

ENHANCING BRAND REPUTATION AND CONSUMER PATRONAGE IN THE FAST MOVING CONSUMER GOODS INDUSTRY IN NIGERIA

¹Olumuyiwa Abiodun, ²Itohan Iyobhebhe & ³Olusegun Kayode Agbesuyi

¹Business and Management Department. Scholars School System in partnership with Leeds Trinity University, United Kingdom

²College of Humanities, Management, and Social Sciences, Department of Business Administration, Mountain Top University, Ogun State, Nigeria.

³Department of Finance, Faculty of management science University of Lagos, Akoka, Nigeria

¹Olumuyiwa.Abiodun@scholarsschool.ac.uk, ²itohaniyobhebhe@gmail.com,

³kayode4uptime@gmail.com

¹ORCID iD: <https://orcid.org/0009-0000-6912-3920>, ²Orcid id: <https://orcid.org/0000-0003-3120-0868>, ³ORCID iD: <https://orcid.org/0009-0009-8137-5675>

Abstract

Emerging markets have been known to be plagued with issues of adulterated, fake and corrupted goods and services, causing negative impact on consumer trust in patronage decisions. This study investigated strategies for enhancing brand reputation and consumer trust in uncertain economic conditions. The study focused on the relationships between branding strategies and customer patronage based on a study of customers in the fast-moving consumers goods (FMCG) in selected areas in Lagos state. This study adopted a quantitative research approach through survey method with a sample of 400 respondents selected using purposive and convenience sampling techniques. The primary data was collected through survey instrument and analysis was done through statistical tools such as frequency counts, simple percentages, mean, standard deviation and Pearson correlation for testing the hypotheses. The results revealed that brand reputation is based on corporate and product branding strategies which influence customer patronage based on increased consumer trust. It was indicated that corporate branding strategy has significant influence of 80.7% on customer patronage. Also, product branding strategy was found to have the most significant influence of 82.3% on customer patronage. Finally, there is a significant relationship between corporate branding and product branding in driving customer patronage by 79.0%. This study recommended that business leaders, executives and management in FMCG markets in Nigeria should consistently enhance and develop their branding strategies such as quality seal, strong trademarks and customer-centric communications in a way that can be easily recognized in the market.

Keywords: Brand, Branding, Consumer Trust, Customer Patronage, Marketing

Introduction

Business organizations around the world are continuing to recognize and realize the increasing significance and importance of brand and branding in driving business success, this is because branding has been argued to be veritable tool for business and marketing yielding competitive advantage, growth in sales revenue, market status (Adeoye, Ayodele, Adesuyi & Ayo, 2021; Muchenje, Mtengwa & Kabote, 2023). Today, brands serve as

powerful strategies for initiating connections between corporations and consumers, as it is seen to significantly be incorporated into everyday life, consumers choice and society (Grubor & Milovanov, 2017; Gli et al., 2024).

According to Aaker (1991) cited in Adeoye et al., (2021) brand management is relevant in contemporary business and marketing that should be well understood to assist in enhancing business reputation in the marketplace. Nigerian markets have been known to be plagued with issues of adulterated, fake and corrupted goods and services, causing negative impact on consumer trust in patronage decisions (Anayo et al., 2010; Onyeaka et al., 2024). The concept of branding which is related to brand name or identity is pivotal in driving customer perceptions, behaviour and patronage which is core in influencing sales performance (Keller, 2003 cited in Adegbuyi, Ajagbe, Kehinde, Adegbuyi & Akande, 2015).

According to Chun, Lee and Park (2020) branding is the degree to which a brand is identified and acknowledge as a sum of elements representing design, symbol, name, logo, etc, which an organization can distinguish their products from rivals. In essence, it constitutes the perception and ability of customers to recall a brand from multitude of the brands due to the experience or engagement with that specific brand. Yeboah (2016) linked branding to sales revenue, expressing that brands and branding triggers an emotional connection with consumers and stakeholders of an organization. The brand assists in giving products or organization the sense of uniqueness and identity which positions the products or organization in a different light in the market. In other words, Yeboah (2016) pointed out that, for business organizations to cope with rising competition and increasing demand, marketers and managers should intensify their knowledge and application of the concept of branding in terms of brand recognition in such a way that will contribute to organizational performances such as enhancing sales revenue through customer patronage.

