

**THE INFLUENCE OF MOBILE PHONE BRANDING ON CONSUMER BUYING
BEHAVIOUR: A STUDY OF UNIVERSITY OF LAGOS (UNILAG) STUDENTS.**

BY

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CERTIFICATION

I certify that this work was carried out by Abraham, Victor Opeoluwa at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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DEDICATION

This work is humbly dedicated to GOD Almighty GOD for his divine guidance and strength to produce this work. Also to my loving parents for their support and encouragement and to all lecturers of the department of Mass Communication in Mountain Top University who have instilled knowledge in me.

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ABSTRACT

Mobile phones are one of the most popularly adopted digital devices in modern households and are an integral part of our everyday lives. Today, there are multiple mobile phone brands available to consumers. Branding is a tool used by mobile phone companies to differentiate their products, attract consumers and even retain loyal consumers. Mobile phone companies spend heavy resources in the effort to portray their respective brands as the most superior in the market.. A major target market for mobile phone brands are young adults. Hence, this study is aimed at investigating the influence of mobile phone branding on consumers buying behaviour with a particular focus on UNILAG students. The indelible mark of branding on mobile phone exerts a great influence on a brand's purchase value and ultimately propels action in the prospective consumer. The concept of consumer buying behaviour essentially depends on a lot of impending factors that are primarily tied to branding techniques and motives, mobile phone brands should push out their unique selling proposition to the potential target audience and monitor to see it have total influence.

KEYWORDS: *mobile phones, brands, branding, mobile phone branding, influence, consumer buying behaviour.*

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The development of mobile phone technologies birthed a long history of progress and significant changes in consumer needs and preferences. In a shortest time, mobile phone devices have had one of the fastest household adoption rates in modern technology in the world. Mobile phones have become an integral part of human daily life and personal communication across the globe. In today's highly competitive mobile phone market, manufacturers are constantly struggling to find additional competitive edges and differentiating elements to convince consumers to choose their brand instead of a competitor. Currently, the competition in the mobile phone industry cut throat with players in the sector providing homogenous products (Cecere, Corrocher, & Battaglia, 2014). This calls for differentiation of product offerings from one player to another. One of the means by which one noodles company can differentiate itself from competitors is branding. The development of a distinct and customer driving brand strategy is a way of creating customer emotional attachment, affection and customer loyalty (Amic, 2017). Brand is a name, sign or symbol attributed to a company, products, or services which distinguishes it from other companies, products and services in the eyes of customers, suppliers and distributors, the competition and the publics (Kotler & Armstrong, 2012).

Thus, branding allows companies to clearly identify and personalize the superior nature of their products relative to those of their competitors. If a company brand succeeds in convincing customers that means such company will have a superior product, it follows that the customer will be willing to pay more for such product relative to the products of other competitors. A good brand speeds up shopping for customers and this

reduces the marketers selling time and effort. When brand is emphasized, it is an inducement to get the buyer to develop loyalty and carry out repeat purchases. A brand also identifies the firm behind the product and this offers a guarantee of consistent quality or even satisfaction (Correia, 2017). To a seller or marketer, branding present an opportunity to aggressively stimulate demand for his product. Unless it is branded, a potential customer has no way of identifying the product a particular seller or marketer is offering. Besides, only branded products can meaningfully be advertised and distinguished from substitutes in order to meet up with the challenges of competition in the market. The brand is a source of possible differentiation for a company, product or service in relation to other alternate suppliers and their offers to satisfy the same need, desire, expectation or demand of who consumes it (Ahmad & Thyagaraj, 2014; Kaufmann, Loureiro, & Manarioti, 2016; Chinomona, 2016).

Actually, brand has become an important element mainly due to the fact that companies are facing a global and competitive market. Many target customers look at a brand that totally joins a variety of values and specific practices. This happens because customers' purchase intention is frequently related to their attitudes and lifestyle (Apaydin & Köksal, 2011). In this sense, the brand continues to be a potential differentiation alternative according to the features of the market it acts and its positioning facing the competitors. Thus, marketing managers must consider some dimensions related to products and/or services and to other aspects involved in the consumption and purchase decision process, which are vital for their market positioning, and may generate favorable, positive and strong associations, resulting in a single brand

in the customers' mind (Loureiro, 2013; Giovanis, 2016; Bairrada, Coelho & Coelho, 2018).

The relevance of consumer behaviour to the profession of marketing is a fundamental one. If marketing concerns itself with "consumer satisfaction at a profit" then obviously the underlying principles as well as the overt symptoms of the consumer choice process are of vital concern to the marketing man whether he is a professional or a professor". (Ramachander, 1988). There are discrete functions included in making the categorization of decisions before buying smart phones, which involve the rational behavior, which is based on factors like, learning as well as experience and are directed towards a definite objective. Consumer behavior is demonstrated when individuals search, purchase, use, and evaluate goods and services (Andai, 2016). The survival of firms largely relies on an in-depth understanding of the consumer. In more globalized markets, companies need to build brands that have appeal for global customers, even if their purchase decisions are national, regional or local (Borzooei & Asgari, 2013). Customers can evaluate similar or identical products and/or services and perform an effective distinction among them, depending on how brands are perceived among themselves, comparatively, what corroborates to the need of greater care with the brand positioning in customers' minds (Keller, 2003).

Brand value is, basically, the customers' perception on what concerns the value relative to it in terms of a greater association to items like quality, reliability, greater awareness, aggregate value and potential incidence or increase of customer loyalty (Sasmita & Suki, 2015; Pappu & Quester, 2016; Wu & Anridho, 2016). This means that customers choose products and services and their associated brands, not just due to their

utilitarian benefits, but also to their symbolic ones (Albert & Merunka, 2013; Bairrada, et. al., 2018). Brand mindfulness, as one of the basic measurements of brand value, is frequently thought to be an essential of consumers' buying choice, as it speaks to the principal element for incorporating a brand in the thought set. Brand's social picture is liable to impact brand trust and quality. So the present study is an endeavor to investigate the influence of mobile phone branding on consumer buying behaviour of students at university of Lagos to purchase Mobile phone.

1.2 Statement of the Problem

Today's world business is in ultra-competitive era. The era in which strong international brands have entered various field of manufacturing, and the survival of large companies is threatened by competitors. To deal with the problem, world famous companies should assess the current state of the brand and consumers understanding of it, and also seek to maintain and strengthen its position and raise consumer awareness of their brands. Brand as one of the pillars of competitive play of today is an element that must be carefully defined, created and managed so that organizations and companies can achieve profitability with relying on strategic and important role that they play in key decisions and creating product differentiation and activity (Nam, 2011). In recent times, most mobile phone companies are creating branding strategy to appeal to a wide range of customers. Nonetheless, these companies cannot say for sure, the kind of impact branding strategy has on their market performance, as no known study has been conducted on how branding influence consumer behaviour for mobile phone to the best of my knowledge.

Prior researches on branding (Akhtar et al. 2016; Christodoulides, Cadogan, & Veloutsou, 2015; Chuma, 2017; Fouladivanda, Pashandi, Hooman, & Khanmohammadi,

2013; Muhammad, Fazian, & Ammar 2014; Nikhil, Shakiba & Jalali, 2013; Sanket, & Mallika, 2015; Tsai, Lo, & Cheung, 2013; Zhang, Chatchai, & Rizwan, 2014) focus on sectors like telecommunications, banking, hospitality, construction, fast-moving consumer goods, etc. while ignoring the education sector. Does it mean that the concept of brand equity does not affect the education sector? (Referring to studies concerning brands and its influence on students of universities) When carrying out this research, the researcher discovers that most of the work on brand equity has been carried out in Europe and Asia, with very few in Africa specifically Nigeria.

Although there have been a series of research on consumer behaviour (Orji, Oyenuga, & Ahungwa, 2020), little has been conducted on how branding affects the subject matter in the education sector. This raises an interesting research question: What is the relationship between brand equity and consumer behaviour in relation to mobile phone buying behaviour by university students?. Therefore, the present study is set out to address this critical void in knowledge in this area.

1.3 Research Questions

In the light of the above stated problem, the following research questions were raised to guide this study:

1. Does Mobile phone brand awareness influence consumer buying behaviour among university of Lagos students?
2. Does Mobile phone brand image have significant influence on consumer buying behaviour among university of Lagos students?
3. Does Mobile phone brand loyalty have significant influence on consumer buying behaviour among university of Lagos students?

4. Does mobile phone brand association have any significant relationship with consumer buying behaviour among university of Lagos students?
5. What are the combine influences of brand equity dimensions (brand awareness, brand image, brand association and brand loyalty) on consumer buying behaviour of Mobile phone among university of Lagos students?

1.4 Objectives of the Study

The general objective of this study is to empirically investigate the influence of mobile phone branding on consumer buying behaviour with specific reference to University of Lagos (Unilag) students. This study sought to achieve the following as specific objectives.

1. To investigate how Mobile phone brand awareness influence consumer buying behaviour among university of Lagos students.
2. To examine the influence Mobile phone brand image have on consumer buying behaviour among university of Lagos students
3. To ascertain whether Mobile phone brand loyalty have significant influence on consumer buying behaviour among university of Lagos students.
4. To evaluate the extent of the relationship between mobile phone brand association and consumer buying behaviour among university of Lagos students.
5. To determine the combine influences of brand equity dimensions (brand awareness, brand image, brand loyalty and brand associations) on consumer buying behaviour of Mobile phone among university of Lagos students.

1.5 Research Hypotheses

The hypotheses to be tested in this study are formulated in null form that is (H_0).

H₀₁: Mobile phone brand awareness does not have significant influence on consumer buying behaviour among university of Lagos students

H₀₂: Mobile phone brand image does not have significant influence on consumer buying behaviour among university of Lagos students

H₀₃: Mobile phone brand loyalty does not have significant influence on consumer buying behaviour among university of Lagos students.

H₀₄: There is no significant relationship between mobile phone brand association and consumer buying behaviour among university of Lagos students.

H₀₅: Brand equity dimensions (brand awareness, brand image, brand association and brand loyalty) will not have significant joint effect on consumer buying behaviour of Mobile phone among university of Lagos students

1.6 Significance of the Study

This study is significant to every stakeholder in the Telecom industry in Nigeria. This will help them make the necessary brand decisions that will increase market share in the country. To consumers of telecom products, this study will benefit them in knowing how to identify their preferred products so as to remain loyal to the company's product and also avoid purchasing adverse products. This will also assist the government to make relevant policies as regards telecom marketing and branding in Nigeria. More importantly, the study will provide marketers an insight into the role product branding and packaging could play in their products. Finally, this research study will assist future

researchers in getting materials as a secondary data to break new grounds in branding telecom products in Nigeria.

1.7 Scope of the Study

The scope of the study encompasses the influence of mobile phone branding on consumer buying behaviour with specific reference to University of Lagos (Unilag) students. It will consider data from students in three faculties namely; Faculty of Arts, Faculty of Business Administration and Faculty of Social Science.

1.8 Operational definition of Terms

Brand: A type of product made by a particular company

Branding: is defined as a product strategy of using a symbol or design or a combination of them for the purpose of product identification and differentiation

Brand Awareness: can be referred to as the ability of consumer to distinguish a brand under various conditions.

