

**POPULARISATION OF BRAND NAME AS A GENERIC**

**PRODUCT NAME AND CONSUMERS' PATRONAGE:**

**(A STUDY OF GALA)**

**BY**

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**CERTIFICATION**

This is to certify that this project titled “Popularization of Brand Name as a Generic Product Name and Consumer Patronage: (the study of gala) was written by OWOEYE JULIANA TITILOPE with matriculation number 16020601004 for the award of Bachelor of Science (Bsc.) Degree in Mass Communication of the Mountain Top University, Ogun State, Nigeria.

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## **DEDICATION**

I dedicate this work firstly, to God Almighty, the author and finisher of my faith and the Alpha and the Omega who has sustained me in the course of my studies. Secondly, to my amazing and supportive family for their love during my undergraduate program and lastly to Opeyemi Ojewumi for their effort and care.

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## **Abstract**

*This research examined popularization of brand name as a generic product name and consumers' patronage: a study of gala brand. Consumer behavior theory and Information Processing Theory were used. My focus is to examine how gala brand name is popularized as generic product name for sausage roll. The study employed the survey method. A sample size of 400 respondents, mainly consumers of sausage roll in Ado Ekiti, Ekiti State, Nigeria was used. The findings reveal that 89% of the respondents are of the opinion that Gala is a brand name that comes to mind when sausage roll is mentioned. Thus shows that there is a high level of consumer awareness of the brand name than the product's name. They barely call sausage roll by its product name but rather call it Gala. Furthermore, 75% of the respondent strongly agree that frequent advert on media made consumers know about Gala which was a brand strategy deployed to influence the popularization of Gala brand name. Hence, a major factor in popularization of brand name is the use of marketing skills by Gala brand. Therefore, Gala popularized brand name has been converted to the sausage roll generic name. with the offer-said, thus study recommends that manufacturers of Gala brand should not relax on the popularization of Gala brand.*

**Keywords:** Popularization, Brand name, Generic product name