The linking between major brands and their consumers has been described in a positive way based on how it makes people to attracted to organisations and their products (Samreenlodhi, 2013; Azmat & Lakhani, 2015; Grubor & Milovanov, 2017). Brands and branding are relevant for contemporary business organizations to create in the mind of customers a perception that no other product in the market is like that of the business organization (Adegbuyi et al., 2015; Fakayode, 2021). Based on the foregoing, this study seeks to investigate strategies for enhancing brand reputation for consumer trust in the Nigerian FMCG within the context of uncertain economic conditions.

Statement of the Problem

The problem in this research is to investigate how branding strategies build consumer trust and make them patronise fast moving consumer goods in Nigeria. Statista (2023) reported that the Nigerian economy has been recently experiencing conditions of uncertain economic conditions with recessions, inflation, and currency fluctuations, which have influenced consumer purchasing power and behaviour, this can be especially observed in consumer goods markets. In essence, FMCG is one of the major sectors that requires consumer trusts for customer loyalty and purchase during uncertain economic conditions. The diverse changes in the marketplace have created need for variety of research into marketing constructs such as branding (Adegbuyi et al., 2015; Zephaniah, Ogba & Izogo, 2020).

Brands and branding knowledge have increased in the past decades and have paved ways for engaging both internal and external organizational stakeholders. However, the intangible nature of effective branding makes it problematic in adequately formulating and executing (Nair & Jeevandas, 2020). Though the usefulness of branding cannot be over emphasised,

there still appears to be a lack in consensus on the influence of brand and branding goes on enhancing organizational success in terms of building consumer trust (Hampf & Lindberg-Repo, 2011; Kshirsagar, Khanna & Pendse, 2020).

Several studies have been done in the areas of brand, branding and diverse organizational constructs (Gbandi & Isibor, 2022; Fakayode, 2021; Adeoye et al., 2021; Kshirsagar et al., 2020; Chun et al., 2020; Nair & Jeevandas, 2020; Yeboah, 2016; Adegbuyi., 2015; Ajike et al., 2015; Seturi, 2017; Hamid, Rasool, Kiyani & Ali, 2012), but there seems to be inadequate evidence with respect to essential branding components (corporate branding and product branding) that constitute influence on consumer patronage with direct application to the Nigerian FMCG market. Hence, this study hopes to bridge the gap in existing literature by carrying out the investigation of strategies for enhancing brand reputation and consumer patronage in fast moving consumer goods market (FMCG) in Nigeria.

Aim and Objectives the Study

The aim of this study is to investigate branding strategies and customer patronage in the Nigerian FMCG based a study of customers in selected areas in Lagos state

1. To examine the influence of corporate branding strategy on customer patronage.
2. To evaluate the influence of product branding strategy on customer patronage.
3. To establish the relationship between corporate branding and product branding in driving customer patronage.

Literature Review

Concept of Brand and Branding

Brand and branding are underlying aspects of business and marketing, that entails the creation and establishment of value offerings in the mind of consumers through the formulation and execution of marketing mix variables. The brand is characterised by product features, attributes and qualities that are communicated to customers at the moment of purchase or consumption (Dumitriu, 2012; Fakayode, 2021). The strategies in brand and branding stimulate marketing technique that enhance the reputation of an organization or product. Branding displays the perception or detection of customers about a product, such that it goes beyond just names and symbols (Alamgir, Nasir & Shamsuddoha, 2013; Adeoye et al., 2021). Furthermore, brand can be described as mixture of name, symbol, identity and logo, hence a powerful brand is one that resides substantially in the mind of the consumer (Asikhia & Binuyo, 2013; Adeoye et al., 2021). Because consumers are cognitive and sensitive to products the need for brand association and attachment is essential, this could be in the form of values, benefits, qualities and superior attribute of an organisation or its product (Aaker, 1991; Adeoye et al., 2021; Gli et al., 2024).