Brand Image: is referred to as consumer perception about the brand or how they view it.

Brand Strategies: marketing strategy as way of providing quality product that satisfies customer needs, offering affordable price and engaging in wider distribution and back it up with effective promotion strategy.

Brand Equity: It can be referred to as 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 the product or services to a firm or firm's customers.

Brand Loyalty: Aaker (1991) defined brand loyalty as the customer preference to purchase a particular brand product

Consumer Buying Behaviour: This comprises the study of individuals or groups on how they select, buy and dispose of goods and services to satisfy their needs or wants.

CHAPTER TWO

LITERATURE REVIEW

This section presents relevant literature in the area of branding and consumer behaviour. The issues discussed include; how branding serves as a tool for influencing consumer behaviour. This chapter is broadly segmented into conceptual review on branding, brand equity and consumer behaviour. The second sub-heading explores theories informing the study whereas the third sub-heading discusses empirical literature on brand equity and consumer behaviour and knowledge gap were identified in the literature.

2.1 Conceptual Review

2.1.1 Concept of Branding

The word *brand* is derived from the Old Norse word '*brandr*', which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them. Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. American Marketing Association (2012), defines a brand as 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 to differentiate them from those of competition."

A common definition, which has been adapted especially in the service branding literature, defines a brand as a promise of attributes that someone buys (de Chernatony &

Segal-Horn, 2013). A strong service brand is essentially a promise of future satisfaction. It is a blend of what the company says the brand is, what others say, and how the company performs the service--all from the customer's point of view.

A Brand Concept is a general idea and an abstract meaning behind the brand working as its true essence and character that gives the consistency to the brand and curates a distinctive identity in the market and in the minds of the consumers. It can be aptly described as the first thing that comes to the minds of your consumers when they hear or think about a brand and its offerings of products and services. Having a well defined and aligned Brand Concept is the base for formulating the brand architecture as on the basis of it the entire brand strategy and related elements have arrived in a successful manner.

According to Kotler and Armstrong (2008), a brand is an element in an organization's relationship with its customers as it affects consumers' perception about a product and everything that the product means to the consumer. Okpara (2012) defined a brand as a name, term, sign, symbol or their combination used in identifying and differentiating a firm's products from those of competitors. Brand is a compendium of written and unwritten expressions that identify and distinguish one seller and its products from those of competitors. Brands are more than just names and symbols. They are a key element in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance, everything that the product or the service means to consumers. In the final analysis, brands exist in the heads of consumers (Kotler & Armstrong, 2012). Creating a brand means to be able to choose a name, logo, symbol, package design, or other characteristic that identifies a product and

distinguishes it from others. These different components of a brand that identify and differentiate it are brand elements.

2.1.2 Concept of Brand Equity

Several definitions of brand equity exist in literature. For example, Blackston (1995) makes intelligible brand equity as brand value and meaning where brand meaning insinuates saliency, brand association, and brand personality and where brand value is the consequences of managing the brand meaning. Kotler and Armstrong (2012) posit that brand equity is the differential effect that knowing the brand name has on consumer responses to the product or its marketing. The American Marketing Association (2012) sees brand equity to be the value of a brand by looking at it from the consumer perspective where brand equity is dependent on consumer's attitudes towards positive brand beneficial outcomes of using the brand and its characteristics. Different views about brand equity exist. Some definitions of brand equity are in terms of marketing strong impressions that unusually ascribe to a brand. It is in this regard that Shabbir, Khan and Khan (2017) defined brand equity as 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 to that firm's customers.

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 to that firm's customers. For assets or liabilities to underlie brand equity they must be linked to the name and/or symbol of the brand. If the brand's name or symbol should change, some or all of the assets or liabilities could be affected and even lost, although some might be shifted to a new name and symbol. Brand equity is a phrase used in the

marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with the brand name than from products with less well known name, as consumer believe that a product with a well -known name is better than products with less well known names. Another defined brand equity as the incremental contribution per year obtained by the brand in comparison to the underlying product or services with no brand -building efforts (Srinivasan, Park & Chang, 2015).

In general, brand equity is about brands and added value. It is a marketing term for well-differentiated products with superior value confirmed on the marketplace (Keller, 2008). It requires a long-term focus in managing brand portfolio with the ability of generating added value for a product and improving company's current and future interests and potentials. It entails continual investment in the long run, but there is also high likelihood of achieving results that surpass the invested by far. Brand equity is the additional worth inserted in its name be able to be recognized through the consumer, it also reflect that consumer is eager to attract towards a definite brand or product. The matter of brand value has risen as a standout amongst discriminating points for promoting administration. Marketing endeavors, emotion of higher class that cover the brand name, symbol or image. The most basic resource of a few business are impalpable and additionally its establishment of faithful purchasers, brands signs & mottos and brand key picture, identity, characters, states of mind information, attachments and name mindfulness. These profits close with authorizations, trademarks and network connections include brand cost and are main source of upper hand and future income (Kim & Kim, 2005).

According to Buil, De Chernatony and Ham (2009), a high brand equity enjoys positive associations, high perceived quality, more recognition and more loyal consumers. Consumers that are actually loyal to brand makes positive evaluation of extension. For Kotler and Armstrong (2012), brand equity equips a company/brand with several competitive advantages such as customer loyalty, successful extension etc. Simultaneously, the value of the brand equity consistently remains intangible (Abratt & Bick, 2013; Yoo & Donthu, 2011). Notwithstanding the different views, most onlookers accept that brand equity comprises the marketing efforts remarkably imputable to a brand. Put in another way, brand equity makes it easy to understand why several after-effect follow as consequence from the marketing of branded products or services as if it were unbranded (Keller & Lehman, 2003). These numerous definitions is a pointer to the fact that brand equity is the additional value of a product owing to brand name. Kim and Kim (2005) rolled out three distinct types of viewpoints to be informed of brand equity in a superior way. They include: the customer-based perspective, the financial perspective and the combined perspective. The main perspective here is the customer-based brand equity (CBBE) approach of which most academics and scholars has preferred it in marketing research (Farjum & Hongyi, 2015).

2.1.3 Dimensions of Brand Equity

Harcourt and Ikegwuru (2018) noted that brand equity largely set limit to four key basic constituents: brand awareness, brand attributes and associations, perceived quality and brand loyalty. As observed a great quantity of literature within brand equity borders on the problem of determining the crucial factors that advance strongly this concept. As there are obviously several distinct ways of classification, it is not easy to select the most

suitable for our given investigation. Nevertheless, with interest to the nature of this study and with consideration to the questions this hope to answer, this study adopted the following brand equity dimension.

2.1.3.1 Brand Image

According to the work of Taylor, Hunter & Lindberg (2007) brand image is identified as observation about the brand as replicated by the brand relations detained in customer psyche. The corporate brand name or characters serve up as the mainly dominant part with that customers communicate brands (Bresciani & Eppler 2010). Brand image also stated as brand sense, and it is mainly established on customers' previous considerations and the position of the product or service but as well affected by organizations symbol of their external brand communications. In a study Hsieh, Pan and Setiono (2004) stated that the victorious brand image make potential customer to understand wants which brand image fulfills to differentiate the brand among its rivals, and consequently enhance the likelihood that customers determination to buy the brand. Customer's knowledge about brand image built with emerald marketing basics encourages customers buying judgment of emerald brand (Norazah, 2013). Brand image is also known like an essential source of brand equity. The creation of brand image has constructive effect on brand equity (Mishra & Datta, 2011).

2.1.3.2 Brand Awareness

Brand awareness has become as an essential variable that creates strong impression on customers' perception of a brand. Krizanova and Stefanikova (2012) observed that brands perform an important role in customers' decision making process. Success in brand management emanates from creating adequate brand image which

brings into existence vigorous attributes that influence consumers during decision making. Egele and Harcourt (2017) posit that brand awareness stands as one of the prime predictors of brand equity. Thus, it is very necessary for potential customers to be conscious of a product in order to transform it to a purchasing choice.

Strong brand awareness can translate to greater sales of a product, and other product connected to that brand. When a brand is widely known, that brand is said to possess brand recognition. Blackwell, Miniard and Engel (2011) observe that a product is required to make an in-road into consumers' awareness set before it arrives to the consideration set, and an increase in brand awareness produces a greater opportunity of moving into the later set (Hillenbrand, Alcauter & Carventes, 2013). According to Brewer and Zhao, (2010) if consumer ever seen or listen about brand he can let know a brand properly. Furthermore, mainly necessary factor in brand awareness is its name. Brand awareness play main role in consumer's decision making, since the superior the brand awareness, that definite product/brand will turn into part of consumer's deliberation set of brands. Consumer obtains brand awareness with the valuable marketing communication ways such as head phone, online and Media advertising. As these provide statements about product superiority and its reliability which help to minimize threat in product valuation and choice while purchasing product (Rubio, Oubiña & Villaseñor, 2014). Brand awareness is how customers linkage brand through the exact product that they aspire to possess. Brand awareness has straight belongings on brand's equity (Pouromid & Iranzadeh, 2012). Keller (2013) opines that brand awareness is critical in the decision making of consumers as it helps them to know which brands are available and preferred in a given product category. As brand awareness consists of brand

recognition and recall (Keller, 2013), brands that are able to generate a high level of awareness amongst their customers will increase their sales, which will in turn increase profit and positively affect firm performance.

2.1.3.3 Brand Loyalty

High affiliation with a brand is known as brand loyalty. The want of a customer to repurchase a product again and again is brand loyalty, although competing brands are may also available (Naghibi & Sadeghi, 2011). Keller (2008) defines brand loyalty in terms of resonance: that level of customer-brand relationship which depicts a sync between the brand and its customers, and which generates peculiar behavioral outcomes such as customers actively seeking means to interact with and share their brand experiences with others. Marieke and Geert (2011) on the other hand defines brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. Loyalty can squarely be placed as a component of brand equity as, when consumers respond more strongly to a brand's actions relative to competing brands, the brand can experience a surge in sales and resultant profitable returns on investment (Capon, 2013). According to Tong and Hawley (2009) heart of brand equity is brand loyalty. Whereas, in a study Wahid, Rahbar & Tan (2011) claims that brand loyalty is like a highly held dedication to get or utilizes a favored product or service again and again in the upcoming times. Purchasing decisions of consumers to the same product is mostly influenced by the loyalty of that specific brand. In a study Mishra and Datta (2011) stated that Loyalty entails that loyal customer might like to accept any price given by the brand and

containing lower switching cost to other brand. So to improve the brand equity, one should enhance the Loyalty.

Furthermore, it has been detected that brand loyalty has an effect on firm performance. Through brand loyalty, firms increase their profit margins whilst also leveraging the brand and putting measures in place to withstand competitive action. Additionally, a host of researchers such as Delgado-Ballester and Munuera-Alemán (2015), Chaudhuri and Holbrook (2011) have opined that brand loyalty provides substantial competitive and economic benefits to a firm. Without loyalty, firms cannot achieve a sustainable competitive advantage.

