

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

For the customer, the word "product" and "brand" are used interchangeably. But in fact, there are a few variations. There are various definitions of product which includes the following: The product is something that can be sold to the consumer for attention, purchase, use or use. It includes physical items, services, characters, locations, organizations, and ideas. The product is a package of utilities consisting of different features and supporting facilities. A product is a collection of tangible and intangible attributes, including packaging, color, price, reputation of manufacturers and retailers and services which the consumer can accept as offering the fulfillment of wants and needs. From a marketing point of view, a product can be seen as a package of benefits that are provided to customers. Thus, we can say a product is a bundle of values encompassing goods services and ideas offered to customers to deliver utility for an exchange, usually monetary.

Brands, on the other hand, are labels, icons, patterns or marks that boost the appeal of a product beyond its functional value. Brand name is a name given to a product in a particular range by the manufacturer, as a trademark. Brands perform valuable functions for firms, thus the function of a brand is the ability of consumers being able to distinguish two different products and being able to make a choice out of the two products. (Ghodeswar M. 2008). The American Marketing Association describes branding as a name, word, design, emblem, or any other attribute that distinguishes a seller's products or services as distinct from those of other sellers that make a trademark a legal term for a trademark.

Customers prefer brand names to help them recognize cost variations and to buy more effectively. Distributors and retailers want brand names, because brands make the product easier to handle, hold production to certain quality standards, strengthen buyer preferences, and make it easier to identify suppliers.

Gala is a brand name of sausage roll, among others. In which, sausage roll is a piece of sausage meat that is wrapped in a slice of spiced pastry or bread. It has become an on-the-go snack that most consumers, particularly Nigerians, have come to trust and depend on, particularly when

they are hungry and stuck in heavy traffic — a popular experience is in Lagos and other big cities. Sausage roll entered the Nigerian market with Gala, the first brand of UAC food stalls, in 1962. Since then, it has become a common name for the roll of sausages in the region. Gala's sausage roll deserves the right boasting, as any other beef roll snack is struggling to compete with this giant. It can be rightly said that Gala has set standards in its niche market such that other sausages beef rolls are referred to as 'Gala'.

Consumers then in particular, developed a brand name to become shorthand devices that allow them to make product choices easily, effectively and on the basis of the relevant details.

1.2 Statement of the Problem

Branding has helped companies and manufacturers in creating a niche for their identity. It has distinguished one manufacturer from the other to create distinct values for products or services offered to the consumers. This has given birth to various brand names of the same product line in the marketplace for the consumers to choose from. However, all brands are not equally placed on the mind of the consumers; some brands have occupied the topmost mind of their consumers than the others. This is clearly seen in the competitive market in which a particular brand name has overshadowed the other, to the extent that the brand name is used to substitute the product name.

In this regard, what has been the best branding strategy used to achieve the popularization of Gala as perceived by the consumers? Also, what relationship exists between Gala popularized brand name and its generic product name? Is it still in doubt as to how Gala brand became popular with the consumers and to what extent has popularized brand name, influenced consumers' behavior.?

In addition, the fact that Gala is a popularized brand name, which has become the generic product name, is the focus of this research. Its focus is to investigate the popularization of brand name and consumer's patronage. This research aims to shed more light on the popularization of brand name and consumer patronage: a study of Gala brand.

1.3 Objective of the Study

The general objective of the study is to determine the popularization of brand name as product generic name and consumer's patronage: the case of Gala.

The specific objectives of the study are:

1. To determine the extent to which popularized brand name (Gala) influence consumers' awareness of generic product name.
2. To evaluate the best branding strategy used to achieve popularization of Gala.
3. To examine what made Gala brand name popular to its consumers
4. To analyze the influence of popularized brand name on consumer's behavior.

1.4 Research questions

1. To what extent has popularized brand name influence consumers' awareness of generic product name?
2. What is the best branding strategy used to achieve popularization of Gala?
3. What has made Gala brand popular to the consumers?
4. To what extent has popularized brand name influenced consumers' behavior?

1.5 Significance of the Study

The significance of this study cannot be over emphasized. The research work would be of great assistance to products manufacturers, marketing practitioners, producers and brand managers. The research work is intended to throw light into the real situation of the premise on popularized brand name and consumers patronage. It would also help to know what has made Gala brand popular among other sausage rolls. It will help marketers to adopt new branding strategies, particularly on consumer goods. It will provide additional literature in the area of advertising and branding communication.

1.6 Scope of study

This study is limited to Gala sausage roll brand, being a major player of the popularized brand name as product generic name. It is design to cover both the practical and theoretical effects of branding on consumer behavior. Geographically, the study covered Ado Ekiti, Ekiti State. This

cut across retailers and middlemen in shops and major market places that sell sausage rolls. The study was conducted within the space of 4 month slated. The researcher consulted some online textbooks and the internet to get information relevant to the study.

1.7 Operational definitions of terms.

Brand name: Brand name refers to a trade name applied to a specific product or service by a manufacturer or organization.

Brand popularization: Brand popularization is to make a specific brand name popular above other brand names of the same line of product.

Generic product name: Generic product name is the identification given to a particular product item, in order to differentiate various commodity or item from another.

Consumer: Consumer refers to a person who purchases goods and services for personal use

Consumer Patronage: Consumer patronage refers to the buying and selling behavior of consumer towards product and services in the market. Thus, it is consumer's response to the marketing of products and services.

CHAPTER TWO

LITERATURE REVIEW

2.1 Focus of Review

The chapter reviews the following to give this research work a scholarly direction. This review is undertaken in the following areas:

- Brand: meaning, purpose and type
- History and the Evolution of Brand Name into Product Generic Name
- What makes a brand name well known as to be popularized?
- Brand loyalty
- Consumer patronage
- Theoretical framework
- Empirical review of studies.

Brand: Meaning, Purpose and Type

A brand reflects the whole picture caught in the mind and soul of customers and as such, brands are respected as important assets for individuals, organizations, or businesses.

A brand is an acronym, symbol, label, or model, or a mixture of these, representing a product or service's manufacturer or seller. (Kotler, Armstrong, Ang, Leong, Tan & Yau, (2009).

A brand is a tag, emblem, or any attribute that distinguishes the good or service of one seller as distinct from that of other sellers. (American Association in Marketing, 2014).

In addition, Letchumanan (2016) said brand is an effective tool to help businesses gain a competitive advantage. Brand loyalty is a multidimensional customer-opinion system. Brand assets with differentiated quality and rate of dairy goods have a progressive and direct connection with customer buying behavior.

A brand name or trade name is a term (usually a proper noun) given to a certain product or service by a supplier or organization; While sometimes a brand name is simply the name of a company's owners, such as John Deere or Johnson & Johnson (founded by brothers Robert Wood, James Wood, and Edward Mead Johnson). A brand name in its simplest form is a type of

signature that gives credit to the creator of a particular work or service and distinguishes it from those produced by others.

The major main aim(s) of brand names according to Nordquist (2020) are:

Identification: To distinguish a particular product or service from other brands, such as or similar.

Verification: To authenticate a product or service as the real or desirable object. (as opposed to a copy or knock-off)

Nepalia (2011) said to sum up that achieving brand means applying marketing tackles to specific goods, it then means that brand is managed effectively to the extent that the value of the product and brand loyalty is also enhanced in the minds of the customers. Dealers find a name to be a guarantee for consumers that the product quality will be identical in the future and that the profits will increase as a result of this promise.

However, there are millions of brand names of products and services; while some brands are still named for the people behind a product or service, others are created to give consumers a specific idea of what it is or how they might expect it to be done. All these aim and motive behind the brand name is best known to the innovator.

For example, 'Always pad' is a brand name that gives customers a specific idea of what it is, the quality, reliability, and durability of the brand to the consumers. Always pad has been the king in the competitive market of sanitary pads, which then is gradually becoming a product generic name in the market. The same is applicable to some other brands in the market that have become the product generic name; likes of Quaker oat, Close-up paste, Maggi, Gala, Indomine Noodles, etc.

History and the Evolution of Brand Name into Product Generic Name

Nordquist (2020) from his research said brand name strategies are nothing new. Exekias, an Athenian potter who served in ancient Greece between 545 and 530 BCE, actually signed one of his vases: "Exekias made me and painted me." As early as the 1200s, Italian merchants created watermarked paper to separate one maker from another. When a man's good name was often associated with his prestige during the Second Industrial Revolution (and all that credibility implied: honesty, creativity, trustworthiness), companies began identifying themselves with the titles of their influential shareholders. Singer Sewing Machine Corporation, the Fuller Brush Group, are instances of this trend; And Hoover vacuum cleaners — all of which are still in use (even if the product was originally sold or merged into a larger company).

Current branding as we know it, coupled with research from the extensive linguistic and psychological study, uses advanced focus groups to build brand names that are intended to instill confidence and encourage the public to buy. Such targeted activities began shortly after World War II, when a growing consumer market produced a flood of new products from competing firms and it made it necessary to find unique, memorable names.

However, the purpose and popularity in which brand names make the transition from names that simply represent a company to becoming integrated into a language or general term in a broader context are related.

In the facet of grammar known as open class words, language is constantly evolving as words are added or changed. Word role may change over time like brand names. For instance, in addition to being a search engine (a noun), Google is also a word that has come to mean what people are doing on the web, i.e. checking (a verb): "I'm going to google it; it's Googled; I'm going to google it now." Many brands have such strong consumer loyalty as to ultimately substitute the goods or services with which they are associated. This is recognized as a common generic trademark when a brand name is in such general use that it becomes generic.

