

Introduction

Product marketing in Nigeria's deregulated economy is at an all-time high, with producers branding and rebranding on a regular basis to obtain a competitive edge (Abugu, 2015). The process of identifying a product or service with a name, sign, symbol, design, or even a mix of these in order to differentiate a seller's or a group of sellers' product or service from that of rivals is known as branding (Abugu, 2015). It might be a product, a renowned person, or a concept, according to Kotler (2005). According to Keller (2003), one of the ways a seller may differentiate his goods from others is through branding. A name that impacts a buyer, according to Kapferer (2007), is a name with ability to influence purchasers.

There are frequently several brands that give consumers near alternatives to any possible goods or service. When a consumer has a variety of brands to select from that offer similar products, he or she is said to be loyal to that particular brand. Repeat purchase behaviour shows a deliberate decision to keep buying the same brand (Solomon, 2011). When a seller has a brand to which some consumers are loyal, the seller benefits in three ways: brand loyalists are willing to pay a higher price for the product, and higher prices for branded products are justified by consumers' quality assumptions that come with the brand name; the seller (producer) incurs less cost to make the sale in comparison to incurring extra cost convincing the buyers; and the seller (producer) incurs less cost to make the sale in comparison to incurring extra cost convincing the buyers (Henry & Quansah, 2013; Woodside, 2010).

Beer has been widely drunk by people throughout Nigeria, particularly in Abuja, for a variety of reasons including relaxants and euphoric effects, recreational purposes, creative inspiration as an aphrodisiac, and so on.

The brewing business has exploded in Nigeria, particularly in the FCT city. According to a 2008 report by Vetiva Capital, an investment and research firm, the volume of beer produced in Nigeria per year is expected to increase from 15 million hector liters (1.5 billion liters) in 2009 to 23 million hector liters (2.3 billion liters) in 2015, with beer consumption per capita estimated to be 10 liters. Another development, according to Mitchel and Tomo (2005), there were only a few beer brands in Nigeria a few years ago, but now there are several breweries brewing millions of hector liters of beer under various brand names such as Guinness Stout, Star beer, Harp beer, Gordon Spark, Heineken beer,

Becks beer, Champion beer, and many others. Because of the huge amount of production and the variety of brands available on the market, the operators in the sector are engaged in a cutthroat battle for increasing market share. When the competition is fierce and manufacturers are confronted with a variety of brand options, it is critical for them to grasp the key characteristics that might draw customers to their own brand. Brewery businesses in Nigeria are facing significant problems as a result of alternative brand products being created, and customers are being forced to choose between several alternative brands. Star, Harp, Life, Guinness Stout, and 33, Legend Stout, Hero, Turbo King, and Smirnoff Ice are some of the beer brands that compete in the Nigerian beer industry. A strong brand with loyal customers is critical to any company's success, as loyalty is a crucial factor in commercial success (Craner, 1995).

As a result, what challenges will producers have in achieving and maintaining loyalty status in the face of rival brands? These, and other issues, must be answered in order for a vendor or manufacturer to stay strategic in the market. According to Chaudhuri and Holbrook (2001), loyalty is connected with trust, which is depending on a brand that performs its claimed functions. Trust, according to Riegelcherer et al., (2005), Corritore et al. (2003), Johnson and Grayson (2003), leads to logical decision-making, which can affect purchasing habits. Anything positive has to be linked with the brand. Such associations have importance for customers and are utilized to make purchasing decisions (Aaker, 1991). It's important to evaluate if branding may impact purchasing behaviour.

Objectives of the Study

The study aim to investigate the impact of branding on consumer buying behaviour of beer product. The analysis takes to study beer markets in FCT. The specific objectives of the study are to:

- i. find out the effect of branding on consumer buying habits;
- ii. assess the relationship between branding and consumer buying behaviour;
- iii. investigate customers' view on different branding of beer product; and
- iv. realize the elements of branding that determine beer consumers buying habits.

LITERATURE REVIEW

Branding

Branding is name used to describe one of more items in the product line that is used to identify the source and characters of the items (Kotler, 2005). Doyle (2002) defines brand as a specific name, symbol or design, or the combination of these-that is employed to differentiate a product. The American Marketing Association (AMA, 2011) 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 other sellers".