According to Chierici, Del-Bosco, Mazzucchelli and Chiacchierini (2019) one of the main efforts of modern brand management in organisations is letting consumers aware, identify, recognize and trust brand. Brand and branding are known to enhance consumer buying behaviour by providing psychological advantages to consumers thereby making it easy to differentiate a company's product from the offering of competitors. It also strengthens the marketing effort of contemporary organizations (Asikhia & Binuyo, 2013).

The brand of an organisation is one of its most treasured resources that delivers customers a way of identifying, detecting, recognizing a certain product whenever they seek to make a choice and purchase decisions (Aaker 1996 cited in Asikhia & Binuyo, 2013; Zulfikar, 2023).

Branding can be viewed as a process, a tool, a strategy and an orientation (Sarwar, Aftab & Iqbal, 2014; Ajike et al., 2015; Okafor et al., 2019; Zulfikar, 2023). There have been several research done on branding literature to explain the types of branding which include corporate branding and product branding (Asikhia & Binuyo, 2013; Ajike et al., 2015; Yeboah, 2016; Okafor et al., 2019). Effectiveness in branding strategies can be attributed to the ways in which organisation mixe and match their corporate brand with their product brand. There is however an important distinction between a corporate brand and a product brand (Asikhia & Binuyo, 2013; Yeboah, 2016).

Corporate branding is defined as an organised process executed by an organisation to establish favourable branding and maintain brand reputation through relations with internal and external stakeholders. The corporate brand clearly focuses on the distinction of the whole organisation through vision, mission, core values, company culture, logos, symbols, history, stories (Asikhia & Binuyo, 2013; Ajike et al., 2015). Product branding is the labelling, classifying and imprinting at the product level focusing on the customers perception and mindset toward the quality and value of the product (Ajike et al., 2015; Yeboah, 2016). The product brand on the other hand focuses on the identity of the product and the meaning it has to customers (Ajike et al., 2015; Yeboah, 2016).

Effective branding strategy identifies the synergy between the corporate brand and the product brand which is dependent on the brand architecture (Chun, Lee & Park, 2020). In essence, corporate branding strategy focuses on building the overall, positive perception, reputation and image of the organization, emphasizes the company's values, mission, and vision, positioning the organisation as a desirable workplace by sharing the company's history, milestones, and successes (Ajike et al., 2015; Okafor et al., 2019). The product branding strategy wherein an organisation promotes and markets an individual product without the company name being fronted and centres on branding activities for the product itself (Yeboah, 2016). More so, Zia et al (2021) asserted that product branding focuses on building the positive perception, reputation and image of a specific product or service. Product branding defines the product's unique selling proposition (USP) and differentiation as well as using packaging design to communicate brand identity (Yeboah, 2016; Zia et al., 2021).

Concept of Customer Patronage

Customers only patronize products they trust hence there is a direct link between consumer trust and customer patronage. According to Dixon-Ogbechi (2019) customers are at the centre of marketing activities and it is essential for organisations and marketers to be customer oriented which can result in favourable outcomes such as customer patronage. By definition, customer patronage is defined as the repeated purchase or utilization of a product or service by a customer from a particular business or organization. It involves loyalty, retention, and continued support from customers, driving long-term revenue and growth (Gbandi & Isibor, 2022).