Close-up and Maclean are instances of this trend. These brands produce toothpaste for making the teeth clean. As a result of the strong loyalty these brands gained from the consumers, the consumers have substitute all other toothpaste produce as either Close-up or Maclean toothpaste.

Kleenex, and Q-Tips are two instances of this trend. When most Americans sneeze, they ask for a Kleenex, not a tissue; they want a Q-Tip, not a cotton swab when they clean their ears.

"Jacuzzi is a popular brand, hot tub is a generic term; i.e. all jacuzzis are hot tubs, but all hot tubs are not Jacuzzis? "

And then, certain brand names mean absolutely little. Founder of the Kodak Camera Company, George Eastman, literally penned something he liked the sound of: "A trademark should be quick, powerful, unable to be misspelled," Eastman clarified famously.

What Makes a Brand Name well known as to be popularized?

Developing a great brand name- one that's unique, unforgettable, easy to pronounce, and emotionally appealing- is a critical element in building a successful new brand. We all know that great brand names can distinguish companies, products, or services in crowded markets. They can help build brand awareness, increase brand preference and build brand loyalty. But it's important to note that a name itself is just a word - an empty shell - until it's packed with messages, goods, resources, and interactions that bring it to life and build meaning and value.

From observation, Franke, (2020) expand the concept of making a great brand name in the following six things:

1. **Draw on the plan:** A good name begins with a clearly defined plan and value proposition for the company. Without this, there would be no name structure and no basis to construct on. Witty titles in certain fields, including professional services, may not sound serious or competent enough. Whereas professional icons in other fast-paced, high-tech industries sound stodgy, boring and anything but innovative. Having a strategy makes sure the name is correct.
2. **Ensuring a distinctive character:** It's important to stand out in a crowded market. Distinctive names are distinctive, and differentiate your brand from your category. It might seem like all the good names (and URLs) have already been taken. But here we are to say that it is possible to develop names that are truly unique and effective.

3. **Secure your investment:** Clear points add value to your balance sheet. Take appropriate steps to ensure that your brand name can be secured in your product category under national and international trademark laws is a critical first move and will guard your investment. When secure, be vigilant in taking correct consumption measures to keep it that way.

4. **To pay attention to linguistics and the universal significance.** The name needs to be easy to tell and recognize. Be sure to consider all the ways wherever it may appear to be mispronounced or misinterpreted. Hire a linguistics and language test specialist to stop the translation blunders we've all read about, like Chevrolet Nova and Ford Fiera. We recommend that you take steps to ensure your name does not offend, even if you don't expect yours to be a global brand.

5. **Try it out to the crowd: Speak to the intended audience members.** In the end, you want to know: Is it right for the market? Does that have any derogatory significances or associations? Does this help your qualities for the brand? Will one name fit significantly better in the collection of criteria than others? Using analysis to guide the decision-making process but don't require your decision to be made.

6. **Creating your experience:** It's time to bring it to life once you've chosen a name and provide meaning through a logo, visual branding scheme, and cohesive collection of interactions that support the strategy. Over time, if the execution is consistent with the brand, you will build meaning and value in the name by creating a relationship with the end-user and forging an emotional connection. No one has done that better than Coca-Cola, google TM. None of these terms are concise and are useless on their own. Nevertheless, because these companies invest in maintaining their brands and selling their respective products and services, certain terms have meaning and enviable brand equity. The stronger, the more unique, unforgettable and the more emotionally engaging a brand is, makes it special. But remember, a name alone does not mean anything to the client or the consumer. It is the product that has been continuously generated and provided over time that adds value and generates confidence. *Franke (2020)*

Malik, Kumra, & Srivastava, (2013), Mentioned that Brand image has a strong revolutionary influence over customer buying behavior as it's an implicit tool that can positively change people's buying habits and young people in Gujranwala is becoming more sensitive to brand-named products to show off their symbol of character. When people are well informed of the brand and they have a decent brand view, reliability, and association and then routinely brand image will be extra and stronger in their minds and that brand will develop a part of their buying behavior. Advertising is a massive advertising tool for enticing customers and holding in the minds of buyers.

According to Doostar, & Mohammadi, (2014), brand justice has a positive impact on purchasing decisions, consumers for the first time after use experience the heights of brand equity and then tend to make purchasing decisions, use products that are slightly aware of the name and convey interest this reputation has created for them. Brand equity criteria have a positive effect on decisions to purchase. Consumers find a brand name to be an essential element of a product or service, and add value to the latter. Consumers add definitions and perceptions to a company because of the programs it promises to deliver or satisfaction. For starters, most customers also consider Apple products as high quality, reputation, and costly brand.

Therefore, it also makes it important to realize that branding is not about having your target audience to choose over the competition but about bringing the customers to see you and you alone as the only solution to their problems.

Kotler (2009), expands the concept of identity by stating that a brand can convey up to six different levels of meaning referred to as "Six Dimensions of the Brand."

- ❖ Attributes: A logo expresses such qualities such as credibility to the minds of customers.
- ❖ Benefits: The qualities that improve features of a company by listing its benefits and make it more attractive.
- ❖ Values: That is, the name reflects the principles, processes, and function of the organization as well.
- ❖ Culture: The company reflecting the target audience's characteristics. companies have all existing promotional programs and facilities to reflect this.

- ❖ Personality: Brand will predict selected customers ' behavioral personality habits.
- ❖ User: The company emulates the end-user at certain

2.2 BRAND LOYALTY

Typically, the word loyalty refers to affiliation, and acknowledgment. When a consumer is loyal to a brand, he will always prefer that brand to other brands, and even though he has been buying that product for many years. Whenever he needs to buy a particular product, the same brand will come to his mind that he always buys because of his attachment and satisfaction that he expects from that brand.

Brand loyalty is also attached to the age of the consumer and their income. The age of the consumer has an influence on how the consumer is able to sustain the brand consumption while the income earns help the consumer to maintain a particular brand constantly. Brand emotion also affects brand loyalty in that the consumer is attracted to the celebrity seen on the brand and how the brand is demonstrated to have affected humanity. Advertisements help to enhance the emotional connection of brands to consumers. In this study, the attitude of the consumer towards the purchase of 'Gala' can be seen as a consumer's brand loyalty.

2.3 CONSUMER PATRONAGE

Consumer patronage is the buying and selling behavior of consumer towards product and services in the market; also, as consumer's response to the marketing of products and services. This includes what they buy, why they buy it, where they buy it and how often they buy it. Consumers are those who buy products and services to satisfy their needs.

Coe, Ellis, Godt, Savage, Savage, Michael, & Debray, (2003) defines consumer behavior has "the mental, emotional, and physical activities engaged by people in the collection, purchase, use and disposal of goods and services in order to fulfill their needs and desires.

The study of consumer behavior involves three consumer behavior processes which include the following:

- Pre- purchase behavior
- Purchase behavior
- Post- purchase behavior

When approaching customer decision-making as a problem-solving one, consumers are believed to have expectations (wishes, values) that they try to accomplish or fulfill. A consumer sees a "problem" because of the desired consequences have not been achieved (e.g., "I'm hungry, I need a reliable car and I want to lose weight"). Consumers shall decide the steps to be taken in order to achieve the desired objectives and thereby solve the problem." In this sense, customer decision-making is a goal-directed problem-solving mechanism.

According to Eunice, (2016) summed up that the kind of brand strategy put in place by a brand determines how the consumer would patronize the brand. In the study on the effect of branding on consumer behavior using telecommunication as a case, it was deduced that the brand strategy that reaches the needs of the consumer made it easier for the brand to gain consumer's loyalty. And for the brand strategy to be effective, it must be well known by the consumers. Also, the number of years that a brand has been in existence contribute to the consumer's patronage. According to the study, it was discovered that branding has a significant association with branding and customer buying behavior. This shows that brand loyalty has a positive influence on consumer buying behavior. Brand awareness has another role to play in the consumer's patronage. Lastly, the perceived quality and brand association has a significant role in consumer's patronage.

Shehzad, Ahmad, Iqbal, Nawaz, & Usman, (2014). brand name or brand image has a great influence on consumer's patronage. Brand names are used to show off by consumers in their social class. In the study, it was revealed that more consumers are conscious of branded products to show off themselves. It ascertains that many people in this era are deceived by branded and quality products.

Ramya and Mohamed (2016) said that there are various factors that affect consumer behavior and the purchase decision is the outcome of one of the factors. The factors range from internal or psychological factors, social factors, cultural factors, economic factors, and personal factors. On

each factor, a customer passed through different stages that are visible or not really visible to the customer themselves. This includes selectivity, income expectation, savings, motivation, perception, biogenic need (arises from thirst and hunger), and so on.

Syed S. H. S., Jabran A., Ahsan R. J., Sidra W., Wasiq E., Maira F., and Syed K. S. (2012). consumer patronage is influenced by the core brand image, environmental consequences, and brand attitude especially in the area of purchase intention. The study observed the impact of brands on consumer purchase intention; in which consumer attitude toward a particular brand is based on the environment, the brand and consumers are situated, which had led to increase in the brand attachment of consumers. There is an emphasis where the purchase intention of consumers should consider environmental issues; especially in the case of products that consumers used that can affect the environment and bring consequences.

According to Raed, (2015) brand dimension such as loyalty, marketing communication and country of origin had an influence on the marketing decision of the consumer, while quality and historical tradition do not have as much as that influence on consumer.

THEORETICAL FRAMEWORK:

Two theories are observed in this research work the consumer behavior theory and the information processing theory.