Customers associate brand with familiarity and trustworthiness since they come into touch with it on a daily basis; as a result, they use it as a criterion for deciding whether or not to purchase new items. Furthermore, whether or not trademarks are considered causative indications of determinants of product quality relies on whether or not intrinsic qualities and processes genuinely determine quality. Brand equity may be used to build familiarity and credibility in the minds of customers, which produces value for the company. Brand equity includes brand awareness, brand loyalty, brand associations, and perceived quality (Belch & Belch, 2021).

A brand is a name that every consumer remembers, and it is defined by a distinctive name or symbol that distinguishes the goods and services from those of competitors. Aaker (1991), Keller (2003), and Belch and Belch (2021) highlighted that a brand is made up of goods, packaging, marketing, advertising, and overall presentation, and that a brand is a guarantee of dependability and quality in consumer items from the consumer's standpoint.

Branding is defined as the use of identifiable variables such as appealing names, symbolisms, terminologies (slogans), terms, and signs, as well as the combination of all of the above variables, with the goal of associating it with specific services and products in an organization that is distinct from competitors' brands. Formally, branding was described as the alteration of a product's name, association, and other components used to identify it (Kotler & Armstrong, 2020).

Prior to the industrial revolution, significant economic operations (before the industrial revolution) used branding to distinguish one product from another, notably among artists. A brand that is properly designed and implemented has become a key instrument for commercial organizations to break into any

industry since it dominates the subconscious thoughts of customers who do not struggle to recall them whenever the necessity comes. Branding is an important tool for companies to connect their strategy, culture, and identity with their consumers.

The practice of stamping a product with a distinguishing name, mark, or a mix of both is known as branding. It provides a product a distinct personality. In the end, branding serves as a signal. It enables customers to instantly identify a product as one they are acquainted with or enjoy. It serves as a memory aid, helping customers to recall essential information from their memories. This data might include prior brand experiences, brand impressions, or brand connections. We rely on the knowledge we've gathered about brands to help us make judgments (Winkielman & Knutson, 2007). One of the most essential components of corporate strategy is branding. Not only is branding important for establishing and sustaining consumer value, but it is also an important instrument for gaining and retaining competitive advantage (Todor, 2014).

Consumer Buying Habits

The study of consumer behaviour focuses on how individuals or groups choose, acquire, utilize, or discard items, services, ideas, or experiences to meet their needs and wants. Before making a purchasing choice, consumers evaluate several product characteristics (Schiffman & Kanuk, 2010).

Consumer behaviour is described as "the process of making decisions and engaging in physical action when assessing, purchasing, consuming, or disposing of products and services." All employees involved in marketing must have a solid grasp of customer behaviour. This knowledge helps marketers to track down customer behaviour, influence it, change influencing variables to gain an advantage, and get people to form favourable behaviours toward a product.

Consumer buying behaviour is defined by Chukwu and Enudu (2018) as the mental, emotional, and physical actions that individuals participate in while selecting, acquiring, utilizing, and disposing of items and services to meet their wants and preferences (Schifinan & Kanuk, 2009). It encompasses persons who engage in the exchange process' buying and other consumption-related behaviours (Michael, 2005). Solomon, Bainossy, Askegaard, and Hogg (2006) defined the word as the study of the process through which people or groups

choose, acquire, use, and discard things, services, ideas, or experiences to meet their wants and desires.

The inclination to act on an object is known as purchasing behaviour, and marketers are always evaluating aspects of the marketing mix that may affect buying habits, such as product concepts, advertising strategy, packaging, and brand.

