's value in the mind of the

consumers. These create consumers' purchase intentions, preferences and loyalty towards the brand.

A basic premise of brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time (Keller, 2008). Brand equity can be thought of as the "added value" endowed to a product in the thoughts, words, and actions of consumers. It is the essential lever of profitability because it represents the value of the brand in the marketplace; independent of added features and lower price (Simoons, 2005). Brands with strong brand equity can command premium prices, capture and maintain market share, support new line extensions, attract investors, and fend off new competitors. Strong brand equity can make a brand nearly impervious to competition. Enhancing the ability of the brand to differentiate effectively can generate advantages for products and services, such as increased purchase intention (Cobb-Walgren, Beal & Donthu, 1995).

#### **2.2.4 Importance of Brand Equity**

Brand equity is driven by perceptions of objective aspects of a firm's offerings. This in turn, builds brand equity through image and meaning. The brand serves three vital roles. First, it acts as a magnet to attract new customers to the firm. Second, it can serve as a reminder to customers about the firm's products and services. Third, it can become the customers' emotional tie to the firm (Suki & Saamita, 2015). Brand equity has often been defined very broadly to include an extensive set of attributes that influence consumer choice. However, in our effort to separate the specific drivers of customer equity, brand equity is defined more narrowly as the customer's subjective and intangible assessment of the brand, above and beyond its objectively perceived value. The key actionable levers of brand equity are brand awareness, attitude toward the brand, and corporate ethics. Brand awareness encompasses the tools under the firm's control that can

influence and enhance brand awareness, particularly marketing communications. Attitude towards the brand encompasses the extent to which the firm is able to create close connections or emotional ties with the consumer. This is most often influenced through the specific nature of the media campaigns and may be more directly influenced by direct marketing. The third lever; corporate ethics, includes specific actions that can influence customer perceptions of the organization (e.g., community sponsorships or donations, firm privacy policy, and employee relations) (Lemon, Rust & Zeithaml, 2001).

The benefits of strong brands are not limited to external business performance; the organization benefits as well. There are many different ways that this added value can be created for a brand. Similarly, there are many different ways the value of a brand can be manifested or exploited to benefit the firm. One of these ways is the adoption and application of brand alliance. For many organisations, the current business environment compels the use of collaborative partnerships as an important component of strategy (Cravens, Piercy & Cravens, 2000). This is based on the premise that people are naturally attracted to organisations with strong brands; hence, brand alliance is aimed at benefiting from the value accruable to a particular brand.

### **2.2.5 Approaches to Enhancing Brand Equity**

In general, efforts to enhance a brand's equity are accomplished through the initial choice of positive brand identity (that is, via the selection of a good brand name and logo) but mostly through marketing and marketing communication programmes that forge favourable, strong, and unique associations with the brand in the consumer's mind (Shimp, 2007). Brands that are high in quality and represent good value potentially possess high equity. However, effective and consistent marketing communication efforts are required to build on and maintain brand equity. A brand's equity is a function of the favourability, strength, and uniqueness of associations held

in consumers' memories. Enhancing a brand's equity is to forge stronger, more favourable, and unique associations. The associations are created in a variety of ways, some of which are initiated by marketers (e.g., via advertising) and others that are not marketer initiated (Keller, 2003a).

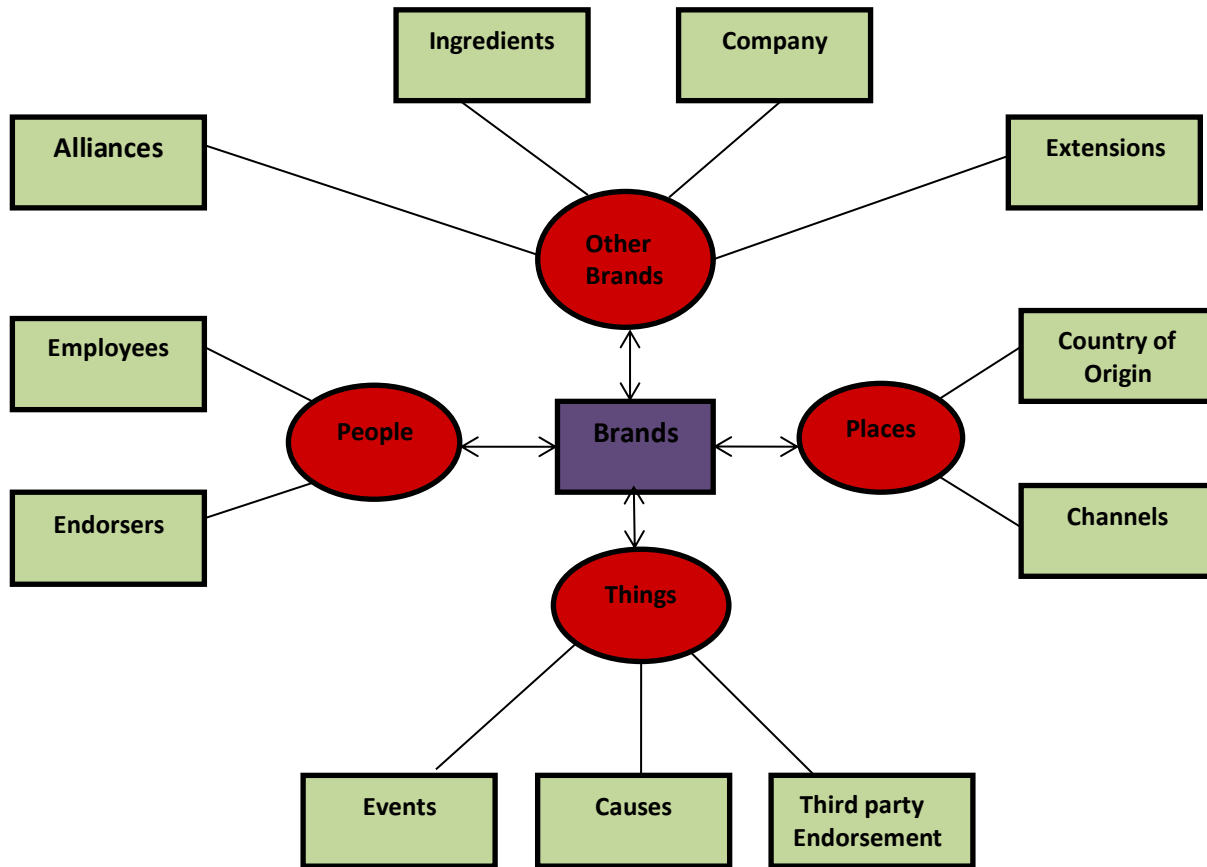
According to Keller (2003b), three ways by which brand equity is enhanced are:

- **Speak-for-itself approach:** that is, by trying and using brands, consumers learn how good (or bad) they are and what benefits they are (in)capable of delivering.
- **Message-driven approach:** building (or attempting to build) advantageous associations via the dint of repeated claims about the features a brand possesses and/or the benefits it delivers. This will be effective if the marketing communication message is creative, attention getting, and believable.
- **Leveraging approach:** this is an equity-building strategy that is being used in increasingly competitive marketplaces. Brand association can be shaped and equity enhanced by leveraging positive associations already contained in the world of people, places, and "things" that are available to consumers.

Building brand equity through brand associations using the leveraging approach is used by marketing communicators to draw meaning from the culturally constituted world and transfer that meaning to consumer goods. This implies that marketing communicators can leverage meaning, or associations, for their brands by connecting them with other objects that already possess well-known meaning (Shimp, 2007). Using Keller's (2003a) model depicting sources of leveraging brand meaning from various sources in Figure 2.2, an account of how a brand can



leverage associations by connecting itself with (1) other brands, (2) places, (3) things, and (4) people, can be understood.



**Figure 2.2. Leveraging Brand Meaning from Various Sources**

**Source:** Keller (2003). “Brand Synthesis: The Multiple Dimensionality of Brand Knowledge. *Journal of Consumer Research*, 29, 598.

As enunciated by Keller (2003b), three factors would seem to be particularly important in predicting the extent of leveraging that might result from linking a brand to another entity in some manner:

- i. **Knowledge of the entity:** the same dimensions identified for brand knowledge could be applied to these other entities; in this case, what knowledge exists about the entity and has the potential of being transferred to the brand?
- ii. **Meaningfulness of the knowledge of the entity:** given that the other entity has some potentially relevant knowledge, to what extent might this knowledge be deemed meaningful for a brand?
- iii. **Transferability of the knowledge of the entity:** assuming that some potentially meaningful knowledge exists for the other entity and could possibly be transferred to a brand, to what extent will this knowledge actually become linked to the brand or affect existing knowledge?

There have been a number of occurrences where two brands enter into an alliance that potentially serves to enhance both brands' equity and profitability. The common theme among brands that enter into alliances is that they do so based on similarity in their images, that they appeal to the same market segment, and that the brand partnership initiative is mutually beneficial (Shimp, 2007).

### **2.2.6 Brand Alliance**

A review of extant literature on the topic of brand alliance reveals definitions of the term. Simonin and Ruth (1998) defined brand alliances as; "short- or long-term association or combination of two or more individual brands, products, and/or other distinctive proprietary assets". Aaker (2004) advanced the following two definitions: "brand alliances involve brands from different firms that combine to engage in effective strategic or tactical brand building programs or to create co-branded market offerings", and "the involvement of two or more firms that associate their brands together to create superior marketing offerings or to engage in

effective strategic or tactical brand-building programs”. This implies that brand alliances involve all joint-marketing activities in which two or more brands are simultaneously presented to the consumer.

Dickinson and Heath (2006) as well as James (2006) built on Aaker’s (2004) definition by classifying brand alliances according to the form they take. They distinguished symbolic and physical alliances where the latter refer to co-branding a product while the former describe a co-branding effort that adds meaning to customers through transferring the images of the involved brands without reference to new physical products.

An attempt to combine these definitions led to Maiksteniene (2009) defining brand alliance as “a short or long-term branding strategy when two or more brands are linked, each to the other, in a marketing context of a concrete product with the aim to transfer associations between the brands and/or to form new attitudes to the alliance product”.

Marketing discipline increasingly focuses on co-created value; a trend that, among other things, has been in the spotlight of recent scientific discussions on a so-called new dominant logic of marketing (Jevons, Gabbott & de Chernatony, 2005; Vargo & Lusch, 2004; Vargo, & Lusch, 2006). Brand alliances are facilitating this value co-creation as a result of partnership forged by the alliance. Hill and Lederer (2001) assert that the greatest brand value nowadays is being created in the intersections between individual brands. More and more brand developers are turning to cooperative marketing arrangements, such as brand alliances (also referred to as co-branding, secondary associations, conceptual combinations, advertising alliances etc.) as a way of adding further value to their brand assets and reducing the risks associated with brand development. Brand alliance brings two different companies and brands together; each with their

own brand equity (Pollack, 2011). It comes in form of affiliation or affinity marketing, however, the unique qualities of powerful marketing partnerships makes them especially attractive. They link together people and organisations to attract customers in new and exciting niches. Businesses make alliances or partnerships with other companies to promote mutual interests in products and services offered and in the public's perception of their legitimacy (Heller & Reitsema, 2010).

Maiksteniene (2009) postulates that interest in brand alliance practice has increased significantly in recent decades, with prominent examples, such as computers (IBM - Intel), credit cards (Citibank - Visa), mobile phones (Sony - Ericson), food (Diet Coke - NutraSweet), consumer appliances (Whirlpool- Philips) and many other brand alliances in different forms. In more recent times, brand alliances focusing on affiliation between international airlines and football clubs such as Qatar Airways and Barcelona Football Club, Emirates Airline and Arsenal Football Club, and Etihad Airline and Manchester City are prevalent. Brand alliance used to be conceptualized as deliberate pairing of two or more brands with one another in a marketing context such as in advertisements, products, product placements, distribution outlets (Grossman, 1997). The most important requirement for successful co-branding is that brands possess a common fit and that the combined marketing communication efforts maximize the advantages of the individual brands while minimizing the disadvantages (Park, Jun & Shocker, 1996).

Factors that influenced the increased use of brand alliance strategies in practice are the potential interdependent image improvements that may result from collaboration with a complementary partner and signaling aspects (Erdem, 1998; Wernerfelt, 1988). The impact of the alliance can be viewed both in terms of the impact of the partnership on the participating organisations and upon the “brand” that each represents (Lafferty, Goldsmith & Hult, 2004).

The justification for adopting brand alliance can be premised on the postulation of Leiser (2004) that “we are living in the age of the brand. Merely tracking performance is no longer enough, hence brand equity management.”

Brand alliance can be communications-based, product-based, have multiple sponsors or be based on two brands from the same company (Kotler & Keller, 2014). Communications-based brand alliance is used to promote products or events. One brand may be used to endorse or recommend the other for the mutual benefit of both (Jobber, 2007). The objective with the concept is to generate greater sales by partnering with another company to jointly present their brands to consumers (Kalafatis, Remizova, Riley & Singh, 2012) and benefit from the value offered by the partner. The common theme among brands that enter into alliances is that they do on grounds that their images are similar (fit), they appeal to the same market segment, and the brand-alliance initiative is mutually beneficial (Shimp, 2007).

### **2.2.7 Understanding Brand Alliances**

In the marketing literature, brand alliances used to be named by various terms: co-brand, co-promotion, ingredient, dual, composite brand alliances (Uggla, 2004). Brand alliances, which combine two brands in some ways, come in all forms and some of these have been explored in academic research (Keller, 2012):

#### **a. Co-Branding**

Co-branding, which is also called brand bundling or brand alliances occurs when two or more existing brands are combined into a joint product or are marketed together in some fashion (Rao & Ruekert, 1994). Co-branding strategies, according to Washburn, Till and Priluck (2000) can be distinguished as follows:

- Co-development consisting of the pairing of two or more branded products to form a separate and unique product (e.g., Philishave Coolskin; a co-developed product of Philips and Nivea),
- Physical product integration meaning that one branded product is inextricably linked with the other (e.g., Intel and computer brands),
- Joint advertising where two brands are advertised together mentioning, for example, joint usage possibilities (e.g., Bacardi and Coca Cola), and
- Joint promotions indicating that by buying one brand you can save for acquiring another brand (e.g., McDonald's and Disney).

The investigation carried out in the context of this study exclusively deals with co-branding in the form of joint advertising and joint promotions strategies. Examples of these in Nigeria include Pepsi and Airtel, Glo Mobile and Manchester United, Kia and Access Bank, Etisalat and FC Barcelona, DHL and Total Nigeria Plc. The reasons for choosing this strategy is to generate greater sales from the existing target market as well as open additional opportunities with new consumer channels. Keller (2008) also add that these forms of co-branding can help reduce the cost of product introduction because it combines two well-known images, thus, accelerating potential adoption.

The main advantage of co-branding is that a product may be uniquely and convincingly positioned by virtue of the multiple brands in the campaign. Co-branding can create more compelling points of difference or points of parity for brands or both, than otherwise might have been possible. As a result, it can generate greater sales from existing target market as well as open additional opportunities with new consumers and channels. Co-branding can reduce the cost of product introduction because it combines two well-known images; accelerating potential

adoption. Co-branding also may be a valuable means to learn about consumers and how other companies approach them. In poorly differentiated categories, especially, co-branding may be an important means of creating a distinctive product (Lebar, Buehler, Keller, Sawicka, Aksehirli, & Richey, 2005).

The potential disadvantages of co-branding are the risks and lack of control that arise from becoming aligned with another brand in the minds of the consumers. Consumer expectations about the level of involvement and commitment with co-brands are likely to be high. Unsatisfactory performance thus, could have negative repercussions for both (or all) brands (Votolato & Unnava, 2006). Brands that enter into a number of co-branding arrangements may face a risk of over exposure that would dilute the transfer of any association. It may also result in distraction and a lack of focus on existing brands (Keller, 2012).

#### **b. Ingredient Branding**

Ingredient branding makes up for much of co-branding activities (Keller, 2003b) and refers to brand alliances in which a producer uses branded components or ingredients for his own branded product (Rao, Qu & Ruekert, 1999). For instance, bike manufacturers such as Cannondale or Bianchi ingredient brand with Shimano since their customers highly value reliability and perceived quality of Shimano's gears and other components (Uggla & Filipsson, 2008).

Ingredient branding is a special case in brand alliances since ingredient brands such as Intel can become “points-of-entry” in certain industries diminishing the final product's value significantly in absence of the ingredient brand (Uggla & Filipsson, 2008). Intel, for instance, controls a strategic buyer-seller relationship towards the consumer (Webster & Keller, 2004). Thus, in order to achieve, at least, parity in features with competitors, companies might have no choice,

but to enter into a brand alliance with the ingredient brand owner. However, ingredient branding is not always a must and companies often enter into brand alliances of this type for the same reasons as for other types of brand alliances.

Also, ingredient branding is a special case of co-branding which creates brand equity for materials, components, or parts that are necessarily contained within other branded products. It focuses on initial line extension as well as future category extensions (Keller, 2012).

According to Desai and Keller (2002), two particular types of line extensions, defined as brand expansions are:

- i. Slot filler expansions, in which the level of one existing product attribute changed, and
- ii. New attribute expansions, in which an entirely new attribute of characteristic was added to the product.

They assert that with slot filler expansions, a self-branded ingredient led to more favourable later extension evaluations. Conversely, with more dissimilar new attribute expansions, a co-branded ingredient led to a more favourable evaluation of both the initial expansion and the subsequent extension (i.e. the newly introduced product with unique attribute, benefit and image or prestige).

The consumer behaviour perspective sees branded ingredients as a signal of quality. The uniformity and predictability of ingredient brands can reduce risk and reassure consumers. As a result, ingredient brands can become industry standards and consumers will not want to buy a product that does not contain the ingredient. In other words, ingredient brands can become, in effect, a category point of parity. The consumers do not necessarily have to know how the ingredient works, just that it adds value (Keller, 2012).



The pros and cons of ingredient branding are similar to those of co-branding (Norris, 1992). The benefit of branding products as ingredients for the firm making and supplying the ingredient is that by creating consumer pull, the firm can generate greater sales at higher margin. There may also be more stable and broader customer demand and better long-term supplier-buyer relationships. Enhanced revenues may accrue from having two revenue streams; direct revenue from supplied ingredients and extra revenue from royalty rights (Keller, 2012).

The manufacturer of the host product benefits by leveraging the equity from the ingredient brand to enhance its own brand equity. On the demand side, the host product brands may achieve access to new product categories, different market segments, and more distribution channels than otherwise expected. On the supply side, the host product may be able to share some production and development costs with the ingredient supplier (Keller, 2012).

Ingredient branding is not without its risks and costs. The cost of supporting marketing communication programme can be high and many suppliers are relatively inexperienced at designing mass media communications that may have to contend with inattentive consumers and non-cooperative middlemen. Like co-branding, there is a loss of control, because marketing programmes for supplier and manufacturer may have different objectives and thus may send different signals to consumers. The sustainability of competitive advantage may be somewhat uncertain, because brands that follow may benefit from consumers' increased understanding of the role of the ingredient. Hence, follower brands may have to communicate not so much, the importance of the ingredient as why their particular ingredient brand is better than the pioneer or other brands (Keller, 2012).

### **c. Advertising Alliances**

Advertising alliances is a form of brand alliance that provides added meaning to consumers through the transfer of associations with other brands. Samu, et al. (1999) showed that the effectiveness of advertising alliances for new product introductions depended on the interactive effects of three factors: the degree of complementarity between the featured products, the type of differentiation strategy (common versus unique advertised attributes with respect to product category), and the type of advertising/advertisement processing (top-down or bottom-up) that an advertisement evoked (such as by the explicitness of the advertisement headline).

### **2.2.8 Typologies of Brand Alliances**

Fang and Mishra (2002) distinguished between homogeneous and heterogeneous brand alliances:

- i. Homogeneous brand alliance is when the brand allies with partners in the same product category;
- ii. Heterogeneous brand alliance is when the primary brand allies with partners in different product categories.

Leuthesser, Kohli and Suri (2003) distinguished between a “narrow” and a “broad” brand alliance:

- i. Broad: when brand alliance results in the creation of a new product, it usually signals to customers that the partners are committed to a long-term relationship.
- ii. Narrow: the alliances that are promotional and are either not perceived as permanent or do not result in the creation of a single product.

A much related distinction is that advanced by Lambin, Chumpitaz and Schuiling (2007) which distinguished brand alliance on the dichotomy of “strategic” and “tactical” alliances:

- i. Strategic (long-term) brand alliances represent long-term associations and relatively large investments from both partners;
- ii. Tactical (short-term) brand alliances represent short-term alliances that usually cover promotional deals.

Furthermore, James (2006) distinguished between “physical” and “symbolic” alliances:

- i. Physical alliances occur where two or more brands are integrated into a new product. Physical forms of brand alliances are composite brand extensions (Park, et al., 1996), ingredient branding (Rao, Qu & Ruekert, 1999), product combinations (Simonin & Ruth, 1998), and bundled products (Simonin & Ruth, 1998) with two or more brands either from one or many owners in an offering and through product combinations of two brands combined in a single existing product offering.
- ii. In symbolic alliances, brands are used to provide added meaning to a consumer through the transfer of their associations. Symbolic brand alliances can be classified as joint advertising (Samu, et al., 1999), celebrity endorsement (Erdogan, 1999) and joint sales promotion (Varadarajan, 1986; Washburn, Till & Priluck, 2004).
  - a. **Joint advertising** designates advertising campaigns in which two or more companies pool their effort to promote their products together, often in a typical usage situation. For instance, Kellogg’s and Tropicana launched a campaign showing how their products can be combined at breakfast (Samu et al., 1999). Joint advertising is possible both at vertical and horizontal levels. It helps to attract customers and increase product trial by sometimes offering products at discounts as part of special sales promotions. This can also be done for more than one product, e.g. when a magazine comes with an additional

product, a so-called gimmick free of charge. This is referred to as joint sales promotion (Varadarajan, 1986).

- b. **Celebrity endorsement** can be viewed as symbolic brand extension since celebrities themselves are brands (Keller, 2003b). People associate certain images with celebrities just as they do with product brands. Thus, companies having celebrities endorse their products try to strengthen the image customers have of the brand through the image they have of the celebrity. Gillette heavily used celebrity endorsement in launching its new Gillette Fusion razor. Under the tagline “champions”, the campaign features Thierry Henry (soccer player), Tiger Woods (golfer) and Roger Federer (tennis player) all of whom were world champion or ranked number one in the world in their respective sports. In Nigeria, celebrities are also being used for product/brand endorsement. This include the likes of Kanu Nwankwo (Fidelity Bank, Peak Milk, Nobel Carpets and Rugs, Arik Airways, Startimes); Genevieve Nnaji (Lux); Dakore Egbuson (Amstel Malta); Kate Henshaw-Nuttal and Flavour (Onga); D’banj (Power Fist); TuFace Idibia and Austin Jay Okocha (Guinness); Banky W (Etisalat); Bukky Wright, ‘Jide Kosoko, Omotola Jalade, ‘Segun Arinze, Julius Agwu, and Sunny Nneji (Hollandia Milk), King Sunny Ade (Glo Mobile, LIRS).
- c. **Joint promotion** is characterized by the participation and/or pooling of promotional resources by two or more distinct entities with the goal of capitalizing on joint opportunities for sales growth, profits, or other objectives to the mutual benefit of the participants in the cooperative sales promotion program (Varadarajan, 1986). It is defined by Washburn, et al. (2004) as a form of brand alliance partnership where partner brands complement each other.

The adoption of brand alliance strategy in Nigerian consumer goods industry, which is the subject of this study, is a heterogeneous, narrow, and symbolic brand alliance. This is because the brand alliance engaged in by the consumer goods organisations are purely promotional (Advertising and sales promotion) and tactical (short-term) purposes.

### **2.2.9 The Fit between Partner Brands and Brand Alliance**

Fit have been identified as the drivers of a successful brand alliance. Fit refers to how logical the partnership is between the brands in the alliance. As a seminal piece in brand alliance research, Simonin and Ruth (1998) proposed that brand alliance evaluation was a function of the fit between the partner brands. They investigated the influence of the relationship between partner brands on brand alliance evaluation. Basically, fit is an instance where two objects share some commonalities, that is, consumers perceive some type of similarity between the two objects (Aaker & Keller, 1990; Thompson & Strutton 2012; Zdravkovic, Magnusson, & Stanley, 2010). The assumption is that each object is represented with an associative schema in memory (Anderson, 1983), and fit exists to the degree that there are similarities between the two schemas. Simonin and Ruth (1998) used “fit” concept to define the relationship between the two partner brands and further decomposed the fit concept into two dimensions: product fit and brand fit. Product fit refers to consumer’s perceptions of the compatibility of the two product categories involved in a brand alliance. However, as advanced by Hao (2015), and Simonin and Ruth (1998) brand alliance fit consists of multiple fit dimensions:

- ***Brand Image Fit***

A good brand fit is important because any time there is a collaborative effort between two partners, the images of each party becomes part of the equation (Varadarajan, 1986). If the images of each party are in conflict with each other, then consumers might form negative

perceptions toward either or both partners as consumers are forced to deal with the incongruent information (Edmondson & Lafferty, 2007).

Brand fit examines the degree of congruence or similarity an individual perceives between the brand and the partner (Kashyap & Li, 2006). Cognitive consistency theories suggest that people desire consistency among beliefs or attitudes (Eagly & Chaiken, 1993). The existence of inconsistency among beliefs or attitudes makes people become uncomfortable and search for ways to resolve the incongruity. If the inconsistencies are too great, negative attributions can result.

Perceptions of fit have important implications for brand alliance evaluations (Bouten, Snelders, & Hultinkand, 2011; Lanseng & Olsen, 2012). If there is an overall consumer perception of fit between two individual partner brands on the basis of either product category or brand concept consistency, the positive associations that the consumer holds toward each individual partner brand can be transferred to the brand alliance offering (Dickinson & Heath, 2006, 2008). According to Simonin and Ruth's (1998) study, if two allying brands are perceived to have good fit, the alliance will be evaluated more favourably than if the two brands are seen as incompatible. More importantly, perceived brand fit exerts positive influences on consumer purchase intention (Ashton & Scott, 2011). In the views of Park, et al. (1991), brand fit is referred to as brand concept consistency. Brand fit is the extent to which consumers perceive the brand images of the individual brands to be compatible. A brand's success is accredited to its ability of creating a relevant brand identity and the right brand essence, hence it is of crucial importance that these aspects are considered and protected when entering a brand alliance. This brand identity is called *brand image* when seen from the consumer side; hence, image fit is the first aspect of creating a perfect match (Keller, 1993; Simonin & Ruth, 1998).

A brand engaging in a brand alliance strategy is affected by the partner brand it decides to cooperate with and the brand image can be altered in several ways (Simonin & Ruth, 1998). Image fit becomes an essential part of a brand alliance investigation, as consumers tend to evaluate the favourability of an alliance based on the prior image-perception of the individual brands involved. Consumer attitudes are believed to be stable constructs and prior brand image-evaluations are a good source of brand-fit evaluations (Keller, 1993).

- ***Brand Equity Fit***

Another aspect of the perfect match in a brand alliance is whether there is brand equity fit. All brand initiatives should lead to value creation one way or another. Brand value is measured in terms of brand equity. The concept *brand equity* is rather diffuse and the way it is measured depends on the company's view on not only how the brand's value is measured but also where in the brand process the value is created (Aaker, 1991). Brand equity has for many years been associated with financial issues, but later literature has expanded the use of the concept to include a customer perspective in value creation (Keller, 1993).

When two brands enter an alliance, each brand will have some previous associations and perceptions among consumers (Keller, 2008). The associations of one brand will affect the other brand; hence it can influence its existing perceptions. It is, therefore, crucial to consider the brand equity fit. According to Aaker and McLoughlin (2007), the factors that foster the attainment of value for brands include consumers being aware of the brands' existence. The presence of awareness leads to consumers' association with the brand; after being associated with the brand, they may perceive quality, and this, consequently leads to their being loyal to such brand. Therefore, brand association, perceived quality, and brand loyalty are measures of value for a brand (Keller, 2012).

- ***Product Fit***

Product fit is the extent to which consumers perceive the product categories of the individual brands to be compatible. Simonin and Ruth (1998) argue that consumers' perception of product fit is expected to play a significant role in how consumers respond to the brand alliance. They also emphasize the importance of distinguishing the notion of product fit in the literature of brand extension from the description of fit in their article. In brand extension research, fit captures the similarity of product categories associated with an existing brand and its extension (Park, et al., 1991).

Product fit is characterized as the relatedness and compatibility of the product categories involved in the alliance, and it is suggested that if consumers do not perceive the products as appropriate partners, then potentially positive attitudes will not be transferred to the alliance (Simonin & Ruth, 1998). Product fit is measured by analyzing the similarity among consumer judgments; thereby identifying potential relationships between the products in the alliance (Park et al. 1991). Two dimensions of product fit can be explored; a complement and a substitute dimension. Products are considered complements, if both are consumed jointly to satisfy some particular need (Aaker & Keller, 1990). Whereas substitute products tend to have a common application and use context such that one product can replace the other in usage and satisfy the same needs (Aaker & Keller, 1990). Product fit is suggested to have an impact on brand fit, meaning that a positive product fit will have a spillover effect on attitudes towards brand fit; thereby, this fit has the strongest influence on attitudes towards co-branded products (Helmig, Huber & Leeflang, 2007).

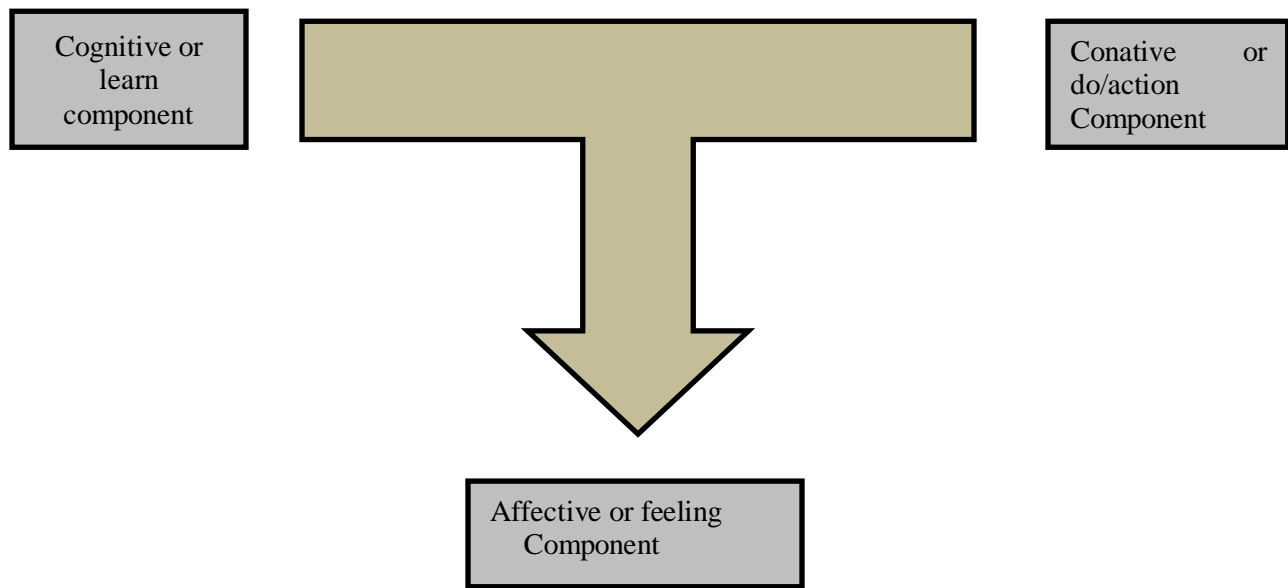
A brand alliance involves new brand association, thus, the evaluation of a brand can change when it decides to form an alliance with another brand. Simonin and Ruth (1998) demonstrated



that brand alliances, indeed, measurably affect the attitude towards the partnering brands. This was the case even for brands that have engaged in many prior alliances (such as Visa Card alliance with financial institutions). According to Keller (2003b), the most important requirement for a successful brand alliance is that there is a logical fit between the two brands. Brands can 'fit' each other in different ways. Translated to a brand alliance context, product fit can be defined as the relatedness or the complementarity of the product categories in which the two constituent brands are active (Simonin & Ruth, 1998).