2.4 Consumer Behavior Theory

Consumer behavior is a study of when, why, how, and where people are buying or not buying a product. Created by Martin Fishbein and Icek Ajzen in the late 1960s. It combines elements of psychology, sociology, social anthropology, and economics. It seeks to understand the decision-making process of the purchaser, both individually and in groups. It studies the characteristics of individual consumers such as demographics and behavioral variables, in an effort to understand the desires of individuals. It also attempts to determine the effect on the user of groups such as families, friends, reference groups and society as a whole. Market behavior theory is based on consumer buying behavior, with the customer playing three distinct positions of user, payer and purchaser Kioumars, Kaveh, Zahedifar, Mirhosseini, (2009). Consumer behavior as the complex

interaction of perception, behavior and environmental events by which human beings participate in the exchange of aspects of their lives.

The study of Consumer Behavior is very complicated due to the many variables involved and their ability to interact and influence each other. These variables are divided into three key parts which have been described as the most important general influences on consumer behaviour. Imagine three concentric circles, one at the outermost, one at the innermost, and they represent the following:

External environmental variables Influencing behavior: these are factors influenced by external conditions, such as the following, which form the basis of external influences on the consumer's mind (outer circle):

Family, and Inter-Personal Influences

Culture, and Sub-culture,

Social Class, and Social Group,

2.5 Information Processing Theory

The theory of information processing was proposed in 1968 by William J. McGuire. It is a cognitive theory that focuses on how information is encoded into our memory. It consists of 3 components namely; information stores, cognitive processes, executive cognition. This theory suggests that human brain can be compare to that of the computer processor; that receives, input, processes the information and delivers an output. This output can be likened to the minds output of information through behavior or an action.

The theory suggests that the change of attitude requires six steps, each of which is a sufficient precedent for the next. According to McGuire (1976), a convincing message must be conveyed that raises the problem of control of the agenda and that the recipient can attend to the message by increasing the question of inattention and selective disclosure. In addition, the receiver will understand the message, and this raises the issue of the selective understanding that the receiver creates and is persuaded by the arguments raised, i.e. The message shall be acknowledged in

respect of the newly adopted status and shall be maintained as the ideal conduct that is taking place.

McGuire states that any independent variable in the communication situation may have an effect on any or more of the measures. A variable such as intelligence could lead to less yielding attitudinal change because a more intelligent person is capable of detecting flaws in the argument and is more willing to retain an option not held by others. But it could lead to more curiosity since a more educated person has a greater interest in the outside world. McGuire points out that it is a typical for independent variables to have a positive impact on one phase and a negative effect on another. A fear appeal, for example, may increase the attention to the message (step 1), but interfere with yielding to the arguments presented in (step 4). In 1976, McGuire presented another eight steps in the information –processing theory: i) exposure ii) perception iii) comprehension iv) agreement v) retention vi) retrieval vii) decision making and viii) action.

This lay the fact that popularization of brand name as product generic name is the output of what has been processed into the minds of the consumers. Repetition can be seen as a crucial factor to achieve this, which is done through advertisement

However, based on McGuire's statement of information processing theory, the public attitude to a product depends on the correct use of certain measures or procedures to win over the customer.

2.6 EMPIRICAL REVIEW

The first part of the literature tends to throw more light on the conceptual review of the various v concepts in the study. The second part however is aimed at discussing the empirical and scientific study carried out by other researchers on the related research titles and the gap left unfilled by the researchers.

A study carried out by Shehzad et'al (2014) on the effect of brand name on consumer buying behavior in University students of Gujranwala, Faisalabad, and lahore, adopted a quantitative research method using a survey research design. It used questionnaire as the instrument for data collection using a non-probability convenient sampling technique. A total of 300 questionnaires were distributed to the students of Gujranwala, Faisalabad and Lahore and 250 responses were

collected in a period of one month. The findings show that brand name or image has a positive relationship impact on consumer buying behavior. The research result reveals that students of the above-mentioned cities prefer branded product and they are more brand conscious to show off themselves. The research helps to provide a better understanding on how consumers moved toward branded and quality products.

In the review of the research: “the role of brand name in obtaining differential advantage”, Ríó, Vázquez & Iglesias, (2001). set out to investigate the role of product and brand name attributes in obtaining differential advantages. The research provides a framework to analyze the brand name attributes and the role of product attributes as conceived by the consumers. It examines the two types of benefits identified in the above attributes; which are functional and symbolic benefits and their dimension are specified. A sample size of 400 individuals from three Spanish cities were personally interviewed through face-to-face interviews supplemented via survey questionnaire administration. It requested for the list of 28 brands of sport shoes that are used and of which they had sufficient knowledge of their different features. From the 28 brands listed, 6 brands of shoes were the main focus of the study of the user in the last two years. The brands were Adidas (64%), Fila (17%), Kelme (27%), J’hayber (16%), Nike (57%) and Reebok (65%). A structured 8 items questionnaire of an eleven-point Likert scale was designed to measure the product functional benefit and brand name functional benefits.

The result of the research shows that reason consumers are more attached to a particular brand name is because of the product-based benefits. On this note, brands that have its brand name popularized by the consumer is because of the perceived product-based benefits they get from such a brand.

Similarly, the above study Raed (2015) explores the different brand dimensions, such as loyalty, efficiency, marketing communications, historical tradition and country of origin, as to how they have an effect on the purchasing decision-making of the Jordanian consumer for the goods; in his study on the impact of the brand dimension on the purchasing decision-making of the Jordanian consumer for the goods. It aimed is to find out the brand dimension with the highest effect on consumer buying habits. It adopted a quantitative research method and a field survey was conducted in which 300 questionnaires were distributed to Jordanians to get primary data.

From the data gathered; loyalty, marketing communications, and country of origin have higher effect on consumer buying habits. That is, these mentioned brand dimensions compel a consumer in the buying decision of a brand more than the quality and the historical tradition.

Fatima, Muzamil and Muhammad (2016) in their research on the impact of branding on consumer's behavior, investigated the factors of consumer behavior which helps him to choose a particular brand according to his need and choice. Also, examine the dimension of consumer behavior that influences them in selecting a particular branded product and the impact of the brand on consumer behavior. To achieve this, the study adopted a survey research methodology in which questionnaires were distributed to 80 people. All the factors under the study are statistically significant but gender is the only variable that is not statistically significant and its value is different from the 0.

Findings shows that branding impacts consumer behavior in relation to the different dependent and independent variables. The independent variables as mentioned in the study are reference groups, brand knowledge, age, gender, emotional exploitation, and personal values. While the dependent variables are branding loyalty, status consumption, status conspicuousness, social factor, and quality. It is noted that as the consumer is more aware of the brand and he has all the knowledge about the price, quality, etc., the more he will be attracted to that brand. The level of loyalty rises with age. Family is the most prominent reference community, while more virtual users would be influenced by friends like Facebook.

Wildfeuer, (2018) research on "branding and consumer satisfaction: a research about the Adidas Group". The study investigated the role of branding in consumer satisfaction. The goal is to describe the process of branding, how a brand can influence consumer perception and increase customer satisfaction, and to research the relationship between consumer satisfaction and brand loyalty. Its data was gotten from both secondary and primary sources. The primary data was obtained through an online survey.

From the research, it had been established that a great branding strategy is the backbone of the Adidas group. The branding strategy for the Adidas brand communicates the various brand identities very well and offers advantages and experiences that satisfy customers. One of the

research questions that focuses on brand recognition and what they want to know where the respondents learned about the brand. The question was created in a multiple-choice format. The result shows that majority of the participant had about the brand in shops/markets or from friends. The traditional marketing channel TV was almost equal to Social media channels and both account for around 50%, followed by family and magazines that were nearly 45%. Events and workplace were the least selected response. Others 3.2% say that the brand uses all channels mentioned and Adidas can be seen everywhere.

Also, to answer the question of what the consumer like about the brand that attracts them to it, nearly 70% of the respondents said that they like the quality and the design of the brand followed by the range of products as 42.1%.

To sum up, the study concludes that customer's satisfaction is highly related to the branding process and influence business performance. By establishing a long-term relationship with satisfied consumers, a brand gains their loyalty and can predict sales for future performance.

In a study on "impact of brand management on brand image in a multiproduct oriented company in Nigeria" by Mukaila, Isiaka, & Aremu, (2017). Its objective is to determine the impact of brand management on brand image in a multiproduct-oriented company in Nigeria with a case study of Unilever Company Plc. It uses survey research design as its populations were the distributors (wholesalers and retailers) and final consumers of the multiproduct of the Unilever Company in Nigeria. The scope of the study covers the selected locations in Ilorin metropolis; namely: Oja-Oba, Oja Tuntun, Ita- Amon. These locations were selected because of the large number of Unilever distributors and the size of the market. It adopted the primary data sourced, in which a structured questionnaire was used as the instrument coupled with oral interview that helps to get information from the uneducated respondent and semi-literate. 150 copies of questionnaire were distributed and 146 were correctly filled and returned. It uses a convenient sampling technique for its sample size.

Findings reveal that brand management is an important aspect of marketing activities that determines how the branded products of a firm would be well placed in the minds of the consumers in a competitive market. Also, it shows that there is a strong relationship between

brand management and brand image in the multiproduct company. The study recommended that the brand managers in the multiproduct oriented company should ensure to see that brand management factors such as product quality and usage experience are scrutinized and fueled to ensure that they turn out to a good image.