Review of Empirical Studies

Many studies (Chaudhary & Hobrook, 2001; Tavi & Otunba, 2013; Todor 2014) have looked at the impact of branding on consumer buying behaviour, and it "has been studied within and across a variety of societies including the United States, Australia, the United Kingdom, Italy, India, and Japan, with the majority conducted in the developed economies of the west" (Kaikati, 2003; Stuart & Muzellec, 2004; Muzellec, et (Ogbuji, 2011; Chukwu & Enudu, 2018). Branding has been shown to have a significant impact on customer purchasing behaviour in these research. Increased patronage (Ogbuji, 2011), brand awareness (e.g. Tsai, Liang, & Liu, 2007), and brand loyalty are among the important factors highlighted (Chaudhary & Hobrook, 2001). However, a number of studies have looked at the variables that lead to an organization's rebranding of its business or product (see for instance Kaikati, 2003; Stuart & Muzellec, 2004; Muzellec, 2006; Dubey & George, 2011; Tevi & Otubanjo, 2013; Todor, 2014). Furthermore, several works have tackled the topic of a company's branding mission (see for instance Muzellec et al. 2003; Mitchell & Tomo, 2005; Todor, 2014). Unfortunately, virtually all of them passively and incidentally studied the reasons of rebranding without conducting a full analysis of its impact (Tevi & Otubanjo, 2013). More significantly, the bulk of these studies provide no explanation for how rebranding affects customer purchasing habits. Given the paucity of literature on the subject, this study aims to offer a thorough examination of the influence of rebranding on customer purchasing patterns.

According to Todor (2014), there is a link between branding, rebranding, and attempts to build a strategic marketing plan. Todor's discovery demonstrates that product or service quality alone is no longer sufficient to secure a company's success. That many businesses seeking significant profits on national or worldwide marketplaces must view branding initiatives as a requirement

rather than a choice. Furthermore, even if the business's efforts result in a successful brand, time and market changes may cause the brand's image to deteriorate, causing the company to reconsider its whole branding strategy and rebrand. Tevi and Otubanjo (2013) conduct a study of the variables that lead to corporate rebranding based on academic research. Following the review, it was argued that there is no epistemologically founded understanding of why companies rebrand. As a result, the theory of natural selection is proposed as a foundation for the construction of a new model that explains the reasons and processes of corporate rebranding. A new model based on the idea of natural selection is proposed, as well as a new definition of corporate rebranding. In essence, the model provides epistemologically founded explanations for corporate rebranding's dominance in the environment. The literature study reveals that there is a lack of an epistemologically based explanation of the reasons and process of corporate rebranding in the business world.

Dubey and George (2011) investigated the key features of rebranding in India, as well as the significant variables that influence commercial organizations' rebranding decisions. Changes in competitive structure, changes in product portfolio, new segments, changes in product/service quality, and mergers and acquisitions are all drivers of rebranding in India.

Brand image, brand trust, and perceived quality are some elements of brand equity that have a favourable influence on consumer purchase decisions, whereas brand satisfaction and experience have a low or moderate impact on purchase decisions, according to the researchers. This study focuses on Iran's food industry, and the results were derived from 165 samples acquired by simple random sampling (Heidarian, 2015 & Bijandi, 2015).

Brand management has been demonstrated in previous research to assist businesses preserve their image and that a strong brand has a large market share. The client (AMA, 2011) is an essential category in brand management since it represents the current or potential consumer of products or services.

A brand can be successful if the brand management system is competent, and loyal and pleased customers/consumers can be observed as a consequence of related marketing efforts. A multitude of elements interact in complicated ways to impact consumer behaviour. Companies can identify the activities necessary to satisfy the customer's requirement if they have a deeper knowledge of the customer's views (Shende, 2014). The marketplace is becoming a location of

super-saturation of items as a result of present global conditions, culminating in the loss of brand loyalty. Companies that build loyalty ties with their consumers can avoid these situations. As a result, the value proposition of the provided brands must align with the values and wants of customers.

There are eleven categories of brand associations, according to Aaker (1991), including brand attributes, moral values, consumer advantages, associated pricing, usage, user, famous persons, lifestyle, product class, competitors, and geographical context. According to Aaker, brand awareness refers to a potential buyer's capacity to recognize or recall that a brand belongs to a specific product category, as well as the relationship between a product class and the brand. The impact of brand awareness on brand value is influenced by both the content and the amount of brand awareness. One of the elements impacting the company's market share in relation to that product is brand awareness. As the number of people in the market who are aware of the brand grows, so does the likelihood of the product's market share growing.

As a result, the research indicates that rebranding is another strategy used by businesses to retain existing consumers while also attracting new ones, resulting in improved purchasing behaviour. The influence of rebranding on the brewing sector must be investigated.