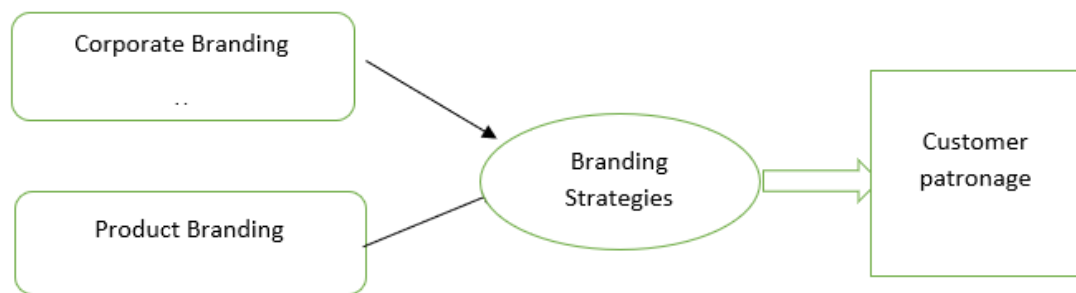
The customer patronage is a reflection of the customer buying decision that emanates from consumer behaviour and the consumer buying decision process. A plethora of theories and concepts have been proposed or propounded to help better understand the purchasing behaviour or intentions of consumers (Kotler & Armstrong, 2012; Dixon-Ogbechi, 2019; Fakayode, 2021). Customer patronage is the mental and emotional process as well as the observable behaviour of consumers for making repeat purchase. It is based on key aspects such as customers return to make additional purchases, customers demonstration of loyalty and commitment to a brand or business, customer retention and decision to continue to

choose the product or business over competitors (Muhammed, Ojeleye, Tunde & Taiwo, 2023). Several factors are known for influencing customer patronage which can be communicated through branding such as quality of products, pricing affordability and competitiveness, customer service excellence, convenience and accessibility, personalization and customization, marketing communication through promos, incentives, rewards and loyalty programs, employee engagement and friendliness (Horsfall & Ikegwuru, 2019; Fakayode, 2021; Muhammed et al., 2023).

Conceptual Model of the Study

This study is based on the investigation of branding strategies, consumer trusts and customer patronage in the Nigerian FMCG. The model of showcases the independent variable (branding with proxies namely corporate branding and product branding while customer patronage as the dependent variable. Previous studies such as Ajike et al (2015), Yeboah (2016), Fakayode (2021) as well as Gbandi and Isibor (2022), Gli et al (2024) were adapted to develop the model of this current study as diagrammatically shown below:

Figure 1: Conceptual Model



Source: Researcher's Construct (2025) adapted from Ajike et al (2016), Yeboah (2016) and Fakayode (2021)

In light of the model above and the insights from prior literature the following hypotheses were developed for this study

- i. There is no significant influence of corporate branding strategy on customer patronage.
- ii. There is no significant influence of product branding strategy on customer patronage.
- iii. There is no significant relationship between corporate branding and product branding in driving customer patronage.

Theoretical Framework

Resource Based View Theory

The theory underpinning this study is the resource based-view theory that considers branding as a resource and capability for contemporary organisations. This theory has theoretical foundation from the studies of Cole (1992), Schoemaker (1990), Stignitz (2004) mentioning

Grant's (1991) assumption that organizational resources which can be tangible, and intangible serve as a determinant for competitive advantage and organizational success. Ajike, Kabuoh and Ogbuanu (2015) asserted that the resource-based view theory holds that the quality, quantity, competence, rarity and inimitability of organizational resources go a long way in attaining organizational profitability and productivity. This theory is relevant to this study as it underpins the impact of brand recognition as an intangible resource that organizations can use on consumers. Some resources and capabilities of an organization are its marketing elements which are used in setting up marketing strategies (Kotler & Armstrong, 2020).

Materials and Method

This study employed quantitative research approach through survey that involves distributing questionnaire. Bryman and Bell (2015) defined methodology as the blueprint and plan that specifies the outline of the activities required and essential to implement the study. This study uses descriptive research design based on the fact that it was considered suitable for asking questions from a large sample of participants. and allows for objective analysis of data collected from primary data sources. The population of this study consist of consumers of FMCG markets in Nigeria based on major areas in Lagos state. In research identification of the population of study is relevant because population is defined as the total number of persons, elements of which information is gathered (Saunders, Lewis & Thornhill, 2016).