2.1.3.4 Brand Associations

The aim of every firm must be to create favorable brand associations. These have been defined as “anything linked in memory to a brand” (Aaker, 1991), and the more consumers associate certain experiences with a brand, the stronger the brand association will be with that particular experience or cue (Aaker & Keller, 1990). Customers form perceptions based on their encounters with the brand, its marketing programs and its product performance. Brands that are able to satisfy consumers will succeed in creating strong brand associations which inform consumers’ perceptions of the brand, and will be protected against competitive action. A number of scholars (e.g. Belén del Río, Vazquez & Iglesias, 2011; Jalilvand, Samiei & Mahdavinia, 2011) posited that brand associations are key in building brand equity, as they represent the basis for consumer purchases. Keller (2013) confirmed this when he posited that there are three types of brand associations that lead to the creation of brand equity: attributes, benefits and attitudes. Thus, if a brand is able to successfully create favorable associations with its attributes,

benefits and attitudes, brand equity would be enhanced, which would boost the financial performance of the firm (Aaker & Jacobson, 2011).

2.1.4 Consumer Buying Behaviour

Consumer buying pattern directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers (Guthrie, Kim & Jung, 2008). According to Rai (2013), there are several national and international brands which people recognize and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Branding are also source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be built up by product evaluation and brand recognition.

Consumers all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand for example Samsung advert, Nokia, Infinix, etc. Advertisements shape the behaviours of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand

the psychological cognitive aspects of the consumers (Jakštienė, Susnien & Narbutas, 2008).

Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing, using and disposing of products and services in order to satisfy need and desires (Schifman & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process. Khaniwale (2015) stated that consumer buying behavior involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfill consumer's wants and the effect that these method have on the consumer and the society as a whole. Consumer buying behavior refers to all the thought, feeling and actions that an individual has or take before or while buying any product, service or idea. Buyer behavior is the concept which answers what, why, how, when, and where an individual makes purchase. As a result, the outcome of buyer behavior is the buyer's decision. The entire purchasing process involves giving a thought on what should be bought, which brand is good or suitable, from where or whom should the purchase be made, when to purchase, how much to spend, and how many time to buy and in what intervals. Consequently, the end result of the buyer behaviour is the costumer's final decision regarding the product choice, brand choice, dealer choice, purchase timing, purchase amount and purchase frequently.

Solomon, Bamossy, Askegaard and Hogg defined consumer behaviour as the study of the process involved when individuals or groups select, purchase, use, dispose of product, service, ideas or experiences to satisfy needs and desire. Consumer buying behaviour is affected by economic factors such as income expenditure pattern, price of

products price of complementary products, substitute goods and elasticity of demand (Kotler; Weng, Sanders & Armstrong 2001). It is also affected by psychological perception, attitudes and learning (Kotler et al, 2001). Consumer behaviour is affected by social and cultural factors that affects individuals buying decision but determines the kind of product to buy (Arnould & Thompson, 2005); Perault, Jerome & McCarthy, 2005).

2.1.5 Mobile Phones Branding and Consumer Buying Behaviour

According to Keller (2007), the success of a branded product depends upon the creation of brand awareness, reaching consumers' mind and pushing them towards preference of that specific brand. The Winter Branding Survey (2006) also revealed that 99.2% of people are more likely to use a brand that came up to their mind first. Indeed, there is a positive correlation of customer perceived values and brand awareness on mobile phone purchase (Wang et al., 2009). Thus, higher brand image would lead to higher level of understanding and purchase intention (Lin et al., 2011). It has also been found that brand was perceived to be a key attribute in shaping the choice of mobile phones among the young customers and Nokia was found to be the leading brand in 2010 with its partnership with Microsoft (Liongang et al., 2007; Kang, 2012).

Ultimately, research intimates that trust and familiarity are essential in brand selection (Habbo Global Youth Survey, 2009). Hwa (2011) stated that consumers prefer to buy branded products and services as brands offer quality assurance and generate choices as well as simplify purchase decisions.

Solomon and Rabolt (2004) have put forward that the influence of customerslifestyle is determined by the product types and brands. Similarly, Lee et al. (2009) have pointed out the importance of selecting a mobile that matches customers

lifestyles. Although other people's influence created small impact on the intention of purchasing a new model, friend's influence is two-handed, that is, from one point of view, the impact of friend's influence on selection was through word-of-mouth and alternatively, some respondents would prefer buying a different brand other than their friend's mobile brand (Karjaluoto et al., 2005). From a behavioural and psychological perspective, young people use mobile phone to keep in touch with friends and family (Aoki and Dwones, 2003; Haverila, 2011). Moreover, young people over the world are known to be leapfrogging over their PC straight to the mobile phone as their first screen for entertainment, communication and social interaction (Goliama, 2011). Young consumers increasingly consider their mobile phone as an extension of their personality (Matzler, et al., 2006) and a particular study among the 'Connected Young' concluded that enjoyment or self-gratification was reported as a mobile phone gain (Walsh, et. al., 2007). Chau (1996) viewed perceived usefulness as long term usefulness where the users anticipate gains in social status with adoption of the technology. In the same respect, the UTAUT model also identified social influence processes such as subjective norm, voluntariness, and image as influencing perceived usefulness and determining an individual's use of the technology (Venkatesh and Davis 2000; Venkatesh et al. 2003). In mandatory contexts, due to compliance, social influences have a direct effect on intention to use the technology, while in voluntary contexts, social influences significantly influenced perceived usefulness via mechanisms of internalisation and identification or image, towards impacting intention to use the technology.

2.2 Theoretical Review

Knowledge does not exist in a vacuum. In every discipline, there is a body of theories that provide the explanation for observable phenomena in that field. This is the reason this discourse is anchored on Consumer Behaviour theory.

2.2.1 Consumer Buying Model (Ivan Pavlov and B.F Skinner, 1957)

For the purpose of this study, the consumer buying model adequately applies. But before this theory can be discussed, one must first understand the behavioural theory. The Behavioural Theory first propounded by Ivan Pavlov and B.F Skinner (1957) assumes that changes in behaviour are as a result of an individual's response to events (stimuli) that occur. The behavioural theory also states that we develop responses to certain stimuli that are not naturally occurring; that is to say that as we all know most of the arguments are irrational arguments, but at the end of the day we still respond the way the prompter of market stimulus – in this case, mobile phones as promoters of mobile Commerce – wants us to respond. We change in behaviour as a result of individual response and also mould behaviour after the 'dramatis personae', meaning that while some may shop online because of their mobile phones, others may not.

Thus, it provides that since promoters of online shopping know that majority of their intended target market use mobile phones, they have created mobile shopping portals, and have engaged in mobile-friendly promotions, especially such as make it easy for their potential customers to search for product information online through their mobile phones, and attempting to ensure that product information search leads to product purchase. This may be because behaviour suggests that most mobile purchases are a result of impulse buying, and making product information available on mobile phones,

while also creating a platform for purchase and payments, suggest that elements of behavioural theory has been followed.

The Behaviour theory is a combination of two theories the Observational learning theory and Imitation behaviour theory. It has to do with people's behaviour to the channels of marketing, what they learn from it and how much it affects the individual. Anaeto, et al (2008) The Behavioural theory provides that people do learn from exposure to marketing information made available through mobile phones, especially those with Internet access, which smartphones have. If the marketing information tells an individual that a particular product is the best they automatically feel that particular product is the one they should buy since it is the very best in that particular product category. This automatically will lead to brand loyalty to the particular product. Although other factors like financial strength, availability, norms etc may affect the final decision.

Clearly, the main presupposition is that exposure to market information on a regular basis can arouse and alter an individual's behaviour towards a product or service. The more arousal (repetition of adverts) the more likely it is for alternation of behaviour. This explains why advertisers always advertise over and over again. As they believe that this repetition of adverts, and other forms of marketing information will bring about the desired behaviour of their target audience continuously buying the product hence brand loyalty. At this point it can be said that the desired learning has taken place. Arousal is the most important condition as without arousal there will be no learning.

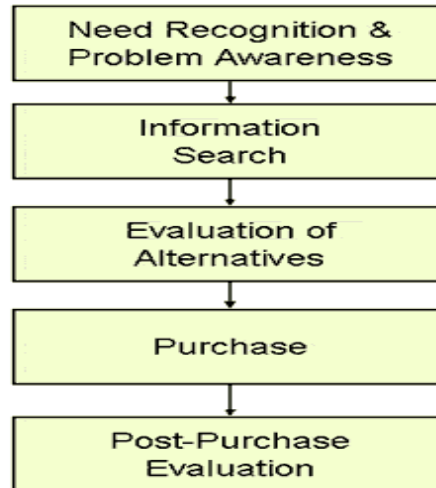
The consumer buying model explains the consumer decision making process, as well as consumer behaviour. Wikipedia (2010) explains consumer behaviour as the study of when, why, how, and where people do or do not buy products. Blending elements of

psychology, sociology, social anthropology and economics, it attempts to understand the buyer decision making process, both individually and in groups. Thus, the consumer buying model (also called the consumer decision making process), defined as decision making processes undertaken by consumers in regard to a potential market transaction before, during, and after the purchase of a product or service, draws from psychological foundations – the concept of needs. The Abraham Maslow hierarchy of needs best explain human desires.



Source: www.marketingteacher.com

Each of these levels of need inspires a different kind of behaviour from the consumer, as the level of satisfaction would also vary. Whichever the level however, the model yet applies. It outlines a five-step approach to understand consumer activity, beginning from need recognition to purchase and later, post-purchase evaluation.



Source: www.marketingteacher.com

Smartphone use, in the sense of this study, fits into these needs and the stages to satisfy them as identified by the consumer buying model as a means of assessing consumer behaviour. Clearly, the use of mobile Smartphone for information search on products is clearly on the rise, indicating that the market, especially that composed of young buyers, expose themselves to marketing information first via mobile phones; prompting the need to create platforms for purchase of investigated products. This sits within the two theories used for this study, as while the first suggests that the new technology – mobile telephones – has ‘changed’ the way people seek for product information and engage in mobile commerce, the latter situates their actions within a framework that predicts how and why people buy products.

2.3 Empirical Review

Over the years, various studies and researches have been conducted in a bid to determine the influence of Mobile phone branding on consumer buying behaviour around the world. Some of these studies are reviewed as follows: Muazzam, Apoorva & Vijayakumar (2014) mobile phone buying behavior using an image based survey. The study adopted text based questions and image based questions to solicit the responses to

find whether it had an impact on the responses. Empirical research was conducted in the study through an image-based survey amongst college students in Pune city. The study findings revealed the specificity for informed responses in imaged based survey relating to brand and brand ambassador and not for price. It was concluded that the brand parameter in mobile buying decisions yields different perceptions when queried through text based and image based surveys.

Deepika, Pradeep & Chandan (2016) examined a study on consumer buying behavior of mobile phones. The research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative methods. The finding showed that consumers in India have a very positive attitude towards smartphones as maximum respondents used smartphones in their daily lives. The study concluded that Brand helps consumers in identifying the quality of the smartphone. It was recommended that smart phone manufacturing companies should build their brand image by producing good quality products, providing good after sales service and offering competitive pricing.