Theoretical Framework

This study explicates AIDCA theoretical approach to investigate the impact of rebranding of beer on consumers' buying habit of Nigeria breweries.

In 1921, Harry D. Kitson developed AIDCA as Attention, Interest, Desire, Conviction, and Action. He used this model in writing about how the mind of the buyer works. In 1940, Clyde Bedell also developed AIDCA, in agreement with Kitson (Ugonna, et al. 2017).

The AIDCA theory of advertising essentially posits that the Attention, Interest, Desire, Conviction, and Action elements of an advertisement induce an attitude and/or behaviour in the consumers. The resulting attitudinal and/or behavioural effects could be for the consumers to purchase the product being advertised.

According to Ugonna, et al (2017), the AIDCA theory is very important in marketing product. It stands for the following:

Attention: First, the consumer's attention has to be captured through branding before he can make the necessary approaches towards the purchase of the Nigerian Breweries.

Interest: After the attention is elicited the next is that the customer's interest is aroused and a social inclination is imbibed in the product.

Desire: Then, the clientele desires the Nigerian Breweries as he perceives it as being capable of satisfying his urge for a beer drink.

Conviction: The customer then earns a conviction within him that the branded Nigerian Breweries will yield the most expected benefit to him.

Action: And he finally makes his purchase of the Nigerian Breweries brand of beer having convinced himself of the level of satisfaction he will derive from the consumption of Breweries.

Consequently, the theoretical framework for this study rests on the relationship between branding of Nigerian Breweries and consumers' buying habit as evaluated using the AIDCA theory of advertising.

Methodology

The study used the survey method. Selected beer patronisers in Federal Capital Territory (FCT) Abuja serve as the population. The city is populated by individuals from various districts of Nigeria. Abuja is the capital city of Nigeria and it has 10 major sub-cities. According to the National Bureau of Statistic the population of 2018 in 2016 estimated as 6 million. Since the population of the study is infinite the detailed description of population of consumer buying behaviour city region picked from respective area. The study area is strategic due to the fact that the city is hallowed with different types of beer industries with large number of consumers hence it is simple to collect data as due to large number of people consume different beer brands in this city.

In larger part of Nigeria, beer is an integral part of peoples' lives. Peoples especially during holiday's celebrations and recreations they buy and consumed. According to the NBS 2019 reports, breweries in Nigeria are produced 20 million hectolitres of beer per year. There are hard facts indicating that beer market in Nigeria has been growing and the demand for it is rising. Consumption of these factory beers are also said to be largely urban.

This location is strategic due to the fact that the presence of different types of beer brands with large number of consumers living in the city. Hence it is

simple to collect data for all beer brand consumers. Only adult beer consumers who at the time of this study reside in FCT, was used as respondents for this study. Therefore, adult beer consumers within the FCT and Keffi metropolis served as the population of the study.

Sampling Techniques

Since the population of the study was infinite, the researcher purposively sampled sizable number of respondents large enough to represent the population and as recommended by researcher (Wimmer & Dominick, 2014; Creswell, 2014). In the sampling size determination 400 respondents was taken to answer the research questions. These comprised of 350 customers and 50 retailers and whole sellers.

The researcher adopted convenience sampling of non-probability technique for the study. Convenient Sampling refers to researching subjects of a population that are easily accessible to the researcher and it is affordable, easy, and the subjects are readily available (Sakaran, 2003).

Validation and Reliability

According to Creswell (2014), reliability refers to the degree to which data collection method will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from source. The purpose of reliability is to examine the level of non-error in measurement, which means to examine the consistency of measurement.

The Cronbach's alpha test used to measure the internal consistency between the multiple measurements of a variable in the questionnaire scale shows a minimum of .878 reliability coefficient. According to Hair et al. 2006 (p.137), this test is the most widely used to assess the consistency of the entire scale. Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires.

Method of Data Analysis

A descriptive statistics which includes frequency and percentages was used to answer the research questions and results were presented in tables and charts.

An inferential statistics which includes regression analysis was used to test the impact and thus the association between categorical variables. All analysis was done using a statistical software package known as SPSS Statistical package for social sciences) version 21.