#### **2.2.10 Consumer Attitude and Brand Alliance**

According to Allport (1935), attitude has been defined as a mental and neural state of readiness. This state of mind basically influences the response of the audience towards all objects and situations with which the audience is confronted. Attitudes are expressions of an individual's feeling towards a person or object, and reflect whether they are favourable or otherwise disposed towards that person or object. Attitudes consist of three main components: cognitive, affective and conative. These are more easily remembered and understood as learn, feel and do (Fill, 2005).



**Figure 2.3. The Three-component Attitudes Model**

**Source:** Fill, C. (2005) *Marketing Communications Engagement Strategies and Practice*.  
Edinburgh Gate, Harlow: Pearson Education Limited. 136.

The above diagram is explained thus according to Fill (2005):

- i. **Cognitive (learn) component:** This actually refers to the level of knowledge and belief held by individuals about a product and or the beliefs about specific attributes of the offering. This therefore represents the learning aspect of attitude formation.
- ii. **Affective (Feel) component:** The author believes that by referring to the feelings held about a product, (good, bad, pleasant or unpleasant) -an evaluation is made of the object. This actually represents the component that is concerned with feelings, sentiments, moods and emotions about an object.
- iii. **Conative (do) component:** This is actually the action component of the attitude construct and it refers to the individual's disposition or intention to behave in a certain way. A number of researchers are of the opinion that this component refers to observable behaviour.

The components attitude model can be easily summarized that cognitive or learn component according to Fill (2005) deals with the consumers first learning about the product. The Affective or feeling component deals with the consumers' feelings towards the product. Finally cognitive or do/action component shows how the consumers take decision on the product to either like it, buy it, or reject the product. Gbadeyan and Olorunleke (2014) described the cognitive, affective and behavioural (CAB) paradigm of consumer attitude. The cognitive component of an attitude represents person's belief, perception and knowledge about an object; the affective component is the emotional feelings toward an object. Belch and Belch (2004) asserted that attitude may not be directly observable but can be transferred through behavioural pattern to products, the products usage, and subsequent repeat purchases.

Brand attitude is founded in consumer's brand perception and evaluation (Mullins, Walker Jr., Boyd Jr., & Larreche, 2005). Thus, the attitude is a reflection of the consumer's opinion of the brand (Keller, 2008). A brand attitude is formed by several inputs, such as the product's attributes, benefits, the consumer's attitudes towards similar products, environmental factors, previous experience, and information from the consumer's reference group (Mullins, et al., 2005). According to the reasoned action theory, consumer actions are correlated with their beliefs and attitudes towards a certain brand (Fishbein & Ajzen 1980). Therefore, a positive attitude will, according to theory, result in positive action.

Fishbein and Ajzen (1980) made this relationship an explicit part of their theory of attitude (multi attribute model), which can be described as:

1. An individual holds many beliefs about a given object. The object may be seen as related to various attributes, such as other objects, characteristics, goals, etc;

2. Associated with each of the attributes is an implicit evaluative response (an attitude);
3. Through conditioning, the evaluative responses are associated with the attitude object;
4. The conditioned evaluative responses summate; and thus
5. On future occasions, the attitude object will elicit this summated evaluative response (the overall attitude).

According to the theory, a person's attitude towards any object is a function of his belief about the object and the implicit evaluative responses associated with those beliefs.

### **2.2.11. Purchase Intention**

Purchase intention can be described as consumers' plans towards making actual purchase in certain period of time (Santoso & Cahyadi, 2014). According to Howard (1991), purchase intention is closely related to consumers' plans in making actual purchase in certain period of time. Purchase intention also can be described as the urge or motivation arising from consumers' minds to purchase a certain brand after they evaluate it, before deciding to make any purchase based on their needs, attitudes, and perceptions towards the brands (Durianto & Liana, 2004; Madahi & Sukati, 2012).

Lin (2009) defined purchase intention as the response probability of customers purchasing a specific product. The response probability of purchase intention is viewed as the subjective probability of customers selecting specific brands (Hsu, 2009). This implies that purchasing intention is related with consumers' behaviour, perception and their attitude. Purchase behaviour is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Purchase behaviour is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Consumer behaviour can usually be predicted

by their intentions. Also, purchase intention is correlated to actual behaviour (Bai, Law & Wen, (2008). Purchase intentions are also extensively used by academic researchers as proxy measures for purchase behaviours (Schlosser, 2003). It is related with consumers' behaviour, perception and their attitude. Purchase intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future.

Spears and Singh (2004) considered purchase intention as the effort of an individual consciously planning to purchase the products of a brand. Purchase intention is the likelihood that a customer will buy a particular product (Schiffman & Kanuk, 2007). A greater willingness to buy a product means the probability to buy it is higher, but not necessarily to actually buy it. On the contrary, a lower willingness does not mean an absolute impossibility to buy. Spears and Singh (2004) defined purchase intention as “an individual's conscious plan to make an effort to purchase a brand”. Purchase intention is determined by a consumer's perceived benefit and value (Grewal, Krishnan, Baker, & Borin, 1998; Xu, Summers, & Bonnie, 2004). This in particular, is exhibited after consumers have received the advertisement about a symbolic alliance (Lin, 2013).

When consumers have a positive purchase intention, this forms a positive brand commitment which propels consumers to take an actual purchase action (Schiffman & Kanuk, 2007). Purchase intention is composed of consumer's feelings, thoughts, experience and external factors considered before making any purchase. Purchase intention of the consumers shows and expresses their behaviour and the way they making decisions about their buying process (Bhakar, Bhakar & Dubey, 2015; Fishbein & Ajzen, 1980). It is the subjective probability of customers selecting specific brands (Hsu, 2009).

In marketing a brand, purchase intention is considered as a crucial factor to know and predict the consumer behaviour (Durianto & Liana, 2004). Purchase intention acts as an important factor influencing the actual final purchase and may lead to repeat buying in the future (Pavlou & Gefen, 2004). Favourable brand image is the key factor in purchasing intention and causes consumers to purchase (Gbadeyan & Abina, 2017; Jo, Myung-Soo, Nakamoto & Nelson, 2003; Shen & Chou, 2006). Brand image plays an important role in purchase decision as well-known brand image could become the major choice of purchasing specific products (Macdonald & Sharp, 2000). As postulated by Hsueh and Lee (2008), brand image have positive effects on consumers' purchase intention. Lin and Hong (2009) indicated that emotional advertisement could better stimulate consumers' purchase intention than rational advertisements would. Therefore, symbolic brand image could enhance consumers' purchase intention. Chen and Chang (2010) pointed out the positive effects of brand image on consumers, would enhance their purchase intention.

Purchase intention has been measured using various approaches. Studies conducted by Biswas (1992), Chang (2009), Yang (2014), Olsson and Huynh (2015), Chepchirchir and Leting (2015) measured purchase intention with possibility of consumers purchasing the product, considering/deciding to purchase product, and recommending others to purchase the product. Schiffman and Kanuk (2000) adopted the measure of consumers' intention to select certain brands by ranking the intention on the bases of Absolutely, Possibly, Uncertain, Possibly Not, and Never. He and Hu (2008), Lu, Hu and Hu (2014) measured purchase intention with the dimensions of willing to purchase, worth of purchase, and suggesting others to purchase.

## **2.3 Theoretical Review**

This section reviews the various theories that have been put forward by practitioners and academia in the field of branding and brand equity studies. The brand alliance theories reviewed in this section include: associative network theory, information integration theory, spreading activation, signaling theory, and congruence theory.

### **2.3.1 Associative Network Theory**

A widely accepted theory in brand management is the associative network model of human associative memory (Keller, 1993; Teichert & Schöntag, 2010). It proposes that brand associations are organized in memory networks and that consumers use brand names as retrieval cues about product attributes and benefits, and other diagnostic information stored in memory (Van Osselaer & Janiszewski, 2001). According to the associative network model or human associative memory (HAM) theory (Anderson & Bower, 1973; Collins & Loftus, 1975; Anderson, 1983; Wyer & Srull, 1989; Keller, 1993; Anaki & Henik, 2003), information about the brand is stored in the semantic memory (e.g., memory of meanings, understandings, and other fact-based knowledge) (Tulving, 2002) as a network of concept nodes connected by associative links varying in strength (Roedder John, Loken, & Joiner, 1998; Supphellen, 1998).

Pratkanis (1989) argued in his model of a “fully developed attitude” that attitudes consist of three parts:

- An attitude object (e.g., skinheads or a brand);
- An evaluative summary (e.g., favorable or unfavorable); and
- A supporting knowledge structure (i.e., associations).

The supporting knowledge structure or the associations in consumers’ memory focuses on attitudes that influence brand evaluations and brand extension evaluations. An individual can

create (i.e., learn), retain and access associations of a memory object. Once accessed, these associations can be used by an individual in various ways. Associations can be explicit – intentionally retrieved from memory or implicit – influence attitudes below conscious awareness (Greenwald & Banaji, 1995).

The word, association, points to understanding the term as a relationship between two pieces of information in memory. Hence, a generally acknowledged model of consumer memory is the idea that associations are stored as a *network organization* of memory nodes which are connected by links varying in strength (Anderson & Bower, 1973; Anderson, 1983; Keller, 1993; Collins & Loftus, 1975). *Nodes* are stored pieces of information – e.g., concepts, words, perceptual features etc. and the *links* connect and relate these nodes to each other (Anderson, 1983; Baker, 2003; Bargh, 1984). It is therefore, important to note that parts of the meaning contained in each node must be derived from the pattern of linkages to other nodes (Smith & Queller, 2001).

Generally, the links in the associative network are strengthened when the memory nodes are experienced or thought about simultaneously (e.g., experience the service level at a restaurant). In a branding context, the brand name serves as the central node (Baker, 2003) around which the associations form the associative network (Punj & Hillyer, 2004).

### **2.3.2 Information Integration Theory**

Information integration theory and attitude accessibility can be used to provide a theoretical foundation for understanding consumers' consideration of a brand alliance. Information integration theory describes the process by which stimuli are combined to form beliefs or attitudes (Anderson, 1981). According to information integration theory, attitudes or beliefs are formed and modified as people receive, interpret, evaluate, and then integrate stimulus



information with existing beliefs or attitudes. Stemming from this, Fazio (1989) opined that the more salient or accessible a brand attitude, the more likely it is that the individual will access that attitude upon observing cues associated with the brand. Consequently, this will bias information processing in a direction implied by the valence of those attitudes (Fazio & Williams, 1986; Houston & Fazio, 1989).

Similarly, consumer researchers have long known that judgments of a product or service are influenced by the perceptual or evaluative characteristics of material in close proximity, which are generally referred to as context effects (Lynch, Chakravarti & Mitra, 1991). In brand alliances, one brand certainly is presented in the context of the other and vice versa, so that judgments about the brand alliance are likely to be affected by prior attitudes toward each brand, and subsequent judgments about each brand is likely to be affected by the context of the other brand. The brand alliance stimulus information presented through advertising or by experiencing it directly, accesses related affect and beliefs about those brands and products that are stored in memory.

### **2.3.3 Spreading Activation Theory**

Quillian's (1962) theory of spreading activation indicates that when a concept (node i.e. brand) is activated, activation also spreads to the other nodes connected to the primed node and so on. The more often an individual uses a certain property of a concept from his memory, the stronger the link between the primed concept and the property concept. Collins and Loftus (1975) assume that spreading activation acts like a signal which loses its strength as it goes further away from the primed node; the amount of time dedicated to continuous concept processing, positively influences the amount of time activation is being released from the primed node concept. This

implies that as an alliance between two brands is activated, the alliance positively influences the perception of the partner brands.

#### **2.3.4 Signaling Theory**

Signaling theory has been used by some researchers (Rao, Qu, & Ruekert, 1999; Rao & Ruekert, 1994; Washburn, et al. 2000) to explore the formation of brand alliance and its effectiveness. Signaling theory in marketing and branding holds that a signal (a brand alliance in this case) is a deliberate action by the firm to communicate information to the market (Spence, 1974; Wernerfelt, 1988). According to Spence (1974), signals are activities or attributes of a firm that alter the beliefs or convey information to other market actors. This implies that signaling occurs when the holder of information takes observable action to make information available to those who do not have it in order to facilitate their decision making. A large part of extant brand alliance research applies a signaling theory perspective to explain the effectiveness of brand alliances with respect to consumers (Rao & Ruekert, 1994; Rao, et al., 1999; Voss & Gammoh, 2004).

According to signaling theory (Wernerfelt, 1988; Rao & Ruekert, 1994), when a new brand forms alliance with many established brands, consumers use the perceived quality of the established brands (secondary brands) as cues to form their evaluation of the new brand (primary brand). The new brand may gain considerable credibility once multiple established brands "endorse" it by forming alliances. Based on the signaling theory in information economics (Rao & Ruekert, 1994; Spence 1974), and in their theoretical piece on brand alliances, they suggest that brand alliances might be an appropriate strategy for enhancing the perceived quality of the unknown partner brand in brand alliances. Following the same logic, brand alliance can also serve as a credible signal of product quality. They argue that firms with established brand

reputations will not likely form alliances with low quality products, which may lead to negative outcomes such as losses of brand equity and profits.

Fang and Mishra (2002) further extended the theory in the context of quality and cross-merchandising. Drawing from their arguments, the information on sibling brands in the same brand portfolio that are accessed and diagnosed by consumers will serve as a signal in directing consumers' evaluation of a focal brand. Largely based on Heider's (1945; 1958) balance theory, this theory holds that consumers seek to maintain consistency or internal harmony among their attitudes, values and opinions (Tellis, 1988) and suggests that if an unknown or less preferred brand is paired with a well-known brand, consumers' evaluation of the unknown brand may be enhanced (Levin, Davis, & Levin, 1996; Rao & Ruekert, 1994; Vaidyanathan & Aggarwal, 2000).

### **2.3.5 The Congruence Theory**

Congruity theory was formulated in 1955 by the U.S. psychologist 'Charles Osgood' and the Canadian born US psychologist 'Percy Tannenbaum'. The foundation of congruity theory is the principle of cognitive consistency, which suggests that people tend to behave in ways that minimize the internal inconsistency among their interpersonal relations, among their intrapersonal cognitions, or among their beliefs, feelings, and actions (Solomon, 2004).

The theory consists of a person receiving favourable assertions from an identifiable source about an object, event or other person, which informs his person's attitude, formation or change. The congruity principle has the kudos of attempting to specify precisely the direction of change; either to other person or to source. The source makes some assertions about other person and the pressure is to change only the existing attitudes for or against source or other person. The extent

of influence of source on the person's attitude depends, to a very great extent, upon how much the person likes or dislikes the source and the other person, the product category (whether convenience, shopping, or specialty), and the enormity of the message (Awa & Nwuche, 2010).

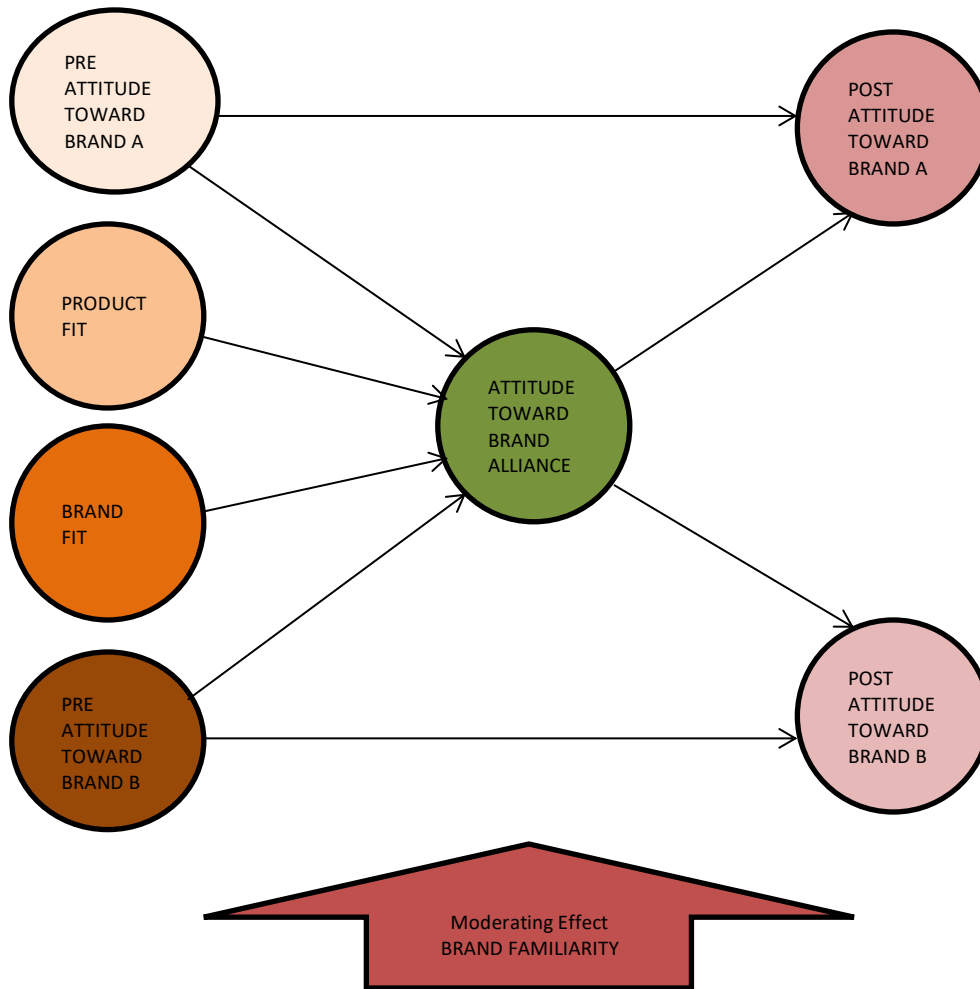
The model often measures attitudes with reasonable precisions via the use of Semantic Differential Scale. First, if person likes source and other person prior to the information from source, and the assertion is favourable, then there will be congruity. Second, when incongruity prevails (i.e. person likes both source and other person, whereupon source relays negative information about the other person to person), person's attitudes toward both source and other person changes and ultimately forcing person to the direction of wanting to re-introduce congruity. Incongruous states generate a pressure for change in attitudes toward source and/or other person (Venkatesan, 1973) and the amount of attitude change required of person to deal with the situation is inversely proportional to the initial intensity of the attitude (Day, 1973). In addition, Osgood (1960) opines that extreme attitudes ignite the least amount of change.

This study is predicated on the information integration theory, signaling theory and congruence theory. This is because, it is expected that an allied brand or product that is perceived as having a high fit can signal quality and consequently, value, about a brand or product which it is being partnered with, to consumers. Drawing on the congruence theory, brand alliance factors such as brand image fit, brand equity fit, product fit may not have a direct relationship with purchase intentions, but may influence consumers' attitude toward the brand alliance, which positively influences their purchase intentions. When consumer actions are correlated with their beliefs and attitudes towards such brands, it could result in positive action; purchase intention. Based on this, a favourable consumer attitude is prerequisite for brand purchase and thereby, success of the brand alliance.

## **2.4 Empirical Review**

Discussions on the terms of brand alliances in most published studies have focused either on alliances between two well-known brands or on alliances between one unknown brand and one familiar brand (Aghdaie, Dolatabadi & Aliabadi, 2012; Alavi & Zeynali, 2013; Chan & Cheng, 2012; Helmig et al, 2007; Li & He, 2013; Mazodier & Merunka, 2014; Nabec, Pras & Laurent, 2015; Simonin & Ruth, 1998; Voss & Gammoh, 2004). This study sampled the findings of these earlier studies on effects of branding and brand alliances on consumer purchase intention in order to make valuable deductions and fill the gaps noticed in these studies.

A study assessing the spillover effects of brand alliances on consumer brand attitudes by Simonin and Ruth (1998) found that consumers' attitudes towards a brand alliance could influence subsequent impressions of each partner's brands (spillover effects existed) but that these effects also depended on other factors such as product fit or compatibility and brand fit or image congruity. Brands, less familiar than their partners, contributed less to an alliance but experienced stronger spillover effects than their more familiar partners. Simonin and Ruth (1998) investigated product and brand fit in a joint advertising setting. The study administered questionnaires on 350 respondents who are staff and students recruited through a campus newspaper of a major university campus which feature the joint advertisement of brands being studied. All measures in the questionnaire were assessed through seven-point bi-polar semantic differential scales, including measures of attitudes towards each partner brand and the brand alliance, as well as brand and product fit.



**Figure 2.4. Conceptual and Structural Model of Spillover Effects of Brand Alliances**

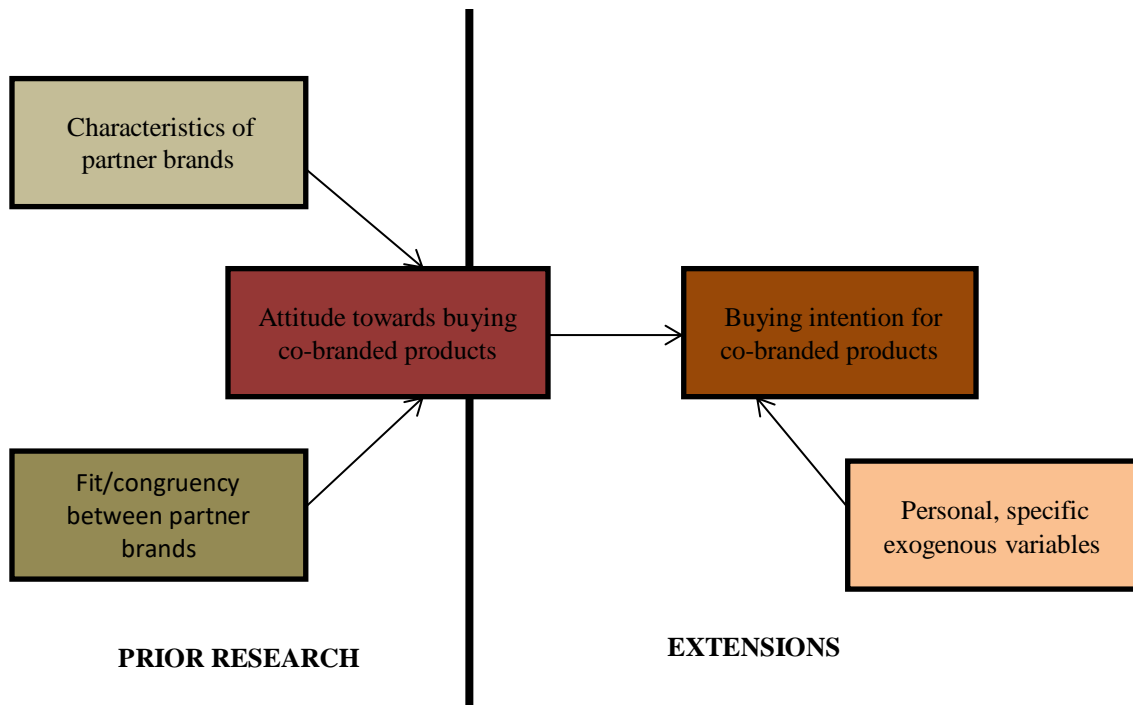
**Source:** Simonin and Ruth (1998). Is a Company Known by the Company it Keeps? Assessing the spillover effects of brand alliances on consumer brand attitudes. *Journal of Marketing Research*, 35(2), 33.

Their results showed that the higher were brand fit and product fit, the more favourable was the attitude towards the brand alliance. Brand fit was more important than product fit, and its importance even increased in case of high, compared to low familiarity brands.

Voss and Gammoh (2004) investigated the effect of brand alliances seeking to examine whether a second ally had an effect on consumer evaluation of brands. They examined the effect of an alliance with zero, one or two well-known brand allies on evaluations of a previously unknown

focal brand. The authors found that the presence of a single brand ally significantly increased perceived quality and hedonic and utilitarian attitudes. The study also revealed that multiple alliances improved focal brand evaluations relative to the no ally condition. The second ally did not increase evaluations relative to the single ally condition (Voss & Gammoh., 2004). The authors stated that the decision to use multiple brand alliances depends on the purpose of the alliance. They argued that the signal effect has importance for how many allies the focal brand should have. They added that if the goal is to signal the presence of two or more specific attributes, build brand awareness, build brand image or corporate reputation, or improve channel penetration, multiple brand alliances may still be warranted.

In a study on explaining behavioural intentions toward co-branded products, Helmig, Huber and Leeftang (2007) developed a conceptual model of factors that determine behavioural intentions to buy co-branded products by extending on Simonin and Ruth's (1998) model. The authors developed a conceptual model of factors that determine behavioural intentions to buy co-branded products. The study obtained 440 usable responses from students in two major universities in Germany. The respondents were administered questionnaires on presented co-branded products. For each variable in the data gathering instrument, independent sample t-test was conducted.



**Figure 2.5. Behavioural Intentions Toward Co-Branded Products**

**Source:** Helmig, Huber and Leeftang (2007). Explaining Behavioural Intentions toward Co-Branded Products. *Journal of Marketing Management*, 23(3), 290.

Using the structural equation modeling, the hypotheses was tested and the findings of the study revealed that product fit has the strongest effect (of the exogenous factors) on behavioural intention. They emphasized that marketers should gain a detailed understanding of consumers' perceptions of product and brand fit with partner brands, and establish positive associations before leveraging a brand as a co-branded product. Buying intentions for co-branded products can be increased by marketing to brand conscious consumers, consumers with variety-seeking tendencies, and highly involved consumers.

Gordon (2010), in a study on the impact of brand equity drivers on consumer-based brand resonance in multiple product categories, established a consumer-based brand equity model based on Keller's (2003b) brand equity pyramid that explains how consumer perceptions influence brand resonance. The consumer-based brand equity scale was comprised of five



constructs related to brand equity: brand awareness, brand associations, brand superiority, brand affect, and brand resonance. The data for the study was collected from a general consumer sample of 787 in a mid-sized southeastern community in order to validate the consumer-based brand equity model. Using the structural equation modeling in analysing the data collected, the study confirmed a significant relationship between brand awareness and brand associations as posited by previous research. Brand associations were found to have a significant impact on a consumer's cognitive evaluation and affective response to focal brands in both the goods and services context.

Hilgenkamp and Shanteau (2010) used functional measurement to examine how the brand name of consumer products impact intended purchasing decisions. Thirty undergraduate students tested actual products from three different product categories (crayons, tissues, and tortilla chips). Each product category consisted of three different brands; one with high brand value, one with medium, and one with low brand (generic) value. After trying each product, participants rated their likelihood to purchase on a 9-point Likert scale: 1 being "definitely would not buy" and 9 being "definitely would buy." Results revealed that perceptions of quality were dependent on both perceived product quality and brand name. For most product categories, main effects and interactions were significant. Functional measurement analyses revealed that brand name effects were independent of product quality. In conclusion, the brand name associated with a product led people to evaluate quality of that product as either higher or lower depending on the strength of the brand name.

In "The effect of brand equity components on purchase intention: An application of Aaker's model in the automobile industry", Mohammad, Samiei and Mahdavinia (2011) investigated the

effect of brand equity dimensions on purchase intention. Based on Aaker's well-known conceptual framework in the automobile industry, a model of consumers' purchase intention that includes the major determinants of brand equity model was proposed. Using a sample of 242 consumers, structural equation modeling (SEM) was used to test hypotheses. The research revealed that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to purchase products. The study suggested that marketers should carefully consider the brand equity components when designing their branding strategies.

Chan and Cheng (2012) examined how potential customers (students) of tertiary educational institutions perceive the co-branding of such institutions with hotels. The study was an attempt to provide useful insights into the variables that influence evaluation of brand alliances in service sectors, and to discuss implications for institutional and hotel reputation building. Quantitative data were collected from students of post-secondary colleges in Hong Kong by using self-administered questionnaires. Each participant was randomly assigned to one of the six alliances between tertiary educational institution brands and hotel brands. The findings suggested that consumer pre-attitudes toward brand partners and perceived brand fit are positively related to consumer evaluations of the brand alliance. In addition, brand familiarity was found to be important in moderating the relationship between perceived brand fit and consumer evaluations of the brand alliance.

An analysis of impact of brand credibility and perceived quality on consumers' evaluations of brand alliance by Aghdaie, Dolatabadi, and Aliabadi (2012) analysed the effects of brand credibility and perceived quality on consumers' evaluation of brand alliance. It examined the

impact of constituent brands credibility on co-brand overall credibility, effect of perceived quality of the constituent brands on co-branded product perceived quality and constituent brands credibility, and perceived quality on perceived price and purchase intention of co-branded product. Respondents to the questionnaire were randomly selected shoppers at one of branches of Refah chain stores in Isfahan city. The study identified that credibility of constituent brands (i.e., brand A and brand B; the allied brands) positively affect co-brand credibility, co-branded product, perceived price, and purchase intention. Results also showed that perceived quality of constituent brands affect co-branded product's perceived quality and perceived price. It also revealed that only perceived quality of one of constituent brands (brand B) has positive influence on co-branded product purchase intention. Whereas, the perceived quality of the other brand (brand B) has no effect.

In a study on impact of brands on consumer purchase intentions, Syed, Jabran, Ahsan, Sidra, Wasiq, Maira and Syed (2012) incorporated core brand image, brand attitude and brand attachment to test if environmental consequences have some role while formatting purchase intention of the customer or people do not think about it. The study was also aimed at investigating if customers want to attach themselves with brand only or if they also keep into account the corporate social responsibility index as well. Using a convenient sampling method, the study adopted a five-point likert scale questionnaire to gather data from 150 respondents. Results of the study revealed that core brand image and brand attitude have positive impact whereas environmental consequences have negative effect on the purchasing intention of customers.