Eleonora & Constantinos (2016) analyse the effect of mobile retailing on consumers' purchasing experiences A dynamic perspective. A qualitative approach was adopted for the study. The research findings revealed the extent to which consumers are willing to adopt mobile shopping and change their established purchasing behaviour to avoid queues in stores. It was recommended that retailers strongly established online service competences should revise their capabilities to promptly reply to the emerging mobile challenge, by developing mobile service competences, and integrating and synthesizing physical retail settings with mobile opportunities and functionalities.

Mugambi (2017) investigated the effect of mobile phone branding on consumer buying behavior a case study of Usiu-Africa students. A descriptive research design was used in the study. The study adopted a stratified sampling technique. A sample of 138 respondents was selected from the stratus and 129 questionnaires were filled and returned hence representing a response rate of 93.48%. This technique was used to obtain responses from the specified schools. Data collection tool that was used to collect the relevant information needed for analysis were the questionnaires. The study concluded that promotions and ensuring that consumer had all the relevant information at all times about their brands was very key in influencing their choice of mobile phone brand.

Pandey (2017) analyzed customer behaviour of cell phone users a critical study of Hadoti region. The study adopted descriptive approach. The researchutilised primary data collected from May 2016 to September 2016 through a survey of 500 respondents belonging to four cities of Hadoti region namely Kota, Bundi, Baran and Jhalawar. A self-administered questionnaire was used as data collection tool. Data so collected was subjected to qualitative and quantitative analysis using SPSS 24 on the basis of which conclusions were drawn. The study findings revealed that physical attributes and multimedia is the primary concern of most of the customers during the purchase of cell phone. It was also found that five market segments of cell phone users exist in Hadoti region of which 'charismatic' market segment is the most prominent one which takes intoconcern all the aspects of a cell phone.

Sethi (2017) empirically investigated consumer buying behavior of smart phones. The study adopted primary as well as secondary data. The secondary data is taken from IDC Surveys, and other newspaper surveys. While Primary research was conducted by

studying the buying behaviour at the Croma Store, Connaught Place and collecting actual user data by devising structured questionnaires for them to understand their decision making process. It was found that Brand loyal consumers use lexicographic decision rule. Whereas others use disjunctive decision rule.

Saba & Shumaila (2018) investigated brand influence on consumers' behaviour towards purchasing mobile phone. The study was descriptive in nature. A self-developed questionnaire was used to collect data by using Non-Probability Convenient Sampling technique. The study questionnaire consisted of 11 items, was administered on the sample of 200 (100 males and 100 females). Their age ranged was 18-29. The study findings revealed that the brand name has a positive influence on consumers' decision making towards purchasing a mobile phone and a well-known branded mobile ensure better quality.

Mohammed & Munirah (2018) examines the effect of advertisement and brand image on consumer buying behaviour in Nigeria. The target population for the study were made up of all Ammasco oil users in Kano State, Nigeria. 320 sample size was conveniently used in the study. The research instrument used in the study was purely questionnaire (primary data) with 1-5 Likertscale which consist of Strongly Disagree to Strongly Agree. Multiple regression analysis was employed to test the hypothesized model of the study. The findings of the study revealed that advertisement has positive and significant effect on consumer buying behaviour. The study findings revealed that brand image has positive and significant effect on consumer buying behaviour in Nigeria.

Jasia & Ahsan (2019) ascertain the factors influencing customers buying decisions of mobile phone in Dhaka, Bangladesh. Primary and secondary data were

collected from appropriate data collection sources. A standardized questionnaire with five points (Likert scale) was used to collect the opinions of the respondents. Convenience sampling approach was used to pick the respondents. A maximum of 200 respondents from whom 155 were interviewed were flawless and therefore used for data analysis. For data analysis, factor analysis and descriptive statistical methods were used with SPSS. The findings showed that social factor has the highest positive impact on the satisfaction followed by brand, advertising and price. The study concluded that all variables influence a person in the same way and to the same extent.

Maiyaki & Adam (2020) examined the impact of advertising on consumer buying behavior in Kano metropolis a study of mobile telecommunication network service. The study used cross sectional survey design, obtained data from public senior secondary school in Kano metropolis using purposive sampling technique. Sample of 352 respondents was obtained and their responses were further tested on SPSS V.21 software by applying regression analysis to identify the impact of independent variables. The results revealed that outdoor, print and broadcast advertising has significant and positive impact on consumer buying behaviour. Also celebrity advertising has no significant effect on consumer buying behavior. The researchers recommended that the telecommunication company should give more considerable effort to advertising especially those that deliver simple and clear message to consumers and the company should periodically review the advertising budget in order to boost its profit market share.

Oyenuga, Ahungwa & Onoja (2021) empirically examined the effect of brand equity on consumer behaviour among students of Veritas University, Nigeria a study of apple Smartphone. The study adopted a cross-sectional research design. The study used

primary data through a questionnaire using 341 samples. The results revealed that brand awareness, brand association, and brand loyalty positively and significantly affect customer behaviour among Veritas University students. It was concluded that when consumers are attached and loyal to a brand, they are likely to make repeat purchases. The study recommended that firms interested in extending customer behaviour to repurchase their product categories should pay special attention to brand loyalty, brand awareness, brand association linked to the functions of guarantee, social identification, and status.

Rai (2021) studied the factors affecting Smartphone purchase intention of consumers in Nepal. The study used primary data and a 7-point Likert scale survey questionnaire. The primary data was collected through a structured survey questionnaire by using convenient sampling technique from 294 Smartphone users in the Kathmandu Valley. Descriptive statistics, Correlation Analysis and Structural Equation Modeling (SEM) have been carried out to analyze the primary data using the SPSS AMOS 24. Brand personality, attribute factor, and product price were taken as independent variables to identify the impact on purchase intention. The result of the regression path analysis showed that brand personality has no significant effect on purchase intention in the purchasing of Smartphone. It was also found that the product attributes and product price have a significant influence on consumer purchase intention of a smartphone in Nepal.

Nwankwo, Mojekeh & Eze (2021) analyzed social media characteristics and consumer purchase of mobile phones in south-east Nigeria, The study was anchored on the Theory of Planned Behaviour (TPB) for its relevance to a study that aims to find out the extent to which behavioral control innovation can influence the behavioural

performance of a consumer. Five research questions and null hypotheses were formulated in line with the specific objectives of the study. The framework for methodology was based on survey design. The Taro Yamani formula was adopted to obtain a sample size of 398 from the 68,392 population of all the students in the five Federal Government-owned Universities in South East Nigeria. The method for data analysis was percentage frequencies, bar charts, and multiple regression analysis. The results showed that all the social media characteristics jointly influence about 93% consumer purchase of mobile phones. The specific findings showed that: Social media accessibility has a positive and significant influence on consumer purchase of mobile phones. The study posits that improved involvement with social media characteristics have a positive influence on consumer purchase. Based on the findings, the study recommended that marketers should build and maintain a proper mechanism through social media for enhanced consumer patronage.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

This study adopts descriptive research design to examine the impact of mobile phone branding on consumer behaviour in an attempt to attain their desired level of competitive advantage. The nature of this topic necessitate the use of descriptive research survey which enable the research to obtain details information relevant to this study from users of mobile phone.

3.2 The study Area

This study is conducted among students of university of Lagos; the choice of the study area is based on the researcher's accessibility of gathering information for the study and because the mobile phone has high customers strength among the youth.

3.3 Population of the Study

The population of this study comprises all mobile phone users who are students of University of Lagos. The target population for this research is undergraduate from three faculties of University of Lagos, Akoka. The three faculties were chosen because they consists of students who are accustomed to the use mobile phones and the concept of branding. The total population of undergraduate from Faculty of Arts, Faculty of Business Administration and Faculty of Social Science are eight thousand three hundred and sixty-three (8,363) (Academic Planning Unit, University of Lagos, March, 2021). The total population under consideration is eight thousand three hundred and sixty-three (8,363). The description of the population figure is given in the table below:

Table 1: Population of the Study

S/N	Colleges/Faculties	Department	Population	
	Faculty of Arts	Creative Art	370	
		Linguistic Yoruba	250	
		English language	400	
		Linguistic Igbo	70	
		History and strategic studies	400	
		French	225	
		Russian	80	
		Philosophy	312	
		TOTAL	2,107	
			Department	
		Faculty of social science	Sociology	320
	Psychology		220	
	Political science		599	
	Mass communication		1020	
	Economics		500	
	Geography		450	
	TOTAL		3,109	
			Department	
	Faculty of Business Administration	Accounting	500	
		Actuarial Science	269	
		Business Administration	660	
		Banking and Finance	674	
		Industrial relations/personal management	606	
		Insurance	438	
		Total	3,147	
		GRAND TOTAL	8,363	

Source: Academic Planning Unit, University of Lagos, March, 2021.

3.4 Sample Size and Sampling Technique

The sample size for this study is determined using online sample size calculator designed by Survey Monkey (www.surveymonkey.com/mp/sample-size-calculator). The online sample size calculator was chosen for its acceptable level of accuracy in generating a representative sample size at 95 percent level of confidence. In computing the sample size, a margin error of 5% and the confidence level at 95% were used for an estimated population of 8,363 the sample size arrived at is 368. Therefore, three hundred

and sixty-eight (368) respondents will be randomly selected to constitute the sample size for this study. The respondents will also be selected using simple random sampling technique. Simple random sampling technique is use because it allows equal chance for every element of the population.

Table 2: Proportionate Allocation of Sample Size of Sample respondents in different Faculties in UNILAG, Akoka

S/N	Colleges/Faculties	Department	Population	Sample size	
	Faculty of Arts	Creative Art	370	16	
		Linguistic Yoruba	250	11	
		English language	400	17	
		Linguistic Igbo	70	3	
		History and strategic studies	400	17	
		French	225	10	
		Russian	80	4	
		Philosophy	312	14	
		TOTAL	2,107	92	
			Department		
		Faculty of Social Science	Sociology	320	14
	Psychology		220	10	
	Political science		599	26	
	Mass communication		1020	45	
	Economics		500	22	
	Geography		450	20	
	TOTAL		3,109	137	
			Department		
	Faculty of Business Administration	Accounting	500	22	
		Actuarial Science	269	12	
		Business Administration	660	29	
		Banking and Finance	674	30	
		Industrial relations/personal management	606	27	
		Insurance	438	19	
		Total	3,147	139	
		GRAND TOTAL	8,363	368	

Source: Computation by Researcher (2021)

3.5 Sources of Data and Research Instrument

This research work is quantitative in nature, and as such data are sourced through primary source of data. The primary source employed the use of structured questionnaire to elicit relevant information from the respondents. The scale of brand equity is adapted from the study of Nwiepe (2019) and Harcourt & Ikeqwuru (2018) because the items were reported at an acceptable reliability with a Cronbach's alpha value of more than 0.70.

To measure customer trust and loyalty, a five items scale was adapted from Ikpefan, Olaolu, Omankhanlen, Osuma & Evbuomwan (2018) and Harcourt & Ozo (2018). The questionnaire will be structured in three parts. Section A of the questionnaire sought the demographic characteristics of the respondents in the sample while section B contains itemised statement relating to elements of brand equity being the independent variable and section C contains itemised statement relating to consumer behaviour being dependent variable. Each item is measured on five point Likert Scale ranges from strongly agree at 1 to strongly disagree at 5.