FINDINGS AND RESULTS

Socio-demographic Characteristics

Age Group

Those within the age of 26-35 years old form the bulk of the respondents. They account for almost one-third (30.8%) of the total respondents. While Age bracket 46 years and above represents 23.4% of the respondents and those within the age bracket 36-45 years old represents 24.3%. Males represented 70.6 percent of respondents while the other 29.3 percent were females and 92% have completed their tertiary education. 168 (42.8%) of the respondents were married, while 193 (49.2%) are single. About half (47.9%) of respondents are either government or private service providers.

Branding and Consumer Buying Behaviour

This section provides the perception of respondents on beer branding and their buying behaviour.

Table 1: Frequency at which Respondents Drink or Patronize Beer

Variable	Frequency	Percentage (%)
Never	Nil	0.0
Rarely	38	9.6
Sometimes	85	21.6
Often	108	27.5
Always	161	41.1
Total	392	100.0

Source: Researchers' Field Work, 2021

Majority of the respondents (41.1%) sampled drink or patronize beer always. Also, 27.5% agreed to have something to do with beer often and it only 9.6% that patronize beer rarely. This reason for this overwhelming response is because the data was gathered within the premises of beer selling and drinking points in the study areas.

Table 2: Respondents Understanding about Beer Branding

Variable	Frequency	Percentage (%)
Name	73	18.6
Labelling	48	12.2
Company Image	59	15.0
Slogan or Motto	31	7.9
All of the Above	164	41.8
None of the Above	17	4.3
Total	392	100.0

Source: Researchers' Field Work, 2021

The response in the table above shows that majority of the respondents (41.8%) tick 'all of the above' meaning that understood branding to mean beer name, labelling, company image, slogan and motto. However, 18.6% understood branding from the brand name. This shows that company identity is key for consumer understanding of brand.

Table 3: Respondents Views on the Brand of Beer Product that comes their Mind First

Variable	Frequency	Percentage (%)
Star Beer	63	16.0
Gulder Beer	68	17.3
Legend Beer	29	7.3
Heineken Beer	51	13.0
Stout Beer	60	15.3
Harp Beer	17	4.3
Guinness Smooth Beer	104	26.5
Total	392	100.0

Source: Researchers' Field Work, 2021

The data above shows that majority of the respondents (26.5%) recognized Guinness Smooth beer brand first. This was followed by Gulder Beer (17.3%) and Star Beer (16.0%), while Stout Beer (15.3%). This shows that Guinness beer brand resonate faster in the minds of the consumers of beer within the study area.

Table 4: The Ways respondents recognized Brand of their choice

Variable	Frequency	Percentage (%)
Advertisement	43	10.9
Past experience with the brand	88	22.4
Self-Judgment	27	6.8
Its name or logo	145	36.9
Company Image	58	14.7
Group reference influence or Recommendation	19	4.8
Availability and accessibility	12	3.0
Style, Colour, Durability	Nil	0.0
Others	Nil	0.0
Total	392	100.0

Source: Researchers' Field Work, 2021

The data above shows that majority of the respondents (36.9%) know about their beer brand through its name and logo. However, 22.4% banked on past experience with the brand to go for it next time and 14.7% appreciate the brand through the image of the company. This means branding is a key determinant for consumers.

Table 5: The Brand of Beer that Respondents Buy and Consume Regularly

Variable	Frequency	Percentage (%)
Star Beer	63	16.0
Gulder Beer	68	17.3
Legend Beer	29	7.3
Heineken Beer	61	15.5
Stout Beer	60	15.3
Harp Beer	17	4.3
Guinness Smooth Beer	94	23.9
Total	392	100.0

Source: Researchers' Field Work, 2021

The data above shows that majority of the respondents (23.9%) buy and consume Guinness Smooth beer regularly. This was followed by Gulder Beer (17.3%) and Star Beer (16.0%), while Heineken Beer (15.5%). This shows that Guinness beer brand resonate faster in the minds of the consumers of beer within the study area as the buy and consume it brand regularly the most.