Celebrity co-branding partners as irrelevant brand information in advertisements by Ilicic and Webster (2013) examined the effect of irrelevant information presented in marketing communications by a celebrity co-branding partner on consumer judgments of a partner brand. Three experimental conditions manipulate the relevancy of information: relevant information, irrelevant information, and relevant plus irrelevant information. A sample of 277 respondents filled a 7-point likert scale questionnaire measuring consumer judgments of partner brands, brand match-up perceptions, and purchase intentions. Findings from this study suggest that when a celebrity co-branding partner does not provide information about the partner brand nor brand benefits, consumers' judgments in the ability of the partner brand to deliver benefits, their purchase intent and their match-up perceptions become less positive. Consumer brand benefit beliefs and purchase intentions show evidence of a dilution effect only when consumers perceive a mismatch between the celebrity and brand and when presented with irrelevant information supplied by a celebrity in addition to relevant brand information.

The findings of Lin's (2013) study which sought to discuss the effects of brand images on purchase intention in the catering industry showed that brand image has positive effects on purchase intention. The study used a quantitative questionnaire survey to collect data from 500 respondents. The casual relationship was explored by using functionality, symbolism, and experientiality in brand image as independent variables while possibility of buying, considered purchasing product, and recommending friends for buying in purchase intention served as dependent variables. The data from the survey were analysed with regression analysis and ANOVA. The results of the analyses showed that: brand image presents partially positive effects on possibility of buying in purchase intention, brand image shows remarkably positive effects on

considered purchase product in purchase intention, brand image reveals partially positive effects on recommending friends for buying in purchase intention, and demographic variables appear partially notable effects on the correlations between brand image and purchase intention.

In a study on the impact of consumer attitude in predicting purchasing behaviour, Carvalho (2013) investigated the link between a positive attitude towards a product/company and the purchasing behaviour. The study was an attempt to link a product attitude to the intention to purchase and the frequency of past purchasing. In determining if there is a correlation between the two variables, a sample of 240 consumers of a food-delivery company (a high repurchase industry) was interviewed, in a descriptive research. The attitude was measured applying the Expectancy Value Model, where beliefs were asked directly and the attributes to be considered in the calculation, as well as the importance of each attribute obtained, by indirect method. The results showed that out of the 12 attributes researched, only 3 are considered by consumers to evaluate the product; On time delivery food price and assortment of restaurants, and that there is no positive correlation between a positive attitude and higher purchase behaviour.

Li and He (2013) investigated how native consumers evaluate international brand alliances (IBA) between a foreign brand and a native brand. Data was collected with the aid of questionnaires from a sample of 260 consumers of two brands (Heineken from the Netherlands as foreign brand, and the native brand was Uni-President from Taiwan) from an adult school in Taiwan. The empirical results support the moderating effects of both brand order and consumer ethnocentrism (CET) on the effects of foreign and the native partner brand attitudes on the attitude towards an international brand alliance (IBA). The partner brand (regardless of its being a native or foreign brand) attitude has a stronger effect on the attitude towards an IBA when the partner brand

appears first in the IBA than when appearing second. CET enhances the effect of the native brand attitude on IBA attitude unconditionally; but weakens, only when foreign brand fit is low. The study highlighted the unexplored territory of international brand alliances which are becoming a popular international management practice.

“The impact of brand/cause fit and cause’s participation on consumers’ purchasing intention: A case study among customers of Iranian chain stores” by Alavi and Zeynali (2013) investigated the impact of brand/cause fit on attitude toward CRM and consumers purchasing intention, the effect of cause’s participation on consumers purchasing intention to CRM, and the moderating role of gender on the relationship between cause’s participation and consumers purchasing intention. The results indicate that brand/cause fit and cause’s participation have a significant positive impact on consumers purchasing intention. It also revealed that gender has an influence on the consumers purchasing intention in CRM and the impact of cause’s participation is not the same for male and female consumers in CRM.

Sabir, Aziz, Mannan, Bahadur, Farooq, and Akhtar (2014) studied the influence of cause’s attributes on consumers’ purchase intentions in the telecommunication sector of Pakistan. The data for the study was collected on five point likert scale through self-administered questionnaire from the users of a SIM card of a telecommunication network. The questionnaires were personally administered at Okara and Sahiwal cities. Reliability of the instrument was ensured through Cronbach’s Alpha test. Correlation and multiple regression tests were applied to measure the nature and size of association among variables and test the hypotheses. The results of data analyses indicate (i) a positive relationship between the degree of cause’s participation for consumers and the consumers’ purchase intentions (ii) a positive relationship between donation amount and the consumers’ purchase intentions.

Wang's (2014) study focused on the investigation of factors that make the difference in female shoes purchase intentions. Factors included (1) shoes attributes; (2) attitude, subjective norm, and perceived behavioral control based on Theory of Planned Behavior; and (3) demographic and shopping behavior variables. Questionnaires were administered on 450 respondents in a convenience sampling outside department stores using Mall-intercept method in Kaohsiung, Taiwan. The results indicate female consumers who have higher purchase intentions of shoes have significant higher appraisal of shoes attributes in style, colour, collocability, materials and brand name compared to those who have lower purchase intentions of shoes. In addition, consumers who have higher purchase intentions of shoes have better attitude, subjective norm, and behavior control compared to those who have lower purchase intentions of shoes. Overall, youth female consumers aged between 18-35 years old have significant higher purchase intentions than the elder consumers.

Yang (2014) investigated the effect of investment experience on investors' brand preference and purchase intention by examining and comparing the relationships between brand image, perceived quality, brand preference, and purchase intention for investors with different investment experience. The research findings showed that there are significant differences in all of these four dimensions for investors with different monthly income and occupation. In addition, the results from SEM also showed that brand preference has a significantly positive impact on investors' purchase intention, but the key factor in determining investors' brand preference in both groups is quite different.

Van der Lans, Van den Bergh and Dieleman (2014) in a study titled "Partner selection in brand alliances: An empirical investigation of the drivers of brand fit" investigated whether partners in

a brand alliance should be similar or dissimilar in brand image to foster favorable perceptions of brand fit. Using a Bayesian non-linear structural equation model (SEM) and evaluations of 1,200 brand alliances, they found that the conceptual coherence in brand personality profiles predicts attitudes towards a brand alliance. The study also revealed that similarity in sophistication and ruggedness, and moderate dissimilarity in sincerity and competence result in more favorable brand alliance evaluations. The study also revealed that similarity effects are more pronounced than dissimilarity effects.

Mazodier and Merunka (2014) studied the individual drivers of purchase for symbolic co-branded products using a Web panel enabled quota sampling of 925. The study revealed that self-congruity with the secondary brand and need for uniqueness have significant positive impacts on symbolic co-branding purchase, in addition to perceived congruence and attitude toward the primary brand. In contrast, attitude towards the secondary brand does not relate to purchase of symbolic co-branded products. Moreover, product category involvement enhances the impact of self-congruity on purchase intent.

A survey of smartphone market in Pakistan towards examining the impact of brand equity drivers on purchase intention was conducted by Anosh, Naqvi and Ghulam (2014). The study had the objective of investigating the factors affecting the purchase intention of mobile phone devices in D G Khan Business hub. In order to accomplish the objectives of the study, consumers were taken by using simple random sampling technique. Primary data was collected on four important factors (brand perception, brand preference, brand loyalty, and brand image) and analysed through the correlation and multiple regressions analysis with respect to the purchase intention. From the analysis, it was clear that above mentioned brand equity drivers play vital



role in the mobile phone market of D G Khan and it also acted as a motivational force that influences them to go for a mobile phone purchase decision. The study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity.

Lu, Hu and Hu (2014) built a relationship model between ingredient co-branding image and consumers' purchasing intentions. Analysis of the data revealed a best fit degree relationship model between ingredient co-branding image and consumers' purchasing intentions.

Goh, Chattaraman and Forsythe (2014) investigated the influence of product-brand fit and product -category fit on the formation of consumers' product attitudes and purchase intentions. The study investigated the underlying mechanisms for attitude formation through the mediation of affect and cognition, and the moderation of brand familiarity. Results obtained from structural equation modeling (SEM) demonstrated that both product-brand fit and product-category fit assert significant effects on new product attitude and these effects are completely mediated by consumer's affective and cognitive responses. Additionally, results from ANOVA demonstrated that the effect of product-brand fit on new product attitude varies as a function of brand familiarity, with product-brand fit asserting a positive effect on product attitude for the familiar but not the unfamiliar brand.

Naeini, Azali, and Tamaddoni (2015) studied the impact of brand equity on purchase intention and development, brand preference and customer willingness to pay higher prices. The study presented a conceptual model that evaluates the creation of brand equity (perceived quality, brand awareness / brand associations, brand loyalty) and the effects on consumer responses (purchase intent, brand extension, willingness to pay a higher price, brand preference). Convenient sampling method was used for gathering data from 384 customers of Sony at stores

with the aid of questionnaires. The results from test of hypotheses using LISREL (linear structural relations) and SPSS suggested that perceived quality had an effect of creation of brand equity, and brand equity had the highest effect on purchase intent.

Olsson and Huynh (2015) conducted a study assessing the relationship between consumers' intention to purchase and brand knowledge in the context of ingredient branding within a service environment. The quantitative study gathered data with the aid of a questionnaire which was later analyzed with the use of the SPSS. The findings of the study revealed that there is no correlation between ingredient branding and consumers' intention to purchase. However, brand awareness and brand image illustrated a positive outcome in the context of ingredient branding within a service environment.

Chepchirchir and Leting (2015) investigated the relationship between brand quality, brand prestige, and brand purchase intention of mobile phone brands in Kenya. The study adopted a survey method to collect data from a sample of 322 respondents. The data collected were analyzed by employing correlation, ANOVA and multiple regression analysis. Findings from the study revealed that brand quality and brand prestige are positively associated with consumer brand purchase intention.

Using signaling theory, Santoso, Dharmmesta and Purwanto (2015) in a study titled "Model of consumer attitude in the activity of cause-related marketing", empirically tested a formation of attitude toward alliance model, which consists of impact of attitude toward brand, attitude toward causes, product fit, and brand fit on attitude toward CRM, and evaluated the impact of attitude toward CRM on purchase intention. They adopted a 2 x 2 factorial design experiment with the use of experience-product to test hypothesis raised for the study. The first result produced a

unification of product fit with brand fit into one variable, called fit. The second result revealed that attitudes towards the cause and fit between partners have significant effect on formation of attitude toward alliance. The hypothesis that attitude towards brand has positive impact on attitude toward CRM was rejected. The third finding from the study revealed that when the model is modified, there is positive and significant direct relation between attitude toward brand and purchase intention.

A direct link between brand image fit and attitude towards a brand has been established by Riley, Charlton and Wason (2015) who assert that brand image fit provides greater explanatory power over a traditional unidimensional measure of brand fit, with economic, futuristic and utilitarian dimensions having a significant influence on co-brand perceptions. Data obtained from a convenient sample of 500 consumers was analysed with the aid of partial least squares using SmartPLS 3. The results suggested that when consumers evaluate a potential brand alliance, they consider independent dimensions of the brand image when assessing the fit between the brands, and that these perceptions influence their view of the co-branded product offering.

Hao (2015) examined how the fit between partner brands influence consumer brand alliance evaluations, and the conditions in which an enhancement or dilution effect of brand alliance on the participating brands is most likely to occur by conceptualizing the fit between partner brands (expectancy of the partner brand and relevancy of the partner brand). Results from the ANOVA tests suggested that the fit between partner brands in terms of expectancy and relevancy has a positive effect in relation to consumers' perception of the brand alliance.

Nabec, Pras and Laurent (2015) investigated the temporary alliance between a selective brand and mass retailer. Using a before-and-after methodology, the study showed how attitude towards

the new offer of selective brand at a mass retailer plays a central role. The findings revealed that attitude towards the brand is influenced by brand-retailer fit and product category fit which in turn influence purchase intention towards the new offer. The study also suggested that the alliance influences purchase intention towards the new offer, attitude changes towards the selective brand and mass retailer, and therefore purchase intention towards the brand and retailer.

The findings of a study on consumers' awareness of brands' foreign partnership in Nigeria by Oloyede and Udoh (2015) revealed that there is low awareness on Nigerian brands' foreign football partnership. The study which adopted a quantitative research method used football lovers in Lagos State as respondents. The data for the study were collected with the aid of structured questionnaires from a sample size of 150 respondents who were randomly selected. Findings from the study revealed that the objective of deepening brand affinity among their customers, promoting their goodwill and utilising the partnership as a tool to remain more competitive were not totally met as the awareness was low among those sampled.

Gbadeyan, Abina and Sowole (2016) investigated the effects of brand image on students' attachment and commitment. The study employed a non-probability convenience sampling method to gather data from a third of student's population at an educational event in Ilorin, Nigeria. Using a regression analysis to measure the impacts of the components of the university brand image, the findings revealed that brand image influences consumers' perception of a brand and, consequently, the association that comes to the consumers' mind when contemplating a particular brand.

Norman (2016) studied the effects of product fit and brand fit on memory retention for brand alliances. The study sampled a total of 105 participants who were exposed to advertisements on products in a brand alliance. Findings from the analysis done through ANOVA revealed that product fit have a much stronger effect on consumer remembrance of the partner products. Further, the results of the study showed that the product and brand combinations in brand alliances have a significant effect on consumer memory. Norman (2017) extended this study by exploring product fit and brand fit in brand alliances. Using a sample of purposively selected 120 students in an academic institution, he sought to establish the processes by which consumers make evaluations of both product and brand fit. Findings from analysis of data collected through the questionnaire revealed that product pairs would be evaluated based on complementarity of uses and that brand fit would be evaluated based on complementarity of images. This is indicating that when fit is low, more cognitive effort is required to gain a positive evaluation of the brand alliance.

## **2.5 Summary of Literature Reviewed and Gaps Identified in the Literatures**

From the review of the literature, it was observed that branding and brand alliance strategies are widely adopted in different sectors of the competitive business environment. The available studies in the field are foreign to the Nigerian environment and very few were conducted by African authors, thereby, based mainly on their prevailing business environment. There is therefore, a complete or near complete absence of empirical studies in the field which focused on Nigeria environment.

Although, literature on branding and brand alliance are vast, there is little research on consumers' attitude towards brand alliance and how their attitudes to the alliance influence purchase intention of consumable products in Nigeria. It is this that this study intends to explore

in order to establish its effects on adoption of the strategy and how it leads to the attainment of the objectives of organisations adopting the strategy.

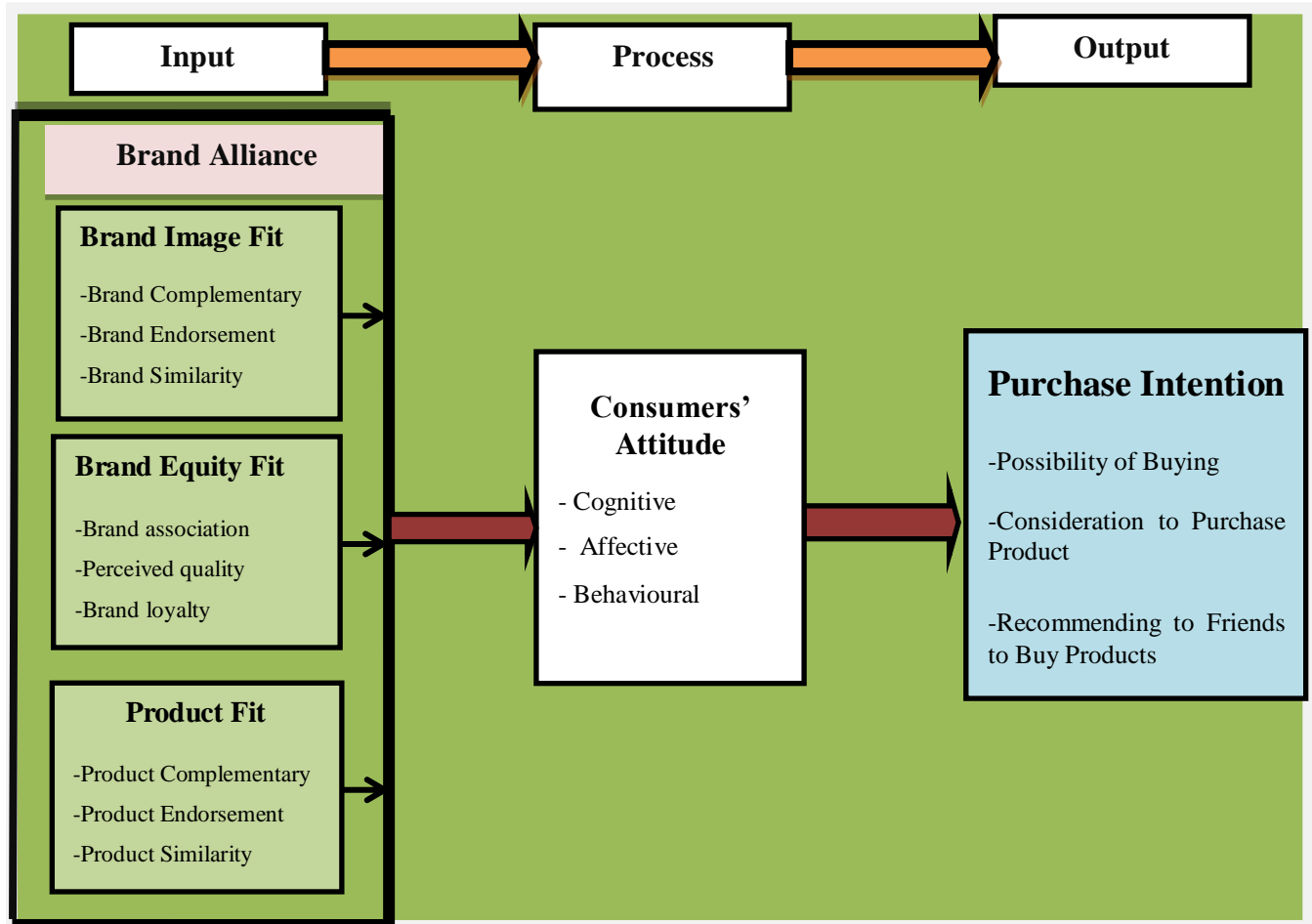
Literature reviewed shows that some studies have been done on branding strategies and its effect on consumer purchase intention without examining the effect of brand alliance on their intention. Earlier studies examining brand alliance have been carried out from the perspective of ingredient branding and brand extension, and cause-brand alliance perspectives. Other studies focused mainly on brand alliance of products in the same product category, the subsequent impressions (Spillover effects) of the alliance, as well as attitude to the partner brands before and after the alliance.

From the Nigerian perspective, the study on impact of brand alliance focused only on consumers' awareness of brand partnership by Nigerian organisations with foreign brands. The study is defective in that the sampling technique used was not scientific and it did not focus on specific consumers of the brands engaged in the partnership, hence, that might have contributed to the low awareness level on the part of the respondents. The intention of consumers to purchase the brands was not investigated. Therefore, there is need to examine how consumers' attitude towards brand alliance of products in different categories, and particularly with a foreign brand, can influence purchase intention.

This study was therefore, carried out to bridge this gap by conducting empirical research on consumers' attitude towards brand alliance and its effect on purchase intention of selected consumable products. This will be done by measuring consumers' affective, behavioural and cognitive attitude towards brand alliance (measured by brand image fit, brand equity fit, and product fit) and how this drives their purchase intention (measured by their possibility of

purchasing, decision to purchase, and recommending to others to purchase) in consumer goods organisations in Lagos, Nigeria.

## 2.6 Conceptual Framework



**Figure 2.6. Framework for Studying the Effect of Brand Alliance on Purchase Intention**

**Source** Author's Conceptualization (2015)

This research framework is based on the assumptions of previous studies on brand alliances. These studies include those conducted by Simonin and Ruth (1998), Helmig, Huber and Leeftang (2007). This framework, like those of earlier studies, is predicated on consumers' attitude towards brand alliance.

In addition, the research framework was developed by taking the brand alliance models of the earlier studies into consideration. These models are elaborated upon to suit the Nigerian environment and the present study. This is because earlier studies on brand alliance focused on behavioural intentions toward co-branded products, and effect of brand alliances on consumer evaluation of brands. While those that focused on consumer attitude and purchase intention investigated brand extension, co-branding and ingredient branding forms of brand alliance. Furthermore, the studies were conducted in other climes which are different from the Nigerian environment and the brand alliances studied were not related to any Nigerian brand. As depicted in the model, the drivers of brand alliance are brand image fit, measured by image consistency, complementarity, similarity, endorsement and fit; and product fit measured by consistency, complementarity, endorsement, similarity and fit of the products in the alliance. The moderating factor; consumer's attitude, is measured by various attributes and characteristics of a brand that might be part of the target market's attitude towards the brand; consumers' affective, behavioural and cognitive responses to the overall brand or an aspect of it. For the purpose of this study however, brand equity fit, measured by brand association, perceived quality, and brand loyalty is added because, as submitted by Keller (2008), each brand in an alliance will have some previous associations and perceptions among consumers hence, it is expedient to examine if there is a fit between the previously existing brand value of brands in a symbolic brand alliance.

The output; purchase intention, will be measured using the dimensions adopted by earlier studies by adopting possibility of consumers purchasing, consideration to purchase, and recommending others to purchase.

Furthermore, the proposed model for the study is based on the following assumptions:



- The presence of fit (brand image, equity or product) between brands/products in a symbolic alliance should make the brands jointly presented in the alliance appealing to the target markets.
- When consumers are exposed to symbolic brand alliances, their feeling toward the partnering brands due to their perception of quality, complementarity, endorsement, similarity and good association between the brands should lead to a positive predisposition towards the brands.
- The presence of fit between the brands in an alliance and its ability to build positive predisposition towards the partnered brand should lead to consideration to purchase the product in the alliance.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter discusses the methods employed in gathering data for the study. It discusses relevant details such as the research design, sampling and sample frame, and the method of data collection. It also deals with the instruments that were used to gather the required data as well as the procedures for processing and analyzing the collected data.

#### **3.2 Research Design**

This study adopted the survey research method in order to measure the effect of consumers' attitude towards brand alliance on purchase intention for selected consumable products. The survey was explicitly designed to attract fans of the particular brands being partnered by the selected consumer product brands.

#### **3.3 Population of the Study**

The population for this study is the fans of football clubs partnered by the selected consumable goods products. These are fans of Arsenal Football Club, Manchester City Football Club, and Manchester United Football Club in Lagos, Nigeria. These were people of any sex and specific age range who were old enough to understand and respond to the questions on the brand alliance between the clubs they support and the consumable product brands they partnered with in Nigeria.

#### **3.4 Sampling Size, Frame and Sampling Technique**

The entire population cannot be studied hence, a sample was drawn from the population under study. This is with the intention that the quantitative data collected facilitated and made for flexibility in enabling the investigation of the study. The sample for the study was drawn from

Lagos State. This decision was based on several reasons: (i) The head offices of the selected consumer goods organisations (Chi Limited, Guinness Nigeria Plc., and PZ Cussons Plc.) are all situated in Lagos State; (ii) Lagos State is densely populated and the preponderance of television stations and football viewing centers provides the “Opportunity-to-see” and exposure to the media (Television, Billboards, BRT buses, etc.) used in the promotion of the brand alliance between the selected consumer goods brands and the partnered brands (See Appendix II); (iii) Lagos State is a melting meeting point for many Nigerians as the city is the commercial nerve centre of Nigeria; and (iv) Lagos State has a high population in Nigeria (Information Hood, 2017; Olukoju 2017; National Bureau of Statistics, 2010).

According to International Fund for Agricultural Development (IFAD), as cited in Asamoah (2012) and Wanninayake (2013), the sample size of a large population based survey mainly depends on three factors; prevalence of selected variables, desired confidence level, and the accepted level of margin of errors. It is generally recommended that the level of confidence for marketing research is 95%. If the population size is unknown or exceeds 1 million, accepted prevalence levels of the research variables can be considered as 50%. Moreover, Krejcie and Morgan (1970) and Bartlett, Kotrlik & Higgins (2001) recommended that an acceptable margin of error for continuous data and categorical data is 3% and 5% respectively. Therefore  $\pm 5\%$  was selected as margin of errors in the present study. Therefore, the minimum size of the sample for the study was calculated as 384 based on Cochran’s (1977) sample size formula which is commonly used in marketing research (Bartlett, et al. 2001).

The formula for arriving at this figure is given as:

Formula: 
$$n = \frac{t^2 \times p(1-p)}{m^2}$$

Where:

n = required sample size

t = confidence level at 95% (standard value of 1.96)

p = percentage of the probability of selecting a respondent (50% if unknown, infinite or more than 1 million)

m = margin of error at  $\pm 5\%$  for a two tailed test (standard value of 0.05).

Thus, the calculation for the required sample size is:

$$n_0 = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16 = 384$$

The purposive sampling method was used in selecting respondents who are supporters/viewers of the partnered brands used in the symbolic brand alliance campaign of the selected consumable products. The reason for adopting the purposive sampling procedure was to ensure that only fans of the brands partnered by the selected consumable products were selected across the five main administrative divisions of Lagos State: Ikeja, Badagry, Ikorodu, Lagos Islands, and Epe (known colloquially as IBILE) (Olukoju, 2017; Ministry of Economic Planning and Development, 2013).

### **3.5 Method of Data Collection**

The data for this study was strongly influenced by field research techniques through survey. Primary data collection approach was used to gather information about the effect of brand alliance on consumers' purchase intention for the selected Nigerian consumable products. This was necessary because consumers build up prejudices and beliefs about products and services that affect their patronage.

There are various methods of primary data collection such as personal interviewing, questionnaire, telephone, mail, and the Internet. Depending on the survey design, these methods

can be used separately or combined. However, only the questionnaire method was used to collect data for this study (Appendix III).

The questionnaire was administered to respondents using both personal contact approach and with the help of three research assistants who are based in Lagos in order to have responses given with direct supervision or assistance. This method permits an extensive inquiry with much less expense than other data collection methods, because a very large number of cases were covered almost simultaneously across the five administrative divisions in Lagos State.

### **Independent Variables**

Brand alliance drivers – Brand image fit, Brand equity fit, and Product fit; as adapted from studies on brand alliance were used as independent variables in this study.

### **Dependent Variables**

Purchase intention measured by possibility of consumers purchasing, consideration to purchase, willingness to purchase next time such product is needed and recommending others to purchase was used as the dependent variable.

### **3.6 Instrument of Data Collection**

The instrument of data collection for this study was questionnaire. The purpose of this was to encourage consumer participation and reflect the true attitude of the consumers towards the brand alliance and their intention to purchase such brands. The data was collected with the aid of multiple choice self-administered questionnaires. The questionnaire sampled opinions and attitudes of consumers towards the Nigerian consumer goods brands as well as the partner brands in the alliance. The data gathering instrument mainly contained close-ended questions with a seven point Likert-Scale (1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=can't say,

5=somewhat agree, 6=agree, 7=strongly agree) which permitted the respondents opportunity to clearly express their point of view. The Likert scale was adopted because of the high reliability co-efficient it generates compared to other methods (Hayes, 1998).

The questionnaire for the study was based on those of earlier studies on consumer attitude, brand alliances and purchase intention such as Aaker and Keller (1990); Park, Milberg, and Lawson (1991); Park, et al. (1996); Simonin and Ruth (1998); Samu, et al. (1999); Bhat and Reddy (2001), Wishburn, Till and Priluck (2004), Gordon (2010), as well as Lin, (2013). The questionnaire was elaborated on to suit the heterogeneous, narrow, and symbolic brand alliance strategy.

### **3.6.1 Validity of the Instruments**

Different methods have been developed and used by researchers for assessing the validity of instruments (Gravetter & Forzano, 2012). Some of these include: concurrent validity, construct validity, convergent validity, divergent validity, face validity, and predictive validity. This study used the construct validity, described by Gravetter and Forzano (2012) as a method based on many existing researches and develops gradually as each research contributes new evidence.

### **3.6.2 Cronbach's Alpha Reliability Test**

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Cronbach's alpha generally increase as the inter-correlations among test items increase, and is thus known as an internal consistency estimate of reliability of test scores. Because inter-correlations among test items are maximized when all items measure the same construct, Cronbach's alpha is widely believed to

indirectly indicate the degree to which a set of items measure a single unidimensional latent construct.

**Table 3.6.1 Internal Consistency of Variables**

S/N	DIMENSIONS	NUMBER OF ITEMS	CRONBACH'S ALPHA	INTERNAL CONSISTENCY
1.	Brand Image Fit	6	0.946	Excellent
2.	Product Fit	7	0.937	Excellent
3.	Brand Association	5	0.964	Excellent
4.	Perceived Quality	4	0.931	Excellent
5.	Brand Loyalty	3	0.844	Good
4.	Attitude	9	0.841	Good
5.	Purchase Intention	4	0.955	Excellent

**Source:** Survey data, 2017

The Table 3.6.1 shows the Cronbach's alpha for each of the dimensions of brand alliance and purchase intention. The result shows scores for brand image fit, product fit, brand association, perceived quality, and purchase intention are greater than 0.9, which indicates each of them falls into the excellent region of internal consistency. The result also shows scores for brand loyalty and attitudes being greater than 0.8 but less than 0.9, indicating that they both fall in the good region of internal consistency. This implies that there is internal consistency among the items grouped for each dimension because it is within acceptable range.

The reliability test of each construct are higher than 0.7 as suggested by Hair, Wolfinbarger, Ortinau and Bush (2008). This implies that the items concerned adequately measure a single construct for each tested variable.

### 3.6.3 Sampling Adequacy Test

**Table 3.6.2 KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.906
Bartlett's Test of Sphericity	Approx. Chi-Square	22868.270
	Df	1128
	Sig.	.000

Source: Author's Computation, 2017.

Kaiser-Meyer-Olkin's (KMO) measure of sampling adequacy and the Bartlett's test of sphericity were conducted prior to the principal component analysis. Both measures were used to evaluate whether the observed data were appropriate to conduct principal component analysis.

The KMO value for the items in the questionnaire used in this study showed a value of 0.906. This high value signifies these items for factor analysis. The Bartlett's test of sphericity also showed a high chi-square value of 22868.270, and its probability value of 0.000 indicated it is statistically significant, implying the rejection of null hypothesis that the correlation matrix for the set of items used in this study is an identity matrix.

### 3.7 Functional Relationship of the Research Model

This model was based on the congruence theory which states that brand alliance may influence consumers' attitude toward purchase intentions.

$$Pur = F(BrAlly)$$

*BrAlly* is further decomposed into *BrImg*, *BrEq*, *Prd*.

$$Pur = F(BrImg+BrEq+Prd).....equation 1$$

Where PI= Purchase Intention = Dependent Variable

*BrImg* + *BrEq* + *Prd* = Independent Variable



*BrImg* = Brand Image Fit ( $X_{1,2,3...}$ )

*BrEq* = Brand Equity Fit ( $X_{1,2,3...}$ )

*Prd* = Product Fit ( $X_{1,2,3...}$ )

The linear expression given above indicates that PI is a function of brand alliance drivers - product fit, brand equity fit, and brand image fit. However, these drivers individually comprise many variables ( $X_{1,2,3,...,n}$ ).