Similarly, Padayachee, (2016). on “the impact of brand experience on brand loyalty: selected Caltex retail sites” adopted a mixed-method approach that combines both qualitative and quantitative approaches of study. Data was collected through semi-structured interviews, questionnaires, and customer journey maps. The semi-structured interviews were directed to the Caltex retailers to provide an internal perspective to the researcher. While the questionnaires given to the customers were used to obtain understanding of consumer’s interpretations and expectations of brand experience. The study aimed to implore the impact of brand experience on brand loyalty, using three Caltex retails namely; Clair wood, Hillcrest, and Warner Beach. The population used in this study is the clientele of the three Caltex petrol stations in the greater Durban area, as well as retailers that fall within these areas. A non-probability sampling technique was used.

The research reveals that varying approaches to brand experience result in varied levels of brand loyalty. Also, there is no consistency between the three Caltex sites.

Farah (2014) in the study “influence of branding on consumer behavior: a case of Palais Hansen Kempinski Vienna” adopted both in-depth interviews and survey methods to gather its data. The in-depth interview was used for the General Manager of the Palais Hansen Kempinski Vienna with the help of an in-depth interview guide; while the guests of the hotel filled the 20 questionnaires that were given to them via iPad and 51 surveys were through e-mails. The researcher's objective is to find out how the guest picks a luxury hotel and how the luxury brand provides value and creates guest loyalty. Also, to investigate the role of branding on consumer behavior on travel motivation, in the content of the luxury hospitality industry. To get answers to this doubt, a case of Palais Hansen Kempinski Vienna luxury hotel was used.

The study found out that the concept of branding makes a company stand out in the marketplace. The important characteristics in choosing a luxury hotel are the location, hotel facilities, and level of service.

The brand strategy put in place by Palais Hansen Kempinski Vienna luxury hotel as investigated were ensuring quality via the Kempinski DNA: five values set by the hotel company to incorporate with service delivery throughout all guest touchpoints. Also, the hotel conducts both internal and external checks to guarantee service quality. All these were seen to be effective as guest spread the positive experience of their stay through mouth- to- mouth. The findings explain the significance of branding on the respective travel motivation. The researcher further recommends that another research study should be conducted in a property of a different region and the result should be cross-checked on how different properties handle their branding and its respective influence on consumer behavior.

The gap identified from this review is that popularization of gala brand name as generic product name has not been studied.

CHAPTER THREE

METHODOLOGY

3.1 Research Method

A research methodology is a systematic way that the research problem is solved. The “procedure by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology” (Rajaseker, 2006).

A quantitative analysis approach was used for the purpose of this project to examine popularized brand name as product name and customer patronage. This approach aims to gather data through analytical approaches in order to include details on interactions, similarities, and predictions that aim to eliminate the investigator from the investigation. Quantitative approaches prioritize quantitative measurements and observational, analytical, or predictive interpretation of data obtained by interviews, questionnaires, and surveys or through utilizing computational tools to analyze pre-existing statistical data.

A descriptive research methodology was chosen for this research because it is the most appropriate for measuring the influence of popularized brand name and the consumer’s patronage, analyzing the reason behind the consumer’s behavior towards the popularized brand name.

3.2 Research Design

Research design is the logical sequence connecting first-hand data to the research questions and finally the study’s conclusion.

The nature of the research design is separate from the methodology from which data is obtained. De Vaus (2001) clarifies this point when he states that there is nothing intrinsic about any research design that requires a particular method of data collection. He explains that data for any research design can be collected using any data collection method and how the data are collected is irrelevant to the logic of the design.

In this study, a survey research design was used. The nature of the research demands investigation of the behavior of consumers towards brand name and what is the influence of their action in the market place.

3.3 Population

The word 'population' in statistics involves the representatives of a particular community that the researcher is researching or gathering information about. A 'sample' could be identified as the subset of the larger population chosen (Wolverton, 2013).

Population is defined as the sum of all individuals who are of interest to a researcher and have certain characteristics. It is the aggregate of the element under study which share one or more characteristics from which data can be gathered and analyzed.

Therefore, the population of this study is the total number of people living in Ado Local Government Area in Ekiti State, Nigeria. This L.G.A consist of a total population of 424,340 as projected by National Bureau Statistic, 2019.

3.4 Sampling Technique

Sampling technique is characterized as the scientific procedure of drawing samples from a given population. There are two different sampling techniques: Probability and Non-probability sampling techniques. The essence of the study dictates which methodology to follow.

In this study, multi-stage sampling technique will be used. Multistage sampling can be a complex form of cluster sampling since it is a method of sampling that requires dividing the population into groups (clusters). Then one or more clusters are selected randomly, and everyone in the chosen cluster is sampled. Using all the sample elements in all selected clusters may be prohibitively costly or wasteful. Under these conditions, the sampling of multi-stage clusters becomes useful. Instead of using all the elements in the chosen clusters, the researcher randomly selects the elements from each cluster. Construction of clusters is the first step. The second stage is to determine what elements to use inside the cluster. The technique is often used because there is no full list of all members of the population and it is not sufficient.

First stage:

Cluster Stage- this stage consists of all the total population within the study. The area of focus is the Ado local government area in Ekiti State. This local government area consists of people

living in Araromi, Cocoa Development Unit Area, Falegan Estate, Federal Polytechnic, Fehintola Estate, G.R.A, Idolofin, Ilokun, Oloro community area.

Second Stage:

Purposive sampling technique- the researcher purposively selected Falegan Estate community from Ado local government. This community is seen to have the characteristics, the features requirements for the study and proximity to the researcher.

Third Stage:

Convenient sampling technique- this involve the researcher selecting the sample needed at the convenient space. The researcher met with correspondents in schools, churches, market place and road side.

This helped to evaluate the consumer's behavior toward branding and brand name in the marketplace of the brand name used as a case study. Some individuals were given questionnaires to fill as it concerns their behavior towards branding and brand name.

3.5 Sample Size

Determination of sample size is the act of choosing the number of observations or emulates to be included in a statistical survey. The sample size is an important feature of any empirical research aimed at drawing conclusions from a survey about a population.

The sample size for this study using a scientific method of calculation of Taro Yamane is 400. Therefore, 400 individuals consisting of consumers, retailers and middlemen formed the sample size of this study.

3.6 Research Instrument.

The data was obtained using questionnaires with the participants.

3.7 Validity and Reliability Research instrument

The data collection instrument in the analysis was well organized and well structured. Approved as legitimate for collecting information by the project supervisor. The questionnaire instrument used was accurate because of the appropriateness of the measure I was trying to measure. To the

instrument used in this research collecting data is valid because of its immediate applicability to the course of research. It has allowed researcher to get a fast result with correct information without much difficulties. The instrument has been used in a variety of studies and has consistently yielded the same result is also ensured of the reliability of the instrument.

3.8 Method of data collection

Data collection is the process of collecting and evaluating information in a defined systematic manner about specific variables, which then helps one to answer relevant questions and analyze results. The data was obtained using questionnaires distributed to the respondents. The researcher distributed 400 questionnaires.

3.9 Method of data analysis

The data collected were analyzed through the use of mean value including the use of charts (bar chart and pie chart) and simple percentages of Statistical Package for Social Sciences presented in tables.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Data Presentation/ Analysis

SECTION A (BIODATA)

1. SEX

	MALE	FEMALE
RESPONDENTS	173	227

2. AGE

	BELOW 20	20 – 29	30 – 39	40 – 49	50 – 59 ABOVE
RESPONDENTS	128	202	54	16	NIL

3. MARITAL STATUS

	SINGLE	MARRIED	WIDOWED	DIVORCED	SEPERATED
RESPONDENTS	291	90	12	5	2

4. QUALIFICATIONS

	OND	HND / BSC	MSC / MBA	OTHERS (SSCE)
RESPONDENTS	94	118	32	156

5. ETHNIC GROUP

	YORUBA	IGBO	HAUSA	OTHERS
RESPONDENTS	400	-	-	-

SECTION B

A. To what extent has popularized brand name influence consumers' awareness of generic product name?

1. Gala is a brand name that comes to your mind?

	SA	A	UD	D	SD
RESPONDENTS	236	138	5	15	6

2. When you want to buy sausage roll, you call it gala?

	SA	A	UD	D	SD
RESPONDENTS	155	153	53	24	15

3. Gala is the only brand of sausage roll; you know?

	SA	A	UD	D	SD
RESPONDENTS	133	83	50	78	56

4. For sausage roll, you remember Gala before other sausage rolls?

	SA	A	UD	D	SD
RESPONDENTS	167	132	45	42	14

5. You didn't know before now that Gala is a brand name for sausage?

	SA	A	UD	D	SD
RESPONDENTS	138	104	48	39	71

B. What is the best branding strategy used to achieve popularization of Gala?

1. It's just recently that you got to realize that Gala is one name for sausage roll

	SA	A	UD	D	SD
RESPONDENTS	127	98	53	82	40

2. You just got to know that Gala is another name for branded beef sausage?

	SA	A	UD	D	SD
RESPONDENTS	100	111	54	95	40

3. People around you made you know about Gala?

	SA	A	UD	D	SD
RESPONDENTS	96	110	70	90	34

4. Frequent advert on media, made you know about Gala?

	SA	A	UD	D	SD
RESPONDENTS	127	115	46	73	39

5. You won't have known about Gala, but for your friends or family members?

	SA	A	UD	D	SD
RESPONDENTS	99	105	60	92	44

C. What made Gala brand popular to the consumers?

1. The major reason you started being aware of Gala is that you saw others buy or talk about it?

	SA	A	UD	D	SD
RESPONDENTS	178	100	46	50	26

2. Information about Gala is mostly seen through the television than radio or Newspaper?

	SA	A	UD	D	SD
RESPONDENTS	114	128	63	73	22

3. You buy Gala because that is the first brand name to comes to your mind when you need a sausage roll?

	SA	A	UD	D	SD
RESPONDENTS	170	118	41	45	26

4. People's influence makes you buy Gala?

	SA	A	UD	D	SD
RESPONDENTS	108	44	130	86	32

5. The marketing skills used by the Gala brand made it popular?

	SA	A	UD	D	SD
RESPONDENTS	173	150	42	23	12

D. To what extent has popularized brand name influence consumers' behavior?

1. Frequent adverts of Gala on television ensure you buy it anytime you need sausage roll?

	SA	A	UD	D	SD
RESPONDENTS	164	91	54	57	34

2. Since most people buy Gala more than any other brand of sausage roll, you don't have a choice but to do the same?

	SA	A	UD	D	SD
RESPONDENTS	115	119	58	77	31

3. The popularity of Gala because of the advert on TV drives you to purchase it?

	SA	A	UD	D	SD

RESPONDENTS	141	114	39	76	30
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4. What encourages you to get Gala can be traced to the fact you observe most people buy them?