Table 6: The Frequency of Respondents Consumption of their Preferred Beer Brand

Variable	Frequency	Percentage (%)
Once in a week	53	13.5
Twice a week	88	22.4
Three or four days in a week	57	14.5
More than 3 days in a week	55	14.0
Once in a month	38	9.6
Twice in a month	29	7.3
Three or four days in a month	22	5.6
More than 3 days in a month	45	11.4
Others	5	1.2
Total	392	100.0

Source: Researchers' Field Work, 2021

The data above shows that majority of the respondents (22.4) consume their preferred beer twice a week. This was followed those that consume three or four days in a week (14.5%), more than 3 days in a week (14.0%) and once a week (13.5%). This give a signal that consumers patronized their preferred beer regularly.

Table 7: What Encourage Respondents to Purchase their Preferred Brand

Variable	Frequency	Percentage (%)
Product Quality and testing	73	18.6
Price o Cost (time cost, energy cost)	59	15.5
Promised benefits of the company	27	6.8
Responsiveness and societal service	23	5.8
company		
Brand image	125	31.8

Familiarity, likeability and Reputation	68	17.3
Distribution availability	17	4.3
Others	Nil	0.0
Total	392	100.0

Source: Researchers' Field Work, 2021

The data above shows that majority of the respondents (31.8%) agreed that brand image encouraged their decision for purchasing their preferred beer. Others sees product quality and test as what inspire them to purchase their preferred products (18.6%), followed by familiarity, likeability and reputation (17.3%) and product price (15.5%). The image of brand is key in encouraging consumer to go for the product.

Effect of Branding on Consumer Buying Habits

This section gets respondents view on the effect of branding on their buying habit.

Table 8: Respondents view on the Effect of Branding on their Buying Habits.

Effect of Branding on Buying Habits	1	2	3	4	5	M	SD	OVERALL (%)
Advertisement attract me to the brand	9.2	14.3	7.6	30.3	38.6	3.75	1.34	75
Past experience with the brand encourage my buying habit	6.2	8.9	10.0	33.8	41.1	3.95	1.19	79
Packaging is a motivational factor for the brand	7.8	6.5	7.8	24.3	53.5	4.09	1.25	81.8
Group reference influence or	7.8	15.1	10.3	19.7	47.0	3.83	1.36	76.6

Recommendation matters

Brand availability and accessibility attract me to the product	6.5	14.3	5.1	24.1	50.0	3.97	1.31	79.4
The name and image of the product ensure my loyalty	6.2	8.9	10.0	33.8	41.1	3.95	1.19	79
TOTAL						3.92	1.29	78.4

Source: Researchers field work 2021 Note: 2.5 is the cut-off point between agreement & disagreement on table

Overall, respondents (78.4%) agreed that branding affect their buying of beer habit. Specifically, packaging is a motivational factor for the brand (M=4.09, SD=1.25), Past experience with the brand encourage my buying habit (M=3.95, SD=1.1.9), the name and image of the product ensure their loyalty (M=3.95, SD=1.19) and brand availability and accessibility attract me to the product (M=3.97, SD=1.31). It can then be inferred that branding is a motivational factor for consumption of beer products.

Table 9: Regression Analysis on the Effect of Branding on Consumer Buying Habits

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.705 ^a	.497	.496		8.86801

a. Predictors: (Constant), Branding

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27866.954	1	27866.954	354.354	.000 ^b
	Residual	28153.709	358	78.642		
	Total	56020.664	359			

a. Dependent Variable: Buying Habits
b. Predictors: (Constant), Branding

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.856	2.497		13.158	.000
	Branding	.546	.029	.705	18.824	.000

a. Dependent Variable: Buying Habits

The results shows positive and significant effect of branding on consumer buying habits ($R^2 = .497$, $Alpa = .000$). Therefore, we can conclude that branding affect consumer pushing of a product.

Relationship between Branding and Consumer Buying Behaviour

This section measured the relationship between branding and consumer buying behaviour of beer product. Pearson Correlation was used to test the relationship between the dependent variable and the independent variable.