According to the Lagos state government statistics 2023 the population of Lagos state amounts to 32 million, hence this is attributed as the population of the study. However, based on the large population a sample was used for this study. For the purpose of this study, targeted sample size was developed using the Yamane formula to determine the required sample. This is shown below:

$$\text{The formula is } n = \left(\frac{N}{(1+N(e^2))} \right)$$

n = Sample size N = Total Population = 32,000,000 e = Precision estimate. Confidence level is 95% and + or - 5%.

$$\left(\frac{32,000,000}{(1+32,000,000(0.05^2))} \right) = \left(\frac{32,000,000}{(1+32,000,000(0.0025))} \right) = \left(\frac{32,000,000}{32,000,000} \right) = 399.69 = 400$$

The sample size for the study is 400 participants

Sampling is the procedure of selecting a small number of people or things out of the whole population and the purpose is to gain comprehension of features or attribute of the whole population based on the features and attributes of the sample (Kothari, 2018). This study utilizes simple random sampling technique and stratified sampling technique to select customers in FMCG market areas such as Yaba, Oyingbo, Ikeja and Lagos Island. The final mix represents Lagos FMCG consumers based on the fact that Lagos state holds majority population in Nigeria and can be used to generalise for Nigeria.

The collation of data was through structured questionnaire following a survey pattern, this was through manual distribution. The reason for using survey in this study is to adequately gather enough primary responses that reflect the study variables and phenomenon. The structured questionnaire covered both demographic background of the participants and the main research questions. The questionnaire responses used in this study followed the 5-point Likert scale varying from strongly agreed, agreed, neutral, disagreed and strongly disagreed. The questionnaire was broken down into sub-categories that are in line with the research variables. These were used in forming the basis of the key analysis and evaluations of this

study. The analysis was derived from the responses based on Likert scale points awarded as follows: below 1.45 (strongly disagree) to 4.45 and above (strongly agree). Finally, data analysis was done using descriptive statistical techniques such as frequency allotments, simple percentages, means and standard deviation as well as inferential statistical technique of Pearson Correlation to test of hypotheses. Statistical Packages for the Social Sciences (SPSS) version 20.0 was employed to facilitate analysis of data. The study considered ethical issues of privacy, confidentiality, anonymity and consent in the process of collecting primary data using a structured questionnaire. Thus, no personal questions and identity of the participants were asked in the research questionnaire. Also, all the participants were provided with opportunity to give informed consent prior to participation in the study as well as being notified that all responses were treated with confidentiality and for the research purpose. According to Saunders et al., (2016), the justification for using the survey method through quantitative research approach as it allows for rigorous and thorough examination of a research phenomenon through gathering data from a large and representative sample.

Validity relates to the level of accurateness of the research instrument to measure the constructs of the research phenomenon. This study used content validity based on insights from expert judgements about types of branding strategies as well as previous research such as Ajike et al (2015), Yeboah (2016) and Fakayode (2021). Reliability is essential in quantitative research to ensure that the instrument accurately, precisely and consistently evaluates what it was developed to measure. The reliability of the research instrument of this study was tested using Cronbach alpha (α) for instruments with multiple Likert-scale items. This is shown in the table below:

Results and Discussion

Table 1- Cronbach Alpha Results from Pilot Study and Constructs Source

Variable/Sub construct	Number of Items	Coefficient alpha	Source
Corporate Branding	4	0.700	Ajike et al., (2015), Fakayode (2021).
Product Banding	4	0.708	Yeboah (2016), Fakayode (2021).
Customer Patronage	4	0.704	Gbandi and Isibor (2022)

Source; Pilot Study, 2025

Data Analysis and Presentation

This study investigated how branding strategies can enhance customer perception in terms of customer patronage in the Nigerian FMCGs in Lagos state. The study used four hundred (400) participants as a sample for the distribution of the questionnaire. A total three hundred and twenty-two (322) copies of the questionnaire were retrieved, returned and found functional for data analysis. The returned copies of the questionnaire were arranged, revised and coded for the purpose of appropriate data analysis, thereby giving response rate of 80.5%. This was found suitable for a study of this nature with the missing data at 19.5%. This provided comparison with key demographic variables between participants and non-participants with no significant differences, signifying minimal nonresponse bias.