	SA	A	UD	D	SD
RESPONDENTS	154	132	43	47	24

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Information of the Respondents.

	Frequency	Percentage
Sex		
Male	173	43.25
Female	227	56.75
Total	400	100
Age		
Below 20	128	32
20-29	202	50.5
30-39	54	13.5
40-49	16	4
50-59	0	0
Total	400	100
Marital Status		
Single	291	72.75

Married	90	22.5
Widowed	12	3
Divorced	5	1.25
Separated	2	0.5
Total	400	100
Qualifications		
OND	94	23.5
HND/BSC	118	29.5
MSC/MBA	32	8
OTHERS	156	39
Total	400	100

Table 1 shows the demographic information of the respondents. 43.25% of the respondents are Male, while 56.75% are Female, this implies that there are more Female respondents. Meanwhile, 50.5% of the respondents are in the age group of 20-29 while 32% are below 20 years, 13.5% are between 30-39 years, only 4% are in the age group of 40-49 years. This shows that many of the respondents are ages between 20 years and 29 years. However, 72.75% of the respondents are Single, 22.5% are Married, 3% are widowed, 1.25% are divorced while only 0.5% are separated. This result indicates that many of the respondents are Single. Also, we discovered from the result that about 23.5% of the respondents have OND qualifications while 29.5% have HND/BSC qualifications, 8% have MSC/MBA while 39% have other qualifications.

Table 2: To what extent has popularized brand name influence consumers' awareness of generic product name?

	SA(%)	A(%)	UD(%)	D(%)	SD(%)
Gala is a brand name that comes to your mind	236(59)	138(34.5)	5(1.25)	15(3.75)	6(1.5)
	155(38.75)	153(38.25)	53(13.25)	24(6)	15(3.75)

When you want to buy sausage roll,
you call it gala

Gala is the only brand of sausage roll,
you know

133(33.25) 83(20.75) 50(12.5) 78(19.5) 56(14)

For sausage roll, you remember Gala
before other sausage rolls

167(41.75) 132(33) 45(11.25) 42(10.5) 14(3.5)

You didn't know before now that
Gala is a brand name for sausage

138(34.5) 104(26) 48(12) 39(9.75) 71(17.75)

Table 2 shows the extent popularized brand name influenced consumers' awareness of generic product name. The result shows that 59% of the respondents Strongly Agree that Gala is a brand name that comes to their mind, 34.5% Agrees while only 1.5% Strongly Disagree that Gala is a brand name. 38.75% strongly agree that when they want to buy sausage roll, they call it gala, 38.35% agrees, while only 6% and 3.75% disagree and strongly disagree respectively. 33.25% of the respondents strongly agree that the only sausage roll they know is gala, 20.75% agree while 14% agree. Also, 41.75% strongly agree that that they remember gala before the other sausage rolls while 33% agree that they remember gala before the other sausage rolls and only 3.5% strongly disagree. 34.5% strongly agree that they were not aware that gala is a brand name, 26% agree while 9.75% and 17.75% disagree and strongly disagree respectively.

Table 3: The Mean Score and the RII of to what extent has popularized brand name influence consumers' awareness of generic product name?

S/N		N	Mean	RII
1	Gala is a brand name that comes to your mind	40	4.46	0.89
2	When you want to buy sausage roll, you call it gala	40	4.02	0.81
3	Gala is the only brand of sausage roll, you know	40	3.40	0.68
4	For sausage roll, you remember Gala before other sausage rolls	40	3.99	0.80
5	You didn't know before now that Gala is a brand name for sausage	40	3.50	0.70

Table3 gives the mean score and the RII.

To what extent has popularized brand name influence consumers' awareness of generic product name. The mean score of the item 1 "Gala is a brand name that comes to mind" is 4.46 with its respective RII of 0.89. Also, the item 2 "When you want to buy sausage roll, you call it gala" has a mean score of 4.02 and RII of 0.81. The item 3 "Gala is the only brand of sausage roll, you know" has a mean score of 3.40 and RII of 0.68. Item 4, "For sausage roll, you remember Gala before other sausage rolls" has RII of 0.80 and item 5, "You didn't know before now that Gala is a brand name for sausage" has a mean score of 3.50 and RII of 0.70.

This result shows that item 1 has a mean of 4.46 on 5-point Likert scale and RII of 0.89 which shows that item 1 has 89% rating by the respondents and it is also the highest rated item. Item 2 has a mean of 4.02 on 5-point Likert scale and RII of 0.81 which shows that item 2 has 81% rating by the respondents and it is the second highest rated item. However, Item 3, 4 and 5 with mean score 3.40, 3.99 and 3.50 respectively are higher than the average score of 2.50 on a 5-

point Likert scale with RII of 0.68, 0.80 and 0.70 respectively. This shows that these are items are highly rated by the respondents.

This result, however shows that there is a high level of consumer awareness of the brand name than the product's name.

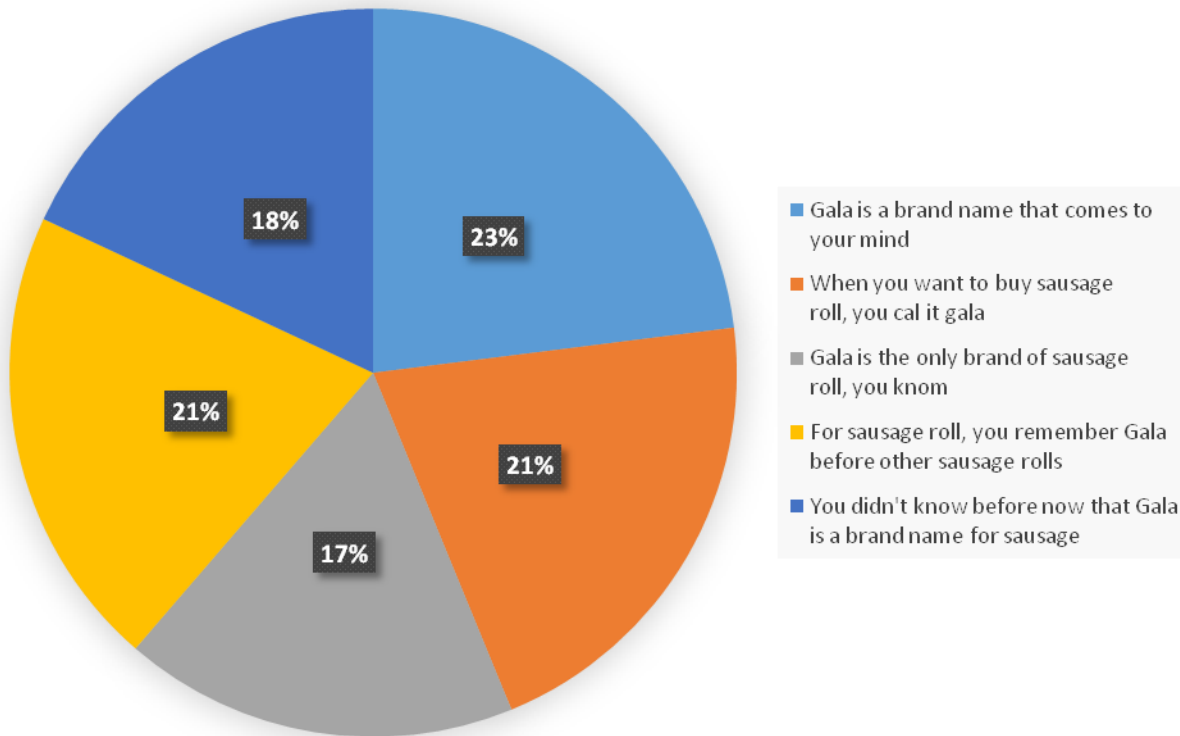


Table 4: What is the best branding strategy used to achieve popularization of Gala?

	SA(%)	A(%)	UD(%)	D(%)	SD(%)
It's just recently that you got to realize that Gala is one name for sausage roll	127(31.75)	98(24.5)	53(13.25)	82(20.5)	40(10)
You just got to know that Gala is another name for branded beef	100(25)	111(27.75)	54(13.5)	95(23.75)	40(10)

sausage

People around you made you know

about Gala 96(24) 110(27.5) 70(17.5) 90(22.5) 34(8.5)

Frequent advert on media, made

you know about Gala 127(31.75) 115(28.75) 46(11.5) 73(18.25) 39(9.75)

You won't have known about Gala,

but for your friends or family

members 99(24.75) 105(26.25) 60(15) 92(23) 44(11)

Table 4 shows the best branding strategy used to achieve popularization of Gala.