3.6 Validity and Reliability of Research Instrument

The instrument was given to the supervisor and other experts in the field of mass communication for needed input and corrections. The initial drafts of the instrument are subjected to face validity while necessary corrections are made on the final draft.

To test the reliability of the instrument, Cronbach Alpha was used to test the reliability. Cronbach alpha is the major measurement of internal consistency reliability. Cronbach alpha over 0.70 illustrates high satisfactory internal consistency reliability. The Cronbach Alpha for this instrument was 0.79.

3.7 Data collection Procedure

The questionnaires were administered personally by the researcher with the assistance of class representative and collect back immediately to ensure high rate return. Students were approached in their classes after permission was obtained from class coordinator or lecturer. The students were informed before completing the questionnaire that the forms are anonymous and that there is no information in the questionnaire that could identify any individual student. They were also meant to know that their responses will be treated as confidential. In all, 368 copies of questionnaire were administered to the students.

3.8 Method of Data Analysis

The data collected were analysed using descriptive statistics, frequency tables, simple percentage analysis and charts. Descriptive statistics allow the generalization of the data to give an account of the structure or the characteristics of the population as represented by the sample. The hypotheses are tested using the ordinary Least Square method of statistical analysis. The estimated parameters are subjected to evaluation by using other test: t-statistic test and F-statistic test, while, the overall stability of the specified empirical model is tested using co-efficient of determination (R^2), adjusted R^2 and Durbin-Watson test. A statistical product and services solutions (SPSS) would be used to obtain the result.

CHAPTER FOUR

RESULT AND DISCUSSION

This chapter presents the findings of the study. The results of the data collected are presented in relation to the research hypotheses formulated for this study. Three hundred and sixty-eight (368) copies of questionnaire were administered. For efficiency, the researcher properly monitored the administered questionnaires but retrieved three hundred and fifty-two (352) copies. To clearly present and discuss the results, this chapter begins with the presentation of the demographic data of the respondents linking that information with the issues in question and then hypotheses testing. To test the hypothesis, multiple regression are run through Scientific Package for Social Science (SPSS), then the results are discussed.

4.1 Analysis of Respondents' Demographic Data

The demographic information reveals data related to respondents gender, age, academic Qualification and the period they have worked in their respective organisations.

Table 4.1.1 Gender of the Respondents

Sex	Frequency	Percent	Cumulative Percent
Male	152	43.2	43.2
Female	200	56.8	100.0
Total	352	100.0	

Source: Researcher's Field Survey, 2021

Gender characteristic of the respondents showed that, majority of the respondents equivalent to 200 (56.8%) were female against 152 (43.2%) who were male. This indicates that, opinions presented by respondents in relation to brand equity on consumer buying behaviour among University of Lagos (Unilag) students were from both gender categories.

Table 4.1.2: Distribution of the Respondents by Age

Age	Frequency	Percent (%)	Cumulative Percent
Under 20 years	84	23.9	23.9
21 – 25years	120	34.1	58.0
26 – 30years	138	39.2	97.2
Over 30years	10	2.8	100.0
Total	352	100.0	

Source: Researcher’s Field Survey, 2021

Table 4.1.2 presents the age distribution of the respondents. The result showed the respondents’ age range is between 20years and over 30years. According to the result, 84(23.9%) respondents were within the age range of 20years, 120 (34.1%) respondents were within the age range of 21-25years, whereas large respondents 138 (39.2%) respondents were the age range of 26-30years and while 10 (2.8%) respondents were above 30years of age. It could be seen from the distribution that the modal age group is between 26-30years with about 39.2percent of the total sample.

Table 4.2.3: Distribution of respondents by Academic Level

Level	Frequency	Percent	Cumulative Percent
100L	16	4.5	4.5
200L	72	20.5	25.0
300L	126	35.8	60.8
400L	138	39.2	100.0
Total	352	100.0	

Source: Researcher’s Field Survey, 2021

The table above presents the distribution of respondents by level. According to the result of the analysis, 16 (4.5%) of the respondents were in 100 level, few respondents 72 (20.5%) were 200 level students, large number of them 126 (35.8%) were 300 level students and majority of the respondents 132 (39.2%) were 400 level students. This shows that majority of the respondents were 400 level students.

4.2 Data Analysis According to the Itemised Questions

Table 4.2.1: Questions Relating to Brand Awareness

	ITEMS	SA	A	U	D	SD
1	I know the Apple iPhone brand very well	170 (48.3%)	100 (28.4%)	20 (5.7%)	30 (8.5%)	32 (9.1%)
2	I am more aware of the Apple iPhone brand compared to its competitors	205 (58.2%)	95 (27.0%)	10 (2.9%)	30 (8.5%)	12 (3.4%)
3	The Apple iPhone brand was the first one that came up in my mind when thinking of mobile phone brands	270 (76.7%)	50 (14.2)	12 (3.4%)	15 (4.3%)	5 (1.4%)
4	Earlier experience with the Apple iPhone brand affected my choice of Apple iPhone brand	250 (71.0%)	72 (20.5%)	14 (4.0%)	15 (4.5%)	-
5	The advertising from the Apple iPhone brand was an influencing factor for me.	230 (63.4%)	102 (29.0%)	5 (1.4%)	10 (2.8%)	5(1.4%)

Source: Researcher's Field Survey, 2021.

Table 4.2.1 presented respondents' perception towards brand awareness. Respondents perception shows they know the Apple iPhone brand very well well because majority of the respondents 170 (48.3%) and 100 (28.4%) asserted strongly agree and agree respectively to the assertion that they the bank very well while few respondents 30 (8.5%) and 32 (9.1%) indicated disagree and strongly disagree to the assertion meanwhile 20 (5.7%) respondents were undecided to the assertion.

Also, 205 (58.2%) of the respondents strongly agreed that they are aware of the Apple iPhone brand compared to its competitors while 95 (27.0%) of the respondents agreed meanwhile 10 (2.9%) were undecided about the assertion whereas 30 (8.5%) and 12 (3.4%) respondents disagreed and strongly disagreed respectively. This implies that majority of the customer have full knowledge of the Apple iPhone brand than any other brand.

Similarly, on whether the Apple iPhone brand was the first that came to their mind when thinking of mobile phone, majority of the respondents 270 (76.7%) and 50 (20.5%) affirmed to the assertion while few respondents 15 (4.3%) and 5 (1.4%) indicated disagree and strongly disagree to the assertion. 12 (4.3%) were undecided.

Moreso, large number of respondents 250 (71.0%) and 72 (20.5%) strongly agreed and agreed that earlier experience with Apple iPhone brand affected their choice of the brand while just 15 (4.5%) and 14 (4.0%) indicated a contrary opinion.

Lastly, large number of respondents 230 (63.4%) and 102 (29.0%) indicated strongly agree and agree to the assertion that the advertising from the Apple iPhone brand was an influencing factor for them while few respondents 10(2.8%) and 5 (1.4%) have contrary opinion to this assertion. 5 (1.4%) were undecided. This implies that Apple iPhone brand advertising method or procedures was captivating enough to influence the customers.

Table 4.2.2: Questions Relating to Brand Image

	ITEMS	SA	A	U	D	SD
13	I buy an iPhone based on it high reliability	190 (54.0%)	120 (34.1%)	12 (3.4%)	20 (5.7%)	10 (2.8%)
14	I buy an iPhone based on its size (e.g. small phones, easy to carry anywhere (mobility)	202 (57.4%)	130 (37.0%)	-	13 (3.7%)	7 (2%)
15	I buy an iPhone based on its color (case)	180 (51.1%)	132 (37.5%)	15 (4.3%)	20 (5.7%)	5 (1.4%)
16	I want to buy Apple iPhones based on its variety of model (iPhone X, iPhone 6s)	222 (63.1%)	90 (25.6%)	5 (1.4%)	25 (7.1%)	10 (2.8%)

Source: Researcher's Field Survey, 2021.

The Table 4.2.2 presented the perception of the respondents on the image of the Apple iPhone brands. The data presented in above table showed that majority of the respondents 190 (54.0%) and 120 (34.1%) asserted strongly agreed and agreed

respectively that they buy an iPhone based on its high reliability while few respondents 20 (5.7%) and 10 (2.8%) indicated otherwise, only 12 (3.4%) were undecided. This implies that the image of the Apple iPhones products is of high standard and reliable.

Similarly, the majority of the respondents 202 (57.4%) and 130 (37.0%) strongly agreed and agreed respectively that they buy an iPhone for easy mobility meanwhile, few respondents 13 (3.7%) and 7 (2.0%) asserted disagree and strongly disagree to the assertion.

The analysis above also revealed that the majority of the respondents 180 (51.1%) and 132 (37.5%) agreed that they buy iPhone based on its colour while few respondents 20 (5.7%) and 5 (1.4%) indicated disagree and strongly disagree to the assertion with 15 (4.3%) of the respondents were undecided.

Also, the Table 4.2.2 revealed the responses of the respondents on the likelihood that Apple iPhone brand is reliable very high. 210 (59.7%) respondents which represent the majority strongly agreed that their Apple iPhone brand is reliable high while 120 (34.1%) also agreed to the assertion. Only 22 (6.2%) have contrary opinion.

Finally, on this table, majority of the respondents 222 (63.1%) and 90 (25.6%) strongly agree and agree respectively that they buy Apple iPhones based on its variety of model (iPhone X, iPhone 6s) while few respondents 25 (7.1%) and 10 (2.8%) indicated contrary assertion whereas 5 (1.4%) were undecided.

This implies that the brand image of Apple iPhone products are of a high quality, reliable and functional when compare with other mobile phone brand.

Table 4.2.3: Questions Relating to Brand Associations

	SA (%)	A (%)	UN (%)	D (%)	SD (%)
Before the choice of Apple iPhone brands I heard a lot of positive things about the Apple iPhone brand.	207 (58.8%)	105 (29.8%)	13 (3.8%)	17 (4.8%)	10 (2.8%)
I found the Apple iPhone brand unique.	195 (55.5%)	105 (29.8%)	10 (2.8%)	30 (8.5%)	12 (3.4%)
The Apple iPhone brand was the most suitable for me.	230 (65.3%)	82 (23.3%)	5 (1.4%)	20 (5.7%)	15 (4.3%)
I compared the Apple iPhone brand with other Apple iPhone brands before taking the decision	240 (68.2%)	92 (26.1%)	-	15 (4.3%)	5 (1.4%)
I only had positive things in my mind when thinking of the Apple iPhone brand.	170 (48.4%)	142 (40.3)	5 (1.4%)	25 (7.1%)	10 (2.8%)
The Apple iPhone brand offered the functions that I needed.	230 (65.3%)	122 (34.7%)	-	-	-
The functions of the Apple iPhone brand were an influencing factor in my choice.	152 (43.2%)	150 (42.6%)	-	15 (4.3%)	35 (9.9%)

Source: Researcher's Field survey, 2021

The Table 4.2.3 shows the distribution of the respondents on the positive things they heard about the Apple iPhone brand before choosing it. The results indicate that; 207 (58.8%) and 105 (29.8%) respondents indicated that they heard positive things about the Apple iPhone before choosing it while 13 (3.8%) respondents were undecided to this assertion, whereas, 17 (4.8%) and 10 (2.8%) respondents did not hear any positive things about the Apple iPhone before choosing it.