Table 10: Pearson Correlation between Branding and Consumer Buying Behaviour

		Branding	Buying Behaviour
Branding	Pearson Correlation	1	.595**
	Sig. (2-tailed)		.000
	N	360	360

Buying Behaviour	Pearson Correlation	.595**	1
	Sig. (2-tailed)	.000	
	N	39	392

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the Pearson Correlation positive moderate significance (r .595, P=.000) relationship between branding and consumer buying behaviour. Thus, branding is related to consumer purchasing behaviour.

Consumers views on Different Branding of Beer Product

This section garnered respondents views on the different branding of beer product that makes them have good attachment to the brand

Table 11: Consumers view on Different Branding of Beer Product.

Different Branding	1	2	3	4	5	M	SD	OVERALL (%)
I can easily and quickly recall this brand during any buying Power	4.6	9.7	10.3	22.2	53.2	4.1	1.20	82
I have adequate Knowledge about this Brand	4.3	10.8	6.8	25.7	52.4	4.11	1.19	82.2
My Position of brand image is high towards this brand	3.8	10.3	6.5	33.8	45.7	4.07	1.13	81.4
I can recognize this Brands easily than competitive brands	3.2	11.9	10.5	35.7	38.6	3.95	1.12	79
At the place of purchase, I could visually detect my preferred brand	4.9	6.8	12.4	35.9	40.0	3.99	1.11	79.8

without much effort									
I would continue to use this brand for the next time	0.0	18.4	14.1	21.6	46.0	3.96	1.17	79.2	
I like to talk to other people about this brand	13.0	13.8	13.5	30.3	29.5	3.49	1.38	69.8	
I usually trust this brand because of high Social Image	3.8	10.3	6.5	33.8	45.7	4.07	1.13	81.4	
TOTAL						3.95	1.19	79	

Source: Researchers field work 2021 Note: 2.5 is the cut-off point between agreement & disagreement on table

Generally, respondents (79%) agreed on the different branding of beer product (M=3.95, SD=1.19). Particularly, they agreed to have adequate knowledge on their preferred brand (M= 4.11, SD= 1.9). Also, trust the brand because of high social status (M= 4.07, SD= 1.13), have strong position on the brand (M=4.07, SD=1.13) and can easily and quickly Recall this brand during any buying Power (M=4.1, 1.20). This findings shows that consumer have strong attachment to their preferred brand of beer as they have adequate Knowledge about the brand, at the place of purchase, they could visually detect their preferred brand without much effort and would continue to use the brand for the next time.

Elements of branding that determine Beer Consumers Buying Habits

This section examine the level of respondents agreement on the elements of branding that determine your beer buying habits.

Table 12: Respondents view on Elements of branding that determine Beer Consumers Buying Habits.

Element of Branding	1	2	3	4	5	M	SD	OVERALL (%)
I usually feel the image and color	4.6	8.1	5.7	33.8	47.8	4.12	1.12	82.4

of the beer brand									
I usually purchase this brand with Product Performance	4.6	10.0	10.3	30.8	44.3	4.00	1.17	80	
I usually purchase this brand with Value added features	5.9	6.8	5.4	37.0	44.9	4.08	1.14	81.6	
Improvement is key in my choice for beer	0.0	19.5	8.9	23.0	48.6	4.02	1.18	80.4	
Product Quality and taste attract me to the brand	13.2	13.8	15.1	28.9	28.9	3.46	1.38	69.2	
The price of the brand encourage my patronage	9.2	14.9	7.8	29.7	38.4	3.73	1.35	74.6	
TOTAL						3.91	1.22	78.14	

Source: Researchers field work 2021 Note: 2.5 is the cut-off point between agreement & disagreement on table

Generally, the study shows that majority of the respondents (78.14%) agreed on the elements of branding that distinguish one product from another. Specifically, usually feel the image and colour of the beer brand (M=4.12, SD=1.12), usually purchase the brand because of its value added features (M=4.08, SD=1.14), improvement is key to their choice of beer (M= 4.02, SD=1.18) and usually purchase the brand with product performance (M=4.00, SD= 1.17). This mean that product quality and taste attract consumers to the brand; just as they feel good on the brand image.