### **3.8 Questionnaire Administration**

Questionnaire administration was conducted in two stages: First, a pilot study was conducted on a sample of 100 fans of EPL matches in Lagos State. The aim was to ensure that respondents were exposed to the promotion featuring the selected consumable products and the partnered EPL clubs and, thus, have no difficulties in answering the questions. This was to ensure that the questions were simple enough for respondents to answer, and also to guarantee the ease of recording the data. The second stage involved final administration of questionnaires to the sample size through direct contact.

### **3.9 Method of Data Analysis**

Data collected for this study were analyzed using different analytical/statistical techniques. Descriptive statistics was used to present the demographic variables. These include age, gender, level of education, marital status, income, area of residence, football club supported, and length of being a fan.

Furthermore, the research constructs data were analysed. The analysis at this level provided answers to research questions in order to achieve the objectives of the study. This was done through the following statistical instruments in the following order:

**Objective 1** -To examine the effect of brand image fit on purchase intention of selected Nigerian consumable products.

To provide answer to research question 1, Ordered Logistic Regression was employed.

### Model Specification

#### *Model 1: Purchase Intention and Brand Image Fit*

Since the dependent variable in this model is an ordered discrete-choice variable on a seven-point Likert scale, its Ordered Logistic regression model is specified below:

$$Pr(Pur_j = i | BrImg_j) = Pr(k_{i-1} < BrImg_j \beta + \mu_j < k_i) \dots\dots\dots (2)$$

The above model reads: the probability of individual  $j$  choosing outcome  $i$  of purchase intention conditioned on the individual  $j$ 's perception of Brand Image Fit depends on the probability of the product of Brand Image Fit and its coefficient plus disturbance falling between the threshold between the preceding outcome and outcome  $i$  ( $k_{i-1}$ ) and the threshold of outcome  $i$  ( $k_i$ ).

Where:

$Pur_j$  is Purchase intention of individual  $j$

$BrImg_j$  is Brands' Image Fit (perception) of individual  $j$

$i$  is the  $i$ th outcome (i.e. an outcome in the seven-point Likert scale)

$\mu_j$  is the disturbance term of individual  $j$

$k_{i-1}$  is the threshold between the preceding outcome and outcome  $i$

$k_i$  is the threshold of outcome  $i$

The probability that individual  $j$  will choose outcome  $i$  depends on the product  $BrImg_j\beta$  falling between cut points  $(i - 1)$  and  $i$ . The parameters to be estimated are a set of coefficients  $\beta$  corresponding to the explanatory factors in Brands' Image Fit ( $BrImg_j$ ), as well as a set of  $(I - 1)$  threshold values  $k$  corresponding to  $I$  alternatives.

**Objective 2** - To investigate the effect of brand equity fit on purchase intention for selected Nigerian consumable products.

To provide answer to research question 2, Ordered Logistic Regression was employed.

### ***Model 2: Purchase Intention and Brand Equity Fit***

The dependent variable in this model is also an ordered discrete-choice variable on a seven-point Likert scale, hence, its Ordered Logistic Regression model is specified below:

$$Pr(Pur_j = i | BrEq_t_j) = Pr(k_{i-1} < BrEq_t_j\beta + \mu_j < k_i) \dots\dots\dots (3)$$

The above model reads: the probability of individual  $j$  choosing outcome  $i$  of purchase intention conditioned on the individual  $j$ 's perception of Brand Equity Fit depends on the probability of the product of Brand Equity Fit and its coefficient plus disturbance falling between the threshold between the preceding outcome and outcome  $i$  ( $k_{i-1}$ ) and the threshold of outcome  $i$  ( $k_i$ ).

Where:

$Pur_j$  is Purchase intention of individual  $j$

$BrEq_t_j$  is Brands' Equity Fit (perception) of individual  $j$

$i$  is the  $i$ th outcome (i.e. an outcome in the seven-point Likert scale)

$\mu_j$  is the disturbance term of individual  $j$

$k_{i-1}$  is the threshold between the preceding outcome and outcome  $i$

$k_i$  is the threshold of outcome  $i$

Where the probability that individual  $j$  will choose outcome  $i$  depends on the product  $BrEq_{jt}\beta$  falling between cut points  $(i - 1)$  and  $i$ . The parameters to be estimated are a set of coefficients  $\beta$  corresponding to the explanatory factors in Brands' Equity Fit ( $BrEq_{jt}$ ), as well as a set of  $(I - 1)$  threshold values  $k$  corresponding to  $I$  alternatives.

**Objective 3** - To examine the effect of product fit on purchase intention of selected Nigerian consumable products.

To provide answer to research question 3, Ordered Logistic Regression was employed.

### ***Model 3: Purchase Intention and Product Fit***

The dependent variable in this model is also an ordered discrete-choice variable on a seven-point Likert scale, hence, its Ordered Logistic regression model is specified below:

$$Pr(Pur_j = i | Prd_j) = Pr(k_{i-1} < Prd_j\beta + \mu_j < k_i) \dots\dots\dots (4)$$

The above model reads: the probability of individual  $j$  choosing outcome  $i$  of purchase intention conditioned on the individual  $j$ 's perception of Product Fit depends on the probability of the product of Product Fit and its coefficient plus disturbance falling between the threshold between the preceding outcome and outcome  $i$  ( $k_{i-1}$ ) and the threshold of outcome  $i$  ( $k_i$ ).

Where:

$Pur_j$  is Purchase intention of individual  $j$

$BrPrd_j$  is Product Fit (perception) of individual  $j$

$i$  is the  $i$ th outcome (i.e. an outcome in the seven-point Likert scale)

$\mu_j$  is the disturbance term of individual  $j$

$k_{i-1}$  is the threshold between the preceding outcome and outcome  $i$

$k_i$  is the threshold of outcome  $i$

Where the probability that individual  $j$  will choose outcome  $i$  depends on the product  $BrPrd_j\beta$  falling between cut points  $(i - 1)$  and  $i$ . The parameters to be estimated are a set of coefficients  $\beta$  corresponding to the explanatory factors in Product Fit ( $BrPrd_j$ ), as well as a set of  $(I - 1)$  threshold values  $k$  corresponding to  $I$  alternatives.

**Objective 4** - To examine the effect of brand alliance on consumer attitude of selected Nigerian consumable products.

To provide answer to research question 4, Structural Equation Modelling (SEM) was employed.

#### ***Model 4: Purchase Intention and Attitude towards Brand Alliance***

This model is a Generalized Structural Equation Model (GSEM) which accommodates the generalized linear models. The model shows the effect of a set of variables on another set of variables which also have effects on another variable. The functional form of the model can be written in the form below.

$$Pur_i = f(BrAlly_i) \dots\dots\dots (5)$$

Where:  $BrAlly_i$  is customer  $i$ 's attitude towards brand alliance, and can be decomposed as cognitive attitude, affective attitude, and behavioural attitude. The model becomes:

$$Pur_i = \beta_0 + \beta_1 Cog_i + \beta_2 Aff_i + \beta_3 Beh_i \dots\dots\dots (6)$$

Customer's attitude towards brand alliance implies that customer's attitude is determined by brand alliance factors such as Brand Image Fit, Product Fit, and Brand Equity Fit. Therefore, each of cognitive, affective and behavioural attitudes can be expressed as a function of brand image fit, product fit, and brand equity fit. The individual equation can be specified as below:

$$Cog_i = \beta_0 + \beta_1 BrImg_i + \beta_2 Prd_i + \beta_3 BrEq_t_i + \mu_i \dots\dots\dots (7)$$

$$Aff_i = \beta_0 + \beta_1 BrImg_i + \beta_2 Prd_i + \beta_3 BrEq_t_i + \mu_i \dots\dots\dots (8)$$

$$Beh_i = \beta_0 + \beta_1 BrImg_i + \beta_2 Prd_i + \beta_3 BrEq_t_i + \mu_i \dots\dots\dots (9)$$

Where:

$\mu_i$  represents the disturbances

### **Estimation Techniques**

It is important to determine the level of the dependent variable and match the model used to the level of measurement. If the model chosen assumes the wrong level of measurement, the estimator could be biased, inefficient, or simply inappropriate (Long & Freese, 2006). The linear regression model assumes the dependent variable is continuous and has been measured for all cases in the sample. Yet many outcomes of fundamental interest to researchers are not continuous or are not observed for all cases. The dependent variable of interest in this research

work is not continuous. Rather, it is a discrete choice variable. Discrete dependent variables cannot be modeled by the linear regression appropriately. Models involving discrete dependent variables require more computational effort to fit and are harder to interpret (Baum, 2006). The Logit and Probit models are appropriate for the discrete choice models (Long & Freese, 2006).

The Ordered Logit Regression model was employed to estimate equations 1, 2, and 3 to examine the effects of Brand Image Fit, Brand Equity Fit, and Product Fit respectively on the likelihood of Purchase Intention. The choice of method was influenced by the fact that the dependent variable is an ordered discrete choice variable on a seven-point Likert scale. Using OLS to analyze an ordered discrete-choice categorical variable is seen by some authors as being naive (Torres-Reyna, 2013). In statistics, the Ordered Logistic Regression model (also known as ordered logit model or proportional odds model), is a regression model for ordinal or ordered dependent variables, first considered by Peter McCullagh in 1980. It can be thought of as an extension of the logistic (or logit) regression model that applies to dichotomous dependent variables, allowing for more than two (ordered) response categories. Ordered Logistic Regression was employed by studies in both international and local journals, some of which are David, Abina and Oyeniran (2015), Dijk and Pellenbarg (2000), Dimov and De Clercq (2008), and Okonta and Douglas (2003).

In a logistic regression, the estimate of each of the independent variables does not express linear relationship with the dependent variable; hence, a change in the explanatory variable(s) does not induce a constant change in the dependent variable (as it is in Ordinary Least Squares (OLS) method). However, the estimates represent the effect of the explanatory variables on the conditional probability of the dependent variable. Usually in discrete choice models, the signs of the estimates are taken into consideration and not the values, since the values may not make any

sense to interpret. The statistics here are slightly different from statistics output of OLS, in that, test for individual significance of variables is based on z-score rather than a t-statistic, test for joint significance is based on Chi-squared rather than F-statistic because Maximum Likelihood estimator have large – sample Chi-squared distribution. The goodness of fit is also measured in Pseudo R-squared rather than R-squared. Pseudo R-squared is not interpreted the same way as R-squared in linear regression as a measure of the percentage of variation in the dependent variable explained by the explanatory variables. But in other aspects, it does resemble the R-squared measure (Judge, Hill, Griffiths, Lutkepohl, & Lee, 1985). Adding more explanatory variables to the model does not always result in perfect prediction as it does in linear regression.

Equations 6, 7, 8, and 9 were estimated with SEM. This technique makes it easy to examine the direct effect of brand alliance, moderated by consumers' attitude on purchase intention, and also the indirect effects of brand alliance variables such as brand image fit, product fit, and brand equity fit on purchase intention.

Furthermore, the SEM counts the number of independent variables and ensures how reliable each of the measured variables could be as it makes comparisons among the individual models evaluated between groups (Hair, Hult, Ringle, & Sarstedt, 2014). SEM helps to test hypotheses about a relationship among possible and observed variables by estimating a set of individual multiple regression equations (Hair et al., 2014). According to Mulaik (1994) SEM is a mathematical model that helps state an objective which could influence other objectives in a more congruent and scientific manner. It helps to test hypotheses about relationships among possible and observed variables by estimating a set of individual multiple regression equations (Anderson & Sullivan, 1993). In this study, SEM was the most appropriate statistical tool to test the models for objective four as it included two important characteristics: (1) SEM is used to



classify equations for each endogenous construct and allows researchers to identify multiple dependent relationships that reflects the effect of mediating constructs (Hair, Anderson, Tatha, & Black, 2010), and (2) SEM provides an effective, systematic, and random measurement error (Bagozzi & Philips, 1982).

**Table 3.9.1 Summary of Research Questions, Objectives, Hypotheses and Statistical Tools Employed**

S/N	Research Question(s)	Research Objective(s)	Research Hypotheses	Statistics Tools Employed
1	i. What is the effect of brand image fit on purchase intention of selected Nigerian consumable products?	To determine the effect of brand image fit on purchase intention of selected Nigerian consumable products	Ho <sub>1</sub> : Brand image fit has no statistical significant effect on purchase intention of selected Nigerian consumable products	Ordered Logistic Regression
2	ii. Can brand equity fit affect purchase intention of selected Nigerian consumable products	To investigate the effect of brand equity fit on purchase intention of selected Nigerian consumable products	Ho <sub>2</sub> : Brand equity fit has no statistical significant effect on purchase intention of selected Nigerian consumable products	Ordered Logistic Regression
3	What is the effect of product fit on purchase intention of selected Nigerian consumable products?	To examine the effect of product fit on purchase intention of selected Nigerian consumable products	Ho <sub>3</sub> : Product fit has no statistical significant effect on purchase intention of selected Nigerian consumable products	Ordered Logistic Regression
4	iv. Does brand alliance have an effect on consumer attitude of selected Nigerian consumable products?	To examine the effect of brand alliance on consumer attitude of selected Nigerian consumable products	Ho <sub>4</sub> : Brand alliance has no statistical significant effect on consumer attitude of selected Nigerian consumable products	Structural Equation Modeling (SEM)

Source – Author’s compilation, 2017

### 3.10 Ethical Consideration

This study followed the laid down ethical standards in the social science research, with the collection of an ethical clearance to conduct the study from the University of Ilorin Ethical

Review Committee. The confidentiality of information provided by respondents was treated with utmost secrecy in a manner that will not result in injury to the providers of the information.

The outcome of the study will contribute positively to the branding strategies that can be adopted and applied by organisations towards achieving value for their brands from the financial market and consumer perspectives and thus, achieve organisational objectives.

### **3.11 Limitations of the Study**

In the course of conducting this study, several limitations in form of challenges were encountered. Amongst these was the difficulty encountered in the course of distributing the questionnaire. Some of the respondents were not literate, hence; they were not able to fill the questionnaire without support. In addition to this, was the difficulty encountered in persuading the respondents to fill the questionnaires as they preferred to engage in discussions about the match they had just viewed instead of filling the questionnaire.

Also, the sample for the study was more in some areas than others. This was as a result of some divisions being densely populated while other divisions were not as populated. Another challenge closely related to this was the issue of number of viewing centres where the questionnaire was administered. Some divisions (Badagry, Epe and Ikorodu) had fewer football viewing centres where aggregate of the targeted respondents could be sampled.

The findings of this study would have presented a better understanding of the present research issues if the sample size was not limited to 354 respondents. If the same study were conducted with a larger sample representing the other states of the country, the results would have been more generalisable. Also, this study is mainly focused on testing individual subjective

judgements such as consumers' perceptions of consistency of two partner brands (i.e. brand fit, brand equity fit, and product fit) and consumers' attitudes toward the brand. Furthermore, inability to access study grant for the research contributed to the limitation of the study to Lagos State only.

Lastly, the organisations in brand alliances within the Nigerian environment covered are limited. Other sectors adopting the symbolic brand alliance strategy were not taken into account in this research. Furthermore, this research was limited to study of alliances between consumable product/brands and EPL clubs from the perspective of EPL supporters/viewers; it does not include customers of the selected consumable products.

## **CHAPTER FOUR**

### **PRESENTATION OF DATA, ANALYSIS AND DISCUSSION**

#### **4.1 Introduction**

The following is an analysis of the results of data from respondents selected from the five administrative divisions in Lagos State. The data collected from the respondents were analyzed and interpreted in order to achieve the research objectives of the study. This chapter examined the demographic features of the respondents, analyses and presents the results in order to answer the research hypotheses and achieve the objectives of the study. Furthermore, a total of 384 copies of questionnaire were distributed to the respondents, but only 356 were returned and used, representing 93% response rate.

#### **4.2 Demographic Characteristics of the Respondents**

This section presents the description of the data in terms of cross tabulation of demographic characteristics of respondents and the willingness to buy a product in the brand alliance the next time that type of product is needed. The demographic characteristics feature respondents' gender, age-group, marital status, education, income status, location of residence, football club supported, and their years of being fans of the club. The cross tabulation results are presented in the table below.

**Table 4.1: Cross Tabulation of Demographic Variables and the Willingness to Buy Consumable Products in the Brand Alliance the Next Time that Type of Product is Needed**

			I will buy the product in the brand alliance the next time I need that kind of product type							
Demographic Variables		%	Strongly Disagree	Disagree	Somewhat Disagree	Can't say	Somewhat Agree	Agree	Strongly Agree	Total
Gender	Male	78	12	5	8	36	87	91	40	279
	Female	22	3	0	6	11	25	21	11	77
<b>Total</b>			<b>15</b>	<b>5</b>	<b>13</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Age Group	16-25 years	22.5	5	0	12	25	15	18	5	80
	26-35 years	40.5	8	0	2	17	57	43	17	144
	36-45 years	23.6	0	5	0	4	28	27	20	84
	46-55 years	12.6	2	0	0	1	9	24	9	45
	Above 55	0.8	0	0	0	0	3	0	0	3
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Marital Status	Single	35.4	11	0	11	29	27	37	11	126
	Married	62.4	3	5	3	17	81	74	39	222
	Divorced	0.8	1	0	0	0	0	1	1	3
	Widowed	1.4	0	0	0	1	4	0	0	5
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Education	No Formal Education	1.7	0	0	0	3	3	0	0	6
	Primary school	3.1	0	1	0	2	4	0	4	11
	Secondary school	4.5	4	0	0	0	1	11	0	16
	Undergraduate	18	6	0	2	24	12	8	12	64
	Graduate	57.7	3	0	11	17	80	64	31	206
	Post Graduate	15	2	4	1	1	12	29	4	53
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Income Status	Low Income	31.2	10	1	7	20	24	3	19	111
	Middle Income	62.1	4	4	4	23	82	73	31	221
	Upper Income	6.7	1	0	3	4	6	9	1	24
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Location	Ikorodu	8.7	5	0	0	6	6	12	2	31
	Badagry	16	3	0	0	16	16	15	7	57
	Ikeja	32.9	2	5	10	10	43	33	14	117
	Lagos Mainland	34.6	1	0	2	11	40	45	24	123
	Epe	7.8	4	0	2	4	7	7	4	28
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Football Club	Arsenal	32.6	7	0	4	26	31	33	15	116
	Manchester City	17.7	3	5	6	7	16	20	6	63
	Manchester United	49.7	5	0	4	14	65	59	30	177
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>
Fan	Less than a year	10.4	2	0	4	17	5	9	0	37
	1-5 years	30.9	10	4	6	11	27	37	15	110
	6-10 years	27.2	2	1	1	7	54	23	9	97
	Above 10 years	31.5	1	0	3	12	26	43	27	112
<b>Total</b>			<b>15</b>	<b>5</b>	<b>14</b>	<b>47</b>	<b>112</b>	<b>112</b>	<b>51</b>	<b>356</b>

**Source:** Author's Computation, 2017

Table 4.1 shows the results of cross tabulation of the willingness to buy in the brand alliance and demographic characteristics of respondents. .

The distribution across gender shows that out of a total of 356 respondents, 279 respondents were male while 77 were female. The cross tabulation of male respondents and the willingness to buy a product in the brand alliance shows that 12 male respondents strongly disagreed to buy a product in the brand alliance, 5 respondents disagreed, 8 respondents somewhat disagreed, 36 respondents can't say, 87 respondents somewhat agreed, 91 respondents agreed and 40 respondents strongly agreed. The result indicates that 218 respondents representing 78.1 per cent of male respondents were willing to buy a product in the brand alliance the next time they need that kind of product. On the other hand, the cross tabulation of female respondents and the willingness to buy a product in the brand alliance shows that 3 respondents strongly disagreed to buy a product in the brand alliance, none of the respondents disagreed, 6 respondents somewhat disagreed, 11 respondents can't say, 25 respondents somewhat agreed, 21 respondents agreed and 11 respondents strongly agreed. The result indicates that 57 respondents representing about 74 per cent of female respondents were willing to buy a product in the brand alliance the next time they need that kind of product.

The distribution across age group shows that out of a total of 356 respondents, 80 respondents were within the ages of 16 – 25 years, 144 respondents were within the ages of 26 – 35 years, 84 respondents were within the ages of 36 – 45 years, 45 respondents were within the ages of 46 – 55 years, 3 respondents were above 55 years. The cross tabulation of respondents within the age of 16 - 25 years and the willingness to buy a product in the brand alliance shows that 5 respondents strongly disagreed to buy a product in the brand alliance, none of the respondents disagreed, 12 respondents somewhat disagreed, 25 respondents can't say, 15 respondents

somewhat agreed, 18 respondents agreed and 5 respondents strongly agreed. The result indicates that 38 respondents representing 47.5 per cent of respondents within the age-group 16 – 25 years were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents within the ages 26 – 35 years and the willingness to buy a product in the brand alliance shows that 8 respondents strongly disagreed to buy a product in the brand alliance, none of the respondents disagreed, 2 respondents somewhat disagreed, 17 respondents can't say, 57 respondents somewhat agreed, 43 respondents agreed and 17 respondents strongly agreed. The result indicates that 117 respondents representing about 81.3 per cent of respondents within the ages 26 – 35 years were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents within the age of 36-45 years and the willingness to buy a product in the brand alliance shows that none of the respondents strongly disagreed to buy a product in the brand alliance, 5 respondents disagreed, none of the respondents somewhat disagreed, 4 respondents can't say, 28 respondents somewhat agreed, 27 respondents agreed and 20 respondents strongly agreed. The result indicates that 75 respondents representing about 89.3 per cent of respondents within the ages 36 – 45 years were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents within the ages 46 – 55 years and the willingness to buy a product in the brand alliance shows that 2 respondents strongly disagreed to buy a product in the brand alliance, none of the respondents disagreed, none of them somewhat disagreed, 1 respondents can't say, 9 respondents somewhat agreed, 24 respondents agreed and 9 respondents strongly agreed. The result indicates that 42 respondents representing about 93.3 per cent of respondents within the ages 46 – 55 years were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents above the age of 55

years and the willingness to buy a product in the brand alliance shows that none of the respondents strongly disagreed to buy a product in the brand alliance, none of them disagreed, none of them somewhat disagreed, none of them can't say, 3 respondents somewhat agreed, none of the respondents agreed and none of them strongly agreed. The result indicates that all the 3 respondents above age of 55 years were willing to buy a product in the brand alliance the next time they need that kind of product.

The distribution across marital status shows that out of a total of 356 respondents, 126 respondents were single, 222 respondents were married, 3 respondents were divorced, and 45 respondents were widowed. The cross tabulation of single respondents and the willingness to buy a product in the brand alliance shows that 11 respondents strongly disagreed to buy a product in the brand alliance, none of the respondents disagreed, 11 respondents somewhat disagreed, 29 respondents can't say, 27 respondents somewhat agreed, 37 respondents agreed and 11 respondents strongly agreed. The result indicates that 75 respondents representing 59.5 per cent of single respondents were willing to buy a product in the brand alliance the next time they need that kind of product. On the other hand, the cross tabulation of married respondents and the willingness to buy a product in the brand alliance shows that 3 respondents strongly disagreed to buy a product in the brand alliance, 5 respondents disagreed, 3 respondents somewhat disagreed, 17 respondents can't say, 81 respondents somewhat agreed, 74 respondents agreed and 39 respondents strongly agreed. The result indicates that 194 respondents representing about 87.4 per cent of married respondents were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of divorced respondents and the willingness to buy a product in the brand alliance shows that 1 respondent strongly disagreed to buy a product in the brand alliance, none of the respondents disagreed, none of them somewhat



disagreed, none of them can't say, none of them somewhat agreed, 1 respondent agreed and 1 respondent strongly agreed. The result indicates that 2 of the 3 divorced respondents were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of widowed respondents and the willingness to buy a product in the brand alliance shows that none of the respondents strongly disagreed to buy the product in the brand alliance, none of them disagreed, none of them somewhat disagreed, 1 respondent can't say, 4 respondents somewhat agreed, no respondent agreed and no respondent strongly agreed. The result indicates that 4 out of the 5 widowed respondents were willing to buy a product in the brand alliance the next time they need that kind of product.

The distribution across educational status shows that out of a total of 356 respondents, 6 respondents had no formal education, 11 respondents had primary school education, 16 respondents had secondary school education, 64 respondents were undergraduates, 206 were graduates, and 53 respondents were post graduates. The cross tabulation of respondents having no formal education and the willingness to buy a product in the brand alliance shows that no respondent strongly disagreed to buy a product in the brand alliance, no respondent disagreed, no respondent somewhat disagreed, 3 respondents can't say, 3 respondents somewhat agreed, no respondent agreed and no respondent strongly agreed. The result indicates that 3 respondents out of the 6 respondents who had no formal education were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who had primary education and the willingness to buy a product in the brand alliance shows that no respondent strongly disagreed to buy a product in the brand alliance, 1 respondent disagreed, no respondent somewhat disagreed, 2 respondents can't say, 4 respondents somewhat agreed, no respondent agreed and 4 respondents strongly agreed. The result indicates that 8 respondents

representing about 72.7 per cent of respondents who had primary education were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who had secondary school education and the willingness to buy a product to buy the product in the brand alliance shows that 4 respondents strongly disagreed to buy the product in the brand alliance, no respondent disagreed, no respondent somewhat disagreed, no respondent can't say, 1 respondent somewhat agreed, 11 respondents agreed and no respondent strongly agreed. The result indicates that 12 respondents representing all respondents who had secondary school education were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents that were undergraduates and the willingness to buy a product in the brand alliance shows that 6 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 2 respondents somewhat disagreed, 24 respondents can't say, 12 respondents somewhat agreed, 8 respondents agreed and 12 respondents strongly agreed. The result indicates that 32 respondents representing 50 per cent of respondents that were undergraduates were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents that were graduates and the willingness to buy a product to buy the product in the brand alliance shows that 3 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 11 respondents somewhat disagreed, 17 respondents can't say, 80 respondents somewhat agreed, 64 respondents agreed and 31 respondents strongly agreed. The result indicates that 175 respondents representing about 85 per cent of respondents that were graduates were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents that were post graduates and the willingness to buy a product in the brand alliance shows that 2 respondents strongly disagreed to buy a product in the brand alliance,

4 respondents disagreed, 1 respondent somewhat disagreed, 1 respondent can't say, 12 respondents somewhat agreed, 29 respondents agreed and 4 respondents strongly agreed. The result indicates that 45 respondents representing about 84.9 per cent of respondents that were post graduates were willing to buy the product in the brand alliance the next time they need that kind of product.

The distribution across income status shows that out of a total of 356 respondents, 111 respondents were of low income status, 221 respondents were of middle income status, 24 respondents were of upper income status. The cross tabulation of respondents who were of low income status and the willingness to buy a product in the brand alliance shows that 10 respondents strongly disagreed to buy a product in the brand alliance, 1 respondent disagreed, 7 respondents somewhat disagreed, 20 respondents can't say, 24 respondents somewhat agreed, 3 respondents agreed and 19 respondents strongly agreed. The result indicates that 46 respondents representing about 41.4 per cent of respondents who were of income status were willing to buy a product in the brand alliance the next time they need that kind of product. On the other hand, the cross tabulation of respondents who were of middle income status and the willingness to buy a product in the brand alliance shows that 4 respondents strongly disagreed to buy a product in the brand alliance, 4 respondents disagreed, 4 respondents somewhat disagreed, 23 respondents can't say, 82 respondents somewhat agreed, 73 respondents agreed and 31 respondents strongly agreed. The result indicates that 186 respondents representing about 84.2 per cent of respondents who were of middle income status were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who were of upper income status and the willingness to buy a product in the brand alliance shows that 1 respondent strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 3 respondents

somewhat disagreed, 4 respondents can't say, 6 respondents somewhat agreed, 9 respondents agreed and 1 respondent strongly agreed. The result indicates that 16 respondents representing about 66.7 per cent of respondents who were of upper income status were willing to buy a product in the brand alliance the next time they need that kind of product.

The distribution across locations shows that out of a total of 356 respondents, 31 respondents lived in Ikorodu, 57 respondents lived in Badagry, 117 respondents lived in Ikeja, 123 respondents lived in Lagos Mainland, 28 respondents lived in Epe. The cross tabulation of respondents who lived in Ikorodu and the willingness to buy a product in the brand alliance shows that 5 respondents strongly disagreed to buy the product in the brand alliance, no respondent disagreed, no respondent somewhat disagreed, 6 respondents can't say, 6 respondents somewhat agreed, 12 respondents agreed and 2 respondents strongly agreed. The result indicates that 20 respondents representing about 64.5 per cent of respondents who lived in Ikorodu were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who lived in Badagry and the willingness to buy a product in the brand alliance shows that 2 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, no respondent somewhat disagreed, 16 respondents can't say, 16 respondents somewhat agreed, 15 respondents agreed and 7 respondents strongly agreed. The result indicates that 38 respondents representing 66.7 per cent of respondents who lived in Badagry were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who lived in Ikeja and the willingness to buy a product in the brand alliance shows that 3 respondents strongly disagreed to buy a product in the brand alliance, 5 respondents disagreed, 10 respondents somewhat disagreed, 10 respondents can't say, 43 respondents somewhat agreed, 33 respondents agreed and 14 respondents strongly

agreed. The result indicates that 90 respondents representing about 76.9 per cent of respondents who lived in Ikeja were willing to buy a product in the brand alliance the next time they need that kind of product.

The cross tabulation of respondents who lived in Lagos Mainland and the willingness to buy a product in the brand alliance shows that 1 respondent strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 2 respondents somewhat disagreed, 11 respondents can't say, 40 respondents somewhat agreed, 45 respondents agreed and 24 respondents strongly agreed. The result indicates that 109 respondents representing about 88.6 per cent of respondents who lived in Lagos Mainland were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who lived in Epe and the willingness to buy a product in the brand alliance shows that 4 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 2 respondents somewhat disagreed, 4 respondents can't say, 7 respondents somewhat agreed, 7 respondents agreed and 4 respondents strongly agreed. The result indicates that 18 respondents representing about 64.3 per cent of respondents who lived in Epe were willing to buy a product in the brand alliance the next time they need that kind of product.

The distribution across football clubs shows that out of a total of 356 respondents, 116 respondents supported Arsenal, 63 respondents supported Manchester City, 177 respondents supported Manchester United. The cross tabulation of respondents that supported Arsenal and the willingness to buy a product in the brand alliance shows that 7 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 4 respondents somewhat disagreed, 26 respondents can't say, 31 respondents somewhat agreed, 33 respondents agreed and 15 respondents strongly agreed. The result indicates that 79 respondents representing

about 68.1 per cent of respondents that supported Arsenal were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents that supported Manchester City and the willingness to buy a product in the brand alliance shows that 3 respondents strongly disagreed to buy a product in the brand alliance, 5 respondents disagreed, 6 respondents somewhat disagreed, 7 respondents can't say, 16 respondents somewhat agreed, 20 respondents agreed and 6 respondents strongly agreed. The result indicates that 42 respondents representing about 66.7 per cent of respondents that supported Manchester City were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents that supported Manchester United and the willingness to buy a product in the brand alliance shows that 5 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 4 respondents somewhat disagreed, 14 respondents can't say, 65 respondents somewhat agreed, 59 respondents agreed and 30 respondents strongly agreed. The result indicates that 154 respondents representing about 87 per cent of respondents that supported Manchester United were willing to buy a product in the brand alliance the next time they need that kind of product.