The result shows that 31.75% of the respondents Strongly Agree that It's just recently that they got to realize that Gala is one name for sausage roll, 24.5% Agrees while 20.5% disagree and only 10% Strongly Disagree. 25% strongly agree that they just got to know that Gala is another name for branded beef sausage, 27.5% agrees, while only 22.5% and 10% disagreed and strongly disagreed respectively. 24% of the respondents strongly agreed that People around them made them know about Gala, 27.5% agreed while 22.5% disagreed and only 8.5% strongly disagreed. Also, 31.75% strongly agreed that frequent advert on media, made them know about Gala while 28.75% agree and only 18.25% and 9.75% disagreed and strongly disagreed respectively. 24.75% strongly agreed that they won't have known about Gala, but for their friends or family members, 26.25% agree while 23% and 11% disagreed and strongly disagreed respectively.

Table 5: The Mean Score and the RII of the best branding strategy used to achieve popularization of Gala?

S/N		N	Mean Score	RII
1	It's just recently that you got to realize that Gala is one name for	40	3.48	0.70

	sausage roll			
2	You just got to know that Gala is another name for branded beef sausage	40	3.34	0.67
3	People around you made you know about Gala	40	3.36	0.67
4	Frequent advert on media, made you know about Gala	40	3.55	0.71
5	You won't have known about Gala, but for your friends or family members	40	3.31	0.66

Table5 gives the mean score and the RII of the best branding strategy used to achieve popularization of Gala.

The mean score of the item 1 “It's just recently that you got to realize that Gala is one name for sausage roll” is 3.48 with its respective RII of 0.70. Also, the item 2 “You just got to know that Gala is another name for branded beef sausage” has a mean score of 3.34 and RII of 0.67. The item 3 “People around you made you know about Gala” has a mean score of 3.36 and RII of 0.67. Item 4, “Frequent advert on media, made you know about Gala” has a mean of 3.55 and RII of 0.71 and item 5, “You won't have known about Gala, but for your friends or family members” has a mean score of 3.31 and RII of 0.66.

This result shows that item 1 has a mean of 3.48 on 5-point Likert scale and RII of 0.70 which shows that item 1 has 70% rating by the respondents and it is also the second highest rated item. Item 4 has a mean of 3.55 on 5-point Likert scale and RII of 0.71 which shows that item 4 has 71% rating by the respondents and it is the highest rated item. However, Item 2, 3 and 5 with

mean score 3.34, 3.36 and 3.31 respectively are higher than the average score of 2.50 on a 5-point Likert scale with RII of 0.67, 0.67 and 0.66 respectively. This shows that these are items are highly rated by the respondents.

This result, however shows that frequent adverts on media was used to achieve popularization of Gala.

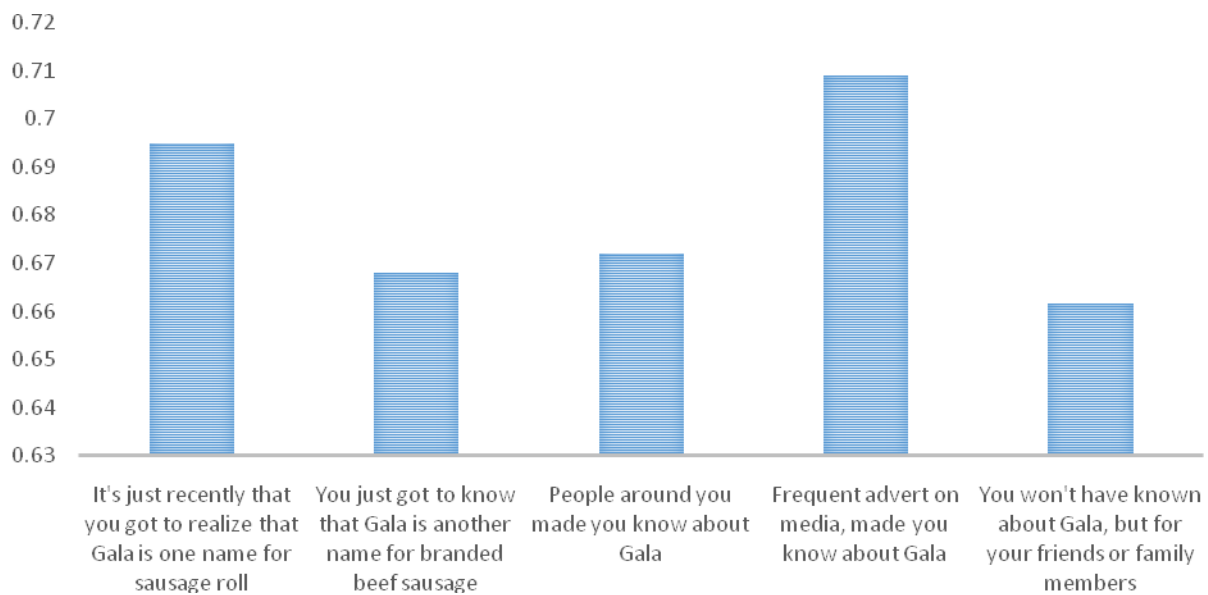


Table 6: What has made Gala brand popular to the consumers?

	SA	A	UD	D	SD
The major reason you started being aware of Gala is that you saw others buy or talk about it	178(44.5)	100(25)	46(11.5)	50(12.5)	26(6.5)

Information about Gala is mostly seen through the television than radio or Newspaper	114(28.5)	128(32)	63(15.75)	73(18.25)	22(5.5)
You buy Gala because that is the first brand name to comes to your mind when you need a sausage roll	170(42.5)	118(29.5)	41(10.25)	45(11.25)	26(6.5)
People's influence makes you buy Gala	108(27)	44(11)	130(32.5)	86(21.5)	32(8)
The marketing skills used by the Gala brand made it popular	173(43.25)	150(37.5)	42(10.5)	23(5.75)	12(3)

Table 6 shows what made Gala brand popular to the consumers. The result shows that 44.5% of the respondents Strongly Agree that the major reason they got aware of Gala is that they saw others buy or talk about it, 25% Agrees while 12.5% disagree and only 6.5% Strongly Disagree. 28.5% strongly agree that Information about Gala is mostly seen through the television than radio or Newspaper, 32.5% agrees, while only 18.25% and 5.5% disagreed and strongly disagreed respectively. 42.5% of the respondents strongly agreed that they buy Gala because that is the first brand name to comes to their mind when they need a sausage roll, 29.5% agreed while 11.25% disagreed and only 6.5% strongly disagreed. Also, 27% strongly agreed that People's influence makes them buy Gala while 11% agree and only 21.5% and 8% disagreed and strongly disagreed respectively. 43.25% strongly agreed that the marketing skills used by the Gala brand made it popular, 37.5% agree while 5.75% and 3% disagreed and strongly disagreed respectively.

Table 7: The Mean Score and the RII of what made Gala brand popular to the consumers?

S/N	N	Mean Score	RII
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1	The major reason you started being aware of Gala is that you saw others buy or talk about it	40	3.89	0.78
2	Information about Gala is mostly seen through the television than radio or Newspaper	40	3.60	0.72
3	You buy Gala because that is the first brand name to comes to your mind when you need a sausage roll	40	3.9025	0.7805
4	People's influence makes you buy Gala	40	3.275	0.655
5	The marketing skills used by the Gala brand made it popular	40	4.1225	0.8245

Table7 gives the mean score and the RII of what made Gala brand popular to the consumers. The mean score of the item 1 “The major reason you started being aware of Gala is that you saw others buy or talk about it” is 3.89 with its respective RII of 0.78. Also, the item 2 “Information about Gala is mostly seen through the television than radio or Newspaper” has a mean score of 3.60 and RII of 0.72. The item 3 “You buy Gala because that is the first brand name to comes to your mind when you need a sausage roll” has a mean score of 3.90 and RII of 0.78. Item 4, “People's influence makes you buy Gala” has a mean of 3.28 and RII of 0.66 and item 5, “The marketing skills used by the Gala brand made it popular” has a mean score of 4.13 and RII of 0.83.

This result shows that item 1 has a mean of 3.89 on 5-point Likert scale and RII of 0.78 which shows that item 1 has 78% rating by the respondents. Item 5 has a mean of 4.13 on 5-point Likert scale and RII of 0.83 which shows that item 5 has 83% rating by the respondents and it is the highest rated item. However, Item 2, 3 and 4 with mean score 3.60, 3.90 and 3.28 respectively are higher than the average score of 2.50 on a 5-point Likert scale with RII of 0.72, 0.78 and 0.66 respectively. This shows that these are items are highly rated by the respondents.

This result, however shows that marketing skills used by Gala brand made it popular.