As regard uniqueness of the Apple iPhone, majority of the respondents 195 (55.5%) and 105 (29.8%) indicated strongly agree and agree respectively to the assertion that they found the Apple iPhone brand unique while 30 (8.5%) and 12 (3.4%) respondents did not found it unique whereas 10 (2.8%) of the respondents were indifferent to this assertion.

Furthermore, the table shows the responses of the respondents on the assertion that the Apple iPhone brand is suitable for them. 230 (65.3%) of the respondents which signifies the majority strongly agreed that the current Apple iPhone brand is suitable for them. Also 82 (23.3%) respondents support the view with agreed indication whereas 5 (1.4%) respondents were indifferent while 20 (5.7%) and 15 (4.3%) of the respondents indicated disagree and strongly disagree respectively that their bank is suitable for them. This means that majority of the respondents are of the opinion that their current Apple iPhone brand is suitable for them.

On whether they compare their Apple iPhone brand with other Apple iPhone brands before taking decisions, 240 (68.2%) and 92 (26.1%) of the respondents strongly agreed and agreed respectively that they compare their Apple iPhone brand with other brands for decision making while 15 (4.3%) and 5 (1.4%) respondents disagreed and strongly disagreed respectively.

Responses obtained from the respondents in Table 4.2.2 also revealed mindset of the respondents when thinking of Apple iPhone brand. 170 (48.4%) strongly agreed that they only had positive things in mind when thinking of their Apple iPhone brand. This is also confirmed by 142 (40.3%) respondents who indicated agree while only 5 (1.4%) respondents were undecided. However, 25 (7.1%) and 10 (2.8%) of the respondents disagreed and strongly disagreed respectively.

Moreover, 230 (65.3%) of the respondents strongly agreed that their Apple iPhone brand offered the kind of functions they needed while 122 (34.7%) respondents were also in support. This implies that the respondents' Apple iPhone brand offered the functions they wanted or needed.

Lastly, on whether the offerings of the functions of the Apple iPhone brand were an influencing factor in their choice of iPhone. 152 (43.2%) of the respondents which represents the majority strongly agreed to the assertion. This was also supported by 150 (42.6%) respondents who agreed that the functions of the Apple iPhone brand were an influencing factor in the choice of iPhone while 15 (4.3%) and 35 (9.9%) disagreed and strongly disagreed to the assertion. This implies that the type of functions performed by Apple iPhone affects customers purchasing decision.

Table 4.2.4: Questions Relating to Brand Loyalty

	SA (%)	A (%)	N (%)	D (%)	SD (%)
I constantly compare the Apple iPhone brand's functions with other mobile phone brands	120 (34.1%)	152 (43.2%)	-	10 (2.8%)	70 (19.9%)
My current Apple iPhone brand is constantly out competing other mobile phone brands when it comes to my needs.	185 (52.6%)	150 (42.6%)	-	9 (2.6%)	8 (2.3%)
The services of the Apple iPhone brand are performed so well that I am willing to pay a higher price.	195 (55.4%)	157 (44.6%)	-	-	-
I feel satisfied with the Apple iPhone brand	152 (43.2%)	150 (42.6%)	-	15 (4.3%)	35 (9.9%)

Source: Researcher's Field survey, 2021

Table 4.2.4 displayed the evaluation of the respondents' relating to brand loyalty. From the table however, 152 (43.2%) respondents which represent the majority agreed that they constantly compare other mobile phone brands functions with their Apple iPhone brand also 120 (34.1%) respondents strongly agreed whereas 70 (19.9%) and 10 (2.8%) of the respondents strongly disagreed and disagreed respectively to the assertion. This implies that the majority of the respondents often compare their Apple iPhone brand to the others. Comparing with other mobile phone brands of high performance can serves as a benchmark for them.

On whether their current mobile phone brand is constantly out competing other mobile phone brands when it comes to their needs, 185 (52.6%) respondents which represent the majority strongly agreed to the assertion while 150 (42.6%) agreed. On the other hand, 9 (2.6%) and 8 (2.3%) respondents disagreed and strongly disagreed to the assertion. This implies that the majority of the respondents needs were absolutely satisfied with the functions and services offered by their current Apple iPhone brand.

Response to the itemised statement whether the services of the Apple iPhone performed so well that they are willing to pay a higher price, 195 (55.4%) and 157 (44.6%) of the respondents strongly agreed and agreed respectively that the services of the Apple iPhone performed so well that they are willing to pay a higher price.

Finally, on whether the respondents feel satisfied with the Apple iPhone brand, 152 (43.2%) and 150 (42.6%) of the respondents indicated strongly agreed and agreed respectively while 15 (4.3%) and 35 (9.9%) indicated disagreed and strongly disagreed to the assertion. This implies that the majority of the respondents feel satisfied with the Apple iPhone brand.

Table 4.2.5: Questions Relating to consumer buying behaviour

	ITEMS	SA	A	U	D	SD
1	I believe that the expensive prices of Apple iPhones are worth it	175 (49.7%)	100 (28.4%)	-	25 (7.1%)	52 (14.8%)
2	iPhones help in my research world.	100 (28.4%)	120 (34.1%)	12 (3.4%)	50 (14.2%)	70 (19.9%)
3	Acquiring an iPhone is somehow practical (e.g. load for data use, texting)	185 (52.6%)	100 (28.4%)	7 (2.0%)	-	60 (17.0%)
4	I buy an iPhone based on its size (e.g. small phones, easy to carry anywhere [mobility])	190 (54%)	152 (43.2%)	10 (2.8%)	-	-
5	I want to buy Apple iPhones based on its variety of model (iPhone X, Iphone 6s)	192 (54.5%)	160 (45.5%)	-	-	-
6	I buy iPhones to fit in the new generation trend (selfie, FB Status)	147 (41.8%)	205 (58.2%)	-	-	-
7	Buying iPhones somehow boost my confidence	172 (48.9%)	180 (51.1%)	-	-	-
8	I buy an iPhone based on the influence of my peer.	152 (43.2%)	180 (51.1%)	-	15 (4.3%)	5 (1.4%)

Researcher's Field Survey, 2021.

The Table 4.2.5 presented the perception of respondents on consumer behaviour to purchasing Apple iPhone brand. The data presented in above table showed that majority of the respondents 175 (49.7%) and 100 (28.4%) affirmed strongly agree and agree respectively to the assertion that he expensive prices of Apple iPhones are worth it while 25 (7.1%) and 52 (14.8%) affirmed disagree and strongly disagree respectively.

Similarly, the majority of the respondents 120 (34.1%) and 100 (28.4%) affirmed agree and strongly agree respectively that iPhones help in my research world, meanwhile, 50 (14.2%) and 70 (19.9%) asserted disagree and strongly disagree only 12 (3.4%) were undecided to the question.

On whether the Acquiring an iPhone is somehow practical (e.g. load for data use, texting), 185 (52.6%) and 100 (28.4%) asserted strongly agreed and agreed respectively while 60 (17.0%) were strongly disagreed whereas 7 (2.0%) were undecided about the assertion.

From the Table 4.2.5 as well, it was revealed that 190 (54%) and 152 (43.2%) strongly agreed and agreed to the assertion that they buy an iPhone based on its size (e.g. small phones, easy to carry anywhere [mobility]) while only 10 (2.8%) were undecided to the assertion. This implies that majority of the respondents iPhone based on easy mobility.

The Table also revealed that the majority of the respondents 192 (54.5%) and 160 (45.5%) agreed that they buy Apple iPhones based on its variety of model (iPhone X, Iphone 6s). On whether the they buy iPhones to fit in the new generation trend (selfie, FB Status), all the respondents amounting to 147 (41.8%) and 205 (58.2%) strongly agreed and agreed with the assertion respectively.

Moreover, 172 (48.9%) and 180 (51.1%) of the respondents indicated strongly agree and agree respectively to the assertion that buying iPhone somehow boost their confidence. Finally, on this Table, on the assertion that they buy iPhone based on the influence of their peer, majority of the respondents 180 (51.1%) indicated agreed while 152 (43.2%) indicated strongly agree whereas 15 (4.3%) and 5 (1.4%) indicated disagree and strongly disagree respectively to the assertion. This implies that consumer buying behaviour is influence by several factor ranging from their attitude, preference and intention.

4.3 Test of Hypotheses

4.3.1 Test of Hypotheses One

H₀₁: Mobile phone brand awareness does not have significant influence on consumer buying behaviour among university of Lagos students

Model 1

$$CBB = \beta_0 + \beta_1 BA + \mu_0$$

The hypothesis stated above was analysed using regression analysis to determine the degree in which the dependent variable Consumer buying behaviour (CBB) can be predicted or explained from the independent variable Mobile phone brand awareness (BA). Linear regression was done since there is only one independent variable predicating on dependent variable. The result is presented in the table below:

Table 4.3.1: Model Summary and Estimated Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.847	0.717	0.714	0.33517		
ANOVA						
	Variables	Coefficients	Standard Error	Standardized coefficients	T-Statistic	Significant
	Constant	0.729	0.069		10.583	0.000
	BA	0.387	0.027	0.847	14.420	0.000
ANOVA						
	Sum of Squares	Df	Mean Square	F-statistic	Significant	
	23.360	1	23.360	207.939	.000	
	9.212	351	0.112			

a. Predictor: (Constant), Brand Awareness

b. Dependent Variable: Consumer buying behaviour.

Interpretation of Result

The R Square shows how much of dependent variable (CBB) can be explained or accounted for by the independent variable (BA). Going by the result of coefficient of determination (R^2) value of 71.7%, this gives insight into statistical relevance of the study. The result depicts that about 71.7% systematic variation in Consumer buying behaviour (CBB) is explained by Mobile phone brand awareness (BA) while the remaining 28.3% could be attributed to exogenous or extraneous factors outside the focus of this study. While, the adjusted R-squared result reveals that 71.4% of the total variation in Consumer buying behaviour is accounted by changes in the incorporated explanatory variable i.e. Mobile phone brand awareness (BA). Hence, the regression model is good of fit of the data and gives better satisfactory result.

The F-ratio in the ANOVA table test value of 207.939 is found to be statistically significant at ($P < 0.01$). The result depicts that the influence of independent variable 'Mobile phone brand awareness' (BA) on dependent variable 'Consumer buying behaviour' (CBB) do not occur by chance or cannot be ignored since the value is statistically significant. This means that this variable can explain variation in Consumer buying behaviour.

In assessing the significance of the t-test, the result was found to be statistically significant at 1% critical level because its probability value is less than 0.01. The t-statistics value of 14.420 for Mobile phone brand awareness (BA) is significant at ($p < 0.01$), which indicate that Mobile phone brand awareness (BA) has significant effect on Consumer buying behaviour. The value of constant ($\hat{\alpha}_0$) of 0.729 with significant t-statistics value of 10.583 implies the value of Consumer buying behaviour at zero level of

Mobile phone brand awareness. While the coefficient Mobile phone brand awareness (α_1) is 0.387 as shown in the result table, this indicates that a unit increase in mobile phone brand awareness will result to an increase of 0.387 in Consumer buying behaviour.