The distribution across years of being a fan shows that out of a total of 356 respondents, 37 respondents had been fans for less than one year, 110 respondents had been fans for 1 – 5 years, 97 respondents had been fans for 6 – 10 years, 112 respondents had been fans for over 10 years. The cross tabulation of respondents who had been fans for less than 1 year and the willingness to buy a product in the brand alliance shows that 2 respondents strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 4 respondents somewhat disagreed, 17 respondents can't say, 5 respondents somewhat agreed, 9 respondents agreed and no respondent strongly agreed. The result indicates that 14 respondents representing about 37.8 per cent of

respondents who had been fans for less than 1 year were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who had been fans for 1 – 5 years and the willingness to buy a product in the brand alliance shows that 10 respondents strongly disagreed to buy a product in the brand alliance, 4 respondents disagreed, 6 respondents somewhat disagreed, 11 respondents can't say, 27 respondents somewhat agreed, 37 respondents agreed and 15 respondents strongly agreed. The result indicates that 79 respondents representing about 71.8 per cent of respondents who had been fans for 1 – 5 years were willing to buy a product in the brand alliance the next time they need that kind of product.

The cross tabulation of respondents who had been fans for 6 – 10 years and the willingness to buy a product in the brand alliance shows that 2 respondents strongly disagreed to buy a product in the brand alliance, 1 respondent disagreed, 1 respondent somewhat disagreed, 7 respondents can't say, 54 respondents somewhat agreed, 23 respondents agreed and 9 respondents strongly agreed. The result indicates that 86 respondents representing about 88.7 per cent of respondents who had been fans for 6 – 10 years were willing to buy a product in the brand alliance the next time they need that kind of product. The cross tabulation of respondents who had been fans for over 10 years and the willingness to buy a product in the brand alliance shows that 1 respondent strongly disagreed to buy a product in the brand alliance, no respondent disagreed, 3 respondents somewhat disagreed, 12 respondents can't say, 26 respondents somewhat agreed, 43 respondents agreed and 27 respondents strongly agreed. The result indicates that 96 respondents representing about 85.7 per cent of respondents who had been fans for over 10 years were willing to buy a product in the brand alliance the next time they need that kind of product.

### **4.3 Presentation and Analysis of the Empirical Result on Objectives**

#### **Principal Component Analysis**

Principal Component Analysis (PCA) is the general name for a technique which uses sophisticated underlying mathematical principles to transform a number of possibly correlated variables into a smaller number of variables called principal components. With minimal additional effort PCA provides a roadmap for how to reduce a complex data set to a lower dimension to reveal the sometimes hidden, simplified dynamics that often underlie it. Principal component analysis is a data reduction technique used to combine a group of correlated variables into fewer variables — indices or subscales — which can then be used in other analyses. These indices can be thought of as weighted averages of the original variables, and are called components. The goal of the PCA is to come up with optimal weights i.e. capturing as much information in the original variables as possible, based on the correlations among those variables. Its origin can be traced to Pearson (1901) or even Cauchy (1829), but its modern instantiation was formalized by Hotelling (1933) who also coined the term principal component (Abdi & Williams, 2010).

The PCA was conducted on 48 variables in this work to examine the relationship that exists among them and also to extract the important components using the varimax (orthogonal) rotation method. In the process, the components with eigenvalues greater than 1 are retained for all these variables.



**Table 4.2: Principal-Component Factor Analysis – Communalities**

	Initial	Extraction
Q12A	1.000	.751
Q12B	1.000	.744
Q12C	1.000	.820
Q12D	1.000	.837
Q12E	1.000	.822
Q12F	1.000	.850
Q13A	1.000	.841
Q13B	1.000	.771
Q13C	1.000	.788
Q13D	1.000	.811
Q13E	1.000	.732
Q13F	1.000	.774
Q13G	1.000	.668
Q14A	1.000	.738
Q14B	1.000	.831
Q14C	1.000	.805
Q14D	1.000	.861
Q14E	1.000	.855
Q15A	1.000	.844
Q15B	1.000	.832
Q15C	1.000	.752
Q15D	1.000	.676
Q16A	1.000	.715
Q16B	1.000	.764
Q16C	1.000	.657
Q17A	1.000	.655
Q17B	1.000	.795
Q17C	1.000	.769
Q17D	1.000	.817
Q17E	1.000	.587
Q17F	1.000	.752
Q17G	1.000	.703
Q17H	1.000	.762
Q17I	1.000	.524
Q18A	1.000	.697
Q18B	1.000	.759
Q18C	1.000	.693
Q18D	1.000	.682
Q18E	1.000	.659
Q18F	1.000	.700
Q19A	1.000	.714
Q19B	1.000	.786
Q19C	1.000	.696
Q19D	1.000	.683
Q20A	1.000	.832
Q20B	1.000	.825
Q20C	1.000	.865
Q20D	1.000	.840

Extraction Method: Principal Component Analysis.

The result of communalities of the principal-component analysis in Table 4.2 presents values for each of the variables of brand alliance, consumers' attitude, and purchase intention. Communalities give the proportion of the common variance of the variable associated with the components. They are used to determine the percentage of variance in a given variable explained by all the components jointly. The greater the communality the higher the relevance of the item in the component model and vice versa. Table 4.2 show that each of the communalities is above 0.5 (which is considered the average). This shows that all items used to generate the factors are accurate.

**Table 4.3: Principal-Component Factor Analysis – Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	25.507	53.139	53.139	25.507	53.139	53.139	10.257	21.368	21.368
2	3.248	6.767	59.906	3.248	6.767	59.906	9.980	20.791	42.160
3	2.143	4.464	64.371	2.143	4.464	64.371	8.467	17.639	59.798
4	1.656	3.451	67.822	1.656	3.451	67.822	2.336	4.866	64.664
5	1.376	2.866	70.687	1.376	2.866	70.687	2.118	4.413	69.077
6	1.320	2.749	73.437	1.320	2.749	73.437	1.709	3.560	72.637
7	1.085	2.260	75.697	1.085	2.260	75.697	1.469	3.060	75.697
8	.976	2.034	77.731						
9	.964	2.009	79.740						
10	.876	1.825	81.566						
11	.853	1.778	83.344						
12	.736	1.534	84.878						
13	.700	1.459	86.337						
14	.587	1.224	87.560						
15	.528	1.101	88.661						
16	.495	1.031	89.692						
17	.452	.941	90.633						
18	.398	.830	91.463						
19	.363	.757	92.219						
20	.342	.712	92.932						
21	.301	.626	93.558						
22	.292	.609	94.166						
23	.253	.527	94.694						
24	.241	.502	95.195						
25	.214	.445	95.640						
26	.209	.435	96.076						
27	.197	.410	96.486						
28	.176	.366	96.852						
29	.163	.340	97.192						
30	.153	.318	97.509						
31	.140	.292	97.801						
32	.124	.259	98.060						
33	.112	.233	98.293						
34	.103	.214	98.508						
35	.086	.180	98.687						
36	.082	.171	98.858						
37	.080	.166	99.024						
38	.076	.158	99.182						
39	.068	.142	99.324						
40	.066	.137	99.462						
41	.053	.111	99.573						
42	.047	.099	99.672						
43	.036	.074	99.746						
44	.035	.073	99.819						
45	.029	.061	99.879						
46	.024	.050	99.929						
47	.020	.042	99.971						
48	.014	.029	100.000						

Extraction Method: Principal Component Analysis.

**Source:** Author's Computation, 2017

Table 4.3 presents the total variance explained which indicates the PCA retained 7 components (i.e. the components with eigenvalues greater than 1). The result shows that the first component has an initial eigenvalue of 25.507 and it explains 53.139% of variance in variables of brand

alliance, consumers' attitude, and purchase intention. The second component has initial eigenvalue of 3.248 and it explains 6.767% of variance in variables of brand alliance, consumers' attitude, and purchase intention. The third component has initial eigenvalue of 2.143 and it explains 4.464% of the variance. Each of components 4, 5, 6 and 7 has initial eigenvalue less than 2 but greater than 1 and they explain 3.451%, 2.866%, 2.749%, and 2.260% of variance in variables of brand alliance, consumers' attitude, and purchase intention respectively. The result shows that the components retained collectively account for 75.697% of variance in variables of brand alliance, consumers' attitude, and purchase intention. The rotated sums of squared loadings shows that each of components 1 to 7 has rotation sum of squared loadings of 10.257, 9.980, 8.467, 2.336, 2.118, 1.709, 1.469, and accounts for 21.368%, 20.791%, 17.639%, 4.866%, 4.413%, 3.560% and 3.060% of variance in variables of brand alliance, consumers' attitude, and purchase intention respectively.

**Table 4.4: Rotated Component Matrix<sup>a</sup>**

	Component						
	1	2	3	4	5	6	7
Q12A	.730	.390					
Q12B	.594	.425	.447				
Q12C	.782						
Q12D	.847						
Q12E	.851						
Q12F	.815	.303					
Q13A		.851					
Q13B		.821					
Q13C		.811	.320				
Q13D		.723					.440
Q13E		.551	.335				.484
Q13F		.617	.422				
Q13G		.661	.363				
Q14A		.338	.609				
Q14B			.624				
Q14C			.619				
Q14D			.686				
Q14E			.683				
Q15A			.624				
Q15B			.726				
Q15C			.626				
Q15D	.342		.508				
Q16A	.382		.536				
Q16B	.352	.345	.602				
Q16C		.455	.693				.397
Q17A							.709
Q17B							.467
Q17C							.623
Q17D						.375	.640
Q17E							.403
Q17F	.302						.534
Q17G	.333					.312	.591
Q17H	.329					.328	.652
Q17I	.316						.599
Q18A					.730		-.332
Q18B					.827		
Q18C					.786		
Q18D					.643		.320
Q18E					.729		
Q18F	.317		.318		.615		
Q19A	.357		.384	.610			
Q19B				.643			
Q19C				.651			
Q19D				.659			
Q20A			.302			.793	
Q20B	.332		.315			.762	
Q20C	.331					.740	
Q20D			.304			.797	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 20 iterations.

**Source:** Author's Computation, 2017

Table 4.4 contains the rotated component loadings, which represents how the variables are weighted for each component and also the correlation between the variables and the component. Varimax with Kaiser Normalization rotation method was used and the rotation converged in 20 iterations. The option that omits any of the correlations that is 0.3 or less was chosen. This makes the output easier to read by removing the clutter of low correlations that are probably not meaningful.

Each column represents each of the seven components retained. The first component could be called brand image fit because items about brand image fit such as “I think these brands are consistent”, “I think these brands are complementary”, “I think the brands fit each other”, “Brands X and Y are complementary and fit together well”, Brand images X and Y are endorsing each other”, and “I feel that brands X and Y have a good image” load highly on it. The second component could be called product fit because items that describe product fit such as “I think the products complement each other”, “I think these products are consistent”, “I think the products fit each other”, “I think the products are similar to each other”, “Products X and Y are complementary and fit together”, “Products X and Y are endorsing each other”, and “Products X and Y are very similar” have high loads on this component. The third component could be called brand equity fit since items of Brand Association, Perceived Quality, and Brand Loyalty such as “When I think of brand Y, I think of excitement”, “When I think of brand Y, I think of enjoyment”, “When I think of brand Y, I think of quality”, “When I think of brand Y, I think of performance”, “I associate the thoughts I have of brand Y with brand X”, “Brand Y is consistent in the quality it offers”, “Brand X is consistent in the quality it offers”, The likely quality of brand Y is extremely high”, “Brand Y would be my first choice”, and “I am committed to buying brand X” have high loads on it. The fourth component could be called behavioural attitude

towards brands alliance since items centred on behavioural attitude such as “Brand X is a very good brand”, “Brand Y is a very good brand”, “I have a favourable disposition toward X”, and “I have a favourable disposition toward Y” have high loads on it. Component 5 could be called affective attitude towards brand alliance since items centred on affective attitude like “I do not like brand X”, “I do not like brand Y”, “I do not like brand X better than brand Y”, “I do not like brand Y better than brand X”, “I feel that brand Y is trustworthy”, and “I feel that brand X is trustworthy” load highly on it. Component 6 could be called purchase intention because items such as “I would buy brand X products”, “The next time I need to buy a product of this type, I would consider buying brand X”, “I will buy the product in the brand alliance the next time I need that kind of product”, and “I will recommend brand X to my friends” load highly on it. The last component, component 6 could be called cognitive attitude towards brand alliance since items such as “I have heard about brand X”, “I know what brand X looks like”, “I know what brand Y looks like”, “I can quickly recall the logo or symbol of brand X”, “I can quickly recall the logo or symbol of brand Y”, and “I am aware of brand X and Y joint promotion” have high loads on it.

### **Regression Analysis**

This section presents the ordered logistic regression conducted to achieve objective one, two and three. The ordered logistic regression was used because the underlying dependent variable is not a continuous variable but an ordered categorical variable.

#### **Objective One**

Objective one states to determine the effect of consumers’ attitude towards brand image fit on purchase intention for selected Nigerian consumable products. The ordered logistic regression model used to achieve objective one shows purchase intention i.e. the willingness to buy a

product in the brand alliance the next time such product is needed (as the dependent variable) being regressed on consumers' attitude towards brand image fit. Brand image fit variables used include brands' consistency, brands' complementarity, brands' fitness, complementarity and fitness of brands X and Y, endorsement of brands X and Y, and good image of brands X and Y. The ordered logistic regression result is presented in the table 4.5

**Table 4.5: Ordered Logistic Regression of Purchase intention on Brand Image Fit**

VARIABLES	Dependent Variable: Purchase Intention		
	Coefficient	z-statistic	p-value
Brands' Consistency	0.320** (0.126)	2.53	0.011
Brands' Complementarity	0.879*** (0.130)	6.76	0.000
Brands' Fitness	0.0526 (0.115)	0.46	0.647
Complementarity and Fitness of Brands X and Y	-0.499*** (0.186)	-2.68	0.007
Endorsement of Brands X and Y	0.229 (0.179)	1.28	0.201
Good Image of Brands X and Y	0.308** (0.145)	2.13	0.033
Observations	356		
Wald Chi-squared	231.42		
P-value (Chi <sup>2</sup> )	0.0000		
Pseudo R-squared	0.2039		

Standard errors in parentheses  
\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

**Source:** Authors' Computation, 2017

The result presented in Table 4.5 shows each of the independent variables with their respective coefficient values, z-statistics, p-values, and standard errors (in parenthesis). The coefficient reveals the magnitude and direction of effect of each variable of brand image fit on purchase intention. A positive value indicates the variable affects purchase intention positively while a negative value indicates it affects purchase intention negatively. Usually, the size of the coefficients in a logistic regression result does not make meaningful sense; hence, the sign (i.e.



the direction of effect) is taken into consideration. The z-statistic (an equivalent to t-statistic in linear regression) is used to measure the significance of each variable. The calculated value is compared with the tabulated value to decide its significance. A higher calculated z-statistic than its tabulated counterpart implies the variable significantly affects purchase intention and vice versa. A more straight-forward statistic used to verify the significance of the variable is the probability value (p-value) which is simply compared with the chosen significance level. A lower p-value than the chosen significance level indicates the variable is significant and vice versa. The standard error is another statistic used in verifying the significance of a variable. This involves dividing the coefficient value by 2 (i.e. half of the coefficient) and comparing it with the standard error. A greater half of the coefficient than the standard error suggests the variable is significant; otherwise, it is not significant. The result also features the Wald Chi-squared which measures the overall significance of the model (or joint significance of all independent variables in the model) and its probability value. A lesser p-value than the chosen significance level indicates the overall model is significant. The Pseudo R-squared is a measure of fitness of the model similar to the regular R-squared in linear regressions but slightly different in that, it does not measure the proportion of variation in the dependent variable explained by the independent variables.

The result from table 4.5 shows that complementarity and fitness of brands X and Y have negative sign while all other variables of brand image fit have positive signs. This indicates that complementary and fitness of brand X and Y decrease the probability that consumer will buy a product in the brand alliance the next time that type of product is needed while increasing the likelihood that consumer will not buy a product from the brand alliance. On the other hand, each of brands' consistency, brands' complementarity, brands' fitness, endorsement of brands X and

Y, and good image of brands X and Y increases the probability of buying a product in the brand alliance the next time that type of product is needed while decreasing the probability of not buying in the brand alliance. The result also reveals that of all these effects, only those of brands' consistency, brands' complementarity, complementarity and fitness of brands X and Y, and good image of brands X and Y are statistically significant. This is shown by each of their p-values being less than the chosen 5 per cent significance level (i.e. 0.05). On the other hand, brands' fitness and endorsement of brands X and Y are not statistically significant because each of them has p-value greater than 0.05. This implies that effects of the former variables are significant on purchase intention while effects of the latter variables are not significant on purchase intention. The reported Pseudo R-squared shows a value of 0.2039. Since the Pseudo R-squared is not identical to the regular R-squared in linear regressions, it does not represent the proportion of variation in purchase intention explained. It simply suggests that the model is moderately fitted because the value is significantly greater than zero, by observation. The reported Wald Chi-squared shows a high value of 231.42 and its probability value of 0.0000 suggests that it is significant (since it is less than 0.05). This indicates that the overall model is significant. This implies that consumers' attitude towards brand image fit significantly affects purchase intention for Nigerian consumable products. The result suggests the rejection of null hypothesis that consumers' attitude towards brand image fit has no significant effect on purchase intention for Nigerian consumable products.

The predicted probability table given below presents the probability of each categories of purchase intention that each of the aspects of brand image fit predicted.

**Table 4.6: Ordered Logistic Predicted Probabilities from Brand Image Fit**

Independent Variable	Purchase Intention (Willingness to Buy a Product in the Brand Alliance)						
	Strongly Disagree	Disagree	Some-what Disagree	Can't Say	Some-what Agree	Agree	Strongly Agree
Brand Image Fit	0.045677	0.014337	0.038351	0.130975	0.316583	0.314442	0.139636

Source: Authors' Computation, 2017

The result presented in Table 4.6 shows that brand image fit predicted 0.045677 for strongly disagree. This means that, of the total probability of 1, strongly disagree has approximately 0.05 probabilities. This indicates that the probability that consumers will strongly disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is quite low. The predicted probability for disagree is given as 0.014337. This shows a very low probability out of the total probability of 1. This also indicates that the probability that consumers will disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is quite low. The predicted probability for somewhat disagree is given as 0.038351. This also shows a low probability out of the total probability of 1. This also indicates that the probability that consumers will somewhat disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is quite low. The predicted probability for can't say is given as 0.130975. This indicates that the probability that consumers will be indifferent to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is approximately 0.131. The predicted probability for somewhat agree is given as 0.316583. This indicates that the probability that consumers will somewhat agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is approximately 0.317. The predicted probability for

agree is given as 0.314442. This indicates that the probability that consumers will agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is approximately 0.314. The predicted probability for strongly agree is given as 0.139636. This indicates that the probability that consumers will strongly agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand image fit is approximately 0.140. Since somewhat agree, agree and strongly agree have higher probabilities than other categories, this suggests that brand image fit best predicts higher likelihood to buying a product in the brand alliance.

## **Objective Two**

The ordered logistic regression model used to achieve objective two shows purchase intention i.e. the willingness to buy a product in the brand alliance the next time such product is needed (as the dependent variable) being regressed on brand equity fit. Brand equity fit is measured in three aspects; brand association, perceived quality and brand loyalty. Each of these aspects is included in different models to have three models. The variables used in model 1 (brand association) include the thought of excitement about product Y, the thought of enjoyment about product Y, the thought of quality about product Y, the thought of performance about product Y, and associating the thought about brand Y with brand X. The variables used in model 2 (perceived quality) include consistent quality of brand Y, consistent quality of brand X, high likely quality of brand Y, and high likely quality of brand X. The variables used in model 3 (brand loyalty) include loyalty to brand Y, choosing brand Y as first choice, and commitment to brand X. The ordered logistic regression result of each of the models is presented in the table 4.7

**Table 4.7: Ordered Logistic Regression of Purchase intention on Brand Equity Fit**

		Dependent Variable: Purchase Intention					
VARIABLES		(1)		(2)		(3)	
		Coefficient	p-value	Coefficient	p-value	Coefficient	p-value
Brand Association	Excitement	-0.531*** (0.135)	0.000				
	Enjoyment	0.747*** (0.205)	0.000				
	Quality	0.508*** (0.184)	0.006				
	Performance	-0.151 (0.171)	0.378				
	Association	1.012*** (0.136)	0.000				
Perceived Quality	Consistent Quality of Brand Y			0.820*** (0.177)	0.000		
	Consistent Quality of Brand X			0.0666 (0.147)	0.650		
	High likely Quality of Brand Y			0.412*** (0.140)	0.003		
	High likely Quality of Brand X			0.630*** (0.120)	0.000		
Brand Loyalty	Loyalty to Brand Y					0.398*** (0.120)	0.001
	Choosing Brand Y as First Choice					0.304** (0.130)	0.019
	Commitment to Brand X					0.932*** (0.0927)	0.000
	Observations	356		356		356	
	Wald Chi-squared	311.80		310.91		289.66	
	P-value (Chi <sup>2</sup> )	0.0000		0.0000		0.0000	
	Pseudo R-squared	0.2747		0.2740		0.2558	

Standard errors in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

**Source:** Author's Computation, 2017

The result of model 1 shows that the thought of excitement and performance have negative signs while the thought of enjoyment, quality, and associating the thought of brand Y with X have positive signs. This indicates that both the thought of excitement and performance about product Y decrease the likelihood that consumer will buy a product in the brand alliance the next time that type of product is needed while increasing the likelihood that consumer will not buy a product from the brand alliance. On the other hand, each of thoughts of enjoyment and quality about brand Y and associating the thought about Y with X increases the probability of buying a

product in the brand alliance the next time that type of product is needed while decreasing the probability of not buying in the brand alliance. The result also reveals that of all these effects, only that of thought of performance about brand Y is not statistically significant. This is shown by its p-value being greater than 0.05. On the other hand, thoughts of excitement, enjoyment, and quality about brand Y and associating the thought about Y with X are statistically significant because each of them has p-value less than 0.05. This implies that effect of thoughts of performance about brand Y is not significant on purchase intention while effects of thoughts of excitement, enjoyment, and quality about brand Y and associating the thought about Y with X are significant on purchase intention. The reported Pseudo R-squared shows a value of 0.2747. It simply suggests that the model is moderately fitted because the value is significantly greater than 0 by observation. The reported Wald Chi-squared shows a high value of 311.80 and its probability value of 0.0000 suggests that it is significant (since it is less than 0.05). This indicates that the overall model is significant. This implies that brand association as an aspect of consumers' attitude towards brand equity fit significantly affects purchase intention for Nigerian consumable products.

The result of model 2 shows that all variables in this model have positive signs. This indicates that each of consistent quality of brand Y, consistent quality of brand X, high likely quality of brand Y, and high likely quality of brand X increases the likelihood of buying a product in the brand alliance the next time that type of product is needed while decreasing the probability of not buying in the brand alliance. The result also reveals that of all these effects, only that of consistent quality of brand X is not statistically significant. This is shown by its p-value being greater than 0.05. On the other hand, consistent quality of brand Y, high likely quality of brand Y, and high likely quality of brand X are statistically significant because each of them has p-

value less than 0.05. This implies that the effect of consistent quality of brand X is not significant on purchase intention while the effects of consistent quality of brand Y, high likely quality of brand Y, and high likely quality of brand X are significant on purchase intention. The reported Pseudo R-squared shows a value of 0.2740. It simply suggests that the model is moderately fitted because the value is significantly greater than 0 by observation. The reported Wald Chi-squared shows a high value of 310.91 and its probability value of 0.0000 suggests that it is significant (since it is less than 0.05). This indicates that the overall model is significant. This implies that perceived quality, as an aspect of consumers' attitude towards brand equity fit significantly affects purchase intention for Nigerian consumable products.

The result of model 3 shows that all variables in this model have positive signs. This indicates that each of loyalty to brand Y, choosing brand Y as first choice, and commitment to brand X increases the likelihood of buying a product in the brand alliance the next time that type of product is needed while decreasing the probability of not buying in the brand alliance. The result also reveals that all of these effects are statistically significant because each of them has p-value less than 0.05. This implies that the effect of loyalty to brand Y, choosing brand Y as first choice, and commitment to brand X are significant on purchase intention. The reported Pseudo R-squared shows a value of 0.2558. It simply suggests that the model is moderately fitted because the value is significantly greater than 0 by observation. The reported Wald Chi-squared shows a high value of 289.66 and its probability value of 0.0000 suggests that it is significant (since it is less than 0.05). This indicates that the overall model is significant. This implies that brand loyalty, as an aspect of consumers' attitude towards brand equity fit significantly affects purchase intention for Nigerian consumable products.

The model statistics of each of these three models shows that the model with brand association is more fitted and more significant (having Chi-squared value of 311.80 and Pseudo R-squared of 0.2747), followed by the model with perceived quality (having Chi-squared value of 310.91 and Pseudo R-squared of 0.2740), then the model with brand loyalty (having Chi-squared value of 289.66 and Pseudo R-squared of 0.2558). This indicates that brand association aspect of consumers' attitude towards brand equity fit explains purchase intention most among other brand equity fit. The results of the three models altogether indicate that consumers' attitude towards brand equity fit significantly affects purchase intention for Nigerian consumable products. This suggests the rejection of null hypothesis that consumers' attitude towards brand equity fit has no significant effect on purchase intention of Nigerian consumable products.

The predicted probability table given below presents the probability of each categories of purchase intention that each of the aspects of consumers' attitude towards brand equity fit predicted.

**Table 4.8: Ordered Logistic Predicted Probabilities from Brand Equity Fit**

<b>Independent Variable</b> (Brand Equity Fit)	<b>Purchase Intention (Willingness to Buy a Product in the Brand Alliance)</b>						
	Strongly Disagree	Disagree	Some-what Disagree	Can't Say	Some-what Agree	Agree	Strongly Agree
Brand Association	0.046212	0.016292	0.035225	0.128347	0.319082	0.310407	0.144434
Perceived Quality	0.049266	0.011303	0.029717	0.138279	0.329359	0.301419	0.140658
Brand Loyalty	0.043344	0.014467	0.149389	0.131231	0.317637	0.314936	0.144329

Source: Authors' Computation, 2017

The result presented in Table 4.8 shows that consumers' attitude towards brand association predicted 0.046212 for strongly disagree. This means that of the total probability of 1, strongly disagree has approximately 0.05 probabilities. This indicates that the probability that consumers will strongly disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is quite low. The predicted probability for disagree is given as



0.016292. This shows a very low probability out of the total probability of 1. This also indicates that the probability that consumers will disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is quite low. The predicted probability for somewhat disagree is given as 0.035225. This also shows a low probability out of the total probability of 1. This also indicates that the probability that consumers will somewhat disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is quite low. The predicted probability for can't say is given as 0.128347. This indicates that the probability that consumers will be indifferent to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is approximately 0.129. The predicted probability for somewhat agree is given as 0.319082. This indicates that the probability that consumers will somewhat agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is approximately 0.319. The predicted probability for agree is given as 0.310407. This indicates that the probability that consumers will agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is approximately 0.310. The predicted probability for strongly agree is given as 0.144434. This indicates that the probability that consumers will strongly agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand association is approximately 0.144. Since somewhat agree, agree and strongly agree have higher probabilities than other categories, this suggests that consumers' attitude towards brand association predicts higher likelihood to buying a product in the brand alliance.

The result presented in the table 4.8 shows that consumers' attitude towards perceived quality predicted 0.049266 for strongly disagree. This means that of the total probability of 1, strongly disagree has approximately 0.05 probabilities. This indicates that the probability that consumers

will strongly disagree to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is quite low. The predicted probability for disagree is given as 0.011303. This shows a very low probability out of the total probability of 1. This also indicates that the probability that consumers will disagree to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is quite low. The predicted probability for somewhat disagree is given as 0.029717. This also shows a low probability out of the total probability of 1. This also indicates that the probability that consumers will somewhat disagree to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is quite low. The predicted probability for can't say is given as 0.138279. This indicates that the probability that consumers will be indifferent to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is approximately 0.138. The predicted probability for somewhat agree is given as 0.329359. This indicates that the probability that consumers will somewhat agree to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is approximately 0.329. The predicted probability for agree is given as 0.301419. This indicates that the probability that consumers will agree to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is approximately 0.301. The predicted probability for strongly agree is given as 0.140658. This indicates that the probability that consumers will strongly agree to buy a product in the brand alliance as a result of the influence of their attitude towards perceived quality is approximately 0.141. Since somewhat agree, agree and strongly agree have higher probabilities than other categories, this suggests that consumers' attitude towards perceived quality predicts higher likelihood to buying a product in the brand alliance.

The result presented in table 4.8 shows that brand loyalty predicted 0.043344 for strongly

disagree. This means that of the total probability of 1, strongly disagree has approximately 0.04 probabilities. This indicates that the probability that consumers will strongly disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is quite low. The predicted probability for disagree is given as 0.014467. This shows a very low probability out of the total probability of 1. This also indicates that the probability that consumers will disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is quite low. The predicted probability for somewhat disagree is given as 0.149389. This indicates that the probability that consumers will somewhat disagree to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is approximately 0.149. The predicted probability for can't say is given as 0.131231. This indicates that the probability that consumers will be indifferent to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is approximately 0.131. The predicted probability for somewhat agree is given as 0.317637. This indicates that the probability that consumers will somewhat agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is approximately 0.318. The predicted probability for agree is given as 0.314936. This indicates that the probability that consumers will agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is approximately 0.315. The predicted probability for strongly agree is given as 0.144329. This indicates that the probability that consumers will strongly agree to buy a product in the brand alliance as a result of the influence of their attitude towards brand loyalty is approximately 0.144. Since somewhat agree, agree and strongly agree have higher probabilities than other categories, this suggests that brand loyalty predicts higher likelihood to buying a product in the brand alliance.

### Objective Three

The ordered logistic regression model used to achieve objective three shows purchase intention i.e. the willingness to buy a product in the brand alliance the next time such product is needed (as the dependent variable) being regressed on consumers' attitude towards product fit. Product fit variables used in this model include products' complement, products' consistency, products' fitness, products' similarity, complementarity and fitness of the products, endorsement of products X and Y, and similarity of product X and Y. The ordered logistic regression result is presented in the table 4.9.