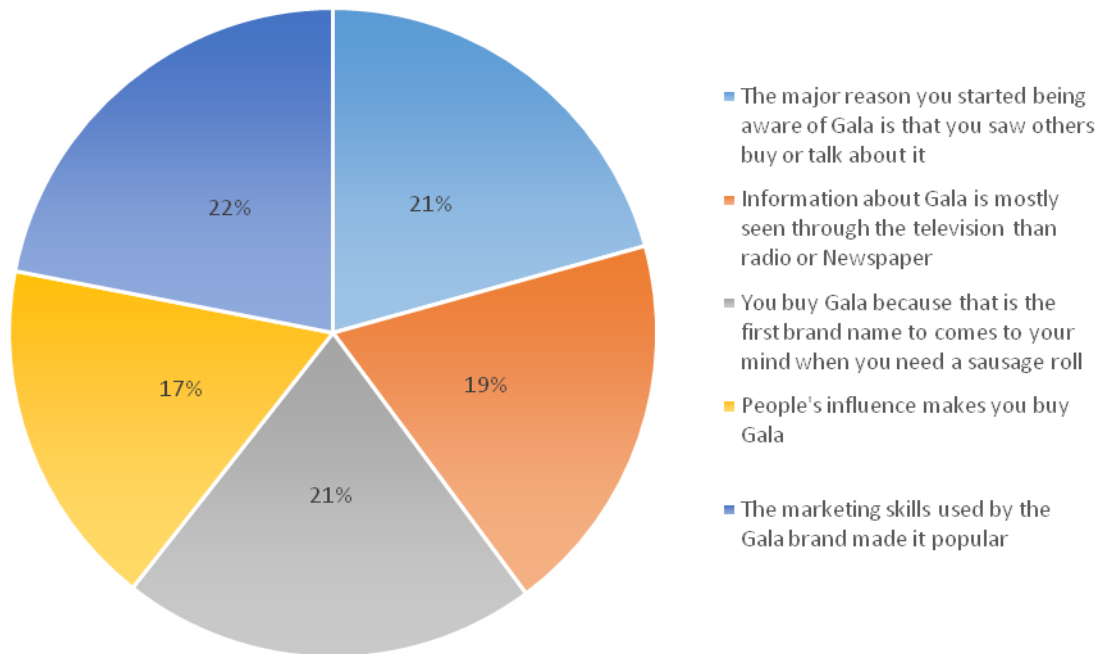


Table 8: To what extent has popularized brand name influence consumers' behavior?

	SA	A	UD	D	SD	Total
	164(41)	91(22.75)	54(13.5)	57(14.25)	34(8.5)	400

Frequent adverts of Gala on television ensure you buy it anytime you need sausage roll

Since most people buy Gala more than any other brand of sausage roll, you don't have a choice but to do the same

115(28.75) 119(29.75) 58(14.5) 77(19.25) 31(7.75) 400

The popularity of Gala because of the advert on TV drives you to call all sausage roll by that name

141(35.25) 114(28.5) 39(9.75) 76(19) 30(7.5) 400

What encourages you to call it Gala can be traced to the fact you observe most people call it too by that name

154(38.5) 132(33) 43(10.75) 47(11.75) 24(6) 400

Table 8 shows the extent popularized brand name has influenced consumers' behavior?

The result shows that 41% of the respondents Strongly Agree that frequent adverts of Gala on television ensure they buy it anytime they need sausage roll, 22.75% Agrees while 14.25% disagree and only 8.5% Strongly Disagree. 28.75% strongly agree that since most people buy Gala more than any other brand of sausage roll, they don't have a choice but to do the same, 29.75% agrees, while only 19.25% and 7.75% disagreed and strongly disagreed respectively. 35.25% of the respondents strongly agreed that the popularity of Gala because of the advert on TV drives them to purchase it, 28.5% agreed while 19% disagreed and only 7.5% strongly disagreed. Also, 38.5% strongly agreed that what encouraged them to get Gala can be traced to the fact they observed most people buy them while 33% agree and only 11.75% and 6% disagreed and strongly disagreed respectively.

Table 9: The Mean Score and the RII of the extent popularized brand name has influenced consumers' behavior?

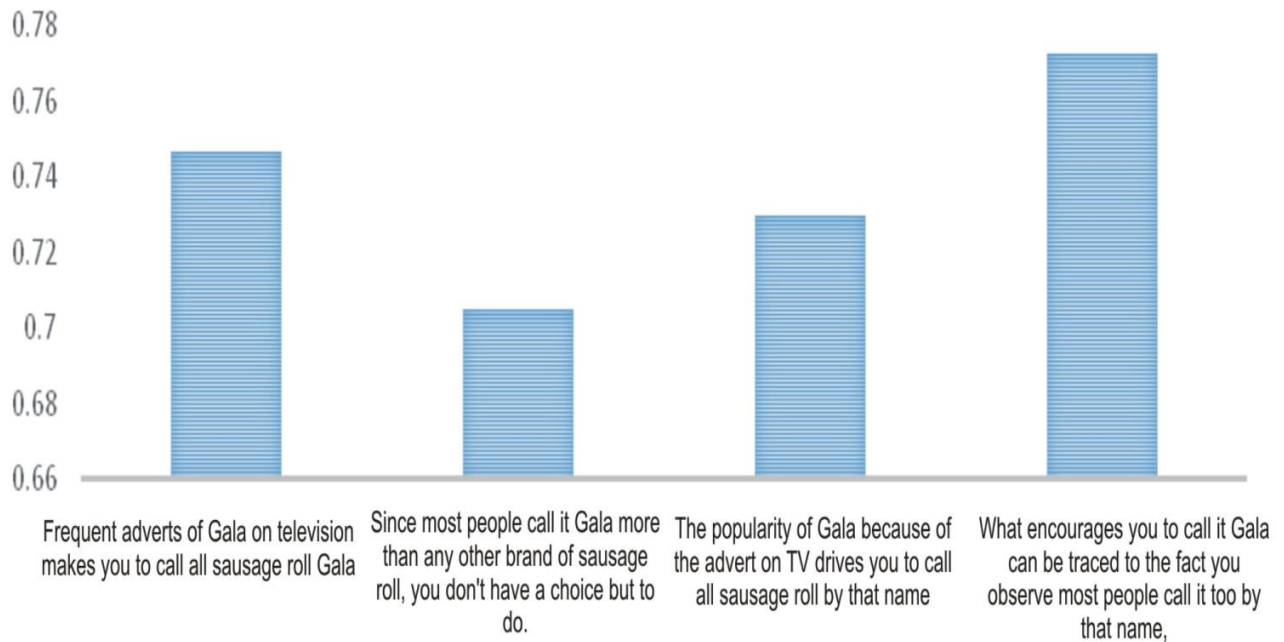
	N	Mean Score	RII
Frequent adverts of Gala on television makes you to call all sausage roll Gala	40	3.735	0.747
Since most people call it Gala more than any other brand of sausage roll, you don't have a choice but to do the	40	3.525	0.705
The popularity of Gala because of the advert on TV drives you to call all sausage roll by that name	40	3.65	0.73
what encourages you to call it Gala can be traced to the fact you observe most people call it too by that name	40	3.8625	0.7725

Table 9 gives the mean score and the RII of the Extent popularized brand name has influence consumers' behavior. The mean score of the item 1 "Frequent adverts of Gala on television ensure you buy it anytime you need sausage roll" is 3.74 with its respective RII of 0.75. Also, the item 2 "Since most people buy Gala more than any other brand of sausage roll, you don't have a choice but to do the" has a mean score of 3.53 and RII of 0.71. The item 3 "The popularity of Gala because of the advert on TV drives you to purchase it" has a mean score of 3.65 and RII of 0.73. Item 4, "What encourages you to get Gala can be traced to the fact you observe most people buy them" has a mean of 3.86 and RII of 0.77.

This result shows that item 1 has a mean of 3.74 on 5-point Likert scale and RII of 0.75 which shows that item 1 has 75% rating by the respondents. Item 4 has a mean of 3.86 on 5-point Likert scale and RII of 0.77 which shows that item 4 has 77% rating by the respondents and it is the

highest rated item. However, Item 2, and 3 with mean score 3.53, 3.90 and 3.65 respectively are higher than the average score of 2.50 on a 5-point Likert scale with RII of 0.71, and 0.73 respectively. This shows that these are items are highly rated by the respondents.

This result, however shows that the Extent to which popularized brand name has influence consumers' behavior is relatively high.



Discussion of Findings

RQ 1: To what extent has popularized brand name influence consumers' awareness of generic product name?

Research question one is answered by table 2 and 3. Table 3 shows that majority of the respondents are of the opinion that item 1 “Gala is a brand name that comes to their mind” has made the popularized brand name as the product generic name. Consumers are of the opinion that they barely call sausage roll by its product name but rather call it Gala.

Item 1 has the Mean Score 4.46 on 5-point Likert scale and RII of 0.89. It has 89% rating by the respondents which is the highest rated item. Item 2 “When you want to buy sausage roll, you call it gala” has a mean of 4.02 on 5-point Likert scale and RII of 0.81 which shows that item 2 has 81% rating by the respondents and it is the second highest rated item. However, Item 3, 4 and 5 with mean score 3.40, 3.99 and 3.50 respectively are higher than the average score of 2.50 on a five-point Likert with RII of 0.68, 0.80 and 0.70 respectively. This shows that these items are highly rated by the respondents.

This result, however, shows that there is a high Level of Consumer awareness of the Brand name relate to the product's name

This finding is in line with the view of Sebastian and Babu (2015) noted that “consumers act on the basis of cognitions, or their knowledge or beliefs about the world. These cognitions are stored in memory and they influence how incoming stimuli are interpreted. There are several views on the memory structure and function of the memory. The multi-store approach considers memory to be composed of three different storage registers, such as sensory, short-term and long-term, which vary in size, storage period and operation. A second perspective which has been quite popular is that there is only one memory and distinct storage registers do not exist in a physical sense. A third conception of memory, called the activation model, also makes use of the single memory concept. In this currently popular view, consumers are seen as having one large memory store but any given time only a portion of that memory can be used by the consumer”.

RQ 2: What brand strategy influenced the popularization of Gala

Research question 2 is answered by table 4 and 5. Table 5 which shows that Item 4 “Frequent advert on media, made you know about Gala” is the brand strategy that has influenced the popularization of Gala. Item 4 has a mean of 3.55 on the five-point Likert and RII of 0.71 with 71% rating by the respondents which is the highest rated item.