In this study 45.3% of the total participants. are male participants and 54.7% of the participants. are female participants. Also, 12.4% of the total participants. fall within the age of 21 and 30years, 34.2% within 31 and 40 years, 47.2% within 41 and 50 years, while 6.2% of the participants fall within the age bracket of above 50years. This gives inference to the

fact that the study considered all genders, and the majority of the participants. are between 41 to 50 years.

In addition to this study, 21.1% of the participants are WASC/GCE holders, 51.9% are B.Sc. / BA/ HND Degree holders, 24.1% are M.Sc. / MA/MBA Degree holders, 0.0% are Ph.D. holders while 0.0% of the participants fall under others. Table 1 showed the level of monthly income of participants, 20.2% have level of income of below N100,000, 33.9% have level of income monthly of between N100,001-N500,000 and 45.9% have level of income monthly of between N500,001-N1,000,000.

Research Question 1: What is the influence of corporate branding strategy on customer patronage?

Table 2: Means and standard deviation of the opinions of participants. to questionnaire questions

VIEWS	MEAN	STD DEV
I consider organisational vision and mission whenever I find myself in a market situation.	4.73	0.41
The values and beliefs of corporations align with my personal values and beliefs which makes me trust and purchase products more.	4.83	0.33
The symbols and logos of corporations communicate quality products to me whenever I find myself in a market situation.	4.81	0.47
Corporate branding of FMCGs has significant influence on my customer patronage.	4.81	0.47

Source: Field Survey 2025

Table 2 presents high mean value for each of the question items and low standard deviation figure; this indicates the participants strong consensus on corporate branding influence on customer perception for customer patronage.

Research Question 2: What is the influence of product branding strategy on customer patronage?

Table 3: Means and standard deviation of the opinions of participants. to questionnaire questions.

VIEWS	MEAN	STD DEV
I consider brand perceived image and identity of FMCGs, whenever I find myself in a market situation.	4.62	0.61
The quality and features of products make me trust and patronize them.	4.71	0.57
The way FMCGs are designed and packaged makes me patronize a brand over others.	4.82	0.29
Product branding of FMCGs has significant influence on my customer patronage.	4.82	0.29

Source: Field Survey 2025

Table 3 revealed the high mean value for each of the question items and low standard deviation figure; this signifies the participants’ strong agreement on product branding influence on customer perception for customer patronage.

Research Question 3: What is the relationship between corporate branding and product branding in driving customer patronage?

Table 4: Means and standard deviation of the opinions of participants. to questionnaire questions.

VIEWS	MEAN	STD DEV
I consider brand representation of both an organisation and its products whenever I find myself in a market situation.	4.88	0.13
Corporate and product branding of FMCGs communicates positive perception to me to patronize it more.	4.88	0.13
Corporate branding relates with product branding as well as vice-versa.	4.92	0.10
There is a significant positive relationship between corporate branding and product branding in driving customer patronage of FMCGs.	4.92	0.10

Source: Field Survey 2025

Table 4 displayed that the participants strongly agreed with the each of the question items with high mean value and a low standard deviation value. Thus bringing to light how corporate and product branding are related in driving customer patronage for FMCGs.

Test of Hypotheses

The Pearson correlation analysis was used for hypotheses testing through questionnaire items on the research variables. The deciding factor for the test of hypotheses is based on comparing the calculated probability value (p-value) with the tabulated probability value as stated in the level of significance. Hence, if p-value calculated is less than 5% significant level then the decision is to reject of the null hypothesis otherwise make an acceptance of the alternative hypothesis.

H0: Corporate branding strategy has no significant influence on customer patronage.

Table 5: Pearson Correlations

		Corporate branding	Customer patronage
Corporate branding	Pearson Correlation	1	0.807
	Sig. (2-tailed)		0.02
	N	322	322
Customer Patronage	Pearson Correlation	0.807	1
	Sig. (2-tailed)	0.02	
	N	322	322

Spss Output: 2021

The analysis above was done using Pearson correlation analysis, which showed that level of patronage as dependent variable is influenced by corporate branding as independent variable.