**Table 4.9: Ordered Logistic Regression of Purchase intention on Product Fit**

VARIABLES	Dependent Variable: Purchase Intention		
	Coefficient	z-statistic	p-value
Products' Complement	0.392*** (0.145)	2.70	0.007
Products' Consistency	0.329** (0.151)	2.18	0.029
Products' Fitness	-0.342** (0.148)	-2.31	0.021
Products' Similarity	-0.212 (0.135)	-1.57	0.117
Products' Complementarity and Fitness	0.363*** (0.120)	3.02	0.002
Endorsement of Products X and Y	0.620*** (0.112)	5.56	0.000
Similarity of Products X and Y	-0.0371 (0.0994)	-0.37	0.709
Observations	356		
Wald Chi-squared	193.84		
P-value (Chi <sup>2</sup> )	0.0000		
Pseudo R-squared	0.1708		

Standard errors in parentheses

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Source: Author's Computation, 2017

The result in Table 4.9 shows that products' fitness, products' similarity, and similarity of product X and Y have negative signs while all other variables of product fit have positive signs. This indicates that products' fitness, products' similarity, and similarity of product X and Y decrease the probability of buying a product in the brand alliance the next time that type of

product is needed while increasing the probability that consumer will not buy a product from the brand alliance. On the other hand, each of products' complementarity, products' consistency, products' complementarity and fitness, and endorsement of products X and Y increase the probability of buying a product in the brand alliance the next time that type of product is needed while decreasing the probability of not buying in the brand alliance. The result also reveals that of all these effects, only those of products' complementarity, products' consistency, products' fitness, products' complementarity and fitness, and endorsement of products X and Y are statistically significant. This is shown by each of their p-values being less than 0.05. On the other hand, products' similarity and similarity of product X and Y are not statistically significant because each of them have p-value greater than 0.05. This is because the brands in the alliance are heterogeneous products with partnering products in different product categories (Entertainment services and consumable goods). This implies that effects of the former variables are significant on purchase intention while effects of the latter variables are not significant on purchase intention. The reported Pseudo R-squared shows a value of 0.1708. It simply suggests that the model is moderately fitted because the value is significantly greater than 0, by observation. The reported Wald Chi-squared shows a high value of 193.84 and its probability value of 0.0000 suggests that it is significant (since it is less than 0.05). This indicates that the overall model is significant. This implies that consumers' attitude towards product fit significantly affects purchase intention for Nigerian consumable products. The result suggests the rejection of null hypothesis that product fit has no significant effect on purchase intention for Nigerian consumable products.

The predicted probability table given below presents the probability of each categories of purchase intention that each of the aspects of consumers' attitude towards product fit predicted.

**Table 4.10: Ordered Logistic Predicted Probabilities from Product Fit**

Independent Variable	Purchase Intention (Willingness to Buy a Product in the Brand Alliance)						
	Strongly Disagree	Disagree	Some-what Disagree	Can't Say	Some-what Agree	Agree	Strongly Agree
Product Fit	0.044004	0.016271	0.043121	0.130072	0.314268	0.3093	0.142963

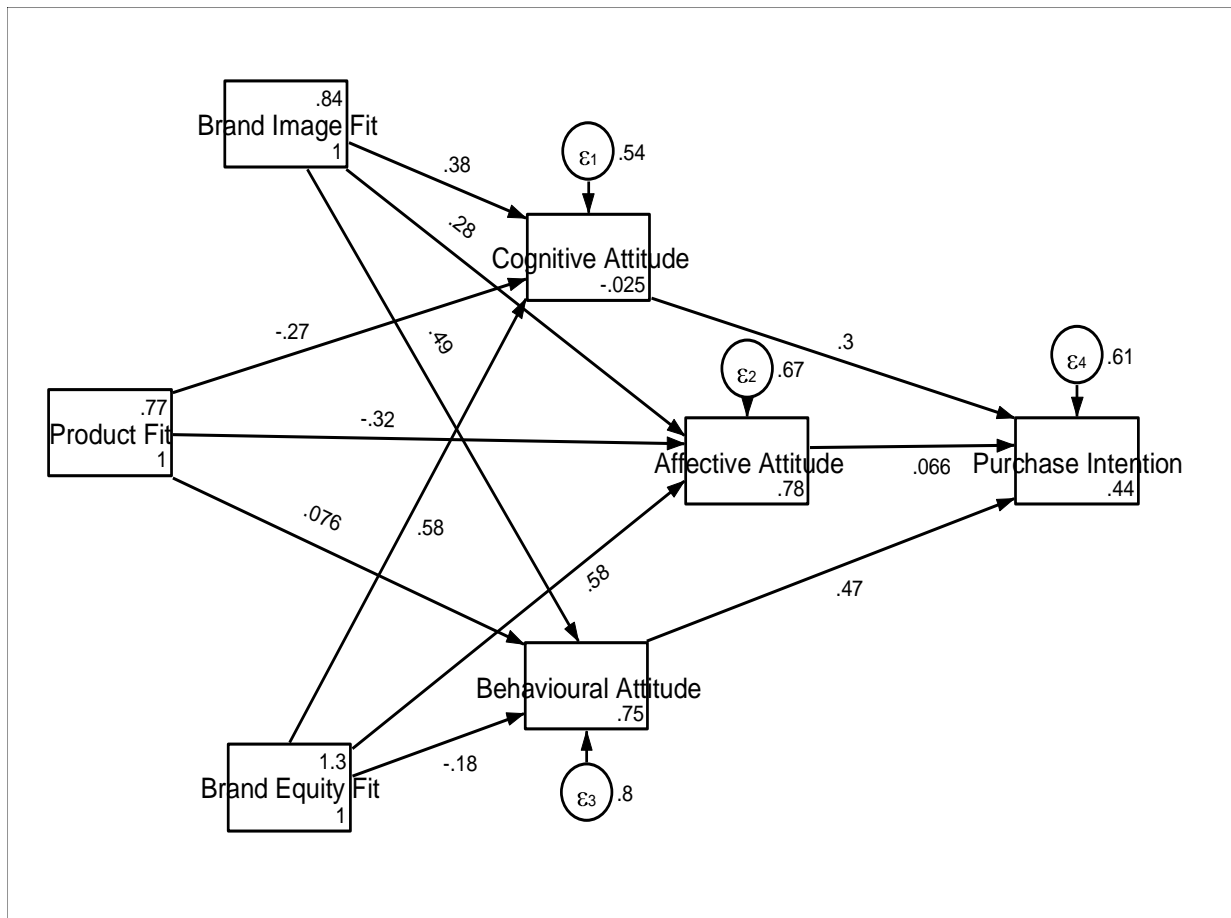
**Source:** Author's Computation, 2017

The result presented in Table 4.10 shows that consumers' attitude towards brand image fit predicted 0.044004 for Strongly Disagree. This means that of the total probability of 1, Strongly Disagree has approximately 0.04 probabilities. This indicates the probability that consumers will strongly disagree to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is quite low. The predicted probability for Disagree is given as 0.016271. This shows a very low probability out of the total probability of 1. This also indicates the probability that consumers will disagree to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is quite low. The predicted probability for somewhat Disagree is given as 0.043121. This also shows a low probability out of the total probability of 1. This also indicates the probability that consumers will somewhat disagree to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is quite low. The predicted probability for Can't Say is given as 0.130072. This indicates the probability that consumers will be indifferent to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is approximately 0.130. The predicted probability for Somewhat Agree is given as 0.314268. This indicates the probability that consumers will be somewhat agree to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is approximately 0.314. The predicted probability for Agree is given as 0.3093. This indicates the probability that consumers will agree to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is

approximately 0.309. The predicted probability for Strongly Agree is given as 0.142963. This indicates the probability that consumers will strongly agree to buy a product in the brand alliance as a result of the influence of their attitude towards product fit is approximately 0.143. Since Somewhat Agree, Agree and Strongly Agree have higher probabilities than other categories, this suggests that product fit predicts higher probability to buying a product in the brand alliance.

#### **Objective Four**

The Structural Equation Model used to achieve objective four consists of five main parts to evaluate structural relationships among main constructs of the model. These are brand fit, brand equity fit and product fit, consumers' attitude and purchase intention dimensions. SEM permits the assessment of performances of the whole model and helps to control the measurement errors with the help of multivariate goodness-of-fit indices (Hair et al., 2010). It is important to develop the structural model for the study to demonstrate the main relationship among main constructs. Therefore, the main structural model for evaluation through SEM using STATA 14 software package is given in figure 4.1



**Figure 4.1. Structural Equation Model for Purchase Intention and Brand Alliance**

Source: Author's Computation, 2017.

Figure 4.1 shows the path diagram of the structural equation model estimated to determine the effect of consumers' attitude towards brand alliance on consumers' purchase intention. The model shows the effect of each of the cognitive, affective, and behavioural attitudes towards brand image fit, product fit and equity fit on purchase intention.

The equation-level goodness of fit of the structural equation model table (presented in appendix IV) shows that the overall goodness of fit, measured by the R-squared has a value of 0.650345. This indicates that all the models taken together are in good fit. The result also shows that the Wald Chi-squared test of model versus saturated has a value of 65.71 and p-value of 0.000. This indicates rejection of null hypothesis that the estimated model is not significantly different from



saturated, hence, a conclusion can be reached that the structural equation model is significantly different from saturated and is in good fit. The result also shows that individual goodness of fit of cognitive attitude, affective attitude, behavioural attitude, and purchase intention models have values of 0.4633991, 0.3309715, 0.2046728, and 0.3930714 respectively. This indicates that brand alliance explains approximately 46 per cent, 33 per cent, and 20 per cent of variation in consumers' cognitive, affective, and behavioural attitudes respectively. It also indicates that consumers' cognitive, affective, and behavioural attitudes explain approximately 39 per cent of variation in consumers' purchase intention. This implies that the explanatory power of brand alliance over affective attitude and behavioural attitude is quite low but still moderate over cognitive attitude.

The structure of the cognitive model shows how cognitive attitude is being affected by brand alliance. The structure of the model reveals that brand image fit, product fit, and brand equity fit have standardized coefficient values of 0.38, -0.27, and 0.58 respectively. The result indicates that a unit increase in brand image fit increases cognitive attitude of consumers by 0.38 units and vice versa. It also indicates that a unit increase in product fit decreases cognitive attitude of customers by 0.27 units and vice versa. In the same vein, a unit increase in brand equity fit increases cognitive attitude of consumers by 0.58 units and vice versa. Their respective high z-score values of 6.25, -4.09, and 10.29 (presented in appendix IV), and very low p-values (of 0.000 each) indicate that the positive effects of brand image fit and brand equity fit, and the negative effect of product fit are significant on cognitive attitude of consumers. This implies that higher brand image fit and brand equity fit bring about higher consumers' cognitive attitude and vice versa. On the other hand, higher product fit bring about lower consumers cognitive attitude and vice versa.

The structure of the affective model shows how affective attitude is being affected by brand alliance. The structure of the model reveals that brand image fit, product fit, and brand equity fit have standardized coefficient values of 0.28, -0.32, and 0.58 respectively. The result indicates that a unit increase in brand image fit increases affective attitude of consumers by 0.28 units and vice versa. It also indicates that a unit increase in product fit decreases affective attitude of customers by 0.32 units and vice versa. In the same vein, a unit increase in brand equity fit increases affective attitude of consumers by 0.58 units and vice versa. Their respective high z-score values (presented in appendix IV) of 4.11, -4.43, and 9.28, and very low p-values (of 0.000 each) indicate that the positive effects of brand image fit and brand equity fit, and the negative effect of product fit are significant on affective attitude of consumers. This implies that higher brand image fit and brand equity fit bring about higher consumers' affective attitude and vice versa. On the other hand, higher product fit bring about lower consumers' affective attitude and vice versa.

The structure of the behavioural model shows how behavioural attitude is being affected by brand alliance. The structure of the model reveals that brand image fit, product fit, and brand equity fit have standardized coefficient values of 0.49, 0.076, and -0.18 respectively. The result indicates that a unit increase in brand image fit increases behavioural attitude of consumers by 0.49 units and vice versa. It also indicates that a unit increase in product fit increases behavioural attitude of customers by 0.076 units and vice versa. In the same vein, a unit increase in brand equity fit decreases behavioural attitude of consumers by -0.18 units and vice versa. The respective high z-score values (presented in appendix IV) of 6.66, and -2.61 presented for brand image fit and brand equity fit, and very low p-values (of 0.000 and 0.009 respectively) indicate that the positive and negative effect of brand image fit and brand equity fit are significant on

behavioural attitude of consumers. However, the low z-score value of 0.96 and high p-value of 0.339 reported for product fit indicate that its positive effect is not significant on behavioural attitude of consumers. This implies that higher brand image fit bring about higher consumers' behavioural attitude and vice versa. On the other hand, higher brand equity fit bring about lower consumers' behavioural attitude and vice versa.

Examining the effects of each of consumers' cognitive, affective, and behavioural attitude towards brand alliance on purchase intention, the model reveals that the standardized coefficients of these effects in the figure above are 0.3, 0.066, and 0.47 respectively. These indicate that cognitive attitude towards brand alliance predicts 30 per cent of customers' purchase intention. The results also indicate that affective attitude towards brand alliance predicts 6.6 per cent of customers' purchase intention. The results also reveal that behavioural attitude towards brand alliance predicts 47 per cent of customers' purchase intention. The results of the structural equation model table (presented in appendix IV) shows that the unstandardized coefficient values for cognitive, affective, and behavioural attitudes are approximately 0.13, -0.17, and 1.55, respectively. This also indicates that increase in cognitive attitude increases purchase intention by 0.13 units. It also indicates that a unit increase in customers' affective attitude decreases customers' purchase intention by 0.17 units. Also, an increase in customers' behavioural attitude increases customers' purchase intention by 1.55 units. This indicates that behavioural attitude towards brand alliance has the most effect on customers' purchase intention, followed by the effect of cognitive attitude, then the effect of affective attitude.

In conclusion, the SEM results shows that consumers' cognitive attitude towards brand alliance positively influence consumers' purchase intention. Similarly, consumers' behavioural attitude towards brand alliance positively influence consumers' purchase intention. On the other hand,

consumers' affective attitude towards brand alliance does not affect consumers' purchase intention. Brand image fit is seen to have an indirect positive effect on consumers' purchase intention through cognitive and behavioural attitudes of consumers. Product fit has an indirect negative effect on purchase intention through cognitive attitude and has an indirect positive effect on purchase intention through behavioural attitude. Brand equity fit has indirect positive effect on purchase intention through cognitive attitude and an indirect negative effect on purchase intention through behavioural attitude.

#### **4.4 Discussion of Findings**

In this study, attempt was made to investigate the effect of brand alliance on consumer purchase intention for selected consumable products in Lagos, Nigeria. The study had four objectives which were achieved through various statistical techniques. Using factor analysis and descriptive statistics, the study first described the nature of target consumers in consumer market in Lagos. Using ordered logistic regression and structural equation modelling, the study examined the effect of each of the drivers of brand alliance on consumer purchase intention. In addition, the study further examined the effect of brand alliance, moderated by consumers' cognitive, affective and behavioural attitude, on purchase intention.

The results show that most of the respondents were males and females between age group 16 and 55 years. The respondents' social standing include single, married, divorced and widowed marital status with majority having formal education at the primary school, secondary school, and tertiary levels. It also revealed that most of the respondents viewing the EPL matches at the viewing centres in the five administrative areas (IBILE) of Lagos State were within the low income and middle income status and they have been supporting the EPL brands partnered by

the selected consumable product brands for a period ranging between 1 and 10 years. This shows that the respondents are a suitable segment of the population for this research work.

The first objective of the study was to examine the effect of brand image fit on purchase intention for selected Nigerian consumable products. The objective was achieved with ordered logistic regression. The study's findings show that there is a positive likelihood association between brand image fit and purchase intention with Wald Chi-squared value of 231.42. It means that for consumers' purchase intention for the partnered consumable products to be developed there must be brand consistency, brand complementarity, brand fitness and good image between the consumable products and those of the partnered EPL brands. The result shows a significant impact on the probability that consumers' perception of the brands in the alliance being complementary will lead to intention to purchase the partnering consumable product brands in Lagos, Nigeria. The finding supports the assertion of Riley et al. (2015) that consumers consider independent dimensions of the brand image when assessing the fit between the brands. This perception influences their view of the brands in the brand alliance.

Also, as a result of perception of consistency of the partnered EPL clubs, consumers' will be compelled to consider the purchase of the Nigerian consumable products featured in the brand alliance as this is a signal to the target consumer market that the consumable product will deliver similar quality to them. Consumers' cognition of the EPL club endorsing the consumable product jointly presented in the symbolic brand alliance will increase the probability of buying the Nigerian consumable product next time such product is needed. Good image of the consumable products and the EPL clubs will improve the attitude of consumers towards the brands in the alliance and this will have positive effect on possibility of buying the consumable product. This means that the image of the brands in the symbolic brand alliance must be perceived as being

good even before the brand alliance activity is done. This will affect the attitude of the supporters of the partnered EPL club towards considering the purchase of the consumable product. This is in line with the submission of Lin (2013) which posited that brand image shows remarkably positive effects on purchase intention, and those of Hao (2015), and Gbadeyan et al. (2016) which stated that brand image influences consumers' perception of a brand. Therefore, manufacturers of consumable products intending to adopt the symbolic brand alliance strategy should ensure the brand image of the partner brand to be selected and used is one that can be perceived as having good image in order to have positive effect on purchase intention of consumers.

The second objective of the study is to investigate the effect of brand equity fit on purchase intention for selected Nigerian consumable products. The objective was achieved with ordered logistic regression. The study's findings show that there is a positive likelihood association between brand association and purchase with Wald Chi-squared of 311.80. This means that for brands in an alliance to influence consumers, such partnered brand should be one that they associate strong enjoyment, quality, and thought with. There is high probability that consumers' perceptions of brand association will influence their willingness to buy the partnering product. This is in line with the submission of Washburn et al. (2004) that brand equity as seen from the customers' perspective of partner brands affects consumer evaluations of an alliance brand. Therefore, when there is a fit in previous associations and perceptions held by consumers about individual brands in a symbolic brand alliance, consumers will act favourably towards the brands featured in the symbolic brand alliance when they enjoy the partnership. Furthermore, the result synthesises the findings of Mohammad et al. (2011) that brand association has a significant impact on consumers' intention to purchase products.

Perceived quality aspect of brand equity in relation to purchase intention shows a positive significant relationship with perceived consistent quality and perceived high quality of the Nigerian consumable products and the EPL clubs featured in the symbolic brand alliance. However, the consistency of the EPL club in terms of their performance in the Premier League does not affect consumers' perception of Nigerian consumable brands being consistent. The result is in line with those of Aghdaie et al. (2012) which found that perceived quality of constituent brands affect cobranded product's perceived quality. It also revealed that only perceived quality of one of constituent brands has positive influence on cobranded product purchase intention whereas the perceived quality of the other brand has no effect. A reason that can be adduced for this is the difference in terms of product offerings of the brands in the symbolic alliance; the selected Nigerian brands are consumable goods while those of the partnered EPL clubs offer entertainment services. Thus, a proper fit in terms of quality will be perceived if the alliance is between brands of similar product offerings.

Loyalty towards products in a brand alliance shows a positive and significant consumers' purchase intention. This implies that brand loyalty, as an aspect of consumers' attitude towards brand equity fit significantly affects purchase intention for Nigerian consumable products. This suggested that the loyalty and commitment of supporters of the EPL clubs is easily transferable to the consumable products they are jointly featured with in the symbolic brand alliance. The implication of this is that the supporters of the EPL clubs can easily adopt the partnered consumable products as the official product of their supported club. Thus, it will ultimately enhance purchase intention for the Nigerian consumable products and, consequently drive their sales performance.

The significant effect of brand equity fit on purchase intention is in line with the findings of Mohammed et al. (2011). Findings on brand equity fit are supported by signaling theory as discussed in chapter two of this study, and are also consistent with findings of most previous studies from other countries (see Aghdaie et al., 2012; Gordon, 2010; Mohammed et al., 2011).

The third objective of the study was to examine the effect of product fit on purchase intention of selected Nigerian consumable products. The objective was achieved with ordered logistic regression. The study's findings show that there is a positive probability association between consumers' attitude towards product fit on purchase intention of selected Nigerian consumable products with Wald Chi-squared of 193.84. This implies that some of the product fit variables positively influence purchase intention of selected Nigerian consumable products. This is in line with Helmig et al. (2007)'s findings that product fit has a strong effect on behavioural intention. In line with Park et al. (1991), and Simonin and Ruth (1998), products in symbolic brand alliance complementing one another influence consumers' willingness to buy a product in the brand alliance the next time such product is needed. This implies that consumers' perception of the EPL clubs complementing the Nigerian consumable products may stimulate their intention to buy the products featured alongside their supported EPL clubs. Consumers' perception of products featured in a brand alliance endorsing one another has a likelihood of driving consumers' willingness to purchase the products featured in the partnership. Similarly, some commonalities –fit – between products in the symbolic partnership will increase the probability of buying a product in the brand alliance the next time that type of product is needed.

This is in line with Simonin and Ruth (1998) who concluded that the higher the fit between products in a brand alliance, the more favourable was the attitude towards the brand alliance.



Also, the findings on product similarity between the brands in the alliance revealed an insignificant fit between the Nigerian consumable products and the partnered EPL clubs. This is due to the nature of the brands in the symbolic alliance. However, the overall significance of product fit between the brands in the symbolic alliance suggest that consumers perceive the brands as appropriate partners, thus positive attitudes are transferred by supporters of the EPL clubs to the partnered consumable products in Nigeria. These substantiate the postulations of signalling theory and the congruence theory reviewed in chapter two.

The fourth objective of the study was to examine the effect of brand alliance on consumer attitude of selected Nigerian consumable products. The objective was achieved with SEM. Results show that brand image fit, brand equity fit and product fit assert significant direct effects on product attitude which positively influences purchase intention. The findings support extant literature regarding the positive effects of brand alliance on consumers' attitude and perceived fit between brands in a symbolic alliance and extension on attitude and purchase intention for the symbolically partnered brands (Goh et al., 2014).

SEM results show that consumers' cognitive attitude and consumers' behavioural attitude towards brand alliance positively influence consumers' purchase intention. These influenced positivity of brand image fit and brand equity fit towards purchase of the consumable products. The outcome of this study has established Carvalho's (2013) study that attitude towards brand alliances can influence purchase intention when consumers perceived a fit in the value offering brand image of the products in the alliance. However, Product fit has an indirect negative effect on purchase intention through cognitive attitude and has an indirect positive effect on purchase intention through behavioural attitude. The apparent difference in the product categories of the

Nigerian consumable products (tangible goods) and the EPL clubs (entertainment services) is largely accountable for this.

Furthermore, the findings show that out of the three drivers of brand alliance, product fit has the highest effect on behavioural attitude of the targeted consumers. This is synonymous with the findings of Helmig, Huber and Leeflang (2007) which revealed that product fit has the strongest effect (of the exogenous factors) on behavioural intention. Also, individually, each of brand image fit, brand equity fit and product fit between the consumable products and the EPL clubs affect the attitude of consumers, and, consequently, their purchase intention of the consumable products. The significant effect of attitudes towards partner brands in the alliance supports the assertion of Simonin and Ruth (1998) that spillover effect on partner brands confirms the theoretical importance of the brand alliance in attitudinal shifts resulting from partner brands.

In general, findings from this study indicate that of overall cognitive and behavioural attitudes exhibited by consumers towards the symbolic brand alliance, explained more of variation purchase intention for the partnered consumer product. This supports the claim of the information integration, signalling and congruence theories.

The findings from this study provide insights for brand managers and marketers seeking to leverage their brand's value through other products. When a brand is partnered with other brands in another product category, the partnered product category must fit with the partnering brand's image, equity and product. The parent brand image fit is particularly important for a highly familiar brand, as fit between the partnering products' brand image directly and positively influences consumers' attitude toward products featured in the symbolic brand alliance.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter summarized the major findings of the study, presented the conclusion and recommendations made based on the findings of the study. Also, the study's contributions to knowledge and the suggestions for future research are presented in this chapter.

#### **5.2 Summary of Findings**

The study examined the effect of brand alliance on purchase intention of selected consumable products in Lagos, Nigeria. Summary of major findings on the objectives of the study are:

The results of the Ordered Logistic Regression for objective one show that the brand image fit variables employed (brand consistency, brand complementarity, brand fitness, endorsement of brands and good image of brands) have significant effect on purchase intention and supported alternative hypothesis which states that "Brand image fit has a statistical significant effect on purchase intention of selected consumable products".

The results of objective two show that the variables of brand equity fit, through brand association (excitement, enjoyment, quality and association); perceived quality (consistency of EPL brand and high quality of EPL and consumable product); brand loyalty (commitment and loyalty to brands), employed have positive significant impact on purchase intention of the selected consumable products partnering with the EPL brands and supported the alternative hypothesis which states that "Brand image fit have a statistical significant effect on purchase intention of selected consumable products".

The results of objective three show that four variables of product fit (products' complementarity, products' consistency, products' fitness and endorsement of products) are significant with purchase intention for the selected consumable products.

The results of objective four shows that brand alliance (brand image fit, product fit and brand equity fit) have varying degrees of effect on consumer purchase intention. Two constructs; brand image fit (through cognitive attitude and behavioural attitudes of consumers) and brand equity fit (through cognitive attitude of consumers) have indirect positive effect on purchase intention.

### **5.3 Conclusion**

Conclusions from this study are as follows: First of all, it was noted that brand alliance is a generally acceptable tool to influence consumers' attitude towards brands. However, it did not mean that it was an exclusive strategic weapon for improving a brands' value. According to previous studies in brand alliance, researchers generally noted that consumers' attitude towards a brand alliance could influence subsequent impressions of a partners' brand depending on factors such as brand and product fit.

The findings of the present study were also concluded with the acceptance of the previous researchers' views. The results show that consumers will be willing to buy consumable products featured in the brand alliance when they perceive that the brands in the alliance are complementary, fit, endorse one another and have good image. Therefore, marketers have the responsibility of developing a good brand image for their product within their target customers through branding strategies. For this purpose, a sound understanding of branding and their impacts will be immensely useful for marketers.

Furthermore, it was found that brand equity dimensions influence purchase intentions. The findings of the present study also supported the conclusions of previous literature. According to the findings; brand association, perceived quality, commitment and loyalty to brands have strong influence on purchase intention. Thus, marketers should carefully consider the brand equity components by clarifying the interrelation between the brand equity components of the allied brands when adopting the brand alliance strategy.

Based on the findings, it was further concluded that four variables of product fit (products' complementarity, products' consistency, products' fitness and endorsement of products) are significant with purchase intention for the selected consumable products. In addition, similarity of the Nigerian consumables product and EPL clubs are not statistically significant. It is a strong implication for firms in adopting brand alliance not to focus solely on similarity of products in influencing their target markets attitude towards purchasing their products.

Furthermore, the attitude of consumers is a major determinant of the success of brand alliances and it has a direct impact on consumers' purchase intention of partnering brands. This situation is further intensified when the affective, behavioural and cognitive attitudes are significantly influenced by branding activities of organisations. The findings of the study concluded that brand image fit, brand equity fit and product fit between the brands in the symbolic brand alliance influences consumers' behavioural attitude and, thus affect their purchase intention for the Nigerian consumable products. Therefore, organisations must select partner brands with the potential to influence the behavioural attitudes of consumers' towards their brands in order to improve the value of their brands.

In general, the study concluded that among all the factors that affect consumers' purchase intention, brand equity fit and brand image fit account for more variations in consumers' behavioural, cognitive and affective attitude towards brand alliance.

## **5.4 Recommendations**

Based on the findings and conclusions drawn from this study, the following recommendations are made:

- i. Organisations should ensure a proper brand image fit between their brand and other brands when selecting a brand to partner in a brand alliance. They can do this by searching for brands that are complementary, have good image, endorses and fit their brand. This will give them an opportunity to leverage on value inherent in the partner brand and, thus, achieve their objective.
- ii. Consumer goods organisations should ensure that brand association, perceived quality and brand loyalty are evident in the prospective partner brand. In other words, they should ensure that partner brands are those that consumers perceive as offering excitement, enjoyment, quality and association, and are willing to be committed and loyal to. They should also ensure that the partner brand is one that is highly consistent in terms of its product quality. This will enable them benefit from the brand equity of the partner brand and build their brand's value.
- iii. Organizations should partner with brands whose product offerings fit with theirs. This, they ensure by jointly presenting their brands with those products that complement, endorse and fit their product offerings, so that consumers can willingly purchase the brands being featured in the brand alliance.

- iv. For organizations to really influence the cognitive, affective and behavioural attitude of consumers towards brand alliance; factors such as brand image fit, product fit and brand equity fit that drives brand alliance should be individually assessed in order to achieve a positive effect on consumer purchase intention.

## **5.5 Contribution to Knowledge**

The study revealed the effect of brand alliance, particularly of consumable products in Lagos, Nigeria. Most previous researchers have attempted to empirically investigate the effect of brand alliance on consumers' attitude before and after the brand alliance in different cultural and social contexts. With the aforesaid background, the present study focused on the ability of brand alliance to affect consumers' attitude and their subsequent influence on purchase intention for consumable products. Moreover, the present study was conducted in the context of Lagos, Nigeria. Therefore, the findings of this study have made a considerable value addition to the existing theories and scientific knowledge relating to brand alliances and its ability to affect consumers' purchase intention.

As the first comprehensive study based on Lagos, Nigeria addressing the concept of consumer purchase intention with regards to brand alliance, the findings of the present study will be immensely useful in enhancing the existing knowledge on this particular area of study as it has:

- i. Introduced a more comprehensive model for understanding how brand alliances affect consumers' cognitive, affective and behavioural attitudes.
- ii. Provided an insight into the role of consumers' attitude in moderating the relationship between brand image fit, brand equity fit and product fit, and purchase intention.

- iii. Presented a deeper understanding of the individual effect of each of the drivers of brand alliance in the present research context.

Therefore, the findings of the present study provides strategic considerations for brand alliances in terms of scientific knowledge and help make modifications to existing considerations in adopting brand alliance.

### **5.6 Suggestions/ Direction for Future Research**

Although, this study made significant contributions to knowledge on the effect of consumers' attitude towards brand alliance on purchase intention, there are some areas not covered by the scope of this study and needed to be investigated. Among which are:

- i. Future research may consider evaluating brand alliances from the perspective of selected consumable products' customers. It would be interesting to compare the responses from different types of customers. This may reveal different results.
- ii. Customers may have different expectations from different types of sectors. Therefore, it would be useful if future research relates to other sectors in the Nigerian business environment to determine whether the findings are generalisable.
- iii. Studies could also be conducted to examine the effect of consumers' attitude towards brand alliance on the likelihood of purchase intention in the Nigerian service sectors. Such an empirical study could show the effect on consumers' decisions to purchase, given the nature of services.
- iv. This research could be replicated in other geo-political zones and sectors of Nigerian economy particularly banking and telecommunications sector as these sectors have a very large base of customers and they have also made use of the brand alliance strategy.