The general form of the model to predict CBB from BA is predicted

$$CBB = 0.729 + (0.387) BA + U_0 \text{ as obtained from coefficients table.}$$

Summarily, the above result depicts that mobile phone brand awareness has significant effect on consumer buying behaviour among university of Lagos students therefore the null hypothesis (H_{01}) is rejected.

4.3.2 Testing of Hypothesis Two

H₀₂: Mobile phone brand image does not have significant influence on consumer buying behaviour among university of Lagos students

Model 2

$$CBB = \beta_0 + \beta_1 BI + \mu_0$$

The dependent variable of Consumer buying behaviour (CBB) regressed against the explanatory variable of α_1 Brand image (BI) yield the below tabulated estimates;

Table 4.3.2: Model Summary and Estimated Result

Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	Durbin Watson
1	0.895	0.802	0.799		0.50032	0.516
	Variables	Coefficient	Standard Error	Standardized coefficients	T-Statistic	Significant
	Constant	0.368	0.137		2.681	0.009
	BI	1.237	0.068	0.895	18.214	0.000
	Sum of Squares	Df	Mean Square		F-statistic	Significant
	83.045	1	83.045		331.755	.000
	20.526	351	0.250			

a. Predictor: (Constant), Brand image.

b. Dependent Variable: Consumer buying behaviour.

Interpretation of Result

The estimation result in Table 4.3.2 revealed that mobile phone brand image (BI) explains variation in Consumer buying behaviour (CBB). R^2 is the proportion of variance in the dependent variable (Consumer buying behaviour) which can be predicted from the independent variable (mobile phone brand image). This value indicates that 80.2% of the variance in Consumer buying behaviour is caused by mobile phone brand image (BI). The value of constant (α_0) of 0.368 with significant t-statistics value of 2.681 implies the value of Consumer buying behaviour at zero level of mobile phone brand image. Meanwhile, mobile phone brand image (BI) has coefficient value of 1.237 which means that one unit increase in predictor mobile phone brand image (BI) would yield an increase of 1.237 unit in the criterion variable Consumer buying behaviour. The t-statistics value of 18.214 is significant at ($p < 0.01$), which indicate that mobile phone brand image (BI) has a high significant effect on Consumer buying behaviour. The F-statistic value is 331.755 is found to be statistically significant at ($P < 0.01$) meaning that the mobile phone brand image (BI) independently influence Consumer buying behaviour. The F and T values are significant at this level.

The above result depicts that there is significance influence of mobile phone brand image (BI) on Consumer buying behaviour among university of Lagos students; therefore the null hypothesis (H_{02}) is rejected.

4.2.3 Test of Hypothesis Three

H₀₃: Mobile phone mobile phone brand loyalty does not have significant influence on consumer buying behaviour among university of Lagos students.

Model 3

$$CBB = \beta_0 + \beta_1 BL + \mu_0$$

The hypothesis stated above was analysed using regression analysis to determine the extent at which the dependent variable Consumer buying behaviour (CBB) can be predicted or explained from the independent variable mobile phone brand loyalty (BL).

The result is presented in the Table 4.2.3:

Table 4.2.3: Model Summary and Estimated Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson	
1	0.928	0.862	0.860	0.36745		
	Variables	Coefficients	Standard Error	Standardized coefficients	T-Statistic	Significant
	Constant	0.378	.082		4.593	0.000
	BL	0.792	0.35	0.928	22.594	0.000
	Sum of Squares	Df	Mean Square	F-statistic	Significant	
	68.928	1	68.928	510.509	.000	
	11.072	351	0.135			

Source: SPSS, 2021

a. Predictor: (Constant), mobile phone brand loyalty

b. Dependent Variable: Consumer buying behaviour.

Interpretation of Result

The R Square shows how much of dependent variable Consumer buying behaviour (CBB) can be explained or accounted for by the independent variable Mobile

phone brand loyalty (BL). Going by the result of coefficient of determination (R^2) value of 86.2%, this gives insight into statistical relevance of the study. The result depicts that about 86.2% systematic variation in Consumer buying behaviour (CBB) is explained by Mobile phone brand loyalty (BL) while the remaining 13.8% could be attributed to exogenous or extraneous factors outside the focus of this study. While, the adjusted R-squared result reveals that 86% of the total variation in Consumer buying behaviour is accounted by changes in the incorporated explanatory variables i.e. mobile phone brand loyalty (BL). Hence, the regression model is good of fit of the data and gives better satisfactory result.

The F-ratio in the ANOVA table test value of 510.51 is found to be statistically significant at ($P < 0.01$). The result depicts that the influence of independent variable Mobile phone brand loyalty (BL) on dependent variable Consumer buying behaviour (CBB) do not occur by chance or cannot be ignored since the value is statistically significant. This means that this variable can explain variation in Consumer buying behaviour. In assessing the significance of the t-test, the result was found to be statistically significant at 1% critical level because its probability value is less than 0.01. The t-statistics value of 12.893 for Mobile phone brand loyalty is significant at ($p < 0.01$), which indicate that mobile phone brand loyalty has significant effect on Consumer buying behaviour. The value of constant (α_0) of 0.378 with significant t-statistics value of 4.593 implies the value of Consumer buying behaviour at zero level of mobile phone brand loyalty. While the coefficient mobile phone brand loyalty (α_1) is 0.792 as shown in the result table, this indicates that a unit increase in mobile phone brand loyalty will result

to an increase of 0.792 in Consumer buying behaviour. The general form of the model to predict CBB from BL is predicted

$$CBB = 0.378 + (0.792) BL \text{ as obtained from coefficients table.}$$

Summarily, the above result depicts that mobile phone brand loyalty has significant effect on Consumer buying behaviour therefore the null hypothesis (H_{03}) is rejected.

4.2.4 Test of Hypothesis Four

H₀₄: There is no significant relationship between mobile phone brand association and consumer buying behaviour among university of Lagos students.

Model 4

$$CBB = \beta_0 + \beta_1 BA + \mu_0$$

The hypothesis stated above was analysed using regression analysis to determine the extent at which the dependent variable Consumer buying behaviour (CBB) can be predicted or explained from the independent variable mobile phone brand association (BA). The result is presented in the table:

Table 4.3.4: Model Summary and Estimated Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson	
1	0.803	0.645	0.641	0.43551	0.744	
ANOVA						
	Variables	Coefficients	Standard Error	Standardized coefficients	T-Statistic	Significant
	Constant	0.181	0.127		1.423	0.158
	BA	0.888	0.073	0.803	12.205	0.000
Regression Statistics						
	Sum of Squares	Df	Mean Square	F-statistic	Significant	

	28.256	1	28.256	148.974	.000
	15.553	351	0.190		

a. Predictor: (Constant), Brand association
b. Dependent Variable: Consumer buying behaviour.
Source: SSPS, 2021

Interpretation of Result

The R Square shows how much of dependent variable Consumer buying behaviour (CBB) can be explained or accounted for by the independent variable mobile phone brand association (BA). Going by the result of coefficient of determination (R^2) value of 64.5%, this gives insight into statistical relevance of the study. The result depicts that about 64.5% systematic variation in Consumer buying behaviour (CBB) is explained by mobile phone brand association (BA) while the remaining 35.5% could be attributed to exogenous or extraneous factors outside the focus of this study. While, the adjusted R-squared result reveals that 64.1% of the total variation in Consumer buying behaviour is accounted by changes in the incorporated explanatory variables i.e. mobile phone brand association (BA). Hence, the regression model is good of fit of the data and gives better satisfactory result. The F-ratio in the ANOVA table test value of 148.974 is found to be statistically significant at ($P < 0.01$). The result depicts that the influence of independent variable Brand association (BA) on dependent variable Consumer buying behaviour (CBB) do not occur by chance or cannot be ignored since the value is statistically significant. This means that this variable can explain variation in Consumer buying behaviour.

In assessing the significance of the t-test, the result was found to be statistically significant at 1% critical level because its probability value is less than 0.01. The t-statistics value of 12.205 for mobile phone brand association is significant at ($p < 0.01$),

which indicate that mobile phone brand association has significant effect on Consumer buying behaviour. The value of constant (α_0) of 0.181 with significant t-statistics value of 1.423 implies the value of Consumer buying behaviour at zero level of mobile phone brand association. While the coefficient mobile phone brand association (α_1) is 0.888 as shown in the result table, this indicates that a unit increase in Brand association will result to an increase of 0.888 in Consumer buying behaviour. The general form of the model to predict CBB from BA is predicted

$$\text{CBB} = 0.181 + (0.888)\text{BA as obtained from coefficients table.}$$

Summarily, the above result depicts that mobile phone brand association has significant effect on Consumer buying behaviour therefore the null hypothesis (H_{04}) is rejected.

4.2.5 Test of Hypothesis five

H₀₅: Brand equity dimensions (brand awareness, brand image, brand association and brand loyalty) will not have significant joint effect on consumer buying behaviour of mobile phone among university of Lagos students

Model 5

$$\text{CBB} = \alpha_0 + \alpha_1\text{BA} + \alpha_2\text{BQ} + \alpha_3\text{BAS} + \alpha_4\text{BL} + \mu_0$$

The dependent variable of Consumer buying behaviour (CBB) regressed against the explanatory variables of brand awareness, brand image, brand association and brand loyalty yield the below tabulated estimates;

Table 4.2.5: Model Summary and Estimated Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		Durbin Watson
1	.905	.819	.810	.27298		0.424
ANOVA						
	Variables	Coefficient	Standard Error	Standardized coefficient	T-Statistic	Significant
	Constant	0.132	0.108		1.219	0.026
	Brand awareness	0.077	0.077	0.169	1.010	0.015
	Brand image	0.072	0.094	0.093	0.770	0.044
	Brand association	0.559	0.098	0.447	5.731	0.000
	Brand loyalty	0.135	0.082	0.273	1.645	0.004
ANOVA						
	Sum of Squares	Df	Mean Square	F-statistic	Significant	
	26.684	4	6.671	89.520	0.000	
	5.887	348	0.075			

Source: SPSS, 2021

a. Predictors: (Constant), brand awareness, brand image, brand association and brand loyalty

b. Dependent Variable: Consumer buying behaviour.

Interpretation of Result

The results from Table 4.2.5 analysed the combine effect of Brand equity dimensions on Consumer buying behaviour. The analysis indicate that Brand equity dimensions (brand awareness, brand image, brand association and brand loyalty) were jointly predictors of Consumer buying behaviour because the F-ratio in the ANOVA table test value of 89.520 is found to be statistically significant at ($P < 0.01$) and the coefficient of determination (R^2) value of 81.9% shows that the predictor variables jointly explained the variance of Consumer buying behaviour, while the remaining 18.1% could be due to

the effect of extraneous variables. Brand awareness ($\beta = 0.077$; $t = 1.010$; $P < .05$); Brand image ($\beta = 0.072$; $t = 0.770$; $P < .05$); brand association ($\beta = 0.559$; $t = 5.731$; $P < .01$) and brand loyalty ($\beta = 0.135$; $t = 1.645$; $P < .01$) were significantly independent predictor of Consumer buying behaviour.