The correlation (r) value was 0.807 denotes that deviation in the dependent variable can be described for by the independent variable. The probability value that was calculated in the analysis above was 0.00 which is displaying that the level of significant is acceptable at less than 5%. This gives inference to the rejection of the null hypothesis one and acceptance of the alternative hypothesis one, Hence, corporate branding strategy has significant influence on customer patronage.

Hypothesis II

H0: Product branding strategy has no significant influence on customer patronage.

Table 6: Pearson Correlations

		Product branding	Customer patronage
Product branding	Pearson Correlation	1	0.823
	Sig. (2-tailed)		0.02
	N	322	322
Customer Patronage	Pearson Correlation	0.823	1
	Sig. (2-tailed)	0.02	
	N	322	322

Spss Output: 2021

The correlation analysis employed in this study, points to the fact that customer patronage as dependent variable is impacted by product branding strategy as independent variable. The correlation (r) value was 0.823 demonstrated that alteration in the dependent variable can be reported by the independent variable. The probability value which was calculated at 0.00 points to the fact that the analysis is significant at less than 5%. This means the rejection of the null hypothesis two and acceptance of the alternative hypothesis two. Consequently, it can be implied that there is significant product branding strategy has significant influence on customer patronage.

Hypothesis III

H0: There is no significant relationship between corporate branding and product branding in driving customer patronage.

Table 7: Pearson Correlations

		Corporate and Product branding	Customer patronage
Corporate and Product branding	Pearson Correlation	1	0.790
	Sig. (2-tailed)		0.02
	N	322	322
Customer Patronage	Pearson Correlation	0.790	1
	Sig. (2-tailed)	0.02	
	N	322	322

Spss Output: 2021

The variables employed in the correlation analysis are customer patronage as dependent variable and relationship between corporate and product branding as independent variable in testing the hypotheses. The correlation (r) value 0.790 point toward that variation in the dependent variable can be accounted for by the independent variable. The probability value which was calculated at 0.00 points to the fact that the analysis is significant at less than 5%. This means the rejection of the null hypothesis three and acceptance of the alternative hypothesis three. In essence, it can be stated that, there is significant relationship between corporate branding and product branding in driving customer patronage.

Regression Analysis

Tables 9(a): Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.721	.700	1.004

a. Predictors: (Constant), corporate and product branding strategy

Table 9b: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.901	1	1.901	8.356	.000 ^b
	Residual	324.338	321	.227		
	Total	326.239	322			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), corporate and product branding

Table 9c: Coefficients

Model		Standardized Coefficients		Unstandardized Coefficients	F	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.890	0.203	0.211	14.265	0.000
	Corporate branding	0.868	0.035	.108	1.500	0.00
	Product branding	0.939	0.115	.236	1.569	0.00

a. Dependent Variable: Customer patronage

The variables employed in the regression analysis include customer patronage of FMCG products as dependent variable and branding strategies as independent variable in testing the hypotheses.

This is further expressed as $Y = a + b_1X_1 + b_2X_2$ where Y is the dependent variable, a is the intercept, X_1, X_2, X_3, X_4 are the components of the independent variable and b_1, b_2 , are the coefficient of the independent variables

CB = Corporate Branding

PB = Product Branding

CP = Customer Patronage

The regression model is therefore:

$$CP = a + \beta_1CB + \beta_2PB + e$$

$$CP = 2.890 + 0.868CB + 0.939PB + e$$

The above analysis shows how the independent variable (branding strategies in form of corporate branding and product branding) and their beta coefficients effects on the dependent

variable (customer patronage). The beta values express that customer patronage is affected by corporate branding strategy by 86.8% and product branding by 93.9%.

Discussion of Findings

This current study investigated how customer patronage is influenced by various forms of branding strategies in the Nigerian FMCGs industry. In line with the analysis of that with specific emphasis on the test of hypotheses the following results from this study are discussed:

Firstly, the findings from this study revealed that the influence of corporate branding strategy on customer patronage is positive and significant. The majority of the participants identified that corporate branding comes to mind in terms of the company's vision and mission that aligns with customers' perceptions. The findings are in line with the studies of Adegbuyi et al., (2015) as well as Bulle (2021) with respect to the role branding plays in marketing as a perception tool among consumers. The findings are agreement with Iqbal et al (2018) based on their assertion that branding plays pictures of products in the mind of consumer whenever they have need of such products.