## REFERENCES

- Aaker, D. A. (1991). *Managing brand equity*. New York: Free Press.
- Aaker, D. A. (1996a). The agency as brand architect: How today's agencies are restructuring to become better brand-builders. *American Advertising*, 12(1), 18–21.
- Aaker, D. A. (1996b). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.
- Aaker, D. A., & Jacobson, R. (1994). The financial information content of perceived quality. *Journal of Marketing Research*, 31, 191-201.
- Aaker, D. A., & Joachimsthaler, E. (2000). *Brand leadership*. New York: The Free Press.
- Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27-41.
- Aaker, D. A., & McLoughlin, D. (2007). *Strategic market management*. New York: John Wiley & Sons, Ltd.
- Aaker, J. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34, 347-356.
- Aghdaie, S. F., Dolatabadi, H. R., & Aliabadi, V. S. (2012). An analysis of impact of brand credibility and perceived quality on consumers' evaluations of brand alliance. *International Journal of Marketing Studies*, 4(2), 93-102.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitude predicating social behaviour*. Upper Saddle River, NJ: Prentice Hall.
- Alavi, S. S., & Zeynali, S. (2013). The impact of brand/cause fit and cause's participation on consumers' purchasing intention: A case study among customers of Iranian chain stores. *Advances in Environmental Biology*, 7(11), 3224-3233.
- Allport, G. W. (1935). *Attitudes: In handbook of social psychology*. Worcester, MA: Clark University Press.
- AMA (2015). *Brand*. Available at; <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B&dLetter=B> Accessed on: 2016-01-11.
- Ambler, T. (2000). *Marketing and the bottom line*. London: Pearson Education.
- Ambler, T., Bhattacharya, C. B., Edell, J., Keller, K. L., Lemon, K. N., & Mittal, V. (2002). Relating brand and customer perspectives on marketing management. *Journal of Service Research*, 5(1), 13-25.
- Amit, R., & Schoemaker, P. J. H. (1993). Strategic assets and organizational rent. *Strategic Management Journal*, 14(1), 33-46.

- Anaki, D., & Henik, A. (2003). Is there a “strength effect” in automatic semantic priming? *Memory and Cognition*, 31(2), 262–272.
- Anderson, E., & Sullivan, M. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12, 125–143.
- Anderson, J. R. (1983). *The architecture of cognition*. Cambridge, MA: Harvard University.
- Anderson, J. R., & Bower, G. H. (1973). *Human associative memory*. New York: Halstead.
- Anderson, N. H. (1981). *Foundations of information integration theory*. New York: Academic Press.
- Anosh, M., Naqvi, H., & Ghulam, S. (2014). Impact of brand equity drivers on purchase intention: A quantitative study of smart phone market. *International Journal of Innovative Research and Development*, 387-394.
- Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2009). *Marketing an introduction*. New Jersey: Pearson Education.
- Asamoah, E. S. (2012). *Brand management in the fast food industry: A cultural perspective of the branding strategies of firms, and the behaviour of consumers in the Czech Republic and Ghana*. A published Doctoral Thesis in Economics and Management Published by Tomas Bata University in Zlín. P. 94.
- Ashton, A. S., & Scott, N. (2011). Hotel restaurant co-branding: The relationship of perceived brand fit with intention to purchase. *Journal of Vacation Marketing*, 17(4), 275-285.
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(2/3), 237-248.
- Awa, H. O., & Nwuche, C. A. (2010). Cognitive consistency in purchase behaviour: Theoretical and empirical analyses. *International Journal of Psychological Studies*, 2(1), 44-54.
- Bagozzi, R., & Philips, L. (1982). Representing and testing organizational theories: A holistic construal. *Administrative Science Quarterly*, 27, 459–487.
- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27, 391-402.
- Baker, C., Nancarrow, C., & Tinson, J. (2005). The mind versus market share guide to brand equity. *International Journal of Marketing Research*, 47(5), 525-42.
- Baker, W. E. (2003). Does brand name imprinting in memory increase brand information retention? *Psychology & Marketing*, 20(12), 1119–1135.

- Bargh, J. A. (1984). Automatic and conscious processing of social information. In R. M. Sorrentino & E. T. Higgins (Eds.). *Handbook of Cognition and Social Learning*, 143. New York, NY: Guilford Press.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Bartlett, J. E., Kotrlik, J. W., & Higgins, C. (2001). Organizational research: Determining appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, 19(1), 43-50.
- Baum C. F. (2006). *An introduction to modern econometrics using stata*. College Station, TX: Stata Press. 133.
- Belch, G., & Belch, M. (2004). *Introduction to advertising and promotion: An integrated marketing communications perspective*. Chicago: Richard D. Irwin.
- Bendixen, M., Bukasa, K. A., & Abratt, R. (2003). Brand equity in the business-to-business market. *Industrial Marketing Management*, 33, 371-380.
- Berry, L. L. (2000). Cultivating service brand equity. *Academy of Marketing Science Journal*, 28 (1), 128 –137.
- Bhakar, S., Bhakar, S., & Dubey, A. (2015). Analysis of the factors affecting customers' purchase intention: The mediating role of customer knowledge and perceived value. *Advances in Social Sciences Research Journal*, 2(1), 87-101.
- Bharadwaj, S. G., Varadarajan, R., & Fahy, J. (1993). Sustainable competitive advantage in service industries: A conceptual model and research propositions", *Journal of Marketing*, 57(October), 83-99.
- Bhat, S., & Reddy, S. K. (2001). The impact of parental brand attribute associations and affect on brand extension evaluation. *Journal of Business Research*, 53(3), 111-122.
- Biswas, A. (1992). The moderating role of brand familiarity in reference price perception. *Journal of Business Research*, 25(3), 251-262.
- Bouten, L. M., Snelders, D., & Hultinkand, E. J. (2011). The impact of fit measures on the consumer evaluation of new co-branded products. *Journal of Product Innovation Management*, 28(4), 455-469.
- Brady, M. K., Cronin, J. J., Jr., Fox, G., & Roehm, M. L. (2008). Strategies to offset performance failures: The role of brand equity. *Journal of Retailing*, 84(2), 151–164.
- Brondoni, S. M. (2001). Brand policy and brand equity. *Emerging Issues in Management*, 1, 5 -25.

- Burnaz, S., & Bilgin, P. (2011). Consumer evaluations on brand extensions: B2B brands extended into B2C markets. *Journal of Product and Brand Management*, 20(4), 256 - 267.
- Carvalho, C. A. (2013). Impact of consumer attitude in predicting purchasing behaviour. Retrieved from <http://iaso.com.br/pdf/Impact>.
- Chan, K. O. & Cheng, S. M. (2012). Consumer perceptions of branding alliances of educational institutions and hotels in Hong Kong. *International Journal of Business and Management*, 7(21), 92-105.
- Chang, Kai-chi (2009). A study of product involvement, perceived value and purchase intention for consumers to organic food. *Chiao Da Management Review*, 32(4), 92-108.
- Chen, A. C. H. (2001). Using free association to examine the relationship between the characteristics of brand associations and brand equity. *Journal of Product and Brand Management*, 10(7), 439-451.
- Chen, C., & Chang, W. (2010). A study on the relationship between brand image and purchase intention: The mediating effects of sales promotion. *International Journal LISREL*, 3(1), 1-17.
- Chen, C., & Chang, Y. (2008). Airline based brand equity, brand preference, and purchase intentions – The moderating effect of switching costs. *Journal of Air Transport Management*, 14, 40-42.
- Chen, Y. S. (2010). The drivers of green brand equity: green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93, 307-319.
- Chepchirchir, J., & Leting, M. (2015). Effects of brand quality, brand prestige on brand purchase intention of mobile phone brands: Empirical assessment from Kenya. *International Journal of Management Science and Business Administration*, 1(11), 7-14.
- Chung, T., Jang, H, & Han, J. (2013). Financial-based brand value of Incheon International Airport. *The Asian Journal of Shipping and Logistics*, 29(2), 267-286.
- Cobb-Walgren, C. J., Beal, C., & Donthu, N. (1995). Brand equity, brand preferences, and purchase intent. *Journal of Advertising*, 24(3): 25-40.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley and Sons.
- Collins, A. M., & Loftus, E. F. (1975). A spreading activation theory of semantic processing. *Psychological Review*, 82, 407–428.
- Cortina, J. M. (1993). What is coefficient alpha? An examination of theory and applications. *Journal of Applied Psychology*, 78, 98–104.

- Cravens, K. S., & Guldin, C. (1999). Strategic brand valuation: A cross- functional perspective. *Business Horizons*, 42(4), 53-62.
- Cravens, K., Piercy, N., & Cravens, D. (2000). Assessing the performance of strategic alliances: matching metrics to strategies. *European management journal*, 18(5), 529-541.
- David, O. O., Abina, M. B., & Oyeniran, I. W. (2015). Advertising and consumer of telecommunication services in Nigeria. *Journal of Competitiveness*, 7(3), 37-49.
- Day, G. (1973). Theories of attitude structure and change. In S. Ward & T. Robertson (eds.) *Consumer behaviour: Theoretical sources*. Prentice-Hall, Inc; Englewood Cliffs, New Jersey.
- de Chernatony, L. (2001). *From brand vision to brand evaluation: Strategically building and sustaining brands*. Oxford: Elsevier Butterworth-Heinemann.
- de Chernatony, L., & Segal-Horn, S. (2001). Building on services' characteristics to develop successful service brands. *Journal of Marketing Management*, 17, 645- 669.
- De Pelsmacker, P., Geuens, M., & Van den Berg, J. (2007). *Marketing communication: A European perspective* (3<sup>rd</sup> ed.). New Jersey: Prentice Hall, Financial Times.
- Desai, K., & Keller, K. L. (2002). The effects of brand expansions and ingredient branding strategies on host brand extendibility. *Journal of Marketing*, 66, 73-93.
- DeVellis, R. F. (2012). *Scale development: Theory and applications*. Los Angeles: Sage.
- Diamantopoulos, A., Smith, G., & Grime, I. (2005). The impact of brand extensions on brand personality: Experimental evidence. *European Journal of Marketing*, 39(1/2), 129-14.
- Dickinson, S. J., & Heath, T. (2008). Cooperative brand alliances: How to generate positive evaluations. *Australasian Marketing Journal*, 16(2), 22-38.
- Dickinson, S., & Heath, T. (2006). A comparison of qualitative and quantitative results concerning evaluations of co-branded offerings. *Journal of Brand Management*, 13, 393-406.
- Dijk, J., & Pellenbarg, P. H. (2000). Spatial perspectives on firm demography. *Papers in Regional Science*, 79, 107-110.
- Dimov, D., & De Clercq, D. (2007). Internal knowledge development and external knowledge access in venture capital investment performance. *Journal of Management Studies*, 45(3), 585-612.
- Doyle, P. (2001). Shareholder-value-based brand strategies. *Journal of Brand Management*, 9(1), 20-30.

- Durianto, D., & Liana, C. (2004). Analisis efektivitas iklan televisi softener soft and fresh di jakarta dan sekitarnya dengan menggunakan konsumen decision model, *Jurnal Ekonomi Perusahaan*, 11(1), 35-55.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich College Publishers.
- Edmondson, D., & Lafferty, B. A. (2007). Cause-related marketing: A model of consumers' attitudes toward cause-brand alliances. In W. J. Kehoe and L. K. Whitten (eds), *Marketing Advances in Pedagogy, Process, and Philosophy*, 20-23.
- Epstein, M. J., & Westbrook, R. A. (2001). Linking actions to profits in strategic decision making. *MIT Sloan Management Review*, 42, 39-49.
- Erdem, T. (1998). An empirical analysis of umbrella branding. *Journal of Marketing Research*, 35, 339-351.
- Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7(2), 131-158
- Erdogan, B.Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(3), 291-314.
- Faems, D., Van Looy, B., & Debackere, K. (2005). Interorganizational collaboration and innovation: Toward a portfolio approach. *Journal of Product Innovation Management*, 22, 238-250.
- Faircloth, J. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, 9(3), 61-75.
- Fan, Y. (2005). Ethical branding and corporate reputation. *Corporate Communications: An International Journal*, 10(4), 341-350.
- Fang, X., & Mishra, S. (2002). The effect of brand alliance portfolio on the perceived quality of an unknown brand. *Advances in Consumer Research*, 29, 519-520.
- Farquhar, P. H. (1989). Managing brand equity. *Marketing Research*, 1(3), 24-33.
- Fazio, R. H. (1989). On the power and functionality of attitudes: The role of accessibility. In A. Pratkanis, S. Breckler & A. Greenwald (Eds.), *Attitude structure and function* pp. 153-179. Hillsdale, NJ: Erlbaum.
- Fazio, R. H., & Williams, C. J. (1986). Attitude accessibility as a moderator of the attitude perception and attitude-behaviour relations: An investigation of the 1984 presidential elections. *Journal of Personality and Social Psychology*, 51, 505-14.

- Fazio, R. H. (1986). How do attitudes guide Behaviour? In R. M. Sorrentino and E. T. Higgins, (eds). *The handbook of motivation and cognition: Foundations for social behaviour*. New York: Guilford Press.
- Feldwick, P. (1996). Do we really need 'brand equity'? *Journal of Brand Management*, 4(1), 9-28.
- Fenger, L., & Carl, S. M. (2010). *The future of co-branding: A study of cross-border brand alliances*. A masters' thesis submitted Copenhagen Business School.
- Fill, C. (2005). Recent developments in below – the – line communications. In I. Kimmel (ed.). *Marketing communications: Emerging trends and developments* (ed.). Oxford: OUP.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*. Philippines: Addison – Wesley Publishing Company Inc.
- Gbadeyan, R. A., & Abina, M. B. (2017). Consumers' attitude towards brand image fit and purchase intention for selected consumable products. *International Journal of Entrepreneurship Innovation & Management*. 2(2&3), 224-235.
- Gbadeyan, R. A., Abina, M. B., & Sowole, M. O. (2016). A quantitative study of the effects of brand image on students' attachment and commitment. *Al-Hikmah Management Review*, 1(1), 20-38.
- Gbadeyan, R. A; Gunu, U., & Abina, M. B. (2015). A symbiotic study of sponsored entertainment programme on brand equity in Nigeria. *Journal of Business Administration*. 17(1/2), 63-78.
- Gbadeyan, R. A., & Olorunleke, G. K. (2014). Measuring consumers' attitude towards multi level marketing in Ilorin, Nigeria. *Ilorin Journal of Management Sciences*. 1(1), 42-56.
- George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference. 11.0 update* (4th ed.). Boston: Allyn and Bacon.
- Geylani, T., Inman, J. J., & Hofstede. F. T. (2008). Image reinforcement or impairment: The effects of co- branding on attribute uncertainty. *Marketing Science*. 27(4), 730-744.
- Gil, R. B., Andres, E. F., & Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product and Brand Management*, 16(3), 188-99.
- Goh, Y. S., Chattaraman, V., & Forsythe, S. (2014). Product design in brand extensions: The impact of brand and category fit on attitudes and purchase intentions via affective and cognitive routes. *International Journal of Cultural and Creative Industries*, 1(2), 36-51.
- Gordon, B. S. (2010). The impact of brand equity drivers on consumer-based brand resonance in multiple product categories. Electronic Theses, Treatises and Dissertations. Paper 4121.
- Grant, R. M. (1991). The resource-based theory of competitive advantage: Implications for strategy Formulation. *California Management Review*, 33(3), 114-135.

- Gravetter, F. J., & Forzano, L. B. (2012). *Research methods for the behavioural sciences* (4<sup>th</sup> ed.). Belmont, CA: Wadsworth.
- Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. *Psychological Review*, 102, 4–27.
- Greenwald, M. (2014). The best of strategic brand partnership in 2014. *Forbes Magazine*.14.
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331-352.
- Grossman, R. P. (1997). Co-branding in advertising: Developing effective associations. *Journal of Product & Brand Management*, 6(3), 191-201.
- Hair, J. F., Wolfinbarger, M. F., Ortinau, D. J., & Bush, R. P. (2008). *Essentials of marketing research*. Boston: McGraw-Hill International Edition.
- Hair, J., Anderson, R., Tatha, M. R., & Black, W. (2010). *Multivariate data analysis: A global perspective* (7th ed.). Upper Saddle River, NJ: Pearson Prentice-Hall.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least square structural equation modeling*. Thousand Oaks, CA: Sage.
- Hao, W. A. (2015). Reexamination of brand alliance evaluation model: The effects of the overall fit between partner brands on consumer brand alliance evaluation. *Academy of marketing Studies Journal*, 19(1), 11-23.
- Hayes, B. E. (1998). *Measuring customer satisfaction: Survey design, use and statistical analysis methods*. Milwaukee: ASQ Quality Press.
- He, Y., & Hu, H. (2008). A study of consumers' purchase intentions toward retail store brands in the food sector. *Journal of Hospitality and Home Economics*, 5(3), 63-84.
- Heider, F. (1945). Attitude and cognitive organization. *Journal of Psychology*, 21, 107-12.
- Heider, F. (1958). *The psychology of interpersonal relations*. New York: John Wiley and Sons.
- Heller, N., & Reitsema, K. (2010). The use of brand alliances to change perceptions of nonprofit and private organisations. *Journal of Applied Business and Economics*, 11(4), 128-140.
- Helmig B., Huber, J., & Leeftang P. (2007). Explaining behavioral intentions toward co-branded products. *Journal of Marketing Management*, 23(3), 285-304.
- Henry, D. (2004). *Road to brand equity*. New Delhi: Himalaya Publishing House.
- Hilgenkamp, H., & Shanteau, J. (2010). Functional measurement analysis of brand equity: Does brand name affect perceptions of quality? *Psicológica*, 31, 561-575.



- Hill, S., & Lederer, C. (2001). *The infinite asset: Managing brands to build new value*. Boston: Harvard Business School Press.
- Hoeffler, S., & Keller, K. L. (2003). The marketing advantages of strong brands. *Journal of Brand Management*, 10(6), 421-445.
- Houston, D. A., & Fazio, R. H. (1989). Biased processing as a function of attitude accessibility: Making objective judgments subjectively. *Social Cognition*, 1, 51-66.
- Howard, J. A. (1994). *Buyer behaviour in marketing strategy*. Englewood Cliffs, N.J.: Prentice Hall.
- Hsu, T. (2009). A study of the impacts of identification, product cognition, and group norm of professional baseball fans on attitude and purchase intention toward sponsors' product. *Chaoyang Business and Management Review*, 5(2), 37-50.
- Hsueh, C., & Lee, C. (2008). The effects of athlete's endorser credibility on brand image and purchase intention - A case study of Chien-Ming Wang endorse. *Sport Business Management Conference*, 7, 148-162.
- Hu, L. T., Chang, C. Y., Hsieh, W. C., & Chen, K. H. (2010). An integrated relationship on brand strategy, brand equity, customer trust and brand performance - An empirical investigation of the health food industry. *International Journal Organisational Innovation*, 2(3), 89-106.
- Ilicic, J. & Webster, C. M. (2013). Celebrity co-branding partners as irrelevant brand information in advertisements. *Journal of Business Research* 66, 941-947.
- Information Hood (2017). *Nigeria states population review list 2016*. Available at <http://www.informationhood.com>
- International Fund for Agricultural Development (IFAD), *Calculating the sample size*. Available at [http://www.ifad.org/gender/tools/hfs/anthropometry/ant\\_3.htm](http://www.ifad.org/gender/tools/hfs/anthropometry/ant_3.htm)
- Jacobs, R. (2003). Turn employees into brand ambassadors. *ABA Bank Marketing*, 35(3), 22-26.
- Jaffe Associates (2006). *Branding glossary*. Retrieved from the World Wide Web, 12.10.015, <<http://www.jaffeassociates.com/Jaffe/Glossary-Branding.php>>.
- James, D. O. (2006). Extension to alliance: Aaker and Keller's model revisited. *Journal of Product and Brand Management*, 15(1), 15-22.
- Jevons, C., Gabbott, M., & Chernatony, L. (2005). Customer and brand manager perspectives on brand relationships: A conceptual framework. *Journal of Product & Brand Management*, 14(5), 300-309.
- Jo, M., Nakamoto, K., & Nelson, J. E. (2003). The shielding effects of brand image against lower quality countries-of-origin in global manufacturing. *Journal of Business Research*, 56(8), 637-646.

- Jobber, S. (2007). *Principles and practice of marketing* (5<sup>th</sup> ed.). New York: McGraw-Hill Irwin.
- John, D. R., Loken, B., Kim, K., & Monga, B. A. (2006). Brand Concept maps: A methodology for identifying brand association networks. *Journal of Marketing Research*, *XLIII*, 549-563.
- Jones, R. (2005). Finding sources of brand value: Developing a stakeholder model of brand equity. *Journal of Brand Management*, *13*(1), 10-32.
- Judge, G. G., Hill, R. C., Griffiths, W. E., Lutkepohl, H. & Lee, T. C. (1985). *The theory and practice of econometrics*. (2nd ed.). Wiley: New York.
- Kalafatis, S. P., Remizova, N., Riley, D. & Singh, F. (2012). The differential impact of brand equity on B2B co-branding. *Journal of Business and Industrial Marketing*, *27*(8), 623-634.
- Kapferer, J. N. (1999). *Strategic brand management*. London: Stylus Publisher LLC.
- Kapferer, J. N. (2005). *The new strategic brand management*. London: Kogan-Page.
- Kashyap, R., & Li, F. (2006). If the cause doesn't fit, must the social marketer quit? Investigating the importance of fit between brands and social causes. In J. L. Johnson and J. Hulland (ed.), *Marketing Theory and Applications*, *17*, St. Petersburg, FL: American Marketing Association.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, *57*, 1-22.
- Keller, K. L. (1998). *Strategic brand management*. Upper Saddle River, NJ: Prentice-Hall.
- Keller, K. L. (2001). Building customer-based brand equity: A blue print for creating strong brands. *Marketing Management*, *10*(2), 15-19.
- Keller, K. L. (2003a). Brand synthesis: The multiple dimensionality of brand knowledge. *Journal of Consumer Research*, *29*, 595-600.
- Keller, K. L. (2003b). *Strategic brand management: building, measuring and managing brand equity*. Englewood Cliffs, NJ: Prentice-Hall
- Keller, K. L. (2012). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). New Jersey: Pearson Education, Inc.
- Keller, K. L., & Aaker, D. A. (1998). Corporate-level marketing: The impact of credibility on a company's brand extensions. *Corporate Reputation Review*, *1*(August), 356-378.
- Keller, K. L., & Lehmann, D. R. (2001). *The brand value chain: Optimizing strategic and financial brand performance*. Working Paper, Dartmouth College.

- Keller, K. L., & Lehmann, D. R. (2003). How do brands create value? *Marketing Management*, 12(3), 26-31.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priority. *Marketing Science*, 25(6), 740-59.
- Kim, H. B., Kim, W. G., & An, J. A. (2003). The effect of consumer-based brand equity on firms' financial performance. *The Journal of Consumer Marketing*, 20(4/5), 335 - 351.
- Kim, J. H., & Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial Marketing Management* 40, 424–438.
- Kline, P. (2000). *The handbook of psychological testing* (2nd ed.). London: Routledge.
- Kotler, P. & Keller, K. L. (2014). *Marketing management*. New Jersey: Pearson Education.
- Kotler, P., & Armstrong, G. (2014). *Principles of marketing*. (14<sup>th</sup> ed.). New Jersey: Pearson Education Inc.
- Kotler, P., Bowen, J., & Makens, J. (2005). *Marketing for hospitality and tourism* (4<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice-Hall.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.
- Krishnan, H. S. (1996). Characteristics of memory associations: A consumer-based brand equity perspective. *International Journal of Research in Marketing*, 13, 389-405.
- Laboy, P. (2005). The importance of measuring brand value and brand equity. Retrieved July 24, 2014, from <http://www.17stories.com/measuring-brand-value-and-brand-equity/>
- Lafferty, B. A., Goldsmith, R. E., & Hult, G. M. (2004). The impact of the alliance on the partners: A look at cause-brand alliances. *Psychology and Marketing*, 21(7), 509-531.
- Lambin, J. J., Chumpitaz, R., & Schuiling, I. (2007). *Market-driven management: Strategic and operational marketing*. New York, NY: Palgrave MacMillan.
- Lanseng, E. J., & Olsen, L. E. (2012). Brand alliances: The role of brand concept consistency. *European Journal of Marketing*, 46(9), 1108-1126.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring Customer-Based equity. *Journal of consumer marketing*, 12(4), 11-19.
- Lebar, E., Buehler, P., Keller, K. L., Sawicka, M., Aksehirli, Z., & Richey, K. (2005). Brand equity implications of joint branding programs. *Journal of Advertising Research*, 45(4), 413-425.
- Lehmann, D. R., Keller, K. L., & Farley, J. U. (2008). The structure of survey-based brand metrics, *Journal of International Marketing*, 16(4), 29-56.

- Leiser, M. (2004). Understanding brand's value: Advancing brand equity tracking to brand equity management. *Handbook of Business Strategy*, 5(1), 217-221.
- Lemon, K. N., Rust, R. T., & Zeithaml, V. A. (2001). What drives customer equity? *Marketing Management*, 10(1), 20-25.
- Leone, R. P., Rao, V. R., Keller, K. L., Luo, A. M., McAlister, L., & Srivastava, R. (2006). Linking brand equity to customer equity. *Journal of Service Research*, 9(2), 125-38.
- Leuthesser, L., Kohli, C., & Suri, R. (2003). 2+2=5? A framework for using co-branding to leverage a brand. *Brand Management*, 11(1), 37- 47.
- Levin, A. M., Davis, C. J., & Levin, I. (1996). Theoretical and empirical linkages between consumers' responses to different branding strategies. *Advances in Consumer Research*, 23, 296-300.
- Li, Y., & He, H. (2013). Evaluation of international brand alliances: Brand order and consumer ethnocentrism. *Journal of Business Research*, 66, 89-97.
- Lin, C. & Hong, C. (2009). Development of a marketing information system for supporting sales in a tea-beverage market. *Expert Systems with Applications*, 36(1), 5393-540.
- Lin, C. (2009). The influence of the original brand attitude, perceived fit, and sales promotion on customers' brand attitudes and purchase intentions of the brand extensions. *Journal of Environment and Management*, 4(2), 1-30.
- Lin, C. H. (2013). The effects of brand images on purchase intention in catering industry. *Pakistan Journal of Statistics*, 29(5), 745-754.
- Long, J. S., & Freese, J. (2006). *Regression models for categorical and limited dependent variables using stata. (2nd ed.)*. College Station, TX: Stata Press.
- Lu, H., Hu, H. Y., & Hu, S. Z. (2014). Research on the relationship model between ingredient co-branding image and purchasing intentions. *International Journal of Business and Social Science*, 5(7), 121-126.
- Lynch, J. G., Chakravarti, D., & Mitra, A. (1991). Contrast effects in consumer judgments: Changes in mental representations or in the anchoring of rating scales. *Journal of Consumer Research*, 18, 284-297.
- Macdonald, E. K. & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5-15.
- Madahi, A., & Sukati, I. (2012). The effect of external factors on purchase intention amongst young generation in Malaysia. *International Business Research*, 5 (8).
- Maiksteniene, K. (2009). Modeling brand alliance effects in professional services. *International Scholarly and Scientific Research & Innovation*, 3(6), 1261-1269.

- Mazodier, M., & Merunka, D. (2014) Beyond brand attitude: Individual drivers of purchase for symbolic cobranded products. *Journal of Business Research*, 67, 1552–1558.
- McCarthy, M. S., & Norris, D. G. (1999). Improving competitive position using branded ingredients. *Journal of Product and Brand Management*, 8(4), 267-285.
- McCullagh, P. (1980). Regression models for ordinal data. *Journal of the Royal Statistical Society. Series B (Methodological)*, 42(2), 109–142.
- Ministry of Economic Planning and Development (2013). Lagos State development plan 2012-2015: Main document, 1-300.
- Mohammad, M. R., Samiei, N., & Mahdavinia, S. H. (2011). The effect of brand equity components on purchase intention: An application of Aaker's model in the automobile industry. *International Business and Management*, 2(2), 149-158.
- Moran, W. T. (1991). *The search for the golden fleece: Actionable brand equity measurement*. ARF 3rd Annual Advertising and Promotion Workshop, 5-6 February.
- Motameni, R., & Shahrokhi, M. (1998). Brand equity valuation: A global perspective. *Journal of Product and Brand Management*, 7(4), 275-290.
- MSH Marketing Group, Inc. (2006). Glossary of marketing communications terminology. Retrieved from the World Wide Web, <http://www.mshmgi.com>.
- Mulaik, S. (1994). *Kant, Wittgenstein, objectivity, and SEM in cognitive assessment: A multidisciplinary perspective*. New York: Reynolds.
- Mullins, J. W., Walker Jr., O. C., Boyd Jr., H. W., & Larréché, J. (2005). *Marketing Management: A strategic decision-making approach* (5th ed.). New York, USA: McGraw-Hill.
- Nabec, L., Pras, B., & Laurent, G. (2015). Temporary brand-retailer alliance model: The routes to purchase intentions for selective brands and mass retailers. *Journal of Marketing Management*, DOI: 10.10800267257X.2015.1111923.
- Naeini, A. B., Azali, P. R., & Tamaddoni, K. S. (2015). Impact of brand equity on purchase intention and development, brand preference and customer willingness to pay higher prices. *Management and Administrative Sciences Review*, 4(3), 616-626.
- Nandan, S. (2005). An exploration of the brand identity-brand image linkage: A communications perspective. *Brand Management*, 12(4), 264–278.
- National Bureau of Statistics (2010) Annual abstract of statistics: Federal Republic of Nigeria. *National Population Commission*. Retrieved from [http:// www.nigerianstat.gov](http://www.nigerianstat.gov)
- Nkwocha, I., Bao, Y., Johnson, W. C., & Brotspies, H. (2005). Product fit and consumer attitude toward brand extensions: The moderating role of product involvement. *Journal of Marketing Theory and Practice*, 13, 49-61.