Item 1 “It's just recently that you got to realize that Gala is one name for sausage roll” also has a mean of 3.48 on the five-point Likert and RII of 0.70 with 70% rating by the respondents, which is the second highest rated item. However, Item 2, 3 and 5 with mean score 3.34, 3.36 and 3.31 respectively are higher than the average score of 2.50 on the five-point Likert with RII of 0.67, 0.67 and 0.66 respectively. This shows that these items are highly rated by the respondents. This result shows that frequent adverts on media was used to achieve popularization of Gala.

This finding supports the view of Doghudje (1985) that “advertising is a marketing tool whose sole aim is to build preferences for advertised brands or services.” He argues that advertising is best at creating initial awareness of a product or services building an image and reinforcing existing impressions consumers have of a brand. Advertising stimulates demands, strengthens other promotion mix elements, develops brand preference, cut costs, and serves as competitive weapons for marketers.

RQ 3: What made Gala brand popular to it consumers?

Research question 3 is answered by table 6 and 7. Table 7 which shows that Item 5 “The marketing skills used by the Gala brand made it popular” has made Gala brand popular to it consumers. Item 5 with a mean of 4.13 on 5-point Likert scale and RII of 0.83 which has 83% rating by the respondents and it is the highest rated item. Whereas, Item 1 “The major reason you started being aware of Gala is that you saw others buy or talk about it” with a mean of 3.89 On the five-point Likert scale and RII of 0.78 shows it has 78% rating by the respondents. However, Item 2, 3 and 4 with mean score 3.60, 3.90 and 3.28 respectively are higher than the average score of 2.50 on the five-point Likert with RI I of 0.72, 0.78 and 0.66 respectively. This shows that these are items are highly rated by the respondents.

This result shows that marketing skills used by Gala brand made it popular. This finding supports the view of Doghuje (1985: 19) that Advertising is a marketing tool whose primary purpose is to develop expectations for branded brands or services. He claims that advertising is ideally suited to generating an initial perception of a product or service that generates an image and reinforces established customer perceptions of a brand. Advertising increases demands, enhances other components of the promotion mix, creates brand preferences, lowers costs and acts as economic arms for marketers.

RQ 4: To what extent has popularized brand name influence consumers' behavior?

Research question 4 is answered by table 8 and 9. Table 9 shows Item 4 “What encourages you to call it Gala can be traced to the fact you observe most people call it too by that name” is relatively high to the manner in which popularized brand name as influenced consumers' behavior. Item 4 has a mean of 3.86 on 5-point Likert scale and RII of 0.77 which has 77% rating by the respondents and it is the highest rated item. Whereas, item 1 “Frequent adverts of Gala on television ensure you buy it anytime you need sausage roll” has a mean of 3.74 on 5-point Likert scale and RII of 0.75 which has 75% rating by the respondents. However, Item 2, and 3 with mean score 3.53, 3.90 and 3.65 respectively are higher than the average score of 2.50 on a 5-point Likert scale with RII of 0.71, and 0.73 respectively. This shows that these items are highly rated by the respondents.

This result shows that the extent to which popularized brand name has influence consumers' behavior is relatively high. This finding is in line with the view of Proctor and Stone (1982) noted that the principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior especially the economic, social and psychological aspects which can indicate the most favored marketing strategy that management should select. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary of the study

In chapter one, a background to the study was given, highlighting the statement of problem, objectives of the study, research questions, significance of the study, scope of the study and definition of terms. Chapter two presented a review of other relevant works that have been done on the subject of branding and consumer behavior. The review includes conceptual, theoretical framework and empirical review. while chapter three specifies the methodology adopted in conducting this research.

This chapter presents the summary of the study and the conclusions. It also contains the recommendations on the popularization of brand name as product generic name and consumer patronage: a study of Gala brand name.

The study evaluated the popularization of brand name and consumer patronage. Specifically, the study was interested in knowing how popularization of Gala brand name as become the product generic name of sausage roll and consumer patronage.

Chapter one presented a background to the study, the statement of problem, objectives of the study, research questions, significance of the study, scope of the study and definition of terms. Four research questions were raised in relation to the problem presented. In chapter two, relevant literatures in branding and consumer behavior were reviewed. Theories relevant to the study were also discussed to provide a theoretical framework for the study.

Chapter three comprised the methodology used in gathering and analyzing data for the study. The survey design was adopted and the major instruments were questionnaire.

Chapter four presented findings in relation to the research questions earlier raised. The data collected were analyzed in this chapter through the through the use of mean value including the use of charts (bar chart and pie chart) and simple percentages of Statistical Package for Social Sciences. The study used quantitative data in the analysis.

This chapter is concerned with the major findings that have been stated in chapter 4 of this study, four research questions were tested, accepted and supported, on the basis of the data analysis. Subsequently, recommendations were made to help Gala brand to see to consumers buying their products not the brand name popularized alone. And this can be done by carrying out awareness campaign to the consumers.

Summary of Findings

The analysis of data presented in chapter four revealed the following:

1. There is a high Level of consumers' awareness of the brand name than the product's name
2. Frequent adverts on media was used to achieve popularization of Gala.
3. Marketing skills used by Gala brand made it popular.
4. The extent to which popularized brand name has influence consumers' behavior is relatively high.

Conclusion

Popularization of brand name as product generic name was achieved as a result of frequent adverts on the media which has made Gala brand name a house hold name. That is, Gala brand name has replaced sausage roll which is the product generic name. Social factor also contributes to consumer behavior; most consumers call sausage roll Gala because they see other people do so. Finally, the marketing skills employed by Gala brand made the name popular among other brand names.

Recommendations

Based on the findings, it is therefore recommended that:

- i.** Manufacturer of Gala brand should intensify advertisement in order to maintain the already popularized name.
- ii.** Manufacturer of Gala sausage roll should try their best to maintain a content base differential advantage in order for them to keep leading in the competitive market of sausage roll.
- iii.** Manufacturer should try to make Gala sausage roll a different package in line with other sausage roll in such that consumers will identify it without taking a second look.
- iv.** Visual base campaign can be used for enlightenment to let people know between Gala and other sausage roll.

LIMITATION OF STUDY

This work is limited to Ado Ekiti in Ekiti State out of all the state in Nigeria. Also, limited to one brand of the various popularized brand name. The researcher was limited by time and financial resources which limited the scope of the research to one brand and one local out of the 774 local government area. One of the limitation of the research is the slow response time of the respondent.

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APPENDIX

Department of Mass Communication,

College of Humanities, Management and Social Sciences

Mountain Top University, Ogun State

Ogun State.

November, 2020

Dear Respondent,

I am a final year student in the above-stated department in Mountain Top University, Ogun State. I am carrying out research on the popularization of the brand name as a product of generic name and consumer's patronage: the case of Gala. Your honest response to this questionnaire is seriously required for this academic endeavor.

I will ensure that every information and facts supplied shall be treated with the utmost confidentiality and be used solely for this research work.

Your kind co-operation is appreciated.

Yours faithfully,

The Researcher.

Instruction: please kindly tick () the options below to support your view on the subject matter above.

SECTION A (BIODATA)

Please mark (√) in the box the answer you think is appropriate.

1. SEX

Male [] Female []

2. AGE

Below 20 [] 20 – 29 years [] 30 – 39 years [] 40 – 49 years [] 50 -59 above []

3. MARITAL STATUS

Single [] Married [] Widowed [] Divorced [] Separated []

4. QUALIFICATIONS

O’Level [] OND [] HND/B.Sc [] M.Sc/MBA [] Other (Please specify.....

5. Ethnic Group

Yoruba [] Igbo [] Hausa [] Other.....

SECTION B

INSTRUCTION: Please tick (√) against your chosen option and express your view where necessary. The Likert 5 Point scale is used in construction of the questionnaire to elicit your responses opinions on each statement. The adopted options and scales are as follow: Strongly agree (SA), Agree (A), Undecided (UD), Disagree (D) and Strongly disagree (SD).

	Statement	SA	A	UN	D	SD
	What relationship exists between popularized brand name and it generic product name?					
1.	Gala is a brand name that comes to your mind.					
2.	When you want to buy sausage roll, you call it gala.					

3.	Gala is the only brand of sausage roll you know.					
4.	When it comes to sausage roll, you remember Gala before other sausage roll.					
5.	You didn't know before now that Gala is a brand name for sausage.					
	What is the best branding strategy used to achieve popularization of Gala?					
1.	It's just recent that you got to realize that Gala is one of the names for sausage roll.					
2.	You just got to know that Gala is another name for branded beef sausage.					
3.	People around you made you know about Gala.					
4.	Frequent advert on media, made you know about Gala.					
5.	You won't have known about Gala but for your friends or family members.					
	What made Gala brand popular to its consumers?					
1.	The major reason you started being aware of Gala is because you saw others buy or talk about it.					
2.	Information about Gala is mostly seen through the television than radio or Newspaper.					
3.	You buy Gala because that is the first brand name to come to your mind when you need a sausage roll.					
4.	People's influence made you buy Gala.					
5.	The marketing skills used by Gala brand made it popular.					

	To what extent has popularized brand name influence consumers' behavior?					
1.	Frequent adverts of Gala on television ensures you buy it anytime you need sausage roll.					
2.	Since most people buy Gala more than any other brand of sausage roll, you don't have a choice but to do the same.					
3.	The popularity of Gala as a result of advert on TV drives you to purchase it.					
4.	What encourages you to call it Gala can be traced to the fact you observe most people call it too by that name.					