Also, the findings indicated that there is a most significant positive influence of product branding strategy on customer patronage. The majority of the participants stated that they use product branding to seek out trust and patronize FMCGs. The study findings were in line with the previous studies of Kahirsagar et al (2020), Bulle (2021) as well as Fakayode (2021) based on the arguments that branding are sources of consumer product information that drive patronage. The participants. Indicated that product branding is very important for purchase decision as well as purchase evaluation. The participants identified branding as critical for product comparison and arriving at an evaluation of quality and pricing as a continuous strategy to get consumers attached to products and services. The findings are supported by Yeboah (2016) and Nair and Jeevandas (2020) based on insights surrounding branding constructs in marketing to differentiate one product from the other.

Finally, the findings of the study showed the significant relationship between corporate branding and product branding in driving customer patronage. Participants mentioned that the combination of the perception from FMCG companies and its products influences purchasing decisions. The findings agreed with the studies of Bansah et al (2015) mentioning that branding is critical with respect to patronage behaviour and an influential marketing tool during purchase decision. Majority of the participants mentioned that branding helps to reduce cognitive dissonance whenever they evaluate their post purchase decision. The findings agreed with the studies of Kshirsagar et al (2020) whereby branding builds consumer trust and confidence during post-purchase evaluation stage. However, the findings disagreed with Bulle (2021) where it was stated that branding can only assist in making purchases and that quality and price communicated through branding determines post-purchase behaviour.

Conclusions and Recommendations

This study looked into the connection between branding strategies and customer patronage in the Nigerian FMCG based on the study of customers selected areas in Lagos state. The study revealed that, firstly, female participants outnumber male participants in this study. The modal age of the participants. involved in the study is between 41 and 50 years, having educational qualification of B.Sc. / BA/ HND, also majority the participants are single,

having monthly income of N500,001 and N1,000,000. Also, in line with the research objectives and questions the following findings were arrived at:

1. The findings emphasized that corporate branding strategy has significant influence on customer patronage, which was indicated with Pearson correlation (r) value of 80.7%.
2. Also, the findings indicated that product branding strategy was found to have the most significant influence on customer patronage, which was indicated with Pearson correlation (r) value of 82.3%.
3. Finally, it was found that there is significant relationship between corporate branding and product branding in driving customer patronage. This was based on Pearson correlation (r) value of 79.0%.

Overall regression analysis revealed combined effect of corporate branding and product branding in predicting customer patronage as a variable of consumer trust of Nigerian FMCGs. The research was done on strategies for enhancing brand reputation and consumer trust in uncertain economic conditions. Based on the outcomes of the study it can be concluded the significant positive relationship between branding strategies and customer patronage in the Nigerian FMCG industry. The study found that consumer trust exemplified through customer patronage can be influenced through key strategies of branding in the form of corporate and product branding.

The study concluded that corporate branding (company vision, mission, values and culture) has significant influence on customer patronage. The study established that product branding (logos, color, labelling, packaging, storytelling) was most significant in influencing patronage. More so, corporate branding and product branding are interactive in engaging customers in uncertain economic conditions in FMCG in Nigeria because of the perception brand mapping that influence patronage.

Overall, this study concludes that branding plays an important tool influencing consumer trust towards customer patronage based on the importance of creating a unique brand position that resonates with consumers.

The following recommendations are made:

- i) Business leaders, executives and management in the Nigerian FMCG industry should consistently enhance and develop their branding strategies in a way that it can be easily recognized in the market using marketing communication techniques such as advertising, celebrity endorsements, and brand influencers.
- ii) Also, it is recommended that corporate and product branding should be considered in the light of customer purchasing power and augmented with sales promotions initiatives such as discounts, freebies and special offers.
- iii) Finally, branding can enhance customer patronage by investing in multiple delivery channels such as online and offline.

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