Discussion

Companies, such as beer products are facing wider range of competitors who offer a similar product to same customers (Kotler, 2005). In this increasable competitive market, companies are attempting to gain better position for them by becoming more customer-oriented (Hartmann, 2007). One wondering thing that consumers in making choice are merely responding to the outcome of their perception which is a function of attributes like brand name, mark, package, company-of-make etc. This study now measure how beer consumer has ended up selecting the specific beer brand in the face of branding.

The study found branding effect consumer buying habits. Through advertisement, past experience, packaging, name and image of the product, brand availability and accessibility consumer are attracted to patronize beer products. The data in table 8 and 9 that branding affect consumer pushing of a product. Branding is the process of stamping a product with some identifying name or mark of combination of both. It gives distinct individuality to a product. Branding ultimately works as a signal. It allows consumers to quickly recognize a product as one they are familiar with or one they like. It acts as a memory cue, allowing consumers to retrieve relevant information from memory. This information may be about past experience of the brand, brand perceptions or brand associations. The information we have stored about brands is crucial in guiding our decisions (Winkielman et al, 2000). Branding has become one of the most important aspects of business strategy. Branding is central to creating customer value, not just images and is also a key tool for creating and maintaining competitive advantage (Holt, 2015).

The study found that (Table 10) branding is the process of creating a relationship or a connection between a company's product and emotional perception of the customer for the purpose of generating segregation among competition and building loyalty among customers (Hislop, 2001). Brand management is the integral part of holistic marketing (Kotler et al, 2013). It is, in our opinion, a specific area of marketing, which uses special techniques in order to increase the perceived value of a brand. Branding and brand-based differentiation are powerful means for creating and sustaining competitive advantage.

The study found that consumer have strong attachment to their preferred brand of beer as they have adequate Knowledge about the brand, at the place of

purchase, they could visually detect their preferred brand without much effort and would continue to use the brand for the next time (Table 11).

The elements of branding determine beer consumers buying habits. Specifically, usually feel the image and colour of the beer brand, usually purchase the brand because of its value added features, improvement is key to their choice of beer and usually purchase the brand with product performance (Table 12). This mean that product quality and taste attract consumers to the brand; just as they feel good on the brand image.

Conclusion

Branding as an act of identifying a product or service with a name, sign, symbol, design or even the combination of these aimed at distinguishing the product or service of a seller or a group of sellers from those of the competitors. Studies have confirmed branding buying behaviour (Abugu, 2015; Mitchel & Tomo, 2005). Today, there were handful of beer brands in Nigeria, but today, there are several breweries brewing millions of hector liters of beer under different brand names including Guinness Stout, Star beer, Harp beer, Gordon Spark, Heineken beer, Becks beer, Champion beer and many more. Such large volume of production and availability of such different brands in the market has led to the cut-throat competition for increased market share being witnessed among the operators in the industry. When competition is keen and the manufacturers are faced with brand choices, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand. Brewery industries in Nigeria are facing stiff challenges occasioned by the alternative brand of products produced and customers are somewhat faced with making choice amongst existing alternative brands.

Beer companies as product providers need to provide goods that really satisfy consumers' expectations in ensuring that the company survives economically. In order to achieve this deed, the bear company need to understand consumers' buying habits in order to help them evaluate the product being offered. In Nigeria generally, and in particular in FCT even if beer companies have their own branding strategies to win the heart of customers, but large numbers of consumers are initiated to buy and consume on some beer brand. Just as this current study confirmed the effect of branding on consumer buying habits.

Recommendations

Based on the research results, findings of the study and the conclusions drawn above, the study proposes the following recommendations for researchers, marketers, advertisers and the beer companies on the veracity of branding and consumer buying behaviour.

Since consumer can easily build loyalty around a brand, it is advisable for marketers of branded products to continue uphold the quality of their brand.

Branding is an effective means to advertise a products. It is advisable that company that desired an edge in the market should continue to build strong identity around their brand as consumer identify with brand easily.

Previous studies have shown that brand management helps enterprises to protect their image and that a strong brand has a high market share.

Due to the current global conditions, the marketplace is becoming a place of a super-saturation of products resulting in brand loyalty disappearance. These conditions can be avoided when companies create loyalty relationships with their customers. Therefore, it is necessary that the value proposition of the offered brands meet consumers' values and desires.

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