This implies that brand equity dimension have significant effect on Consumer buying behaviour. Therefore, all null hypotheses are rejected, while alternative are accepted which say that brand equity dimensions (brand awareness, brand image, brand association and brand loyalty) have joint positive effect on Consumer buying behaviour.

4.4 Discussion of Findings

The finding depicts that mobile phone brand awareness has significant effect on consumer buying behaviour among university of Lagos students therefore the null hypothesis (H_{01}) was rejected. This evidence is consistent with the study of Harcourt & Ozo (2018) study established that brand awareness has positive significant and moderate relationship with customer retention and brand extension. They concluded in their study that there exists sufficient evidence to show that brand awareness significantly affects consumer buying behaviour. Additionally, this finding is similar with the study of Travis (2000) who found that a potential customer possess the ability to recognize or recall a brand as belonging to a specific product category, he can link to a product class and also Kim & Kim (2013) found a positive correlation between brand awareness and brand consumer buying behaviour. The outcome of the test maintains that brand awareness maintains a robust impression in the customer decision process.

The finding also showed that there is significance influence of mobile phone brand image (BI) on consumer buying behaviour among university of Lagos students;

therefore the null hypothesis (H_{O2}) was rejected. It could be resolved that brand image helps to increase consumer buying behaviour of an organization since the statistical analysis shows that the result is significant at $p < 0.01$. The import of the result is that a competent brand impacts customer loyalty, sales growth and profitability positively. This finding is consistent with the study of Ogbuji, Onuoha & Owhorchukwu (2016) whose study shows that brand competence has strong and positive association with the measures of marketing performance- customer loyalty, sales growth and profitability. This is because customers evaluate product attributes such as quality, features, design and styles, either rationally or emotionally before buying. When there is conformity between the features and the needs satisfaction of the customer, there is tendency for repeat purchase and positive word of mouth relationship. The result is in line with the findings of Yeoh *et al*, (2014) that there is a strong relationship between brand competence and customer loyalty.

The finding depicts that mobile phone brand loyalty adopted has significant effect on Consumer buying behaviour therefore the null hypothesis (H_{O4}) is rejected. This finding was corroborated by the works of Ikpefan, Olaolu, Omankhanlen, Osuma & Evbuomwan (2018) who found that marketing of deposit money bank has a significant effect on customer patronage and loyalty. The asserted that marketing is highly essential to the survival of any bank thereby ensuring communication is effective between the bank and their customers. The study recommends that banks should ensure that effective marketing strategies such as; creating awareness of the products and services are developed by adopting marketing principles that will enable them to acquire more customers and have a long-term relationship with the existing ones.

The result revealed that mobile phone brand association has significant effect on consumer buying behaviour among university of Lagos students therefore the null hypothesis (H_{03}) is rejected. This means that when individuals perceive Apple iPhone brand as a brand that performed high functions effectively and it will significantly increase their level of patronage for such brand. This result is consistent with the findings of Ogbuji, Onuoha & Owhorchukwu (2016) and Bouhleb, *et al* (2011) that brand personality influences customer loyalty and enhance consumer buying behaviour. This supports Kilei, *et. al.* (2016) findings that overall brand association significantly and positively predicts market brand performance. In the fourth hypothesis, the result of the statistical analysis found a moderate, significant and positive relationship between the variables.

The finding revealed that brand equity dimension have significant effect on consumer buying behaviour. Therefore, all null hypotheses are rejected, while alternative are accepted which say that brand equity dimensions (brand awareness, brand quality, brand association and brand loyalty) have joint positive effect on consumer buying behaviour. This finding is in line with Shabbir, Khan & Khan (2017) study who found that brand awareness fully mediates the relationship between brand loyalty, brand image and brand equity.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This last chapter summarizes the study and also highlights striking revelations and lessons drawn from the study which guides the conclusions drawn based on the interpretation of output result of the study. This chapter concludes by proffering recommendations to enhance the practice of marketing.

5.1 Summary

The finding depicts that mobile phone brand awareness has significant effect on consumer buying behaviour among University of Lagos (Unilag) students therefore the null hypothesis (H_{01}) was rejected. It is possible to argue that mobile phone brand awareness enables customers acknowledge a brand as belonging to a product class and this influences the customers' decision process enormously. This is an indication that promotion as a marketing strategy has helped the company in gaining customers for its product.

The finding also showed that there is significance influence of mobile phone brand image on consumer buying behaviour among University of Lagos (Unilag) students; therefore the null hypothesis (H_{02}) was rejected. It could be resolved that product image helps to influence consumer behaviour since the statistical analysis shows that the result is significant at $p < 0.01$. This is because customers evaluate product attributes such as image, features, design and styles, either rationally or emotionally before buying. When there is conformity between the features and the needs satisfaction of the customer, there is tendency for repeat purchase and positive word of mouth relationship.

The result revealed that mobile phone brand association has significant effect on consumer buying behaviour among University of Lagos (Unilag) students therefore the null hypothesis (H_{03}) was rejected.

The finding depicts that mobile phone brand loyalty adopted has significant effect on consumer buying behaviour among University of Lagos (Unilag) students therefore the null hypothesis (H_{04}) was rejected.

The finding revealed that brand equity dimension have significant effect on consumer buying behaviour among University of Lagos (Unilag) students. Therefore, all null hypotheses are rejected, while alternative are accepted which say that brand equity dimensions (brand awareness, brand quality, brand association and brand loyalty) have joint positive effect on consumer buying behaviour among University of Lagos (Unilag) students.

5.2 Conclusion

The research study has attempted to give a comprehensive finding on the influence of mobile phone branding on consumer buying behaviour with specific reference to University of Lagos (Unilag) students. The study considered four dimensions of brand equity: brand awareness, brand image, brand association and brand loyalty (independent variable) and consumer buying behaviour (dependent variable). This point to the fact that brand equity critical influencer of consumer buying behaviour of mobile phone, for instance, if mobile phone manufacturer is after customer acquisition emphasis should focus on brand awareness, followed by brand image and brand loyalty. Based on the results of the analysis, the study concludes that brand equity dimension adopted by Apple iPhone manufacturer affects consumer buying behaviour through brand awareness,

brand image, brand association and brand loyalty. Considering the findings of this study and the consistency with results of similar previous studies, we conclude that brand equity dimensions are very important tools in achieving customer emotional attachment of mobile phone in Nigeria. The implications of our conclusion is that managers need to focus more on individual and group development of brand equity to ensure improved market performance.

5.3 Recommendations

Based on the findings and conclusion of the study, the following are recommended:

- i. Apple iPhone manufacturer should maintain the policy of aligning their brand position to reflect brand awareness, brand image, brand association and brand loyalty
- ii. Brand quality should be inculcated in the planning, development and implementation stages of the marketing strategy of Apple iPhone manufacturer, as this will lead to appreciable growth in sales as customers taste appeal are met.
- iii. Apple iPhone manufacturer should ensure they establish a perception of brand sincerity on their customers so as to maintain the loyalty of their customers as well as attract new ones.
- iv. Objectives of brand association include, among others, retaining and attracting customers. In view of this, Apple iPhone manufacturer should ensure that adverts on their brands are designed and written in a manner that persuade individuals to patronize the brand offered for sale to enhance the profitability of the company.

5.4 Suggestions for Further Studies

This study attempted to provide an understanding of the association between brand equity and consumer buying behaviour among University of Lagos (Unilag) students. Further research could be carried out in other higher institution or cities of the country to increase the generalizability of the result.

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APPENDIX

QUESTIONNAIRE

Department of Mass Communication,
Mountain Top University,
Ibafo, Ogun State.
May, 2021.

Dear Respondent,

I am graduating student of the Department of Mass Communication, Faculty of Social, Mountain Top University. I am currently conducting a research on *the influence of mobile phone branding on consumer buying behaviour: a study of university of Lagos (Unilag) students*.

I will be very grateful if you could kindly answer accurately to the best of your knowledge the questions contained in the questionnaire. All responses will be treated with utmost confidentiality and will be strictly used for academic purposes only.

Thank you very much for sparing your time and willingness to share your experience.

Yours faithfully,

Abraham Victor

SECTION: A

DEMOGRAPHIC DATA OF THE RESPONDENTS

Instructions: Please answer all questions to the best of your knowledge by placing (✓) on the option provided. **Thank You!**

PERSONAL DATA

(1) Gender: (a) Male (b) Female

(2) Age: (a). under 20years (b). 21-25years (c). 26-30years (d) Over 30years

(3) Academic Level: (a) 100 Level (b) 200 Level
(c) 300 Level (d). 400 Level

SECTION: B

Please tick where appropriate. The response is divided into:

Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), Strongly Disagree (SD)

QUESTIONS RELATING TO BRAND AWARENESS

S/N		SA	A	U	D	SD
4	I know the bank very well					
5	I am more aware of the bank compared to its competitors					
6	The bank was the first one that came up in my mind when thinking of financial services					
7	Earlier experience with the bank affected the choice of bank					
8	The advertising from the bank was an influencing factor for me.					

QUESTIONS RELATING TO BRAND IMAGE

S/N		SA	A	U	D	SD
9	I buy a mobile phone based on its high reliability					
10	I buy a mobile phone based on its size (e.g. small phones, easy to carry anywhere (mobility)					
11	I buy a mobile phone based on its color (case)					
12	I want to buy mobile phones based on its variety of model (J1, Flare, Iphone 6s)					

QUESTIONS RELATING TO BRAND LOYALTY

S/N	QUESTIONS	SA	A	U	D	SD
13	I constantly compare the bank's offerings with other banks					
14	My current bank is constantly out competing other banks when it comes to my needs.					
15	The services of the bank are performed so well that I am willing to pay a higher price.					
16	My current bank is constantly out competing other banks when it comes to my needs.					
17	I feel satisfied with the financial services contracted					

QUESTIONS RELATING TO BRAND ASSOCIATIONS

S/N		SA	A	U	D	SD
18	Before the choice of banks I heard a lot of positive things about the bank.					
19	I could connect to the bank thanks to similar values.					
20	I found the bank unique.					
21	The bank was the most suitable for me.					

22	I compared the bank with other banks before taking the decision					
23	I only had positive things in my mind when thinking of the bank.					
24	The choice of bank was affected by earlier experiences.					
25	The bank offered the services that I needed.					
26	The offerings from the bank were an influencing factor in the choice.					
27	The offerings from the bank were an influencing factor in the choice.					

QUESTIONS RELATING TO CONSUMER BUYING BEHAVIOR

	ITEMS	SA	A	U	D	SD
	Attitude					
28	I believe that mobile phones offered by expensive brands are worth it					
29	Mobile phones help in my research world.					
30	Acquiring a mobile phone is somehow practical (e.g. load for data use, texting)					
	Preference					
31	I buy a mobile phone based on its size (e.g. small phones, easy to carry anywhere [mobility])					
32	I buy a mobile phone based on its color (case)					
33	I want to buy mobile phones based on its variety of model (J1, Flare, Iphone 6s)					
	Intention					
34	I buy branded phones to fit in the new generation trend (selfie, FB Status)					
35	Buying branded phones somehow boost my confidence					
36	I buy a mobile phone based on the influence of my peer.					