- Nolke, C. (2007). *Co-branding as a sub-case of brand extensions and strategic alliances: Towards a framework for brand alliances*. Master's Thesis in International Marketing and Management, Department of Management, Politic and Philosophy Copenhagen Business School.
- Norman, A. T. (2017). Exploring product fit and brand fit in brand alliances: Establishing the role of categorization processes. *Journal of Business and Economics Research*, 15(1), 5-14.
- Norman, A. T. (2016). The effects of product fit and brand fit on memory retention for brand alliances: When less is more. *International Journal of Management and Marketing Research*, 9(1), 13-28.
- Norris, D. G. (1992). Ingredient branding: A strategy option with multiple beneficiaries. *Journal of Consumer Marketing*, 9(3), 19-31.
- O'Neill, J. W., & Carlback, M. (2011). Do brands matter? A comparison of branded and independent telecommunications' performance during a full economic cycle. *International Journal of Hospitality Management* 30, 515–521.
- Okonta, I., & Douglas, O. (2003). Where vultures feast: Shell, human rights and oil. London: Verso on PLS-SEM model. *International Business Research*, 2(3), 28-35.
- Oliver, R. L. (1997). *Satisfaction: A behavioural perspective on the consumer*. New York: McGraw-Hill.
- Oloyede, L., & Udoh, N. (2015). Survey reveals low awareness on brands' foreign football partnerships. *Brand Intelligence*. Retrieved from <http://www.brandiqng.com>
- Olsen, L. E., & Samuelsen, B. M., (2014). The multiple roles of fit between brand alliance partners in alliance attitude formation. *Marketing Letters*, 1-18. Available from: Lars Erling Olsen Retrieved on: 20 April 2016.
- Olsson, M. & Huynh, R. (2015) *A study assessing the relationship between ingredient branding and purchasing intention within a service environment*. A Bachelor's Thesis in Marketing Programme, Linnaeus University, Sweden.
- Olukoju, A. (2017, June). Which Lagos. Whose (hi)story? Keynote address at the Lagos State @ 50 Conference, Faculty of Arts, University of Lagos, Akoka, Yaba, Lagos, Nigeria. Paper retrieved from <http://www.nujournals.com>
- Osgood, C. (1960). Cognitive dynamics in the conduct of human affairs. *Public Opinion Quarterly*, 24, 341-65.
- Pappu, R., & Quester, P. G. (2006). Does customer satisfaction lead to improved brand equity? An empirical examination of two categories of retail brands. *Journal of Product and Brand Management*, 15(1), 4-14.

- Park, C. W., Jun, S. Y., & Shocker, A. D. (1996). Composite branding alliances; An investigation of extension and feedback effects. *Journal of Marketing Research*, 33(4), 453-466.
- Park, C. W., Lawson, R., & Milberg, S. (1991). Evaluation of brand extensions: The role of product level similarity. *Journal of Consumer Research*, 18, 185-193.
- Pavlou, P. A., & Gefen, D. (2004). *Building effective online market places with institution-based trust*. *Information Systems Research*, 15(1), 37-59.
- Percy, L., & Elliott, R. (2009). *Strategic advertising management* (3<sup>rd</sup> ed.). Oxford University Press.
- Peteraf, M. (1993). The cornerstones of competitive advantage: A resource-based view. *Strategic Management Journal*, 14(3), 179-191.
- Pollack, G. J. (2011). *The power of partnership brand marketing*. Retrieved June 6, 2014, from Marshall School of Business, University of Southern California Web site: <http://www.marshall.usc.edu/assets/002/5154>.
- Pratkanis, A. R. (1989). The attitude heuristics and selective fact Identification. *British Journal of Social Psychology*, 27, 257-263.
- Punj, G. N., & Hillyer, C. L. (2004). A cognitive model of customer-based brand equity for frequently purchased products: Conceptual framework and empirical results. *Journal of Consumer Psychology*, 14(1), 124-131.
- Rao, A. R., & Ruekert, R. (1994). Brand alliances as signals of product quality. *Sloan Management Review*, 36(Fall), 87-97.
- Rao, A. R., Qu, L., & Ruekert, R. W. (1999). Signaling unobservable product quality through a brand ally. *Journal of Marketing Research*, 36(2), 258-268.
- Ratneshwar, S., Pechmann, C., & Shocker, A. D. (1996). Goal-derived categories and the antecedents of across-category consideration. *Journal of Consumer Research*, 23 (3), 240-250.
- Rauyruen, P., Miller, K. E., & Groth, B. (2009). B2B services: Linking service loyalty and brand equity. *Journal of Service Marketing*, 23(3), 175-186.
- Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*, 81(12), 46-54.
- Riley, D., Charlton, N., & Wason, H. (2015). The impact of brand image fit on attitude towards a brand alliance. *Management & Marketing. Challenges for the Knowledge Society*, 10(4), 270-283, DOI: 10.1515/mmcks-2015-0018.
- Rindfleisch, A., & Moorman, C. (2003). The acquisition and utilization of information in new product alliances: A strength-of-ties perspective. *Journal of Marketing*, 65(2), 1-18.

- Roedder John, D., Loken, B., & Joiner, C. (1998). The negative impact of extensions: Can flagship products be diluted? *Journal of Marketing*, 62, 19-32.
- Sabir, I., Aziz, S., Mannan, A., Bahadur, W., Farooq, R., & Akhtar, N. (2014). Cause' attributes and consumers' purchase intention: Empirical evidence from telecommunication sector of Pakistan. *International Review of Management and Business Research*, 3(1), 364-376.
- Samu, S., Krishnan, H. S., & Smith, R. E. (1999). Using advertising alliances for new product introduction: Interactions between product complementarity and promotional Strategies. *Journal of Marketing*, 63(1), 57-74.
- Santoso, C. R., & Cahyadi, T. E. (2014). Analyzing the impact of brand equity towards purchase intention in automotive industry: A case study of ABC. *Surabaya International Business Management*, 2(2), 29-39.
- Santoso, S., Dharmmesta, B. S., & Purwanto, B. M. (2015). Model of consumer attitude in the activity of cause-related marketing. *Mediterranean Journal of Social Sciences*, 6(4), 499-508.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behaviour*. New-York: Prentice-Hall.
- Schivinski, B., & Dąbrowski, D. (2013). The impact of brand communication on brand equity dimensions and brand purchase intention through Facebook. *GUT Faculty of Management and Economics Working Paper Series A*, 4(4), 1-20.
- Schlosser, A. E. (2003). Experiencing products in the virtual world: the role of goal and imagery in influencing attitudes versus purchase intentions. *Journal of Consumer Research*, 30, 184-198.
- Schmitt, B. H. (1999). *Experiential marketing: How to get customers to sense, feel, think, act, relate*. New York: The Free Press.
- Shen, C., & Chou, C. (2006). A study of the relationship among the integrated marketing communication, tourism image, brand awareness, satisfaction, loyalty - The case study of Gukeng HuaShan Coffee. *Journal of Sport and Recreation Research*, 1(1), 1-24.
- Shimp, T. A. (2007). *Integrated marketing communications in advertising and promotion* (7<sup>th</sup> ed.). Ohio: Thomson Higher Education.
- Shobanjo, B. (2014). Media fragmentation and fragmented markets. *Marketing Edge*, 6, 14.
- Silverman, S. N., Sprott, D. E., & Pascal, V. J. (1999). Relating consumer-based sources of brand equity to market outcomes. *Advances in Consumer Research*, 26(1), 352-358.
- Simon, C. J., & Sullivan, M. J. (1993). The measurement and determinants of brand equity: Financial approach. *Marketing Science*, 12(1), 28-52.



- Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? Assessing the spillover effects of brand alliances on consumer brand attitudes. *Journal of Marketing Research*, 35(2), 30-42.
- Simoons, P. (2005). *25 tips for successful partnerships and alliances*. Retrieved from <http://petersimoons.com>
- Smith, E. R., & Queller, S. (2001). Mental representations. In A. Tesser & N. Schwarz (Eds.). *Blackwell handbook of social psychology: Intra individual processes*, 111–133. Hoboken, NJ: Wiley-Blackwell.
- Solomon, M. R. (2004). *Consumer behaviour*. New Jersey: Upper Saddle River.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53-66.
- Spence, M. (1974). Job market signaling. *Quarterly Journal of Economics*, 87(3), 355-374.
- Srinivasan, V., Park, C. S., & Chang, D. R. (2005). An approach to the measurement, analysis, and prediction of brand equity and its sources. *Management Science*, 51(9), 1433 -1448.
- Srivastava, R. K., & Shocker, A. (1991). Brand equity: A perspective on its meaning and measurement. *Marketing Science Institute Report*, 91, 124.
- Srivastava, R. K., Fahey, L., & Christensen, H.K. (2001). The resource-based view and marketing: The role of market-based assets in gaining competitive advantage. *Journal of Management*, 27, 777-802.
- Srivastava, R. K., Shervani, T. A., & Fahey, L. (1998). Market-based assets and shareholder value: A framework for analysis. *Journal of Marketing*, 62(January), 2-18.
- Suki, N. M., & Saamita, J. (2015). Why brand equity matters in a globalized Malay and Islamic country, Malaysia. *Islamic Perspectives Relating to Business, Arts, Culture and Communication*. 429-437.
- Summers, T. A., Belleau, B. D., & Xu, Y. (2006). Predicting purchase intention of a controversial luxury apparel product. *Journal of Fashion Marketing and Management*, 10(4), 405-419.
- Supphellen, M. (1998). *The impact of anonymity in elicitation of brand associations: Theoretical and empirical developments*. Unpublished doctoral dissertation. Bergen, Norway: Norges Handelshøyskole.
- Syed, S. H. S., Jabran, A., Ahsan, R. J., Sidra, W., Wasiq, E., Maira, F., & Syed, K. S. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management* 4(2), 105-110.
- Teichert, T. A., & Schöntag, K. (2010). Exploring consumer knowledge structures using associative network analysis. *Psychology & Marketing*, 27(4), 369–398.

- Tellis, G. J. (1988). Advertising exposure, loyalty, and brand purchase: A two-stage model of choice. *Journal of Marketing Research*, 25(2), 134-44.
- Thompson, K., & Strutton, D. (2012). Revisiting perceptual fit in co-branding applications. *Journal of Product and Brand Management*, 21(1), 15-25.
- Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: Empirical evidence from the sportswear market in China. *Journal of Product and Brand Management*, 18(4), 262-271.
- Torres-Reyna, O. (2013). *Getting started in factor analysis (using Strata 10) Version 1.5*. Princeton: Princeton University.
- Tulving, E. (2002). Episodic Memory: From Mind to Brain. *Annual Review of Psychology*, 53, 1-25.
- Uggla, H. (2004). The brand association base: A conceptual model for strategically leveraging partner brand equity. *Brand Management*, 12(2), 105-123.
- Uggla, H., & Filipsson, D. (2008). Ingredient branding: Strategic guidelines. *ICFA of Brand Management*, 5(2), 16-30.
- Vaidyanathan, R., & Aggarwal, P. (2000). Strategic brand alliances: Implications of ingredient branding for national and private label brands. *The Journal of Product and Brand Management*, 9(4), 214.
- Van der Lans, R., Van den Bergh, B., & Dieleman, E. (2014). Partner selection in brand alliances: An empirical investigation of the drivers of brand fit. *Marketing Science*, 1-48.
- Van Osselaer, S. M. J., & Janiszewski, C. (2001). Two ways of learning brand associations. *Journal of Consumer Research*, 28, 202-223.
- Vander Schee, B. A., Aurand, T. W., Pickens, T., Ma, M. & Girap, A. R. (2011). Nestlé: Brand alliances in developing markets. *Journal for Advancement of Marketing Education*, 18, 32-39.
- Varadarajan, R. P. (1986). Horizontal cooperative sales promotion: A framework for classification and additional perspectives. *Journal of Marketing*, 50, 61-73.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17.
- Vargo, S. L., & Lusch, R. F. (2006). *The service dominant logic of marketing: Dialog, debate, and directions*. Armonk, NY: ME Sharpe.
- Vazquez, R., Del Rio, A. B., & Iglesias, V. (2002). Consumer-based brand equity: Development and validation of a measurement instrument. *Journal of Marketing Management*, 18(1/2), 27-48.

- Venkatesan, M. (1973). Cognitive consistency and novelty seeking. In Ward, S. & Robertson, T. (eds.). *Consumer Behaviour: Theoretical Sources*. Prentice-Hall, Inc; Englewood Cliffs, New Jersey.
- Venkatesh, R., & Mahajan, V. (1997). Products with branded components: An approach for premium pricing and partner selection. *Marketing Science*, 16(2), 146-165.
- Villarejo-Ramos, A. F., & Sánchez-Franco, M. J. (2005). The impact of marketing communication and price promotion on brand equity. *Journal of Brand Management*, 12(6), 431–444. doi:10.1057/palgrave.bm.2540238
- Virvilaite, R., & Jucaityte, I. (2008). Brand valuation: Viewpoint of customer and company. *Engineering Economics*, 1(56), 111-119.
- Voss E. K., & Gammoh, B. S. (2004). Building brands through brand alliances: Does a second ally help? *Marketing Letters*, 15(2-3), 147-159.
- Votolato, N. L., & Unnava, H. R. (2006). Spillover of negative information on brand alliances. *Journal of Consumer Psychology*, 16(2), 196-202.
- Walsh, G., Mitchell, V. W., Jackson, P. R., & Beatty, S. E. (2009). Examining the antecedents and consequences of corporate reputation: A customer perspective. *British Journal of Management*, 20(2), 187–203. doi:10.1111/j.1467-8551.2007.00557.x
- Wang, Y. (2014). Consumers' purchase intentions of shoes: Theory of planned behavior and desired attributes. *International Journal of Marketing Studies*, 6(4), 50-58.
- Wanninayake W. M. C. B., & Dissanayake, D. M. R. (2009). *Impact of developing ethnocentric brand templates to sustain the local brands: An empirical study*. In the proceedings of International Conference of Business Management (ICBM), University of Sri Jayawardanapura, Nigeria. Pp.479 – 490.
- Wanninayake, W. M. C. B. (2013). *Consumer ethnocentrism as a strategic tool for developing domestic brand equity in developing countries*. A published Doctoral Thesis in Economics and Management Published by Tomas Bata University in Zlín. Pp. 112-113.
- Warraich, U. A., Awais, M., Amin, A., & Parkash, R. (2014). Effect of Co-branding on brand equity. *IPEDR*, 69(1), 1-5.
- Washburn, J. H., Till, B. D., & Priluck, R. (2000). Co-branding: Brand equity and trial effects. *Journal of Consumer Marketing*, 17(7), 591-604.
- Washburn, J. H., Till, B. D., & Priluck, R. (2004). Brand alliances and customer-based brand equity effects. *Psychology and Marketing*, 21(7), 487-508.
- Wason, H., & Charlton, N. (2015). How positioning strategies affect co-branding outcomes. *Cogent Business & Management*, 2, 1-12.

- Webster, F. J., & Keller, K. L. (2004). A roadmap to buying in industrial markets. *Journal of Brand Management*, 11(5), 388-402.
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic Management Journal*, 5(2), 171-180.
- Wernerfelt, B. (1988). Umbrella branding as a signal of new product quality: An example of signaling by posting a bond. *RAND Journal of Economics*, 19(3), 458-466.
- Wyer, R. S., & Srull, T. S. (1989). *Memory and cognition in its social context*. Hillsdale, NJ: Erlbaum.
- Xu, Y., & Paulins, V. A. (2005). College students' attitude towards shopping online for apparel products. *Journal of Fashion Marketing and Management*, 9(4), 430.
- Xu, Y., Summers, T. A., & Belleau, B. D. (2004). Who buys American alligator? Predicting purchase intention of a controversial product. *Journal of Business Research*, 57(10), 1189-1198.
- Yang, Y. H. (2014). Does investment experience affect investors' brand preference and purchase intention? *Journal of Applied Finance and Banking*, 4(5), 69-81.
- Yeoh, J., & North, A. (2010). The effects of musical fit on consumers' ability to freely recall related products. *Empirical Musicology Review*, 5(1), 3-9.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multi-dimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.
- Yu, T. K., & Wu, G. (2007). Determinants of internet shopping behaviour: An application of reasoned behaviour theory. *International Journal of Management*, 24(4), 757.
- Zander, M. F. (2006). Musical influences in advertising: How music modifies first impressions of product endorsers and brands. *Psychology of Music*, 34(4), 465-480.
- Zdravkovic, S., Magnusson, P., & Stanley, S.M. (2010) Dimensions of fit between a brand and a social cause and their influence on attitudes. *International Journal of Research in Marketing*, 27, 151-160.
- Zeithaml, V. (1988). Consumer perceptions of price, quality and value: A means end and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zeithaml, V. A. (1981). How consumer evaluation processes differ between goods and services. In J. H. Donnelly & W. R. George (Eds.). *Marketing of Services* (186-190). Chicago: American Marketing Association.

## APPENDIX 1



## APPENDIX 11



**APPENDIX III**

**DEPARTMENT OF BUSINESS ADMINISTRATION,  
FACULTY OF MANAGEMENT SCIENCES,  
UNIVERSITY OF ILORIN**

**QUESTIONNAIRE**

**RESEARCH TITLE:**

**CONSUMERS' ATTITUDE TOWARDS  
BRAND ALLIANCE AND ITS EFFECT ON  
PURCHASE INTENTION OF SELECTED  
CONSUMABLE PRODUCTS IN LAGOS,  
NIGERIA**



Dear Sir/ Madam,


### **Survey Questionnaire**

I am a doctoral student in the Department of Business Administration, Faculty of Management Sciences, University of Ilorin. I am conducting this study as part of the requirements for the completion of the degree of Doctor of Philosophy (Ph.D.) in the above named Institution.

The questionnaire formulated below is to ascertain data for research underway on Effect of Brand Alliance on Purchase Intention of Selected Consumable Products in Nigeria. The sample selected for the research consists of respondents representing supporters/viewers of the partnered brands. There will be closed ended multiple type of questions objectively formulated for the purpose of obtaining relevant data on the subject. The results generated by this study will help consumer goods organisations and other entities in developing a most appropriate brand alliance strategy which will help in increasing the purchase of their brands. To answer the questions will take approximately 5-10 minutes. Please be good enough to process with the instructions below and answer the questions if you agree to contribute to the survey.

I assure you that your responses to this questionnaire will be treated in strict confidence.

Thank you for your contribution!

A handwritten signature in black ink, appearing to read 'Abina, Babatunde M.', is written over a light-colored rectangular background.

Abina, Babatunde M.



This questionnaire is designed to study Effect of Brand Alliance on Purchase Intention of Selected Consumable Products. Kindly answer the following questions by ticking the box which corresponds with your choice of answer.

## **SECTION A**

### **Demographic Questions**

**1. Gender:**

- (a) Male ☐
- (b) Female ☐

**2. Age group:**

- (a) 16-25 ☐
- (b) 26-35 ☐
- (c) 36 -45 ☐
- (d) 46-55 ☐
- (e) Above 55 ☐

**3. Marital status**

- (a) Single ☐
- (b) Married ☐
- (c) Divorced ☐
- (d) Widowed ☐

**4. Educational status:**

- (a) No formal education ☐
- (b) Elementary/primary school ☐
- (c) Secondary school ☐
- (d) Undergraduate ☐
- (e) Graduate ☐
- (f) Post Graduate ☐

**5. How would you classify your income status?**

- (a) Low income class ☐
- (b) Middle income class ☐
- (c) Upper income class ☐

**6. In which of these administrative divisions do you currently live?**

- (a) Ikorodu ☐
- (b) Badagry ☐
- (c) Ikeja ☐
- (d) Lagos Mainland ☐
- (e) Epe ☐

**7. Which of following underlisted football club do you support?**

Please, choose only your main football club

- (a) Arsenal [ ]
- (b) Manchester City [ ]
- (c) Manchester United [ ]

**8. How long have you been a fan of the club?**

- (a) Less than 1 year [ ]
- (b) 1-5 years [ ]
- (c) 6-10 years [ ]
- (d) Above 10 years [ ]

**9. How many of the following consumer good brands are you aware of?**

- I. Chi Limited
- II. Malta Guinness
- III. PZ Cussons

- (a) I only [ ]
- (b) II only [ ]
- (c) III only [ ]
- (d) All [ ]

**10. Are you aware of any joint advertising between the consumer goods brand and the football club you support? If yes, which**

- I. Chi Limited and Manchester United FC
- II. Malta Guinness and Arsenal FC
- III. PZ Cussons and Manchester City FC

- (a) I only [ ]
- (b) II only [ ]
- (c) III only [ ]
- (d) All [ ]

**11. Through which media did you become aware of the brand alliance?**

- (a) Billboard [ ]
- (b) Newspaper [ ]
- (c) Radio [ ]
- (d) Television [ ]
- (e) Online [ ]

## SECTION B

Listed below are statements that are intended to measure the extent to which you agree or disagree with opinions about brand alliance. Please indicate the extent to which you agree or disagree with 1 being strongly disagree and 7 being strongly agree by ticking [√] only one box for each statement.

- 7 = Strongly Agree  
 6 = Agree  
 5 = Somewhat Agree  
 4 = Can't Say  
 3 = Somewhat Disagree  
 2 = Disagree  
 1 = Strongly Disagree

**N.B.** Please note that *Brand “Y”* is your chosen football club while *Brand “X”* represents the partnered consumer product

STATEMENT		SCORE						
		1	2	3	4	5	6	7
<b>Brand Image fit</b>								
12A	I think these brands are consistent							
12B	I think these brands are complementary							
12C	I think the brands fit each other							
12D	Brands X and Y are complementary and fit together well.							
12E	Brand images X and Y are endorsing each other.							
12F	I feel that brands X and Y have a good image							
<b>Product-fit</b>								
13A	I think the products complement each other							
13B	I think these products are consistent							
13C	I think the products fit each other							
13D	I think the products are similar to each other							
13E	Products X and Y are complementary and fit together well.							
13F	Products X and Y are endorsing each other							
13G	Products X and Y are very similar							
<b>Brand Equity Fit</b>								
<i>(Brand Association)</i>								
14A	When I think of brand Y, I think of excitement							
14B	When I think of brand Y, I think of enjoyment							
14C	When I think of brand Y, I think of quality							
14D	When I think of brand Y, I think of performance							
14E	I associate the thoughts I have of brand Y with brand X							
<i>(Perceived Quality)</i>								
15A	Brand Y is consistent in the quality it offers							
15B	Brand X is consistent in the quality it offers							
15C	The likely quality of brand Y is extremely high							
15D	The likely quality of brand X is extremely high							

<b>(Brand Loyalty)</b>								
<b>16A</b>	I consider myself to be loyal to brand Y							
<b>16B</b>	Brand Y would be my first choice							
<b>16C</b>	I am committed to buying brand X							
<b>Consumers' Attitude</b>								
<b>(Cognitive)</b>								
<b>17A</b>	I have heard about Brand X							
<b>17B</b>	I have heard about Brand Y							
<b>17C</b>	I know what brand X looks like							
<b>17D</b>	I know what brand Y looks like							
<b>17E</b>	I can recognize brand X among other competing brands							
<b>17F</b>	I can recognize brand Y among other competing brands							
<b>17G</b>	I can quickly recall the logo or symbol of brand X							
<b>17H</b>	I can quickly recall the logo or symbol of brand Y							
<b>17I</b>	I am aware of brand X and Y joint promotion							
<b>(Affective)</b>								
<b>18A</b>	I do not like brand X							
<b>18B</b>	I do not like brand Y							
<b>18C</b>	I do not like brand X better than brand Y							
<b>18D</b>	I do not like brand Y better than brand X							
<b>18E</b>	I feel that brand Y is trustworthy							
<b>18F</b>	I feel that brand X is trustworthy							
<b>(Behavioural)</b>								
<b>19A</b>	Brand X is a very good brand							
<b>19B</b>	Brand Y is a very good brand							
<b>19C</b>	I have a favourable disposition toward X							
<b>19D</b>	I have a favourable disposition toward Y							
<b>Purchase Intention</b>								
<b>20A</b>	I would buy brand X products							
<b>20B</b>	The next time I need to buy a product of this type, I would consider buying Brand X.							
<b>20C</b>	I will buy the product in the brand alliance the next time I need that kind of product type							
<b>20D</b>	I will recommend Brand X to my friends							

Thank you for your time and effort

## APPENDIX IV

### ORDERED LOGISTIC REGRESSION

#### Purchase Intention and Brand Image Fit

Iteration 0: log likelihood = -567.4368  
 Iteration 1: log likelihood = -474.56309  
 Iteration 2: log likelihood = -453.03998  
 Iteration 3: log likelihood = -451.73115  
 Iteration 4: log likelihood = -451.72556  
 Iteration 5: log likelihood = -451.72556

Ordered logistic regression	Number of obs	=	356
	LR chi2(6)	=	231.42
	Prob > chi2	=	0.0000
Log likelihood = -451.72556	Pseudo R2	=	0.2039

q20c	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
q12a	.3203084	.1264094	2.53	0.011	.0725505	.5680663
q12b	.8788644	.1300878	6.76	0.000	.623897	1.133832
q12c	.0525665	.1149335	0.46	0.647	-.1726989	.277832
q12d	-.4987713	.1859476	-2.68	0.007	-.8632218	-.1343208
q12e	.2292118	.179061	1.28	0.201	-.1217414	.580165
q12f	.3079315	.1445717	2.13	0.033	.0245761	.5912869
/cut1	1.529555	.4491749			.6491881	2.409922
/cut2	1.955199	.4398021			1.093203	2.817195
/cut3	2.86346	.4416231			1.997894	3.729025
/cut4	4.860369	.5195406			3.842088	5.878649
/cut5	7.138469	.5911316			5.979873	8.297066
/cut6	9.180916	.6372584			7.931912	10.42992

#### Purchase Intention and Brand Equity Fit (Brand Association)

Iteration 0: log likelihood = -567.4368  
 Iteration 1: log likelihood = -446.5889  
 Iteration 2: log likelihood = -414.84531  
 Iteration 3: log likelihood = -411.55561  
 Iteration 4: log likelihood = -411.53536  
 Iteration 5: log likelihood = -411.53536

Ordered logistic regression	Number of obs	=	356
	LR chi2(5)	=	311.80
	Prob > chi2	=	0.0000
Log likelihood = -411.53536	Pseudo R2	=	0.2747

q20c	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
q14a	-.5312839	.1347694	-3.94	0.000	-.795427	-.2671407
q14b	.7474584	.2051875	3.64	0.000	.3452982	1.149619
q14c	.5079028	.1836484	2.77	0.006	.1479585	.8678471
q14d	-.1510048	.1713532	-0.88	0.378	-.4868509	.1848414
q14e	1.011735	.1364064	7.42	0.000	.7443834	1.279087
/cut1	2.154964	.4389105			1.294715	3.015212
/cut2	2.743568	.4309164			1.898987	3.588148
/cut3	3.790447	.4385578			2.93089	4.650005
/cut4	6.328809	.5854309			5.181385	7.476232
/cut5	8.996816	.6818573			7.6604	10.33323
/cut6	11.15081	.7270498			9.725819	12.5758

## Purchase Intention and Brand Equity Fit (Perceived Quality)

```
Iteration 0: log likelihood = -567.4368
Iteration 1: log likelihood = -454.39415
Iteration 2: log likelihood = -416.95312
Iteration 3: log likelihood = -412.01534
Iteration 4: log likelihood = -411.9838
Iteration 5: log likelihood = -411.98378
```

```
Ordered logistic regression      Number of obs   =      356
                                LR chi2(4)            =      310.91
                                Prob > chi2            =      0.0000
Log likelihood = -411.98378     Pseudo R2       =      0.2740
```

q20c	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
q15a	.8197097	.1773659	4.62	0.000	.472079	1.16734
q15b	.0666361	.1468206	0.45	0.650	-.221127	.3543992
q15c	.4120365	.1398895	2.95	0.003	.1378582	.6862149
q15d	.6300147	.1199938	5.25	0.000	.3948311	.8651982
/cut1	3.47312	.5595612			2.3764	4.569839
/cut2	4.161031	.5536387			3.075919	5.246143
/cut3	5.516368	.5874167			4.365052	6.667684
/cut4	8.334183	.7347375			6.894124	9.774242
/cut5	10.83665	.8148251			9.239618	12.43367
/cut6	12.928	.859956			11.24252	14.61349

## Purchase Intention and Brand Equity Fit (Brand Loyalty)

```
Iteration 0: log likelihood = -566.2773
Iteration 1: log likelihood = -448.14245
Iteration 2: log likelihood = -422.87352
Iteration 3: log likelihood = -421.44994
Iteration 4: log likelihood = -421.44745
Iteration 5: log likelihood = -421.44745
```

```
Ordered logistic regression      Number of obs   =      355
                                LR chi2(3)            =      289.66
                                Prob > chi2            =      0.0000
Log likelihood = -421.44745     Pseudo R2       =      0.2558
```

q20c	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
q16a	.3981667	.1195389	3.33	0.001	.1638748	.6324586
q16b	.3040909	.1296494	2.35	0.019	.0499828	.558199
q16c	.9317639	.0927104	10.05	0.000	.7500549	1.113473
/cut1	2.766268	.5036599			1.779112	3.753423
/cut2	3.322315	.492536			2.356962	4.287668
/cut3	4.310324	.4915166			3.346969	5.273679
/cut4	6.455407	.5881449			5.302664	7.60815
/cut5	8.923634	.6679791			7.614419	10.23285
/cut6	11.26334	.7394666			9.814009	12.71266

## Purchase Intention and Product Fit

```

Iteration 0:  log likelihood =  -567.4368
Iteration 1:  log likelihood =  -481.0696
Iteration 2:  log likelihood = -470.68482
Iteration 3:  log likelihood = -470.51578
Iteration 4:  log likelihood =  -470.5157
Iteration 5:  log likelihood =  -470.5157

```

```

Ordered logistic regression      Number of obs   =      356
                                LR chi2(7)          =     193.84
                                Prob > chi2          =      0.0000
Log likelihood = -470.5157      Pseudo R2        =      0.1708

```

q20c	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
q13a	.3922972	.1452687	2.70	0.007	.1075757	.6770187
q13b	.3292528	.1512569	2.18	0.029	.0327948	.6257109
q13c	-.3416081	.147745	-2.31	0.021	-.6311831	-.0520332
q13d	-.2124866	.1354567	-1.57	0.117	-.4779768	.0530036
q13e	.3628655	.1200201	3.02	0.002	.1276304	.5981006
q13f	.6198405	.1115466	5.56	0.000	.4012133	.8384677
q13g	-.0370976	.0994419	-0.37	0.709	-.232	.1578049
/cut1	1.125357	.4535299			.2364549	2.014259
/cut2	1.565359	.4446743			.6938134	2.436905
/cut3	2.423706	.4439458			1.553589	3.293824
/cut4	4.046643	.4890368			3.088148	5.005138
/cut5	6.175569	.5531753			5.091365	7.259772
/cut6	8.122564	.5881498			6.969812	9.275317

Endogenous variables

Exogenous variables

Fitting target model:

```
Iteration 0:    log likelihood = -9661.0695
```

```
Iteration 1:    log likelihood = -9661.0695
```

```
Structural equation model      Number of obs      =      356
```

```
Estimation method = ml
```

```
Log likelihood      = -9661.0695
```

LR test of model vs. saturated:  $\chi^2(6) = 65.71$ , Prob >  $\chi^2 = 0.0000$



## Equation-level goodness of fit

depvars	Variance			R-squared	mc	mc2
	fitted	predicted	residual			
observed						
CognitiveA~e	186.4275	86.39034	100.0372	.4633991	.6807342	.4633991
AffectiveA~e	16.64383	5.508632	11.13519	.3309715	.5753012	.3309715
Behavioura~e	335.7578	68.72049	267.0373	.2046728	.4524078	.2046728
PurchaseIn~n	1261.308	495.7839	765.5238	.3930714	.626954	.3930714
overall				.650345		

mc = correlation between depvar and its prediction

mc2 = mc<sup>2</sup> is the Bentler-Raykov squared multiple correlation coefficient